

Louisville Metro Government Department Equity Impact Statement

Ordinance No. 19 Series 2021 requires that all Metro agencies complete an Equity Impact Statement every fiscal year. Please complete this form and submit to the Office of Equity, no later than April 9th, 2021.

Name of Department: Louisville Zoo

Fiscal Year: 2022

Completed By: John Walczak

1. **Department Equity Vision Statement:** The Louisville Zoological Garden is committed to advancing diversity, racial equity, access and inclusion, to create an environment where all people feel welcome and a part of their Zoo to enjoy learning about wildlife and wild places.
2. **Department Equity Goals:**
 - a. Specific/Identified Racial Equity Goals (Utilize Racial Equity Budget Assessment Tool and Questionnaire to assist in development) under a SMART framework (Specific, Measurable, Achievable, Relevant, Time Bound)
Note: Metro agencies can have more than one equity goal, and the KPIs and goal measures from your SMART goals should be listed in Section 3 of this document
 - 1) Goal #1: Increase minority attendance, membership, and program participation by 10% in FY22, to reflect the racial composition of our community.
 - 2) Goal #2: Introduce the Community Access Membership to two new partner groups serving under- represented and underserved audiences within FY22
 - 3) Goal #3: Develop plan and request Metro funding for multilingual signage in the park
 - 4) Goal #4: Achieve at least two grants per year that focuses on outreach to and engagement of underrepresented and underserved citizens.
 - 5) Goal #5: Increase communication spend to diverse populations by 20% per year for next five years.
 - 6) Goal #6: Establish benchmark marketing spend to diverse populations
 - 7) Goal #7: Establish a demographic baseline of Zoo attendees, members, and program participants.

8) Goal #8: Identify certified minority, female, disabled owned business enterprises (MFDBEs) for procurement spend in FY22

3. Equity Goal Measures and KPI's: Based on your equity goals that you have developed, what will be your goals and outcomes measures?

- a. Goal #1 KPI: Minority attendance, membership and participation in FY22
- b. Goal #2 KPI: Introduction of the Community Access Membership benefit
- c. Goal #3 KPI: Receipt of funding for signage
- d. Goal #4 KPI: Number of grants for outreached received in FY22
- e. Goal #5 KPI: % increase of communication spend to diverse populations
- f. Goal #6 KPI: Marketing benchmark spend is established
- g. Goal #7 KPI: Establishment of the demographic baseline
- h. Goal #8 KPI: Number of identified certified MFDBEs

4. Prior year goal assessment: (Outcomes from the prior fiscal year) N/A for FY22

5. For FY23: (Note: these inquiries are for future budget considerations and N/A for FY22)

- a. Budget request allocated as related to equity:
- b. Budgetary savings, revenues, expenses realized from the prior year:

6. Office of Equity Notes and Recommendations:

In having a conversation with Louisville Zoo, the Zoo is also committed to meeting with community advocates to review any strategies around messaging tools that are available, in order to create a gap analysis of how communications to diverse audiences can be improved over time. The Zoo will also work to establish partnerships with individuals and groups representing underrepresented populations, to create and address conservation activities, for a more equitable approach to conservation in our community. Office of Equity approves.

7. This equity impact statement was reviewed by:

John Walezak 4/20/2021
Department Director Date:

Vincent James 4/20/2021
Agency Chief Date:

8. This equity impact statement was/was not approved by:

Kendall Boyd 4/20/2021
Chief Equity Officer Date: