

Diversity, Equity, and Inclusion External Assessment

November 2022

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Agenda

- Summary
- Milestones
- Redmond DEI Community Questionnaire
- Community Listening Sessions
- Recommendations



“

Diversity, Equity, and Inclusion

A Redmond in which all residents can **fully and effectively access** city services, **influence city policy and direction**, and feel a **sense of belonging and safety**.

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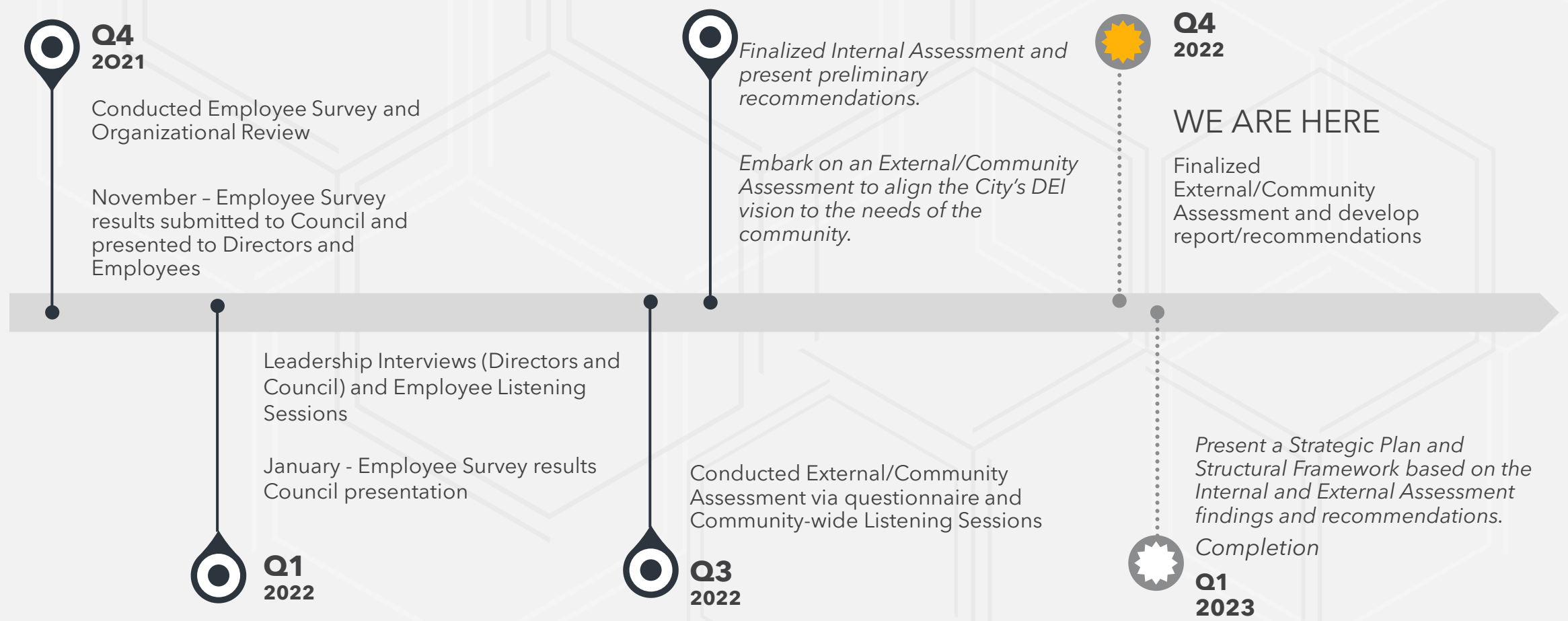
Summary

The External/Organizational Assessment provides the foundation and framing for continued data collection and analysis to produce a City of Redmond Diversity, Equity, and Inclusion Roadmap inclusive of community participation.

The goal is to better understand and identify insights from the public, and measures that will close the Equity Gap experience by City of Redmond community members.



Milestones



Community Questionnaire Design

Mode

Self-Administered Online

Administration

July 1 – September 30, 2022

Demographic Breaks

1. Connection to City of Redmond
2. Years in Redmond
3. Redmond Neighborhood
4. Dwelling type
5. Age
6. Gender
7. Race
8. Ethnicity: Asian Diaspora, Hispanic Diaspora
9. Place of Birth (US or Foreign Born)
10. Household Income
11. Home language
12. Disability Status

Responses: 108

Community Questionnaire - analysis framework

Community Engagement

Definition: The level of connection community feels toward the organization and the work that they do.

- Impacts nearly every aspect of the community.
- It measures connection, perception, and lived experience to the City of Redmond community.

Impact:

- Increased sense of ownership and investment in initiatives and projects by the community.
- Positive relationships and understanding between community members, organizations or individuals.
- Identification and addressing of specific needs and concerns of the community.
- More effective and efficient use of community resources.
- Building of the capacity of the community to address issues as individuals and a collective group.
- Increased participation in decision making and policy formulation.
- Improved communication, transparency and accountability for the community's benefit.
- Improved access to both public and private services and resources in the City of Redmond.
- Empowerment of community members

Community Questionnaire Structure

Closed Ended Items

38 closed-ended items, measured using a 5-point agreement scale where 5=Strongly agree, 4=Agree, 3=Neither agree nor disagree, 2=Disagree, 1=Strongly disagree

Open Ended Items

2 open-ended comment question:

- What do you think is the most important issue impacting the racial and ethnic climate here in Redmond?
- What else would you like to tell us about diversity, equity, inclusion, and belonging in the City of Redmond?

Coding Items

14 demographic coding items including:

Relationship to Redmond, Years in City, Neighborhood of residence, Race, Ethnicity, Dwelling type, Age, Gender Identity, Sexual Identity/Sexual Orientation, Disabled, Military Veteran, Income, Native/Foreign Born, Home Language,

Participation & Results

Completed Questionnaires 108

47%

- **Relationship with the City of Redmond**

- Live in Redmond.....80 (74.77%)
- Work in Redmond.....51 (47.66%)
- Attend School in Redmond.....3 (2.80%)
- Own/Operate Business in Redmond8 (7.48%)
- Shop, Dine or Socialize in Redmond68 (63.55%)

- **Gender**

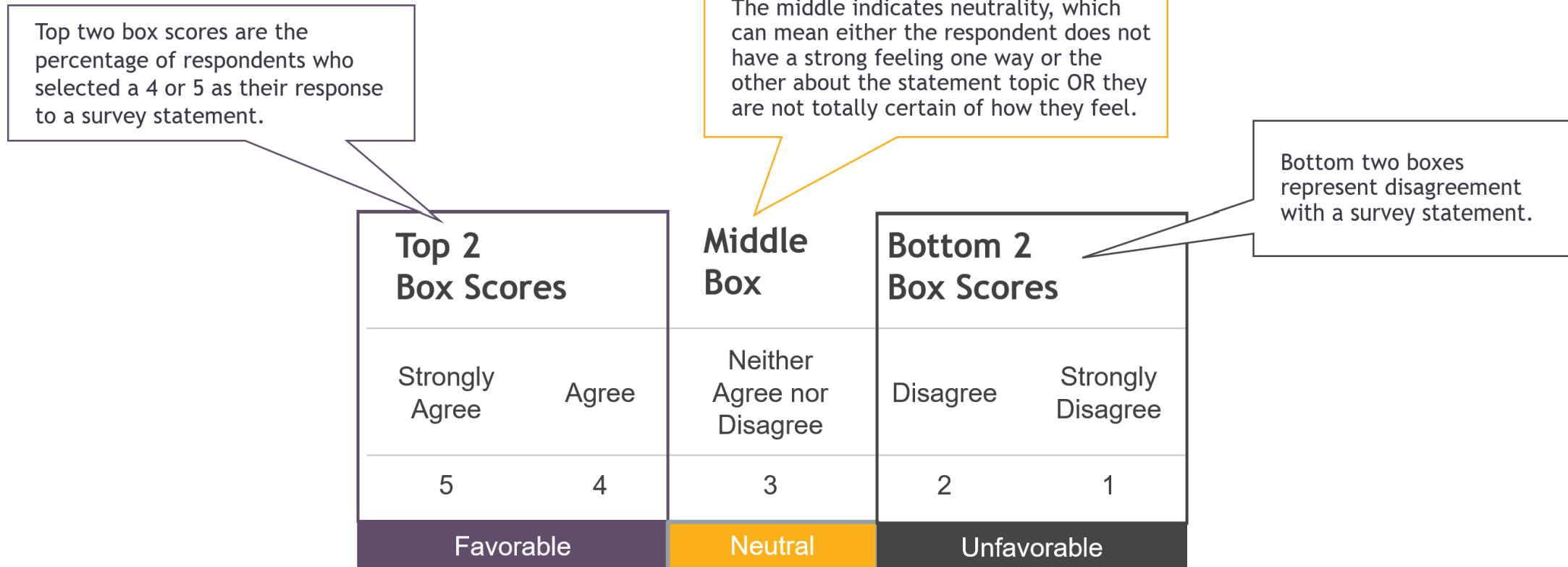
- Male.....19 (19.19%)
- Female.....67 (67.68%)
- Non-Binary/Non-Conforming.....6 (6.06%)
- Prefer not to respond.....7 (7.07%)

- **Race/Ethnicity**

- American Indian or Alaskan Native.....0 (0.00%)
- Asian or Asian American.....13 (13.27%)
- Black or African American.....3 (03.06%)
- Hispanic or Latinx.....11 (11.22%)
- White or Caucasian.....63 (64.29%)
- Native Hawaiian or Pacific Islander.....0 (0.00%)
- Two or more races.....5 (5.10%)
- Prefer not to answer.....0 (0.00%)
- Does not apply.....0 (0.00%)
- Not Listed (please specify).....3 (3.06%)

ANALYTICAL EXPLANATION

A 5-point agreement scale is used for most survey statements.



DRIVER ANALYSIS EXPLANATION

- Inclusion Drivers are identified by running a correlation analysis to determine which DEI survey questions have the strongest relationship to Chanin Kelly-Rae Consulting's Inclusion Index.
- Results can be interpreted as the DEI behaviors and actions that matter **most** to your specific community population and therefore **drive** their feelings of inclusion, making your inclusion drivers unique to your organization.
- The top 7 inclusion drivers are provided from the analysis to help guide your organizational **priorities** when building the broader DEI strategy.

These initiatives have higher levels of agreement among respondents, indicating that they are seen as positive drivers for DEI efforts in the City of Redmond. However, it's important to keep in mind that these are just a few of the many DEI initiatives that could be prioritized, and the ranking may vary depending on the specific needs and priorities of the City of Redmond and its residents.

TOP 7 DRIVERS OF INCLUSION for the CITY OF REDMOND

1. Ensuring physical infrastructure (sidewalks, streets, parks, trails and amenities) are accessible to everyone, regardless of mobility issues, differing abilities, or economic status (93.41% agreement)
2. More public involvement in decisions about land use, zoning and affordable housing strategy (85.55% agreement)
3. Addressing human services needs and communicating more with non-profit organizations (82.61% agreement)
4. More education for community members about how government works, how and when they can weigh in on decisions, how policies are made, etc. (82.45% agreement)
5. Connecting community organizations and demographic leaders to support their community building efforts (81.52% agreement)
6. Providing liaison and problem-solving services to underrepresented and historically marginalized groups and community members so they can better access city services (78.26% agreement)
7. Equitable and diverse hiring, retention and promotion practices for City of Redmond employees (77.42% agreement)

KEY DEMOGRAPHIC INSIGHTS

1. Sentiment for "unknown" demographics tended to be more negative than positive.
2. About 58% of survey respondents were non-minorities
 - When reviewing sentiment scores, there was a good variation; however, Asians tended to show more negative sentiments than other minorities.
3. 62% of respondents were female ("8 were considered "Unknown")
 - This demographic had more negative sentiments when compared to Non-Binary which was roughly the same count of respondents.
4. 30% of respondents made \$200,000 or more in annual income.
5. The median age group was 55 and older.
6. Community Sentiment was moderate to strong across most demographic sub-factor areas. Those individuals that chose not to identify by race, age, or gender tended to have the most negative sentiments in each category.
7. A small percentage of respondents that self-identified as male had very strong negative sentiments related to DEI commitment and DEI engagement.
8. Overall, the vast majority of respondents to the questionnaire had positive sentiment feelings related to DEI commitment, DEI engagement, DEI accountability, and DEI diverse representation.

TOP 3 DRIVER STATEMENTS - PRIORITY

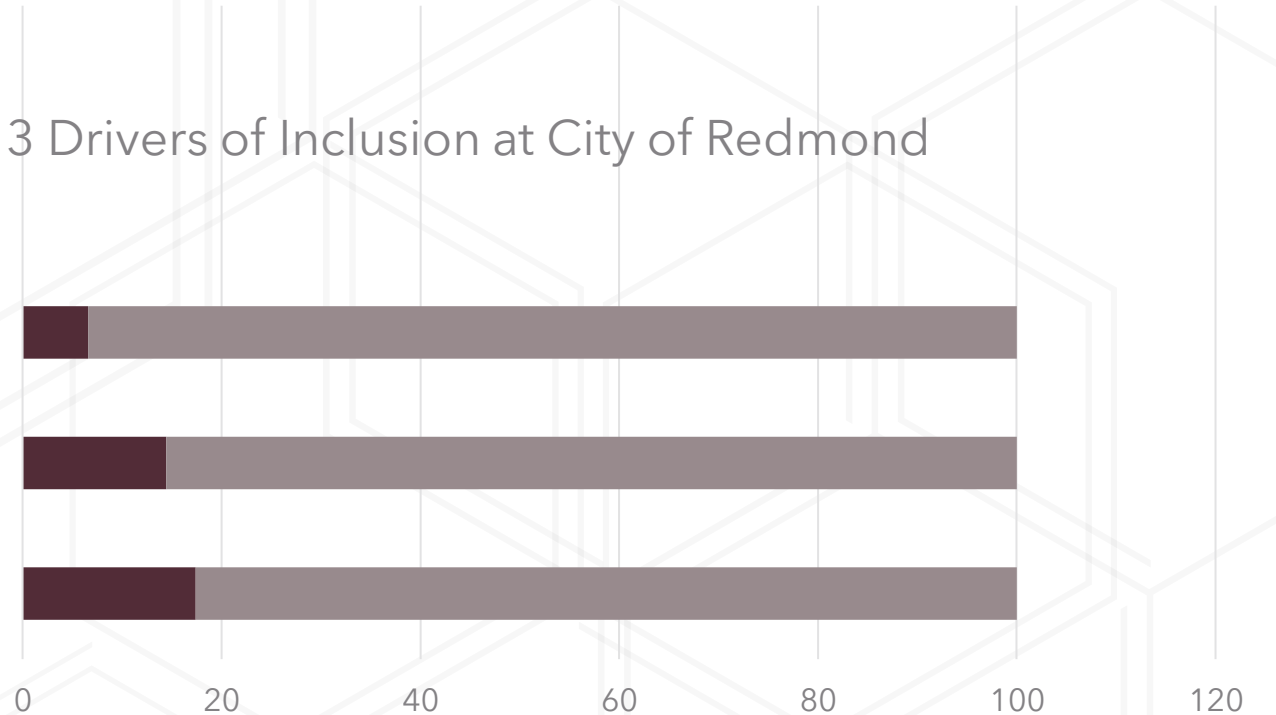
These statements represent the Top 3 Drivers of Inclusion at City of Redmond

Ensuring physical infrastructure (sidewalks, streets, parks, trails and amenities) are accessible to everyone, regardless of mobility issues, differing abilities, or economic status 93.41%

More public involvement in decisions about land use, zoning and affordable housing strategy 85.55%

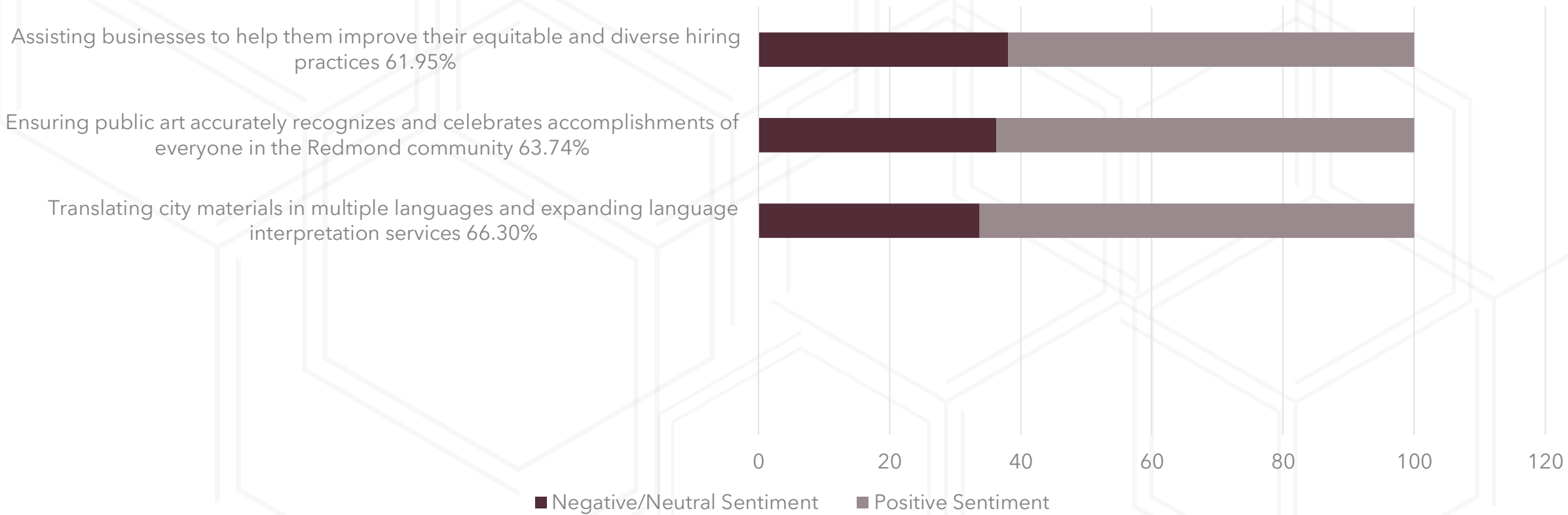
Addressing human services needs and communicating more with non-profit organizations 82.61%

■ Negative/Neutral Sentiment ■ Positive Sentiment



BOTTOM 3 DRIVER STATEMENTS - PRIORITY

These statements represent the Lowest 3 Drivers of Inclusion at City of Redmond



REDMOND COMMUNITY QUESTIONNAIRE FACTOR ANALYSIS KEY

***Small base sizes, use caution when reviewing**



$X \geq +10$ percentage points



+5-9 percentage points



-4 to +4 percentage points



-5-9 percentage points



$X \leq -10$ percentage points

This Redmond Community Questionnaire key is an important tool for understanding the results of our findings.

By dividing the results into these five categories, we can gain a better understanding of the level of satisfaction and dissatisfaction in our community.

$X \geq 10$: Very satisfied (highest level of satisfaction)

$5 \leq X \leq 9$: Satisfied (some areas for improvement)

$-9 \leq X \leq -5$: Dissatisfied (not to a significant extent)

$X \leq -10$: Very dissatisfied (highest level of dissatisfaction)

$-4 \leq X \leq 4$: Neutral (neither satisfied nor dissatisfied)

FACTOR ANALYSIS COMPARISON - INCOME

| | Overall | Household Income: Less than 25K | Household Income:25k to 50K | Household Income: 50k to 75K | Household Income: 75K to 100K | Household Income: 100K to 150K | Household Income: 200K or More | Household Income: 150K to 200K |
|------------------------|---------|---------------------------------|-----------------------------|------------------------------|-------------------------------|--------------------------------|--------------------------------|--------------------------------|
| Responses | | 6 | 4 | 8 | 10 | 18 | 13 | 32 |
| Accountability | | 12 | 15 | 4 | 13 | 6 | -2 | 4 |
| Commitment | | 19 | 29 | 6 | 15 | 4 | 3 | -1 |
| Engagement | | 15 | 30 | 3 | 19 | 3 | 0 | 1 |
| Diverse Representation | | 17 | 3 | 10 | 16 | 4 | 0 | 2 |



-4 to +4 percentage points



X ≥ +10 percentage points



+5-9 percentage points



-5-9 percentage points



X ≤ -10 percentage points

*Small base sizes, use caution when reviewing

FACTOR ANALYSIS COMPARISON - RACE

| | Overall Average #Responses | White or Caucasian | Hispanic/Latinx | Asian | Black or African American | Not Listed/ Unknown | Two or More Races |
|---------------------------|-------------------------------|--------------------|-----------------|-------|------------------------------|------------------------|-------------------|
| Responses | | 63 | 11 | 13 | 3 | 11 | 6 |
| Accountability | 96 | 3 | 14 | 4 | 6 | -40 | 8 |
| Commitment | 93 | 0 | 22 | 6 | 9 | -42 | 21 |
| Engagement | 92 | 2 | 20 | -3 | 9 | -38 | 15 |
| Diverse Representation | 91 | 2 | 21 | 1 | 9 | -36 | 0 |

 -4 to +4 percentage points  $X \geq +10$ percentage points  +5-9 percentage points  -5-9 percentage points  $X \leq -10$ percentage points

*Small base sizes, use caution when reviewing

FACTOR ANALYSIS COMPARISON - GENDER & AGE

| | Overall Average #Responses | Female | Male | Non-Binary | Unknown/ Prefer Not to Respond | Age: 20 to 35 | Age: 35 to 44 | Age: 45 to 54 | Age: 55 to 64 | Age: 65 and older | Age: Unknown |
|---------------------------|----------------------------------|--------|------|------------|--------------------------------------|------------------|------------------|------------------|------------------|----------------------|-----------------|
| Responses | | 67 | 19 | 6 | 15 | 13 | 23 | 27 | 18 | 18 | 8 |
| Accountability | 96 | 6 | -4 | 18 | -30 | 17 | 1 | -1 | 8 | 7 | -62 |
| Commitment | 93 | 8 | -14 | 24 | -28 | 19 | 6 | 1 | 8 | -1 | -65 |
| Engagement | 92 | 8 | -14 | 23 | -28 | 19 | 5 | -2 | 12 | -4 | -59 |
| Diverse Representation | 91 | 6 | -9 | 21 | -24 | 9 | 6 | -1 | 13 | 0 | -57 |



-4 to +4 percentage points



X ≥ +10 percentage points



+5-9 percentage points



-5-9 percentage points



X ≤ -10 percentage points

*Small base sizes, use caution when reviewing



OPEN ENDED QUESTION:

What do you think is the most important issue impacting the racial and ethnic climate here in Redmond?

TOP 5 DRIVERS OF INCLUSION

1. Cost of living and affordability, with a growing population of individuals struggling to make ends meet.
2. Bias enforcement by the police and the need for more sensitivity training for law enforcement.
3. Inadequate support for marginalized groups, including the homeless, low-income residents, senior citizens, and individuals with disabilities.
4. Lack of representation and diversity in city leadership and decision-making processes.
5. Need for more programs, services, and opportunities for people of diverse backgrounds, including language and cultural heritage, LGBTQ+ community, and neurodiverse children.

BEST PRACTICES RECOMMENDATIONS

Address economic diversity by providing a social safety net and affordable housing options for vulnerable populations.

Increase DEI training and education for all City leaders, including police and extend participation to school district leaders.

Foster a culture of inclusiveness through cultural events and activities.

Ensure access to mental well-being, community activities, and transportation for senior citizens, and those lacking resources to fully participate.

Implement DEI initiatives with an intersectional lens and make sure all policies and practices are both inclusive and anti-ableist.

Recommendations from Community Members

- Addressing instances of racism more proactively.
- Investing in a social safety net for individuals in need.
- Making the city more affordable for those who are struggling.
- Prioritizing DEI efforts and including everyone in the process.
- Providing more low-to-moderate cost housing.
- Compensating minority community members participating in outreach sessions.
- Providing DEI training for city leaders and police.
- Providing gender-neutral restrooms.
- Creating a sense of community where everyone belongs and feels valued.
- Fostering a culture rooted in welcoming people of all diverse backgrounds.

Recommendations from Community Members

- Providing more accommodations for neurodiverse children.
- Ensuring DEI is approached with an intersectional lens.
- Creating a more inclusive community.
- Providing a place for different people to mingle, such as a summer concert in a downtown park or an indoor market hall.
- Increasing awareness of diverse cultures and languages in city publications.
- Improving access to mental well-being, community activities, and transportation for senior citizens.
- Providing more translation and interpretation services.
- Hiring and recruiting BIPOC persons and BIPOC-led organizations.
- Making public policies and goals in terms of equity.
- Making room for a variety of activities to facilitate inclusion.



OPEN ENDED QUESTION:

What else would you like to tell us about diversity, equity, inclusion, and belonging in the City of Redmond?

TOP 5 DRIVERS OF INCLUSION

1. Cost of living and affordability, with a growing population of individuals struggling to make ends meet.
2. Bias enforcement by the police and the need for more sensitivity training for law enforcement.
3. Inadequate support for marginalized groups, including the homeless, low-income residents, senior citizens, and individuals with disabilities.
4. Lack of representation and diversity in city leadership and decision-making processes.
5. Need for more programs, services, and opportunities for people of diverse backgrounds, including language and cultural heritage, LGBTQ+ community, and neurodiverse children.

BEST PRACTICES RECOMMENDATIONS

Increase accessibility and affordability of low to moderate cost housing: Community members have expressed a need for more affordable and low-income housing options to address the growing population of individuals living on the margins.

Address systemic racism: Community members have raised concerns about systemic racism and its impact on decision-making in the city. The City should work to address this issue through sensitivity trainings and education.

Increase support for marginalized communities: There is a need for the City of Redmond to provide more support to marginalized communities, including the LGBTQ+ community, BIPOC persons, and individuals with disabilities. This can be achieved through hiring and recruitment of BIPOC persons, offering sensitivity training for police, and increasing language and interpretation services.

Increase awareness of diverse cultures and language heritage: The City can increase awareness of diverse cultures and language heritage through city publications and events that celebrate different cultures and traditions.

Provide education and involvement opportunities for all residents: Community members have expressed a desire for increased education and involvement opportunities for all residents, regardless of race, sexual orientation, or political preferences. The City can achieve this by offering classes on moral courage, creating a system navigator service, and promoting a sense of community where everyone belongs.

Recommendations by Community Members

- Affordable Housing: Encouraging the construction of more affordable housing and reducing zoning restrictions to increase the supply of housing.
- Community Outreach and Social Connections: Fostering social connections between diverse groups and promoting community outreach to increase understanding and remove biases.
- Education About Systemic Racism: Providing education on systemic racism and how diverse communities can access services and opportunities.
- Equality in Treatment: Treating everyone equally without giving special treatment to any particular group.
- Affordable Rent: Making rent more affordable, especially for middle-class and lower-middle-class individuals.

Recommendations by Community Members

- Community Spaces: Providing more community spaces for all residents to engage in problem-solving strategies.
- Diverse City Staff: Hiring a more diverse city staff and allowing people of color to volunteer for boards, commissions, and committees.
- Translation of Materials and Events: Making sure all materials and events are accessible to people who speak different languages.
- Legalizing Housing: Legalizing housing everywhere within the city limits to increase the supply of housing.
- Reduced Setback Requirements: Reducing setback requirements to increase the supply of housing.

Community Listening Sessions - Structure, analysis framework, and participation

Design

Timeframe

- July - September 2022

Listening Session Registrants (39 total)

- Four (4) 90-minute sessions

Location

- Video conferencing (ZOOM)

Outreach and Recruitment Strategy

- Phone calls, emails, social media, City of Redmond mailers, City of Redmond newsletters, and collaborative community communication (Redmond stakeholders' advertisement through their communication channels)
- 3rd Party registration site for each session

Objectives

- Understand current community member perceptions and attitudes towards Diversity, Equity, Inclusion, and Belonging in the City of Redmond
- Uncovering perceived gaps and barriers to a diverse and inclusive municipal organization, and equitable community culture
- Identifying key strengths and opportunities to highlight and leverage in a DEI Strategy
- Ideating around preferred future experience and potential steps to achieve desired future state

EXECUTIVE SUMMARY

The city of Redmond has a diverse population and the goal of ensuring that everyone feels seen, heard, and valued is a priority. There are several areas of concern and a need for action, including improving training for City employees and police officers to approach different cultures with sensitivity, providing mental health support, promoting diversity in City staff, supporting affordable housing, improving transparency and accountability, and addressing the shortcomings of past initiatives related to diversity, equity, and inclusion. Some positive examples include community events like festivals, and the work of small non-profit organizations in supporting marginalized communities. The City must work towards creating a more inclusive community by acknowledging its past and promoting equity in all its policies and practices.

General Observations

Highlights

- Emphasizing on diversity and inclusion in the city staff and city employees to make people feel comfortable and heard.
- Providing more affordable housing options and improving the commitment to affordable housing.
- Encouraging corporations to do more outreach and be more involved in the community.
- Improving accessibility and safety for people, especially in public parks and sidewalks.
- Enhancing accountability, transparency and promoting diversity in all aspects of city council and city departments.

Areas of Concern

- Lack of diversity and inclusiveness among city staff and leadership
- Limited transparency and accountability in city government
- Inadequate support for affordable housing
- Lack of community outreach by corporations
- Inadequate support for mental health services
- Lack of effective regional approaches to social and community issues
- Inadequate support for small non-profit organizations working with marginalized communities.

BEST PRACTICES DEI RECOMMENDATIONS

Increase diversity on city staff and employee force, so that people from diverse communities can feel comfortable approaching the city.

Increase transparency, accountability, and honesty in addressing DEI issues.

Ensure that DEI is incorporated into every aspect of city operations and decision-making, not just relegated to a single department or position.

Foster better relationships between the different communities in Redmond and provide opportunities for socializing and getting to know one another.

Increase support for small nonprofits working to provide support and services for marginalized communities.

Improve access to reporting hate crimes and discrimination and make it accessible in multiple languages.

Increase funding and resources for mental health support and shift away from a punishment-based approach to a community-based approach.

Enhance access to city operations and decision-making processes, so that citizens can have a greater impact.

Thank you

Any Questions?

