

Boards and
Commissions
Diversity
Survey
Report

2014

A biannual report detailing how well Boards and Commissions reflect the residents of the City of Minneapolis.

*Neighborhood and
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Introduction

The City benefits from the volunteer efforts of about three hundred residents who serve on 18 appointed advisory boards and commissions. These boards and commissions represent a key component of community engagement activities in City actions and decision making. Boards and commission members provide valuable insight, help shape key policy decisions and provide community-based input into the design and administration of city services.

In order to be effective in their work, and truly represent the many interests of the city's residents, membership on the City's boards and commissions should reflect the people in our city. The Neighborhood and Community Relations department works with the City Clerk and the City Council to ensure that the boards and commissions represent the diversity of Minneapolis residents. This report helps track our progress with this objective.

Diversity Measures

For the purposes of this report, Diversity includes gender, Hispanic/Latino origin, disability, home ownership status, race, formal educational attainment, age and income.

Survey Scope

The Diversity Survey focuses on the City's 18 Development Boards and General Advisory Committees that are subject to the open appointment process, representing 295 volunteers. These Boards and Commissions serve in a direct advisory capacity on policies and programs to the City Council.

The Boards, Commissions & Committees surveyed for this report include the following:

- Advisory Council on People with Disabilities
- Animal Care and Control Advisory Committee
- Arts Commission
- Bicycle Advisory Commission
- Capital Long Range Improvement Committee
- Citizens Environmental Advisory Commission
- Civil Rights Commission
- Heritage Preservation Commission
- Homegrown Advisory Commission
- Neighborhood and Community Engagement Commission
- Pedestrian Advisory Committee
- Planning Commission
- Public Health Advisory Committee
- Public Housing Authority
- Senior Citizen Advisory Committee
- Telecommunications Network
- Youth Violence Prevention Executive Committee
- Zoning Board of Adjustment

Comparison Limitations and Change to Survey Scope

It should be noted that the Boards and Commissions 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. The 2014 response rate is 70%.

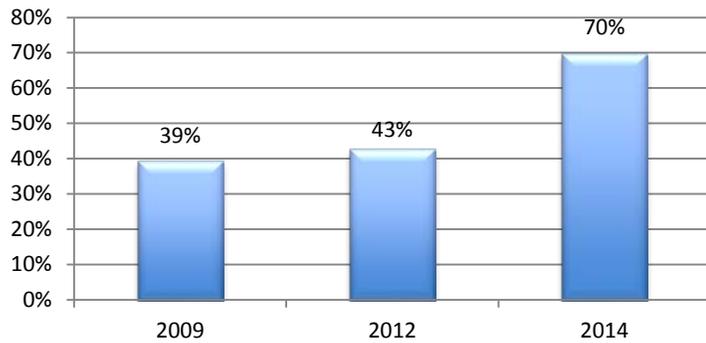
In 2009 and 2012 the Boards and Commissions survey was sent to a larger group which fall into a handful of other categories, appeal boards, and special service districts (which are defined areas within the city where special services are rendered). Most of these seats have qualifications which limit eligibility and are not subject to the open application process. Given that the make-up of these boards are governed by certain requirements, they have been

eliminated from the 2014 survey. Because of this, we cannot, with any statistical relevance, compare the 2014 results with those of previous years. We have included previous years for demonstrative purposes only. Future years will be compared to 2014 data.

Survey work

To understand and measure the demographics of the City's boards and commissions, the Neighborhood and Community Relations (NCR) department conducts a voluntary survey of the board and commission members every few years. Previous surveys were completed in 2009 and 2012. The City's most recent Boards and Commissions Diversity Survey was completed in June, 2014.

Boards and Commissions 2014 Survey Response rate = 70%



The survey is entirely voluntary and was administered using Survey Monkey. The survey was sent out to city staff that work with boards and commissions. Staff were asked to forward out the link to the survey and a few additional reminder emails to the people who serve on the boards and commissions to ensure the greatest participation.

In 2014, we had a 70% response rate. This compares with the 2009 which had a 39% rate and the 2012 survey which a 43% response rate. The 2012 and 2014 response rates have been adjusted to account for those who have concurrent appointments.

Greater awareness of the survey and additional staff support helped increase this year's response rate. NCR staff assisted completion of the survey either by hand or in other languages to increase participation. Also, staff made follow up phone calls to increase the number of responses. This method of data collection resulted in a high level of response. Although efforts to normalize contact with individual survey takers were made, we do not know that these efforts were always consistent.

Demographics of the Applicant Pool Respondents

The City Clerk's office began collecting voluntary demographic information from people submitting applications to serve on a board or commission in 2013. One year's worth of data (2 application cycles) has been collected. Information for the applicant pool is included, where appropriate, in the survey results. It is important to note that the applicant pool had a limited sample size with less follow up and accountability on the part of the respondents. The response rate for the applicant pool was 31%.

Margin of Error

Each indicator has a slightly different margin of error based on question structure and response rate for each question. For the 2014 survey, the margin of error for all questions is relatively low between 5.45%-5.9% at a 99% confidence level.

2014 Diversity Measure Dashboard

It is the goal to have the boards and commissions mirror the diversity composition of Minneapolis residents. A dashboard system to provide a summary of the overall status of each measure in comparison with the City wide demographics has been developed.

Survey results are compared to the city population demographics, according to the 2013 American Community Survey, 1-year estimate, to determine the proximity to the benchmark each diversity measure is for this survey period.

Understanding the Dashboard

- Survey results within 80% of benchmark are in the green zone
- Survey results within 40-79% of the benchmark are in the yellow zone
- Survey results below 39% of the benchmark are in the red zone

Gender

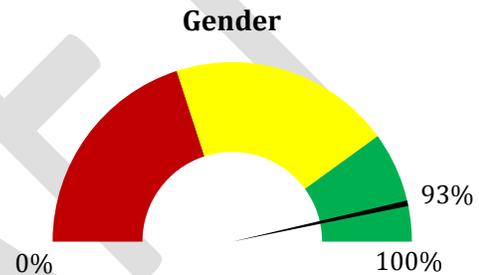
2013 City Demographic and Benchmark:

50.3% men, 49.7% women.

2014 Diversity Survey Respondent Results:

46.6% men, 53.5% women.

This diversity measure is at 93% of the city benchmark and is **Green**.



Hispanic/Latino Origin

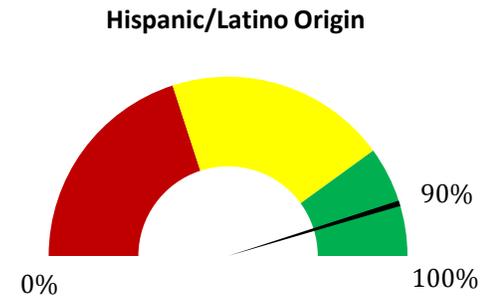
2013 City Demographic and Benchmark:

10% Hispanic/Latino Origin.

2014 Diversity Survey Respondent Results:

9% are of Hispanic/Latino Origin.

This diversity measure is at 90% of the city benchmark and is **Green**.



Living with a Disability

2013 City Demographic and Benchmark:

11% Living with a disability.

2014 Diversity Survey Respondent Results:

9% are Living with a disability.

This diversity measure is at 82% of the city benchmark and is **Green**.



2014 Diversity Measure Dashboard

Own or Rent

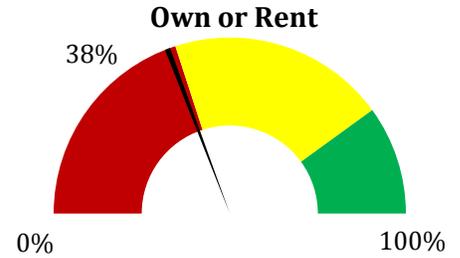
2013 City Demographic and Benchmark:

53% rent.

2014 Diversity Survey Respondent Results:

20% rent.

This diversity measure is at 38% of the city benchmark and is **Red**.



People of Color

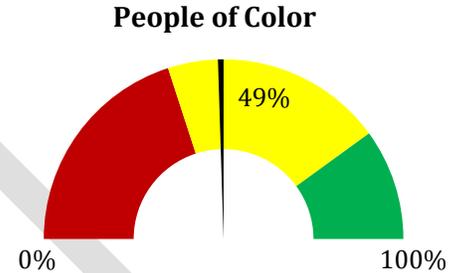
2013 City Demographic and Benchmark:

32% are people of color.

2014 Diversity Survey Respondent Results:

16% are people of color.

This diversity measure is at 49% of the city benchmark and is **Yellow**.



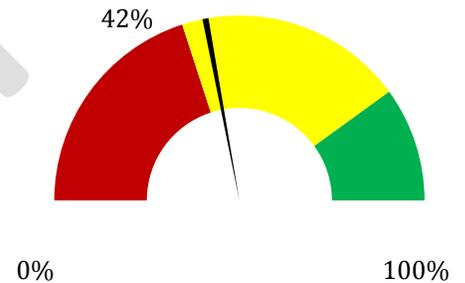
Formal Educational Attainment

2013 City Demographic and Benchmark:

See page 7 for detailed city educational attainment demographic profile.

This diversity measure is at 42% of the city benchmark and is **Yellow**.

Formal Educational Attainment



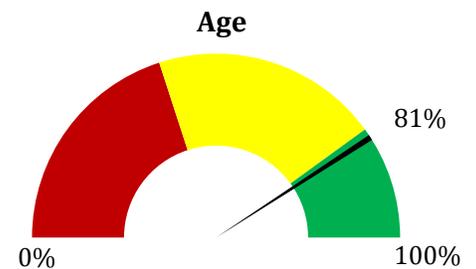
Age

2013 City Demographic and Benchmark:

Median age is 32.1 years in the city of Minneapolis

See page 7 for detailed city age demographic profile.

This diversity measure is at 81% of the city benchmark and is **Green**.

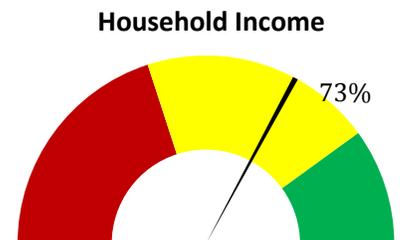


Household Income

2013 City Demographic and Benchmark 100%:

See page 8 for detailed city income demographic profile.

This diversity measure is at 73% of the city benchmark and is **Green**.

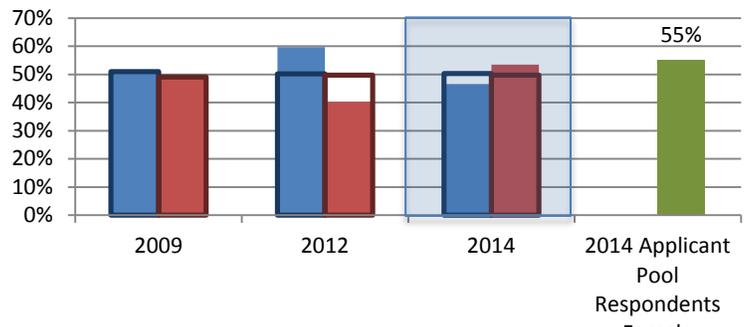


Survey Findings – Diversity Measures

The gender composition of the respondents to the Boards and Commissions survey indicates that there is a balance of men and women on our boards and commissions.

Recommendation: Maintain a balanced mix of men and women. We will also change the survey question to allow respondents to self-identify their gender, allowing for greater range of responses.

Gender

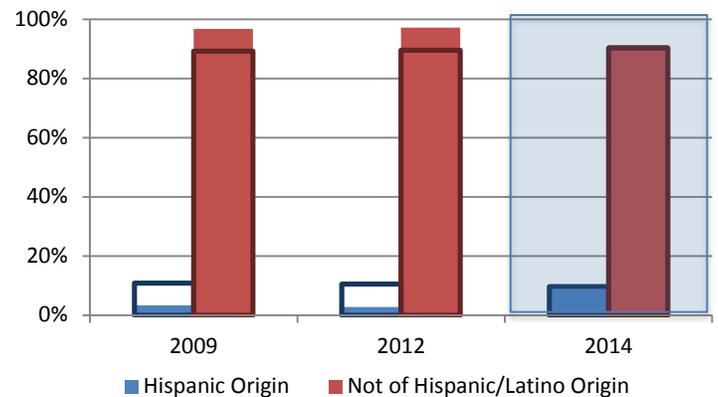


Outline represents American Community Survey city demographic

Hispanic/Latino Origin

The representation of people who sit on our boards and commissions self-identifying as Hispanic/Latino origin appears to be in line with the city population, according to the survey respondents. The applicant pool needs to have more people of Hispanic/Latino Origin.

Recommendation: Increase outreach efforts to ensure the applicant pool has adequate representation of those who are of Hispanic/Latino origin.

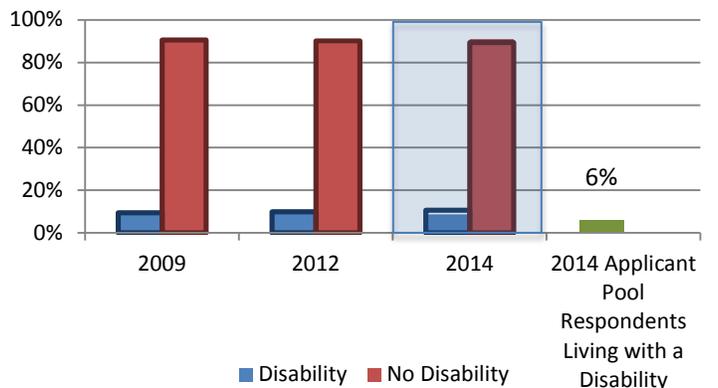


Outline represents American Community Survey city demographic

Living with a Disability

Members of our boards and commissions who responded to our survey and are living with a disability fell closely in line with the overall city population who are living with a disability, which is 11%.

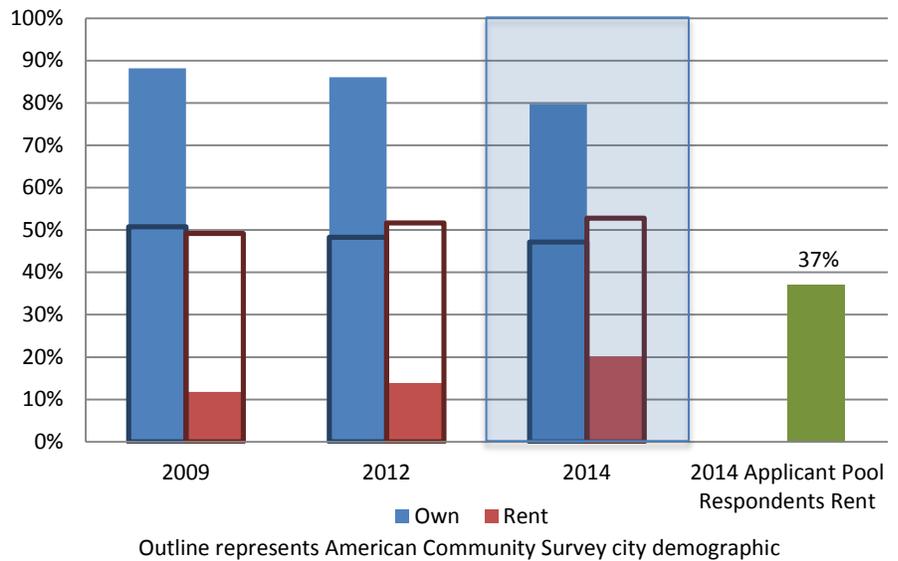
Recommendation: Increase outreach efforts to ensure applicant pool has adequate representation of people living with a disability.



Outline represents American Community Survey city demographic

The number of renters on our City's boards and commissions who responded to our survey shows that their representation is well below the city-wide average. In Minneapolis, about 53% of our households are rental. Of those who responded to our survey just 20% are renters in 2014. The applicant pool indicated that 37% of respondents are renters.

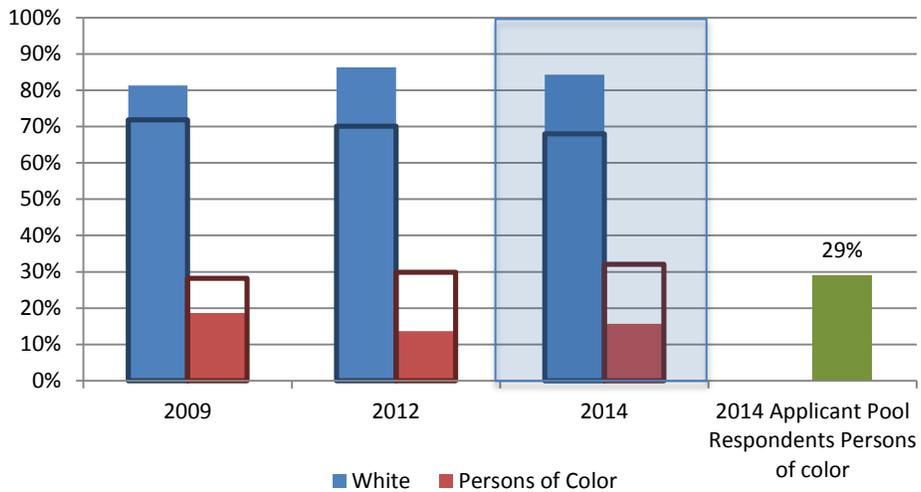
Own or Rent



Recommendation:

Expand outreach to increase representation in application pool of renters.

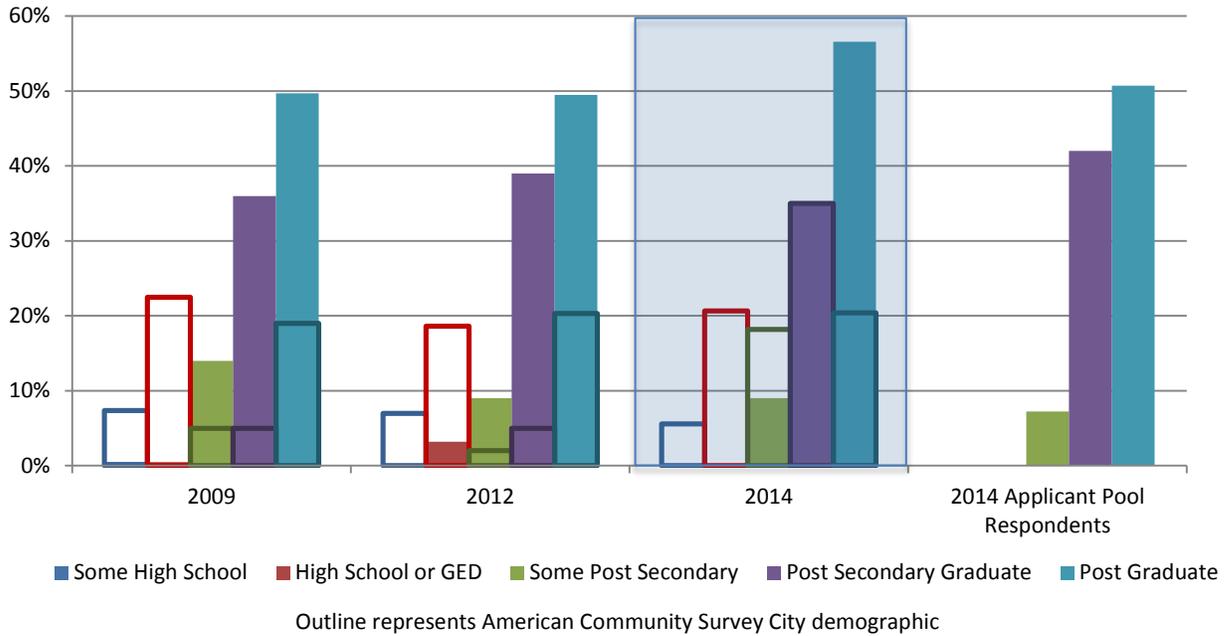
People of Color



The 2013 American Community Survey, 1 year estimate, indicates that 33% of our city's population are people of color while the survey respondents indicated that our boards and commissions reflect only about half of that at 16%. The applicant pool respondents showed a much closer representation of the city's population.

Recommendation: Increase the appointment of people of color to our boards and commissions.

Formal Educational Attainment



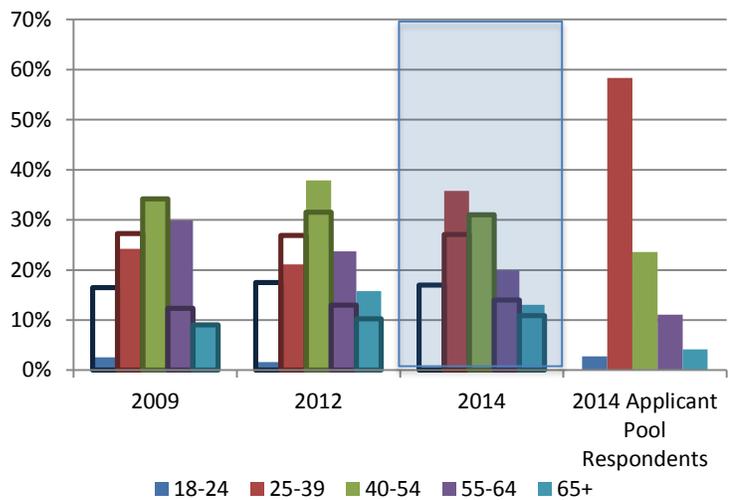
The education level of people responding to the survey who sit on the City’s boards and commissions is much higher than the city overall. More than 90% of those who responded have a college or graduate degree while the overall population has 55% graduating from college and post graduate school.

Recommendation: Attract qualified residents who have less formal education to apply to boards and commissions and appoint them.

Age

Although volunteers on our boards and commissions tend to be older than the city overall, the age profile appears to have dropped considerably. The applicant pool survey showed a much younger population than seated volunteers.

Recommendation: Expand outreach to people under 25 years old.

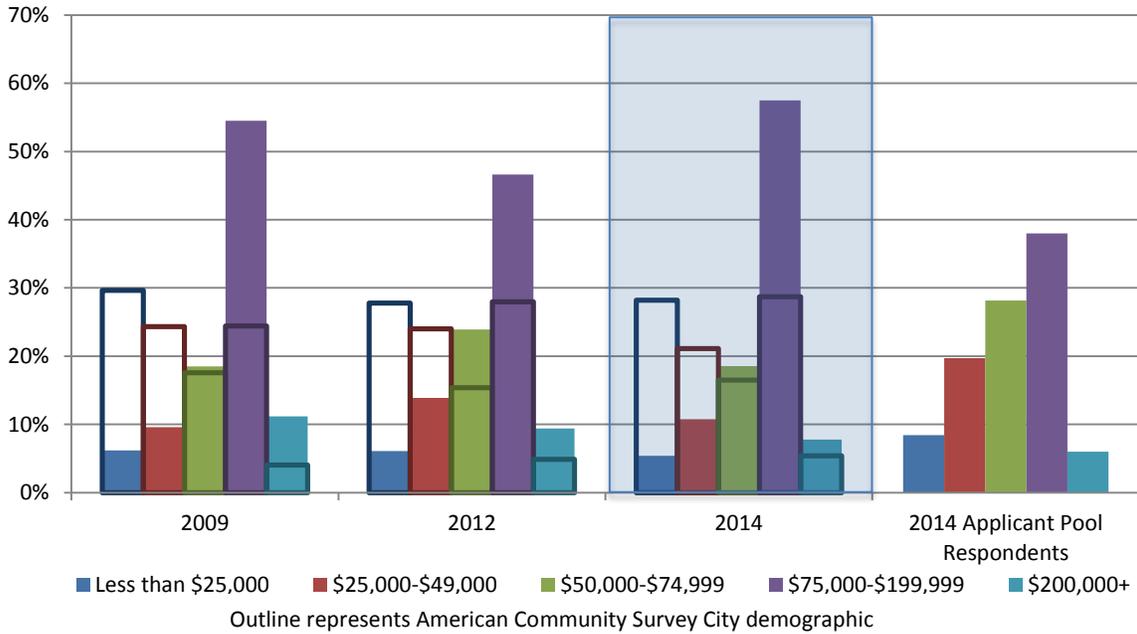


Outline represents American Community Survey City demographic

Household Income Levels

Those making \$75,000-\$199,000 are the most likely to participate in our boards and commissions, according to the respondents of our survey. The biggest gaps in representation appear to be found at lower levels of income.

Recommendation: Focus appointments, recruitment and outreach on lower income residents. Community partners programs often support and train lower income residents and can be an excellent source for the qualified volunteers.



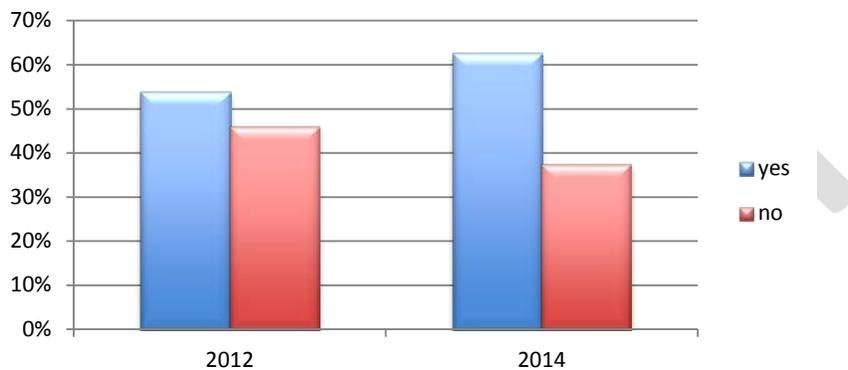
Survey Findings – Additional Results

Trainings and Orientation

In order to support effectiveness and retention of board and commission members, it is important that new members receive an orientation. The number of volunteers receiving training and/or orientation has increased.

Recommendation: Increase the number of volunteers receiving training or orientation to 100%. The City Clerk’s office is working on such an orientation and will be implementing in 2015. Support leadership development programs and partners such as One Minneapolis and the Boards and Commissions Leadership Institute to help increase the overall applicant pool.

Did you receive training or orientation before taking your position on the board/commission?

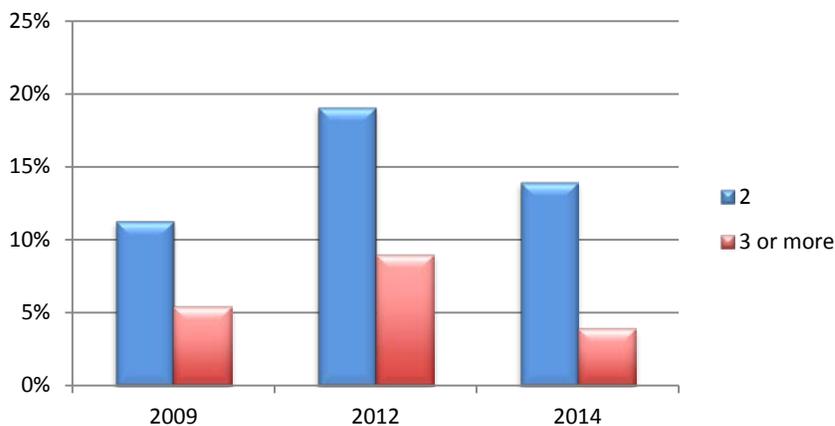


Concurrent Appointments

The number of volunteers serving on multiple boards and commissions has decreased from 25%, or 41 people, in 2012 to 18%, or 39 people, in 2014. Limiting concurrent appointments creates more opportunity for residents to participate.

Recommendation: Consider limiting concurrent appointments to allow more opportunities for other volunteers.

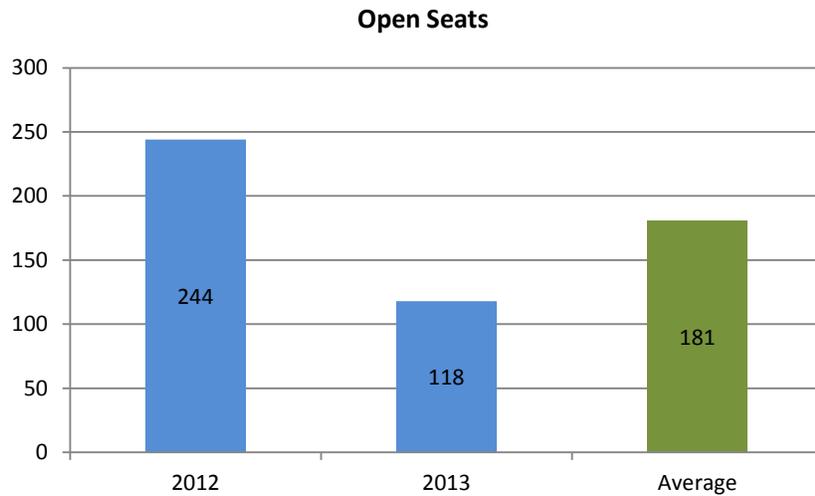
On how many boards and/or commissions do you sit?



Boards and Commissions Openings and Turnover

The potential for turnover on our boards and commissions is limited to the number of open seats in a particular year. Over 60% of the seats are available for appointments each year. This provides significant opportunity to increase the diversity on our boards and commissions. A significant number of open seats are filled by people who are reappointed, which reduces the opportunity for increased diversity on our boards and commissions. Data is not available regarding reappointments.

Recommendation: Consider limiting reappointments to allow for a greater representation of residents to participate.



Summary of Recommendations:

Overall the boards and commissions have come to represent the city's overall population more closely than it did when we first conducted this survey in 2009. However, there are still actions that can be taken to better match the characteristics of the boards and commissions to the population. Some of those actions are:

Overall recommendations:

- **Training and Orientation:** Increase the number of volunteers receiving training or orientation to 100%. The City Clerk's office is working on such orientation and will be implementing in 2015.
- **Training and Orientation:** Support leadership development programs and partners such as One Minneapolis and the Boards and Commissions Leadership Institute to help increase the overall applicant pool.
- **Concurrent Appointments:** Consider limiting concurrent appointments to allow more opportunities for other volunteers.
- **Boards and Commissions Openings and Turnover:** Consider limiting reappointments to allow for a greater representation of residents to participate.

Applicant pool outreach recommendations:

- **Hispanic/Latino Origin:** Increase outreach efforts to ensure the applicant pool has adequate representation of those who are of Hispanic/Latino origin.
- **Living with a disability:** Increase outreach efforts to ensure applicant pool has adequate representation of people living with a disability.
- **Own or Rent:** Expand outreach to increase representation in application pool of renters.
- **Age:** Expand outreach to people under 25 years old.
- **Formal Educational Attainment:** Work with schools, job placement services and City and community partner training services to attract qualified residents who have less formal education to apply to boards and commissions.

Appointment recommendations:

- **Own or Rent:** Expand outreach to increase representation in application pool.
- **People of Color:** Increase the appointment of people of color to our boards and commissions.
- **Household Income:** Focus appointments, recruitment and outreach on lower income residents. Community partners programs often support and train lower income residents and can be an excellent connection to the City's applicant pool.
- **Formal Educational Attainment:** Work with schools, job placement services and City and community partner training services to attract qualified residents who have less formal education to apply to boards and commissions.