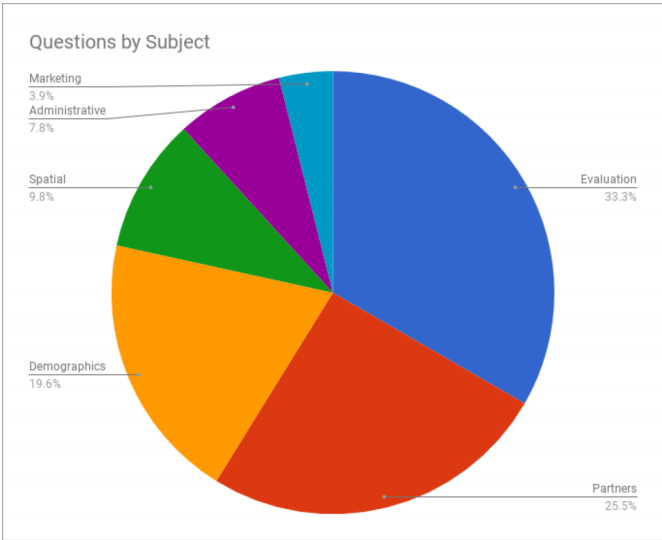


Data
Concerning the existence, availability, attainability, quality, and utility of relevant information available

Framing
How we discuss, prioritize, and articulate the goals of this project

Analysis
Questions that must be answered through some form of data analysis, relating to current situations and future possibilities

Context
Reminders of things we already know, including project requirements, existing initiatives, policy, and findings from existing studies



Evaluation
The use metrics, statistics, analyses, and other "goal posts" to assess the success of various programs

Partners
Involving, engaging, or understanding organizations that we are either currently partnered with or that we could partner with in the future to some capacity

Demographics
Understanding the people and communities we currently and intend to serve

Spatial
Technical questions of scope, scale, and analysis

Administrative
Understanding the processes that drive current and potential initiatives at DCA and the City

Marketing
Assessments of interest and awareness in the communities

