

- **Marketing Transportation Services to the Chicago Area's Polish Community** (Timothy Grzesiakowski, Zygmunt Czykieta – Metropolitan Planning Council)

The Chicago area has one of the largest Polish-speaking communities outside of Poland. Polish is the second largest foreign language spoken in the Chicago area after Spanish. Our presentation will look at what resources currently exist for transportation information in Polish, demographics of this community, how this group gets information and how to best reach them to provide transportation information. We will review current demographics of the Polish and Polish-American community in the Chicago area through a literature search and maps, as well as lessons and concepts that would be applicable in working with other foreign language speaking groups to promote transportation services.

Our study will attempt to address the following questions:

1. How large is the Polish speaking community in the Chicago area?
2. Where do they live? What is the mix of city vs. suburban residents?
3. What public transportation information currently exists in Polish?
4. How does the Polish media in Chicago cover transportation issues?
5. What events and outreach should be used going forward to reach this community?
6. What lessons can we learn that can be applied in marketing transportation services to other ethnic/niche markets in the Chicago area?

We will also discuss the importance of correct translations of materials, and the consequences that can occur if materials are not correctly translated.