



NEVADA DEPARTMENT OF TOURISM &
CULTURAL AFFAIRS
Joe Lombardo | Governor
Brenda Scolari | Director

ADMINISTRATIVE OFFICES
200 S. Virginia
Ste. 500
Reno, NV 89501

Department of Tourism and Cultural Affairs Language Access Plan

June 27, 2024

I. Purpose and Authority - This section provides the legal basis for the agency's plan and protocol and connects the plan and protocol to the State Agency's mission.

Nevada's Senate Bill 318 (SB318) and the federal guidance on Title VI both agree that language should not be a barrier to accessing governmental programs and services. As SB318 puts it, "Persons with limited English proficiency require and deserve meaningful, timely access to government services in their preferred language." Moreover, it makes it clear that it is the responsibility of government to provide that access:

State and local agencies and entities that receive public money have an obligation to provide meaningful, timely access for persons with limited English proficiency to the programs and services of those agencies and entities.

Department of Tourism and Cultural Affairs (DTCA) is committed to compliance with Nevada Senate Bill 318 and Title VI of the Civil Rights Act of 1964, 2 C.S. § 561 et seq. (Act 172 of 2006) in ensuring meaningful access to State services and programs for individuals with limited English proficiency.

The purpose of this document is to establish an effective plan and protocol for DTCA personnel to follow when providing services to, or interacting with, individuals who have limited English proficiency. Following this plan and protocol is essential to the success of our mission to support the work of:

1. The Division of Tourism
2. The Division of Museums and History
3. The Board of Museums and History
4. The Nevada Arts Council
5. The Board of the Nevada Arts Council
6. The Commission on Tourism.

II. General Policy - This section explains the policy of Department of Tourism and Cultural Affairs. It is the commitment of the agency and its employees to ensuring meaningful language access.

DTCA recognizes that the population eligible to receive its services includes LEP individuals. It is the policy of DTCA to ensure meaningful access to LEP individuals. DTCA adopts the following policies and procedures to



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ensure that LEP individuals can gain equal access to DTCA services and communicate effectively. This Plan applies to all DTCA's programs and services including, but not limited to:

- Travel Nevada and its industry related programs and services
- Nevada Arts Council and its grants, programs, and outreach services
- Division of Museums and History and its museum facilities and programs
- The public meetings and activities of the Commission on Tourism, Board of the Nevada Arts Council, and the Board of Museums and History.

Agency Designated Employee

The following individuals have been assigned by Director Scolari to be responsible for developing and biennially revising a language access plan for the Department of Tourism and Cultural Affairs:

Kelly Benoit
Executive Assistant to Director Brenda Scolari
(O) 775.687.0621
401 N. Carson Street
Carson City, NV 89701
kbenoit@dtca.nv.gov

III. Profile of Department of Tourism and Cultural Affairs' LEP Clients – This section details the demographic information required by SB318 Section 7.2.b.

Agency Customers

The Division of Tourism: Marketing of the state as a tourist destination and facilitate grants to rural communities to allow them to promote themselves as a tourist destination. Main customers are consumers interested in tourism activities in the state.

The Division of Museums and History: Operations of the seven state museums and their collections. Main customers are visitors to the museums.

The Board of Museums and History: Oversee the private trust of the Division of Museums and History. Main customers are general public participating in public meetings.



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The Nevada Arts Council: Main customers are Nevada residents, artists, arts administrators, and visitors interested in art experiences in the state.

The Board of the Nevada Arts Council: Main customers are Nevada residents, artists, arts administrators, and visitors interested in art experiences in the state.

The Commission on Tourism; Oversee the operations and public funds of the Division of Tourism. Main customers are general public participating in public meetings.

Preferred language and literacy level

Language/Group Served	Total #	% of Total	% of Total LEP	“Safe Harbor”	Services/Programs Accessed	Notes (include literacy level data)
Total Nevada Population (Nevada Residents)***	3,271,898	100%	Unknown	Unknown	Unknown	Unknown
Total Indigenous ***	35,357	1.1%	Unknown	Unknown	Unknown	Unknown
Total Refugees **	588	>.01%	Unknown	Unknown	Unknown	Unknown

** US Department of State Bureau of Population, Refugees and Migration (PRM) from October 2023 to June 2024, data as of 7/5/2024
 *** Nevada Statewide ASHRO Summary, 2024 projections

Total Nevada Households	1,198,356	100%				
Specific Languages			Unknown	Unknown	Unknown	Unknown
Spanish*	234,224	19.5%	Unknown	Unknown	Unknown	Unknown
Tagalog*	42,840	3.6%	Unknown	Unknown	Unknown	Unknown
Chinese (Incl Cantonese, Mandarin, etc.)*	17,169	1.4%	Unknown	Unknown	Unknown	Unknown
Korean*	7,274	0.6%	Unknown	Unknown	Unknown	Unknown
Vietnamese*	4,905	0.4%	Unknown	Unknown	Unknown	Unknown



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Arabic*	4,061	0.3%	Unknown	Unknown	Unknown	Unknown
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*2022 Census Data

Department of Tourism and Cultural Affairs employs a research director to analyze data on customers and potential customers to maximize our efforts. While we do not have qualitative data on literacy rates and “safe harbor” users due. We have the infrastructure to collect this data from our current method of web tracking, surveys, and staff notes. If funded, adding these categories through Google Analytics tracking or visitor surveying can be accomplished. This information will create benchmarks in our service to allow for future tracking.

IV. Department of Tourism and Cultural Affairs Language Access Services and Procedures – This section details the types of services the agency provides, as required by SB318 Section 7.2.c.

If funded, the Department of Tourism and Cultural Affairs will secure the language access services described below to enable our LEP clients to access our services and programs more fully. In every case, the Department of Tourism and Cultural Affairs will ensure that all language service providers are fully competent to provide these services.

Oral/Sign Language Services

Department of Tourism and Cultural Affairs will provide the following oral/sign language services. Pending funding, the procedures of the DTCA for design of information and documentation will include:

- Oral language support of Spanish and Taglog in the form of telephone translator.
- Provide accommodation for sign language at events, programs, panels and open meetings when requested.
- The Division of History and Museums will add audio tours in Spanish, Taglog and English (for the visually impaired.)

Written Language Services

The Department of Tourism and Cultural Affairs uses the following procedures to identify vital written information used in the provision of its services and programs, including both printed and electronic communications. The procedures for identifying vital written communication between DTCA and individuals, as well as the procedure for identifying vital communication targeting the broader public are both presented. For example:

Commented [KS1]: I did ask our vendor performing our Website Usability Study about adding language options to the website survey we are doing, and it would be an extra cost to administer the survey in other languages which we don't have included in the budget for the project. We are also only doing this survey for a limited time while the study is running, so it will not be a continuous data gathering process. Technically we *could* implement some sort of surveying on our website and possibly through our Domestic Visitor Study (which is a survey of travelers to Nevada domestically) if we chose to do so, but it would take us some time to determine how we want to administer this, what data we are trying to gather (i.e. are we trying to get information on primary language, literacy rates, etc.), and what the best mechanism would be to gather this data.

Commented [FB2R1]: @Kyle Shull what do you think of this?

Commented [BS3]: Revise to "Provide..."



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- The Nevada Arts Council application submission/management system is accessible online, and the platform, “Submittable,” attained a VPAT, that affirms that the platform is accessible to a wide range of submitters with disabilities and with additional funding, applications can be translated into 30 languages.
- The Nevada Arts Council has a staff member serving in the role of 504/Accessibility Coordinator who guides access capabilities and options for constituent engagement.
- There will also be recommendations made for accessible communication channels, such as TTY services and video conferencing to facilitate communication for grantees.
- The Division of Museums and History will add additional signage using of Spanish and Taglog for exhibits.
- Travel Nevada plans to create a Spanish version of its Nevada Magazine & Visitor Guide to be distributed to top distribution partners.
- Travel Nevada plans to produce Spanish advertisements, as well as interpreted versions of all priority website content.

Community Outreach and Engagement

Department of Tourism and Cultural Affairs is committed to ensuring that the larger LEP community is aware of and able to access all available language services that will be provided by the State’s LEP funding program. In doing so, DTCA will take steps to publicize the availability of its language services in the community. Additionally, DTCA has provided notification of its services at all relevant points of contact. (Website, social media accounts and email newsletters.) Additionally, DTCA has provided resources for its staff to improve their cultural competency and ability to work with diverse groups.

Procedures and Resources for LEP Community Outreach: Department of Tourism and Cultural Affairs has engaged in the following outreach activities:

- Link to plan with feedback mechanism posted on Facebook with more than 6,000 followers and Instagram on July 30, 2024, with more than 4,000 followers for the Nevada Arts Council stakeholders
- Link to plan with feedback mechanism posted on LinkedIn and Division of History Facebook page with social media accounts on July 30, 2024, with over a thousand followers Division of Museum and History stakeholders



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- A Notice of Language Assistance Services: the Department of Tourism and Cultural Affairs has provided the following notifications at relevant points of contact within its office and online.
- The plan will be provided in Spanish for feedback.

Cultural Competency Resources: the Department of Tourism and Cultural Affairs will provide resources to its staff to improve their ability to work with diverse groups. Once funded, liaison for Diversity, Equality and Inclusion will be enrolled in cultural competence training to train remaining staff on key elements.

V. Implementing Department of Tourism and Cultural Affairs’ Language Access Services – This section details the agency’s procedures for training its staff to use its language access services, as required by SB318 Section 7.2.d.

The Department of Tourism and Cultural Affairs is committed to providing our LEP clients full access to our services and programs. Towards this end, DTCA will require its staff to follow the procedures described below to ensure meaningful access to available language services. Moreover, DTCA is committed to 100% compliance with these procedures and provides the staff with the training described below to help ensure that all staff are familiar with these procedures and recognize their importance to our mission.

Language Access Procedures

Identifying Client Language Needs and Preferred Language: The following procedures should be followed to (1) interact appropriately with LEP clients, (2) inform clients of the availability of language services, (3) determine clients’ preferred languages, and (4) record and track LEP client language preferences so that the data will follow them throughout their interactions with Department of Tourism and Cultural Affairs staff.

If funded, these are the procedures for staff and stakeholders to seek appropriate oral/sign language services in this order:

- The preferred method of serving LEP clients is by using competent bilingual staff able to provide services directly to in the client’s preferred language without the need for an interpreter. However, with a small staff and no certified translator in person, we will rely on phone and web-based translators.
- Staff should seek assistance from professional in-person or telephone interpreters.
- Staff must be authorized to provide language services to communicate effectively even when such assistance is not requested by the customer.

Accessing Appropriate Written Language Services: According to Department of Tourism and Cultural Affairs’ stated policy on the determination of “vital” documents, the following procedures should be followed to access qualified written language services. This applies both to written information intended for broad distribution as



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well as written communications between DTCA and individual clients. These vital documents may include grant guidelines; public meeting notices, minutes and agendas; and exhibit signage.

Language Services Quality Assurance: Department of Tourism and Cultural Affairs is committed to ensuring that all language service providers it uses are qualified and competent to provide those services. The following procedures are in place to (1) establish provider qualifications and (2) track provider performance.

Staff Training Policies and Procedures

Department of Tourism and Cultural Affairs believes that the appropriate provision of language services is vital to the fulfillment of its mission. Towards that end, DTCA will ensure that its staff are familiar with its language access policies and the above procedures for providing said services funded by the LEP program.

- Online documentation translation
- Phone interpreters
- Development of AI Bots to allow for automated communication

VI. Evaluation of and Recommendations for Department of Tourism and Cultural Affairs' Language Access Plan – This section details how well the agency's language access policies and procedures have met the need, and what is required to improve those services if the need is not being fully met, as required by SB318 Section 7.2.f

Department of Tourism and Cultural Affairs is committed to monitoring the performance of the above policies, procedures, and resources to ensure that its LAP is responsive to the needs of both Department of Tourism and Cultural Affairs and the people it serves. At a minimum, Department of Tourism and Cultural Affairs will review, evaluate, and update its LAP (if needed) biennially.

Processes for Monitoring and Evaluation

Parties Responsible for LAP Maintenance:

- DTCA: Kelly Benoit
- Nevada Arts Council: Michelle Patrick
- Division of Museums and History: Francine Burge
- Travel Nevada: Caroline Sexton

Criteria and Methods for LAP Evaluation: Department of Tourism and Cultural Affairs will track its LAP stakeholders' performance using the criteria indicated below. The methods for gathering/tracking the relevant



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data for these criteria are likewise described and will depend on the funding provided to track. Potential options for tracking data are below

- Demographics of audience / customers served
- Survey of communication channel users (website, social media, etc.)
- Survey of visitors

Evaluation Outcomes and Proposed Changes

Performance Monitoring Data: Department of Tourism and Cultural Affairs' analysis of the above performance measure data will change and adjust the plan using data in feedback to adjust policies, procedures, outreach, or resources.

Proposed Budgetary Implications:

Oral/Sign Language Services costs for FY25-FY26, two years:

Nevada Arts Council	Phone translation services	\$3,600 based on \$5/min, 30 minutes, each month
Travel Nevada	Phone translation services	\$3,600 based on \$5/min, 30 minutes, each month
Division of Museums and History	Phone translation services	\$3,600 based on \$5/min, 30 minutes, each month
Nevada Arts Council	Sign language interpretation	\$3,000 based on \$250/Hour, once a month
Travel Nevada	Sign language interpretation	\$3,000 based on \$250/Hour, once a month
Division of Museums and History	Sign language interpretation	\$3,000 based on \$250/Hour, once a month
Division of Museums and History	Audio Tours for all 7 museums in English and Spanish	\$40,000

Commented [KS4]: Similar to the comment above, I think this will take some time to determine how we are gathering the data and what will be our source of truth to determine this. We might have a couple of routes that we could use to try to gather, but will take some time and effort (and probably some money) to do so.

Commented [FB5R4]: @Kylie Shultz

Commented [KS6R4]: @Francine Burge adjusted language a bit, let me know what you think



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Written Language Services costs for FY25-FY26, two years:

Nevada Arts Council	Public Documents Translation	\$10,000
Nevada Arts Council	Public Resources	\$10,000
Nevada Arts Council	Exhibition Signage + Printing	\$10,000
Travel Nevada	Advertising & Owned Media Translation	\$75,000
Travel Nevada	Website Transcreation	\$45,000
Travel Nevada	Transcreation of Nevada Magazine & Visitor Guide (3 issues per year)	\$30,000
Travel Nevada	Public documents	\$3,200
Travel Nevada	Public resources	\$1,000
Division of Museums and History	Signage + printing	\$45,000
Division of Museums and History	Public resources	\$1,000



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Staff Training for FY25-FY26, two years:

Nevada Arts Council	Writing for LEP and Cultural Competence	\$1,000
Travel Nevada	Writing for LEP and Cultural Competence	\$1,000
Division of Museums and History	Writing for LEP and Cultural Competence	\$1,000
DTCA	Surveys for current users to create benchmarks	\$5,000

Commented [FB7]: [@Kyle Shul](#) what \$ should I put in?
 Commented [KS8R7]: Looks good at \$5,000

Web and Online Services costs for FY25-FY26, two years:

Nevada Arts Council	Website Translation Implementation	\$3,200
Nevada Arts Council	Grants Application Translation Services	\$5,000, based on \$150/hr for external translation service and \$150/hr for external review
Travel Nevada	Website Transcreation	\$45,000
Nevada Arts Council	AI Bot for automated answers	\$12,000
Division of Museums and History	AI Bot for automated answers	\$12,000