



Town of Concord
Diversity, Equity and Inclusion Commission
Agenda

March 26, 2026, at 3:30pm*
Town House Select Board Room & Zoom Conference
Join Zoom Meeting:

<https://concordma.zoom.us/j/88468714799?pwd=smYPndh5qOmalJK1fvGMxgcL2X9w0q.1>

Meeting ID: 884 6871 4799

Passcode: 884764

1. Call to Order
2. Approval of Meeting Minutes
 - February 26, 2025
3. Chair's Updates
4. Membership Updates
5. Bias/Hate Incident Reporting Working Group Update
6. Black Heritage Trail Update
7. 2026 DEIC Survey
8. DEIC Candidate Forum
9. Town Event Celebrations/ Discussions/ Surveys
 - ADA Survey- ongoing
 - Concord Social Justice Roundtable, April 8 at CFPL, 6:00 – 7:45pm
 - Young Citizens Focus Group, March 29 at the Goodwin Forum 3:00 – 5:00pm
 - All the Letters: Understanding LGBTQIA+ Identities and Experiences, March 31
 - Patriots Day Parade- April 20 "Building A Welcoming Community"
10. Public Comment
11. Next Meeting
12. Adjournment

**Followed by a Candidate Forum at the Town House Hearing Room, 22 Monument Square, 5:00pm to 8:00pm*

Candidate Forum- Hosted by the DEI Commission

Time: Mar 26, 2026 05:30 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://concordma.zoom.us/j/88555960753?pwd=MlhrgoAKk1mF1YA8qpYawWGeWfKWg.1>

Meeting ID: 885 5596 0753

Passcode: 418446

n

CONCORD DEI COMMISSION

DEIB Survey Campaign Toolkit

Community rollout, peer video outreach, sample scripts, and activation ideas for the Town Meeting launch.

01 — Rollout Plan

A phased approach building to a Town Meeting launch (around April 29), built around earned media, peer-to-peer video, and community activation. The survey goes live at Town Meeting — everything before that is about building awareness, generating video momentum, and making sure people arrive ready to act.

Phase 1: Seed the Story (Now through April 18)

- Brief the Concord Bridge: Pitch a feature on the DEI Commission's work and the upcoming survey. Frame it around the question 'How does Concord actually feel about belonging?' Give them a quote and a face. Offer an exclusive preview. Ask them to hold for a launch-week publication.
- Brief Living Concord: Pitch a shorter item or community spotlight. Their audience skews engaged civic readers — ideal early adopters.
- Brief any Patch/local digital outlets: Short news item about the survey and why it matters at this moment in town.
- Activate school leadership: Personal outreach to Superintendent Dr. Hunter, School Committee members, and the DEIB Director. Ask each to champion the survey in their own voice.
- Activate CCHS and middle school: Reach out directly to CCHS affinity groups and middle school Playbook. Ask student leaders to recruit peers to make videos and spread the word.
- Brief Reps. Cataldo and Gentile: A quick heads-up and ask for public support. Their amplification lends civic credibility and reaches constituents beyond the commission's usual audience.
- METCO family outreach: Direct, personal outreach through the METCO coordinator. Don't rely on a general blast — this community deserves a direct ask.
- Faith communities: Ask liaisons at First Parish, Trinity, Kerem Shalom, and area mosques to include a note in bulletins. Reach out broadly to other congregations as well.
- Social justice and civic organizations: Direct outreach to the League of Women Voters, Concord Carlisle Solidarity, Concord Carlisle Human Rights Council, Concord Carlisle Against Antisemitism, and other active social justice groups.
- Begin filming community videos: Send the video ask email to a targeted list of 20-30 community members. Aim for diversity of voice, age, background, and neighborhood.

Phase 2: Build Momentum (April 19-27)

- Start releasing community videos across town social channels — stagger them, one or two per day. The goal is to make the survey feel inevitable before it even launches.
- Coordinate with Minuteman Media Network to finalize their produced content for a Town Meeting release. Lead with the most compelling personal story.
- Push the Concord Bridge piece to publish this week — ideally the Wednesday or Friday before Town Meeting.
- PTA and PTG outreach: Ask parent group leaders to include a note in their communications. Personal forward from a known face performs far better than a generic share.
- Senior center: Ask for a brief mention at programs and in the newsletter.
- Push QR code cards to high-traffic town locations: library, transfer station, Town House, Keyes Road recreation.
- Post a countdown graphic across channels: 'Town Meeting is days away. Two minutes to make your voice heard first.'
- Ask civic and social justice partner organizations to post their own call-to-action this week — their own words, not just a reshare.

Phase 3: Launch at Town Meeting (April 29 and beyond)

- Survey goes live at Town Meeting. Staff a QR code table with 2-3 volunteers at the entrance.
- Coordinate with Minuteman Media Network to release their video at or just before Town Meeting opens.
- Release a final round of community videos the day of — student voices, seniors, newer residents.
- Send a town-wide launch announcement (via Town Manager's office if possible) with direct link to concordma.gov.
- Final push: A personal note from Co-Chairs Foncerrada and Cratsley, and ideally Select Board Chair Howell.
- Post a simple one-pager handout at Town Meeting: 'You showed up tonight. Show up for this too.' QR code, concordma.gov, nothing else.
- Post-Town Meeting: Keep the survey open 2-3 weeks. Thank participants publicly. Commit to a date when results will be shared.

Stakeholders and Media Targets at a Glance

- The Concord Bridge — feature story, timed to launch week
- Living Concord — community spotlight or brief item
- Patch / local digital outlets — short news item at launch
- Town of Concord social channels — Instagram, Facebook, Nextdoor
- Superintendent Dr. Hunter, School Committee, DEIB Director — personal asks for active endorsement
- CCHS affinity groups and middle school Playbook — student-led activation
- State Reps. Cataldo and Gentile — public support and constituent amplification
- METCO family network — direct outreach through coordinator

- Faith communities: First Parish, Trinity, Kerem Shalom, area mosques, and others
- League of Women Voters, Concord Carlisle Solidarity, Concord Carlisle Human Rights Council, Concord Carlisle Against Antisemitism
- Other active social justice organizations in the Concord-Carlisle area
- PTA and PTG networks — personal forward from parent group leaders
- Concord Council on Aging newsletter and bulletin board

02 — Community Video Ask

Send this to a curated list of 20-30 people. The goal is authentic voices, not polished production. Diversity of face, age, and story is the whole point.

Subject: A quick ask — 30 seconds, your words, a real difference

Hi [First Name],

I'm reaching out because your voice matters to this community — and I mean that in a very specific way right now.

The Concord DEI Commission is launching a community-wide survey on diversity, equity, inclusion, and belonging in our town. It goes live at Town Meeting at the end of April. We want every resident — families, students, seniors, newer arrivals, longtime Concordians — to take a few minutes and weigh in on where we stand when it comes to bias, belonging, and how we treat each other here.

Here's where I'm hoping you can help.

We're asking a small group of people to record a short video — literally 30 seconds on your phone — speaking directly to your neighbors. You don't need a script. You just need to say why this matters to you, and ask people to take the survey at concordma.gov.

That's it. One take, your phone, your words.

If you're willing, I'd love to have your video by [DATE]. You can post it yourself on Instagram, Facebook, or Nextdoor with the hashtag #ConcordSafe, or send it to me and we'll share it through town channels with credit to you.

A few quick tips for filming are below. But honestly, the most important thing is that it sounds like you.

Thank you for thinking about this. I'll follow up, but feel free to reach out with any questions.

[Your Name]

[Title / Affiliation]

Quick Tips to Include in the Email

- Film vertical — hold your phone upright, not sideways
- Face your light source — window light in front of you, not behind you
- Quiet background — step outside, use a room with a closed door, anything to cut echo
- Speak slowly and clearly — slower than you think you need to
- Keep it under 30 seconds — one or two sentences is enough
- Drive people to concordma.gov — say it out loud in the video
- Don't worry about perfection — one genuine take beats ten polished ones

03 — Scripts and Best Practices

These are starting points, not requirements. Encourage people to make it their own. The ones that land hardest are always the ones that sound nothing like a PSA.

Sample Scripts

THE PERSONAL STAKE

"I've lived in Concord for [X] years. I want it to be a place where everyone — not just people who look like me — feels like they belong here. That starts with listening. Please take the DEIB survey at concordma.gov."

THE PARENT

"I have kids in Concord schools. I want to know they're in a place where they feel seen and safe — and so does every other family. Take five minutes and go to concordma.gov. Your answers matter."

THE STUDENT

"I'm a student at [school]. I know what it feels like when a place makes you feel like you belong — and when it doesn't. If you want to make our schools better, take the survey. concordma.gov."

THE SENIOR

"I've seen this town change. I want the next generation to experience a Concord that's open to everyone. Please take a few minutes and fill out the DEIB survey at concordma.gov."

THE SHORT VERSION

"Two minutes. concordma.gov. That's all it takes to help Concord understand where we stand."

THE NEIGHBOR

"I'm doing this because the people I care about in this town deserve to be heard. Please join me. concordma.gov."

One-Liners / Calls to Action

- "Our town can only get better if we're honest about where it is. Take the survey. concordma.gov."
- "Belonging isn't something that just happens. It takes work — and it starts with listening. Go to concordma.gov."
- "This is two minutes that could shape how Concord shows up for everyone who lives here."
- "You don't have to have all the answers. You just have to answer. concordma.gov."
- "If you care about Concord, take the survey. It's that simple."

Video Best Practices

Lighting

Natural window light facing you is the single biggest upgrade. Turn off overhead lights if they create shadows on your face.

Sound

Close doors, step away from HVAC vents, let someone know you're recording for 30 seconds. Echo kills authenticity faster than anything.

Background

Somewhere recognizable as Concord is great — your front porch, Monument Square, a school hallway. But a clean wall works perfectly well.

Eye contact

Look at the camera lens, not your face on screen. It makes a real difference in how connected it feels to the viewer.

Pacing

Count to two before you start speaking. Breathe. Go slower than feels natural. It reads as confidence.

The ask

Always end with concordma.gov said out loud. Don't assume people will see the caption.

Posting

Instagram Reels, Facebook, Nextdoor, and TikTok all favor vertical video. Post directly — don't share a link to someone else's post.

04 — Other Ideas

Low-lift, high-impact additions that extend reach without adding complexity.

Town Meeting Activation

- Display the QR code and a simple call-to-action message on the big screens in the gymnasium and auditorium while people are being seated — prime real estate when hundreds of residents are sitting, phones in hand, with nothing to do yet. Coordinate with whoever runs the AV setup to get a clean slide in the pre-meeting rotation.
- QR code table staffed by 2-3 volunteers — positioned at the entrance before doors open
- Simple one-pager handout: 'You showed up tonight. Show up for this too.' with QR code and concordma.gov URL
- Brief mention from the floor if procedurally appropriate — or ask a friendly Select Board member to mention it during announcements

Student Activation

- Reach out to CCHS affinity groups directly — ask student leaders to organize a video recording day and post on their own channels, not just the commission's
- Connect with middle school Playbook for student voice from younger grades — their participation signals this is for everyone, not just high schoolers
- Loop in the DEIB Director to help facilitate school-based outreach and coordinate with principals so this doesn't land cold
- Challenge framing: 'Can students generate more survey responses than any other age group by end of May?' Teens respond to a specific, winnable goal
- Ask a civics or history teacher to incorporate the survey into a classroom conversation — not as homework, but as a real civic moment

Digital and Social

- Create a simple countdown graphic for the two weeks leading up to launch — shareable, consistent branding
- Compile incoming community videos into a short 60-90 second reel for launch day — even three good clips edited together is powerful
- Nextdoor post from a real resident (not the commission) — organic neighbor-to-neighbor ask performs better than an official post
- Ask local businesses to post a story or add a QR code to their window or counter — coffee shops, bookstores, and the library are natural fits

Earned Media Extras

- Op-ed or letter to the editor from a community member (not commission) about why they're taking the survey — a student or a longtime resident would land well

- Offer Living Concord a short 'why this matters' essay from Co-Chair Foncerrada or Cratsley for their next issue
- If a community video goes particularly well, share it with the Concord Bridge as a human interest angle

METCO and Boston Families

- Don't wait for families to find the survey — bring it directly through the METCO coordinator with a personal cover note
- Offer a Spanish-language version of the survey call-to-action if the survey platform supports it
- Consider a brief call or Zoom with METCO families specifically, framing the survey as their opportunity to be heard on belonging in Concord

Follow-Through

- Commit publicly to sharing what you find — vague promises don't build trust; a specific date and format does
- Thank participants: a social post after Town Meeting that says 'X residents weighed in. Here's what we heard.' closes the loop
- Tie results to a specific upcoming commission action so participants see that taking the survey actually changed something

Welcome to the Quadrennial Community Survey of the Diversity, Equity, and Inclusion Commission of the Town of Concord



The Diversity, Equity, and Inclusion Commission of the Town of Concord, created and appointed by the Concord Select Board, is seeking input from people who live, study, or work in Concord to better understand their perspectives and experiences on DEI related issues.

We invite you to take approximately **20 minutes** to complete the survey below and share your perspectives.

This survey is designed to gather information that will help inform the Town of Concord’s diversity and inclusion initiatives. Responses are anonymous. Aggregated findings will be summarized in a written report, presented to the Select Board and the public, and published on the Diversity, Equity, and Inclusion section of the Town’s website. No confidential or personally identifiable information will be disclosed.

This survey is for statistical purposes only and is not intended to investigate or take action on individual cases. Your responses will remain confidential and will be used solely to understand the needs and perspectives of the community.

For this survey, we define *diversity*, *equity*, and *inclusion* as follows:

Diversity is the presence and acceptance of all population groups and in particular groups that have been historically underrepresented or marginalized in social, political or economic situations or subjected to discrimination, bias, or prejudice, including—but not limited to—race, ethnicity, religion, disability, sexual orientation, gender identity, age, immigration status, and socioeconomic status.

Equity is an approach grounded in fairness that recognizes differing needs and barriers and supports the allocation of resources and opportunities in ways that enable all individuals to succeed.

Inclusion refers to the active, intentional creation of environments in which diverse individuals can fully participate in decision making, access resources, and feel safe, respected, and valued.

Please indicate your level of satisfaction with the following in Concord.	Very satisfied	Generally satisfied	Neither satisfied nor dissatisfied	Generally dissatisfied	Very dissatisfied
Overall town climate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The extent to which you feel a sense of belonging in the community of Concord	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The extent to which you feel all community members feel a sense of belonging in the community of Concord	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Welcome to the Quadrennial Community Survey of the Diversity, Equity, and Inclusion Commission of the Town of Concord



How well does the Town of Concord succeed in creating a welcoming environment for all members of the community?		If you answered Very well or Well, why do you think Concord has succeeded in creating a welcoming environment?
Very well	<input type="checkbox"/>	
Well	<input type="checkbox"/>	
Neutral	<input type="checkbox"/>	If you answered Poorly or Very poorly, why do you think Concord has not succeeded in creating a welcoming environment?
Poorly	<input type="checkbox"/>	
Very poorly	<input type="checkbox"/>	

What DEI related programs or events would you like to see be sponsored by the Diversity, Equity, and Inclusion Commission?

For the questions below, please indicate your level of agreement with each statement.

In Concord, all community members are treated fairly regardless of individual differences pertaining to race, ethnicity, religion, gender identity, sexual orientation, age, or disability.		If you disagree or strongly disagree, can you tell us why?
Strongly Agree	<input type="checkbox"/>	
Agree	<input type="checkbox"/>	
Neither agree nor disagree	<input type="checkbox"/>	
Disagree	<input type="checkbox"/>	
Strongly disagree	<input type="checkbox"/>	

Welcome to the Quadrennial Community Survey of the Diversity, Equity, and Inclusion Commission of the Town of Concord



What actions should the Town of Concord take to further advance diversity, equity, and inclusion? (Select all that apply)	
Add a Town Diversity Officer	<input type="checkbox"/>
Offer training opportunities for the Select Board and other committees	<input type="checkbox"/>
Create cohesive town policies and procedures to handle and respond to hate and biased incidents	<input type="checkbox"/>
Create and incident reporting system	<input type="checkbox"/>
Offer training opportunities for staff	<input type="checkbox"/>
Set Strategic Diversity and Inclusion Goals for next 4 years	<input type="checkbox"/>
Promote community-wide programming that celebrates diversity	<input type="checkbox"/>
Develop new affordable housing policies and opportunities to promote diversity	<input type="checkbox"/>
Update town hiring policies and procedures to promote diversity	<input type="checkbox"/>
None of the above	<input type="checkbox"/>

If you have other suggestions to further our efforts to promote diversity, equity, and inclusion, we kindly request that you describe them below.

Welcome to the Quadrennial Community Survey of the Diversity, Equity, and Inclusion Commission of the Town of Concord



How comfortable do you feel discussing topics such as race, religious beliefs, sexual orientation, gender identity, ethnicity, and nationality in Concord outside your trusted circle?	Very comfortable	Comfortable	Neither comfortable nor uncomfortable	Not comfortable	Very uncomfortable
Racial issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Religious beliefs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sexual orientation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gender identity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ethnicity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nationality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

For the questions below, please indicate your level of agreement with each statement.

The Town of Concord uses appropriate and inclusive (with regard to race, ethnicity, gender identity, etc.) language in communications with the community.	If you disagree or strongly disagree, can you tell us why?	
Strongly Agree	<input type="checkbox"/>	
Agree	<input type="checkbox"/>	
Neither agree nor disagree	<input type="checkbox"/>	
Disagree	<input type="checkbox"/>	
Strongly disagree	<input type="checkbox"/>	

Welcome to the Quadrennial Community Survey of the Diversity, Equity, and Inclusion Commission of the Town of Concord



	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
To what extent do you agree or disagree with the statement: “Diversity in Concord enhances experiences and interactions within the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel I belong in Concord.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel respected by other members of the Concord community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

In the past year, how often have you interacted with the following people while in Concord?	Daily	Weekly	Monthly	A few times	Not at all	Not sure/ Prefer not to say
People from a country other than your own	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People who hold a political affiliation, philosophy, or view that differs from yours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People from a religious background other than your own	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People who are significantly older or younger than you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

In the past year, how often have you interacted with the following people while in Concord?	Daily	Weekly	Monthly	A few times	Not at all	Not sure/ Prefer not to say
Individuals who are immigrants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People with disabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People whose gender identity differs from your own	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People who have a different sexual orientation than your own	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Welcome to the Quadrennial Community Survey of the Diversity, Equity, and Inclusion Commission of the Town of Concord



In the past year, how often have you interacted with the following people while in Concord?	Daily	Weekly	Monthly	A few times	Not at all	Not sure / Prefer not to say
People for whom English is not their native language	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People from a socioeconomic background other than your own	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People who have a racial and/or ethnic identity other than your own	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What positive experiences related to diversity, equity or inclusion have you experienced in Concord?

For this survey, we define *discrimination* and *harassment* as follows:

Discrimination is the unfavorable treatment of a person based on that person's race, ethnicity, national origins, socioeconomic status, age, perceived or actual physical or mental disability, pregnancy, sex, sexual orientation, gender identity, marital status, creed, religion, or political beliefs.

Harassment is a form of discrimination consisting of physical or verbal conduct that denigrates or shows hostility toward an individual because of their race, ethnicity, national origin, socioeconomic status, age, perceived or actual physical or mental disability, pregnancy, sex, sexual orientation, gender identity, marital status, creed, religion, or political beliefs. Harassment occurs when the conduct is sufficiently severe and/or pervasive that it alters the terms or conditions of employment or substantially limits the ability of a person to participate in or benefit from their environment.

The definitions used in this survey are informed by federal civil rights law, including Title VII of the Civil Rights Act, and by Massachusetts anti-discrimination law.

The Town also acknowledges that experiences of belonging and exclusion in a community may involve factors beyond those recognized in civil rights statutes. Accordingly, this survey may reference additional characteristics, such as socioeconomic background or political beliefs, in support of the Town's broader equity and inclusion goals.

Welcome to the Quadrennial Community Survey of the Diversity, Equity, and Inclusion Commission of the Town of Concord



Have you experienced or witnessed any of the following in Concord?			
Antisemitism	<input type="checkbox"/>	Discrimination based on religion	<input type="checkbox"/>
Xenophobia	<input type="checkbox"/>	Gender discrimination	<input type="checkbox"/>
Classism	<input type="checkbox"/>	Homophobia	<input type="checkbox"/>
Colorism	<input type="checkbox"/>	Racism	<input type="checkbox"/>
Ageism	<input type="checkbox"/>	Islamophobia	<input type="checkbox"/>
Ableism (discrimination in favor of able-bodied people)	<input type="checkbox"/>	Other (Please specify) _____	<input type="checkbox"/>
	<input type="checkbox"/>	None of the above	<input type="checkbox"/>

If you experienced or witnessed any previous incidents in Concord, select by whom?	
Other residents	<input type="checkbox"/>
Public servants	<input type="checkbox"/>
Businesses	<input type="checkbox"/>
Others (Please specify) _____	<input type="checkbox"/>

In Concord, about how often have you heard someone make an insensitive or disparaging remark about:	Never	Rarely	Sometimes	Often	Very often
People for whom English is not their native language	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People from a particular religious background	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People of a particular sexual orientation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People who are immigrants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People of a particular gender identity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Welcome to the Quadrennial Community Survey of the Diversity, Equity, and Inclusion Commission of the Town of Concord



In Concord, about how often have you heard someone make an insensitive or disparaging remark about:	Never	Rarely	Sometimes	Often	Very often
People with a particular political affiliation/view	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People who have a particular racial and/or ethnic identity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People of different ages or generations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you have experienced unfair treatment based on your identity, whom did you turn to for support or to report it?		If you were to experience or witness unfair treatment based on identity, whom would you turn to for support or to report it?	
Police	<input type="checkbox"/>	Police	<input type="checkbox"/>
School Faculty and/or Administration	<input type="checkbox"/>	School	<input type="checkbox"/>
Social Media	<input type="checkbox"/>	Social Media	<input type="checkbox"/>
Town Management	<input type="checkbox"/>	Town Management	<input type="checkbox"/>
Others (please specify) _____	<input type="checkbox"/>	Do not have an avenue	<input type="checkbox"/>
Did not have an avenue	<input type="checkbox"/>	Do not know where to go or who to reach	<input type="checkbox"/>
Not applicable, I have not faced unfair treatment based on my identity	<input type="checkbox"/>	Other (Please specify) _____	<input type="checkbox"/>

Please indicate your level of agreement with the following statements.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
If I experienced or witnessed an act of discrimination or harassment while in Concord, I would know whom to contact to report it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The process for reporting discrimination or harassment in Concord is clear to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The process for investigating reports of discrimination or harassment in Concord is clear to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Welcome to the Quadrennial Community Survey of the Diversity, Equity, and Inclusion Commission of the Town of Concord



Have you or anyone you know been treated in a discriminatory manner, during an interaction with a Concord Public Service or office?		If you answered Yes, by which Concord Public Service or Office?	
Yes	<input type="checkbox"/>	Town Management	<input type="checkbox"/>
		Recreation Dept.	<input type="checkbox"/>
		School System	<input type="checkbox"/>
		Concord Police Dept.	<input type="checkbox"/>
No	<input type="checkbox"/>	Department of Public Health	<input type="checkbox"/>
		Concord Fire Dept. and EMS	<input type="checkbox"/>
		Concord Public Library	<input type="checkbox"/>
		Transfer Station	<input type="checkbox"/>
		Town Commission/ Committee	<input type="checkbox"/>
		Select Board	<input type="checkbox"/>
		Other (Please specify)_____	<input type="checkbox"/>

Have you or other people you know, ever been treated in a discriminatory manner when using/or interacting with the following in Concord? (If yes, select all that apply.)	
Medical Facilities	<input type="checkbox"/>
Childcare and Enrichment Service	<input type="checkbox"/>
Restaurants	<input type="checkbox"/>
Stores	<input type="checkbox"/>
Personal Services (Spa, Salons etc.)	<input type="checkbox"/>
Professional Services (Realtors, Lawyers etc.)	<input type="checkbox"/>
Banks	<input type="checkbox"/>
Community organizations	<input type="checkbox"/>
Other businesses (Please specify)_____	<input type="checkbox"/>
None of the above	<input type="checkbox"/>

Welcome to the Quadrennial Community Survey of the Diversity, Equity, and Inclusion Commission of the Town of Concord



Do you feel that town or school leadership and services respond appropriately and with integrity to incidents of racism?	
Yes	<input type="checkbox"/>
I don't know	<input type="checkbox"/>
No (Please specify) _____	<input type="checkbox"/>

As a reminder, this survey is for statistical purposes only and is not intended to investigate or take action on individual cases. Your responses will remain confidential and will be used solely to understand the needs and perspectives of the community.

Have you experienced any bias or hate incidents while in Concord?	
Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

I experienced bias or felt uncomfortable/unsafe as a result of... (Select all that apply)			
Physical Harassment	<input type="checkbox"/>	Verbal Harassment	<input type="checkbox"/>
Written/ Online Harassment	<input type="checkbox"/>	Graffiti	<input type="checkbox"/>
Intimidation	<input type="checkbox"/>	Bullying	<input type="checkbox"/>
Vandalism	<input type="checkbox"/>	Damage or Destruction of Property	<input type="checkbox"/>
Assault	<input type="checkbox"/>	Other (Please specify) _____	<input type="checkbox"/>

Please use this box to add further information describing the incident

Welcome to the Quadrennial Community Survey of the Diversity, Equity, and Inclusion Commission of the Town of Concord



I believe this incident was based on my (perceived or actual) ... (Select all that apply)			
Race/Skin Color	<input type="checkbox"/>	Age	<input type="checkbox"/>
Religion	<input type="checkbox"/>	Disability	<input type="checkbox"/>
Sexual Orientation	<input type="checkbox"/>	Veteran Status	<input type="checkbox"/>
National Origin (geographic/political origin (country); implied immigration status)	<input type="checkbox"/>	Class/ Social Economic Status	<input type="checkbox"/>
Ethnicity (cultural identity, e.g., language, customs, etc.)	<input type="checkbox"/>	Other (Please specify) _____	<input type="checkbox"/>

Please use this box to add further information describing the incident

The incident occurred on/ in... (Select all that apply)			
Town property (Please specify) _____	<input type="checkbox"/>	Restaurant	<input type="checkbox"/>
Public space (Please specify) _____	<input type="checkbox"/>	Healthcare facility	<input type="checkbox"/>
Town Recreation Facility or Location (Please specify) _____	<input type="checkbox"/>	Business location (e.g. stores)	<input type="checkbox"/>
School (Please specify) _____	<input type="checkbox"/>	Other (Please specify) _____	<input type="checkbox"/>

Do you want assistance?	
Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

Please use this box to add further information.

Welcome to the Quadrennial Community Survey of the Diversity, Equity, and Inclusion Commission of the Town of Concord



I feel that I can fully express the following aspects of my identity in Concord	Completely	Somewhat	Not at all
Culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ethnicity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Income Level	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gender Identity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Race	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Religion/Faith	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sexual Orientation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I feel that I can raise issues about unfair treatment without fear of consequences.	
Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

Do you currently own a business, or plan to start one in Concord?		How easy do you feel it is for people of diverse backgrounds to start a business in Concord?		Did you feel welcome starting your business in Concord?	
Yes	<input type="checkbox"/>	Easy	<input type="checkbox"/>	Yes	<input type="checkbox"/>
No	<input type="checkbox"/>	Neutral	<input type="checkbox"/>	No	<input type="checkbox"/>
		Difficult	<input type="checkbox"/>		

Welcome to the Quadrennial Community Survey of the Diversity, Equity, and Inclusion Commission of the Town of Concord



Demographic Information

In the next section, we will ask about your identity, background, and connection to Concord. You may choose to skip any questions you prefer not to answer. Your responses help us better understand how people, regardless of their background or identity, experience our community.

How old are you?

Which of the following best describes your gender identity?

Agender	<input type="checkbox"/>
Female	<input type="checkbox"/>
Male	<input type="checkbox"/>
Non-binary or Gender Non-conforming	<input type="checkbox"/>
Prefer Not to Say	<input type="checkbox"/>
Other (Please specify) _____	<input type="checkbox"/>

Please indicate what race/races you identify with by selecting one or more categories from the list below. (Select all that apply)

Asian	<input type="checkbox"/>	Native American (Includes American Indian or Alaskan Native)	<input type="checkbox"/>
Black	<input type="checkbox"/>	Native Hawaiian or Other Pacific Islander	<input type="checkbox"/>
Hispanic or Latino (any race)	<input type="checkbox"/>	White	<input type="checkbox"/>
Other (Please specify)	<input type="checkbox"/>		

Welcome to the Quadrennial Community Survey of the Diversity, Equity, and Inclusion Commission of the Town of Concord



Please identify your ethnic origins by selecting from the ethnicity categories below. (Select all that apply)			
East Asian	<input type="checkbox"/>	Caribbean	<input type="checkbox"/>
South Asian	<input type="checkbox"/>	Hispanic / Latino	<input type="checkbox"/>
Southeast Asian / Pacific Islander	<input type="checkbox"/>	Indigenous American	<input type="checkbox"/>
North African	<input type="checkbox"/>	Jewish	<input type="checkbox"/>
Sub-Saharan African	<input type="checkbox"/>	Middle Eastern	<input type="checkbox"/>
East European	<input type="checkbox"/>	Other _____	<input type="checkbox"/>
West European	<input type="checkbox"/>		

What is your marital status?	
Married	<input type="checkbox"/>
Widowed	<input type="checkbox"/>
Divorced	<input type="checkbox"/>
Separated	<input type="checkbox"/>
Single	<input type="checkbox"/>

How many children are you parent or guardian for that live in your household (aged 17 or younger only)?	What are their ages?
None	
1	
2	
3	
4	
More than 4	

Welcome to the Quadrennial Community Survey of the Diversity, Equity, and Inclusion Commission of the Town of Concord



What is the highest degree or level of education you have completed?			
Some High School	<input type="checkbox"/>	Ph.D. or higher	<input type="checkbox"/>
High School	<input type="checkbox"/>	Trade School	<input type="checkbox"/>
Bachelor's Degree	<input type="checkbox"/>	Prefer Not to Say	<input type="checkbox"/>
Master's Degree	<input type="checkbox"/>	None of the above	<input type="checkbox"/>

Do you currently have a physical impairment that substantially limits one or more major life activities such as seeing, hearing, walking, etc.?	Which one? (optional)
Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>

Do you currently have a mental impairment that substantially limits one or more major life activities such as learning, interacting with others, etc.?	Which one? (optional)
Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>

Which of the following best describes your sexual orientation?			
Asexual	<input type="checkbox"/>	Lesbian	<input type="checkbox"/>
Bisexual	<input type="checkbox"/>	Pansexual	<input type="checkbox"/>
Gay	<input type="checkbox"/>	Queer	<input type="checkbox"/>
Heterosexual/Straight	<input type="checkbox"/>	Other (Please specify) _____	<input type="checkbox"/>

Welcome to the Quadrennial Community Survey of the Diversity, Equity, and Inclusion Commission of the Town of Concord



What religious group do you identify with, if any?			
Jewish	<input type="checkbox"/>	Evangelical	<input type="checkbox"/>
Muslim	<input type="checkbox"/>	Orthodox (e.g., Greek, Russian)	<input type="checkbox"/>
Hindu	<input type="checkbox"/>	Non-denominational Christian	<input type="checkbox"/>
Buddhist	<input type="checkbox"/>	Atheist/No religion	<input type="checkbox"/>
Catholic	<input type="checkbox"/>	Prefer not to say	<input type="checkbox"/>
Protestant (e.g., Baptist, Methodist, Lutheran)	<input type="checkbox"/>	Other (Please specify) _____	<input type="checkbox"/>

Which of the following describes your living status?	
I own my home	<input type="checkbox"/>
I lease my home	<input type="checkbox"/>
Live with family/friends (not renting or owning)	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>
Other (please specify) _____	<input type="checkbox"/>

What is your annual household income?	
Less than \$50,000	<input type="checkbox"/>
\$50,000 - \$100,000	<input type="checkbox"/>
\$100,000 - \$200,000	<input type="checkbox"/>
\$200,000- \$500,000	<input type="checkbox"/>
More than \$500,000	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>

Welcome to the Quadrennial Community Survey of the Diversity, Equity, and Inclusion Commission of the Town of Concord



What is your citizenship status?	
U.S. citizen	<input type="checkbox"/>
U.S. permanent resident but not a U.S. citizen	<input type="checkbox"/>
Not a U.S. citizen or permanent resident	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>

Is English your native language?	What is your native language?
Yes <input type="checkbox"/>	
No <input type="checkbox"/>	

Do you identify as a minority in the Town of Concord?	
Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

How many years have you been living, working or studying in Concord?	
Less than a year	<input type="checkbox"/>
2 to 5 years	<input type="checkbox"/>
6 to 10 years	<input type="checkbox"/>
11 to 15 years	<input type="checkbox"/>
More than 16 years	<input type="checkbox"/>

What is/are your community role(s) (Select all that apply)	
I live in Concord	<input type="checkbox"/>
I work in Concord	<input type="checkbox"/>
I study in Concord	<input type="checkbox"/>
I neither live, work nor study in Concord	<input type="checkbox"/>
Other (Please specify) _____	<input type="checkbox"/>

Welcome to the Quadrennial Community Survey of the Diversity, Equity, and Inclusion Commission of the Town of Concord



How would you characterize your political views?		
	Far left	<input type="checkbox"/>
	Progressive	<input type="checkbox"/>
	Moderate	<input type="checkbox"/>
	Conservative	<input type="checkbox"/>
	Far right	<input type="checkbox"/>
	Prefer not to say	<input type="checkbox"/>

Are you now or have you ever served in the U.S Armed Forces?		
	Yes	<input type="checkbox"/>
	No	<input type="checkbox"/>
	Prefer not to say	<input type="checkbox"/>

If there are any other aspects of your identity that you feel are not represented in this survey, and that you believe are important for the Town of Concord to consider in its diversity and inclusion initiatives, please share them here.
