



Inclusive Cities Community Feedback Results

April 12, 2018

Principal Shopping District

Q1: What does an inclusive Principal Shopping District look and feel like for you?

INCLUSIVE

Broad definition of multi-cultural: age, race, income, ethnicity, religion, etc.

Diverse

Caring for others

Friendly

Clean

Lots of smiles for All

Feel welcoming and accepting to others

Welcoming (2)

Fun (2)

Hospitable

Welcoming downtown

Feel valued

Engaged in community as a whole with effort to include diverse representations of backgrounds and beliefs

Celebrate diversity

Vibrant

Few barriers, barricade free

Support

Unique

Anonymity – invisible in the crowd

Open spaces – open flow of movement

Friendly

Community

Embrace other cultures, genders, etc., without judging

Learn from others' differences

Cool

Diversity

Togetherness

Understanding

Supportive of others

Colorful

Work together
Community
Everyone feels welcomed
Common goal(s)
Participation
Cultural

COMMUNICATIONS

Knowing what is going on
Positive communication
Marketing and promotional material that reflect our inclusive vision

ACTIONS and CONTRIBUTIONS

We run events through a “filter” to ask questions focused on whether or not we are “inclusive”
More events that target different cultures
Multi-cultural events
Diverse offering of free events to attract people downtown

ECONOMIC

Diverse shops and businesses
Best customer service
Multi-cultural businesses
Multi-cultural customers/visitors

Q. How can we help?

GOVERNMENT

Be open, change policies to include others/all
More diverse housing closer to downtown
Continue snow melt for further walking to downtown
Peripheral free parking with free, reliable transit (ex, trolley pick-up at busy times)
Close streets for special events and safety
Review policies on housing and other ways we create barriers for people to live and visit
Continuing to develop snow melt, bike paths, green spaces, parking that are free and easy to access
City financial support for promotion/advertising
Financially assist with events to bring diverse culture downtown
Help fund cultural events
Assist in low income housing shortage
Slowing traffic on city center streets
Making Holland more walk/bike friendly (alternative modes of transport)
Parking
Affordable housing
Encourage pedestrian access

COMMUNICATION

Provide maps and marketing materials in Spanish and other languages

Emphasis on what we are doing already and how we plan to grow that – effectively spreading the message

Diverse Marketing

Promotion

Maintain ongoing dialogue and shared concerns

HOW WE LEARN

Info on what works in other downtowns to get all involved

Education and professional development opportunities in coordination with chamber and PSD

City boards, staff, etc. education about inclusion/diversity we are striving for

Have seminars or meetings about inclusion

Share thoughts and feelings of those that are not feeling welcomed

Reach out to the businesses in the downtown for their views and input

PUBLIC INTERACTION

Multi-cultural events

Ideas for new multi-cultural events

Diverse enterprise like “The Bridge”

Multi-cultural restaurants or food vendors

Get everyone behind “inclusive goal”

Celebrating successes

Diverse events

Accessibility: parking, sidewalks

Public school support

Attract diverse residents

Attract minority-owned businesses

Affordable downtown

Q3. What other words best describe “inclusive” for the Principal Shopping District?

Participating

Everyone warmly welcomed

All

Neighborhood

Listen

Helpful

Something for everyone

Open to all

Cultural events

Community

Partnership

All incomes

Openness
Open minded
Cooperative
Team
Friendship
Engaging (2)
Kindness
Open (2)
Inviting
Community
All ages
All abilities
Love
Empathy (2)
Everyone
Bring together
Respect
Friendly
Embrace
Warm
Barrier-free
All ethnicities
Together
Wide representation
All-encompassing
Opportunity
Inviting (2)
Genuine interest
Understanding
Diverse (5)
Welcoming (8)
Mutual Respect
Encouraged
Engaged
Wanted
Respected
Colleague
Partner