

ANA PEREIRA, Communications Director



NEW

Diversity Intiative

Many communities interweave to give Mesa it's vibrancy. People from different races, places of origin, languages, faiths, and identities come together in their values for family, work, prosperity, and commitment to making Mesa the thriving, growing City it has become. At the City of Mesa, we value and embrace our community's rich diversity. TOGETHER MESA is a new initiative that collects and showcases the voices that make up our community, fostering the awareness and understanding that strengthens us as a community.







01 Visibility Increase awareness about City of Mesa services, programs and resources available to all.

VISION

Reflecting Our Community



02
Pos
Ensu
reso



03 Connectivity Strengthen community engagement and promote inclusive participation.

itioning

ure key messages are representative of and onate with Mesa's diverse communities.



APPROACH () 1

Effective Communication

Communications that speaks to our diverse audiences and resonate with our community. We will continue to expand our reach to be accessible and meet the needs of our city.

inclusion through

Meaningful Engagement

- We will work with cultural,
- community and employee
- groups to build relationships
- that help to identify and
- advance diversity, equity, and
- programming opportunities.

() `

Showcasing Perspectives

When we listen to different experiences from our own, we gain a broader perspective of our community. We will strategically work to highlight the many voices that make Mesa special.



Social Media & Communications



Storytelling



Multicultural Communications



Communication Style



Tracked Metrics



Programs & Education



Community Learning Series



ATu Servicio en Español

Community Impact

Other Engagement Efforts



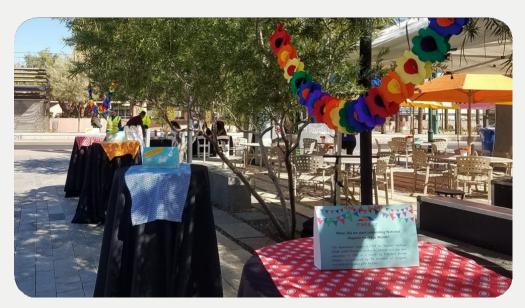
Internal Employee Engagement



Employee Resource Groups



Inclusive Environment



Cultural Celebration Event

Support Diverse Workforce



Supporting Community Celebrations



Heritage Months & **Days of Significance**



Diverse Events & Festivals



Representation at Events

New Community Partnerships



Questions or Comments?

www.mesaaz.gov/togethermesa

#togethermesa



