

City of Westminster Inclusivity Board Strategic Planning – Survey Summary November 30, 2016

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An [ordinance](#) to form the City of Westminster Inclusivity Board was unanimously approved by City Council on Nov. 9, 2015. Council created this advisory board following the recommendations of a task force that had been created to guide the city in matters of diversity, equity and inclusion.

Westminster's Inclusivity Board was appointed in June 2016 and began its work that summer. That fall, the Board honed its focus on gathering community input to develop a strategic plan. Sources of information included the ordinance and prior task force reports, a public forum and this community survey of constituents.

The City of Westminster Communications and Outreach division publicized the survey as follows:

- In all city communications (The Weekly e-newsletter, website, social media);
- In outreach to Spanish media (Telemundo, El Comercio de Colorado, Univision);
- With an eblast to all city Home Owner Association (HOA) contacts;
- Via a WestyCONNECT link to the survey and an eblast to all 550 members;
- In a Facebook “event” and boost, and through Twitter posts;
- To Human Service Board contacts and approximately 30 local grantees as well as to community contacts and leaders (local nonprofits, churches);
- Through City Council promotion;
- As a WestyCONNECT link on the public forum poster to local businesses/city facilities and on the postcard mailing to 5,000 residents in the area where the public forum was held.

Any recipient could also forward the link to their own networks and/or post to personal or neighborhood websites. In fact, the link was sent to City of Westminster volunteers somewhat later in the response period, which ran Oct. 20-Nov. 4, 2016.

These methods of distribution were neither targeted, randomized nor scientific. The survey was also conducted in an ambitious timeframe. The result was a sample of 365 self-selected residents that does not demographically represent the community. Communities of color are underrepresented. In particular, the Latino/Hispanic respondents were less than 9% of the survey total while more than 22% of the city's population is Latino. Perhaps as a result of a last minute push to increase the number of respondents, there was a spike in the response rate that augmented the disproportionate representation of older white people, especially older white women. Interpretations of these results are necessarily limited. Nonetheless, the survey represents an initial attempt to engage the community on a topic that has been prioritized by City Council.

Demographic Findings (Questions 1-8)

Sixty four percent of survey respondents were women. Thirty six percent were men. There were essentially no differences between the responses of men and women. Where the number of respondents in any group was less than 10, no breakout analysis was considered appropriate. Less than one percent of the respondents identified as any other gender category. There were less than 10 respondents in all but one sexual orientation category.

There were less than 10 respondents in these religious categories: Baha’i, Buddhist, Hindu, Jewish, Muslim, Native/Indigenous and Sikh. Therefore, these groups were not included in the analysis. There were 10 or more respondents in each of the following religious categories: Agnostic (49), Atheist (21), Catholic (82), Protestant/Christian (111) and Unitarian (10). There were essentially no differences between these groups on the survey items.

There were less than 10 respondents in the youngest age categories (under 18 and 18-25). There were no meaningful differences between the three older categories (26-40, 41-60 and 61+).

The low number of respondents in different racial and other demographic categories (Table I) limits analysis of those groups. Because the total number of Asian/Pacific Islander participants was exactly 10, comparisons on only one other question (age, where all 10 responded) could be made. With these sampling and time constraints, only a survey overview – rather than a detailed analysis – is appropriate. This overview does, however, include a comparison between white and Latino respondents on some quantitative and qualitative questions, as well as discussion of these findings as they relate to other information in the field.

Table I: Race/Ethnicity (please select one)

Answer Options	Survey Response Percent	Survey Response Count	Westminster Population Percent ⁱ
Asian and Pacific Islander*	2.9%	10	5.9%
African American/Black	1.1%	4	1.6%
Caucasian/White	85.3%	302	80.5%
Latino/Hispanic (any race)	8.5%	30	22.1%
Native American	0.3%	1	1.0%
Two or more, please specify**	2.0%	3 of 7	N/A
Please specify if not listed:		12	N/A
	answered question	354	ⁱ Source: ESRI
	skipped question	11	Exec. Summary Total ≠ 100%

*A wording anomaly in the survey was corrected by combining redundant categories. ESRI data provided by city staff. For questions, please contact Alexa Priddy, City of Westminster Communications/Outreach Coordinator.

**Four participants, as shown by their comments, selected this category in error.

As a group, Latino and Asian/Pacific Islander respondents were younger than their white counterparts (Table II).

Table II: Age

Race/Ethnicity (please select one)

Answer Options	Asian/Pacific Islander	Caucasian/ White	Latino/ Hispanic	Response Percent	Response Count
Under 18	2	3	0	1.5%	5
18-25	0	3	1	1.2%	4
26-40	3	68	11	24.3%	82
41-60	2	127	13	42.0%	142
61+	3	98	4	31.1%	105

Latino respondents had lived in Westminster for less time than white respondents (Table III).

Table III: How long you have lived in Westminster (please select one)					
Answer Options	Race/Ethnicity (please select one)			Response Percent	Response Count
	Caucasian/ White	Latino/ Hispanic			
Less than a year	13	5		5.7%	19
1-4 years	41	8		16.1%	54
5-9 years	39	1		12.2%	41
10-14 years	35	5		12.2%	41
15-19 years	41	2		12.8%	43
20 or more years	130	7		41.1%	138

Survey Findings by Question¹

A copy of survey questions is included in Appendix A. Within the limitations described above, responses to the survey are described as follows.

Question 9: “Rank how welcome you feel at...” Most respondents feel welcome at City of Westminster events and offices, businesses, schools and places of worship. Latino respondents feel less welcome in city sponsored events, activities, facilities and offices than white respondents, though there were not enough responses to determine statistical significance. The two groups felt essentially equally welcome in schools and religious institutions.

Question 10: “What could make you feel more welcome?” Latino narrative responses indicated that **bilingual services, inclusive practices and seeing themselves represented among those staffing the facilities** could make Latino respondents feel more welcome. Sample comments include:

- “To have bilingual staff, people who are fluent in both languages and, if possible, to offer additional languages.”
- “The Latino Culture is very familial and we take our kids everywhere we go. Some times, the dominant culture frowns on active kids and looks down on this practice. The City needs to make a big effort to have people of different races/ethnicities at the front desks and in other positions that understand the nuances of the lives of all people.”

¹ Survey questions may be obtained on request from Alexa Priddy, City of Westminster Communications/Outreach Coordinator.

Out of a total of 302 white survey responses, there were only 70 white narrative responses to Q10. Some were off topic or outside the charge of the Inclusivity Board (e.g., “visiting more often”). Within the purview of the Board, these themes were identified.

- “No problem” or NA (21)²
- Customer service/Personal interaction (21)
 - “... Citizens need treated [sic]as customers first, then treated as an annoyance or inconvenience if necessary, not vice-versa.”
 - “More customer focus from city employees.”
 - “If you were greeted with a smile and hello.”
- Inclusive behavior/practices (8)
 - “Not being judged on appearances.”
 - “Acceptance of all religious backgrounds.”
 - “If they didn’t have different thoughts of you because you are a teen.”
- Signage/Communication (6)
 - “Maybe more signs to direct where to go. Big events are confusing if there are a lot of people.”
 - “More communication and perhaps announcing events (online or print) saying all ages and groups are welcome.”

Question 11: Barriers are described in Table IV. Comments under “not listed or more than one” restated two or more of the options listed (e.g., “all of the above”) or could not be categorized here (e.g., “Lack of business. King Soopers has a monopoly...”).

Table IV: What barriers make it hard for Westminster to be a welcoming community, if any?

Answer Options	Race/Ethnicity (please select one)		Response Percent	Response Count
	Caucasian/ White	Latino/ Hispanic		
Lack of childcare at events	5	3	3.5%	8
Only having information in English	6	3	3.9%	9
Lack of transportation options	23	0	10.1%	23
Lack of housing options	13	0	5.7%	13
Discrimination (race, age, gender, sexual orientation, ability, income, education, etc.)	6	2	3.5%	8
None	116	9	54.8%	125
Not listed or more than one, please specify:	37	5	18.4%	42
			<i>answered question</i>	228
			<i>skipped question</i>	104

Question 12: Best ways to communicate are described in Table V. Comments under “not listed, please specify” restated options listed or gave ideas about specific media outlets or websites, improvements to the City of Westminster’s website and/or staff communications. There were also miscellaneous comments that did not address the question. Board or staff may wish to review those responses.

² Because of survey and time constraints described above, these counts give a measure of the weight of the theme, but response counts within each theme category were not triple-checked! Some responses also fit more than one theme.

Table V: How could the City of Westminster best communicate with you and others in our community? (Check all that apply)

Answer Options	Response Percent	Response Count
Use social media	78.8%	197
Have information in other languages	10.0%	25
Use Spanish language radio, Facebook, magazines or media in other languages	7.2%	18
Get information to my church	7.2%	18
Get information to organizations I get services at	17.6%	44
Not listed, please specify:	26.4%	66
	answered question	250
	skipped question	115

Questions 13, 14 and 15: “In the last two or three years, have you and/or a family member experienced a time when you did not feel you belonged...” (Q13); “... have you or a family member experienced an incident of discrimination in Westminster on the basis of...” (Q14); “...have you or a family member witnessed an incident of discrimination...”

- A higher percentage of Latinos reported a time when they did not feel they belonged or were not treated as a valued member of the community (Q13).
- A higher percentage of Latinos reported that they or a family member had experienced an incident of discrimination, especially on the basis of race, language and citizenship status (Q14).
- A higher percentage of the oldest age group reported that they or a family member experienced an incident of discrimination on the basis of age (Q14).
- Whites more frequently reported witnessing an incident of discrimination directed against others than experiencing such themselves (Q15).
- With regard to witnessing incidents of discrimination (Q15), Latinos were more than twice as likely to have seen race discrimination, and three times as likely to have seen discrimination on the basis of language and 4½ times as likely as whites to have seen discrimination on the basis of citizenship status.
- Although analysis is not appropriate for smaller groups, a visual review of responses for groups with less than 10 responses (e.g., African Americans) on these questions suggest similar patterns for other groups of color. Further investigation would be appropriate.
- Religious discrimination was reported with enough frequency in various responses that it should be noted. Further investigation would be appropriate.

Question 16. (See Appendix A for text.) A scoring anomaly excluded this question from analysis.

Questions 17 and 18. “Top two things... to be more welcoming” and “anything else?”

Themes for answers to both questions were identified and are combined here because of overlap. Sample comments (unedited) are provided to illustrate the theme category. Although a higher percentage of comments from Latino respondents occurred in some of categories, the numbers were not sufficient to do separate analyses. Themes include:

- Programming/Engagement; includes education/conversation through existing or new programs/gatherings (64)

- “Sponsor cultural events with community organizations’ support.”
- “More activities with City of Westminster government officials.”
- “Varied cultural programs, classes, and activities.”
- “Quarterly public meetings to inform public of progress being made.”
- “Events that bring cultures together in meaningful dialogue – meaningful ways.”
- “Have organizations that do monthly events and meetings for blacks as well. Feel more divided in Westminster than Jefferson County.”
- “Provide diversity and inclusivity training to City staff and City Council.”
- Communication/language (57); specific mention of inclusion of other languages, abilities, cultures (29/57)
 - “Help break down language barriers in words and deeds.”
 - “Signs in Spanish, not just English.”
 - “Put more information about the city out to media.”
 - “Provide bilingual services other than English.”
 - “Links to translated information.”
 - “Let people know what’s happening – better marketing.”
 - “Provide interpreter services at City Council Meetings.”
- Insure representation/legal protections (27)
 - “Discourage police profiling.”
 - “Hire disabled and minorities for visible positions.”
 - “Have more people of color on City Boards.”
 - “Require contractors doing business with the city to meet the diverse workforce [requirement] at all levels....”
- Affordable housing (19)
 - “More middle income housing or starter homes and less Mac-mansions.”
 - “Require more affordable housing units in new housing developments.”
 - “Low income housing so we can stay in the city.”
- Other Inclusivity (13)
 - “Parents of autistic children need to know they can trust the police to help and not threaten their special needs kids.”
 - “...My son has been discriminated because he chooses not to participate in religious activities as extracurricular activities in school and is shamed for that...”
 - “Seniors and Single people are part of our population and should not be forgotten. Thanks!”
 - “Make sure that the work of Inclusivity Board is integrated with the work of other boards.”
- General Positive Response (10)
 - “It’s heartening to know that our City government thinks about the concept of inclusivity! And the term itself is a wonderful improvement in terms like ‘tolerance’ or even ‘diversity.’ So Bravo, Westie!”
 - “We love Westminster!”
 - “I have no negative experiences with Adams County or Westminster.”
- Transportation (9)
 - “Access to transportation.”
 - “Senior transportation for medical appointments.”

- Addressing homelessness (9)
 - “Deal with homeless people in South Westminster.”
 - “The homeless people around the kids. Some can be very inappropriate.”

Two other response categories should be noted. Responses in these categories may suggest specific types of communication and programming efforts to ensure understanding of the Board’s charge, mission and goals. These categories are:

- Out of purview or n/a (64). These comments either reflected respondents’ needs in areas other than those for which the Inclusivity Board is charged or simply stated “n/a.”
 - “Downtown area completed.”
 - “Learn to control anger issues.”
 - “More bike paths and educating drivers on how to yield to them.”
 - “Stop building on every open space.”
 - “Contract our waste removal to one trash company to eliminate so many trash trucks.”
 - “More laws protecting wildlife, like prairie dogs, within city limits.”
 - “Lower taxes.”
- Misunderstanding/Negative reaction (33). This type of comment was found only for white respondents. It may include misperceptions or inaccurate assumptions about inclusivity and the Board, as well as strong feelings like those that came to the surface during the 2016 election cycle. Several of these responses appeared under Q10 as well.
 - “I want them to rember [*sic*] that this is America.”
 - “I feel discriminated by being white.”
 - “Just say no to the liberal mindset.”
 - “Stop creating special classes of people and start treating folks based on merit vs. special designations.”

Conclusion

Though extension of these survey results to the entire Westminster community is limited for reasons discussed above, the findings may offer the Inclusivity Board some ideas as it creates its first strategic plan. Some findings – such as themes of transportation, homelessness and affordable housing – may fit within the broad concepts of inclusivity but may best be addressed by existing staff efforts and resources. Other findings suggest the need for further connection with groups who are underrepresented on the survey so that all voices may be considered in achieving City Council’s purpose. To this end, strong themes of programming, communication and representation may help inform strategic goals.

Differences among the only two racial groups with sufficient response numbers to be analyzed separately suggest that, like many other cities, Westminster may benefit from looking at issues of overt and unintentional discrimination, and from ways to address adverse reactions to and misperceptions of this work going forward. Inclusivity is about making sure ALL members of the community are welcome and able to engage in civic life. Creating opportunities to build a shared vocabulary, bring differences together for a common good and address the barriers to participation for everyone will strengthen the fiber of Westminster and help achieve the city’s highest goals.

APPENDIX A

City of Westminster Inclusivity Board Community Survey

Intro

The City of Westminster created the Inclusivity Board in November 2015. This Board advises City Council and advocates for the entire community on issues of inclusivity in order to foster a climate of inclusion. The full ordinance can be found at <http://www.ci.westminster.co.us/CityGovernment/CityCode/Title11/InclusivityBoard>.

Your answers to this survey are very important. We are working to gain feedback from all parts of our community so we can set our priorities and build our first strategic plan. Please take this survey and help us make Westminster the best place for all of us to live!

All responses are optional, and your responses to this survey are anonymous. You can SKIP ANY QUESTION YOU DO NOT WANT TO ANSWER. This survey should take approximately 15 minutes.

Thank you for taking time to be part of this exciting opportunity.

Demographic Questions

1. Race/Ethnicity (please select one)
 - Asian
 - African American/Black
 - Caucasian/White
 - Latino/Hispanic
 - Native American
 - Asian or Pacific Islander
 - Two or more, please specify:
 - Please specify if not listed:

2. Gender Identification (please select one)
 - Female
 - Intersex
 - Male
 - Genderqueer
 - Transgender

- Please specify if not listed:

3. Age

- Under 18
- 18-25
- 26-40
- 41-60
- 61+

4. First language/language spoken at home (please select all that apply)

- American Sign Language (ASL)
- Cantonese
- Chinese
- English
- Farsi
- German
- Hmong
- Japanese
- Korean
- Laotian
- Navajo
- Spanish
- Vietnamese
- Russian
- Please specify if not listed:

5. Religion

- Agnostic
- Atheist
- Baha'i
- Buddhist
- Catholic
- Hindu
- Jewish
- Muslim
- Native American/Indigenous
- Protestant (Christian)
- Sikh
- Unitarian
- Please specify if not listed:

6. Current living situation (please select all that apply)

- Own my own home

- Rent my home
 - Live with spouse or partner
 - Live with family or friends
 - Temporarily staying with family or friends
 - Staying at a shelter or hotel
 - Living in a vehicle/currently homeless
 - Please specify if not listed:
7. Citizenship status (please select one)
- U.S. Citizen
 - U.S. Citizen – Naturalized
 - Dual Citizen
 - Permanent Resident
 - International
 - Please specify if not listed:
8. How long you have lived in Westminster (please select one)
- Less than a year
 - 1-4 years
 - 5-9 years
 - 10-14 years
 - 15-19 years
 - 20 or more years

Survey Questions

9. Rank how welcome you feel at:
- City sponsored events and activities
 - City facilities and municipal offices
 - Businesses/shops
 - Schools
 - Places of worship
 - Not listed, please specify:

Scale:

- not at all welcome
- not very welcome
- somewhat welcome
- quite welcome
- completely welcome
- Never been/not applicable

10. What could make you feel more welcomed at these locations you ranked above? (limit response to 25-30 words or less)
11. What barriers make it hard for Westminster to be a welcoming community, if any? (Check all that apply)
- a. Lack of childcare at events
 - b. Only having information in English
 - c. Lack of transportation options
 - d. Lack of housing options
 - e. Discrimination (could be on the basis of race, age, gender, sexual orientation, ability, income, education, etc.)
 - f. Not listed, please specify:
 - g. None
12. How could the City of Westminster best communicate with you and others in our community?
- a. Use social media
 - b. Have information in other languages
 - c. Use Spanish language radio, Facebook, magazines or media in other languages
 - d. Get information to my church
 - e. Get information to organizations I get services at
 - f. Not listed, please specify:
13. In the last two or three years, have you and/or a family member experienced a time when you did not feel you belonged or were not treated as a valued member of the community?
- a. Never
 - b. Seldom
 - c. Once in a while
 - d. Sometimes
 - e. Frequently
14. In the last two or three years, have you or a family member **experienced** an incident of discrimination in Westminster on the basis of any of the following? (check all that apply)
- a. Race/ethnicity
 - b. Gender identity
 - c. Sexual orientation
 - d. Language
 - e. Religion
 - f. Age
 - g. Ability
 - h. Citizenship status
 - i. Not listed, please specify

- j. Not applicable
15. In the last two or three years, have you or a family member **seen** an incident of discrimination in Westminster that was directed against someone else on the basis of any of the following? (Check all that apply)
- a. Race/ethnicity
 - b. Gender identity
 - c. Sexual orientation
 - d. Language
 - e. Religion
 - f. Age
 - g. Ability
 - h. Citizenship status
 - i. Not listed, please specify
 - j. Not applicable
16. What issues are most important for the Inclusivity Board to focus on in their advisory capacity to City Council? (Rank in the order of greatest to least important with 1 being most important and 6 being least important.)
- a. Availability of information in languages other than English
 - b. Knowing how to get help with affordable housing
 - c. Access to cultural events in Westminster
 - d. Access to affordable transportation options
 - e. Anti-discrimination efforts in municipal government
 - f. Fair laws, policies and practices
 - g. Educational programs about topics related to diversity, equity and inclusion
 - h. Advocacy for those who do not have equal access to services and resources
 - i. Not listed, please specify:
17. What are the **top two** things the City of Westminster could do to help our city be more welcoming and/or inclusive?
18. Is there anything else you'd like the Westminster Inclusivity Board to know?