2018 Appointed Boards and Commissions Diversity Survey Report
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Executive Summary

The City benefits from the volunteer efforts of about three hundred residents who serve on 20 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. This effort is imperative to meeting the City’s One Minneapolis goal of eliminating disparities, so all Minneapolis residents can participate and prosper.

Every two years, the Neighborhood and Community Relations Department conducts a voluntary survey of seated board members of the City’s 20 development and general advisory boards that make appointments using the City’s open appointments process. This survey has been conducted since 2009.

Key Findings

- There has been a steady increase in residents of color serving on City boards. We’ve met our race benchmark by being within 80% of the city’s demographics. 33% of our board members are people of color, and the population of Minneapolis is 40% people of color.
- Our boards are becoming more inclusive. With the creation of new boards such as the Racial Equity Community Advisory Committee, there is now a more dedicated focus on racial and gender equity.
- Our boards need more diverse representation of educational backgrounds amongst members. Currently, high school and technical school graduates are under-represented on our boards.
- We need to ensure that more renters are serving on our boards. The City population is 50% renters. 2018 survey results are at 21%, 42% of the City demographic.
- We need more youth ages 18-24 serving on our boards.
- We have seen a roughly 30% decrease in the number of individuals serving on multiple boards. This provides more opportunities for others to serve.

Response Rate

In total, there are 285 board and commission members seated on the 20 boards and commissions that were asked to take the survey. The target response rate was 70%. For the 2018 survey, the response rate was 69%.
Methodology

This survey was entirely voluntary and was administered using Survey Monkey. The survey was sent out to the City staff that work with the 20 boards and commissions. Staff were asked to send out the survey and several reminder emails to the boards and commissions members.

The survey focuses on development boards and general advisory commissions that are subject to the open appointment process, which are composed of 285 volunteer board members and commissioners. These boards serve in a direct advisory capacity on policies and programs to the City Council. The 2018 survey includes new boards and commissions that have been established since the 2016 survey and boards that were no longer active were removed from the list.

The 20 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
- Police Conduct Oversight Commission
- Public Health Advisory Committee
- Racial Equity Community Advisory Committee
- Transgender Equity Council
- Workforce Development Board
- Workplace Advisory Committee
- Zoning Board of Adjustment

Diversity Measures

For the purposes of this report, diversity measures include gender, disability, home ownership status, race, formal educational attainment, age and income. Sexual orientation is also measured, although there are no comparative population demographics available.

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 randomized. 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 beyond advisory and development bodies subject to the open appointments process and therefore not included here. You can view the earlier surveys at www.minneapolismn.gov/ncr/boards/diversity.
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 report, we are including data from 2017 and 2018 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 43%.

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 5%-8%, at a 99% confidence level.

Benchmark Comparisons

The diversity survey results were divided by their corresponding population demographics data from the 2017 American Community Survey (ACS) to calculate diversity measures for disability status, gender, people of color and renter status. Using this method, 100% would signify that a board composition perfectly reflects the demographics of the community. The formula is: 2018 board diversity survey % / 2017 population % = diversity measure %. The City used 2017 ACS data to determine population demographics in order to set the benchmarks against which our survey results were compared.

Shannon Diversity Index

On the survey dashboard on page 5, the Shannon Diversity Index is used on the 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 group. Using this method, 100% would signify that a board composition perfectly reflects the demographics of the 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 communications 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 information in translated documents, engaging cultural media outlets, distributing flyers at community gathering places, organizing meetings with trusted and respected community organizations and leaders, and targeting outreach to individual great candidates for boards and commissions. The City also reaches out to neighborhood organizations to share information in neighborhood newsletters, websites and social media pages. The City’s Communications Department posts vacancies on the City’s social media outlets, through press releases, Council office newsletters, and the City’s television channels and website when necessary. Additionally, City staff that provide support to boards and commissions also do outreach through their department-specific communications channels.
Diversity Measure Dashboard

The diversity measure dashboard is used to display how boards and commissions’ demographics compare to the population in Minneapolis according to seven diversity measures in an easily comparable format. Population data is taken from the 2017 American Community Survey data.

Understanding the Dashboard

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

In the dashboard below, the diversity measures 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.

![Figure 1](image-url)
We are meeting 5 out of the 7 benchmarks that this report tracks.

We meet the following diversity measures:

**Age**

This diversity measure is at 97% of the population benchmark and is on target (green).

**People with a Disability**

This diversity measure is at 100% of the population benchmark and is on target (green).

**Gender**

This diversity measure is at 88% of the city benchmark and is on target (green).

**Income**

This diversity measure is at 91% of the city benchmark and is on target (green).

**People of Color**

This diversity measure is at 83% of the city benchmark and is on target (green).

The following diversity measures are yellow and categorized as needing attention:

**Educational attainment**

This diversity measure is at 59% of the city benchmark and needs attention (yellow).

**Renters**

This diversity measure is at 42% of the city benchmark and needs attention (yellow).
Key Findings

In the breakdown of measures section on page 10, you will find comparative data from 2014, 2016 and 2018 surveys. As outlined in the Methodology section, the data from 2009 and 2012 includes a broader range of boards and commissions outside the scope of the survey.

Diversity Measure Trends

The NCR department has a 5-year plan to create a system of equitable engagement called The Blueprint for Equitable Engagement. One of the measures tracked through an online results dashboard is the diversity of the City’s appointed boards and commissions. Below is the graph from the plan that shows year to year trends of each of the 7 diversity measures tracked through this report from 2014 to 2018.

The results dashboards can be found online at: [www.minneapolismn.gov/ncr/EquitableEngagement](http://www.minneapolismn.gov/ncr/EquitableEngagement).

Increase in Racial Diversity

Since the 2016 survey, we have seen a steady increase in diversity in terms of race. Our boards are becoming closer to matching the population’s demographics.
The survey also asked survey respondents more detailed questions regarding their race and ethnicity. While the survey asks questions in alignment with the Census, there was also the opportunity for respondents to further identify their race and ethnicity.

For the 2018 survey results, we’ve seen an almost triple increase in board and commission members who identify as two or more races. Additionally, 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:

**Figure 6**

- Hmong: 14%
- Vietnamese: 14%
- Chinese: 29%
- Asian Indian: 29%

**Figure 7**

- Mexican: 45%
- Puerto Rican: 11%
- Dominican: 11%
- Peruvian: 11%
- Colombian: 11%
- Panamanian: 11%
- Dominican: 11%

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**Becoming more Inclusive**

Between 2016 and 2018, new boards were added that had an equity focus, such as the Racial Equity Community Advisory Committee, the Transgender Equity Council and the Workplace Advisory Council.

We changed the way we asked our gender question to be more inclusive of the way people identify their gender. We have expanded the question to allow for respondents to identify themselves in the way they choose. See page 11 for these results.

**Education, Youth and Renters**

It is important to have a wide variety of backgrounds and experiences represented on advisory boards to ensure that our policy makers are hearing from everyone. We typically have under-representation of high school and technical school graduates and over-representation of post-graduate degree holders serving on our boards and commissions when compared to the population of Minneapolis.

We also need more youth ages 18-24 serving on boards. Since 2014, we have not been close to the population demographics in this category.

Additionally, the population is split in half between renters and homeowners, but renters represent 21% of board members. We should ensure that we have the voice of renters on our advisory bodies.
Concurrent Appointments

The number of board and commission members who sit on two or more boards and commissions has decreased since 2016. This measure is monitored to ensure that there is opportunity for more volunteers to serve.

Benchmarks met

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

- **Age**: is 97% 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-old.
- **Disability**: this benchmark is the only benchmark that exactly mirrors the make-up of the City population with 11% of respondents living with a disability.
- **Gender**: is 88% of the City’s benchmark. The Female make-up of our boards increased to 56%, up 7% from 2016.
- **Income**: this diversity measure is at 91% of the City’s benchmark. While our boards and commission members tend to have higher incomes, we see a 8% decrease board members earning $200,000+ a year.
- **People of Color**: is at 83% of the City’s benchmark. We have seen significant increases over the year last two survey cycles. Given the 4% increase over the 2016 survey, we are now very close to mirroring the City’s demographics.

Benchmarks needing attention:

- **Educational attainment**: is 59% 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. More work needs to be done to ensure we are reaching applicants with varying education levels.
- **Renters**: is 42% of the City demographic. The City’s renter population is 50%. We have seen a slight increase from the 2016 survey. Our applicant pool shows more renters applying than are getting seated.
Breakdown of Measures

The following section is a breakdown of the seven diversity factors that this report tracks. Each bar graph has an outline of the City of Minneapolis demographics as a comparison.

A comparative analysis of the 2014, 2016 and 2018 survey results and the 2017-18 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

![Bar chart showing age distribution in different years and applicant pool.]

The City tends to have older residents serving on its boards and commissions – with the largest gap of those that are ages 18-24. The applicant pool shows that applicants ages 18-24 are applying at a percentage rate of 7%, only 2% of those applicants are getting seated on a board or commission.
Persons with a Disability

Figure 10

This category has remained very steady over the course of the 3 survey cycles compared and mirrors the city’s demographics exactly.

Gender

Figure 11

Representation of women on City boards and commissions has increased by 5% from the 2016 survey. In 2018 we expanded options for respondents to further identify their gender in a more inclusive way. This graph is displaying the information in which the respondents answered the question. There was a space in the survey for respondents to write in the way in which they identify their gender. We do not have Citywide data other than that of Men and Women, so on this chart we are not including the City demographic data.
From 2014 to 2018 there is a continual increase in people of color serving on City Boards and Commissions. 2018 survey results indicate 67% of survey respondents were white and 33% of survey respondents were persons of color. From the 2016 survey we have seen a 4% increase, which brings us closer to mirroring the City’s overall demographic.
Figure 13

Minneapolis residents with higher education levels are a prominent group on the City’s boards and commissions, both in terms of who is getting seated and who is applying.

Renters

Figure 14

There has been a slight increase (2%) in the proportion of renters on our boards and commissions. While, the applicant pool shows that more renters are applying to serve, there is room to improve this category.
Figure 15

The applicant pool shows that more applicants who make less than $50,000 a year are applying, there is room to improve this category.
We do not have census data to compare to the board member demographics for this question. Sexual orientation 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 10 and 13 appear to have slightly larger representation based on the survey results at 14% and 10%, respectively.
Orientation

A total 75% of respondents indicated that they received board orientation after being seated. This has increased by 6% from 2016.

Figure 18

Thirty-two percent of respondents indicated they received training from the City Clerk’s office, while 83% of respondents indicated they received training from the staff that supports their board or commission. Some may have received training from both bodies.

Figure 19