



**AGENDA SUMMARY PAGE**  
**City Council**  
**Meeting of: September 4, 2024**

Agenda Item No.:  
**48**

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**DEPARTMENT: Communications**

**DISCUSSION**

**DIRECTOR: David Riggleman**

**SUBJECT:**

**REPORTS AND PRESENTATIONS:**

Report by Brian Gordon, Applied Analysis, regarding the results of the recent Spanish-language communications survey conducted in the city of Las Vegas and Clark County - All Wards

**FISCAL IMPACT:**

None

**PURPOSE/BACKGROUND:**

This report updates the Mayor and City Council on the results of a recent Spanish-language survey commissioned jointly by the city of Las Vegas and Clark County. The survey was conducted during June 2024 to better understand the sentiment, communication preferences, and other attributes among Spanish-speaking residents of Southern Nevada. In addition, the local governments sought to gauge the effectiveness of their communications to those in the community who primarily speak Spanish, and who are not proficient in English. Aside from English, Spanish is the most common language spoken in Las Vegas.

**RECOMMENDATION:**

Report only; no action required

**BACKUP DOCUMENTATION:**

1. Submitted at Meeting - PowerPoint Presentation by Brian Gordon