

Approach to Diversity, Equity & Inclusion

Questionnaire & Activity Design and Translation

Carefully considered individual audience members' potential interpretation to question wording and sought to frame questions appropriately

Included responses that account for multiple experiences and provided an opportunity for write-in options in case an individual's experience was not listed in multiple/single choice responses

Translated all materials, including the questionnaire, to Spanish

Outreach

Created a communications plan that accounts for specific outreach to underrepresented groups, including those that may not visit downtown, to promote participation in the questionnaire

Leveraged partnerships to spread the word through their networks

Demographic Data

Gathered demographic data to assess if we reached the intended racial, gender, age, neighborhood diversity, and income