



**GRAVES**  
CIVIC SOLUTIONS



# City of Louisville EDI Task Force Update

November 1, 2021



# This Evening's Agenda

- Task Force Objectives
- Introductions
  - Consulting Team
  - EDI Task Force Members
- Suggested Priorities / Where to Start
- Demographic Shift
- Presentation of Final Report (Highlights)
- Reflections from Task Force Members
- Our Appreciation
- Adjourn



# The Consulting Team



**Anthony E. Graves, Principal  
GRAVES CIVIC SOLUTIONS**



**Emily Shamsid-Deen, Principal  
ESD Consulting**

# Louisville EDI Task Force

- Barr, Stephanie
- Commins, Nancy
- Duke, Y'Anique
- Estevez, Francisco
- Follmar, Jojo
- Gee, Grace
- Hashim, Hazleena
- Heins, Devanand
- Reeves, Ronald
- Terada, Lyanne
- Yu, Lu







# Task Force Objectives

To provide advisory recommendations to the Louisville City Council with respect to community issues affecting Black, Indigenous, and People of Color (BIPOC) and other marginalized communities.

The EDI Task Force convened for its final meeting on:

- Thursday, October 28th

# The Road to the Final Report

- Selected research topics for focus groups to inform understanding of the BIPOC experience and other marginalized communities in Louisville
- Convened 5 focus groups
- Reviewed community feedback
- Discussed, interpreted and prioritized community needs
- Shared their own lived experience and supplemented information
- Distilled analysis into themes for action by the Louisville City Council
- Guided the development of the final report





# EDI Task Force Priorities

- Safe and Welcoming Environment + Language Justice
- Public Accommodation/Access to Services
- Housing
- Youth Engagement
- Public Health

} **Where to Start**



IMPORTANT!



# Proposed Short Term Actions

- Create an EDI Manager/Deputy position with appropriate support, resources, and decision-making power
- Make the EDI Task Force a permanent city commission or create a comparable structure
- More social programming, music and events that reflect diverse communities
- Provide ALL city resources and communications in Spanish language and hire bi-lingual staff
- “Safe space” flags for various cultural identities including the Pride/Transgender flags





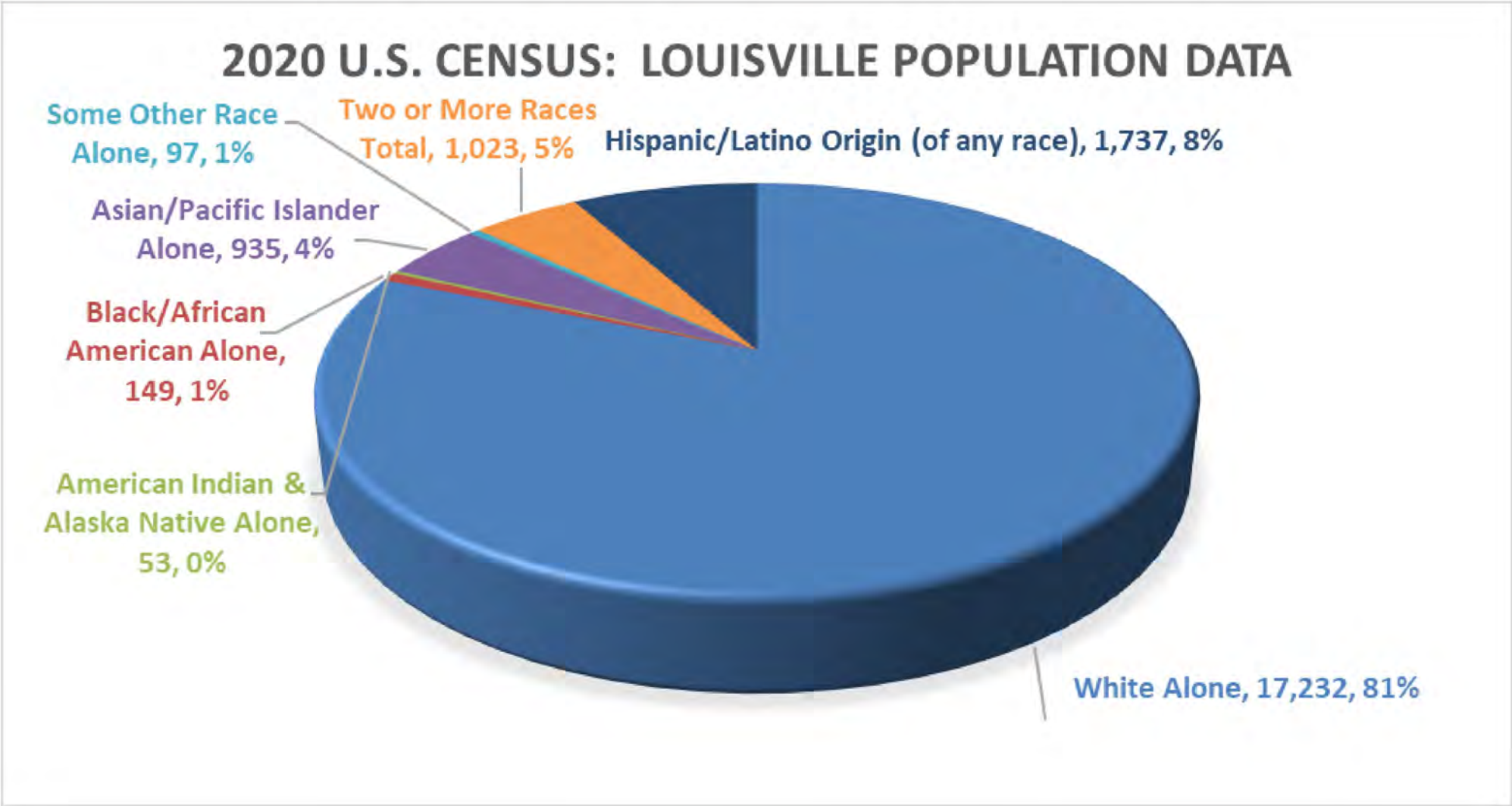
# Actions Continued...

## Cut the Ribbon on Service Access

- Create guidelines, protocols, and training to help city service providers become better equipped to help those facing language barriers
- Ensure dignified and equitable treatment of all residents and guests regardless of economic status, race or language needs
- Ensure service providers understand the guidelines and the laws surrounding ADA Compliance and how to access ASL services

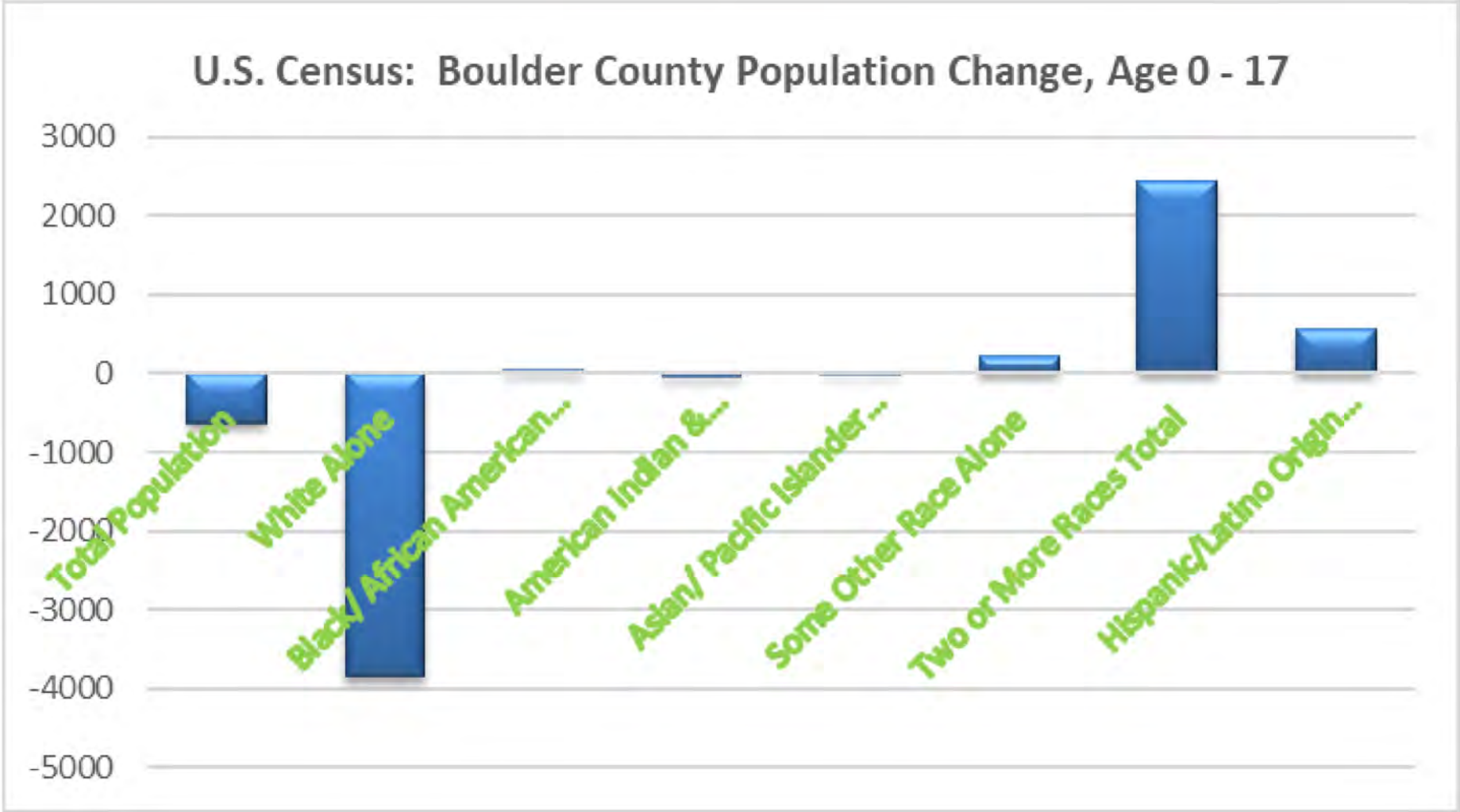


# Snapshot: Louisville Today





# Boulder County is Changing, 2010 - 2020



# Boulder County Demographic Shift, 2010 - 2020

U.S. Census 2010 - 2020: Boulder County Population by Race and Ethnicity: Age 0 to 17

	Non-Hispanic / Latino							Hispanic / Latino Origin (of any race)
	Total Population	White Alone	Black/ African American Alone	American Indian & Alaska Native Alone	Asian/ Pacific Islander Alone	Some Other Race Alone	Two or More Races Total	
<b>Pop. Change</b>	-636	-3855	51	-44	-4	218	2443	555
<b>% Change</b>	-1.0%	-9.0%	10.8%	-20.2%	-0.1%	131.3%	97.6%	3.9%



# Demographic Shift in Louisville, % Change

U.S. Census: Louisville Population Change, 2010 - 2020

	Non-Hispanic/Latino							Hispanic /Latino Origin (of any race)
	Total Population	White Alone	Black/ African American Alone	American Indian & Alaska Native Alone	Asian/ Pacific Islander Alone	Some Other Race Alone	Two or More Races Total	
<b>2010</b>	18,376	15,782	104	55	730	34	353	1,318
<b>2020</b>	21,226	17,232	149	53	935	97	1,023	1,737
<b>% Change</b>	15.5%	9.2%	43.3%	-3.6%	28.1%	185.3%	189.8%	31.8%

SOURCE: U.S. Census, Summarized by the Colorado Department of Local Affairs

# Percent of Population by Ethnicity, 2010 - 2020

U.S. Census: Louisville Population/Percentage Change, 2010 - 2020

	Non-Hispanic/Latino							Hispanic /Latino Origin (of any race)
	Total Population	White Alone	Black/ African American Alone	American Indian & Alaska Native Alone	Asian/ Pacific Islander Alone	Some Other Race Alone	Two or More Races Total	
<b>2010</b>	18,376	15,782	104	55	730	34	353	1,318
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<b>2020</b>	21,226	17,232	149	53	935	97	1,023	1,737
<b>2020 % of Pop.</b>	100.0%	81.2%	0.7%	0.2%	4.4%	0.5%	4.8%	8.2%

SOURCE: U.S. Census, Summarized by the Colorado Department of Local Affairs



# Final Report Preview & Reflections from Task Force Members

- Barr, Stephanie
- Commins, Nancy
- Duke, Y'Anique
- Estevez, Francisco
- Follmar, Jojo
- Gee, Grace
- Hashim, Hazleena
- Heins, Devanand
- Reeves, Ronald
- Terada, Lyanne
- Yu, Lu



# Thank You





# LOUISVILLE EDI TASK FORCE FINAL REPORT

NOVEMBER 1, 2021

(FINAL AS OF 10/27/21 @ 8:03 A.M.)

PRESENTED BY CONSULTING PARTNERS:



ON BEHALF OF THE LOUISVILLE EQUITY, DIVERSITY, AND INCLUSION (EDI) TASK FORCE:

Stephanie Barr  
Y'Anique Duke  
Jojo Follmar  
Hazleena Hashim  
Ronald Reeves  
Lu Yu

Nancy Commins  
Francisco Estevez  
Grace Gee  
Devanand Heins  
Lyanne Terada







The Honorable Ashley Stolzmann  
 Mayor  
 City of Louisville  
 749 Main St.  
 Louisville, CO 80027

***“We must be the change we wish to see in the world.”***  
 - ***Mahatma Gandhi***

November 1, 2021

Mayor Stolzmann,

On behalf of the Louisville Equity Diversity and Inclusion (EDI) Taskforce, it is our pleasure to present the final report outlining their top priorities for consideration by the Louisville City Council to improve the experience of people of color and other marginalized communities in the City of Louisville.

The attached report represents the culmination of the Task Force's efforts over the last 9 months and reflects the voices and lived experiences of diverse communities across Louisville. Under the guidance of the Task Force, we convened 5 focus groups, facilitated hours of conversation, and distilled the information into actionable summaries for Louisville's city government.

We would like to thank the city council, city management team, and EDI Task Force for the privilege of being selected to serve as your partner in advancing a more equitable and inclusive community. We are inspired by your commitment to dignify the voices of every resident and visitor in Louisville regardless of their race, ethnicity, gender identity, age, religion, or ability. It takes courage and conviction to acknowledge systemic and structural racism, ask tough questions, confront a difficult history - and humbly move forward towards a brighter future.

We hope that this report helps to ground you in the needs of your community and charts your direction towards more equitable outcomes for people of color - and cultivates a more responsive local government for all marginalized communities. On the long and complicated journey towards racial justice, this is a significant first step and we are proud to have taken it with you. Please do not hesitate to contact us if we can be of further assistance.

Sincerely,

***Anthony E. Graves***  
 Principal  
 GRAVES CIVIC SOLUTIONS

***Emily Shamsid-Deen***  
 Principal  
 ESD Consulting

CC: Megan Davis, Interim City Manager, City of Louisville



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Figure 1: Louisville mural featuring civil rights leaders Martin Luther King, Jr., Mahatma Gandhi, Supreme Court Justice Ruth Bader Ginsburg and others in a library.

## Executive Summary

On January 19, 2021, the Louisville City Council established an Equity, Diversity, and Inclusion (EDI) Task Force to provide advisory recommendations to the City Council with respect to community issues affecting Black, Indigenous and People of Color (BIPOC) and other marginalized communities. The EDI Task Force was responsible for participating and gathering community input through public processes including meetings and focus groups. The goals for the EDI Task Force are as follows:

1. Identify what EDI issues are most important to address to make Louisville a more welcoming place for people of any race, background, gender identity, nationality, religion, or economic status to live, visit, shop, use City services, and/or work, such as land use, transportation, and business-related issues (e.g., attraction, development, and retention of racially diverse business owners; procurement; and patronage of Louisville businesses), and may identify other issues as well.
2. Develop discrete written short-term and long-term recommendations to identify the following, focusing on community aspects of EDI versus the internal organizational operations of the city:



- a) The four to five most important areas of concern about EDI the City Council should address.
- b) The goals and objectives the City Council should seek to achieve in each of these areas of concern.
- c) Some short-term and long-term tactics or approaches the City Council should consider in meeting these goals and objectives.
- d) Identify opportunities for community enrichment, engagement, and education.

"One of the City's core values is Respect, which means treating all people with care and consideration. The City strives to create an anti-racist, inclusive environment that is welcoming to all members of the community. We are engaging the community in dialogue and learning around diversity, inclusion and racial equity." - City of Louisville

The Louisville EDI Task Force, under the guidance and facilitation of the consulting team, has delivered on the charge set by the Louisville City Council and is pleased to present a list of five issues of paramount concern to advance equity, diversity, and inclusion in Louisville. The following focus areas for city council's consideration are predicated on the robust community engagement, discussion and analysis process that has unfolded over the last nine months:

1. ***Nurture a safe and welcoming environment (which includes language justice).***
2. ***Improve public accommodation/equitable access to city services.***
3. ***Expand housing access for diverse and low-income communities.***
4. ***Create space for youth engagement to discuss and advance racial equity and social justice.***
5. ***Improve public health resources and outcomes for communities of color, low-income communities and people with disabilities.***

The following report details the methodology and impetus of these recommendations set by the Task Force and offers a series of recommendations tied to both the issues of origin and the desired future state of the Louisville community.

## Project Timeline



Figure 2: Chart illustrates the Louisville EDI Task Force timeline from project inception to report delivery.



## Consulting Partners

In order to carry out this work to drive transformative change within the city and to meet the needs of the community, residents, and businesses, the City of Louisville engaged GRAVES CIVIC SOLUTIONS and ESD Consulting to help advance the work of the EDI Task Force. Our consulting team was responsible for organizing the city's community engagement around EDI which included selecting and seating the EDI Task Force, facilitating Task Force meetings, providing monthly updates to City Council, facilitating community focus groups, and assisting the Task Force in identifying priorities and recommendations to move forward.



Figure 3:

*Anthony E. Graves,  
Principal, GRAVES  
CIVIC SOLUTIONS*

GRAVES CIVIC SOLUTIONS is a boutique consultancy specializing in public affairs strategy, economic development issues and the creation of systems to advance diversity, equity, and inclusion. Anthony E. Graves is the Founder and Principal of GRAVES CIVIC SOLUTIONS and has more than 20 years of experience creating strategies to help organizations enhance their relationships with critical stakeholders, build a positive community brand, and create systems to advance equity. Anthony has deep expertise in municipal government, having served seven and a half years as an executive in the City and County of Denver - and is highly adept at leading systems-level change with diverse stakeholders.

ESD Consulting provides facilitation and consultation services to help organizations create equity-based, values driven change through transformational leadership practices. Emily is the Owner and Principal of ESD Consulting and focuses on racial equity training and consultation services and organizational development which includes strategic planning, leadership coaching, meeting facilitation, and professional development training. Emily brings almost 20 years of experience in nonprofit management and has worked in the areas of leadership development, community-based advocacy, nonprofit capacity building, domestic violence, disease prevention, and community engagement.



Figure 3: *Emily Shamsid-Deen,  
Principal, ESD Consulting*

## Methodology and Service Delivery

"When we don't see ourselves reflected in what we see in Louisville, it is an apparent signal of whether we belong here or not...or start a business here or succeed here."

- Louisville Resident

GRAVES CIVIC SOLUTIONS and ESD Consulting reviewed the objectives set by the Louisville City Council and conferred with the City Management Team to gain clarity and alignment on expectations and strategy prior to beginning the process of selecting the Task Force. The Consulting team and City Management agreed that to meet the objectives set by City Council, the EDI Task Force would be "Race Forward +" – i.e., focused on addressing racial equity, but with an intersectional approach that also included and supported other historically and systemically marginalized communities.

It was critical to seat a Task Force that is representative of the community, with a focus on BIPOC communities in Louisville. Our consulting team reviewed the demographic data for the City of Louisville and cross-referenced the demographics with the applicant pool for the EDI Task Force. Afterwards, our consulting team curated a list of proposed finalists to ensure representation reflective of the largest ethnic

minority groups in the area - and Louisville's aspirational outcomes for the consulting engagement. This meant that the list of finalists for interview had strong BIPOC representation, captured lived experience and included a broad cross-section of voices from the community (by race, gender, sexual orientation, age, residency, renter/homeowner, disability, and individuals with education, training or first-hand experience with EDI work).

### Overview of EDI Task Force Selection Process

The City of Louisville created a written application that was made available to the community. The application was available on the city's website and was posted in numerous locations around the city. In all, there were 55 applications submitted from individuals who were interested in being on the EDI Task Force. All of the candidates were impressive with a stated commitment to advancing equity, diversity, and inclusion.

In order to begin the selection process, the consulting team reviewed and gained clarity on the demographic makeup of the city to help inform and ensure equitable representation of BIPOC communities in the city. Below is an overview of the 2010 US Census demographic data for the City of Louisville.

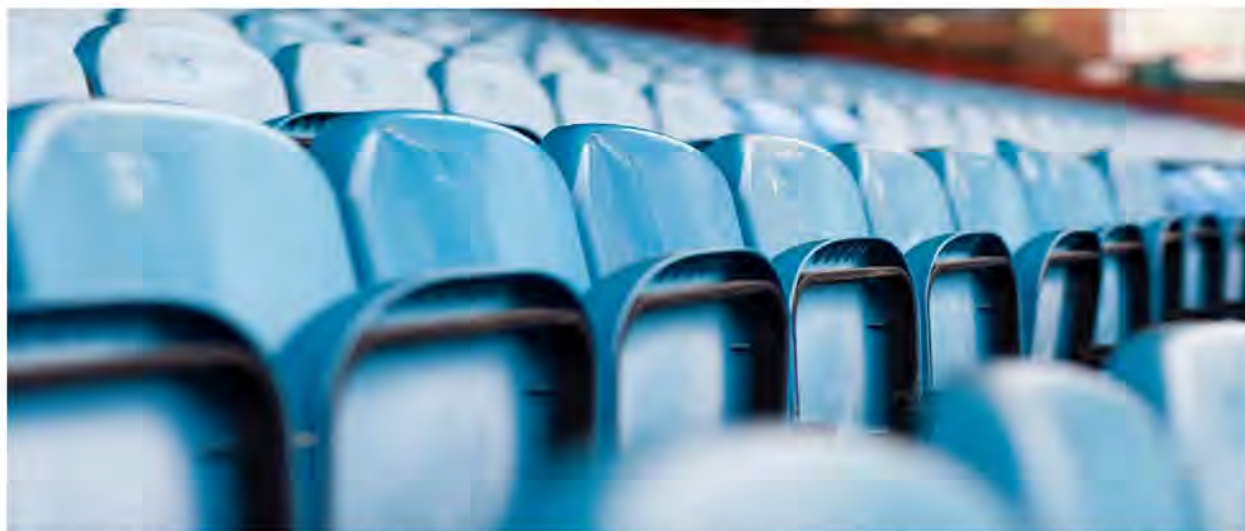


Figure 4: Photo of empty seats in a stadium, representing the selection process of the Louisville EDI Task Force. The consulting team worked with the City of Louisville to get the right people in the rights seats for the Task Force.



### City of Louisville, 2010 Demographic Data

- Latinx, 7% of Louisville population (7% of employee workforce)
- Asian American Pacific Islander (AAPI), 5% of Louisville population (2% of employee workforce)
- African American, .7% of Louisville population (2% of employee workforce)
- American Indian, .3% of Louisville population (1% of employee workforce)
- White, 89.6% of Louisville population
- 9.7% of Louisville population foreign born
- 50.9% of Louisville population is female
- 24% under 18 years of age
- 13.9% over 65 years of age

Source: U.S. Census

GRAVES CIVIC SOLUTIONS and ESD Consulting developed a set of criteria for selection to ensure a fair review of each application and to ensure strategic alignment. It was decided in partnership with the City of Louisville that the EDI Task Force should:

- Be representative of the demographic make-up of the city by gender and race
- Ensure BIPOC voices are present to achieve City Council objectives
- Represent a cross-section of residents and non-residents, renters and homeowners, business owners, young people and seniors
- Have members who have deep and diverse connections to communities who are under-represented
- Have members with experience and knowledge around diversity, equity, and inclusion, and
- Have connections to community systems like schools, libraries, etc.

Our consulting team reviewed each application and ultimately chose 15 applicants to select for interviews. The interview panel included the Consulting Team, Councilor Chris Leh, Councilor Kyle Brown, Interim City Manager Megan Davis, and former City Manager Heather Balser with administrative and technical support from City Clerk Meredyth Muth. Ultimately, an 11 member slate was proposed to City Council for consideration and approval. The final selected members of the EDI Task Force are:



- Stephanie Barr
- Nancy Commins
- Y'Anique Duke
- Francisco Estevez
- Jojo Follmar
- Grace Gee
- Hazleena Hashim
- Devanand Heins
- Ronald Reeves
- Lyanne Terada
- Lu Yu

"I would recommend for folks of color to move to Louisville. People in our city, relatively speaking, are more open minded and tolerant of fellow residents of different ethnic/cultural background. This community is in general safe for residents, and the city strives to provide services to the residents regardless of the color of their skin."

- EDI Task Force Member

### The Equity, Diversity, & Inclusion (EDI) Task Force

To meet the stated goals of the EDI Task Force, the members engaged in critical conversations about equity, diversity, and inclusion in the city by sharing personal experience, they helped guide focus group recruitment efforts using their diverse and deep community networks, they prioritized topics for the focus groups, and helped decide on the priority areas and recommendations that will be proposed to City Council.

"The library feels like one of the safest places in Louisville, but paying a water bill, going to the grocery store, city hall, police department or schools can be scary – especially for undocumented people."

- Louisville Resident

Due to the continuing pandemic, there were a few challenges to doing this work in the COVID-Era. In accordance with local safety protocols, all EDI Task Force meetings and all focus groups were held virtually via Zoom. The consulting team worked hard to build rapport offline with the city and Task Force members which included back-channel phone calls, emails, and an in-person ice cream social that was held outdoors. The consulting team was mindful about creating interactive spaces during the virtual meetings to create relationship building opportunities. GRAVES CIVIC SOLUTIONS also visited the Louisville

community to help build greater context and familiarity.

### Accommodation Strategies

An important element of advancing equity work is to identify possible barriers to participation for various communities and to then implement strategies to mitigate those barriers. The City of Louisville made it a priority to provide necessary accommodations that allowed EDI Task Force members to fully participate in all Task Force meetings. We recognize the historic and systemic barriers that exist for marginalized communities to participate fully in voluntary efforts like this and we are committed to providing the resources necessary to ensure full participation. To this end, the following accommodation strategies were used to ensure full participation of all Task Force members:

- Free childcare at the Recreation Center
- High speed internet access via a hotspot, offered at the Recreation Center
- Food support including meals or snacks to provide support during meetings

- Laptop or web accessible devices to use the internet and participate in Zoom calls
- American Sign Language (ASL) Translation
- Interpretation in a language other than English
- Assistive Listening Device

It is important to note that despite these efforts, the current city charter does not allow for compensation for community boards and committees, and this presents a structural barrier that the consulting team was not able to overcome. This impacted the participation of at least one, if not more highly qualified individuals in their participation on the Task Force and in the community focus groups. It is important to acknowledge that there are many historic and contemporary systemic and institutional barriers to participation that are inequitable and burdensome to BIPOC communities. Oftentimes, even the most well-intentioned efforts to elevate the voices and experiences of BIPOC communities do not include an equity lens in its development which assumes that all community members have the financial means and the time to equally participate. However, financial means and time are not the only considerations to make; it must also be acknowledged that BIPOC participants are bringing unique and critical perspectives. They are frequently asked to share what are oftentimes difficult and traumatic experiences. There is a very real emotional toll that must be acknowledged and respected.

"The way people are treated when they don't speak the language, it is very upsetting... [they are] treated rudely or ignored if Spanish is their first language or their English is poor."

- Louisville Resident

### EDI Onboarding and Meeting Protocols



Figure 5: Picture of a project timeline.

Proper preparation was needed to onboard Task Force members appropriately. The consulting team worked directly with the city to understand and provide the necessary information to Task Force members about the rules and expectations that govern their engagement. The onboarding packet included the following:

- 2021 Open Government pamphlet
- Consulting team bios
- EDI definitions (to help build shared language and understanding)
- Onboarding letter from Mayor Stolzmann
- Virtual meeting best practices
- Ethics Article 5
- History of Louisville Task Force including goals and expectations
- How to prepare for meetings
- Accommodation request form
- EDI Task Force group agreements including brave space framework



- Meeting schedule
- Task Force rules

To help establish an inclusive and “brave space” at every EDI Task Force meeting, the consulting team offered a Land Acknowledgement, a language justice statement including Interpretation Services and ASL, group agreements, and optional pronouns acknowledgement and explanation.

“We acknowledge that Boulder County is on land within the territories of the Arapahoe, Cheyenne and Ute peoples. We acknowledge the institution we represent was founded upon the exclusion and attempted erasure of Indigenous peoples and cultures. We acknowledge the American Indian community in Boulder County today, the elders past and present, and future generations.” - Boulder County Land Acknowledgement

### Overview of Focus Groups



Figure 6: Photo illustrates a focus group facilitated online via the Zoom platform.

GRAVES CIVIC SOLUTIONS and ESD Consulting facilitated five focus groups in July predicated on focus areas set by the EDI Task Force, with a through line of exploring language justice in each:

- Public Accommodation / Access to Services



- Youth Engagement
- Safe and Welcoming Environment
- Housing
- Public Health

Our consulting team, the EDI Task Force members, and the city helped to identify individuals, groups, and organizations for focus groups recruitment. A combination of outreach strategies were used including letters, emails, social media, public announcements during task force and city council meetings, and personal phone calls were used to recruit participants for each of the focus groups.

The City of Louisville provided *free* accommodations for focus group participants that included childcare, high-speed internet access, or the use of a computer and private room at the Louisville Recreation and Senior Center or Library (accommodations availability was contingent on advanced notice). Spanish language translation and ASL services were provided during each focus group. Due to COVID-19, all focus groups were also held virtually.

"I don't think anyone who is working class can afford to live in Louisville...People don't have a fair shot at housing in the city."

- Regular Visitor to Louisville

The consulting team took detailed notes during each session and sent out a summary to participants to ensure we captured their feedback accurately and to create a feedback loop. In total, there were 23 participants representing ethnic diversity (the Latinx population was represented in 4/5 focus groups as the largest ethnic minority group in the Louisville community), gender diversity, LGBTQIA+ community members, age diversity, and people with disabilities. In addition to the focus groups, feedback was also gathered via email contributions and 1:1 phone conversations.

"I had an incident when the police made a u-turn and followed me home – when I was 50 feet from my driveway. I didn't know the rules for what to do. The police were loud and boisterous yelling at me to stay in the car... the police officer didn't explain why he pulled me over, his tone was demeaning, aggressive."

"Why are you pulling me over? He responded, 'I said get back in the car!' No explanation was given as to why I was pulled over – even when he let me off with a 'warning.'"

- Elderly person of color in Louisville

## Keeping an Open Mind: Data Informed EDI



Figure 7: Photo illustrates a man meditating to convey the importance of keeping an open mind.

Before the focus group feedback is reviewed below, please keep an open mind as there may be some information that is difficult to hear. However, it is important to not take any of the feedback personally, as this is an opportunity to grow and advance EDI. Also remember, that this is another data point in creating

“Many city staff don’t know how to access the ASL interpretation services that are available. Or sometimes you request an interpreter in advance, but when you arrive – the interpreter has not been arranged.”

- Louisville Resident

Louisville’s EDI strategy but we should understand the importance of being data informed, not data driven and recognizing the limitations and opportunities of the feedback provided. Context is important. We must recognize who was present, who was missing, and who the feedback was directed to. It’s likely that the priorities set by the Louisville EDI Task Force will spark a new round of discovery and action by the City Council. There were many pieces of positive feedback about the city but this report is

designed to identify gaps/issues related to equity, diversity, and inclusion.



**Key Context: New 2020 U.S. Census Data**

Before reviewing the focus group feedback and key themes below, it is also important to understand the shifting demographic context for the City of Louisville. A review of the demographic trends may help reviewers of this report better understand the perspectives of diverse residents in the city – and the growing influence that they will have in the region.

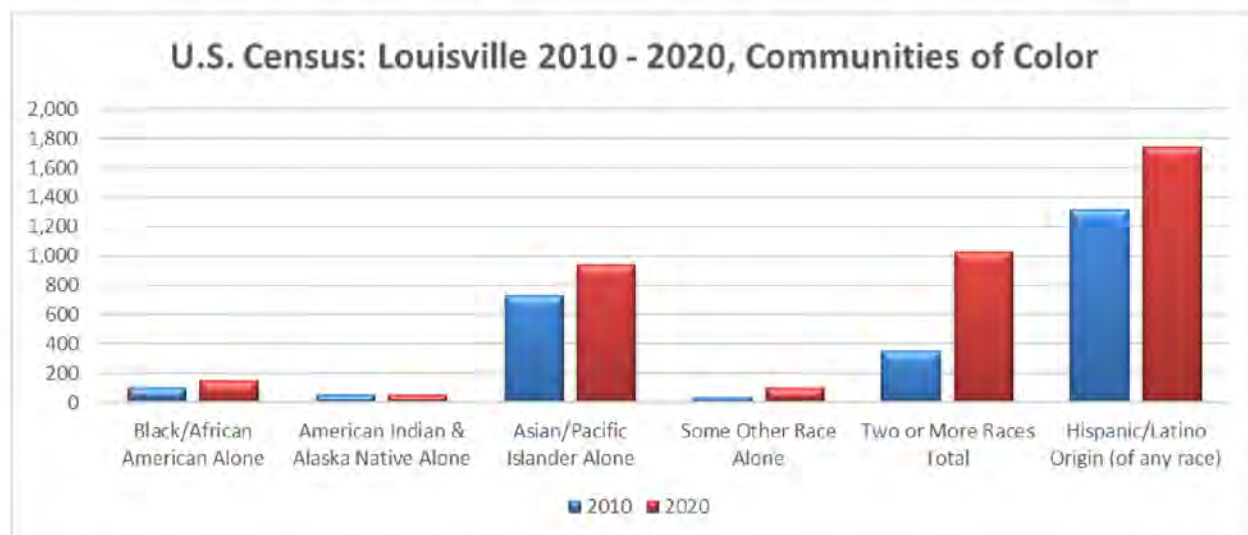


Figure 8: Graph - U.S. Census: Louisville 2010 -2020, Communities of Color

While the population of residents identifying as White in Louisville has grown by 1,450 people between the 2010 and 2020 Census, marking 9.2% growth over the ten-year period, the rate of growth for populations identifying as “African American”, “Hispanic/Latino Origin”, “Asian American Pacific Islander”, “Two or More Races”, or “Some Other Race Alone” – have grown at an exponential rate.

	Non-Hispanic/Latino							
	Total Population	White Alone	Black/African American Alone	American Indian & Alaska Native Alone	Asian/Pacific Islander Alone	Some Other Race Alone	Two or More Races Total	Hispanic /Latino Origin (of any race)
2010	18,376	15,782	104	55	730	34	353	1,318
2020	21,226	17,232	149	53	935	97	1,023	1,737
% Change	15.5%	9.2%	43.3%	-3.6%	28.1%	185.3%	189.8%	31.8%

SOURCE: U.S. Census, Summarized by the Colorado Department of Local Affairs

Figure 9: Graph - U.S. Census: Louisville Population Change, 2010 -2020



Further, residents identifying as White have *decreased* as a total percentage of Louisville's population from between 86%-89% in 2010, to 81% in the 2020 Census. This represents a 5-8% decrease over a ten-year period. Meanwhile, the LatinX population in Louisville (identified as "Hispanic/Latino Origin" in the U.S. Census) has grown to 8.2% of the population and constitutes the largest ethnic minority group in Louisville. Across Boulder County, the 2020 U.S. Census cites "Hispanic" identifying populations in Boulder County to be between 10% - 20%, and growing.

**U.S. Census: Louisville Population/Percentage Change, 2010 - 2020**

	Non-Hispanic/Latino							Hispanic /Latino Origin (of any race)
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SOURCE: U.S. Census, Summarized by the Colorado Department of Local Affairs

Figure 10: Graph - U.S. Census: Louisville Population/Percentage Change, 2010 - 2020

People identifying as "Two or More Races" are now 4.8% of the Louisville population, "Asian American Pacific Islander Alone" is now 4.4% of the population, "Black/African American Alone" is .7% of the population and "American Indian & Alaska Native" is now .2% of the population (down from .3% in 2010).

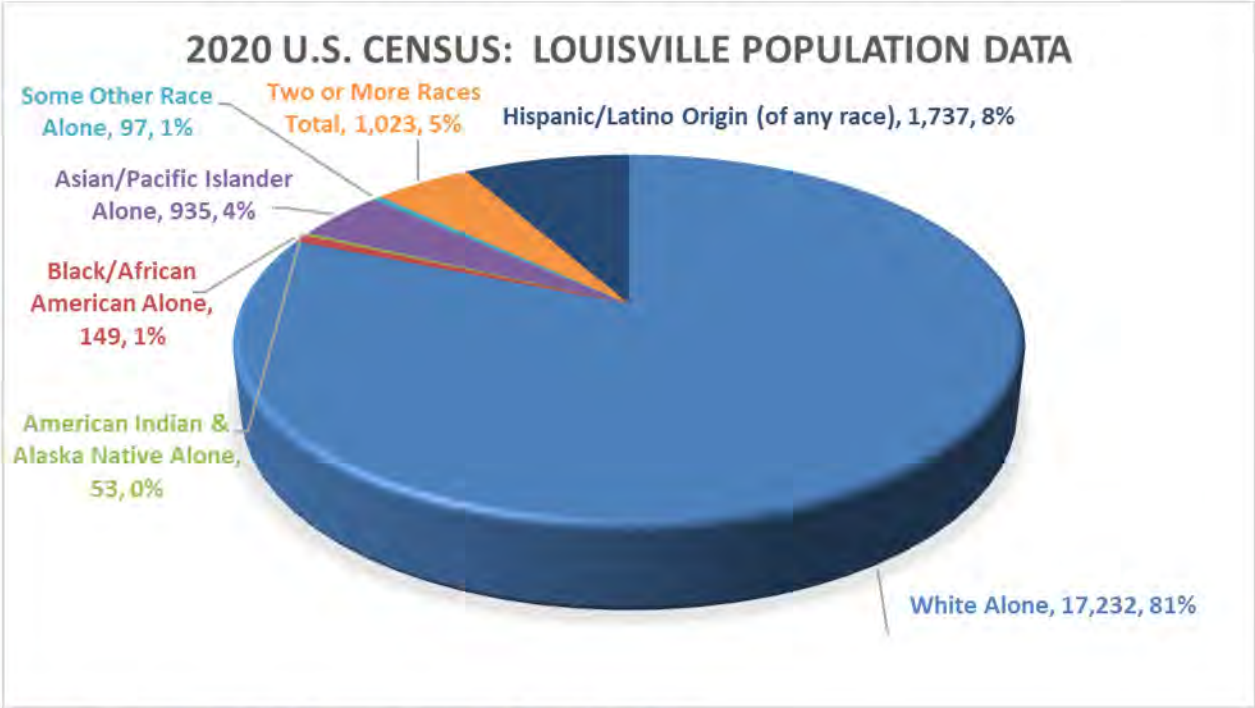


Figure 11: Graph - 2020 U.S. Census: Louisville Population Data

Also noteworthy in the context of this report, are the population trends across Boulder County in regards to youth. According to the 2020 U.S. Census, the Boulder County’s youth population between the ages of 0 – 17 years old has shifted dramatically over the last decade. There are 3,855 fewer youth ages 0-17 identified as White than during the last Census ten years ago - this represents a 9% decline. Conversely, there are 555 more Hispanic/Latin Origin identified youth ages 0-17 since the last Census, representing a 3.9% increase.

#### U.S. Census 2010 - 2020: Boulder County Population by Race and Ethnicity: Age 0 to 17

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% Change	-1.0%	-9.0%	10.8%	-20.2%	-0.1%	131.3%	97.6%	3.9%

Figure 12: Chart - U.S. Census 2010 - 2020: Boulder County Population by Race and Ethnicity: Age 0 to 17

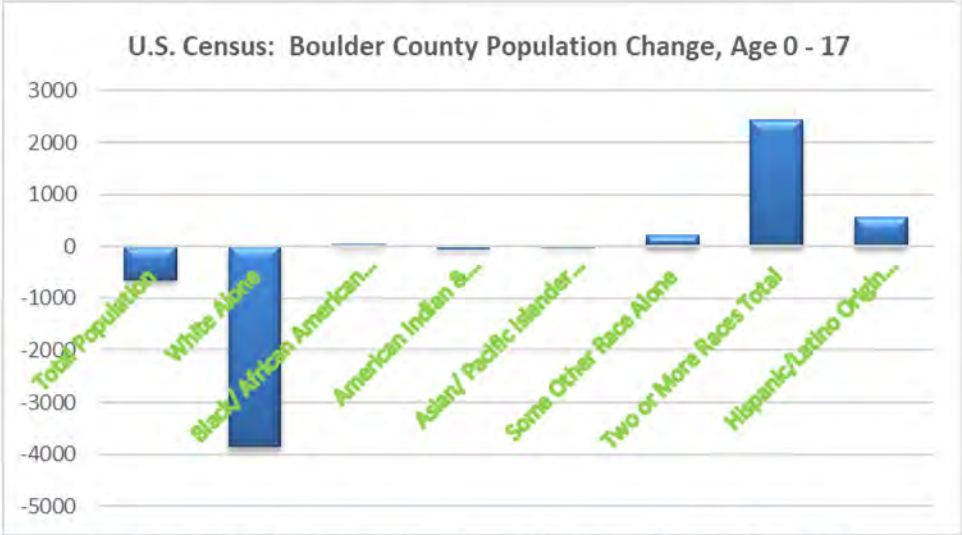


Figure 13: Graph - U.S. Census: Boulder County Population Change, Age 0 - 17



## Constituent Feedback from Focus Groups: Key Trends

Feedback collected during the focus groups was organized into five distinct categories based on themes that emerged during candid discussions with members of the community:



Figure 14: Photo of a woman who appears stressed.

**Unspoken Tension** - people of color who live, work, or visit Louisville enjoy the quality of life in the community. The open space, small-town-feel and family-friendly amenities make it a wonderful place to live with a high quality of life. However, many constituents of color have experienced an unspoken tension around race or do not feel they are truly a part of the community.



Figure 15: Photo of the word "oportunidad," which means opportunity in Spanish.

**Poor Language Accommodation and Access** - the Spanish language community represents one of the largest minority groups in the City of Louisville, however, Spanish language access is largely absent or difficult to access in the community. Non-Spanish speaking service providers, front desk staff and customer service agents have been cited as being rude, dismissive or do not have the training to be responsive to their needs.



Figure 16: Photo of an arrow breaking through a barrier.

**Inequitable Access to Services, Information and Opportunities** - whether focus group participants identified as an ethnic-minority or as having a disability, poor customer service and inconvenient points of access for city services were consistently reported. Participants experienced access issues that they correlated to their ability, ethnic identity or socio-economic status.



Figure 17: Photo of an art piece featuring profiles of people with diverse ethnic identities.

**Absence of Representation and Inclusive Symbols** – during the focus groups, many participants of color talked about their experiences with social isolation in Louisville. Several focus group participants discussed the social-emotional impacts of being a minority in the community and the psychological implications of not seeing representative imagery or populations that look like them.<sup>1</sup>

<sup>1</sup> Numerous examples were cited of the psychological duress of social isolation that people of color feel in the Louisville community. Focus group participants and members of the EDI Task Force discussed the noticeable absence of diversity in community spaces, local publications, public programming, and events – creating an atmosphere where they did not feel welcome. Some examples included the “Porch Traits” section of the publication *Living in 80027*, photo murals in local businesses like Sweet Cow, music choices for local festivals and walking or driving through Louisville. Participants who offered this



Figure 18: Photo of a home.

**Inaccessible Housing Market** - The socio-economic status of communities of color varies widely in Louisville from the working poor to affluent individuals. Many minorities felt that housing in Louisville was inaccessible and unaffordable - jeopardizing their ability to remain members of the vibrant community. It was also reported that there are compounding barriers that deter housing access; including a lack of language access for rental applications, the digital divide and access to capital for home ownership.

With these themes in mind, we have included direct feedback below from each of the focus groups to highlight the tone and texture of our conversations and give specific examples that were cited during the focus groups.

### **Positive Feedback**

- "I love Louisville."
- "It is a wonderful community where I want to raise my children."
- "We enjoy the parks and open space."
- "It has a wonderful community feel."
- "I think it is amazing that Louisville is conducting these EDI focus groups."
- "I feel safe and welcome."
- Positive Themes: Most participants enjoy the quality of life that Louisville has to offer. The open space, vibrant downtown and "small-town-vibe" is attractive. Many noted that Louisville is a wonderful community for families. Participants appreciated the Louisville City Council's interest in the experiences of diverse communities.

### **Language Justice**

"I often have to translate for my mom, because there is not a Spanish language interpreter on staff."

- Young Professional in Louisville

- "I am surprised by how English-heavy Louisville is, and how little Spanish language services there are given the size of the Latino community,...and I don't even speak Spanish."
- "Someone wanted to apply for the Louisville Police Department's Christmas gift program, but it was only in English."
- "Ditto. The deaf community faces similar disrespect and is also ignored when trying to pay parking tickets or asking for help with other city-issues."
- "Guidelines [and training] are needed for all language services for city staff"

feedback are looking for points of cultural connection to nurture a sense of belonging and acceptance in the Louisville community.



**Public Accommodation/Access to Services**

- “City buses are needed at the schools, down Campus Drive, to the neighborhood high school.”
- “City of Louisville does appear to be improving transportation around the Kestrel community. There is also a ride share service.”
- “I don’t see very many Latinos at the rec center. I don’t know if they feel welcome.”

**Housing**

- “Many Spanish speaking community members try to access [affordable] housing and are unsuccessful in Louisville.”
- “I had a [Spanish speaking] client who was in affordable housing who was harassed by her neighbors and felt she was facing racism.”
- “Apartment and home rental applications are only available in English.”
- “The digital divide is also creating a barrier – and it’s all in English.” [compounding barrier of language justice and the digital divide]

**Public Health**

“On the other side of east street and Pine Street, there is no bike-lane and it is a very dangerous area. With Highway 42, cars turn-fast. Industrial areas where communities of color may live should also be safe and happy.”

- Louisville Resident

- “There is a mobile home park in Louisville that posted a price increase during COVID, it was only published in English and it created a lot of confusion [during the pandemic, making residents feel at risk].”
- “At mobile home parks you always run the risk of having to move out.”
- “I’m pleasantly surprised by how many food programs there are, but they all require you to have a car.”

**Safe and Welcoming Environment**

- “I went to a local business, and they had a community photo mosaic, but there were not any diverse communities represented. There were only white people on the wall.”
- “I noticed the mural on a wall downtown with characters representing MLK, Gandhi, and others – it was a very welcoming picture and I truly appreciated it.”
- “When I moved here, it was quite an adjustment...but for the most part it has been very welcoming. Sometimes I get ‘looks’ and people don’t make eye contact.”
- “There are no bi-lingual programs in any Louisville school. I have to drive them to Boulder for bi-lingual education.”



### Youth Engagement

- “We are making a mural behind Sweetcow and Lucky Pie for climate change and racial justice.” [Art as a tool for social justice through youth]
- “It would be nice if they could teach more of the rough patches of Louisville’s history.”
- “The recognition of different festivals would be a nice way to bring the community together. Chinese New Year, Diwali, Ede, [Ramadan] etc. Putting info in the library and town hall.”

“I was wondering why there was nothing in the Louisville history museum about the black mining families.”

– Louisville Youth

### The Lived Experience of EDI Task Force Members



Figure 19: Louisville mural featuring colorful images of women in costume with their faces painted.

“My own experiences in Louisville include being treated so poorly at a local establishment that other employees had to step in and apologize in private to me for how I had been treated.”

– Louisville EDI Task Force Member

As noted above, the EDI Task Force members structured the themes and strategic direction for the focus groups and directed our consulting team to connect with diverse constituents for the data collection process. While some Task Force members observed the focus groups, their feedback was largely absent from the formalized focus group process. The Task Force members,

however, shared their lived experience for this report through discussions at their meetings, email feedback and in one-on-one conversations. This is a short summary of their experiences in Louisville and a few of their insights to create a more inclusive Louisville community.

### EDI Task Force Feedback - OPPORTUNITIES

- “Louisville is family oriented and has a small town feel that can result in a strong community and a safe place to raise a family.”
- “[Louisville] has better housing options, less traffic and great recreation.”

- “Louisville is taking steps to better serve all citizens and conducting an examination to make Louisville a better place to live.”

#### **EDI Task Force Feedback - CHALLENGES**

- “A Black woman friend of mine was called the n-word in the Louisville post office line.”
- “Cons: Very little people of color, recreation membership cost, uncomfortable at times for POC with stares and rude individuals.”

“At the grocery store while with my children, I was told to, ‘speak English because this is America or go back to your country.’ ”

– Bilingual Louisville Resident

#### **EDI Task Force Suggestions**

- “Louisville should hire a Deputy Manager for EDI”
- “Would be good for local schools to invite speakers from BIPOC community to talk about different cultures.”
- “The City of Louisville might want to consider adding a section on its website to provide information of federal, state & local assistance to the low/medium income folks with housing.”

“I withhold parts of myself culturally in some way in Louisville...I don’t always feel I can share those parts of myself.”

– Louisville EDI Task Force Member



## Detailed Summary of Focus Group Themes and Desired Future State



Figure 20: Photo of a long road towards an open sky.

In an effort to distill community and task force feedback into actionable information for the Louisville City Council, we've included a succinct bullet-point summary below that states the issues raised by the community, then offers the community's thoughts about their desired future state.

### **The Issue: Unspoken Tension**

Communities of color have experienced an “unspoken tension” and a range of experiences in the Louisville community

- From culturally awkward moments to blatant disrespect by neighbors, city staff and in public spaces
- Some unwelcome and uncomfortable police interactions
- Lack of cultural awareness, insulting and racist language
- Poor customer service
- An absence of diverse cultural identities reflected in public events, spaces and on city staff
- Insufficient Spanish language access

### **Proposed Actions and Desired Future State: Increased Representation**

- More BIPOC representation across city government and city services
- More public art that reflects the diversity of the community
- Events celebrating different cultural events and holidays
- Staff training and service access for Spanish Language and people with disabilities

“While my son was schooling online last year (Louisville Middle School), I heard one of his teachers repeat a racist joke to the class that they heard on a TV show the night before.”

- Louisville Resident



- “Branding” city as having EDI central to identity (important to note that this cannot be a marketing ploy and must only come after deep, committed work to deliver a representative and equitable experience)
- Recognition of the troubled history of Louisville, and the living histories that continue today
- Social programming, music and events that reflect diverse communities
- “Safe space” flags for various cultural identities including the Pride/Transgender flags

#### **The Issue: Insufficient Spanish Language Access and Services For The Deaf**

- Spanish language communities disrespected, ignored and marginalized
- City services and communications primarily available in English
- Lack of Spanish language creates a wide range of accessibility barriers
- Staff lack knowledge to access translation and other services
- Children of Spanish language families, friends and allies have “language broker” fatigue
- Wayfinding and instructions in public places, stores and service providers English only
- School staff also lacking in Spanish language acumen and protocol awareness

#### **Proposed Actions and Desired Future State:**

- Provide ALL city resources and communications in Spanish language
- Hire bi-lingual staff for public facing positions
- Train English-speaking/all staff on language access protocols - and ensure protocols are working
- Provide EDI training for all staff
- Create bilingual way-finding in the city
- Examine ordinances that encourage bilingual applications for housing and other services
- Provide training on protocols for communicating with the deaf and hard of hearing - and ensure protocols are working
- Understand ADA requirements for people who are deaf, blind or have other disabilities
- Partner with schools to create best practices around Spanish language access

#### **The Issue: Inaccessible Housing Market**

- Not enough affordable housing (availability is limited, prices skyrocketing)
- Systemic barriers to buying homes, prevents people of color from home ownership
- Growing digital divide and language barriers that prevent ease of access to housing applications and resources
- Those priced-out find better affordable housing options in neighboring cities
- Lack of understanding about affordable housing (history and current context)
- Lack of safe and secure housing has a significant impact on whether someone remains in the cycle of poverty, it impacts the well-being of children, and ultimately reflects a community's values, etc.

#### **Proposed Actions and Desired Future State:**

- Educate the community and City Council about the history of housing in this country and the systemic barriers that continue to impact affordable housing to help eliminate negative perceptions, biases, and misinformation
- All rental and home paperwork (housing applications, leasing paperwork, loan paperwork, websites, housing information) available in Spanish

- Increase percentage of affordable homes allocated in new developments and hold developers accountable
- Consider private funds that could be used for undocumented residents, those that are not US Citizens, "DACA-mented," and mixed status households which are often restricted by government funds
- Assess housing options or programs for foster kids as they age out of the system
- Assess hiring practices and increase representation to help families navigate housing system

### **The Issue: Inequitable Access and Poor Treatment**



*Figure 21: Photo of a digital rating system, with a smiley face, neutral face and sad face. Someone is pointing to the sad face to note that improvement is needed.*

- Barriers for non-English speaking people and the deaf community at venues including but not limited to; schools, grocery stores, the rec center and other city services such as paying parking tickets or late water bills
- People who speak a language other than English and those who communicate using ASL have been treated with disrespect, dismissed, or ignored
- Lack of bike lanes and sidewalks create dangerous situations for some neighborhoods
- Inconsistent lighting in low-income areas
- Lower income residents must cross busy streets to access playgrounds (no bridges or underground tunnels to help them access these amenities).

### **Proposed Actions and Desired Future State:**

- Create guidelines, protocols, and training to help city service providers become better equipped to help those facing language barriers
- Enhance customer service training to ensure dignified and equitable treatment of all residents and guests regardless of economic status, race or language needs
- Assess services and processes and ensure service providers understand the guidelines and the laws surrounding a request to provide ASL services
- Hire city employees that have experience providing culturally competent and excellent customer service
- Pedestrian safety audit around low-income and diverse neighborhood enclaves

### **The Issue: Lack of Youth Engagement & Culturally Responsive Education**

- Lack of structured youth activities sponsored by city to advance EDI
- Engaging non-English speaking families, primarily falls on the English language teachers in schools
- Spanish language students forced to be "language broker" for parents
- Unsupportive culture and environment for Spanish language parents
- Lack of accurate and representative history taught in schools - including the difficult history of race in Louisville (role of the KKK in the 1920s and treatment of black coal miners). "Name it."



Proposed Actions and Desired Future State:

- Re-engage Youth Advisory Board, focus on EDI and expand to younger students
- Engage schools so young people have a role in advancing EDI
- Minimize burden on teachers to be a convener/leader for these conversations through support, resources and programming
- Celebrate and learn about other cultures such as Diwali, Hanukkah, Chinese New Year, MLK, etc. through museum exhibits, festivals, newsletters, town halls, libraries, etc
- Activate city spaces to help cultivate these experiences
- Schools should develop a more equitable process for engaging non-English speaking families, incorporate culturally responsive teaching methods, and assess curriculum for inclusivity

**The Issue: Public Health**

Figure 22: Photo of fresh fruits, vegetables, grains and produce.

- Lack of access to services for people with disabilities and those without a car
- Low-income families have difficulty accessing fresh fruit, vegetables and meats
- Limited or inaccessible hours for city services, poor staff awareness and treatment of low-income residents and people with disabilities
- Current service hours are burdensome to participate in community services/activities/amenities – like rec and pool hours and WIC
- No childcare offered on weekends at the Rec Center; it's only offered during work hours
- Infrastructure inequity in and around the mobile home park Parco Dello Zingaro
- Gray areas for maintenance between unincorporated and incorporated areas in the city and county which creates gaps in streets being plowed and impairs mobility
- Most Louisville healthcare providers don't accept Medicaid which makes access and provider choice very limited
- Limited mental health access

Proposed Actions and Desired Future State:

- Expand weekend hours and childcare for city rec and other services for low-income residents
- Conduct infrastructure disparity audit across the city to ensure parity in capital improvements
- Fund delivery services for food banks to low-income communities
- Farmer's Markets to participate in low-income family programs like SNAP bucks, Double Up Food Bucks, WIC bucks and Veggie bucks
- Expand Medicaid offerings
- Add lighting around the park in the Parco Dello Zingaro mobile home community
- Conduct an equity audit of city community services/activities/amenities to increase accessibility



**Additional EDI Task Force Recommendations**

- Create an EDI Manager/Deputy position with appropriate support, resources, and decision-making power
- Make the EDI Task Force a permanent city commission or create a comparable structure and provide compensation to its members.
- Host regular feedback meetings with BIPOC and other marginalized communities to help assess EDI efforts.
- Revise City ordinances or charter with an equity lens including providing compensation to historically marginalized and disenfranchised communities for participation
- Use the Government Alliance on Race and Equity (GARE) racial equity tool to assess if City services are equitable across neighborhoods<sup>2</sup>
- Consider initiating Bystander Training sponsored by the organization iHollaback.org so that if employees witness abuses or acts of intolerance, they know what they can do to shift the situation in their workplace or in the community.



Figure 23: Photo of arrows hitting the center of a target. An image to denote targeted improvements suggested by EDI Task Force members.

<sup>2</sup> The Government Alliance on Race and Equity is a national network of government working to achieve racial equity and advance opportunities for all.

## Top Priority areas for City Council as Identified by the EDI Task Force



Figure 24: Photo of a sticky note with, "IMPORTANT," written on it.

After a thorough review of community feedback, discussions and analysis of themes from the focus groups and numerous EDI Task Force discussions, the EDI Task Force has prioritized five focus areas for action by the Louisville City Council:

1. **Nurture a safe and welcoming environment.**
2. **Improve public accommodation/equitable access to city services (which includes language justice).**
3. **Expand housing access for diverse and low-income communities.**
4. **Create space for youth engagement to discuss and advance racial equity and social justice.**
5. **Improve public health resources and outcomes for communities of color, low-income communities, and people with disabilities.**



## Consulting Team Recommendations

Effective, inclusive, and equitable communication is a powerful tool to advance EDI in your community. Those communications should be centered around the people who are most impacted by racism and the other systems of oppressions. Developing a feedback loop between the City of Louisville and the community is a way to help develop a new system that will ground your communication and messaging efforts and provide opportunities to keep the community informed about your progress. An effective feedback loop requires a complimentary inclusive and equitable community engagement strategy. For the full set of communication recommendations, please see Appendix A.

- Complete an equity audit of infrastructure by neighborhood, census tracts showing lowest income and most diverse geographies
- Regional engagement with contiguous communities to assess EDI programming, and examine shared services and resources
- Business incentive / grant award program for businesses with programming to advance equity and a more inclusive community
- Create a supplier diversity program for city expenditures for products or services if one does not exist:
  - Create participation goals for minority and women owned businesses
  - Create public awareness, transparency and accountability around the goals
    - Set goals to diversify commissions, boards of trustees and authorities and compensate non-profit and service organizations for referrals – also assess culture and climate of committees to ensure they recognize the importance EDI
- Give each Louisville Commission, Board of Trustees and Authority an EDI directive to assess their work, deliverables and impact through a diversity, equity and inclusion lens. The current list of Louisville commissions and entities are as follows:
  - Board of Adjustment
  - Building Code Board of Appeals
  - Cultural Council (Note: EDI Task Force recommendation to have cultural activities and public art reflective of diverse communities may fit here)
  - Historic Preservation Commission and Historical Commission (Note: EDI Task Force and Community cited a lack of awareness and engagement of the difficult history of Louisville, the KKK, diverse mining families, etc.)
  - Library Board of Trustees (Note: EDI Task Force discussed activating the library and parks around cultural activities)
  - Local Licensing Authority
  - Open Space Advisory Board (Note: EDI Task Force discussed activating the library and parks around cultural activities – Spanish language signage on trails may also be an option)

- Parks and Public Landscaping Advisory Board
  - Planning Commission
  - Recreation Advisory Board
  - Revitalization Commission
  - Sustainability Advisory Board
  - Youth Advisory Board
- Set diversity recruiting goals for all boards, commissions, and authorities to ensure that the largest minority groups and marginalized communities are represented in the systems of the city government. This includes being mindful of intentionally creating inclusive cultures on each committee. It is not enough to have representation from BIPOC and other systematically oppressed communities, we must also create a culture that is not harmful and in which everyone can thrive.
  - Have Spanish language and ASL interpretation at all City Council meetings as standard practice.



## Conclusion and Future Opportunity



Figure 25: Picture of a garden box and restaurant in Louisville.

The Louisville City Council has demonstrated remarkable leadership in choosing to explore the experience of communities of color in Louisville. It takes courage and conviction to acknowledge systemic and structural racism, ask tough questions, confront a difficult history - and humbly move forward towards a brighter future.

However, the submission of this report by the EDI Task Force that captures the lived experience of many people of color in Louisville does not represent the end of this work. Instead, it symbolizes the beginning of a much longer journey. The burden now lies on the Louisville city government and its partner institutions to assess and activate the enclosed recommendations by allocating resources, changing policy, and building programs to create more inclusive and equitable outcomes in the Louisville community. By continuing to activate your constituents in support of EDI, interrogating systems and the city charter, assessing staffing practices; and by seeking out voices that are not often heard, you will continue to mark progress towards a more inclusive Louisville.

It is important to note that throughout our process to capture community feedback and channel the voices of the EDI Task Force, there were tough questions raised and tones of skepticism expressed about

whether these recommendations would lead to tangible actions by the City of Louisville. For generations, the long fight for racial justice and systemic reform to create more inclusive and equitable outcomes for communities that face discrimination and bias have been arduous and plagued with set-backs. Given the complexity of our history as a nation, it is understandable that affected communities may have some doubts or questions about whether this process will create noticeable improvements in their experience. Institutional, systemic, and structural change requires tenacity, community activation and culture change.

We have every confidence that the City of Louisville is up to the challenge of driving meaningful change and will continue moving forward. Even as a small city government with limited resources, Louisville can be a municipal leader that sparks equitable outcomes, invites many communities to the table, and builds a culture where diverse experiences are welcome.



**APPENDIX A: EDI Communications Recommendations**

**CITY OF LOUISVILLE: EDI Communication Recommendations**

Effective, inclusive, and equitable communication is a powerful tool to advance EDI in your community. Those communications should be centered around the people who are most impacted by racism and the other systems of oppressions. Developing a feedback loop between the City of Louisville and the community is a way to help develop a new system that will ground your communication and messaging efforts and provide opportunities to keep the community informed about your progress. An effective feedback loop requires a complimentary inclusive and equitable community engagement strategy.

The recommendations below focus on communication tips and practices for receiving feedback from the community.

<p><b>Communication Types / Styles</b></p>	<ul style="list-style-type: none"> <li>· Recognize and develop strategies that engage different communication types and styles</li> <li>· White supremacy culture tells us to rely heavily on the written word and those in authority, but to create more inclusive communication practices, it's important to integrate different communication styles into everyday practices, like through the "feedback loop." A feedback loop is a mechanism for offering on-going updates to constituents that activates diverse voices that have varied styles of communication, varied dialects, or word choice.</li> </ul>
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<p><b>Don't "Tone-Police"</b></p>	<ul style="list-style-type: none"> <li>• As you continue to hear from community members about their experiences with racism or any of the other systems of oppressions, do not "tone-police" them</li> <li>• "Tone-Policing" is when you dismiss the harm someone has experienced and minimize the validity of their feedback because you don't like the way they are expressing themselves</li> <li>• "Tone-Policing" is a racial microaggression that will diminish trust between the City of Louisville and the community</li> </ul>
<p><b>Own Mistakes</b></p>	<ul style="list-style-type: none"> <li>• The work of creating a more diverse, inclusive, and equitable community is an ever-evolving journey that requires courage, vulnerability, and the willingness to constantly course correct</li> <li>• Be judicious in your strategy and process and also accept that mistakes may still happen. Every mistake is an opportunity to learn - once we know better, we can do better</li> </ul>



**Inclusive Language Audit**

- Use more eyes. Effective communication should include inclusive language
- Ensure that you have a diverse set of eyes (perspectives) to review communication before it's released to the public
- Review all language on city of Louisville communications assets, including; website, newsletters, social media templates, and press releases
- Update any language that may be dated, potentially offensive, or leaves room for misinterpretation by BIPOC or other marginalized communities
- Create a standard values statement that you can use as an anchor at the end of each City of Louisville communication along with a short blurb about the community
- For example, "The City of Louisville, Colorado is a vibrant and inclusive community located in southeastern Boulder County. Louisville boasts expansive open space, arts and cultural amenities and a public library system that is welcoming and accessible to all. Our city is dedicated to safe and inclusive practices for Black, Indigenous and People of Color, and is committed to advancing equity in all we do."

**Cultural Recognition  
Communications**

Work with your Office of Human Resources and City Attorney's Office to review the twelve-month calendar and identify holidays and cultural celebrations that should be highlighted in the City of Louisville's seasonal communications through interest stories, social media content, newsletters and on the Louisville website

Examples may include: Martin Luther King Junior Day, Indigenous People's Day, Cinco de Mayo, Black History Month, Asian American Heritage Month, PRIDE, Juneteenth, St. Patrick's Day, Diwali, Ramadan, Lunar New Year, Korean American Day, International Women's Day

NOTE: Per a member of the EDI Task Force, there is a publication called "Living in the 80027 - a social publication for the residents of Superior and Louisville." Reference to this magazine could be included in the list of publications where cultural celebrations could be highlighted.



**Language Justice / Multi-Lingual Communications**

Translation services should be considered for your largest populations of English as a Second Language (ESL) residents

Based on the demographic data available through the U.S. Census about Louisville, Spanish language materials/communications should be widely used by the City of Louisville

Additional analysis should be completed on other foreign languages within the Asian American Pacific Islander community given the city of Louisville's demographic profile

ASL services should continue to be used along with captions for all zoom based, video or televised communications. Including ASL support at press conferences and Spanish language translation.

The City of Louisville should also engage LatinX media, Spanish language newspapers, periodicals and television stations

Communications partnerships with the school district should also be considered for Spanish language communications to students and families in the community

**Communications Ideas /  
Interest Stories**

- Create profiles on each member of the newly appointed Louisville EDI Task Force
- Profile youth in the community who are interested in equity issues or who are advancing projects for diversity equity and inclusion
- Create a special Mayor's Award for diversity equity and inclusion
- Create employee profiles in the City of Louisville newsletter highlighting their lived experience
- Share the EDI communications content with each member of the Louisville City Council for their communications



## Our Appreciation

Special thanks to all the stakeholders who helped us cultivate this report, including the generous focus group participants from the Louisville community who shared their lived experience. We would also like to acknowledge the leadership of our project partners and extended consulting team:

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