Minneapolis
City of Lakes

2018 Neighborhood Boards Diversity Survey Report

Contents

Introduction

The City of Minneapolis benefits from the volunteer efforts of more than 700 residents who serve on 70 neighborhood organization boards across the City of Minneapolis. As noted in the 2017 Neighborhood Programs Annual Report, neighborhood volunteers contribute an estimated total value of over $2 million in volunteer time. The City provides an annual funding allocation to these neighborhood organizations to identify and act on neighborhood priorities, influence City decisions and priorities and increase involvement in the community.

Most board members are directly elected by residents and other community stakeholders, while a very small number may be appointed to represent certain institutions or to fill vacancies between annual meetings. The funding guidelines require that funded neighborhood organizations be open to participation by all residents, and conduct activities that promote the inclusion of all age, race and economic groups in the neighborhood's community participation efforts and in the decision-making processes of the organization.

The diversity of neighborhood organization boards is a fundamental equity issue as board leadership is the decision-making body for a geographic area and the allocation of that neighborhood's funding and priorities. However, it is only one indicator of how effective neighborhood organizations are in broad community engagement and empowerment. This survey is not designed to measure overall participation in neighborhood organizations which might occur through a variety of activities, such as committee work, outreach efforts and neighborhood events.

The 2018 Neighborhood Organization Board Diversity Survey is the third survey conducted by NCR to examine the demographic makeup of neighborhood organization boards. The survey design and analysis is intended to:

- Create a baseline and characterize, as accurately as possible, the current makeup of neighborhood organization boards;
- Provide a basis for recommendations; and
- Identify possible questions for further study.

Key findings

- Of the estimated 750 residents that serve on neighborhood boards, close to three quarters (74%) completed the board survey, with fourteen boards have a 100% response rate.
- Since starting to track board members in 2014, there has been little change over time in the representation on neighborhood boards citywide.
- More **people who rent** need to be engaged to serve on our neighborhood boards. The City is made up of more than 50% renters but only 17% of board members that completed the survey rent their homes.
- With a 2% increase since 2014 overall, the second largest gap in representation is **people of color.**
- Neighborhood boards need more diverse representation of educational backgrounds. There is a diversity of **incomes and education levels** on neighborhood boards, but a significant under-representation of those with income under $50,000 or education below a college graduate and an overrepresentation of those with an income of more than $125,000 or those with post secondary and post graduate education.
- More youth need to be involved; youth **ages 18-24** are underrepresented on neighborhood boards.

Response Rate

Of approximately 750 neighborhood organization board members, 554 participated from 68 of the 70 funded neighborhood organizations, for an overall response rate of 74%. While most neighborhood organizations had participation over 50%, participation varied widely from neighborhood organization to neighborhood organization.

Methodology

In 2018, the third bi-annual Neighborhood Board Survey, was completed by the Neighborhood and Community Relations Department (NCR). Data was aggregated to the community and city-wide level and then analyzed. For the purpose for this report, city-wide level data was used. Data aggregated at the community level will be compiled and used to inform engagement priorities for NCR Neighborhood Specialist in their work with neighborhood organizations. While there are many examples of significant shifts in representation within individual boards and leadership, that may not be reflected in a city-wide analysis.

The following analysis reviews survey findings and compares them, where possible, to data from the American Community Survey (ACS) for Minneapolis (2017 data unless noted otherwise).

Diversity measures

For the purposes of this report, diversity measures include gender, race, Hispanic/Latino origin, disability, home ownership status, formal educational attainment, age and income. Additionally, the term "persons of color" is used in this report to describe any person who is not white. The term encompasses all non-white people, emphasizing common experiences of systemic racism. Sexual orientation is also measured, although there are no comparative population demographics available.

Comparison Limitations

The Neighborhood Board Diversity Survey is voluntary. Respondents' participation is neither compulsory nor random. As a result, the survey is not scientific. Any propensity for one demographic group to participate or not participate is not weighted in the results. The validity of the survey is based on the response rate.

Margin of Error

Each indicator has a slightly different margin of error based on question structure and response rate for each question. For the 2018 survey, the margin of error for all questions is between 3%, at a 99% confidence level.

Benchmark Comparisons

To tabulate the benchmarks, the percent representation from the survey results was divided by the percent representation from the ACS data to provide a benchmark where 100% would be a representation level that perfectly reflects the demographics of that community. The formula is: 2018 survey result % / 2017 ACS % goal = Benchmark %. With this formula, percentages that are significantly above or below 100% are an indication of an over or under-represented demographic. For example, 8% of survey respondents were people with disabilities divided by 11% of Minneapolis residents are people with disabilities equals 73% (8 / 11 = .73).

Shannon Diversity Index

On the Survey Dashboard, in the Executive Summary, the Shannon Diversity Index is used for diversity measures of age, education and income because there is a range of possible responses within each category, rather than a yes/no dichotomy. The Shannon Diversity Index is a statistical formula commonly used in population studies to weigh the relative diversity of a community. In all other dashboard benchmark calculations in the report, the previously mentioned calculation is used.

Outreach Process

The Survey was distributed to neighborhood organization boards during September and October of 2018. In an effort to maintain its high response rate from 2016, Neighborhood Support Specialists reached out to and attended nearly all of the 70 City-funded neighborhood organizations' board meetings in person. NCR Support Specialists requested board members complete the confidential paper survey. In addition, an online survey was made available. Lastly, board members could mail in paper surveys.

Diversity Measure Dashboard

In line with the One Minneapolis Goal: "Disparities are eliminated so all Minneapolis residents can participate and prosper," it is a priority for neighborhood leadership to mirror the diverse composition of their communities and Minneapolis residents. The dashboard system provides a summary of the overall status of each measure in comparison with City-wide and community demographics. Survey results are compared to the city population and community demographics, according to the 2017 American Community Survey.

Understanding the Dashboard

■ (Target) Survey results within 80% of the benchmark are displayed as a green bar.

■ (Needs attention) Survey results within 40-79% of the benchmark are displayed as a yellow bar.

■ (Needs improvement) Survey results below 40% of the benchmark are displayed as a red bar.

In the dashboard below, the diversity measures of income, age and education level are calculated using the Shannon Diversity Index. The remaining measures are calculated using the formula outlined in the preceding section entitled Benchmark Comparisons.

2018 Survey Dashboard
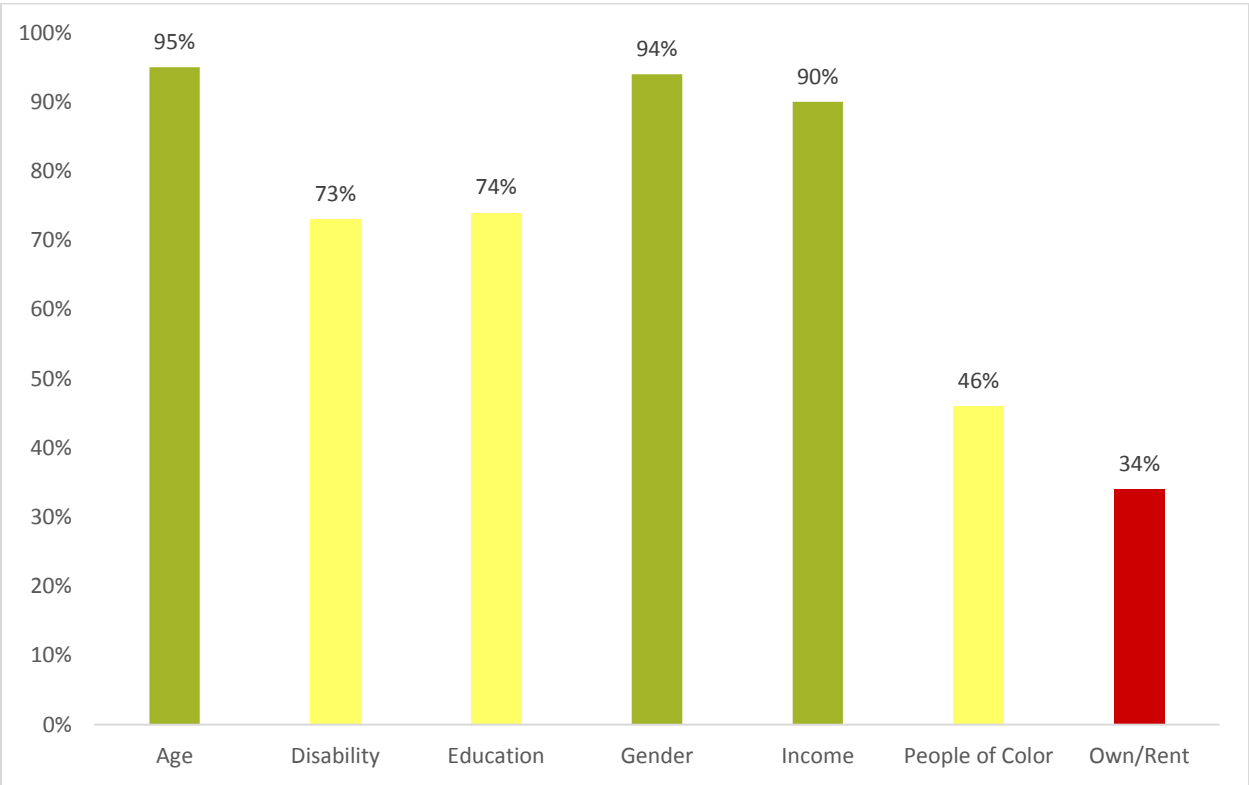
Age

This diversity measure is at 95% of the City benchmark and is green.

2017 City demographic and benchmark: Age uses the Shannon Diversity Index which reflects overall diversity across a range of measures. For specific category comparisons see Survey Findings.

People with disabilities

This diversity measure is at 73% of the City benchmark and is yellow.

2017 City demographic benchmark: 11% of Minneapolis residents have identified as being a person with a disability; only 8% of survey respondents identified as a person with a disability.

Educational attainment

This diversity measure is at 74% of the City benchmark and is yellow.

2017 City demographics and benchmark: Educational attainment uses the Shannon Diversity Index which reflects overall diversity across a range of measures. For specific category comparisons see Survey Findings.

Gender

This diversity measure is at 94% of the City benchmark and is green.

2017 City demographic benchmark: ACS data provides only a gender binary option, while our survey provided space for respondents to write in the way in which they identify their gender; ACS data shows that the City of Minneapolis is made up of 51% male-identified and 49% female-identified; survey respondents were 49% mail-identified and 46% female-identified and 5% identified in another way. Benchmark is based off of female-identified responses.

Income

This diversity measure is at 90% of the City benchmark and is green.

2017 City demographics and benchmark: Income uses the Shannon Diversity Index which reflects overall diversity across a range of measures. For specific category comparisons see Survey Findings.

People of Color

This diversity measure is at 46% of the City benchmark and is yellow.

2017 City demographics and benchmark: The City of Minneapolis population is 60% white and 40% persons of color; 82% of survey respondents were white alone and 18% of survey respondents were persons of color.

Own/Rent

This diversity measure is at 34% of the City benchmark and is red.

2017 City demographics and benchmark: 50% of the city population rent their home, while 50% of the city population own their home; 78% of survey respondents own their home and 17% of survey respondents rent their home.

Key Findings

In 2018, the third bi-annual Neighborhood Board Survey was completed by the Neighborhood and Community Relations Department (NCR). The following analysis reviews survey findings and compares them, where possible, to data from the American Community Survey (ACS) for Minneapolis (2017 data unless noted otherwise).
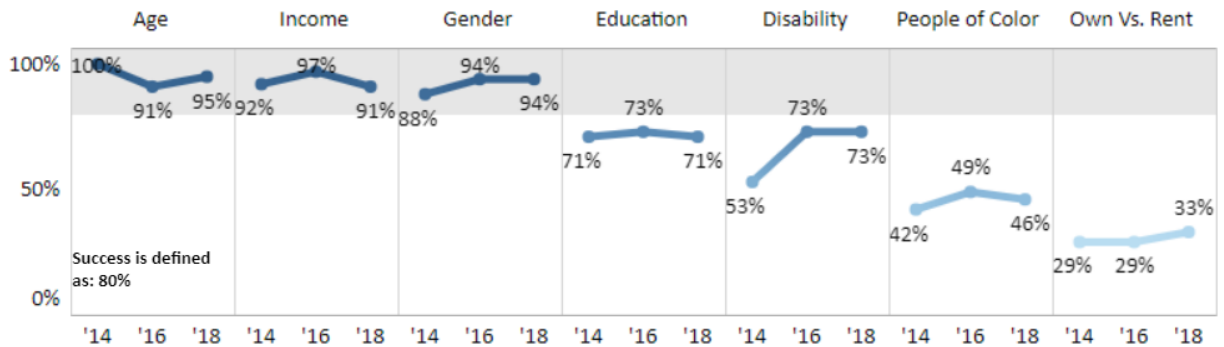

- There was a **74% response** rate for the 2018 Survey; 554 people participated of an estimated 750 board members citywide. This is the same response rate as 2016 and a 22% increase over the 2014 survey collection. Fourteen neighborhoods had a 100% completion rate.
- Between the 2016 and 2018 surveys, there was little significant demographic change citywide on neighborhood boards in the areas of gender, people with disabilities, education level, people of color or age. While some of these areas currently reflect the overall city demographics, there is a need to increase diverse representation on the neighborhood boards to more accurately reflect the population of our whole community.
- Three demographic measures where neighborhood boards are within 80% of City demographics benchmark:
  - **Age** is 95% of the City demographics benchmark though we see under-representation in people under 24 years of age. More youth need to be engaged in neighborhood boards
  - **Gender** is 94% of the City demographics benchmark
  - **Income** is 90% of the City demographics benchmark. There is significant under-representation of those with income under $50,000 and an overrepresentation of those with an income of more than $125,000.
- The demographic measures where boards are under 80% of City demographics benchmark:
  - **People with disabilities** is 73% of the City demographics benchmark
  - **Education** is 74% of the City demographics benchmark. There is significant under-representation of those with education below a college degree and an overrepresentation of those with a post secondary and post graduate education.
  - **People of color** is 46% of the City demographics benchmark as 82% of survey participants identified as White or Caucasian alone compared to 64% of Minneapolis residents. With a 3% drop since 2016, the second largest gap in representation is people of color.
  - **Own/rent** is 34% of the City demographics benchmark as 17% of survey participants identified as renters compared to 50% of Minneapolis residents who are renters. More people who rent need to be engaged to serve on our neighborhood boards.
- While there are many examples of significant shifts in representation within individual boards and leadership, that may be offset by changes occurring elsewhere, thus not reflected in a city-wide analysis.

Survey Findings

The following section is a breakdown of the seven diversity factors this report tracks. Neighborhood board survey data is included for 2014, 2016 and 2018. In addition, the 2018 results are shown with a comparison to the demographic data of the City of Minneapolis, which is identified by the outlined boxes. The City of Minneapolis demographic data is from the 2017 American Community Survey (ACS) or other data where appropriate.

Age
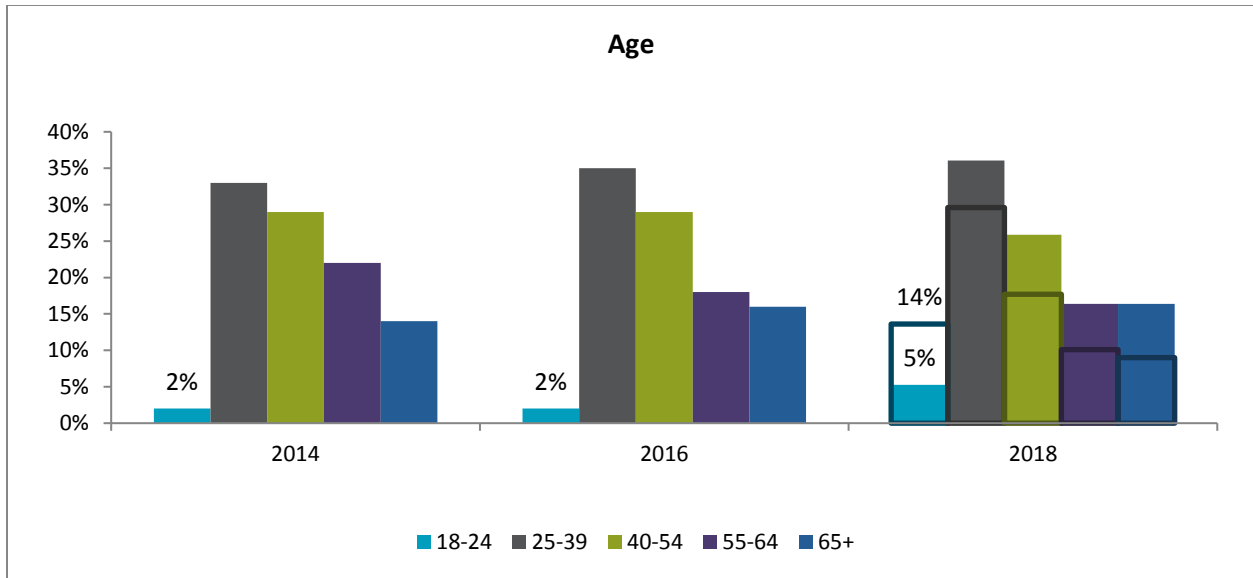
There is a wide range of ages who serve on neighborhood boards, but older residents tend to serve more. The largest age group that is underrepresented are our residents that are ages 18-24. Since 2016, there was a 3% increase in those ages 18-24 serving on neighborhood boards, but still a 7% gap between the 14% in the city and 5% serving on boards.

Persons with a disability
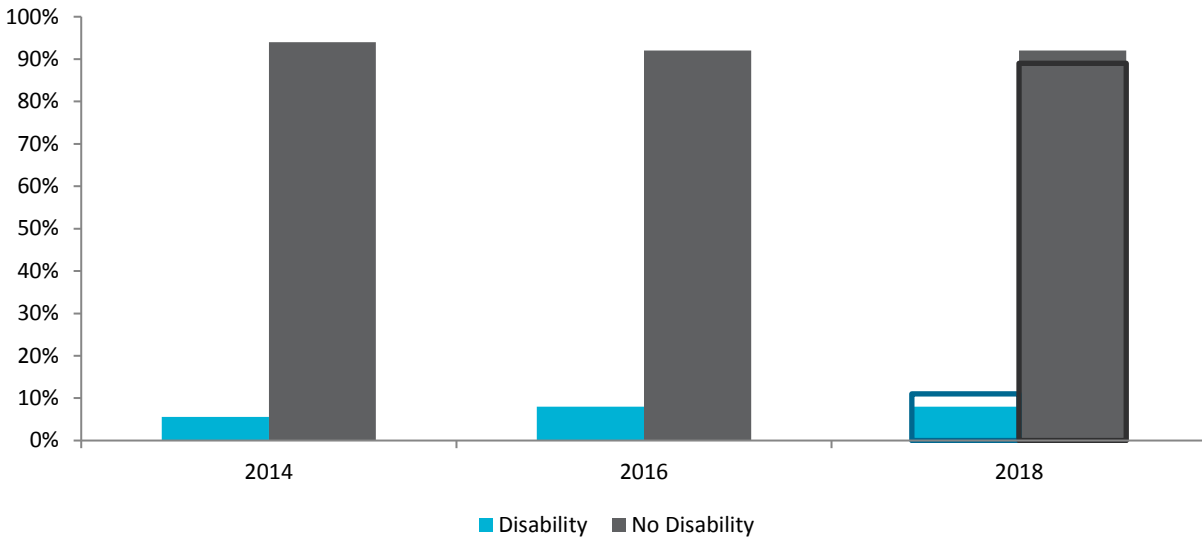
The percentage of persons with a disability that serve on a neighborhood board is close to mirroring the city's demographic, although there is still a 3% gap between the 8% of persons with a disability serving on boards and 11% who make up our City. There has been little change since 2014 with the number of persons with a disability serving on boards.

Gender
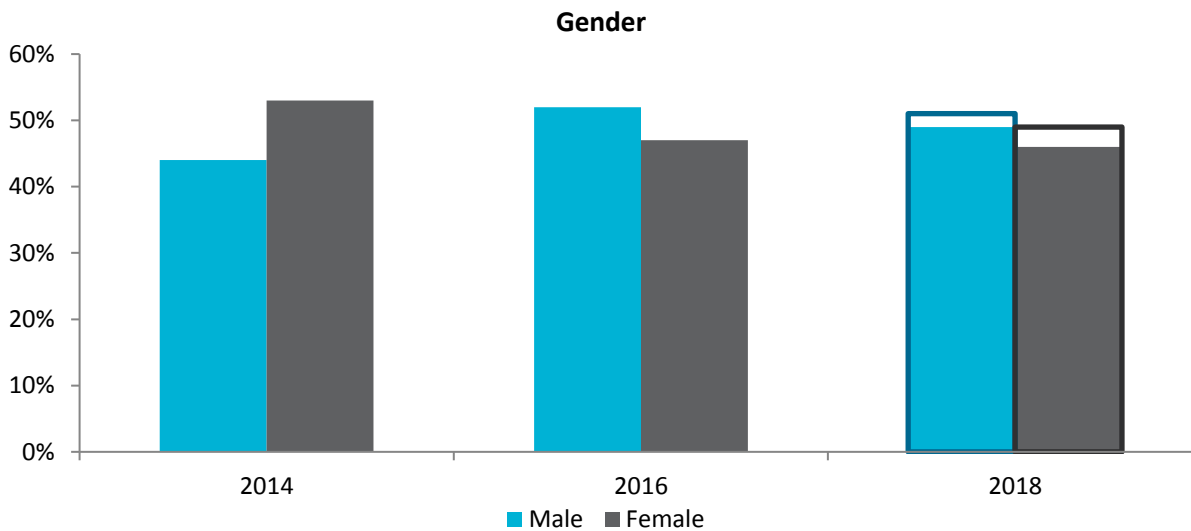
Gender representation on neighborhood boards closely reflects the City's demographics. In 2018, NCR changed the survey response options to allow respondents to self-identify their gender in a more inclusive way. This graph includes a data comparison between our survey and the city-wide demographic data collected through the ACS, which uses a male-female dichotomy.

People of Color
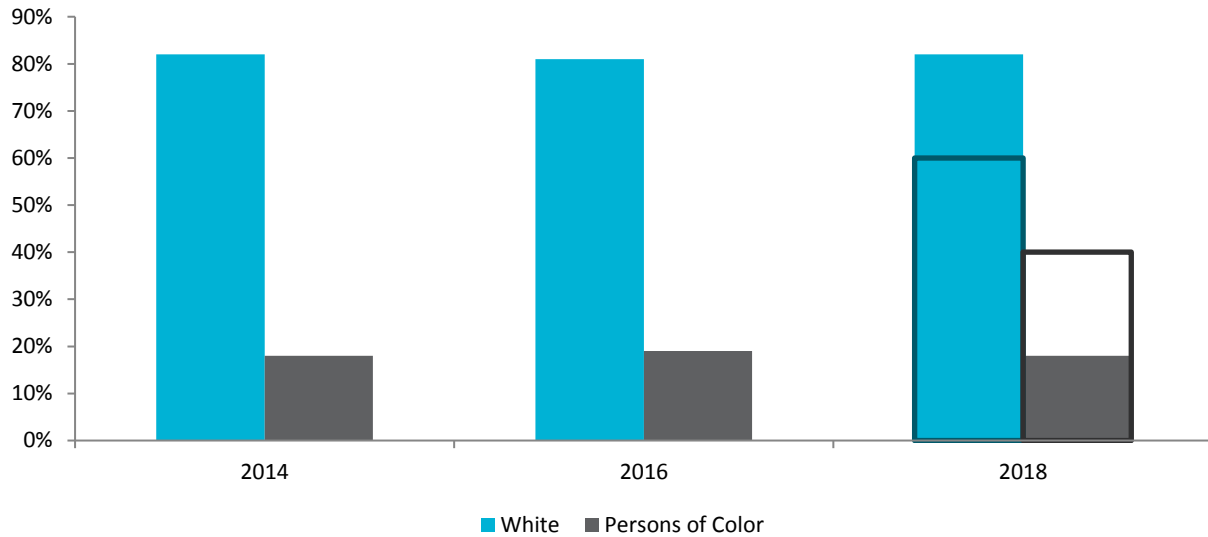
Since 2014 there has been a 4% increase, but a 3 percent drop since 2016 of People of Color on neighborhood boards. While there is movement, this still leaves an 22% gap between the 18% of People of Color serving on neighborhood boards and 40% of People of Color who make up our City.

Educational Attainment
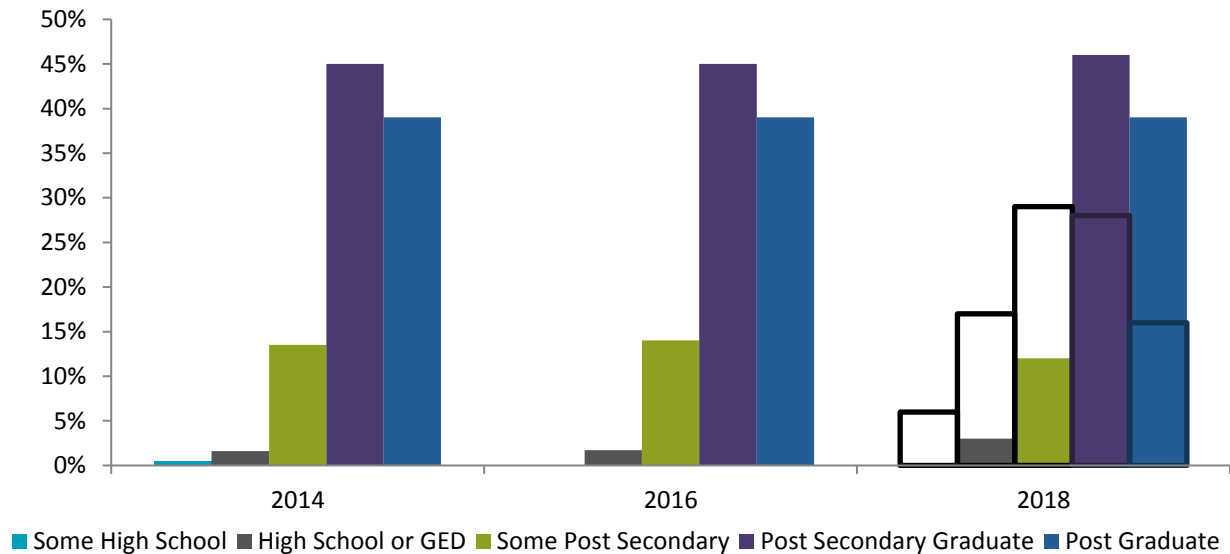
Minneapolis residents with Some High School, High School or GED or some Post Secondary are significantly under-represented on neighborhood boards (5%, 15% and 16% respectively). College graduates and Post Graduate are significantly over-represented, by 18% and 23% respectively.

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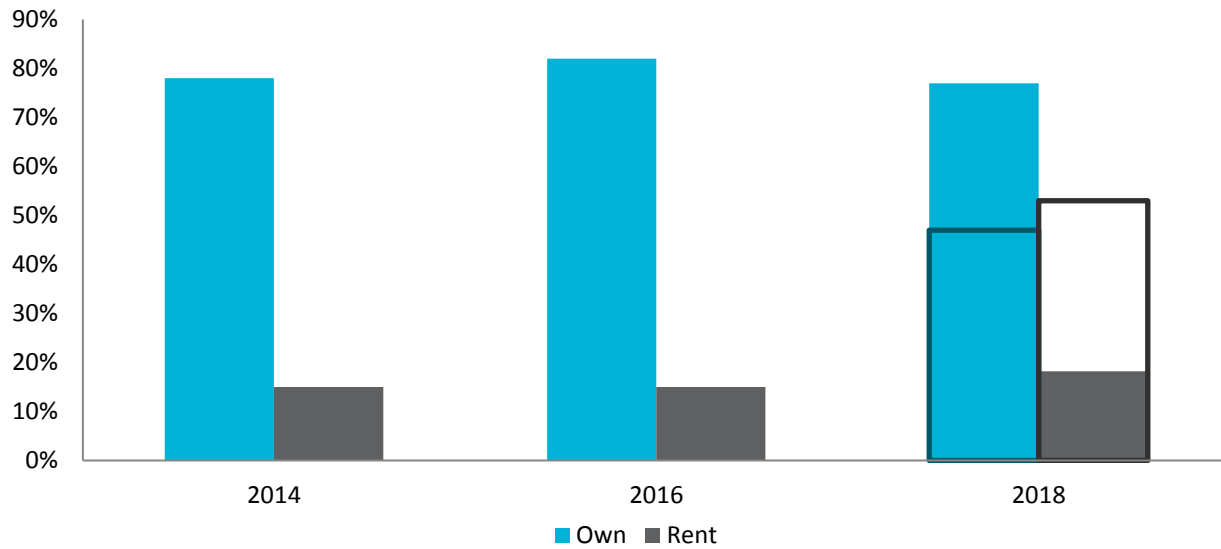
Renters

Since 2016, there has been a slight (2%) increase of renters who serve on neighborhood boards, where there had been no change between 2014 and 2016. There is still a 33% gap between the 50% of Renters that live in Minneapolis and 17% that serve on neighborhood boards.

Income
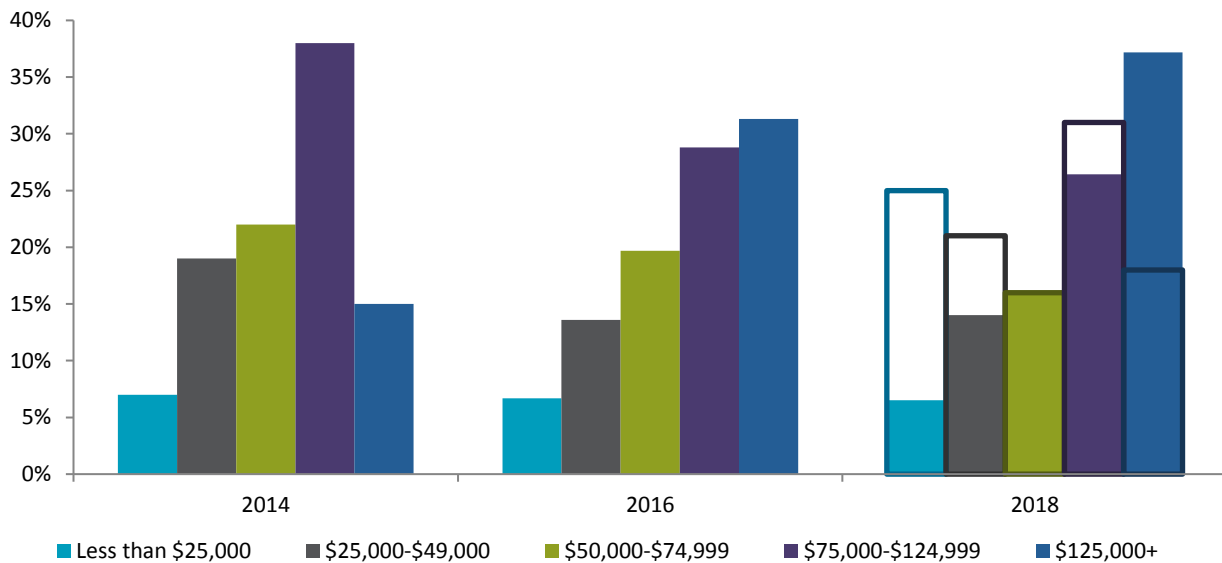
There is a gap in representation across most income brackets of those serving on neighborhood boards. In 2018, board members that make less than $50,000 went down from previous years; they continue to be under-represented on board. The percentage of board members that make over $125,000 has increased from previous years, and they continue to be over-represented on neighborhood boards.

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