
Advancing Racial Equity Online Survey Report

February 22 to March 18, 2016

*Prepared for Metro by
JLA Public Involvement, Inc.*

I. EXECUTIVE SUMMARY

1) INTRODUCTION

Metro hosted an online survey between February 22 and March 18, 2016 to solicit feedback from the public about Metro's equity strategy. In 2010, the Metro Council adopted equity as one of the region's six desired outcomes. The equity strategy is an organizing framework initiated by the Metro Council in 2012 to incorporate and apply equity more consistently across its program, policies and services – in collaboration with community, city and county partners. The online survey asked *three key questions* related to actions Metro can take to improve its policies, programs and services in order to advance equity:

- What should Metro *prioritize* in order to advance equity?
- What should Metro *measure* in order to know it is successful in advancing equity?
- What else can Metro do to address equity in the region?

1,194 survey responses were submitted. This executive summary outlines the main themes provided by the public through the online survey. The full report provides a summary of responses to each question in the online tool.

2) EQUITY PRIORITIES

Participants were asked to choose three areas that Metro should prioritize in order to advance equity. Over half (55%) said that **collaborating more with communities of color** should be a top priority. 45% said that Metro should prioritize hiring, training and promoting a **racially diverse workforce**, and 36% said Metro should prioritize providing more **investment opportunities** to support small businesses owned by or community based organizations that serve people of color.

3) MEASURES OF SUCCESS

Participants provided suggestions for what Metro should measure to determine whether it is successfully advancing equity. The survey listed three example measures of success, and these received a high level of support by many participants. They included:

- A higher percentage of Metro contracts are awarded to minority/woman owned firms.
- Racial diversity is increased at all employment levels at Metro, including management positions.
- More people of color visit Metro destinations and participate in services.

Participants provided many other potential measures. Overall, the greatest support was for the following measures of success:

- **An increase in racial diversity at all employment levels at Metro—particularly** at the management and decision-making level. Many noted that the makeup of Metro’s workforce should reflect the diversity of the region’s community, and that a more diverse workforce will be better able to provide programming and services that meets the needs of the broader community.

While most of the comments supported increased racial diversity and contracts as a measure of success, there was some **concern about hiring and contracting based on race**. Some noted that the main qualification for employment or contracting should be merit and skill—not ethnicity, and would prefer a “color-blind” hiring practice.

- **More people of color visit Metro destinations and participate in services.**
- **A higher percentage of Metro contracts are awarded to minority/woman owned firms.**
- **An increase in participation and feedback from communities of color**—particularly participation in decision-making and advisory roles. Survey participants suggested that Metro track engagement levels of people of color at its meetings, forums, surveys, workgroups, committees, and other efforts. In particular, participation at the decision-making level should be tracked. A successful outcome would be when the demographic participation at Metro’s forums, meetings, and advisory boards reflects the diversity of the Metro area.
- **Workforce/employment levels in the region reflect the diversity of the population.** An increase in regional workforce diversity and a general increase in minority employment—especially in management positions— would be a measure of success.
- **Increase in the number of minority-owned small businesses** in the region, and their level of long-term success.
- **Reduction in racial disparities across major life outcomes.** This includes areas such as income equality, graduation rates, unemployment rates, and crime rates—as well as increased affordable housing and homeownership by minorities. Success could be measured by reduced disparities between minority and white residents, as well as more targeted investments in areas that have been traditionally underserved.
- **Increased number of Metro staff that attend trainings to increase cultural awareness and proficiency,** and that can show that they have a good understanding of diversity and equity issues. This could include monitoring outcomes of the trainings to determine how trainings change the way Metro provides services and programming.

4) OTHER ACTIONS METRO CAN TAKE

Participants provided suggestions for what else Metro can do to advance equity in the region. Their responses ranged from comments on the types of programs or policy areas that Metro should focus on;

how Metro conducts business and internal hiring; how Metro can support other businesses and partners; outreach and engagement techniques; and Metro's role in equity-related work.

Support for Program and Policy Areas that Metro Should Focus On

Many people supported efforts to **increase the availability of affordable housing** and to address the housing crisis and shortage of housing in the Metro region—noting that housing security is a crucial first step to improving the quality of life for minority and low-income populations.

Many people supported efforts to **improve the quality of education and access to education** in the region. They noted that good quality public schools is the best way to pull people out of the cycle of poverty, and is an equitable way to improve opportunities for all people.

Many comments support efforts to **promote and support jobs** in the region. People would like to see increased focus on jobs creation and infrastructure that supports jobs and economic development. Many people supported efforts to increase the availability, access and quality of **public transportation to serve low-income and minority communities**.

Defining Equity and Metro's Role

Some expressed concern that **promoting equity is not part of Metro's charter** and that Metro should not use funding to promote equity in the region. Some of these people felt that it might be appropriate for Metro to promote diversity within its own workplace, but not beyond that. They suggested that Metro **focus on equality and fair treatment** of all people rather than treating some races differently.

Outreach and Engagement

Many suggested that Metro focus on efforts to get input from and **directly engage with racially diverse/minority organizations and individuals**. They suggested that Metro specifically seek out hard-to-reach communities using non-traditional and creative methods. They showed support for efforts by Metro to develop information and marketing targeted to low-income and minority individuals, to help make them more aware of Metro services and opportunities.

Doing Business

Many suggested that Metro focus on internal **equitable hiring practices** such as focused recruitment of minority job applicants, valuing cultural competency and equity-building skills as a means for promotion, and ultimately hiring a more diverse workforce, particularly at the management level.

Many would like to see Metro **engage in more partnerships** (especially paid partnerships) with **organizations that serve people of color** and minority-owned businesses.

II. SUMMARY OF RESPONSES

1) WHAT SHOULD METRO PRIORITIZE IN ORDER TO ADVANCE EQUITY?

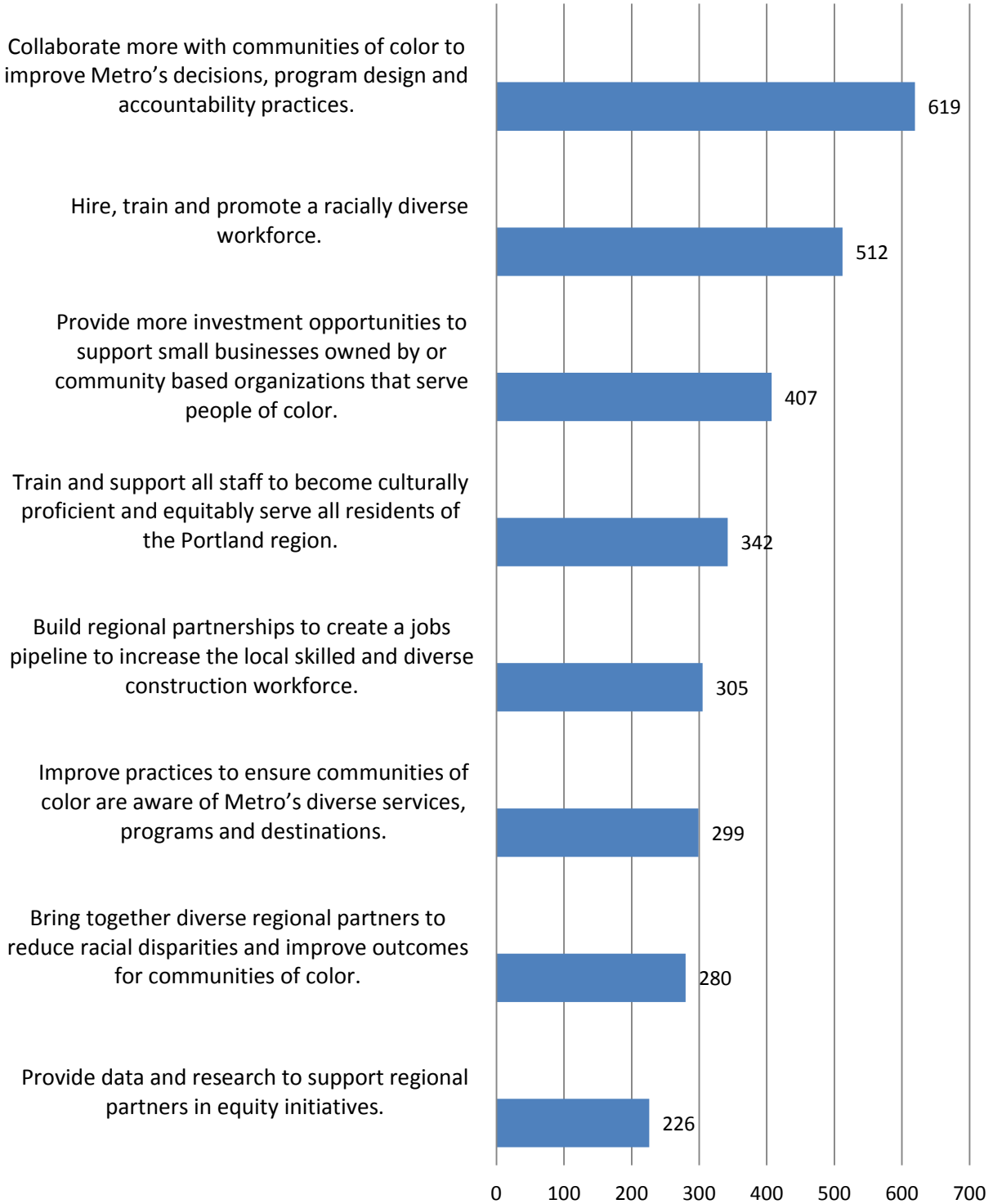
Participants were asked to choose three areas that Metro should prioritize in order to advance equity, from the following list of nine priority areas:

- Bring together **diverse regional partners** to reduce racial disparities and improve outcomes for communities of color.
- Provide **data and research** to support regional partners in equity initiatives.
- **Collaborate more with communities of color** to improve Metro’s decisions, program design and accountability practices.
- Hire, train and promote a **racially diverse workforce**.
- Train and support all staff to become **culturally proficient and equitably serve** all residents of the Portland region.
- Improve practices to ensure **communities of color are aware** of Metro’s diverse services, programs and destinations.
- Create safe, welcoming and multicultural **environments and experiences** at Metro destinations.
- Provide more **investment opportunities** to support small businesses owned by or community based organizations that serve people of color.
- Build regional partnerships to create a **jobs pipeline** to increase the local skilled and diverse construction workforce.

1,134 people provided a response to this question. Over half (55%) said that **collaborating more with communities of color** should be a top priority. 45% said that Metro should prioritize hiring, training and promoting a **racially diverse workforce**, and 36% said Metro should prioritize providing more **investment opportunities** to support small businesses owned by or community based organizations that serve people of color.

The chart below shows how many people selected each of the nine options as a top priority:

What should Metro prioritize in order to advance equity?



2) WHAT SHOULD METRO MEASURE BASED ON YOUR PREVIOUS CHOICES? IN OTHER WORDS, HOW WOULD WE KNOW IF WE'RE SUCCESSFUL?

845 people provided a response to this open-ended question. Many people agreed with the three evaluation measures provided as examples in the survey:

- A higher percentage of Metro contracts are awarded to minority/woman owned firms.
- Racial diversity is increased at all employment levels at Metro, including management positions.
- More people of color visit Metro destinations and participate in services.

Below is a summary of the measures of success suggested by survey participants for each of the priority areas. Additionally, some participants suggested measures that apply more broadly to regional equity.

Priority Area #1: Bring together diverse regional partners to reduce racial disparities and improve outcomes for communities of color.

Most suggestions centered on two types of evaluation measures: 1) reducing racial disparities across major life outcomes, and 2) an increase in the number of regional partnerships made.

Many said that an indicator of success would be that **racial disparities across major life outcomes are reduced**. This includes areas such as income equality, graduation rates, unemployment rates, and crime rates. Some suggested that Metro map out a baseline of these outcomes as they exist today to determine where disparities exist, and whether areas are being equitably served. This mapping could help Metro and regional partners target investments and monitor results over time.

Another indicator of success would be an **increase in number of regional partnerships with minority groups** and groups that represent communities of color. Participants suggested that Metro track the number of partnerships that it develops, as well as the workforce diversity of these partners.

Priority Area #2: Provide data and research to support regional partners in equity initiatives.

Comments centered on two main themes: 1) the quality of data and research and 2) the need to involve people of color in research design and measuring.

Many stressed the importance of **well-designed measures and data collection methods**. Respondents noted that poorly designed research or under-developed measures could skew results. They suggested

setting up statistically valid ways to measure Metro’s equity goals, and involving neutral outside agencies to validate research design. Some also suggested continuous monitoring every few years and reporting out results in order to track progress and make course corrections as needed.

Some respondents suggested **involving diverse community members in developing measures** and data collection. They noted that, in particular, the conversation about priorities, desired outcomes, and what to measure should involve the affected populations. A couple of people suggested that Metro contract with data scientists of color in determining research design.

A few people suggested that Metro **track how it is publishing and distributed data** and research to regional partners; and how partners are using the data to support their equity initiatives.

Priority Area #3: Collaborate more with communities of color to improve Metro’s decisions, program design and accountability practices.

Nearly half of respondents that commented on this priority area said that a measure of success would be **increased participation and feedback from communities of color**. Participants suggested that Metro track engagement levels of people of color at its meetings, forums, surveys, workgroups, committees, and other efforts. In particular, participation at the decision-making level should be tracked. A successful outcome would be when the demographic participation at Metro’s forums, meetings, and advisory boards reflects the diversity of the Metro area. Some added that Metro could survey **how people of color feel when they attend these events**, including questions on whether they feel welcome and heard. A few commented that Metro should measure *all* forms of diversity of participation—including racial, income, gender and age.

Many also said that a measure of success would be an **increase in number of people of color involved in decision making** and program/policy design at Metro, including involvement in leadership and advisory roles, such as on Metro Council and higher level advisory committees.

Some suggested that Metro track the **number of meetings it conducts specifically for people of color**—such as listening sessions, focus groups, and meetings held in diverse neighborhoods; as well as the **number of community based organizations and communities of color that Metro works with** and their engagement level. Success would be measured by an increase in these targeted meetings and an increase in Metro's engagement with leaders of minority communities. Some noted that Metro should ask community leaders how they would want to be involved, and provide them with leadership role in developing goals and outreach programs for their communities.

Some suggested that Metro measure **what percentage of ideas** that come from communities of color are implemented.

A few suggested that Metro **hire minority consultants** or groups to help Metro find better ways to collaborate to address equity and to evaluate Metro's practices. They noted the need for external monitoring to increase transparency and accountability.

Priority Area #4: Hire, train and promote a racially diverse workforce.

Over half of the respondents that commented on this priority area agreed that success could be measured by an **increase in racial diversity at all employment levels at Metro**. Many noted that it is especially important that diversity be increased at the management and decision-making level. Many said that the makeup of Metro's workforce should reflect the diversity of the region. Some suggested that Metro measure not only racial diversity—but other minority classifications such as age, gender, and sexual identity.

About a quarter of respondents agreed that Metro would know it is successful in this priority area if a **higher percentage of Metro contracts are awarded to minority/woman owned firms**. Some noted that the percentage of contracts should reflect the demographic makeup of the region, while some wanted an even greater percentage of contracts to be awarded to minority/woman owned firms.

While most of the comments supported increased racial diversity and contracts as a measure of success, some were **concerned about hiring and contracting based on race**. They noted that the main qualification for employment or contracting should be merit and skill—not ethnicity, and would prefer a “color-blind” hiring practice. They were concerned about reverse discrimination, and about the negative perception that a race-based hiring practice could create (i.e., a perception that people of color were hired to fill a quota, not because they have the requisite skill).

Participants provided these other measures related to promoting a racially diverse workforce:

- Level of **targeted outreach and recruitment to communities of color** so that they know about job and contracting opportunities (such as outreach targeted to low-income neighborhoods and schools).
- **Equal pay** across races and genders in the same position at Metro, as well as equity in promotions.
- **Increase in job applications** from minority applicants.
- Level of **job retention** by minorities at Metro (including racial and gender minorities).
- Number of **trainings by Metro to minority-owned contractors** on the bidding process.

Priority Area #5: Train and support all staff to become culturally proficient and equitably serve all residents of the Portland region.

Nearly all of the suggested measures for this priority area centered on measuring **the number of Metro staff that successfully complete trainings to increase cultural proficiency and awareness, as well as monitoring outcomes** of the trainings. Some suggested that Metro require diversity training for all new employees, or require annual diversity training with all Metro staff. Some suggested that a measure of success would be the percentage of staff that can pass cultural competency tests, and that cultural competency be considered in promotions and performance reviews.

Some participants suggested that Metro monitor the outcomes of trainings. For example, staff could periodically be surveyed on how they are using the diversity training, and whether/how they have changed procedures or attitudes as a result of training. Metro could provide mentoring and coaching for staff who need additional support, as shown by continual monitoring.

Priority Area #6: Improve practices to ensure communities of color are aware of Metro's diverse services, programs and destinations.

Nearly three-quarters of participants who commented on this priority area agreed that a measure of success would be **more people of color visit Metro destinations and participate in services**. Some suggested that participation levels should mirror the ethnic makeup of the region.

Some people suggested **surveys or interviews with people of color** to measure their level of awareness of Metro's services and programs, as well as their perceptions and experiences with Metro services. Some suggested targeted surveys with people of color before and after they experience Metro's services, programs and marketing to rate their experience. Others suggested that Metro interview or survey a representative sample of people of color to assess their feelings on Metro's impact on their lives and their understanding of Metro's role in the region.

Some respondents said that a measure of success would be an increase in the **amount of targeted marketing/outreach** that Metro conducts using techniques to reach diverse populations, including immigrant populations. This could include direct outreach at churches, grocery stores, libraries, and other locations that diverse communities use; as well as outreach materials written in simple, easy-to-understand language. Some suggested that Metro locate more services and events in racially diverse communities.

Priority Area #7: Create safe, welcoming and multicultural environments and experiences at Metro destinations.

Nearly all comments on this priority area suggested that Metro **measure how communities of color rate their experience of Metro destinations**. This could take the form of surveys with communities of color, to ask them how they feel about the services Metro provides; whether environments are safe and multicultural—and what could be done better. Another measure could be a decrease in complaints and charges of discrimination from people of color, as well as more accolades of Metro from people of color and organizations that represent people of color.

Other measures suggested include:

- Provide more resources in different languages and translations at Metro destinations.
- Document efforts made to create safe, welcoming and multicultural environments. This could include, for example, diverse staff and programming at Metro destinations and special events held to celebrate different cultures.
- Increase in collaborations with communities of color to make destinations more welcoming.

Priority Area #8: Provide more investment opportunities to support small businesses owned by or community based organizations that serve people of color.

Participants identified two main measures of success: 1) increase in the number of minority-owned small businesses, and 2) increase in financial and mentoring resources to support new minority-owned businesses.

Many suggested that Metro **measure the increase in the number of new small businesses created**, especially those owned by people of color and other minorities. Metro could also continue to monitor these businesses to see how many remain successful and stay in business long-term. Similarly, Metro could measure the number of minority-owned businesses that move out of the Portland area due to gentrification.

The second main measure of success suggested is an **increase in the resources—financial and otherwise—to support minority-owned businesses**. Many suggested that Metro track the number of small businesses that seek and receive support, and the degree of support. Many would like to see programs to provide leadership skills and other skills to help businesses succeed. Some suggested an increase in financial assistance, grants, and low-interest loans to support new minority-owned businesses and community based organizations that serve people of color. Some also suggested that Metro check in with small business owners to see if their opportunities and success improved as a result of receiving resources. A few would like to see a mentorship program in which established business community members provide guidance to new business owners.

Priority Area #9: Build regional partnerships to create a jobs pipeline to increase the local skilled and diverse construction workforce.

Most respondents said that a measure of success would be an **increased number of minorities gaining construction jobs** and being awarded contracts. Some suggested that the goal should be a construction worker pool that matches the region's racial diversity, as well as an increase in the number of minorities in leadership and management positions. Others noted that increased wages in the construction field should be the goal.

A few respondents suggested that **Metro work with partners and organizations to support more training and hiring of minority employees**. This could include, for example, working towards some tax incentive or funding source to organizations and businesses to hire and train minority employees; or working with school districts to provide career training. The goal of such a program would be to create a larger pool of skilled, qualified minority employees and to decrease minority unemployment.

General Measures

Many people provided measures of success that could apply across a wide range of priority areas, or that spoke to broader equity concerns in the region. The top measures of success included:

- **Workforce/employment levels in the region reflect the diversity of the population.** Many respondents said that an increase in regional workforce diversity and a general increase in minority employment—especially in management positions— would be a measure of success. Some noted that the goal should be similar employment rates for whites and ethnic minorities. A few wanted to see balanced employment rates and levels of pay across the region among men and women.
- **Increased access to education and better education outcomes.** Some suggested that Metro measure whether all people and neighborhoods in the region have the same access to education, as well as high school graduation rates by demographics. Some added that equal access and usage of educational opportunities will decrease racial inequalities across other key life outcomes.
- **Increased investments in areas/neighborhoods that have been traditionally underserved.** Some suggested that Metro map access to opportunity across the region to a broad range of needs and services, such as jobs, schools, transportation and parks—as well as mapping out the level of investments made in communities. Levels of investment could be adjusted based on findings that some communities are not being adequately served. Some also suggested that Metro measure spending on programs (including grants) that benefit minorities against total program spending.
- **Reduced displacement and increased neighborhood diversity.** Some suggested that Metro map out and track where people of color are living, to measure the intensity of gentrification and to

determine if Metro projects are contributing to displacement. A measure of success would be fewer people moving out of inner Portland due to increases in rent and housing costs, as well as more integrated neighborhoods with low-income and affordable housing interspersed in existing neighborhoods.

- **Increase in wages and earnings of people of color in the region.** A measure of success would be income growth for minorities and a close in the median income gap between white and non-white workers.
- **Increase in access to affordable housing** and decreased level of homelessness by minorities.

A few people mentioned that other measures of success would include a reduction in health disparities, lower crime rates, increased safety, reduced number of minorities in prisons, reduced pollution in the region, increased access to fresh foods, and an increase in racial diversity of the Portland area.

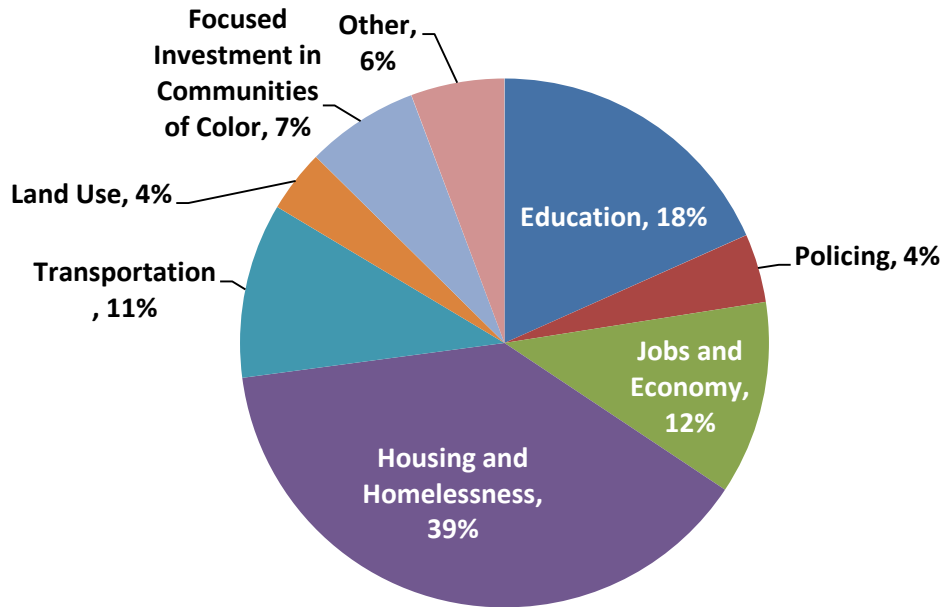
Additionally, approximately 5% of survey participants who answered Question #2 expressed that they do not support Metro's efforts to advance equity in the region. Many of these people said that advancing regional equity is not part of Metro's role or charter. Some noted that the goal should be equality, and that giving special treatment to some races is discriminatory to others. Others were concerned about use of tax dollars for this work.

3) WHAT ELSE CAN METRO DO TO ADDRESS EQUITY IN THE REGION?

683 people provided a response to this question. The responses ranged from comments on the types of programs or policy areas that Metro should focus on; how Metro conducts business and internal hiring; how Metro can support other businesses and partners; outreach and engagement techniques; and Metro's role in equity-related work.

Support for Program and Policy Areas

Approximately half of all people who responded to this question made comments related to the kinds of programs and policy areas that Metro should focus on. The chart below shows the percentage of people that supported investment in various policy and program areas. Most commonly, people want to see Metro address issues related to **housing and homelessness**, and to promote **education** as a means to break the cycle of poverty. There was also heavy support for investment that **support and promote jobs** and investing in, particularly **public transportation** in low-income and minority areas.



Housing and Homelessness

Many people supported efforts to **increase the availability of affordable housing** and to address the housing crisis and shortage of housing in the Metro region. Participants noted that housing security is a crucial first step to improving the quality of life for minority and low-income populations. Most commonly, people supported **rent control** or measures to reduce rent increases; **increased supply of affordable housing** within existing areas and close to jobs and transportation to create mixed-income and diverse neighborhoods. People provided support for actions to **reverse the effects of historic redlining**, and calling on Metro to **support inclusionary zoning**. Some want to see Metro work with cities to establish rental projections and help people of color find affordable housing.

Many people also supported policies and efforts to **reduce or reverse gentrification**. They would like to see efforts made to reduce the number of historic homes that are torn down and replaced with more expensive dwellings. They also support programs or subsidies to help displaced people of color to return to their historic neighborhoods. Some suggested that Metro work on efforts to require developers to abide by equity-building rules, such as requiring developers to build some set percentage of new units as affordable housing.

Several people also support efforts to address **homelessness** in the region by providing more shelters and services to the homeless population.

Education

Many people supported efforts to **improve the quality of education and access to education** in the region. They noted that good quality public schools is the best way to pull people out of the cycle of poverty, and is an equitable way to improve opportunities for all people. While some supported a focus on education for all, others supported efforts to **improve schools in low-income and minority areas** and

underperforming schools through grants and targeted assistance. Some also supported afterschool programs and early childhood education, particularly for low-income and minority students.

Some wanted to see Metro use schools as an avenue to provide information to students and their parents about Metro and its services. There were also some comments in support of specific types of education outside of the K-12 environment, such as English classes and financial education classes.

Jobs and Economy

Many comments support efforts to **promote and support jobs** in the region. People would like to see increased focus on jobs creation and infrastructure that supports jobs and economic development. Comments in support of jobs went one of two ways. On one hand, many support **job training programs** and incentives to companies that provide job training, as well as job training and placement programs for youth and teens. On the other hand, many suggested that Metro support efforts to **place fewer restrictions on employers** so they can hire more employees. They would like to see Metro be more pro-business.

Some suggested that Metro provide courses or presentations at community colleges and high schools on **how to get work at public agencies**, and the types of available opportunities. Some suggested that Metro staff of color do the presentations to encourage minority interest in government jobs.

Some comments expressed support for efforts to create higher paying jobs and **address income inequality** between whites and minorities

Transportation

Many people supported efforts to increase the availability, access and quality of **public transportation to serve low-income and minority communities**. People noted that good transit is crucial to provide access to jobs and needed services. Several also supported investment in biking and walking. Some advocated for more **affordable transit fares**.

Focused Investment in Underserved Areas

Some people supported efforts to **focus investments in minority and low-income neighborhoods**, particularly transportation and housing projects. They noted that the historic lack of investment in neighborhoods such as East Portland warrants increased attention to lift up these areas.

Some also noted that, generally, Metro should engage in efforts to find root causes and solutions for the **most pressing issues for communities of color**. These include issues such as job access, food security, affordable housing, and education. Some noted that people of all demographics should have equal access to great services.

Land Use

Some people made comments related to Metro's role in land use decisions. Some suggested that Metro **consider race and poverty when making land use decisions**; for example, by considering where jobs and housing are placed and access for low-income and minority neighborhoods. Several people wanted to see limited expansion of the Urban Growth Boundary and limited sprawl, so that people can live closer to jobs and services. Some also advocated for more efforts to **reduce environmental racism**.

Policing

Some people supported efforts to work with local cities and counties to **reduce discrimination by law enforcement**. They suggested programs to reduce racial profiling by police and TriMet officials. Some suggested more **community policing** so that officers and the community would have stronger relationships.

Other Policy Areas

Some people made other comments, suggesting that Metro focus on programs to:

- Support families and parenting, since strong family relationships can help reduce the effects of poverty.
- Improve safety, especially neighborhood safety.
- Improve access for people with disabilities.
- Reduce government subsidies and welfare. Instead, encourage people to work.

Defining Equity and Metro's Role

Nearly a quarter of responses focused on defining Metro's role in addressing equity, as well as the need to define equity goals.

Approximately 5% of respondents who answered Question #3 expressed concern that **promoting equity is not part of Metro's charter** and that Metro should not use funding to promote equity in the region. Some of these people felt that it might be appropriate for Metro to promote diversity within its own workplace, but not beyond that. Another 5% were concerned that focusing on race and differences between people only results in **creating more inequality**; they would prefer that Metro **focus on equality and fair treatment** of all people rather than treating some races differently, in an effort to be "color blind." They expressed that including race in decision-making leads to discriminating against other people.

On the other hand, there were some that would like to see Metro address equity in the region, but wanted clearer definitions around what that means. Some said that Metro should be sure to **define equity**, have **clear goals** around equity, and supporting documents and research that confirm the racial inequities that exist in the region. Several were concerned that focusing on **racial equity is too**

limiting—and would like to see Metro’s efforts expanded to consider inequity related to income, age, LGBTQ status, disability, etc.

Several people expressed support for addressing equity in the region, and suggested that Metro **apply an equity lens** to all of its major projects and decisions. Some supported Metro’s efforts in **gathering and providing data and research** to other groups and jurisdictions to support their equity and diversity efforts. Several people want to see Metro support local government and partners to help them research and implement their local equity initiatives; noting that **Metro should be a model for how to "do equity" and inspire others**.

Several commented that Metro should focus on gathering quantifiable data and statistics to learn about the most pressing needs related to equity and diversity, and to focus its efforts on the highest priorities. Several also commented that Metro has done sufficient studying and planning, and should move towards **taking action** to address equity as soon as possible.

Outreach and Engagement

Around 20% of responses focused on ways that Metro can improve outreach and engagement to better serve and include diverse participants.

Direct and Targeted Engagement

Most of the comments related to engagement suggested that Metro focus on efforts to get input from and **directly engage with racially diverse/minority organizations and individuals**. They suggested that Metro specifically seek out hard-to-reach communities using non-traditional and creative methods. Some suggested that Metro meet individuals in their own communities, and ask questions or discuss topics that the communities care about. They suggested that Metro staff of color lead the engagement, and that Metro have **more of a presence in neighborhoods of color** and at events that minorities attend. The goal of engagement should be to involve people of color in decision-making and to actually implement their ideas. Some suggested partnering with churches, providing interpretation at meetings, and siting more Metro services and events in diverse neighborhoods.

Information and Marketing

Many comments supported efforts by Metro to develop information and marketing targeted to low-income and minority individuals, to help make them more aware of Metro services and opportunities. They noted that materials should be easy to understand and translated into different languages so that communities of color, low income, and immigrant communities can understand and know about services. Some also suggested that Metro written materials include more inclusive languages and images of minority people.

Other Comments on Outreach and Engagement

Several people suggested that Metro implement these other ideas to increase engagement by diverse communities in Metro events and services:

- Keep up the conversation on racial equity and get more people to participate.
- Sponsor and coordinate more cultural celebrations and events so that people learn to tolerate and respect other cultures. This could include food, cultural displays, and art-based programs to bring communities together and honor diversity and heritage.
- Provide reduced ticket prices for zoo and other Metro destinations so that people with lower incomes can participate.
- Implement programs to bring youth of color to visit Metro parks and natural spaces.
- Focus on engagement that brings diverse people together in the same room so they can hear each other's perspectives.
- Participate in equity-related events and forums hosted by communities of color.

Doing Business

Around 15% of comments related to how Metro can be more equitable in the way it does business and hires employees, or how Metro can support minority-owned businesses and employees.

Many suggested **equitable hiring practices** such as focused recruitment of minority job applicants, valuing cultural competency and equity-building skills as a means for promotion, and ultimately hiring a more diverse workforce, particularly at the management level.

Many would like to see Metro **engage in more partnerships** (especially paid partnerships) with **organizations that serve people of color** and minority-owned businesses. Some suggested that Metro contract with local/minority-owned businesses whenever possible, provide larger-value contracts to partner community based organizations to conduct equity-related work, and provide more financial support to community organizing groups. On the other hand, a few people commented that Metro should hire and contract with the best qualified candidates and organizations—regardless of race.

Some suggested that Metro focus on offering or requiring **cultural competency and diversity training** for its staff, including information on existing inequities in the region and best practices for engaging people of color.

Other suggestions around ways that Metro could improve its internal and business practices include:

- Require Metro contractors and vendors to meet equity and diversity goals or standards.
- Seek more diversity and minority leadership on Metro Council.
- Develop a Metro summer jobs/internship program for youth, especially youth of color.

A few people provided suggestions for how Metro can **support minority-owned businesses**, including:

- Providing grants and financial resources to support minority owned businesses
- Establish mentorship and leadership-building programs for new woman and minority-owned businesses.

4) ADDITIONAL COMMENTS ABOUT THE TOPICS OR QUESTIONNAIRE.

224 people provided additional comments.

Many participants felt that **minority and underrepresented communities should have the most influence over this type of process** in order to promote equity. It would be beneficial to improve Metro's transparency by increasing information output and ensuring that the materials provided are not simplified based on the communities being targeted. They suggested that Metro consider developing strategies to encourage and build minority representation at Metro meetings. There was also strong support for increasing the diversity of Metro employees.

There was general support for Metro's equity efforts, with many feeling that a main priority should be unifying the different communities throughout Portland. However some felt that Metro should not be involved in this type of process and stressed that equality should be the city's focus, not just equity.

Many participants identified **housing** as well as **unemployment** as key components of inequity in Portland. It was suggested that Metro promote these policy areas by providing incentives to developers and job suppliers to provide affordable housing options and increasing job opportunities. Some felt that the issue with hiring from at-risk communities is that often individuals lack the experience and qualifications necessary to compete. It was suggested that Metro invest in educating these populations in order to better prepare them for success in the future. **Homelessness** was an issue mentioned often, with many expressing concern over the method of masking the homeless problem rather than addressing the causes. They said it would be beneficial for Metro to provide services to those immigrating to Portland from other countries to ensure their success. It was also mentioned that Metro seek to ease the transition for individuals exiting the prison system to ensure future success.

Participants felt that **creating connections and access to services for at-risk communities is a priority**. They said it is important to address the underlying and systemic racism that has caused gentrification and lack of success. Tackling these issues is crucial to providing equity.

Many felt that **identifying communities based on race or ethnicity is ineffective and could result in further divisiveness**. Some at risk communities may not trigger concern based on race or ethnicity, but due to culture, suffer similar inequities. They cautioned that Metro should ensure that the identification process does not disregard these communities during this effort.

Some noted that **younger generations** have proven to have a stronger interest in equity and diversity issues and their input should be sought out.

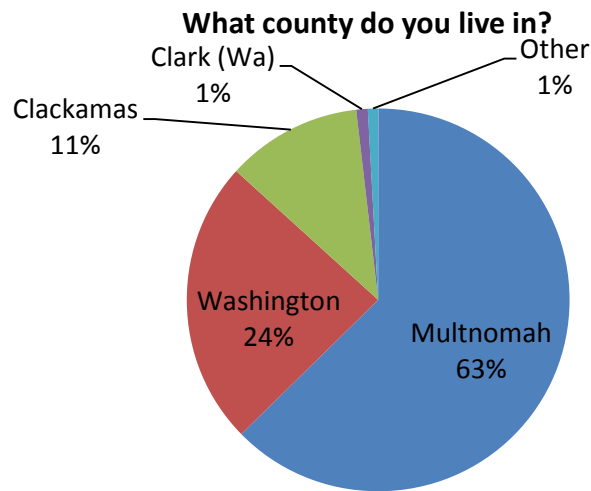
5) DEMOGRAPHIC INFORMATION

Participants were asked to provide demographic information to help Metro know if we are hearing from people across all races/ethnicities, ages and income levels on these important decisions

Geography: County

Most respondents (63%) said that they live in Multnomah County, 24% said they live in Washington County, and 11% said they live in Clackamas County.

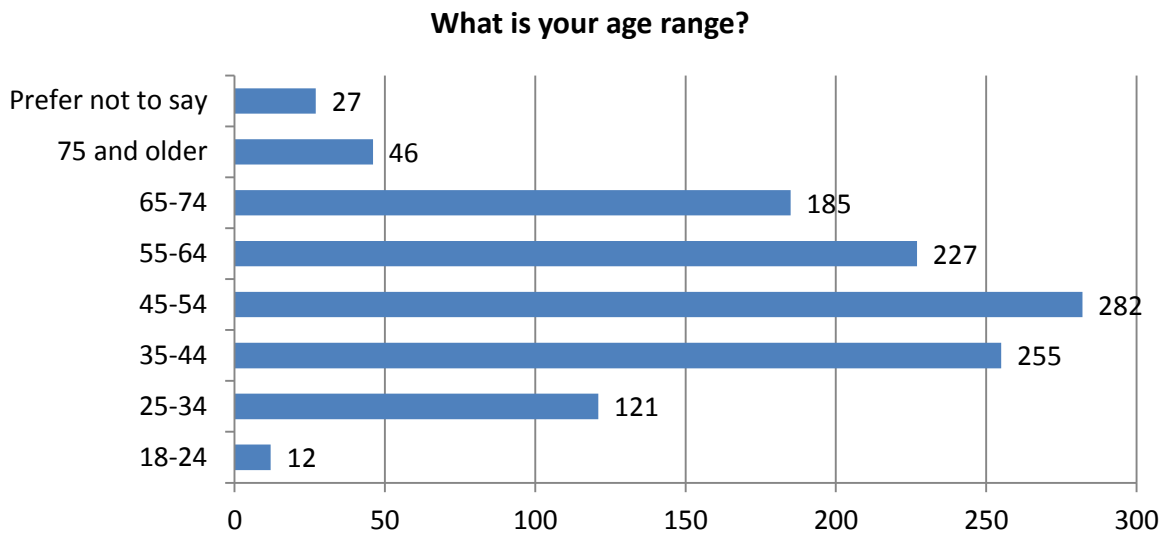
| | Count | Percent | Regional population |
|-------------------------------------------------|-------------|---------|---------------------|
| <i>Respondents to this demographic question</i> | 1146 | | |
| Clackamas | 131 | 11% | 17% |
| Multnomah | 718 | 63% | 49% |
| Washington | 276 | 24% | 34% |
| Clark (Washington State) | 11 | 1% | n/a |
| Other | 10 | 1% | n/a |



Age

Participants indicated their age range. 25% said they are between the ages of 45-54, 23% between 35-44, and 20% between 55-64.

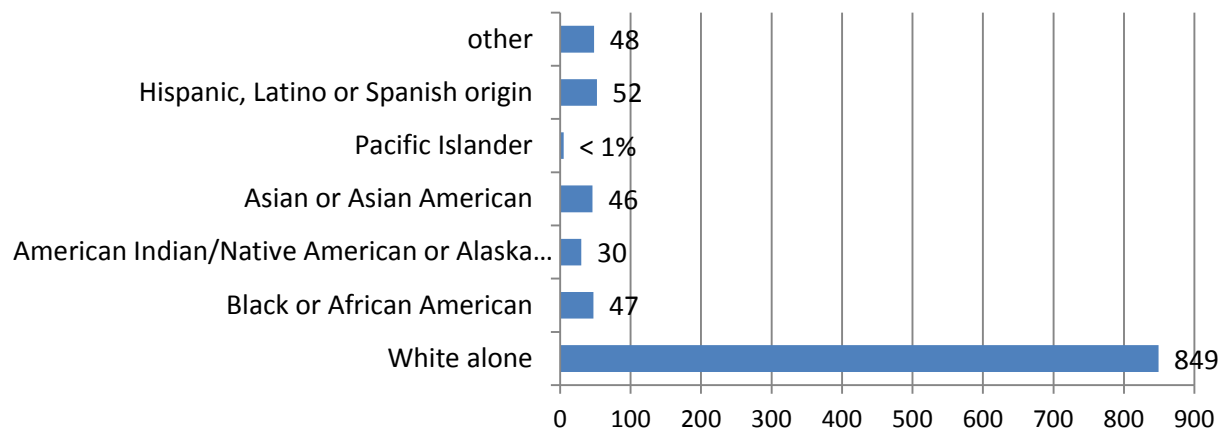
| | Count | Percent | Regional population |
|-------------------------------------------------------------|-------------|---------|---------------------|
| <i>Respondents (1155) minus "Prefer not to answer" (27)</i> | 1128 | | |
| Younger than 18 | n/a | n/a | 23% |
| 18 to 24 | 12 | 1% | 9% |
| 25 to 34 | 121 | 11% | 16% |
| 35 to 44 | 255 | 23% | 15% |
| 45 to 54 | 282 | 25% | 14% |
| 55 to 64 | 227 | 20% | 12% |
| 65 to 74 | 185 | 16% | 6% |
| 75 and older | 46 | 4% | 5% |



Race/Ethnicity

| | Count | Percent | Regional population |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---------|---------------------|
| Respondents were asked to pick all that apply and choose “other” or offer more specificity. ^{1 2} <i>Respondents (1150) minus “prefer not to answer” or similar comment expressing dissatisfaction with the inclusion of the question (114)³</i> | 1036 | | |
| White alone⁴ | 849 | 82% | 73% |
| Black or African American | 47 | 5% | 5% |
| American Indian/Native American or Alaska Native | 30 | 3% | 2% |
| Asian or Asian American | 46 | 4% | 9% |
| Pacific Islander | 5 | <1% | 1% |
| Hispanic, Latino or Spanish origin | 52 | 5% | 12% |
| other (please describe) or offer more specificity | 48 | 5% | 6% |

What is your race/ethnicity?



¹ Race/ethnicity categories were simplified to allow for correlation with U.S. Census data on race and ethnicity.

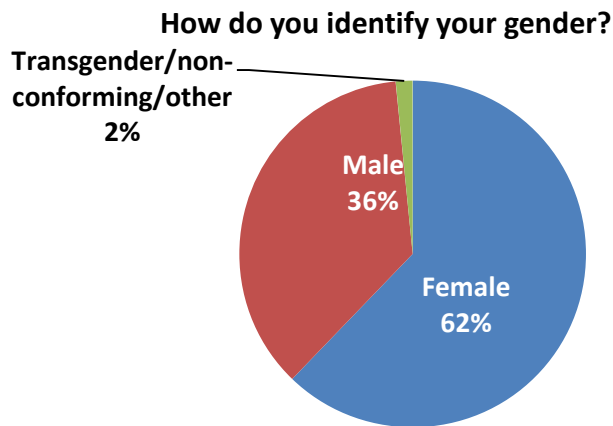
² Since respondents could choose more than one ethnicity, totals add to more than 100 percent.

³ Eighteen comments questioning, objecting to or protesting the inclusion of this question were removed from the “other” category, including “human” or the like, and were added as tallies to “prefer not to answer,” as appropriate. Responses such as “American,” or “American of European descent” were left as self-identified ethnicities in the “other” tally.

⁴ Since the ethnicity question is asked to determine if Metro is reaching diverse communities, responses were reviewed to calculate the number of respondents who were white and no other ethnicity.

Gender

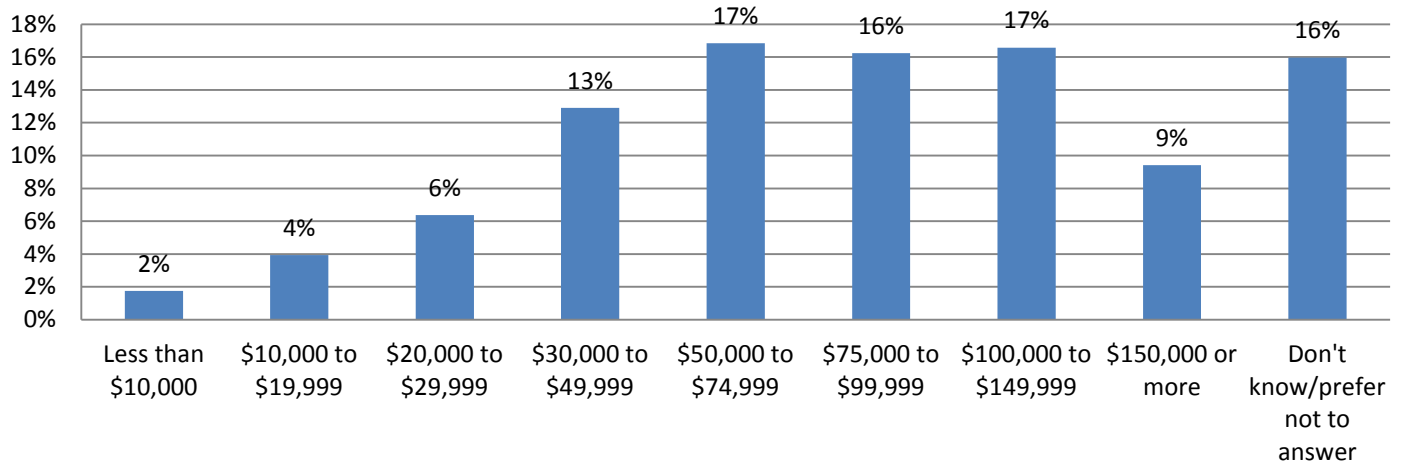
| | Count | Percent | Regional population |
|-------------------------------------------------------------------|-------------|---------|---------------------|
| Respondents (1145) minus “prefer not to answer” (60) ⁵ | 1085 | | |
| female | 675 | 63% | 51% |
| male | 393 | 36% | 49% |
| transgender/non-conforming/other | 17 | 2% | n/a |



Annual Income

Participants provided the range of their annual income.

Which of the following best represents the annual income of your household before taxes?



⁵ Though no U.S. Census correlation for additional gender categories, these categories were expanded to include additional gender identifications.

Disability

Participants indicated whether they live with a disability. 87% said no or prefer not to answer.

- 3% said they have a hearing difficulty (deaf or having serious difficulty hearing)
- 1% said they have a vision difficulty (blind or having serious difficulty seeing, even when wearing glasses)
- 3% said they have a cognitive difficulty (because of a physical, mental or emotional problem, having difficulty remembering, concentrating or making decisions)
- 4% said they have a ambulatory difficulty (having serious difficulty walking or climbing stairs)
- Less than 1% (2 people) said they have a self-care difficulty (having difficulty bathing or dressing)
- Less than 1% (4 people) said they have independent living difficulty (because of a physical, mental or emotional problem, having difficulty doing errands alone)