

From: Ashley Traynum-Carson <atraynum-carson@ashevillenc.gov>
Sent: 6/19/2019 9:05:20 AM
To: Polly McDaniel <pmcdaniel@ashevillenc.gov>, Yashika Smith <ysmith@ashevillenc.gov>
Cc: Chris Corl <ccorl@ashevillenc.gov>, Matthieu Rodriguez <mrodriguez2@ashevillenc.gov>, Dawa Hitch <dhitch@ashevillenc.gov>
Subject: Re: USCC PR and survey

Good morning. I just touched base with Yashika, once the survey is released we will work to have hard copies of the surveys available in the rec centers. Additionally, if we print a few surveys, when Yashika is out in the community she will pass them out for folks to review and take (if they want).

Ashley

On Tue, Jun 18, 2019 at 12:04 PM Polly McDaniel <pmcdaniel@ashevillenc.gov> wrote:
Hi Chris, Ashley and Matt,

The [press release](#) has been completed, but before we launch, I would ask that we step back a minute and consider what is the plan for inclusion and outreach to our communities of color/marginalized communities in this ([SurveyMonkey](#)) survey?

There may be a plan and it's just not reflected in the notes I was given for the survey press release.

Especially since the launch of the Office of Equity & Inclusion we do outreach through various means when we engage the public via survey. That sometimes means hard copy surveys distributed to people at community meetings, or bringing laptops to community meetings so people can have better access to the survey. It often means looping in the outreach person in the Equity office (Yashika Smith) to help make people aware that they have an opportunity to have a voice in a City initiative. I just can't get a handle on where we are with this and I will tell you that Council will throw out survey results that are not inclusive. I have seen them tell departments to go back out to the community and engage more inclusively, then come back to them.

I'm not saying there is not a plan. Out of an abundance of caution and in my role as communicator I am pointing this out as a communication risk. And I strongly suggest we hold off on launch until Ashley gets back tomorrow to talk this through.

Thank you,
Polly

Polly McDaniel

Communication Specialist | City of Asheville

828-232-4507 â€” Office | 828-774-7602 â€” Cell

pmcdaniel@ashevilleNC.gov



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Ashley Traynum-Carson, Communication Specialist
Communication & Public Engagement Department
City of Asheville
PO Box 7148
Asheville, NC 28801
828.259.5724
Atraynum-Carson@ashevillenc.gov