



COLORADO  
APARTMENT ASSOCIATION



# Diversity & Inclusion Pledge

As leaders in the rental housing industry, we are committed to modeling inclusion; embracing diverse backgrounds and perspectives among our peers, partners and those whom we exist to serve; and promoting a workforce based in the principles of diversity and inclusion.

We recognize that diversity and inclusion are broad and complex areas that must be approached holistically, transparently and with deep institutional integrity and humility. We also know that diversity, simply put, benefits our business, leading to:

- **Increased** and **enhanced** employee engagement, retention, and satisfaction
- **Broader**, more **creative** problem-solving and ideas
- **Stronger** and **more sound** decision-making
- **Improved** company and industry reputations and public perceptions and
- **Increased** productivity and profitability

As part of our commitment to boldly embrace diversity and inclusion in our organization, we are committed to the following actions:

1. We will proactively build trust and work to encourage our members to provide safe spaces to have bold, inclusive conversations and foster corporate cultures of inclusivity.
2. We will educate our members about the nature and impact of unconscious bias, working to recognize and minimize our blind spots, build cultural awareness both of ourselves and others and continuously evaluate and adapt our shared resources to further enhance this essential education.
3. We will provide opportunities for our members to establish and share best practices, understanding that each of our partners are at different places in their diversity and inclusion journeys and recognizing the importance of sharing strategies, challenges and successes to help each other along the way.
4. We will develop proactive, purposeful teams to lead our diversity and inclusion initiatives, working with our leaders to establish strategic action plans that prioritize accountability, evaluation and meaningful engagement in such initiatives.

In this pledge, we recognize that we are accountable both to ourselves and to others, and pledge to create systems of accountability to track progress, share and evaluate outcomes and develop strong systems of accessible, shared practices. By adopting and sharing in this pledge, we recognize that by sharing and learning together, we grow together, strengthen our industry, and better serve our employees, partners and communities.