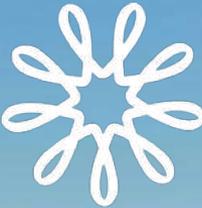


GSTC 2022

Diversity, Equity, Inclusion & Accessibility

Lauren Bruggemans

Director of Sustainability & Community Engagement

visit  greater
palm springs

9 Cities. One Oasis.



 **GREATER**
palm springs
find your oasis.

palm springs | desert hot springs | cathedral city | rancho mirage | palm desert | indian wells |
la quinta | indio | coachella

Priority Areas of Focus

Air Service

DEI/Sustainability/Accessibility/Cultural Heritage

Wayfinding

Regional Collaboration

Workforce Development/Higher Education

Meetings, Conventions & Sporting Events

International Business

Inclusion

We embrace *diversity* and foster equity and inclusion in all we do.





Visit
Greater
Palm Springs
&



Phased Approach

- Phase 1:
 - Audited HR Practices
 - Audit of website
 - Staff survey
- Phase 2:
 - Staff training - identity, bias, DEI 100
 - Departmental meetings - codify DEI in systems & processes
- Phase 3:
 - Stakeholder engagement
 - Focus groups, dialogues
 - Continued departmental dialogues



Systems & Processes

Internal

- Internal DEI Committee
 - Creating strategic plan
- Embedding & codifying DEI in systems & processes
Examples:
 - Vendor contracts
 - Supply chain - finance system will track DEI data
 - Fostering belonging, building empathy between departments



Centering Community

External

- Supporting underserved entrepreneurs - capacity building
- Creating DEI Community Advisory Council
- GPS Tourism Foundation & Team GPS
 - Workforce Development & Youth Engagement
- Accessibility + IBCCES Autism Certification



Marketing + Messaging



- DEI Landing Page in development
- Land Acknowledgement + Native American History
- Partner businesses - self identification
- Diversify writing pool for social, blogs, media





Key Points



- **Just start - this is a journey, we are not perfect**
- **Invest in resources, staff training, full time staff**
- **Leadership commitment - short term, long term**
- **Create institutional memory & Do the work - codify DEI principles into systems and processes**
- **Build relationships and invest in community - capacity building, product development, youth engagement**