

Findings from Survey on Climate for Diversity in Flagstaff Arizona City Council January 26, 2021

Commission on Diversity Awareness

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Introduction

- Previously we have presented to Council on our overall Commission outcomes; this presentation will focus specifically on the survey on climate for diversity in Flagstaff

Agenda

- Dr. Toner will provide an overview of the survey on climate for diversity in Flagstaff
 - History
 - Purpose
 - Delivery
 - Disclaimer regarding timing of data collection
- Methodology
- Ms. Wegwert will provide a summary of key findings
- Dr. Toner and Ms. Wegwert will provide discussion and recommendations

Overview

Thank you for the opportunity and privilege to serve the Flagstaff community, a diverse and rich community





History

- In discussions on the Commission, we recognized that there was a dearth of community-wide data on the general climate for diversity in Flagstaff with which to establish our priorities and recommendations to forward to Council



Purpose

- We determined that to establish data-driven efforts on the Commission, we needed to begin a process of community-wide gathering of residents' views on the climate for diversity.

Delivery

- We were granted permission to load the survey into the HR Department's Survey Monkey program and post the online survey on the Commission on Diversity Awareness page on the City website.

Disclaimer

- Data were collected prior to COVID pandemic and pre-George Floyd and Black Lives Matter demonstrations

Methodology

- Research questions:
 1. Discover the general climate toward diversity among city residents
 2. Gain insight into how that climate is expressed in specific settings and venues
 3. Investigate any association between residents' demographics and experience of climate for diversity
 4. Field suggestions from residents for future work for the Commission for Diversity Awareness



Methodology

- Research design and data collection
 - 15 question survey focused on welcoming and comfort in various settings and venues, and suggestions for future work
 - utilized a scale from “very comfortable” to “very uncomfortable”
 - Scaled questions were followed by open-ended questions exploring the question’s content

Methodology

- Sample strategy
 - Non-probability, convenience sample open to any Flagstaff resident
 - Appropriate for early exploratory stages of research where clarification is sought, but generalizability is not achievable; helpful in clarification of issues to inform future research
 - Samples respondents who are available and able to participate
 - Can be delivered quickly, generally easily, and at low cost



Methodology

- Quantitative data analysis
 - Survey Monkey analytic tools calculated frequencies and graphic representations were created
 - Ranges were calculated and missing data reported
- Qualitative
 - Thematic analysis was conducted on qualitative data, with two analysts coding separately, then comparing for confirmation and trustworthiness



Methodology

- Limitations to the research design
 - Placement of survey on Commission website, rather than the public survey area of the City website front page
 - Researchers not having access to the survey because of not being an employee with administrative status
 - No availability of cross-tab analytic tool in this version of Survey Monkey, so associations could not be drawn among categories



Methodology

- However, even given the study limitations, the response rate was sufficiently robust to be useful, the demographic correspondence between the respondents and overall City population is significant, and the descriptive data provide a great deal of insight.

Quantitative Findings

- Total of 154 respondents to the online survey.
- Frequencies were calculated, presented with frequency charts and bar graphs which appear in the written report.
- The demographic profiles of respondents were compared to the demographics for the city of Flagstaff as reported by the US Census Quick Facts, 2018 when comparisons were available (<https://www.census.gov/quickfacts/fact/table/flagstaffcityarizona,US/PST045219>).

Race/Ethnicity of Respondents

Race/ethnicity	respondents	City 2018	Frequency
	percentage	percentage	
Caucasian/white	57	77	78
African American	.75	2.3	1
Latino/a	20	19	27
Native American	16	8.5	21
Asian/Pacific	3	2.7	5
Two+	7	4.6	10
Not listed	3		5

Gender of Respondents

Gender	respondents	City 2018	frequency
	percentage	percentage	
Female	63	50.5	88
Male	31		43
Intersex	1		1
Genderqueer	1		2
Transgender	2		4

Age of Respondents

age	respondents	City 2018	Frequency
	percentage	percentage	
18-25 years	11	36	16
26-40 years	40	28	57
41-60 years	41	20	60
61+ years	9	8.3	13

Primary Language of Respondents

Primary Language	respondents	City 2018	Frequency
	percentage	percentage	
American Sign	.5	n/avail	3
English	96	n/avail	137
Hopi	0	n/avail	0
Navajo	.5	n/avail	2
Spanish	1	n/avail	5

Living Situation of Respondents

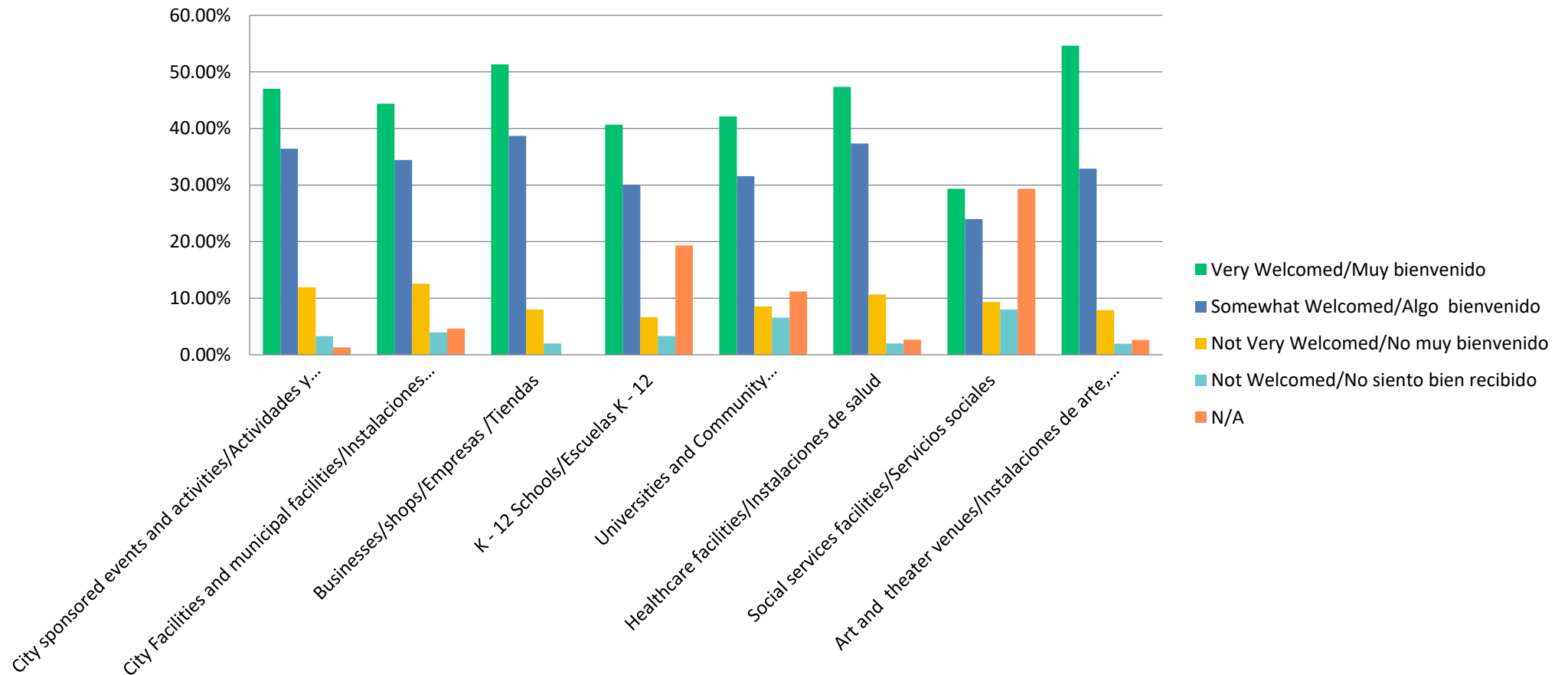
Living situation	respondents	City 2018	Frequency
	percentage	percentage	
Own home	50	77	71
Rent home	37	19	52
Live with family	10	n/avail	14
Temporary with family/friends	.7	n/avail	1

Length of Residence in Flagstaff

Years residing in Flagstaff	respondents	City 2018	Frequency
	percentage	percentage	
1-4 years	20	n/avail	29
5-9 years	10	n/avail	15
10-14 years	15	n/avail	21
15-19 years	11	n/avail	16
20+ years	44	n/avail	62

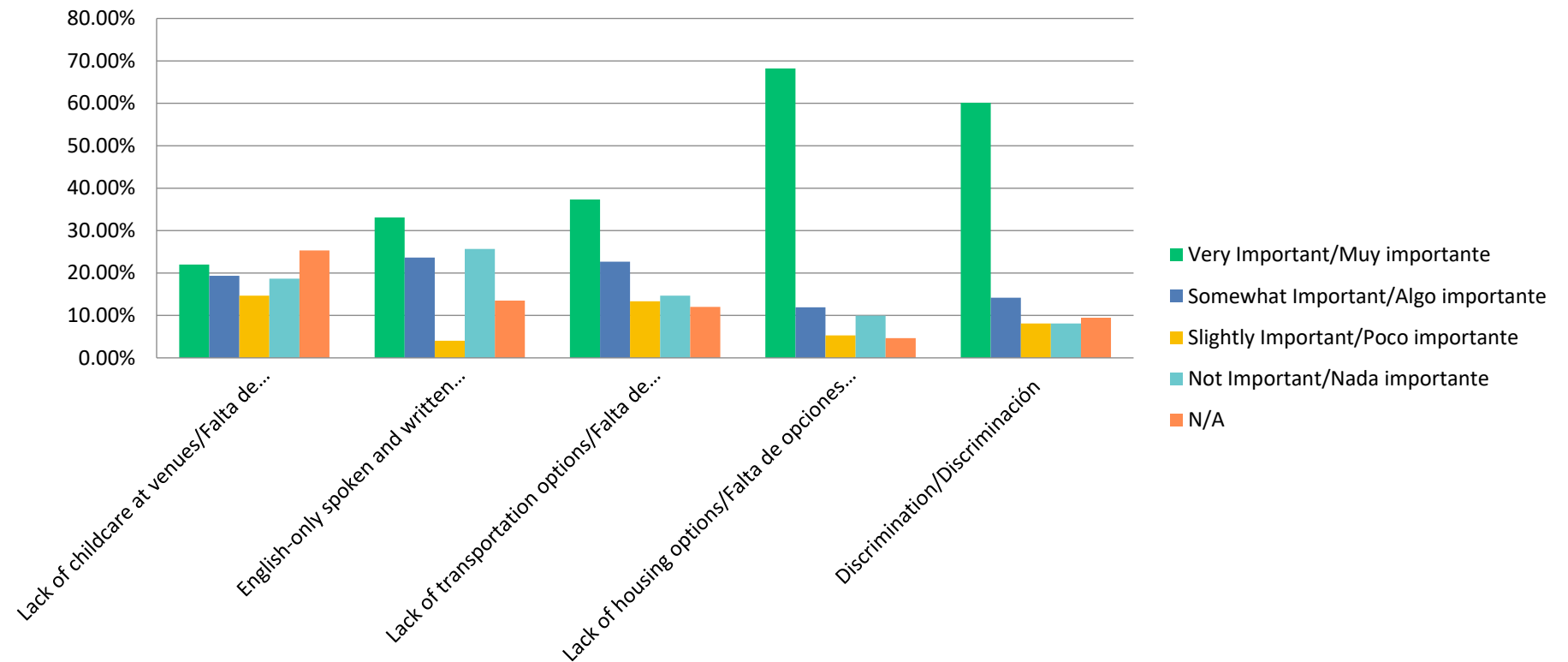
How welcome do you feel in Flagstaff?

How welcome do you feel at/¿Cómo se ha sentido usted en...?:



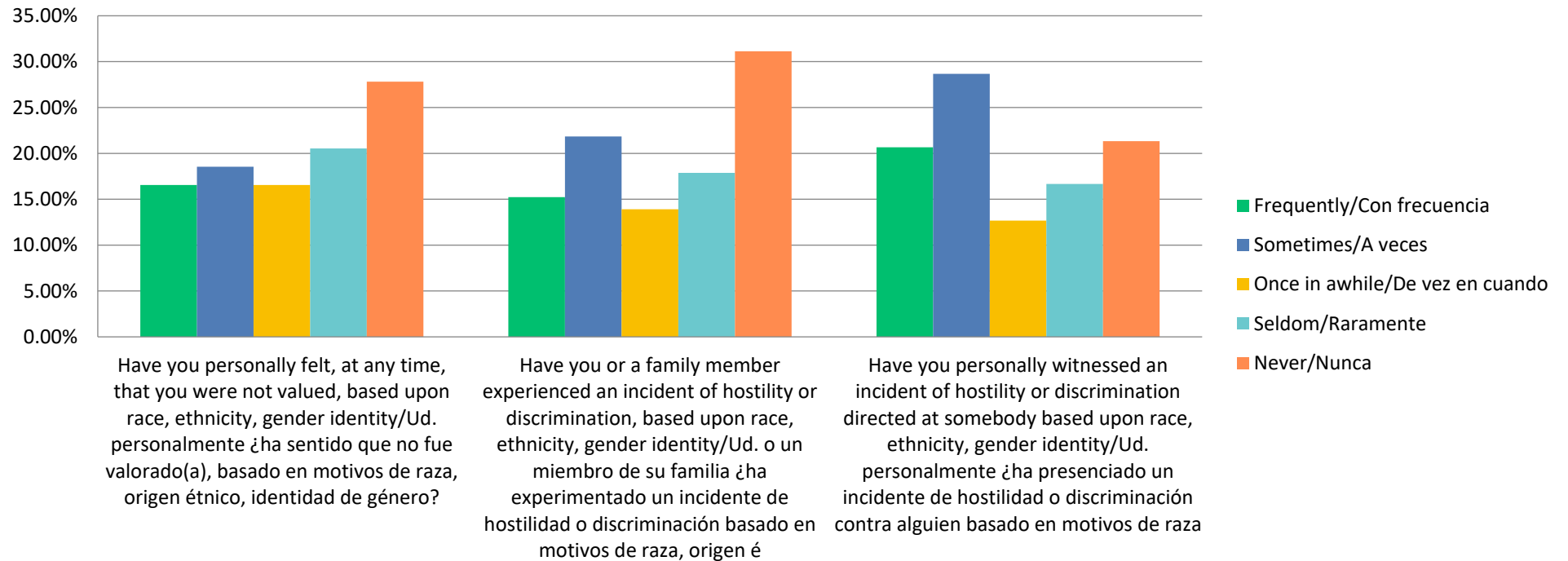
Barriers to a welcoming climate in Flagstaff

Rate specific barriers to a welcoming climate you are aware of/Según su conocimiento, indique las barreras específicas a un ambiente hospitalario:



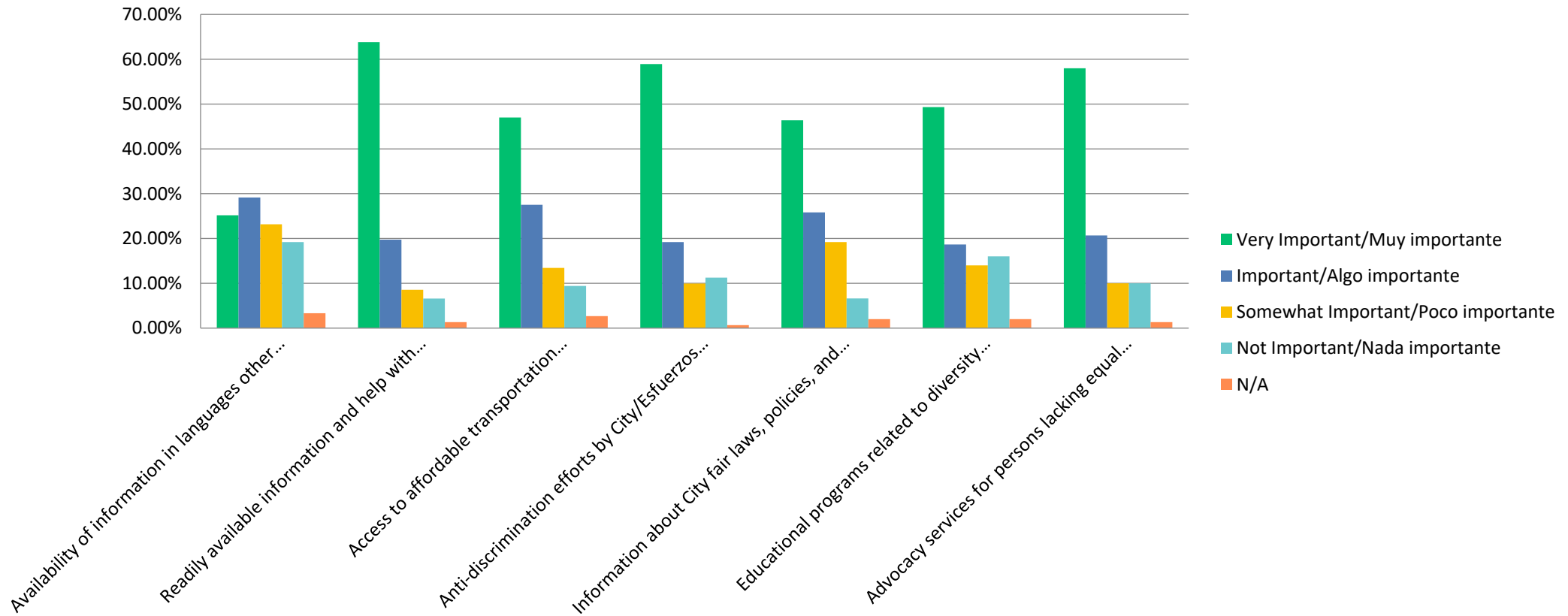
Feelings, Experiences, or Things Witnessed

The following questions refer to your feelings, experiences, or things you have witnessed in Flagstaff/Las siguientes preguntas se refieren a los sentimientos, experiencias o incidentes que Ud. haya presenciado en Flagstaff:



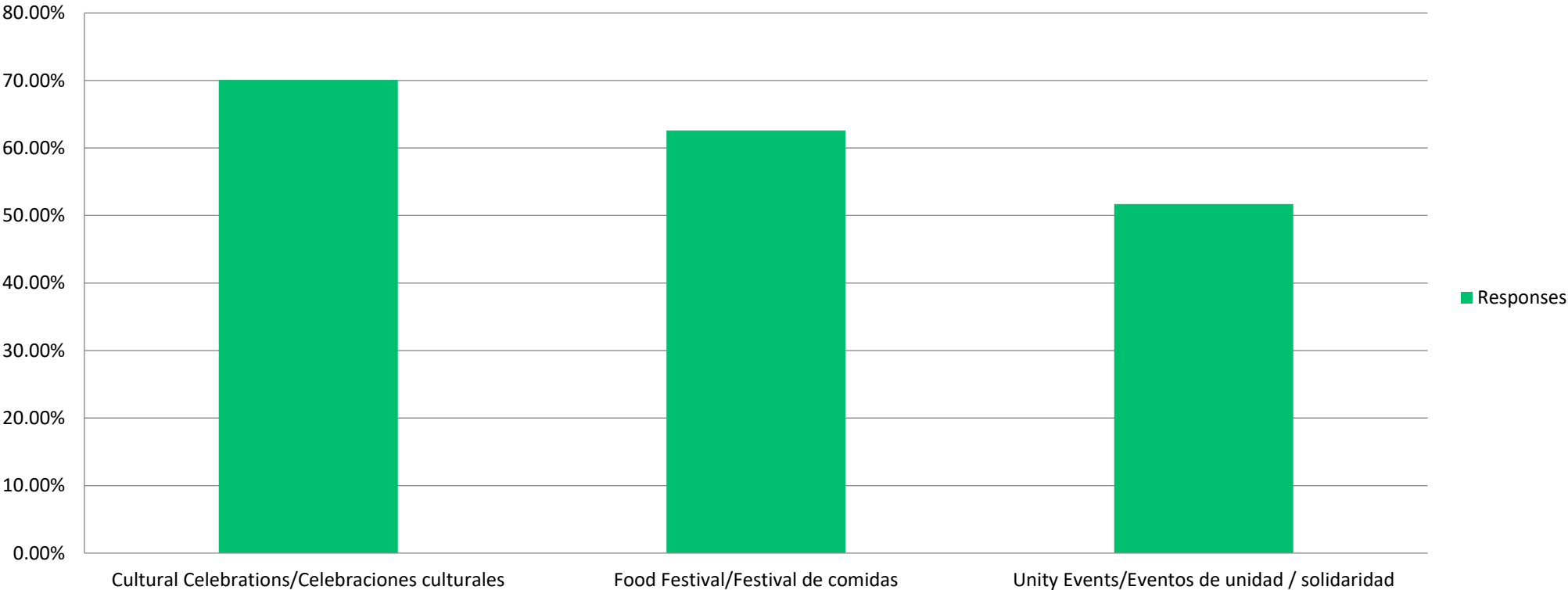
Important issues for CODA

What are the most important issues for the Commission on Diversity Awareness to focus upon?1. ¿Cuáles son los temas más importantes en que debería concentrarse la comisión para la concienciación de diversidad?



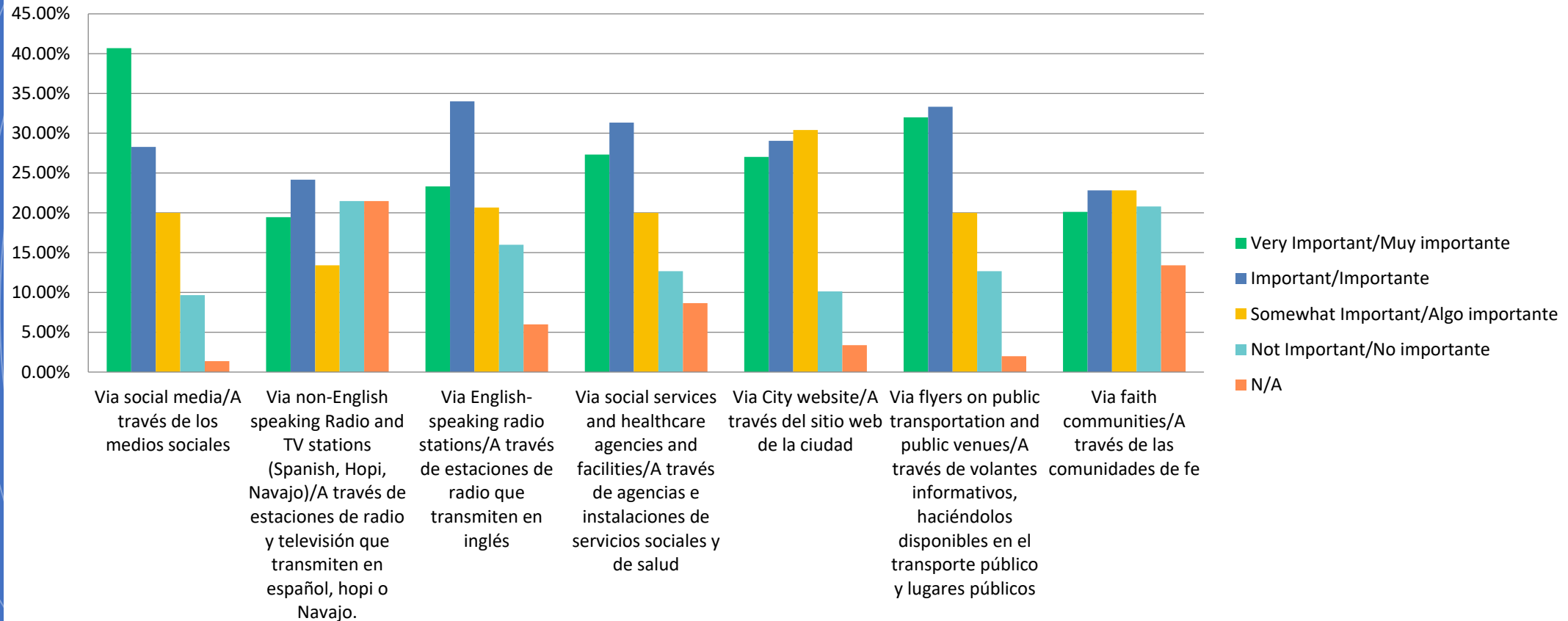
Activities to Encourage Cultural Exchange

What activities could the City of Flagstaff offer to encourage and enhance a cultural exchange?/1. ¿Cuáles actividades podría la Ciudad de Flagstaff ofrecer para alentar y fortalecer un intercambio cultural?



How could the City best communicate with you?

How could the City best communicate with you?/¿Cómo podría la ciudad mejor comunicarse con usted?



Qualitative Findings

- Thematic analysis was conducted by two coders and compared for confirmation and trustworthiness
- The themes drawn from the analysis of qualitative questions and supplemental, clarifying answers to survey questions are arranged into three categories, divided into strengths and challenges:
 - structural concerns
 - attitudes
 - concerns about behaviors



Structural Concerns

Strengths

- Generally welcoming environment



Structural Concerns

Challenges and Barriers

- Housing; specifically, the limited availability of affordable or low-income housing
- Wealth diversity
- Challenging employment market
- Expensive healthcare



Attitudes

Strengths

- People are generally friendly
- Free or low-cost activities available
- Many officials in Flagstaff encourage, defend, and respect diversity

Attitudes

Challenges and Barriers

- Racism, including profiling by police and business owners
- Mixed attitudes about sexual orientation/gender identity: “heterosexism” vs. “too many gays here”
- Accessibility for persons with disabilities
- Political tensions, including “town and gown” tension between the city and NAU



Concerns About Behaviors

Strengths

- Diversity of low cost or free activities
- Diversity awareness of City officials and the generally useful methods of communication provided by the city
- Helpful actions of healthcare providers



Concerns About Behaviors

Challenges and Barriers

- Racially motivated surveillance by law enforcement and local businesses
- Microaggressions

Discussion of input for City Council

- Discussion of findings
 - Housing is cited as the primary barrier to diversity
 - Racism is prominent
 - There are notable failures to full accessibility
 - There are experiences of heterosexism and homophobia noted
 - These findings are embedded in a context of increasing wealth disparities
- Limitation of unavailability of cross-tab analysis

Housing

- The expense of housing and the types of housing available are barriers to diversity
 - Rapid increase in student housing rather than for potential families
 - Median and mean housing costs are significantly higher than the national median and mean (the new Housing Commission has produced an excellent infographic on this)
 - Relationship to public transportation routes in all city regions was noted

Racism


- Respondents noted prominence of racism that fell into the three dimensions noted by Ms. Wegwert:
 - Structural factors
 - Overt behaviors
 - Subtle microaggressions
- These data were limited by our inability to perform cross-tab analysis that could have provided insight into the relationship between demographic profiles and responses

Accessibility

- Qualitative comments identified lacking in
 - Certain City facilities
 - Educational services
 - Employment
 - Consistent interpretation services
 - Downtown parking, especially critical during inclement weather

Heterosexism/ homophobia

- Heterosexism and homophobia
 - Moving PRIDE to Thorpe Park even as other festivals remained in Wheeler Park created a perception of discriminatory treatment
 - Stares and “cat calls” when in public with partner/spouse
 - The PRIDE flag flown in front of City Hall in PRIDE month of June is deeply appreciated



Embedded in
context of
wealth
disparities

- There was a sense that the increasing disparity in wealth creates further distancing among diverse groups of people
- The sense was that this “Aspen” economy is not sustainable for our Flagstaff community or for a vibrantly diverse culture city-wide
- Health care was noted within the context of wealth disparities and availability of services

Discussion of guidance for Commission

- We will now discuss of how these data will guide our work on the Commission for Diversity Awareness
 - Creates an agenda for the Commission to carry forward
 - Provides impetus to explore racism with a focus on reduction in structural components that can be addressed through policy
 - Possibly establish liaison with FPD Citizens Liaison Committee and the Downtown Business Alliance
 - Be available to be at the table with other commissions and departments and work with Legal Department as necessary

Recommendations

- In two types – 1) from survey respondents and 2) from Commission authors/researchers
- We encourage Council to keep these insights in mind and infuse in all areas/policies



Respondents' recommendations

- Must address equitable housing first
- Must acknowledge the reality of racism and other oppressions
- Should sponsor more forums such as the Indigenous Circle or other forums that allow for direct communication with City Council



Researcher/ Commissioner recommendations

- Modeling matters – many positive actions by Council
- Deep and urgent need for dialog about diversity and equality and equity
- Prioritize accessibility design
- Further research along the lines of the December 2013 Citizens Survey
- Implement an explicit inclusion policy statement that can be infused into City policy-making
- Consciousness-shifting

Finally . . .

- **Thank you** for the opportunity to share!
- Questions?

