



## ***ACTION PLAN***

Presented to: Transit Alliance Citizens' Academy

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### ***Action Plan Objective***

- Create awareness in the Hispanic community of the long-term implications of the developments that are occurring and will continue to occur near transit areas



## *Facts*

- Hispanic population represents more than 33% of the Denver metro area population
- More than 50% of Hispanics are familiar with mass transportation
- Hispanics need to be informed of the positive and negative impacts of the developments.
- RTD does not recognize the importance of Hispanics as customers



## *Tactics*

- Educate RTD on cultural differences
  - Hispanics process information in a different way than English speakers
  - Traditional communication outlets might not work for the Hispanic community
  - Hispanics do not attend public meetings for cultural reasons



## *Tactics* ...*Continues*

- Develop creative tools to make communication process more effective
  - ▣ Remodel an RTD bus and make it look like the light rail wagon for educational and promotional purposes
  - ▣ Attend Hispanic community events
  - ▣ Determine new ways to communicate with Hispanics



## *Timeline for Project Completion*

- Implementation of the project in the next 26 months
- Measure of effectiveness: 1/3 of public attendance at public information events are Hispanic