

# Concord Diversity, Equity, Inclusion Commission Community Survey results

April 19, 2023



THE TOWN OF  
**CONCORD**  
MASSACHUSETTS

# Agenda

- About the survey
  - Methodology
- Results
  - Demographics
  - Comfort and inclusion
  - Discrimination
- Moving forward
  - Next steps



# Other surveys in Concord



<i>2020 Town Government Survey</i>	Rate the overall quality of services provided by the Concord Town Government.	<b>1,189</b>	2020 Bi-annually since 2006
<i>Envision Concord - Bridge to 2030</i>	Survey conducted as part of the town long-range planning process.	<b>458</b>	2017
<i>Tree Preservation Survey</i>	Survey conducted to assess resident opinions with respect to tree preservation.	<b>327</b>	2016
<i>Concord DEI Community Survey</i>	The survey is intended to gather data for the Town of Concord to inform our diversity and inclusion initiatives. Applied on-line and on paper.	<b>626</b>	2022-2023

# Methodology



## Survey

- Developed in-house
- 56 questions, 164 items

## Distributed via:

- Social media, Posters, Mailing campaign

## Date and Time Period:

- 20 minutes.
- 11/14/22 to 03/31/23

## Total responses received:

- 626 responses

## Objective:

The Diversity, Equity, and Inclusion Commission of the Town of Concord, created and appointed by the Concord Select Board is **seeking the input of people who reside, study, or work in Concord**, on issues of diversity, equity, and inclusion **to understand their perspectives and experiences on these issues.**

## What are the results for:

The survey is intended to gather data for the Town of Concord to inform our diversity and inclusion initiatives.



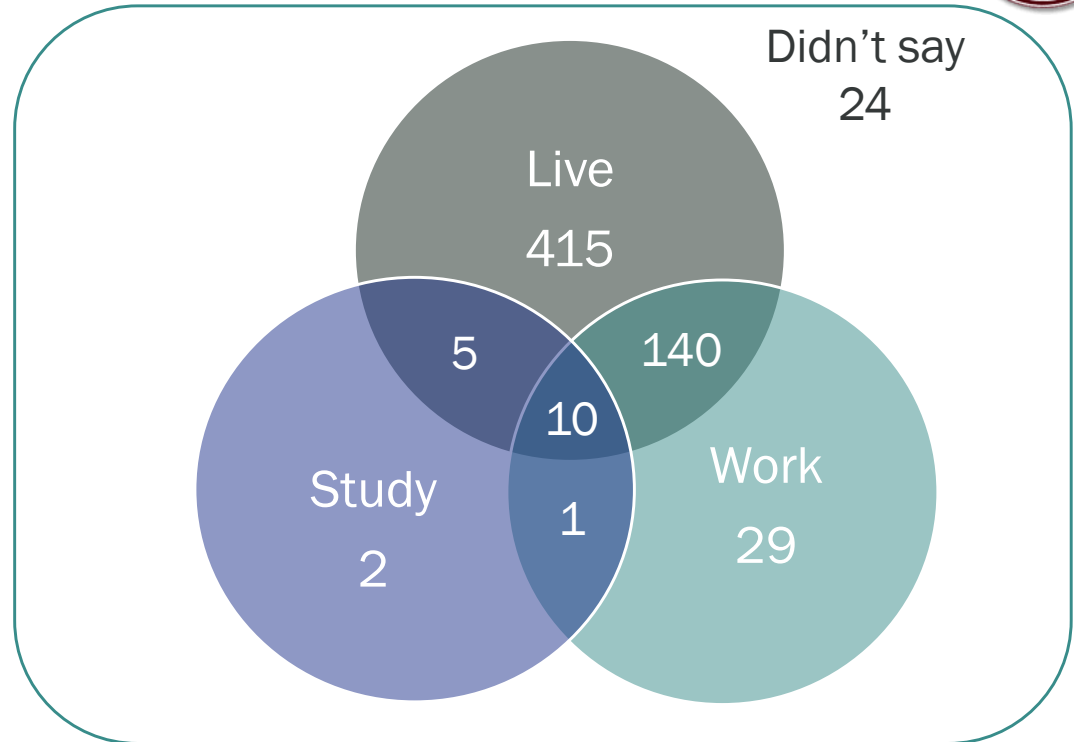
# Who responded to the survey?

Concord DEI Survey Results

# 6 out of 10 Survey respondents live in Concord but work elsewhere



In Concord:	Total
Live	570
Study	18
Work	180



# What Concord's diversity looks like among Survey respondents



Women



56.6%



Racial



19.2



Non-native  
speakers



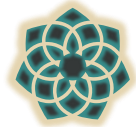
9%



Single  
mothers



14.2%



Ethnic



47.1%



Religious



25%



LGBTQ+



9.85



Disability



22.2%



Income  $\leq$  \$50 k



2.7%



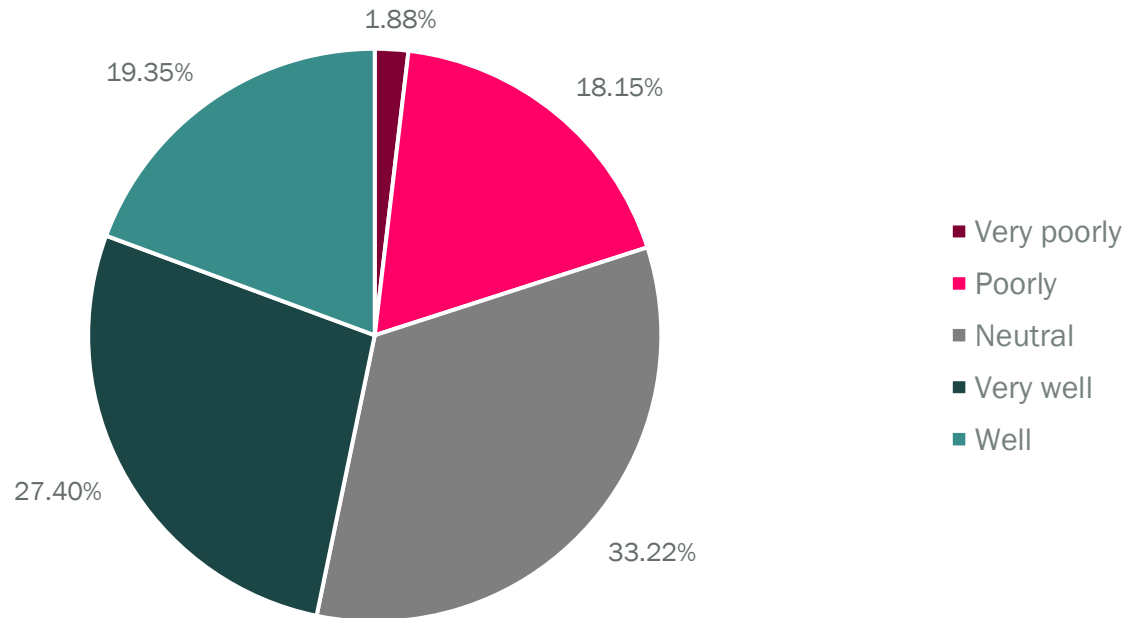
# Comfort and inclusion results

Concord DEI Survey results

# 60% of respondents say Concord is doing well or very well at creating a welcoming community vs. 20% of people who say it is doing either poorly or very poorly



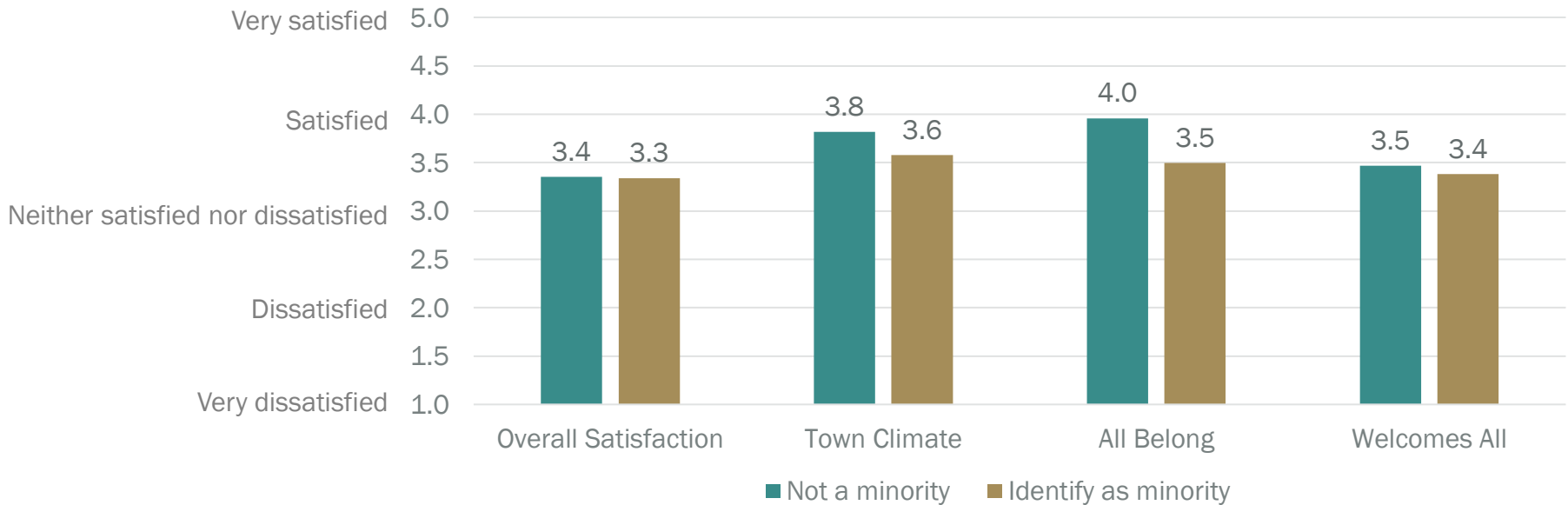
Concord's success in creating a welcoming environment for all members of the community?



# Respondent satisfaction with Concord and perception of belonging trends positive with minorities rating slightly lower



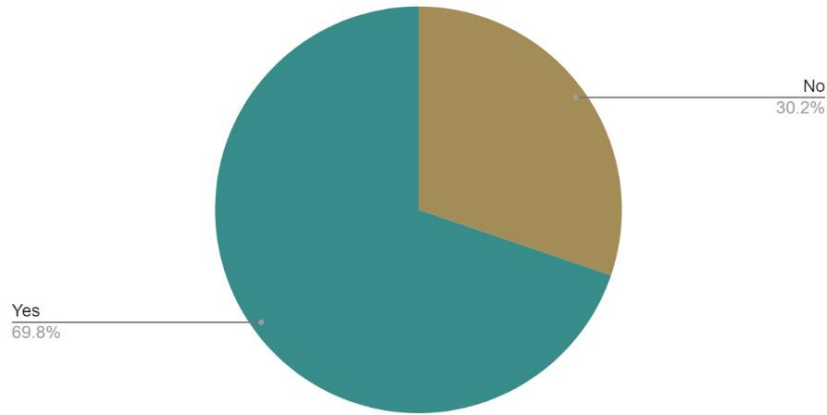
Overall satisfaction with Concord and perception of belonging



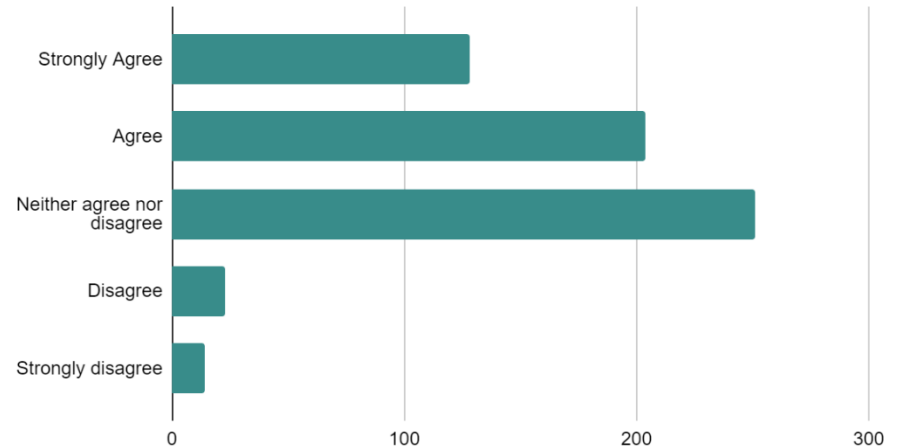
# 30.2% of respondents perceive the language used by the Town of Concord as Disrespectful vs 69.8 who perceive it as Respectful



Majority of Respondents perceive the language used by the Town of Concord as Respectful



The Town of Concord uses appropriate and inclusive language in communications with the community.



# How can Concord use more inclusive language?

Those who disagree or strongly disagree believe that Concord could start using inclusive language, do more efforts and acknowledge its diversity



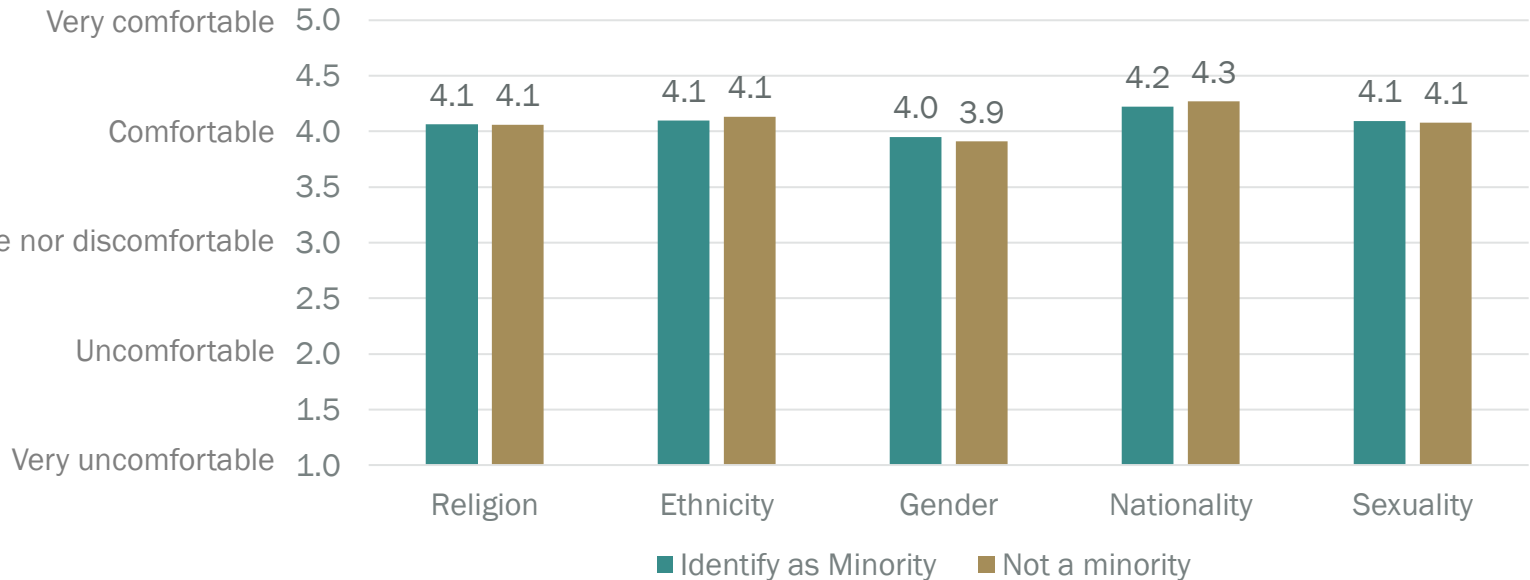
Why do you disagree or strongly disagree that ToC uses appropriate inclusive language in its communications?



# On average, respondents feel comfortable discussing issues in the community



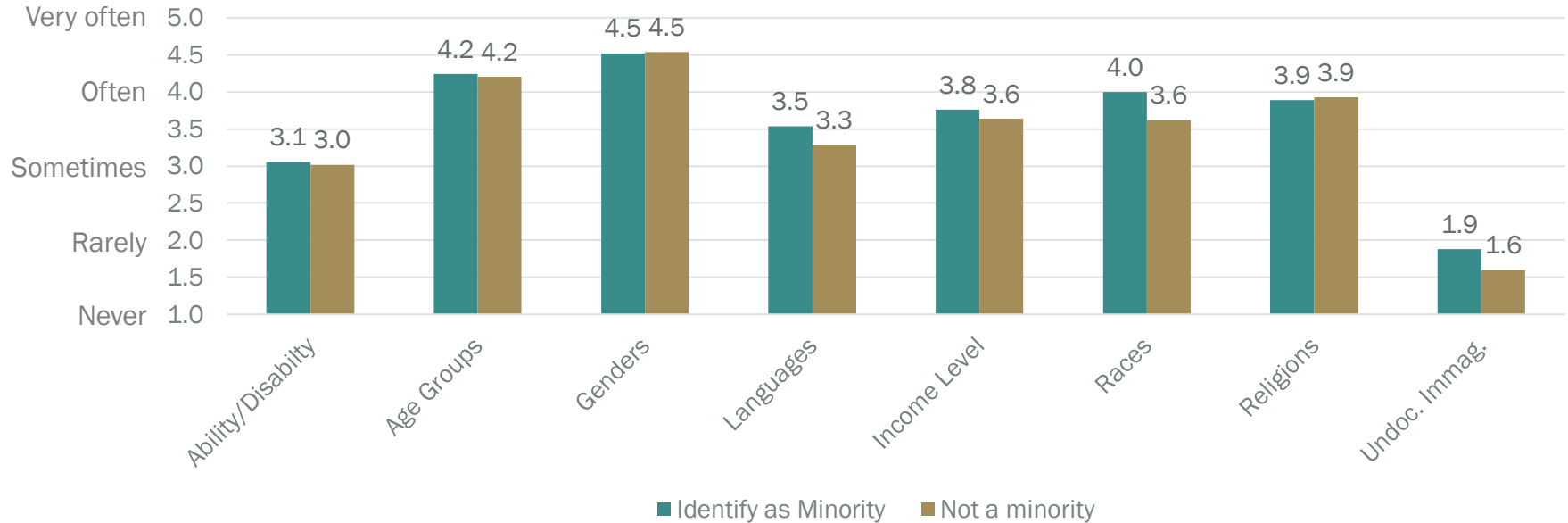
Average level of comfort discussing issues in the Community



# Frequency of interactions with other groups is varied



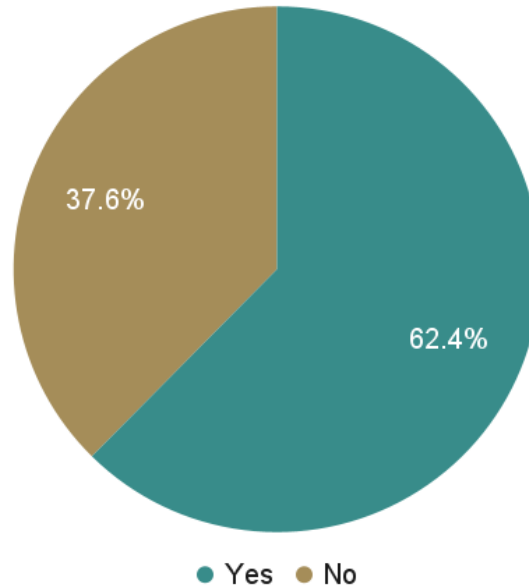
Frequency in interactions with other...



# 66% of respondents mention having witnessed or experienced at least one type of discrimination in Concord



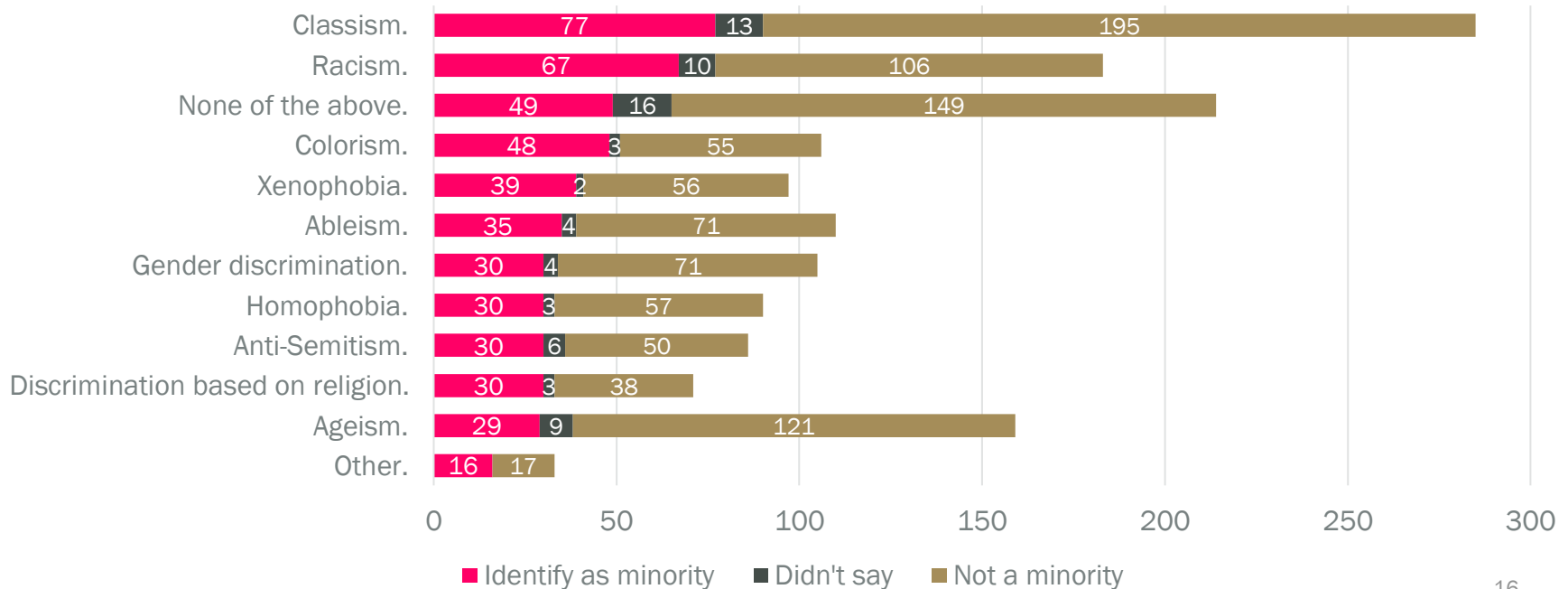
Percent of respondents who have witnessed or experienced discrimination  
In the Town of Concord



Minorities reported more discrimination based on class, race and color. Non-minorities reported the main incidents of discrimination based on class, age and race.



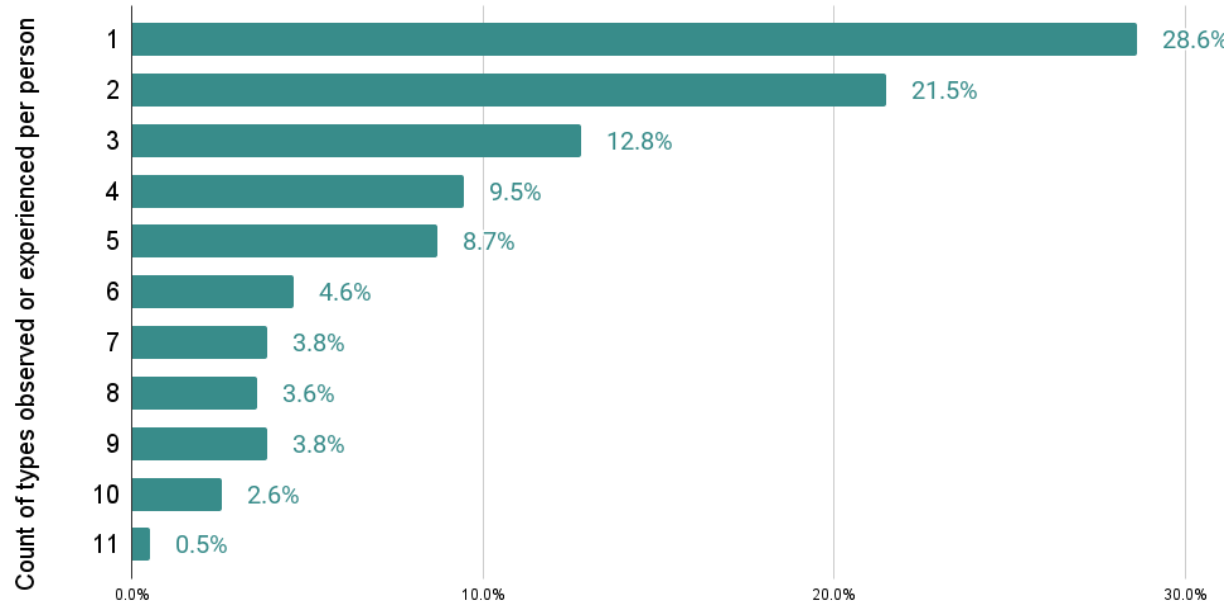
Types of discrimination witnessed or experienced by minority



72% of respondents who have experienced or witnessed discrimination have witnessed more than one type.



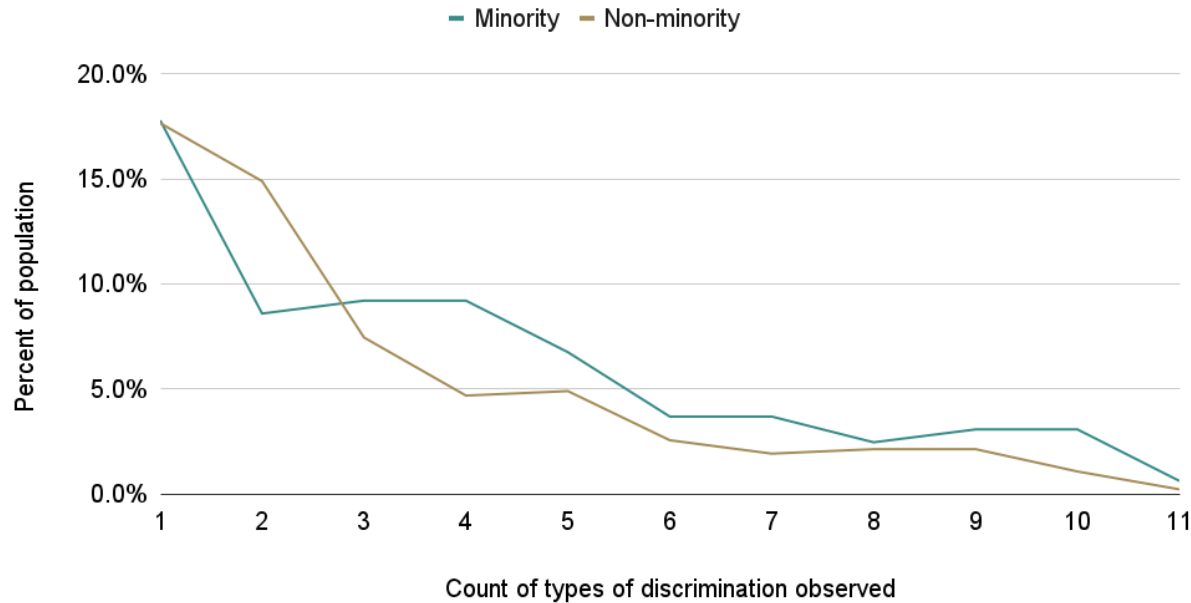
Types of Discrimination Witnessed or Experienced per Respondent  
In the Town of Concord



# Respondents who identified as Minorities reported observing and experiencing more discrimination



Distribution of Types of Discrimination Witnessed or Experienced per Respondent  
 Comparing the Experience of Minorities vs non-Minorities in the Town of Concord

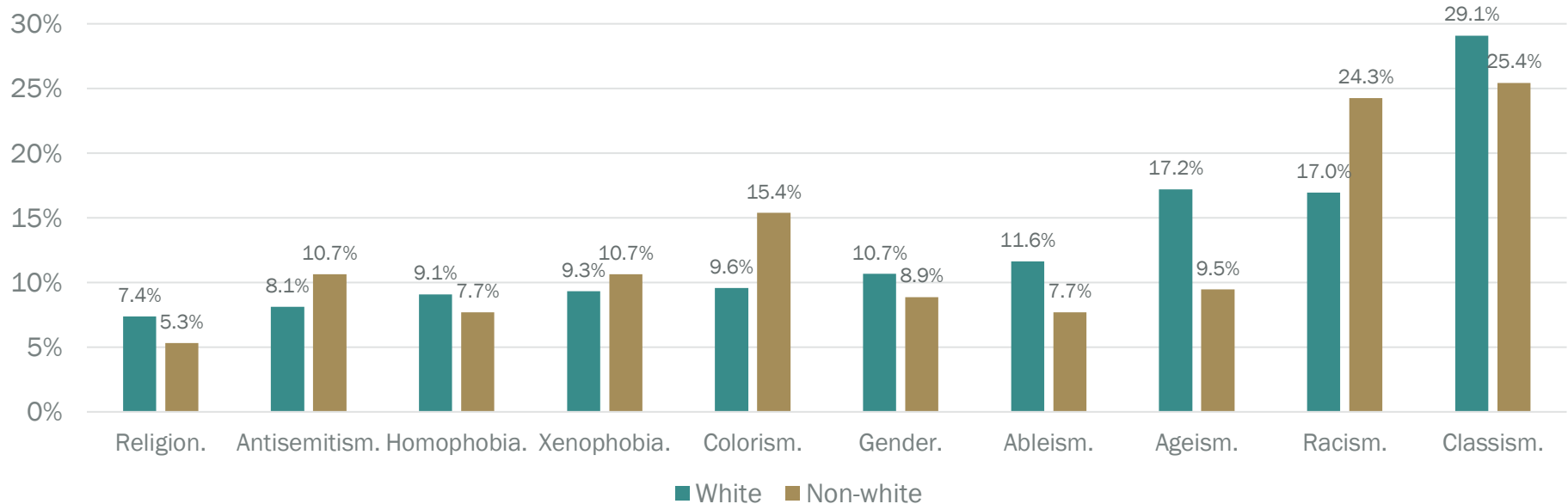


Incidents of discrimination per person	
Minority =	2.6
Non-minority =	1.9
Respondents that have witnessed or experienced discrimination =	3.4
Total Respondents =	2.1

# Distribution of types of discrimination reported by respondents who identify as white vs. respondents who identify as non-white



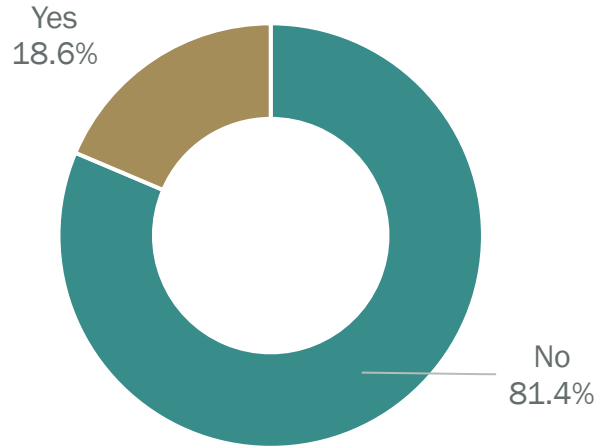
Distribution of types of discrimination reported by white vs. non-white respondents



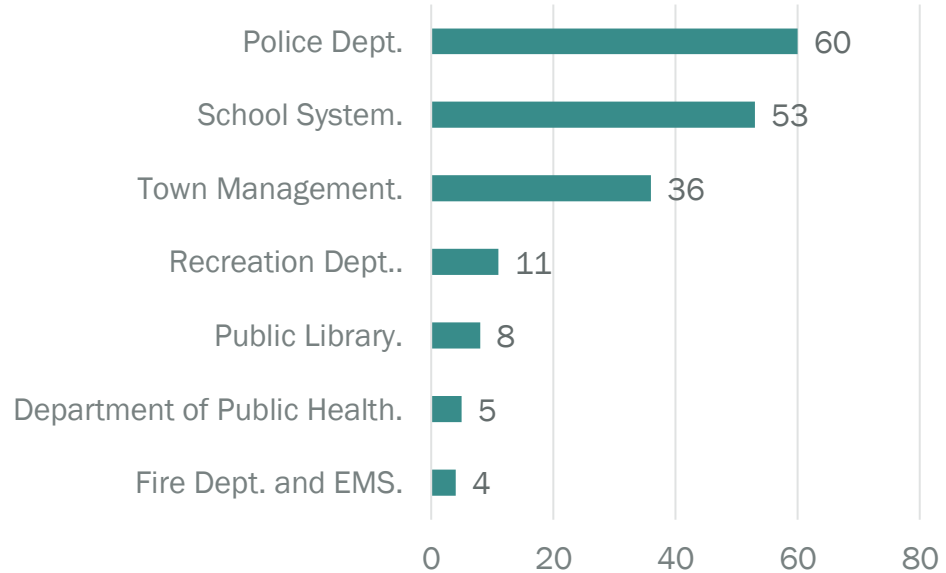
# Almost 20% of respondents reported having experienced unfair treatment from a Town Office



Have you or other people you know, ever been treated unfairly during an interaction with a Concord Public Service or office?



By which Concord Public service or Office?



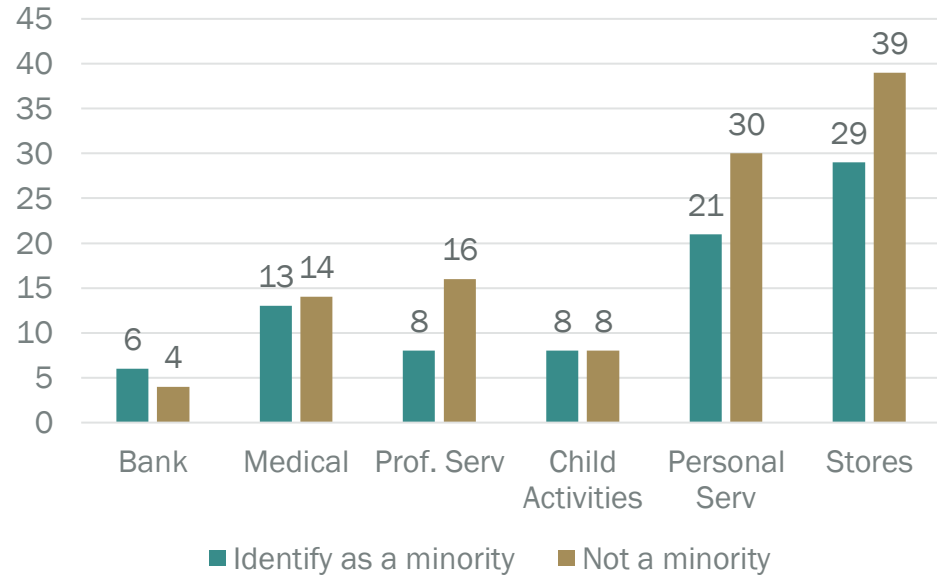
# Incidents of being treated unfairly in private venues

67.7% of respondents have experienced any unfair treatment from private venues in Concord.

Other venues that were reported are:

- Private clubs (2)
- Historic Commission (1)
- Skilled trades (1)
- Public restrooms (1)

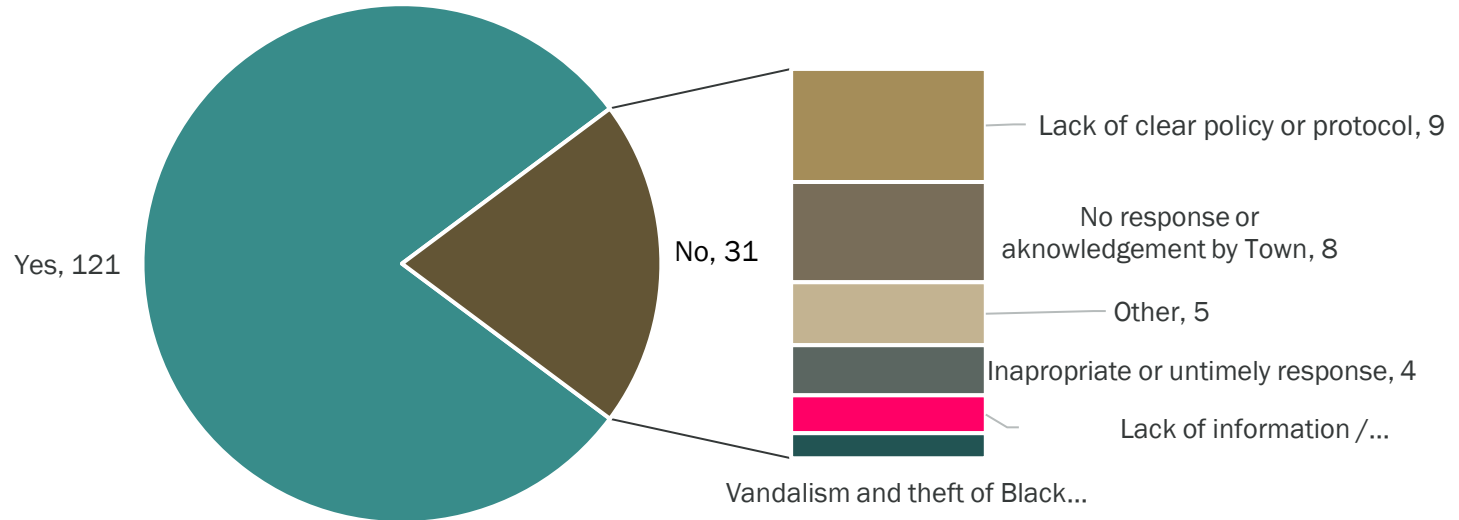
Have you or other people you know, ever been treated unfairly when using the following in Concord?



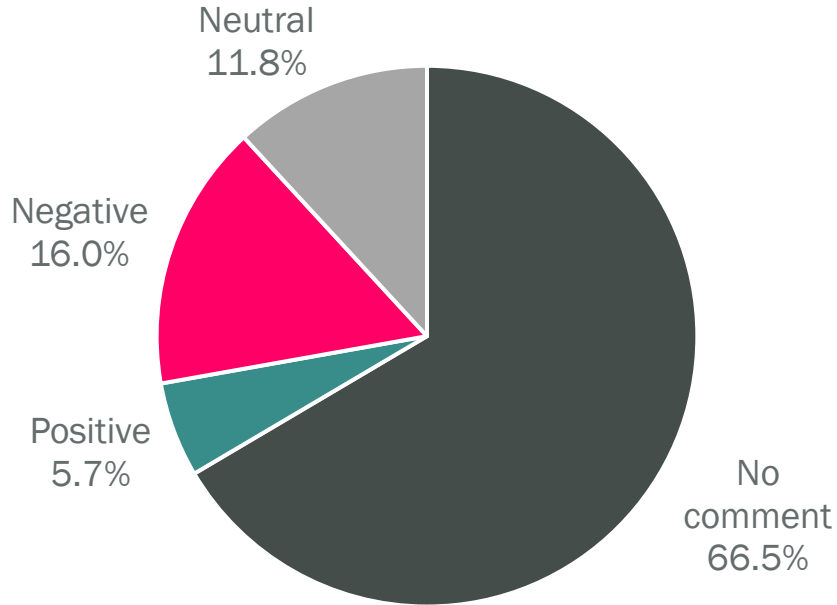
# Respondents consider that Town Mgmt. hasn't react appropriately for a lack of a policy or protocol or lack or acknowledgment of problems of racism



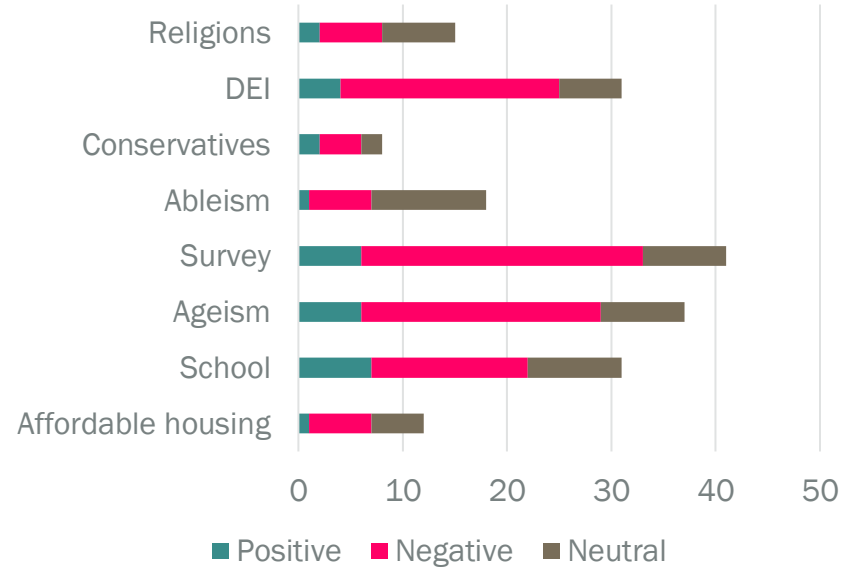
Do you feel that the town management and services respond appropriately and with integrity to incidents of racism?



# Comment section analysis



Comments' classification by theme





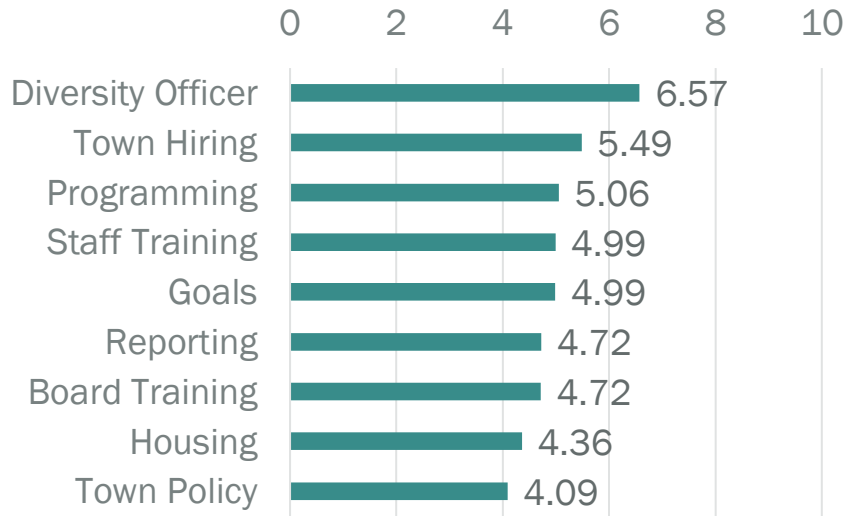
# Recommendations and next steps

Moving forward

# The best ranked initiative was to hire a Diversity officer



Average Rank Score per Potential Initiative



- Cross cultural celebrations in schools and community
- Multicultural holidays and celebrations
- Police department training
- Affordable housing policy
- Community awareness events:
  - Affinity clubs; block-parties; wide-town events; community action forums.



# Next steps and general recommendations



Activities	Within 3 months	6-12 months	12-18 months
DEI Strategic Plan	X		
Assess need for more data analysis	X		
Design DEI Town Policy on discrimination and harassment	X		
3-5 Cross-cultural celebrations and Community events		X	
Develop strategic relationships between the Select Board and Diversity focused non-profits		X	
Select Board DEI training		X	
DEI director		X	
DEI Training (Police Dept., Town staff, Recreation Dept, Schools)			X
DEI annual allocated budget	X		
Repeat DEI Survey			X



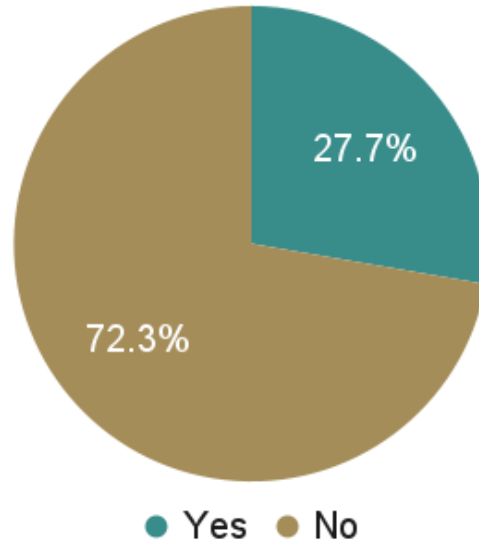
# Appendix

Concord DEI Survey Results

27.7% of respondents identify as a minority  
vs. 72.3% who do not



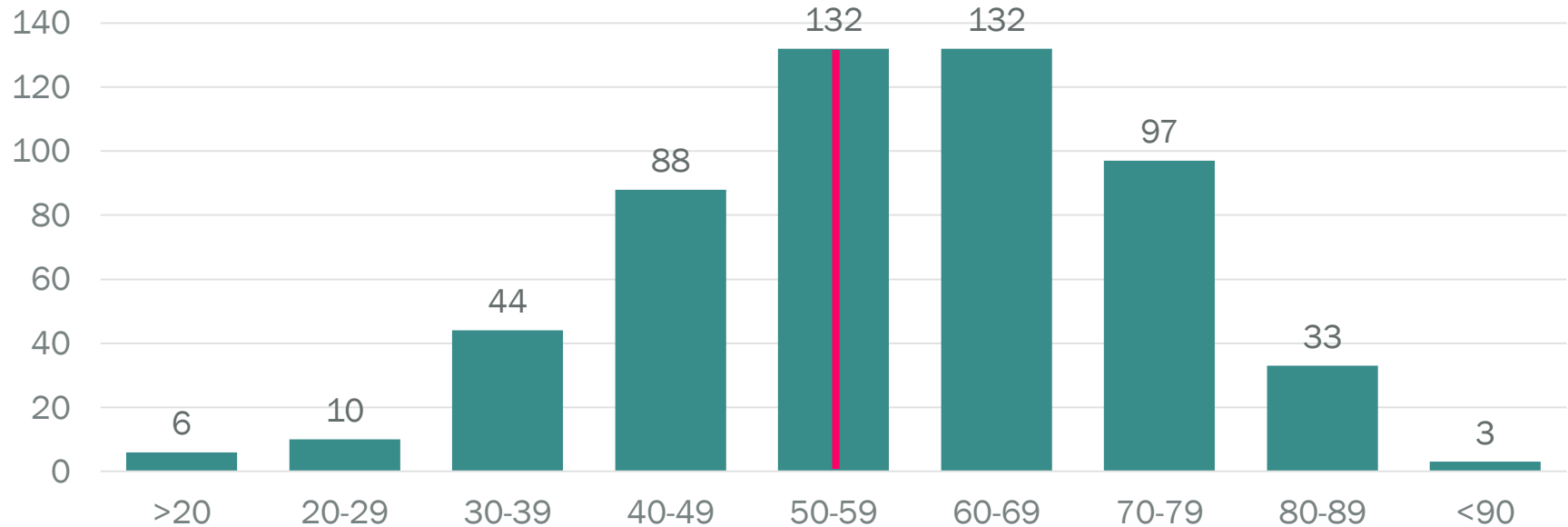
Do you identify as a minority?



# The average age of respondents is 58.2



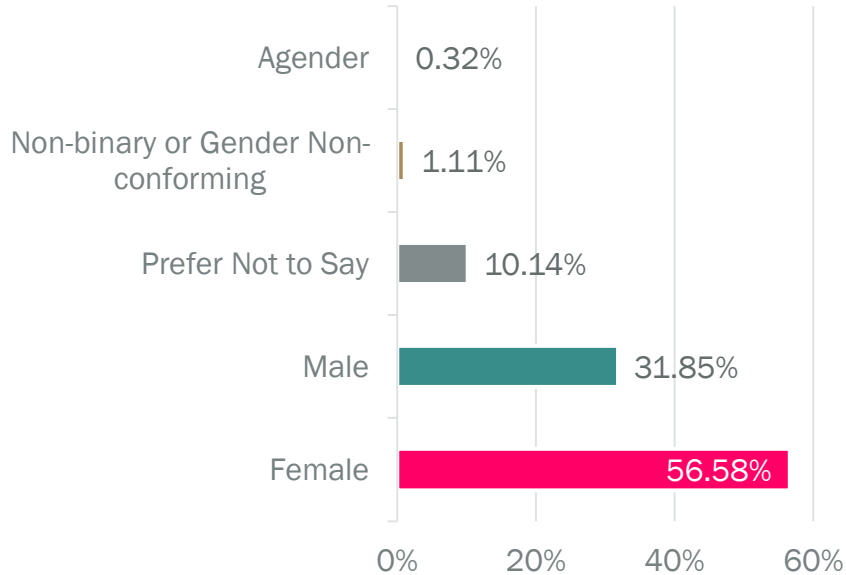
Age distribution of Survey Respondents



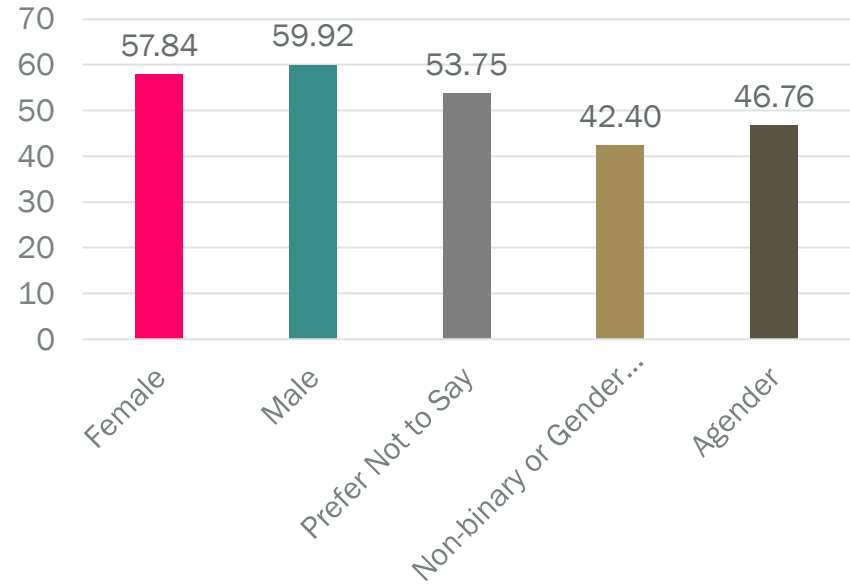
# Respondents who identify as non-binary reported being 14.3 years younger than other respondents



Gender Identity of Survey respondents



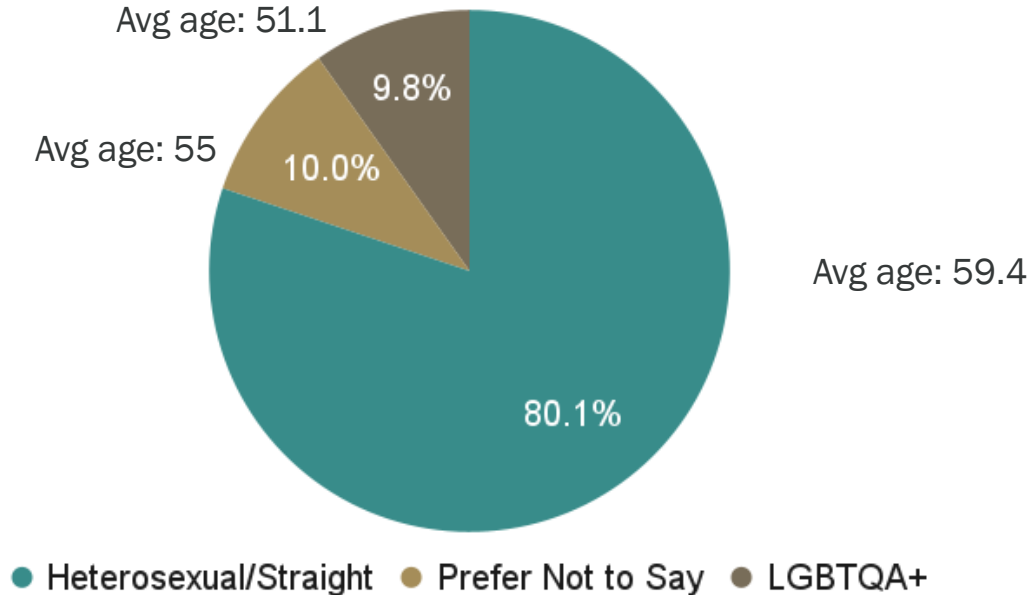
Age Average by Gender





80.1% of respondents identify as heterosexual while 9.8% identify as LGBTQ+

Distribution of Sexual Orientation



# 96.1% of respondents have graduate or post-graduate degrees



Level of education	Income					Prefer not to say	Total
	≤ \$50 k	\$50 k – \$100 k	\$100 k - \$200 k	\$200 k- \$500 k	≥ \$500 k		
Some High School	1	1	2			1	5
High School	4	4	5	1		1	15
Trade School			1			1	2
Bachelor's Degree	7	13	41	39	11	38	149
Master's Degree	6	38	88	71	22	77	302
Ph.D. or higher	1	3	19	24	10	33	90
Prefer not to say		2	3	1	1	10	17
<b>Total general</b>	<b>19</b>	<b>61</b>	<b>159</b>	<b>136</b>	<b>44</b>	<b>161</b>	<b>580</b>

43% are in the two highest income brackets

40% of respondents report having children living with them and 78.5% are married

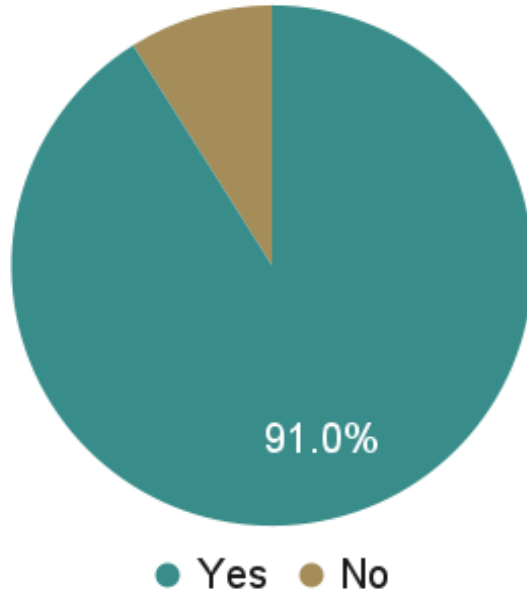


		Number of Children in the Home							Total	Percents
		1	2	3	4	More than 4	None			
Marital Status	Widowed	1	3	0	0	1	22	27	4.6%	
	Married	63	107	31	8	1	247	457	78.5%	
	Divorced	2	6	1	1	0	30	40	6.9%	
	Never married	4	0	2	1	0	45	52	8.9%	
	Separated	1	0	0	0	0	5	6	1.0%	
		71	116	34	10	2	349	582	100.0%	
Percents		12.2%	19.9%	5.8%	1.7%	0.3%	60.0%	100.0%		



# Native languages

Is English your native language?



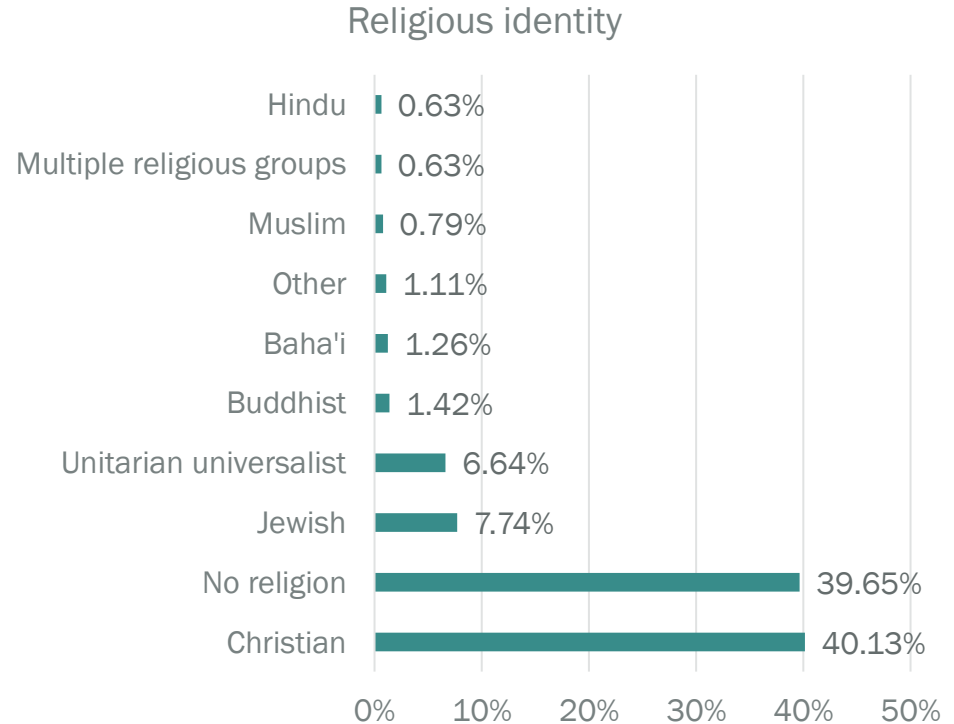
The other three top native languages are:

1. Spanish
2. German
3. Japanese



# The main religious identity reported among Survey respondents is Christian (40.13%)

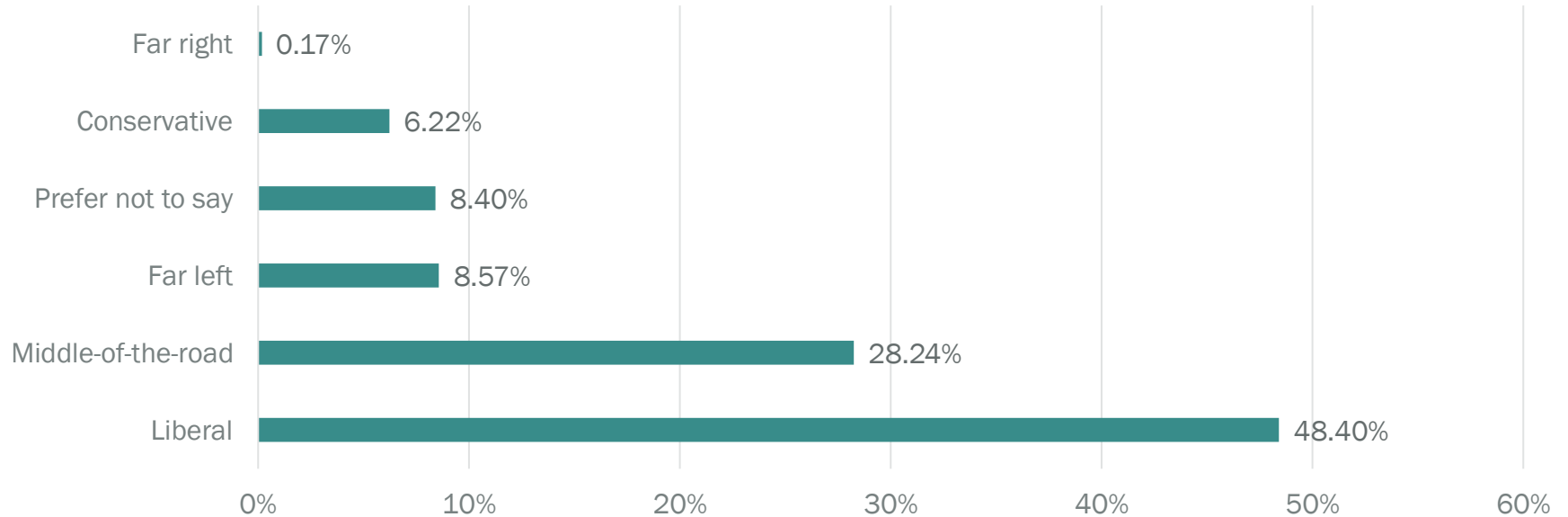
Followed by Non-religious (39.65%) and Jewish (7.74%)



# The main political view among Survey respondents is liberal



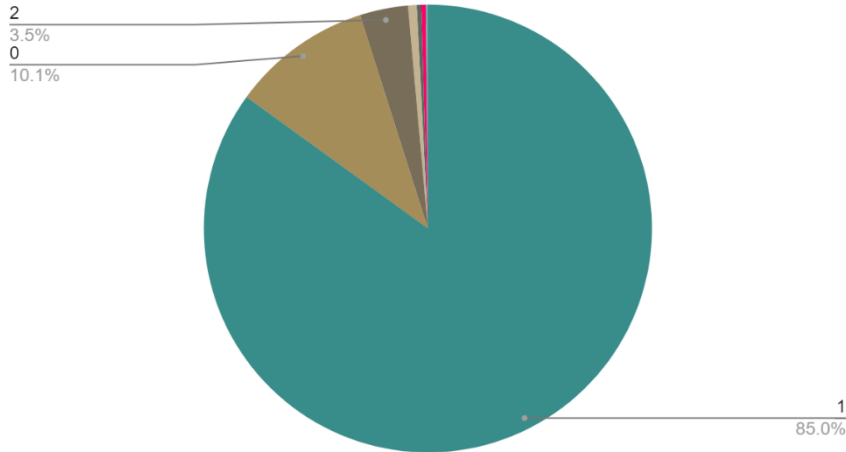
Distribution of Political views



# 12% of respondents selected more than one racial demographic

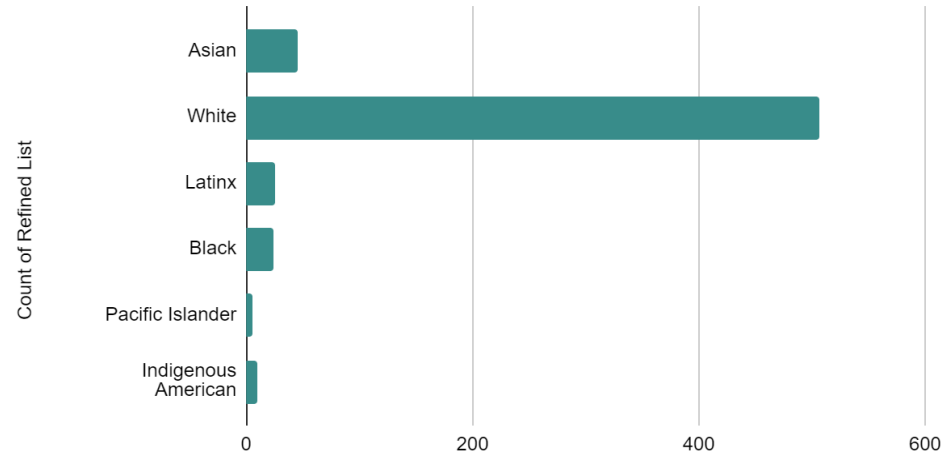


Multifaceted racial identities in respondents



Distribution of Racial Demographics

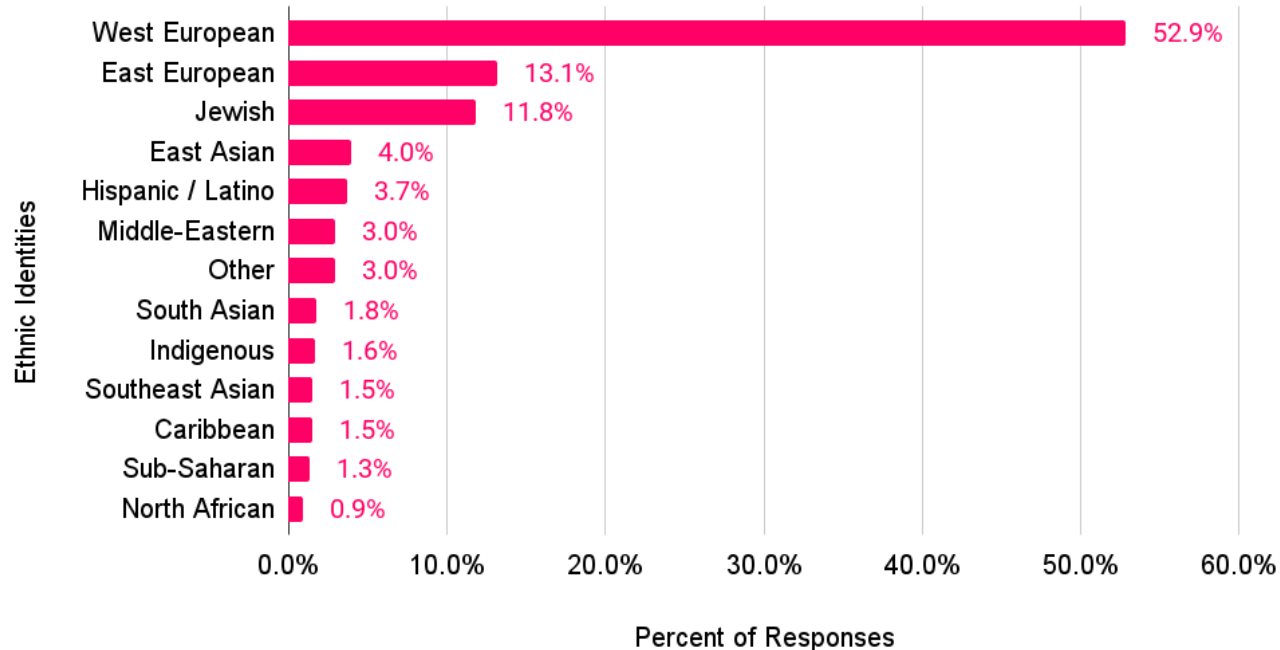
Among Survey Respondents



# 78% of respondents identify as being of West and East European or Jewish descent



Ethnic Heritage of Survey Respondents  
In the Town of Concord



Respondents who identified as Minorities reported having experiences or witnessed more discrimination based on class, race and color.

Respondents who identified as Non-minorities reported having mostly experienced or witnessed incidents of discrimination based on class, age and race.



Other types of discrimination identified are:

- Political views (7)
- Anti-conservatism (5)
- Personal health decision (2)
- For being single or childless (2)
- Income/Socioeconomic discrimination (2)
- Non-native speakers (2)
- Sexism (2)
- Transphobia (2)

# Distribution of types of discrimination reported by white vs. non-white respondents



- Of those respondents that had witnessed or experienced discrimination and identified as other than white, reported mostly:
  - classism,
  - colorism,
  - antisemitism, and
  - xenophobia.

## Other specific programs or events for DEI Committee

*Increased outreach/methods to solicit feedback particularly from individuals with annual incomes under \$100 k and less computer savvy; Diversity recruitment for boards and committees; Strategies to increase workforce diversity; models of engagement for those unable to take on committee responsibilities; Defining, promoting and implementing equity in town government and committee decisions; agism.*

- Orientation to town government, including participation opportunities and civic expectations for new arrivals.
- Work with the League of Women Voters.
- More School dedication to the Metropolitan Council for Educational Opportunity, Inc. (METCO) students.
- Action on the AARP designation as an age friendly town. P.e. education of the town departments and employees of businesses to understand the needs of older citizens.

# Why has Concord succeeded (well or very well) in creating a welcoming environment?



- ✓ Professional staff, progressive attitudes by most residents.
- ✓ Availability to participate in community organizations.
- ✓ Most people treat others with respect. Regardless of their opinions.
- ✓ Community and neighborhood events (schools, block parties, Rec. Dept. events, etc.).
- ✓ School systems are quite diverse.
- ✓ Trust, lack of crime, everyone treated equally.

*People in Concord are, in general, well educated and aware of current social issues. With an awareness of systemic racism historically present in American government, business, and law enforcement, Concord's citizens are unlikely to perpetuate that kind of racism. Also, Concord churches promote Diversity, Equity and Inclusion, and a high percentage (in my opinion) of Concord residents attend church. Concord's history of transcendental philosophy also sets a tone of acceptance and recognition of kindred spirit in all of Creation. But having said all that, there is an element of snobbishness in our town; sometimes based on income, or on talent, or something else according to the individual.*

*The town is well organized, and has a lively town meeting process to decide key issues and policies. The town clerk's office is very responsive to any inquiries. The town is forward thinking in terms of its future needs.*

*Inclusivity, diversity, and multiplicity of services and institutions. Respect for differing views, religions, etc. Easy to get involved IF one makes the effort.*

# Why has Concord **not** succeeded (poorly or very poorly) in creating a welcoming environment for all members of the community?



*It is a very white town that believes it is liberal and open as long as people of other races don't live here or visit. When you are a different race in town, people are uptight, anxious and sometimes openly hostile.*

- ✘ Lack of awareness about white privilege.
- ✘ Lack of affordable housing and expensive level of life.
- ✘ Hostile attitudes and gossip (rumor) about persons of color and minorities.
- ✘ Lack of diversity and inclusion.
- ✘ Highly disparity based on wealth.
- ✘ The majority of population is conservative.
- ✘ Homogeneous racial and economic profile of majority.
- ✘ individualistic society that does not look out for the other or the one who is different.
- ✘ Lack of diversity leaderships.

# Last remarks



*“The only time I feel discriminated against is if I ever say what I think of the new political agenda. And this 'survey' is one more tool to make everyone feel pressured, intimidated, and divided.”*

*“...I do not feel any discrimination against myself, but have witnessed aggression against my children, who are both gay. Especially my daughter who was threaten on the Red Line by a man who reacted to her tattoos and gay pride sneakers saying ‘you should be dead.’”*

*“I find it difficult to express any political views other than liberal. And for that reason, I am now more center -- and like my right-leaning husband -- can't say what I really think. but this is not about my identity -- which I don't find threatened in any way.”*

*“You have done an admirable job of being comprehensive, and anticipating all the kinds of discrimination one might face in Concord. One thing you've missed is appearance. I am not obese myself, but family members are.”*

*“The DEI issues in Concord lie not on the surface but on the action of the town . When I go to town facilities, I find little diversity and inclusion. Even volunteer positions are not inclusive.”*