

Introduction

The Corporate Racial Equity Alliance is developing corporate performance standards that advance equity, inclusion, and socially responsible business practices, focused on the US to start.

Core to our work is engaging a broad and diverse group of stakeholders—including you—in the development of the standards. We are currently hosting a public comment period through October 31, 2024 and this survey is one way to provide your feedback. For more information, visit bit.ly/corporate-equity-standards.

An equitable and just future for all is within our reach if we boldly work together. Haga clic en este [link](https://bit.ly/corporate-equity-standards) para acceder a la encuesta en español.

—The Corporate Racial Equity Alliance

Thank you for contributing your experience and insight through this survey.

This survey covers the standards focused on advancing equity within the communities in which companies operate and across society at large (Standards 9 - 14), along with our approach to standards governance and our plans for companies to adopt the standards. There are also questions about you to help us ensure we are reaching a broad array of individuals. To complete this survey, review the [Public Consultation Report](#) or the [Standards Release Deck](#), along with the [draft standards](#) that you wish to provide feedback on. While we welcome your feedback on all the standards, you may choose to provide feedback on just the ones you are most interested in.

To recognize survey respondents' contributions in an equitable way, we are pleased to offer a one time payment of \$75 for full completion of the survey to eligible participants in the US. Find eligibility information here: bit.ly/corporate-equity-standards). Individuals eligible for and seeking compensation must review and provide feedback on a minimum of five standards from Standards 9 - 14 and answer all questions related to each standard. Note that funds are limited and will be distributed on a first-come, first-served basis until they run out.

After the public comment period, we will summarize and publish the feedback received. We will only share out your feedback anonymously, and we will never share personally identifiable information. We welcome your questions at CREAlliance@policylink.org.

* Email address

(if you have already completed a survey for this public comment period, be sure to use the same email you used last time)

Please select the option that best describes your participation in the Corporate Racial Equity Alliance public comment period to date. This will help determine which questions you see for this survey.

- This is my first time completing a survey for this public comment period (in 2024)
- I completed the survey earlier that covered Standards 1 - 8

General Standards Questions

* Do you agree that the standards would improve the well-being and economic stability of workers, consumers, communities, and society-at-large if implemented by a critical mass of companies?

- Yes**, wide-scale business action in line with the standards would lead to positive change.
- Potentially**. Wide-scale business action is needed, but I'm not sure these are the right standards and/or that they are enough.
- No**, wide-scale business action in line with the standards would not lead to positive change.

* Do you agree that the 14 standards cover all the topics a company should focus on to advance equity, inclusion, and socially responsible business practices?

- Yes
- Mostly
- No

What additional topics do you recommend the standards address to help companies advance equity, inclusion, and socially responsible business practices?

* Beyond the implementation approaches discussed in Section 4 of the Report, are there additional approaches you recommend to accelerate adoption of the standards?

- Yes
- No
- I don't know

What other implementation approaches do you recommend to accelerate adoption of the standards?

What is most important to you in our governance of the standards?

Are there any revisions or additions you recommend to strengthen our approach to governance or to the draft Governance Charter?

The next section includes questions pertaining to the standards. You may choose to review and provide feedback on any one or more of the standards, based on your interest areas or expertise. To do so, review at least the introduction to each standard.

For those eligible for and seeking compensation, you must review at least five standards and answer all questions related to that standard.

The following questions pertain to Standard 9: Climate and Environment

If you choose not to provide feedback for this standard, simply select “Did not review” in the first question and you will advance to the next standard.

* I reviewed the following:

- The introduction to the standard
- The standard introduction and **some** performance targets
- The standard introduction and **all** performance targets
- I **did not** review this standard

Standard 9: Climate and Environment

* Is the standard compelling?

- Very compelling
- Somewhat compelling
- Not compelling
- The standard is unclear

Standard 9: Climate and Environment

What would you change or add to make it clearer or more compelling?

Standard 9: Climate and Environment

* Do you agree that the performance targets for this standard cover critical ways for companies to address discrimination and exclusion, and advance socially responsible business practices within this topic?

- Yes
- No

Standard 9: Climate and Environment

If no, what would you change about the performance targets and why?

Standard 9: Climate and Environment - Performance Targets

* Are there additional or alternative performance targets you recommend for this standard?

- Yes
- No

Standard 9: Climate and Environment - Performance Targets

If yes, please share additional or alternative performance targets you recommend for this standard

Standard 9: Climate and Environment - Additional guidance

What additional guidance, if any, would be necessary for a company to get started and/or make steady progress on this standard?

The following questions pertain to Standard 10: Community Engagement.

If you choose not to provide feedback for this standard, simply select “Did not review” in the first question and you will advance to the next standard.

* I reviewed the following:

- The introduction to the standard
- The standard introduction and **some** performance targets
- The standard introduction and **all** performance targets
- I **did not** review this standard

Standard 10: Community Engagement

* Is the standard compelling?

- Very compelling
- Somewhat compelling
- Not compelling
- The standard is unclear

Standard 10: Community Engagement

If unclear or not compelling, what would you change or add to make it clearer or more compelling?

Standard 10: Community Engagement - Performance Targets

* Do you agree that the performance targets for this standard cover critical ways for companies to address discrimination and exclusion, and advance socially responsible business practices within this topic?

- Yes
 No

Standard 10: Community Engagement - Performance Targets

If no, what would you change about the performance targets and why?

Standard 10: Community Engagement - Performance Targets

* Are there additional or alternative performance targets you recommend for this standard?

- Yes
 No

Standard 10: Community Engagement - Performance Targets

If yes, please share additional or alternative performance targets you recommend for this standard

Standard 10: Community Engagement - Additional guidance

What additional guidance, if any, would be necessary for a company to get started and/or make steady progress on this standard?

The following questions pertain to Standard 11: Corporate Philanthropy.

If you choose not to provide feedback for this standard, simply select “Did not review” in the first question and you will advance to the next standard.

* I reviewed the following:

- The introduction to the standard
- The standard introduction and **some** performance targets
- The standard introduction and **all** performance targets
- I **did not** review this standard

Standard 11: Corporate Philanthropy

* Is the standard compelling?

- Very compelling
- Somewhat compelling
- Not compelling
- The standard is unclear

Standard 11: Corporate Philanthropy

If unclear or not compelling, what would you change or add to make it clearer or more compelling?

Standard 11: Corporate Philanthropy - Performance Targets

* Do you agree that the performance targets for this standard cover critical ways for companies to address discrimination and exclusion, and advance socially responsible business practices within this topic?

- Yes
- No

Standard 11: Corporate Philanthropy - Performance Targets

If no, what would you change about the performance targets and why?

Standard 11: Corporate Philanthropy - Performance Targets

* Are there additional or alternative performance targets you recommend for this standard?

Yes

No

Standard 11: Corporate Philanthropy - Performance Targets

Please share additional or alternative performance targets you recommend for this standard

Standard 11: Corporate Philanthropy - Additional Guidance

What additional guidance, if any, would be necessary for a company to get started and/or make steady progress on this standard?

The following questions pertain to Standard 12: Communications.

If you choose not to provide feedback for this standard, simply select “*Did not review*” in the first question and you will advance to the next standard.

* I reviewed the following:

The introduction to the standard

The standard introduction and **some** performance targets

The standard introduction and **all** performance targets

I **did not review** this standard

Standard 12: Communications

* Is the standard compelling?

- Very compelling
- Somewhat compelling
- Not compelling
- This standard is unclear

Standard 12: Communications

If unclear or not compelling, what would you change or add to make it clearer or more compelling?

Standard 12: Communications - Performance Targets

* Do you agree that the performance targets for this standard cover critical ways for companies to address discrimination and exclusion, and advance socially responsible business practices within this topic?

- Yes
- No

Standard 12: Communications - Performance Targets

If no, what would you change about the performance targets and why?

Standard 12: Communications - Performance Targets

* Are there additional or alternative performance targets you recommend for this standard?

- Yes
- No

If yes, please share additional or alternative performance targets you recommend for this standard.

Standard 12: Communications - Additional Guidance

What additional guidance, if any, would be necessary for a company to get started and/or make steady progress on this standard?

The following questions pertain to Standard 13: Civic and Political Engagement.

If you choose not to provide feedback for this standard, simply select “Did not review” in the first question and you will advance to the next standard.

* I reviewed the following:

- The introduction to the standard
- The standard introduction and **some** performance targets
- The standard introduction and **all** performance targets
- I **did not review** this standard

Standard 13: Civic and Political Engagement

* Is the standard compelling?

- Very compelling
- Somewhat compelling
- Not compelling
- This standard is unclear

Standard 13: Civic and Political Engagement

If unclear or not compelling, what would you change or add to make it clearer or more compelling?

Standard 13: Civic and Political Engagement - Performance Targets

* Do you agree that the performance targets for this standard cover critical ways for companies to address discrimination and exclusion, and advance socially responsible business practices within this topic?

- Yes
- No

Standard 13: Civic and Political Engagement - Performance Targets

If no, what would you change about the performance targets and why?

Standard 13: Civic and Political Engagement - Performance Targets

* Are there additional or alternative performance targets you recommend for this standard?

- Yes
- No

Standard 13: Civic and Political Engagement - Performance Targets

If yes, please share additional or alternative performance targets you recommend for this standard.

Standard 13: Civic and Political Engagement - Additional Guidance

What additional guidance, if any, would be necessary for a company to get started and/or make steady progress on this standard?

The following questions pertain to Standard 14: Investments, Profits, Tax, and Treasury.

If you choose not to provide feedback for this standard, simply select “Did not review” in the first question and you will advance to the next standard.

* I reviewed the following:

- The introduction to the standard
- The standard introduction and **some** performance targets
- The standard introduction and **all** performance targets
- I **did not review** this standard

Standard 14: Investments, Profits, Tax, and Treasury

* Is the standard compelling?

- Very compelling
- Somewhat compelling
- Not compelling
- This standard is unclear

Standard 14: Investments, Profits, Tax, and Treasury

If unclear or not compelling, what would you change or add to make it clearer or more compelling?

Standard 14: Investments, Profits, Tax, and Treasury

* Do you agree that the performance targets for this standard cover critical ways for companies to address discrimination and exclusion, and advance socially responsible business practices within this topic?

- Yes
- No

Standard 14: Investments, Profits, Tax, and Treasury - Performance Targets

If no, what would you change about the performance targets and why?

Standard 14: Investments, Profits, Tax, and Treasury - Performance Targets

* Are there additional or alternative performance targets you recommend for this standard?

Yes

No

Standard 14: Investments, Profits, Tax, and Treasury - Performance Targets

If yes, please share additional or alternative performance targets you recommend for this standard.

Standard 14: Investments, Profits, Tax, and Treasury - Additional Guidance

What additional guidance, if any, would be necessary for a company to get started and/or make steady progress on this standard?

Demographic questions

Thank you for sharing your insights with us—it is invaluable to our work. We seek to hear from a broad array of individuals who have a stake in these standards. It is also essential that we center the voices of people who are most impacted by our current economic system. By completing the demographic questions below, you are helping us achieve both goals. Your personally identifiable information will never be shared. Any sharing of responses will be fully anonymized and any sharing of demographic data will be in the aggregate only.

* With which racial category/categories do you identify? (Select all that apply):

- African-American / Black
- Native American / Alaskan Native / Indigenous
- Asian / Asian-American
- Middle Eastern / North African / Arab-American
- Native Hawaiian / Pacific Islander
- White / European-American
- I prefer not to answer or do not know
- I prefer to self describe:

* Do you identify as being of Hispanic, Latino/a/x, or Spanish origin?

- Yes
- No
- I prefer not to answer or do not know

*Which of the following best represents your gender identity? Choose all that apply.

- Woman
- Man
- Nonbinary or Gender Non-Conforming
- Genderqueer
- I prefer not to answer or do not know
- I prefer to self describe:

*Do you identify as transgender

- Yes
- No
- I prefer not to answer
- I prefer to self describe:

* What is your age?

- 24 or under
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 or older
- I prefer not to answer

* Does your annual income fall into any of these categories?

- **I live on my own** and my annual income is less than \$30,200/year.
- **I live in a household of 2** family members (including myself) and our combined annual income is less than \$40,900/year.
- **I live in a household of 3** family members (including myself) and our combined annual income is less than \$51,700/year.
- **I live in a household of 4** family members (including myself) and our combined annual income is less than \$62,400/year.
- **I live in a household of 5** family members (including myself) and our combined annual income is less than \$73,200/year.
- **I live in a household of 6** family members (including myself) and our combined annual income is less than \$84,000/year.
- **I live in a household of 7** family members (including myself) and our combined annual income is less than \$94,700/year.

- Yes
- No
- I prefer not to answer or do not know

* Choose the state or territory where you live or let us know if you live outside of the United States:

* Please select all sources of expertise that apply to you:

- I am an equity expert (including DEI leaders within a company), advocate or consultant
- I am an academic or researcher
- I work for a standards-setting or benchmarking organization
- I lead or work for a for-profit company (full-time, part-time, contractor, or intern)
- I am a board member of a for-profit company
- I am under-employed or unemployed
- I am a labor union advocate or representative
- I work for an organization that supports businesses, such as a consulting firm, trade group, business affinity organization, professional services firm, or other business advisory group (whether for-profit or non-profit)
- I work for a non-profit organization (outside of any of the above categories)
- I am an investor (including asset owners, asset managers, investment advisors and intermediaries)
- I am a public sector employee or leader (local, state or federal government)
- I am a student
- I am a young person 16-to-24-years old who is not enrolled in school nor working
- I prefer not to answer
- None of the above

If you lead or work for a for-profit company, please pick the option that best represents your position. We include full-time, part-time, contractors and interns in the definition of “worker”.

- I am a frontline worker (worker who holds an essential job that does not require an advanced degree but does require on-site presence, such as production and service delivery or working in close proximity to customers and clients)
- I work in a non-managerial position, but I am not a frontline worker
- I hold a managerial or leadership position

Please select all of the following with which you identify.

- LGBTQIA+
- First- or second-generation immigrant
- Living with or experiencing disability
- Parent or caregiver
- Religiously affiliated
- Served or serving in the Armed Forces
- Formerly incarcerated and/or on probation
- English is not my native language
- I prefer not to answer
- None of these

How did you hear about this public comment period? (Please select all that apply)

- The CRE Alliance, PolicyLink, FSG, and/or JUST Capital’s newsletter
- Another organization I follow
- The CRE Alliance website
- On Facebook
- On LinkedIn
- At an in person or online event
- A blog or article
- I am currently or have previously participated in a standards pilot
- Other (please specify)

* Please share whether you completed any of the following before submitting this survey:
(Please select all that apply)

- I watched the standards release webinar (live or recorded)
- I joined a virtual roundtable discussion
- I reviewed the Public Consultation Report
- I reviewed fewer than 5 standards (from Standards 9-14)
- I reviewed at least 5 standards (from Standards 9-14)
- None of the above

* Would you like to join the Corporate Racial Equity Alliance mailing list?

- Yes
- No

For returning participants

Please share whether you completed any of the following before submitting this survey.
(Please select all that apply)

- I watched the standards release webinar (live or recorded)
- I reviewed the Public Consultation Report
- I reviewed fewer than 5 standards (from Standards 9-14)
- I reviewed at least 5 standards (from Standards 9-14)
- I joined a virtual roundtable discussion
- I completed the first survey that covered Standards 1 - 8
- None of the above

If you previously completed the survey that covered Standards 1 - 8 and you think you may have submitted that survey using a different email address, please include that email address here (this will help us for tracking purposes):