



City of Las Vegas Language Access Plan



495 S. Main St.
Las Vegas, Nevada 89101



Table of Contents

- I Purpose and Authority**
- II General Guidelines for Language Access**
- III Limited English Proficiency Community Profile**
- IV Language Access Services, Resources and Community Engagement**
- V Implementing Language Access Services**
- VI Evaluation of Language Access Plan and Recommendations**



1. Purpose and Authority



To complement the city of Las Vegas' (city) ongoing language access efforts, and in accordance with Assembly Bill 266 (AB 266) from the 82nd (2023) Session of the Nevada Legislature, Title VI of the Civil Rights Act of 1964, 2 C.S. § 561 et seq. (Act 172 of 2006) and Title II of the Americans with Disabilities Act, the city will develop a multi-year Language Access Plan (LAP). This LAP will guide compliance with the legislation and provide direction to enhance the city's language access efforts to provide meaningful and timely access to services and resources for Limited English Proficiency (LEP) individuals. As a living document, this LAP will be revised and updated as needed and submitted to the Governor's Office for New Americans biennially.

The city of Las Vegas is home to a vibrant and dynamic community that continues to grow in population and diversity. The purpose of this LAP is to establish appropriate strategies and procedures to enhance accessibility to services, resources and opportunities to the LEP community. The development and implementation of this plan are in alignment with the city's core purpose of building community to make life better, aligned with our core values of being kind, committed, and smart. This LAP, along with future updates, will guide city efforts to prioritize inclusivity and equity as we interact with LEP individuals.



2. General Guidelines for Language Access

The city of Las Vegas is home to a diverse multicultural and multilingual community. Over thirty-three percent of the population over the age of five speaks a language other than English at home.¹ As a city committed to enhancing the lives of everybody who lives, works, and plays in Las Vegas, the city passed a DEI resolution in 2020.

The city of Las Vegas seeks to continue reducing language barriers by increasing its capacity to deliver services to LEP individuals. This LAP will further support the city's ongoing efforts to prioritize meaningful engagement with LEP individuals. To this end, city of Las Vegas endorses the following guidelines:

- The city is committed to equity and takes reasonable steps to provide LEP community members with meaningful access to services and programs.
- The city bears the responsibility for providing appropriate language services at no cost to LEP community members, regardless of their preferred language.
- Staff have the duty of identifying community language needs during initial contact with LEP individuals.
- No city employee may suggest or require that an LEP individual provide their own interpreter in order to receive city services.
- In emergency scenarios and at the request of the LEP individual, informal language services that can address immediate needs of LEP community members may be required and permitted.
- The city of Las Vegas already provides public notices issued by the Planning Commission in seven languages, which includes English, Spanish and Tagalog as required by Federal Law for voting materials, in addition to Chinese, Vietnamese, Korean, Amharic and Thai.

¹ Table: ACSDP5Y2022.DP02 data.census.gov



3. LEP Community Profile



Club Social Nicaragüense at 2022 city's H.O.N.O.R. Latino Awards

The city of Las Vegas is home to a community that is rich in cultural diversity and multilingual households. Currently, more than 669,000 people reside within the city's jurisdiction. Out of approximately 630,000 individuals over the age of five, 220,800 speak a language other than English at home.

According to recent city of Las Vegas demographic data, 12.6 percent of city individuals speak English less than very well, qualifying as LEP. Among approximately 79,000 LEP individuals, approximately 64,000 individuals speak Spanish as their primary language. Therefore, approximately 80 percent of LEP individuals within the city of Las Vegas are Spanish speakers.

Approximately 10,700 LEP individuals speak an Asian or Pacific Islander Language at home (13.5 percent of LEP population). Approximately 3,800 LEP individuals speak an Indo-European language at home (4.8 percent of LEP population). Approximately 1,260 individuals identifying as LEP speak other languages at home (1.6 percent of LEP population).



Category	City Population	Percentage of Total Population	Percentage of Total LEP Population
Total City Population (over 5 years in age)	630,193	100%	
LEP Population	79,404	12.6%	100%
LEP Population that speak Spanish	63,649	10.1%	80.2%
LEP Population that speak an Asian or Pacific Islander Language	10,713	1.7%	13.5%
LEP Population that speak an Indo-European Language	3,781	.6%	4.8%
LEP Population that speak Other Languages	1,260	.2%	1.6%

Source: Table ACSDP5Y2022.DP02 from data.census.gov

The city of Las Vegas is committed to monitoring primary languages and preferred communication methods within our LEP community. This commitment supports the city’s efforts to stay informed about evolving needs, best practices and effective strategies for increasing access to services and resources. The Diversity Outreach Officer will consolidate available demographic data from across city departments directly engaging with and providing services to LEP individuals, to better analyze the LEP population profile. The city will draw upon best practices from the Municipal Language Access Network and consult with local language access partners to examine additional practices for obtaining supplemental LEP demographic metrics. Recommendations will integrate into the LAP.



Seventh Annual Kizuna Japanese Festival at Sammy Davis Jr Festival Plaza

4. Language Access Services, Resources and Community Engagement

The city of Las Vegas provides a variety of language access services and resources to enhance access for LEP individuals to our services, programs and opportunities. Bilingual and multilingual staff, partner organizations and vetted language service providers provide current city services and resources. These services and resources include:

Language Access Services

- Bilingual citizenship classes
- English as a Second Language (ESL) classes
- Bilingual business incubator program
- Bilingual operators at our Customer Care Center
- Bilingual Emotional Intelligence Workshops
- Funding for bilingual elementary charter school

Language Access Resources

- Bilingual Public Information Officer
- Bilingual Brand Ambassadors
- Bilingual and multilingual staff across city departments
- Diversity Outreach Officer



- Spanish social media content via Instagram, Facebook, X, TikTok, Nextdoor and YouTube
- Spanish newsletter
- List of city-approved language service vendors

Translation and Interpretation Services and Procedures

The city's Communications Department offers and manages Spanish document translation services for all departments. This includes marketing materials, forms, and applications, among others. Translations in additional languages can be accommodated as needed.

In 2022, the city contracted the software company Smartling in order to provide a more accurate translation of the city's website www.lasvegasnevada.gov; this includes the translation of all Planning Commission public notices. Currently, the city's website is translated into the top seven languages spoken in the region, besides English. According to the U.S. Census, the languages are:

- Spanish
- Tagalog
- Chinese
- Vietnamese
- Korean
- Amharic
- Thai

In fiscal year 2024, the city's website was viewed more than 333,000 times in languages other than English. The top three languages were Spanish (81 percent), Simplified Chinese (6 percent) and Tagalog (4.5 percent).

By request and with advanced notice, in-person interpretation services also are offered for city events, meetings, and roundtable discussions.



Community Outreach and Engagement



Latino Network presentation on Fire Department Finances in Spanish

The city of Las Vegas believes that the success of Language Access efforts is not solely based on the quantity of content translated; it should be supplemented by community outreach and engagement. The city understands the importance of intentional community engagement and the critical role of cultural responsiveness within Language Access efforts. In response, the city has put forth numerous efforts that prioritize meaningful outreach to diverse LEP communities.

The following is a sample of some of the city's recent community engagement and outreach efforts:

- Latino Network of Southern Nevada
 - Quarterly meetings held in English and Spanish with Latino community leaders to provide information about resources, programs and initiatives via guided city facilities tours and interactive presentations.
- H.O.N.O.R Latino Awards
 - An annual awards ceremony to H.O.N.O.R. (Honrando Orgullosamente Nuestras Obras y Raíces) the work and positive impact of community leaders and



Language Access Plan

trailblazers. Nominations are open to the public, an ad-hoc committee of community members selects award recipients, and a bilingual ceremony is held at City Hall.

- Spanish-language marketing campaigns to promote awareness and relate important city information
- Spanish-language survey to better understand preferred methods of communication / engagement for Spanish speakers.
- The Diversity Outreach Officer facilitates events with diverse nonprofits, grassroots community groups, other public offices, and chambers of commerce that all serve LEP individuals. Recent collaborations include:
 - World Refugee Day 2024 with Catholic Charities of Southern Nevada
 - Día Internacional de Lenguas Maternas event with Federacion Hidalguense
 - Culture & Commerce Mixer with the Asian American & Pacific Islander (AAPI) Chamber of Commerce of Southern Nevada
 - Art & Entrepreneur Workshop with Indigenous AF
 - State of the Chamber with African Chamber of Commerce and Tourism
 - 5K Prayer Walk with Her 38 Roses to Raise Awareness of Missing and Murdered Indigenous Women epidemic
 - Meet and Greet with Hispanic Access Foundation

All of the collaborations above are with community groups and organizations that provide direct services to LEP individuals.



World Refugee Day 2023



Meet and Greet with Hispanic Access Network



Latino Network Quarterly meeting at Fire Station 1



Spanish presentation on neighborhood services programs

Cultural Competency Resources

The city of Las Vegas continues to provide resources for its staff to improve their cultural responsiveness and ability to work with diverse LEP communities. Through our Human Resources Department and staff committees, including the city's AAPI Staff Committee, Black History Month Committee, Hispanic Heritage Month Committee, and the LGBTQIA+ Staff Committee, a variety of opportunities to engage and collaborate with diverse communities are available year round. These committees promote cultural competence through trainings, workshops, community tours, staff appreciation events, and community events fostering cultural awareness, sensitivity and inclusion of diverse communities. Our Department of Parks, Recreation and Cultural Affairs programs numerous cultural events open to the public that further support our engagement with LEP communities.



city of Las Vegas Caribbean Heritage Festival 2024



5. Implementing Language Access Services



Author Prisca Dorcas Mojica Rodriguez at Las Vegas Book Festival 2022

The city of Las Vegas supports ongoing efforts to provide our LEP clients access to services and programs. The following staff procedures support meaningful language access.

Language Access Procedures

Identifying Client Language Needs and Preferred Language

The following procedures are recommended to (1) interact appropriately with LEP clients, (2) inform clients of the availability of language services, (3) determine preferred languages of LEP individuals.

- The city will establish best practices and procedures for initial interaction with constituents to determine preferred language.
- Improved signage / I Speak cards for bilingual / multilingual city staff.
- The city will continue to inform staff and constituents of available language services via community outreach and cultural responsiveness efforts.
- The city will review and consolidate available census data, webpage metrics, and metrics from the customer care center to identify the most commonly requested languages for services and share with staff via employee portal.



Accessing Oral/Sign Language Services

City staff are to seek appropriate oral/sign language services in the following order:

- The preferred method of serving LEP clients is by using qualified bilingual staff to provide direct services in the client's preferred language.
- Refer to Human Resources for updated list of Bilingual / Multilingual Staff.
- If staff cannot meet language needs, staff are to seek professional in-person or telephone interpreters.
- Contact city's Purchasing Division to receive up-to-date list of language service vendors.
- Staff are to make sincere efforts to assist LEP constituents in accessing city services.

Accessing Written Language Services

The following procedures are in place to access qualified written language services:

- City staff are able to use the city's website to access content in the following languages: Spanish, Tagalog, Chinese, Vietnamese, Korean, Amharic and Thai.
- Additional requests for written translations in Spanish can be submitted to the Bilingual Public Information Officer.
- The Diversity Outreach Officer will work with departments to create a protocol for identifying additional vital documents.
- The Diversity Outreach Officer will work with departments to develop procedures and guidelines for translation requests, quality control and data tracking.
- Incorporate I Write identifier on I Speak Cards.



Applying for small business grant at Food Truck Expo



Bilingual citizenship classes at city community center



Language Services Quality Assurance

- All providers must register as vendors through the city's procurement team's processes.
- Language service providers are vetted and interviewed by designated staff.
- All providers must submit statement of qualifications / capabilities statement to Communications Department and Office of Government Affairs to review, and undergo additional testing of qualifications if requested by the city.
- Cross-reference of potential new vendors with the Governor's Office for New American's vendor list.
- Departments that contract with vendors will be required to provide feedback and satisfaction survey to Diversity Outreach Officer.

Staff Training Policies and Procedures

The city of Las Vegas believes that providing appropriate language services to LEP individuals is vital to its mission of building community to make life better. Towards this end, the city will provide resources to familiarize staff with language access policies and procedures via:

- Staff trainings on LEP population, Language Access 101 and LAP;
- Updates shared via city's employee portal

6. Evaluation of LAP and Recommendations

Engagement with and development of the LAP will be an ongoing process. The city of Las Vegas will review, evaluate, and update its LAP biennially to submit to the Governor's Office for New Americans in accordance with AB 266.

Process for Monitoring and Evaluation

LAP Maintenance

Maintenance of the Language Access Plan will be the responsibility of the Diversity Outreach Officer in the Office of Government and Community Affairs.

- The Diversity Outreach Officer will interact across city departments to develop and update the LAP.
- Input and feedback will be requested from city residents through the Diversity Outreach Officer's engagement with community groups.
- Engaging and consulting with local language access networks to stay up to date with best practices and developing technologies in the language access space.

Criteria and Methods for LAP Evaluation

The city of Las Vegas will track its LAP's performance using criteria below. Methods for gathering / tracking relevant data also described.



- Gather metrics from city website, social media engagement and Customer Care Center, and use the data to guide the LAP.
- Collect feedback to determine department specific Language Access needs.
- Develop and implement a protocol to track language access requests (translations and interpretations) in languages other than Spanish.
- Develop and implement a procedure to track and address external and internal complaints and challenges.

Evaluation Outcomes and Proposed Recommendations

Performance Monitoring Data

As previously stated, more than 80 percent of LEP individuals within city jurisdiction are Spanish speakers. For additional insight into LEP engagement, the city also will gather metrics from the following:

- City website metrics with breakdown of translation usage
- Social media metrics
- Customer Care Center metrics

Proposed LAP Revisions

- Analyze current strategies to engage with LEP Spanish speakers and determine efficiency of similar strategies with other LEP demographics.
- Explore partnerships for a business incubator program for language service providers.
- Alignment with supplier diversity efforts to expand list of language service vendors.
- Prioritize community events and engagement opportunities promoting language access.
- Research best practices for bilingual pay policy.
- Seek additional funding for LAP initiatives.

Language Access Challenges

- Shortage of certified staff for translations / interpretations
- Staff capacity
- Steep cost of language service vendors
- No current bilingual pay policy
- Lack of funding

Proposed Budgetary Implications

The city of Las Vegas will identify the staff time required to create and maintain the LAP and additional financial resources needed to support the implementation of the LAP and language access services. The city will request budget allocations in the following budget cycle, and explore opportunities for additional funding specific to language access efforts via grants, state resources and collaborations with language service nonprofit agencies.