TOPIC: Race and Equity

POSITION STATEMENT

Virginia is working to become safer for Black travelers.

SUGGESTED USE

- Is Virginia safe for Black people to travel in?

CORE MESSAGES

- The state of Virginia has implemented initiatives focused on making the state safe for people of color.

- Virginia State Police is committed to embracing inclusivity and diversity and is implementing initiatives to help make Virginia safe for all.

- DMOs, sites and attractions are working to improve the Black traveler experience at their locations.

PROOF POINTS

- With Governor Northam's creation of the Office of Diversity, Equity, and Inclusion in 2019, Virginia is becoming a national exemplar in addressing the historical injustices and inequities that have existed for the last 400 years within all systems across our Commonwealth.

- In 2020, Governor Northam hosted discussions between community members and law enforcement officials on racial equity and police reform.

- Governor Northam has proposed criminal justice and police reform measures and has passed legislation that addresses institutional mechanisms that disproportionately terrorize people of color.

- As of 2020, Virginia State Police has begun working to create key DE&I leadership positions, has released an RFP for a DE&I partner, and has begun to implement recruiting practices that aim to diversify its workforce.

- Industry professionals across the state have participated in educational sessions designed to help the industry better understand the Black traveler experience and how to improve it at their locations.

AUDIENCE SEGMENTS

- Black travelers