

A History of Diversity, Equity, and Inclusion

At our core, we are an organization that celebrates diversity and have always attracted a broad spectrum of staff that reflects America.

Our diverse staff includes African Americans, Asian-Americans, Latino-Americans, and Native Americans. Most of our staff are women – we are Latina/Native American and woman owned. We also have staff who identify as LGBT, multiple faiths, diverse immigration status, and who speak multiple languages.

We believe this diversity affords our organization with the best context for conducting research among diverse populations.

Research Approach: Diversity and Inclusion

Being inclusive of the ways people differ is the best way to ensure that all peoples are represented in our research. This means speaking to people in their preferred languages and in the mode that is most comfortable to them.

We take into consideration being inclusive of people based on the following, and other factors, in each research project:

- Access to Internet
- Age
- Citizenship
- Culture
- Ethnicity
- Education
- Family and marital status
- Geographic location
- Gender identity
- Housing status
- Physical and mental ability
- Political views, opinions, and affiliations
- Nationality
- Race
- Socioeconomic status
- Spiritual and religious beliefs
- Work experience

Our best tools for ensuring inclusion of all peoples, is our multi-lingual, multi-mode methodological approach.



PROBOLSKY RESEARCH
23 Corporate Plaza Suite 150
Newport Beach CA 92660

Newport Beach (949) 855-6400
San Francisco (415) 870-8150
Washington DC (202) 559-0270

This means that we always include Spanish as an option for our surveys and consider including other languages in consultation with each client.

This also means that we speak to respondents on their terms, on the telephone or online. Further, we segment these conversations to best suit the lifestyle of respondents, allowing them to speak to us on their landlines or mobile phones, or respond online from an email or text message invitation.

Additionally, our online survey software is Section 508 compliant (U.S. Rehabilitation Act), which means that people with disabilities including visual and other physical impairments can participate.

Other research modes are available as necessary and include mail, door-to-door canvassing, and location-based.

It is important to note that opinion research is never about educating a community or communicating a message, however, it is the foundation to informing any educational or outreach campaign. Our research will provide a roadmap to address general community wants and needs. It will also inform any effort to improve diversity, equity, and inclusion in the City.



Meet our new Equity Officer, Alton Smith. He is a disabled veteran who grew up in New Jersey and has lived in California for more than thirty years. After serving in the Marine Corps., he began a career in communications and later in health care. He previously served as a Calvary Baptist Church board member where he oversaw a group men's home, and as a board member of the Community of Faith, a 501c3 non-profit that fed the homeless and helped place them in housing. He lives in Tustin, CA with his wife, three daughters, and grandson.

Research Approach: Equity

Everyone deserves the same access, treatment, and opportunity. We are researchers, not advocates; but our methodological research approach is only sound if we recognize that many communities and people lack equity.

Work Examples for Diversity, Economic Justice, Environmental Justice, Equity, Inclusion, Animal Rights, and Social Justice

- Government virtual meeting access research (private client)
- Assembly Bill 3099 research on increasing law enforcement resources to help missing Native Americans (private client)



PROBOLSKY RESEARCH
23 Corporate Plaza Suite 150
Newport Beach CA 92660

Newport Beach (949) 855-6400
San Francisco (415) 870-8150
Washington DC (202) 559-0270

- Assembly Bill 2112 research on suicide prevention, focused on youth and Native Americans (private client)
- Assembly Bill 32 research focused on school bully prevention (private client)
- San Bernardino County Sheriff conflict of interest research on investigating deaths caused by deputies as the coroner (private client)
- Legislative research on requiring California Native American history to be taught in schools (private client)
- Conducting evidence-based clinical services survey to solicit feedback from disadvantaged and hard-to-reach community members (Deschutes County Health Services, OR - ongoing)
- Animal rights poll among California voters on banning horseracing after multiple deadly years for racehorses
<https://www.probolskyresearch.com/2019/05/07/watch-judie-mancuso-of-social-compassion-talk-about-our-poll-on-horse-racing-in-ca/>
- Economic justice research on Amazon HQ2 in New York
<https://www.probolskyresearch.com/2019/02/22/watch-new-yorkers-blame-elected-officials-for-amazon-pulling-out-of-h2-deal/>
- Environmental justice research on offshore oil drilling in Florida
<https://www.probolskyresearch.com/2018/03/24/florida-voters-talk-about-offshore-drilling/>
- CalFresh research related to access and barriers faced by people, regardless of immigration status (private client)
- Conduct a community survey with specific attention to diversity, equity, and inclusion issues (Arlington County, VA – ongoing)
- Police services survey with specific attention to diversity, equity, and inclusion issues (Half Moon Bay – ongoing)
- Community Survey with DEI components in predominantly African American/Black county (Richland County, SC)
- Community Survey with DEI components. (Edgewater, CO)
<https://probolskyresearch.box.com/s/odymjmq03qd0pteaqi68fc1xt5szfcg5>
- National survey on hate among politicians toward Muslims (Muslim Advocates)
<https://muslimadvocates.org/2018/10/new-report-documents-nationwide-spread-and-failure-of-anti-muslim-2018-2017-campaigns/>



- Pennsylvania voting district boundary research on discrimination based on race (private client)
- National survey on infrastructure and Bridging the Digital Divide research (Cisco)
<https://blogs.cisco.com/news/cisco-reinforces-commitment-to-bridging-the-digital-divide>
- Compassionate end of life options research
<https://probolskyresearch.box.com/s/k2sfgstzuoa26wxvnevgstwhn4vcirdl>
- California survey on barriers to visiting the coast. (California Coastal Conservancy)
<https://probolskyresearch.box.com/s/mhnj3jc0ujib879xmkhesh4f4aw97ajh0>

Example Questions

Inclusion: In general, are you satisfied with the City's overall effort to value residents' background and identity (i.e., their differences)?

Equity: In general, are you satisfied with the City's effort to ensure residents from all backgrounds and with a range of identities have equitable opportunities?

Diversity: In general, are you satisfied with the City's effort to value diversity?

Racial justice: In general, are you satisfied with the City's effort to ensure Albany is safe and supportive for people of all racial backgrounds?

Social justice: Do you believe that Albany Police will protect you and your family?



PROBOLSKY RESEARCH
23 Corporate Plaza Suite 150
Newport Beach CA 92660

Newport Beach (949) 855-6400
San Francisco (415) 870-8150
Washington DC (202) 559-0270