

# 2016 Appointed Boards and Commissions Diversity Survey Report

November 28, 2016

Neighborhood and Community Relations Department

612-673-3737

[www.minneapolismn.gov/ncr](http://www.minneapolismn.gov/ncr)

# Table of Contents

---

**Introduction..... 1**

**Methodology ..... 2-3**

**Diversity Measure Dashboard ..... 4-5**

**Key Findings..... 6-7**

**Survey Findings..... 8-12**

**Additional Findings..... 13-14**

**Recommendations ..... 15**

# 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.

The Neighborhood and Community Relations Department, City Clerk’s Office and City Council have been working together since 2009 with City departments to increase diversity on City Boards and Commissions. Given the City’s goal - *One Minneapolis: Disparities are eliminated so all Minneapolis residents can participate and prosper* - this work is imperative to actualize this important City goal.

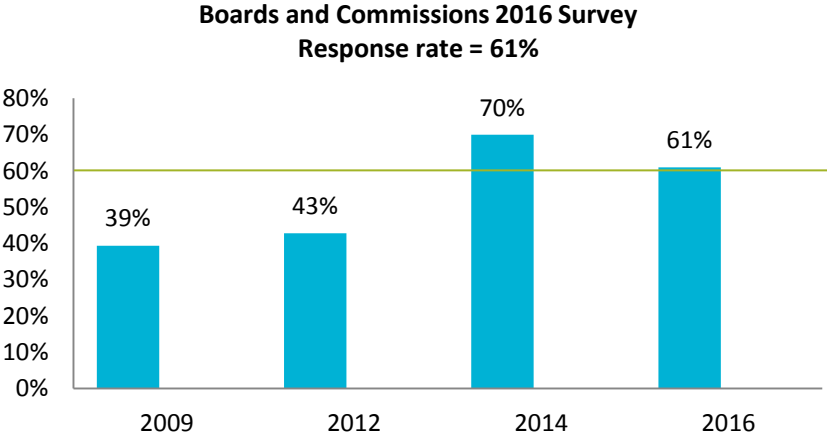
Every two years, the Neighborhood and Community Relations Department conducts a voluntary survey of seated board members of 18 of the City’s development and general advisory boards. This survey has been conducted since 2009.

**Key findings**

- Diversity in terms of race/ethnicity has increased by 13% and is much closer to the City benchmark. This is the highest increase in racial diversity since the administration of the survey.
- Volunteers living with a disability who are serving on our boards and commissions mirror the City’s population of individuals living with a disability.
- The majority (4 of the 7) of the diversity benchmarks tracked by this report were met. The diversity benchmarks are: age, disability, gender, people of color, educational attainment, own/rent, and income.
- The applicant pool more closely mirrors the City’s demographics than it has in previous years.
- There is work to be done on the race/ethnicity, educational attainment, and own/rent diversity measures.

## Response Rate

In total, 235 board and commission members seated on the 18 boards and commissions were asked to take the survey. The overall goal of the survey was to achieve a 60% response rate. For the 2016 survey, the response rate was 61% which was lower than in 2014 (70%), however, it was still higher than 2012 (43%) and 2009 (39%).



# Methodology

---

This survey was entirely voluntary and was administered using Survey Monkey. The survey was sent out to City staff that work with the 18 boards and commissions. Staff were asked to send out the link to the survey and a few additional reminder email communications to volunteers who serve on the boards and commissions to ensure the greatest participation.

The survey focuses on 18 of the City's development boards and general advisory committees that are subject to the open appointment process, representing 235 volunteers. These boards and commissions serve in a direct advisory capacity on policies and programs to the City Council.

The 18 boards included in the survey are:

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

## Diversity measures

For the purposes of this report, diversity includes gender, disability, home ownership status, race, formal educational attainment, age and income. Sexual identity is also measured, albeit there is no comparative City demographic.

## 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.

Although the Neighborhood and Community Relations Department has been conducting this survey since 2009, the surveys from 2009 and 2012 were sent to a larger group of respondents and therefore cannot be included in this report. We are only using the 2014 survey results as a comparison in this report. Some of the previous year's data may be included in this survey where appropriate.

## 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. In this survey we are including data from 2015

and 2016 (4 application cycles). 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 47%.

## Margin of Error

Each indicator has a slightly different margin of error based on question structure and response rate for each question. For the 2016 survey, the margin of error for all questions is between 5.45%-5.9%, 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: 2016 survey result % / 2014 ACS % goal = Benchmark %. 2014 American Community Survey data was used to compare to the City of Minneapolis demographics in the majority of the analysis. 2015 Compass data was used to compare the race/ethnicity of survey respondents and the City of Minneapolis demographic.

## Shannon Diversity Index

On the Survey Dashboard in the Executive Summary the Shannon Diversity Index is used on Age, Education, and Income where there is a range of options within a benchmark category. The Shannon Diversity Index is a statistical formula commonly used in population studies to weigh the relative diversity of a community.

## Outreach process

Twice a year, in the Spring and Fall, the Neighborhood and Community Relations department, City Clerk's Office and the City Communications department work together on a communication and outreach plan to inform residents of opportunities to serve on City boards and commissions.

The Neighborhood and Community Relations Department's outreach focuses on reaching Minneapolis residents who receive information through non-traditional media or communication outlets or in a culturally-specific fashion. Outreach includes, but is not limited to, providing the information in translated documents, engaging cultural media outlets, fliering at community gathering places, organizing meetings with trusted and respected community organizations and leaders, and directing outreach to individuals who would be great candidates to serve on City boards and commissions. Outreach is also done with neighborhood organizations and information may be shared in neighborhood newsletters, websites and social media pages.




The City's Communication Department posts opportunities through the City's social media outlets, press releases, Council office newsletters and both the City's television channels and website when necessary.

Additionally, City staff that provide staff support to the boards and commissions also do outreach through their department-specific communication channels.

# Diversity Measure Dashboard

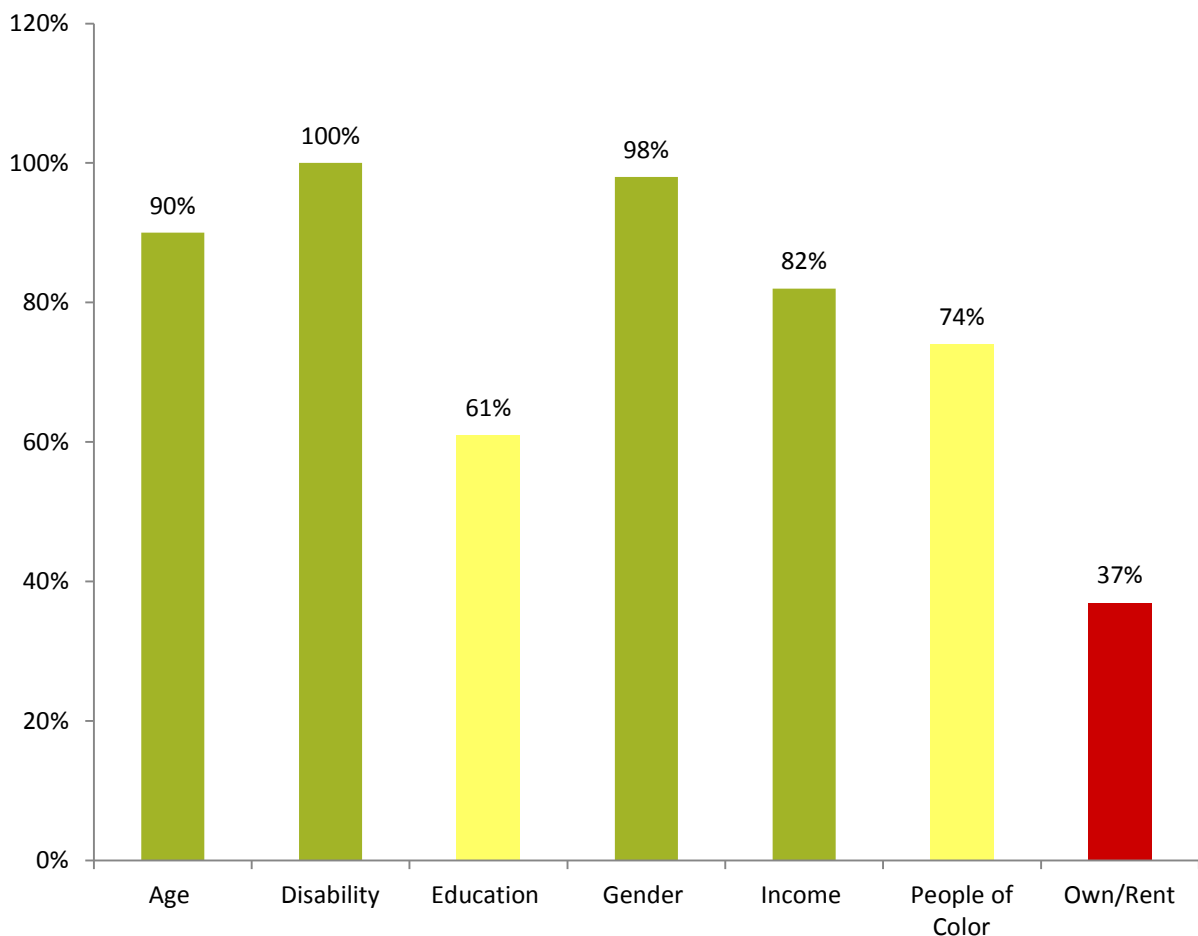
The diversity measure dashboard is used to set benchmarks on how the seven diversity measure tracked in this report compare to the City demographics. It is intended for the readers of this report to quickly make comparisons on the results of the report. Survey results are compared to the City population demographics, according to the 2014 American Community Survey data or other data where appropriate.

## Understanding the Dashboard

-  Survey results within 80% of the benchmark are displayed as a green bar. (Target)
-  Survey results within 40-79% of the benchmark are displayed as a yellow bar. (Needs attention)
-  Survey results below 39% of the benchmark are displayed as a red bar. (Needs improvement)

Survey results are compared to the City population demographics, according to the 2014 American Community Survey or other data where appropriate. In the dashboard below, the categories of Income, Age, and Education Level are calculated using the Shannon Diversity Index. The remaining categories leverage a direct actual/demographic calculation.

## 2016 Survey Dashboard



## Age

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

2014 City demographic and benchmark: See page 8 for detailed city age demographic.

## Persons with a disability

This diversity measure is at 100% of the City benchmark and is green.

2014 City demographic benchmark: 11% of Minneapolis residents are living with a disability. 2016 Survey results indicated 11% of survey respondents are living with a disability.

## Educational attainment

This diversity measure is at 61% of the City benchmark and is yellow.

2014 City demographics and benchmark: See page 10 for detailed city educational attainment demographic.

## Gender

This diversity measure is at 98% of the City benchmark and is green.

2014 City demographic benchmark: the City of Minneapolis population in terms of genders is split 50/50. 2016 Survey results indicated 49% women and 51% male.

## Income

This diversity measure is at 82% of the City benchmark and is green.

2014 City demographics and benchmark: See page 11 for detailed city income demographic.

## People of Color

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

2014 City demographics and benchmark: The City of Minneapolis population is 61% white and 39% persons of color. 2016 survey results indicate 71% of survey respondents were white and 29% of survey respondents were persons of color.

## Own/Rent

This diversity measure is at 37% of the City benchmark and is red.

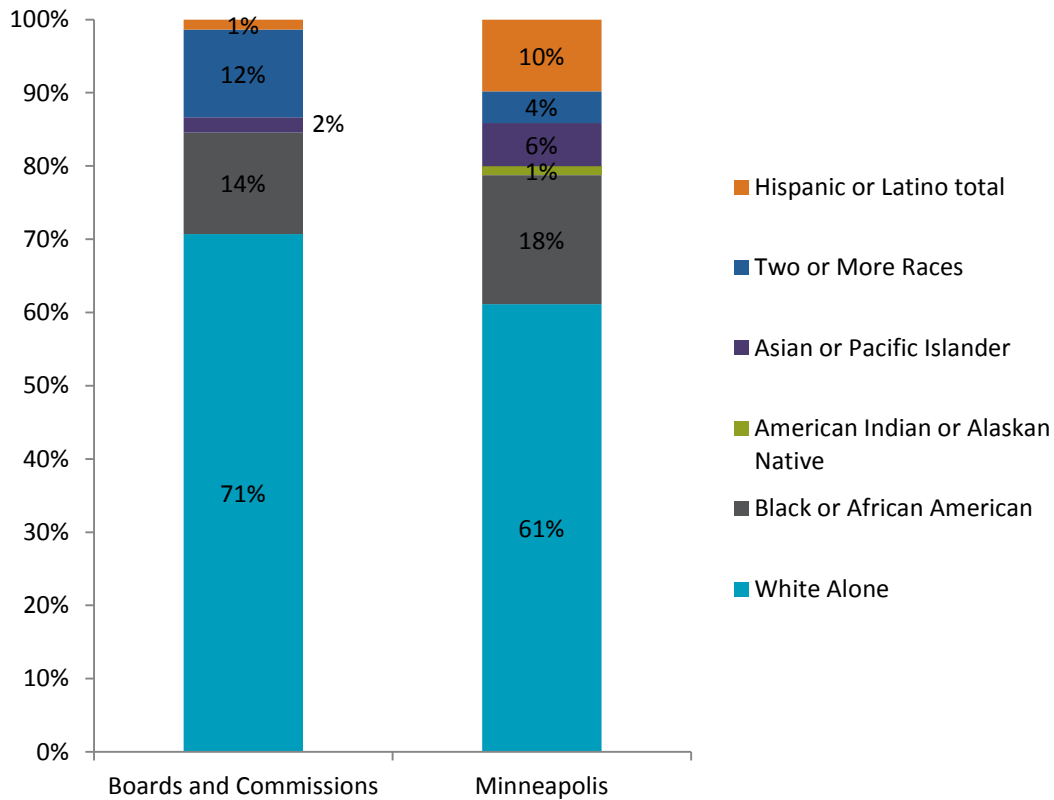
2014 City demographics and benchmark: forty-nine percent of the City population owns their home, while 51% of the City population rents. 2016 survey results indicate 81% of survey respondents own their home and 19% of survey respondents rent.

# Key Findings

A review of key findings is presented in this section. In the Survey Findings section on page 8, you will find comparative data from 2014 and 2016 surveys. As stated in the methodology section, the data from 2009 and 2012 includes a broader range of boards and commissions outside the scope of the survey.

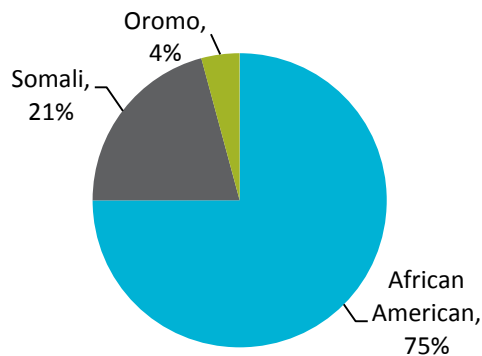
## Increase in diversity

2016 survey results show a 13% increase in persons of color serving on City boards and commissions, in comparison to the 2014 survey (see page 10). The 2016 survey also asked survey respondents more detailed questions regarding their race and ethnicity.



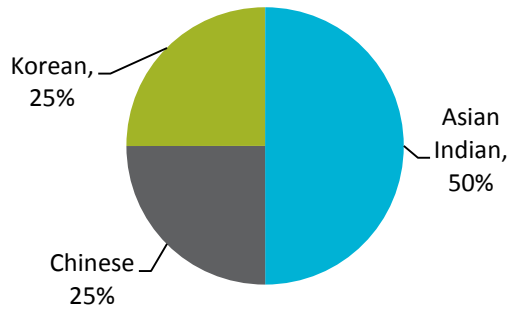
Survey respondents who identified as American Indian or Alaskan Native, also identified themselves as being two or more races.

Survey respondents who identified as Black or African American further identified themselves in the following way:

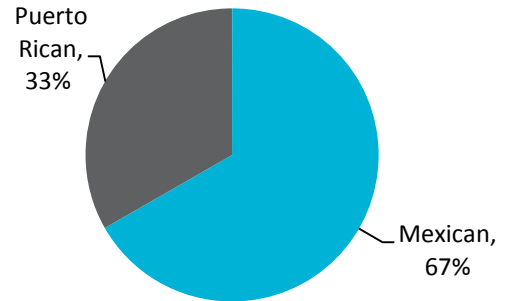




Survey respondents who identified as Asian or Southeast Asian further identified themselves in the following way:



Survey respondents who identified as Hispanic or Latino origin further identified themselves in the following way:



## Benchmarks Met

As displayed on pages 4 and 5, we are meeting 4 out of 7 benchmarks this report tracks. We meet the following diversity measures:

- **Age:** is 90% of the City's benchmark. Even though we meet this benchmark overall, we still fall short of the age category of 18 to 24 year olds. This shortcoming is addressed in the recommendation section.
- **Disability:** this benchmark is the only benchmark that exactly mirrors the make-up of the City population. Our boards and commissions is at 100% of the City benchmark.
- **Gender:** is 97% of the City's benchmark, and even though we saw a slight decline in female representation on our boards and commissions from 2014, we still have a good representation of both male and female respondents.
- **Income:** this diversity measure is at 82% of the City's benchmark. Even though our boards and commission members typically have higher incomes, we have noted a few percentage points increase in board members that make less than \$50,000 a year.

## Additional benchmarks:

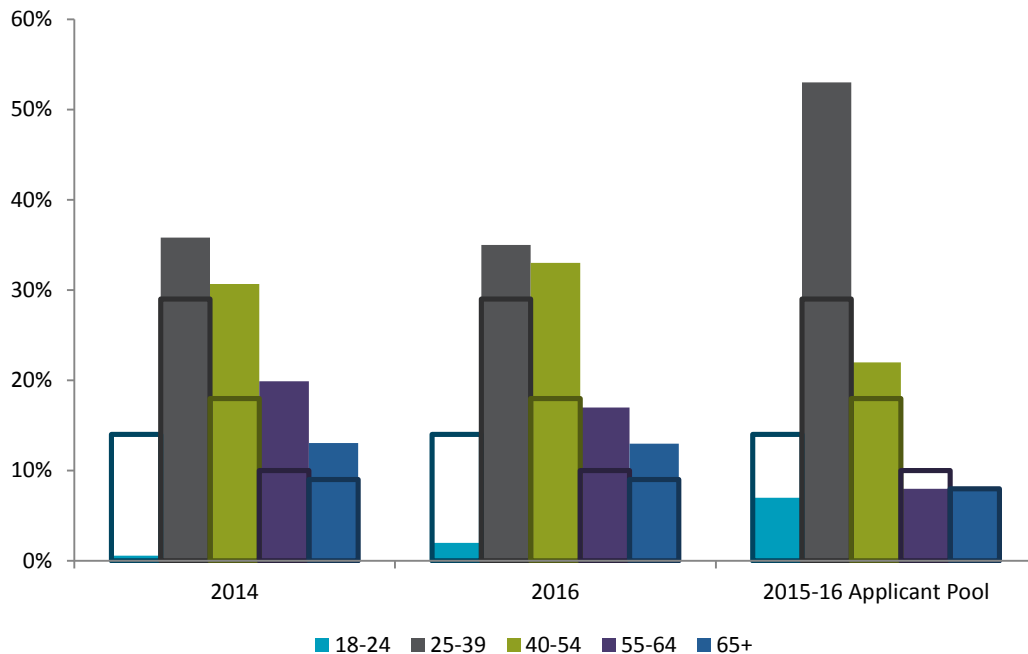
- **People of Color:** is at 74% of the City's benchmark. While there has been a significant increase in the race/ethnicity of our City boards and commission members, we still miss the mark of matching the City's demographics. This is an important benchmark that we must always work to increase.
- **Educational attainment:** is 61% of the City's benchmark. While we have very educated residents serving on our boards and commissions, we need to ensure that all voices are heard. The success of this diversity measure also goes hand-in-hand with that of the income measure, which we meet.
- **Own/Rent:** is also 37% of the City benchmark. The City is majority renters; we should be closer to meeting this benchmark. The 2015-16 applicant pool shows nearly 45% of applicants are renters.

# Survey Findings

The following section is a breakdown of the seven diversity factors this report tracks. Each bar graph has an outline of the City of Minneapolis demographics as a comparison. The City of Minneapolis demographic data is from the 2014 American Community Survey or other data where appropriate.

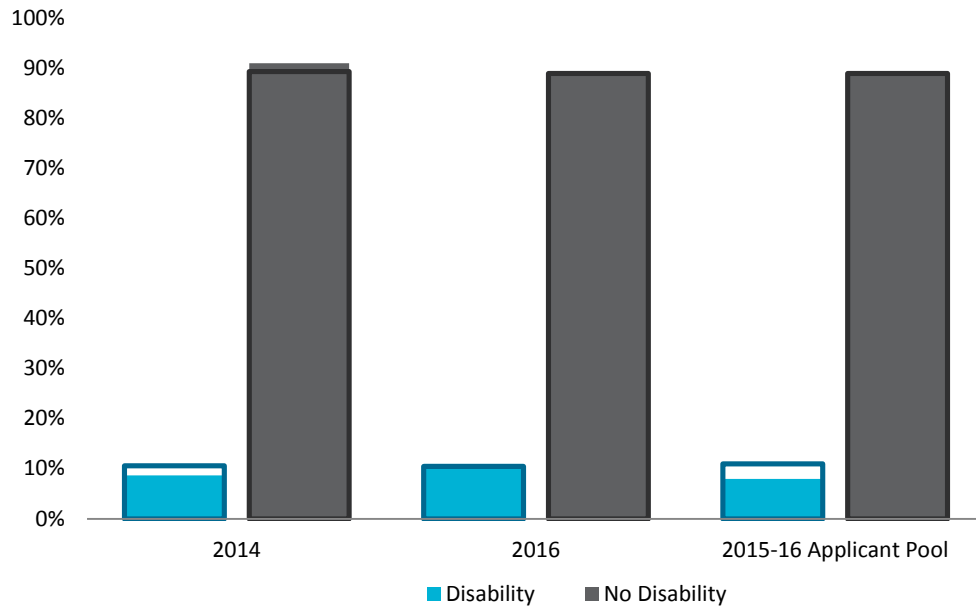
A comparative analysis of the 2014 and 2016 survey results and the 2015-16 applicant pool is presented in this section. As stated in the methodology section, the data from 2009 and 2012 surveys includes a broader range of boards and commissions outside the scope of the survey.

## Age



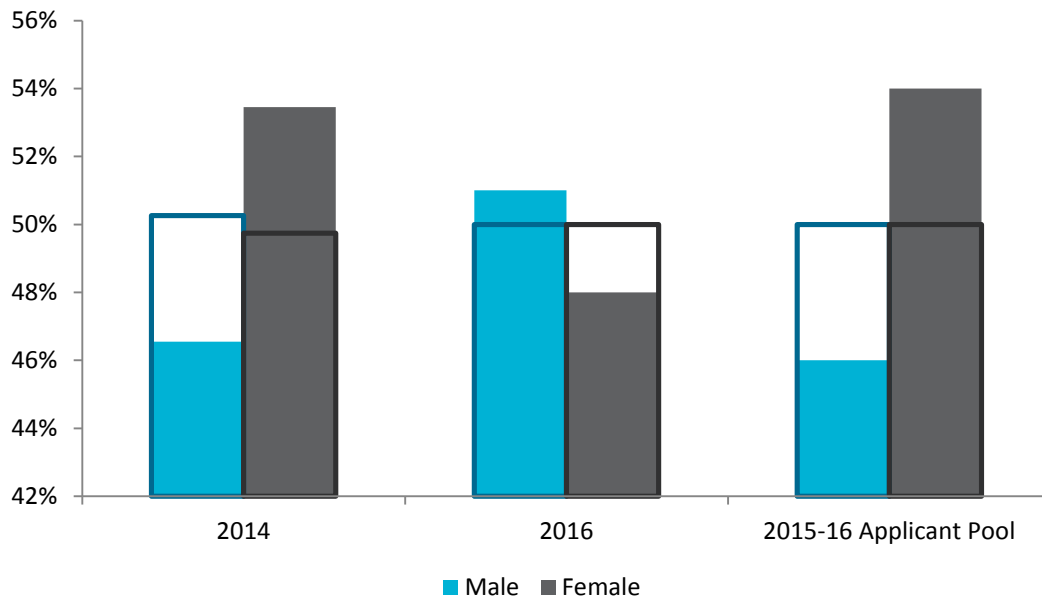
The age of people responding to the survey tends to be older than city's average population in most cases. There is a large gap in the age range of 18 to 24 year olds, which seems to continue to be a trend each year the survey has been conducted. While it appears that the percent of board members in this age group has slightly increased, more work could be done to increase younger residents participation on boards and commissions to move this metric closer to the City average.

## Persons with a disability



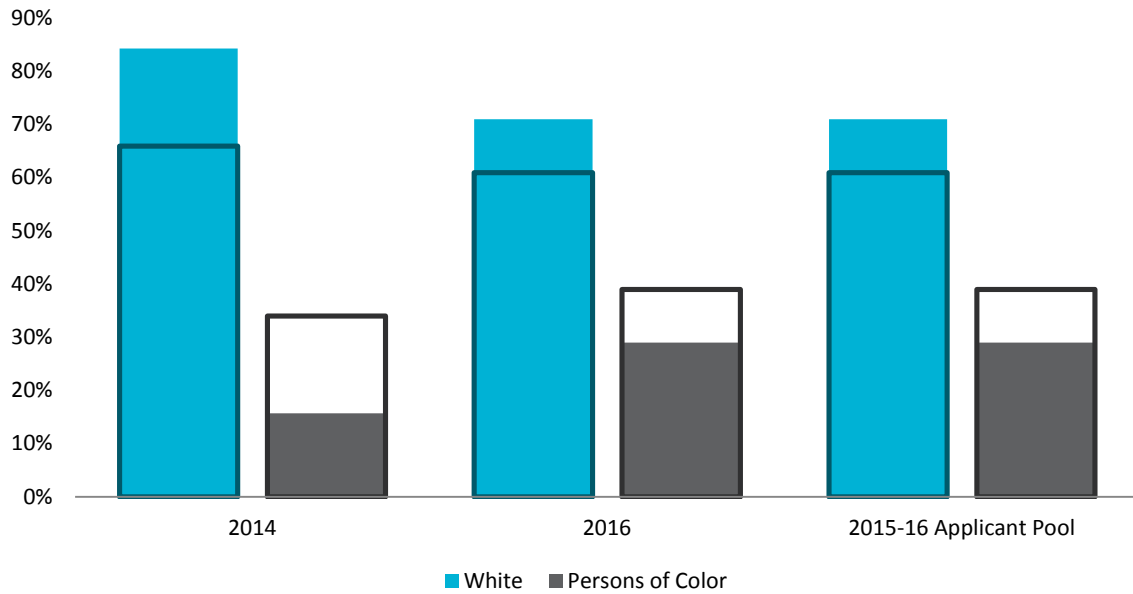
Survey results from the 2016 survey show that we match the city's population of individuals living with a disability. These results have increased 2% from the 2014 survey.

## Gender



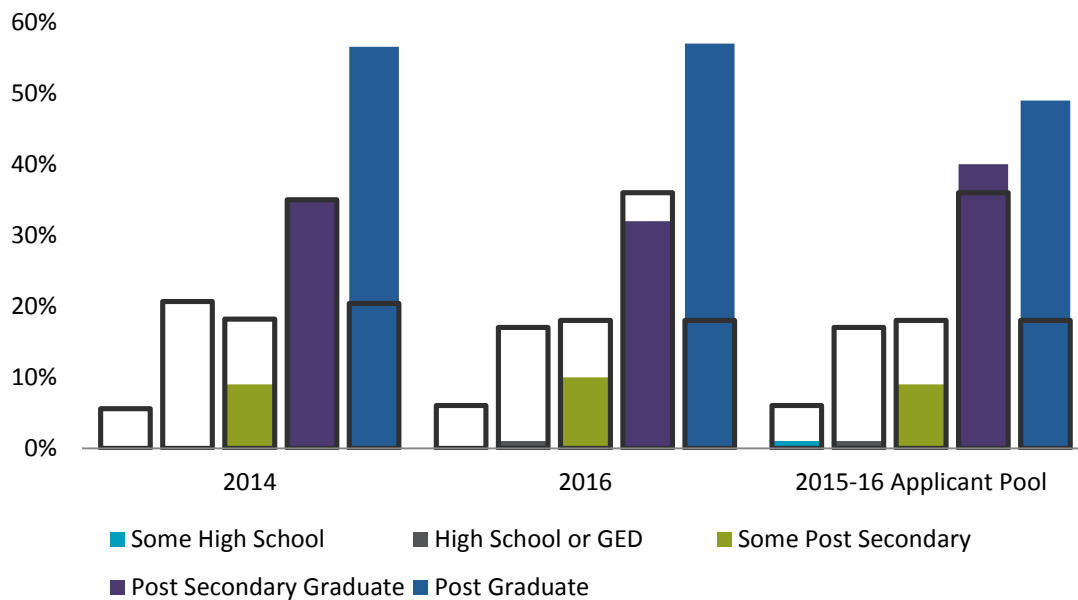
Female representation on City boards and commissions has dropped 5% from the 2014 survey. While this number is still close to the city population. We must ensure the average stays representative. Given the 2015-16 applicant pool reports an average of 54% female applications, this diversity measure is one that should be considered by appointing authorities.

## People of Color



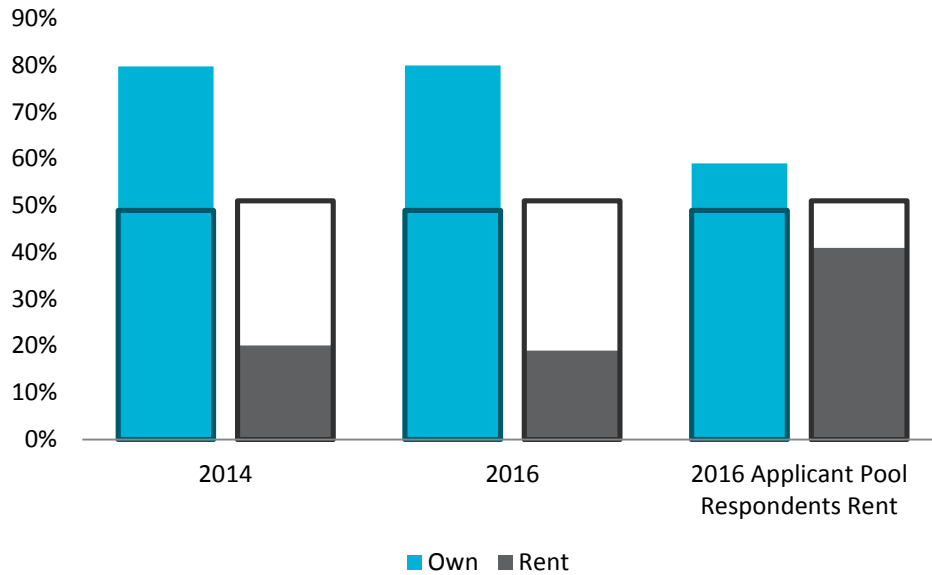
The 2016 survey results show the greatest increase of diversity representation on City boards and commissions in terms of race/ethnicity. This diversity measure has increased 13% from the 2014 survey. Additionally, the applicant pool mirrors the survey's results with 29% people of color applying to serve on our boards and commissions.

## Educational Attainment



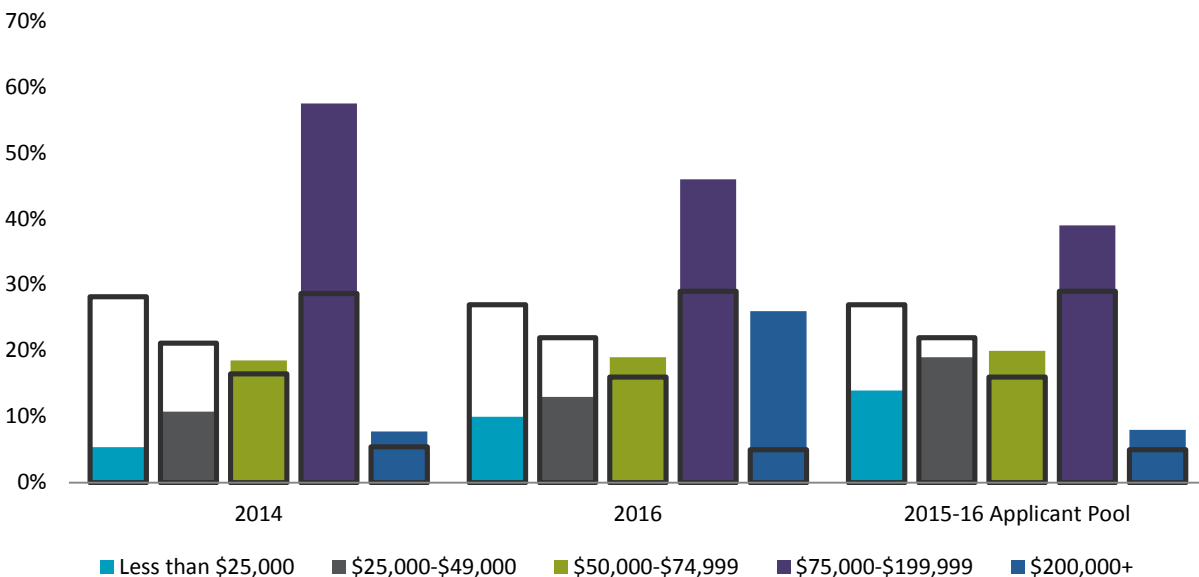
Survey results clearly show that Minneapolis residents with college and graduate degrees are more likely to serve on City boards and commissions. In spirit of the City's One Minneapolis goal, more work needs to be done to create opportunities for all voices to be heard.

## Own/Rent



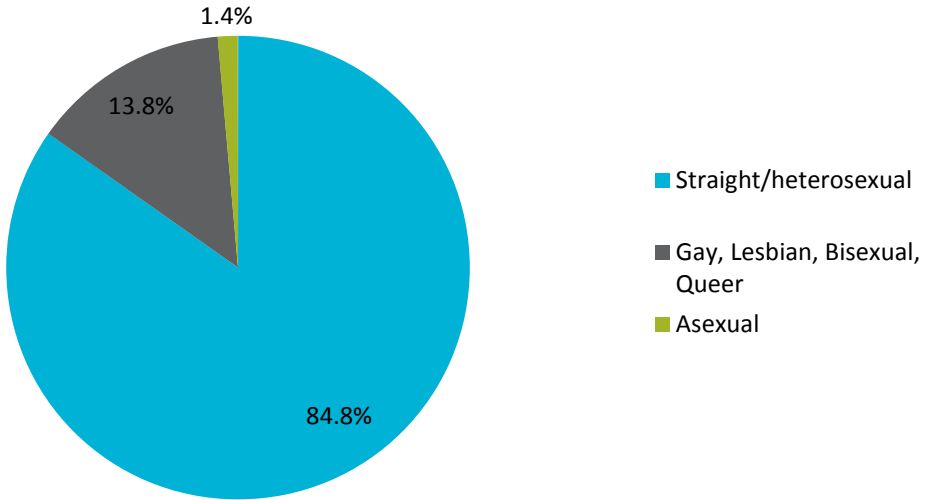
Survey results indicate a high number of homeowners serve on City boards and commissions, while half of the City's residents rent. Efforts should be made to increase the number of board and commission members who rent. The results of the applicant pool questionnaire shows that 40% of applicants are renters.

## Income



Board members who make less than \$50,000 per year are slightly increasing. At the same time, increases in the \$200,000+ income bracket had a significant increase of 20%. Results of the applicant pool questionnaire show a closer representation to the City's averages.

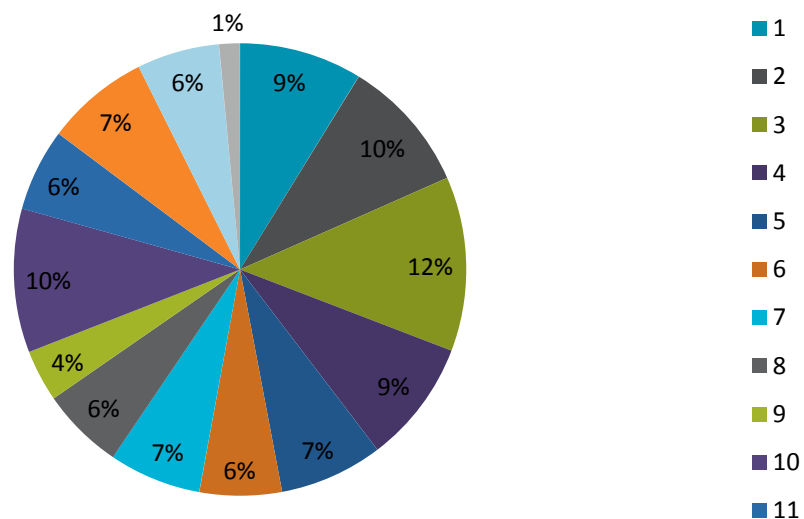
# Sexual Identity



The representation of GLBTQ members on our boards and commissions is 13.8%. We do not have census data to compare to the city wide demographics for this question. Sexual identity is an important diversity measure, so it is something we monitor and track through this survey.

# Additional findings

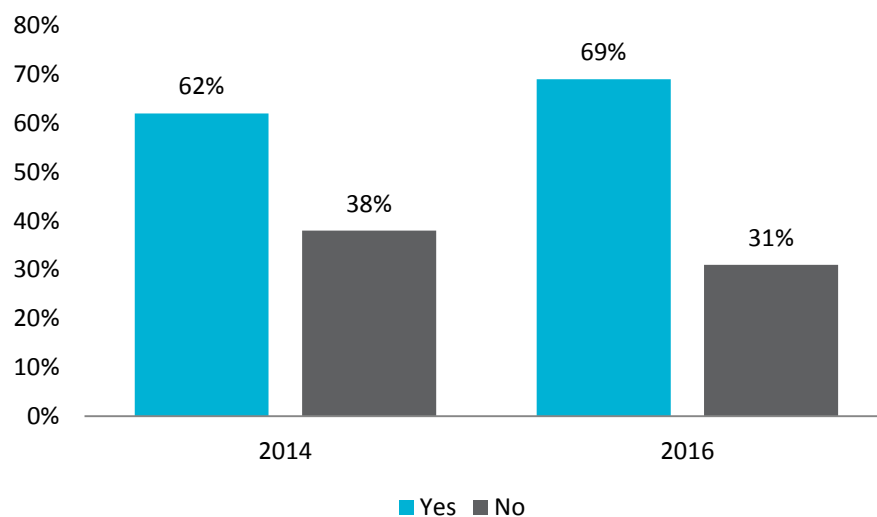
## Ward breakdown



Overall, the ward breakdown is generally even, however Wards 3, 2, and 10 appear to have slightly larger representation based on the survey results at 12%, 10%, and 10%, respectively.

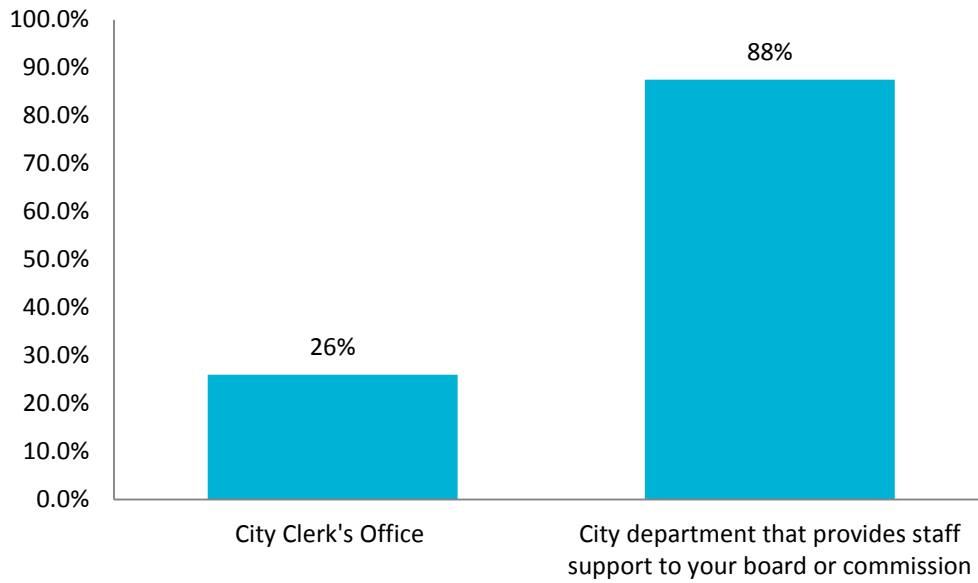
## Orientation

A total of 101 respondents (or 69%) indicated that they received board orientation after being seated. This has increased by 7% from 2014.



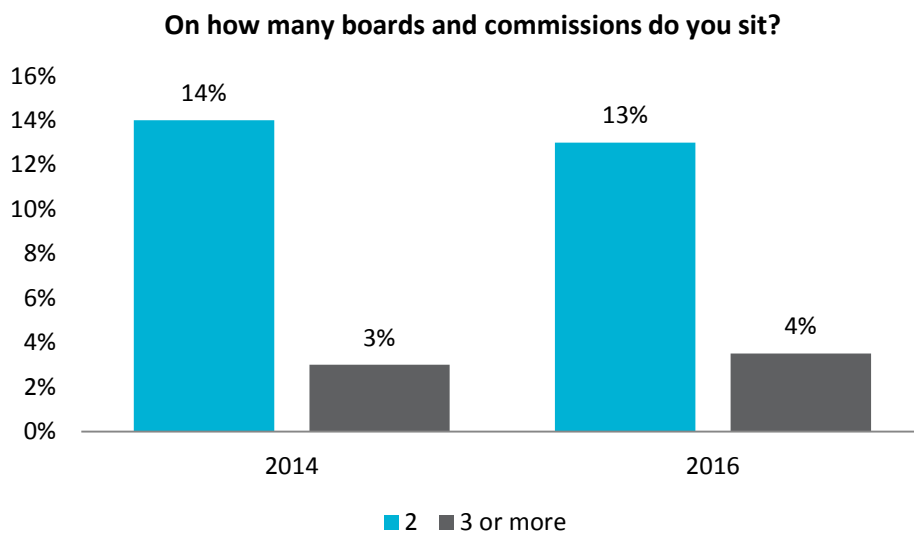
## Training

Twenty-five respondents indicated they received training from the City Clerk's office, while just under 90% of respondents indicated they received training from the staff that supports their board or commission. Some may have received training from both bodies.



## Concurrent appointments

The number of board and commission members who sit on two or more boards and commissions has remained relatively the same for the most part. This measure is something to monitor to ensure there is opportunity for more volunteers.





# Recommendations

---

- Develop specific outreach plans to increase awareness of the opportunities for City boards and commissions for renters, youth and lower income residents in Minneapolis.
- Focus attention on recruiting more applicants of:
  - Racial diversity, including Hispanic/Latino origin; and a
  - Broader range of educational attainment
- Leverage and better coordinate existing City programs that focus on leadership development. This includes the One Minneapolis Fund, Community Innovation Fund, and City Academy.
- Incorporate a track on City boards and commissions into the annual Community Connections Conference.
  - Develop a training program for diverse residents to feel better prepared to serve on City boards and commissions
- Develop ongoing training for staff who support boards and commissions on cultural competency and unconscious bias.
- Review the Spring and Fall vacancy cycle process with the City Clerk's office and board staff.
- Work with the City Council to appoint more renters. The applicant pool presently has more renters proportionately than what is being appointed. The applicant pool is close to the city demographic with 40% of renters applying.