



# The Power of Data:

Reaching Your Community by Understanding Equity  
and Inclusion



THE NATIONAL EMPLOYEE SURVEY™

Job Satisfaction

Work Environment

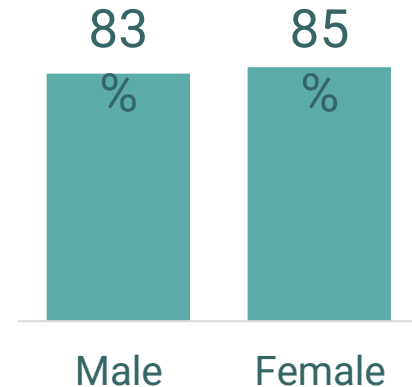
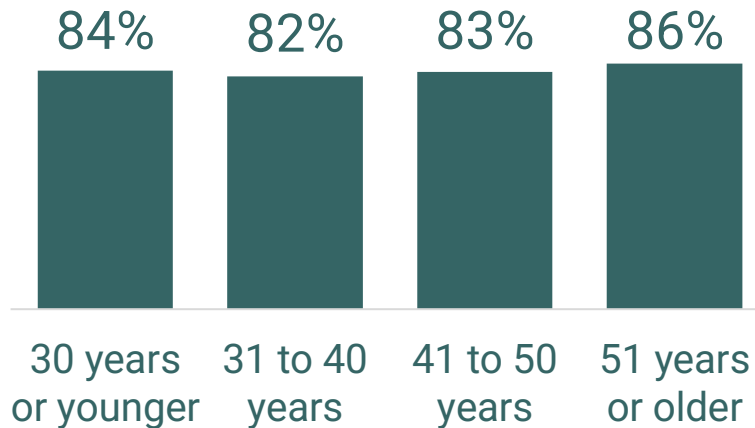
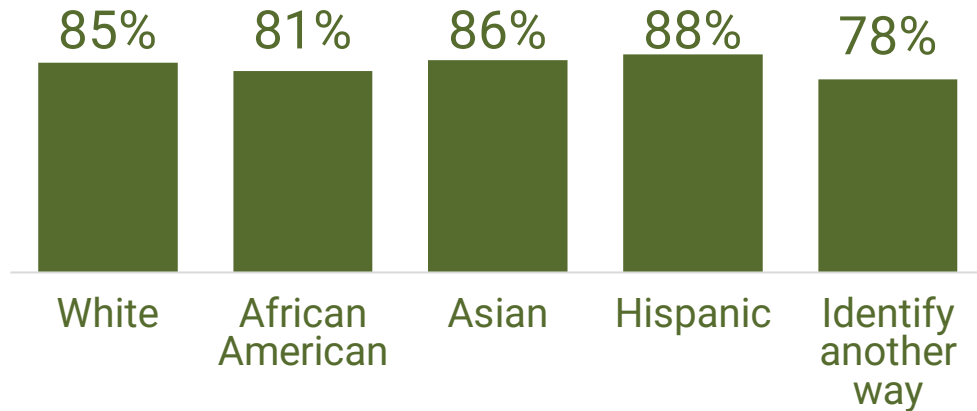
- Quality of Governance
- Employee Engagement
- Workplace Essentials
- Organizational Climate
- Employee Development
- Equity and Inclusion

## About the dataset

- 95 survey implementations
- 52 local governments
- 56,702 respondents
- Conducted from 2010-2021

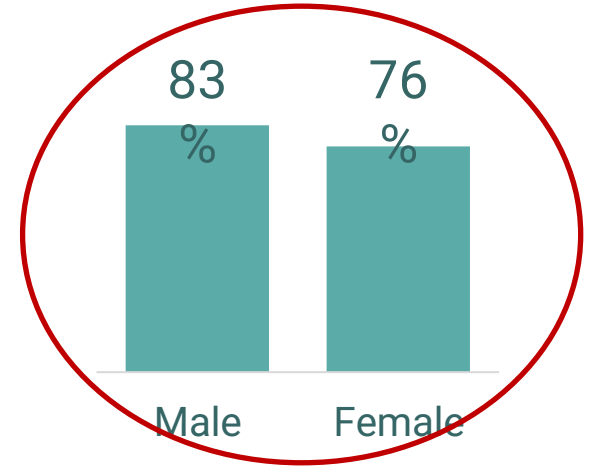
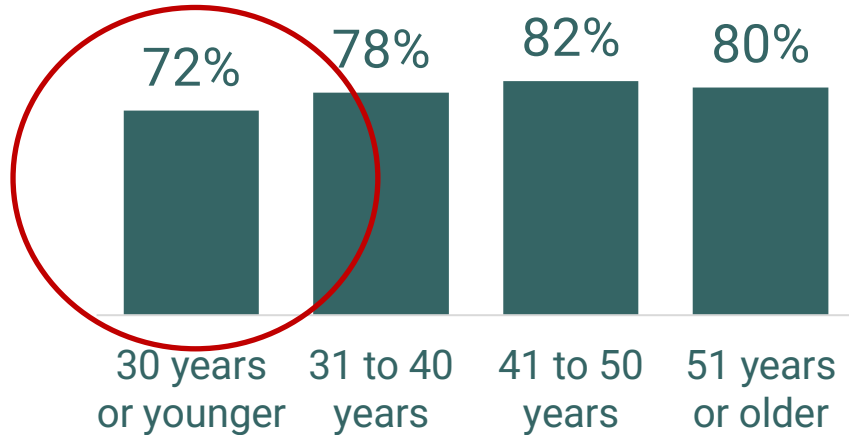
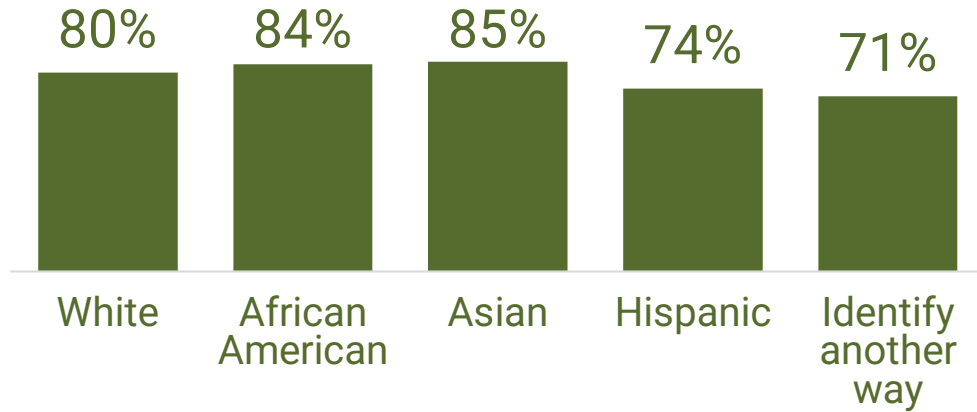
# Job Satisfaction (Overall, I am satisfied with my job)

*Percent strongly or somewhat agree*



# Career Path (I see a career path for me at this org)

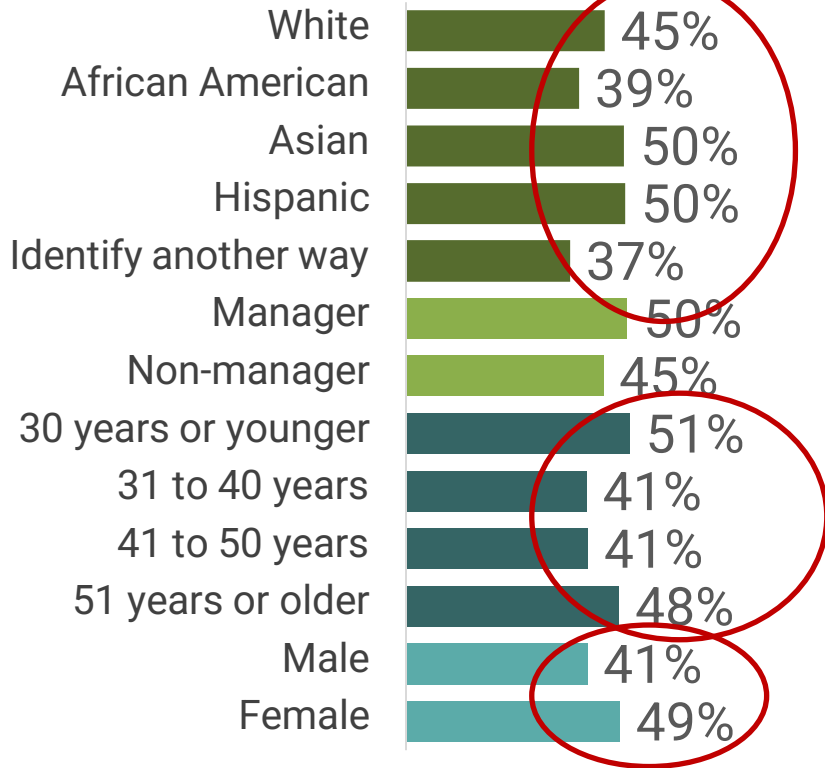
*Percent strongly or somewhat agree*



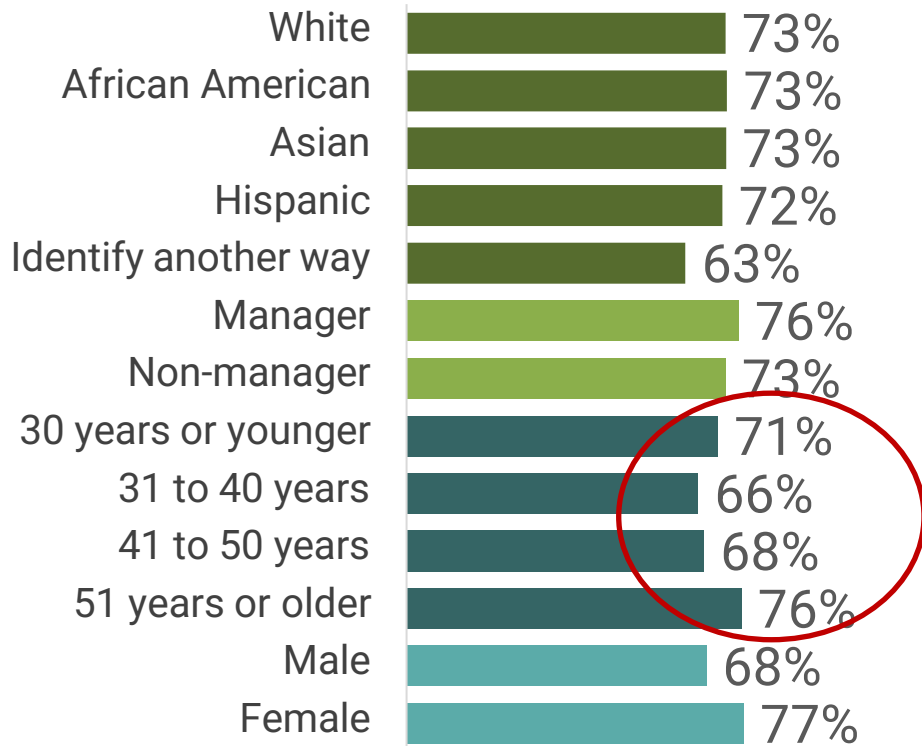
# Ratings of compensation and benefits

*Percent excellent or good*

Compensation (salary, benefits and incentives/bonuses)  
compared with similar opportunities



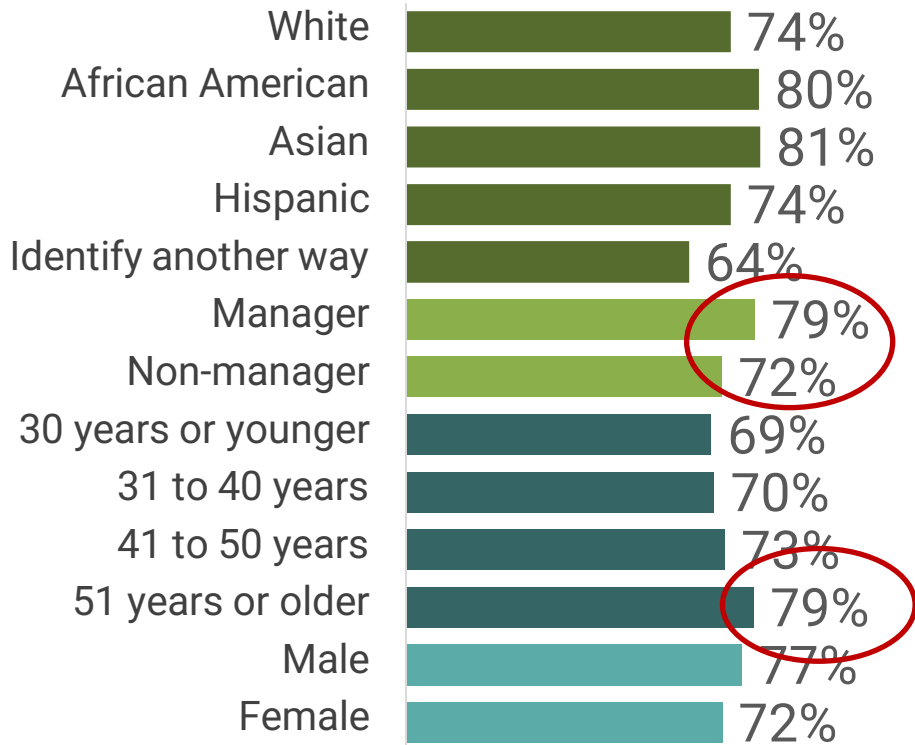
Benefits overall (vacation, sick leave,  
health care, retirement plan, etc.)



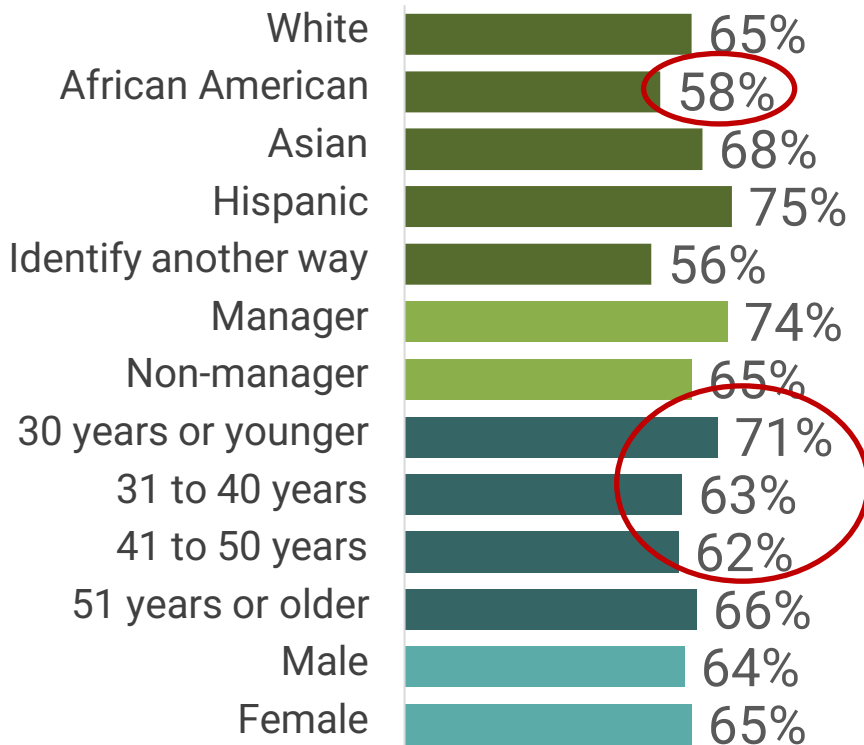
# Ratings of welcoming and respectful

## *Percent excellent or good*

Making all employees feel welcome



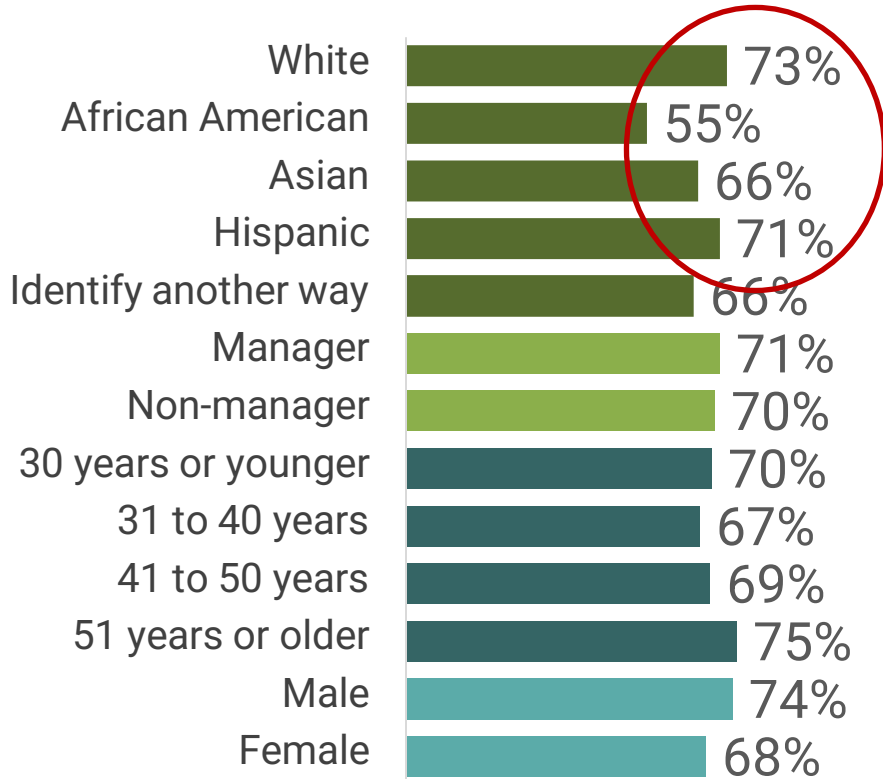
Fostering a respectful atmosphere



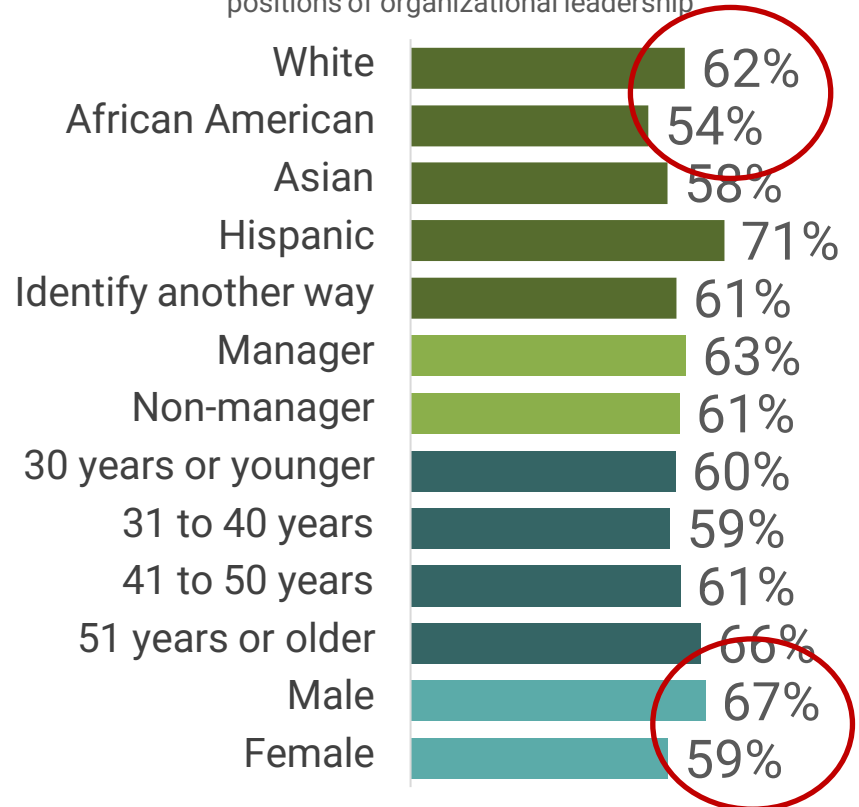
# Ratings of promoting diversity

*Percent excellent or good*

Promoting workplace diversity



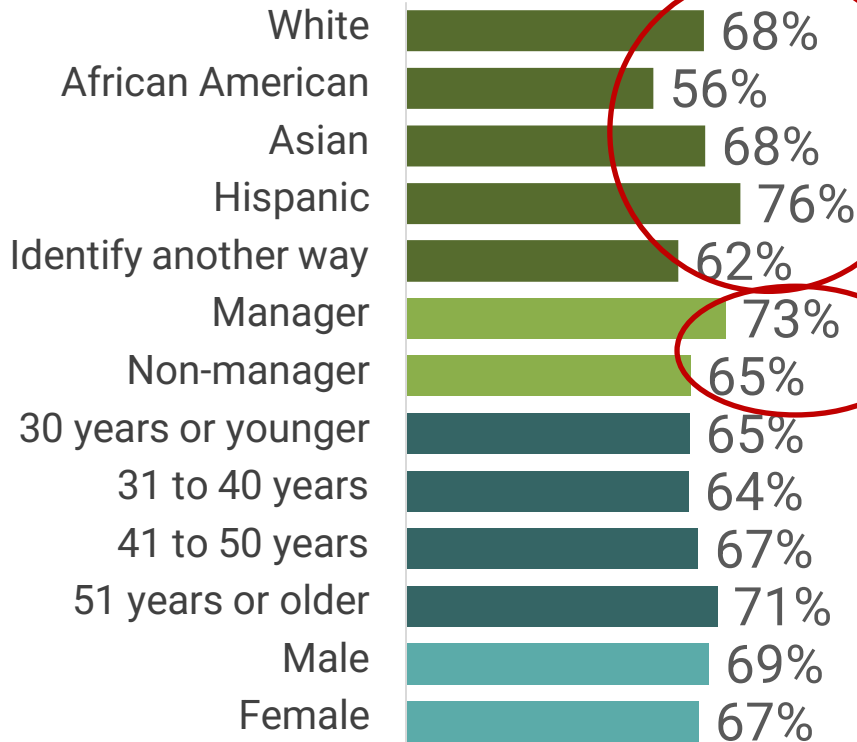
Recruiting diverse people into positions of organizational leadership



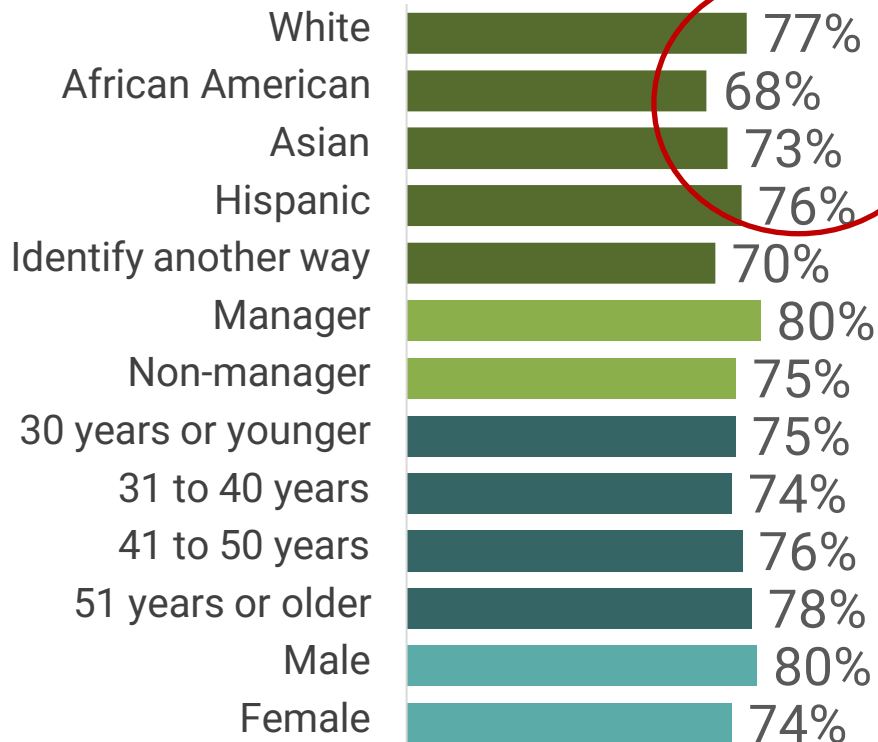
# Ratings of equality

*Percent excellent or good*

Applying policies and procedures  
equally to all employees



Providing equal employment opportunities  
to employees of all backgrounds

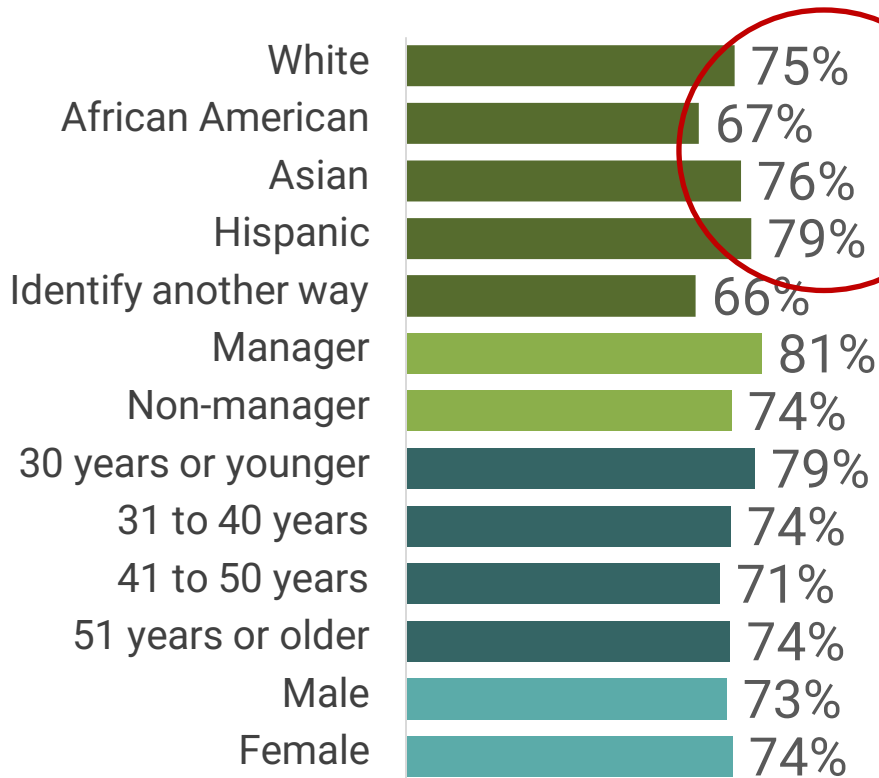




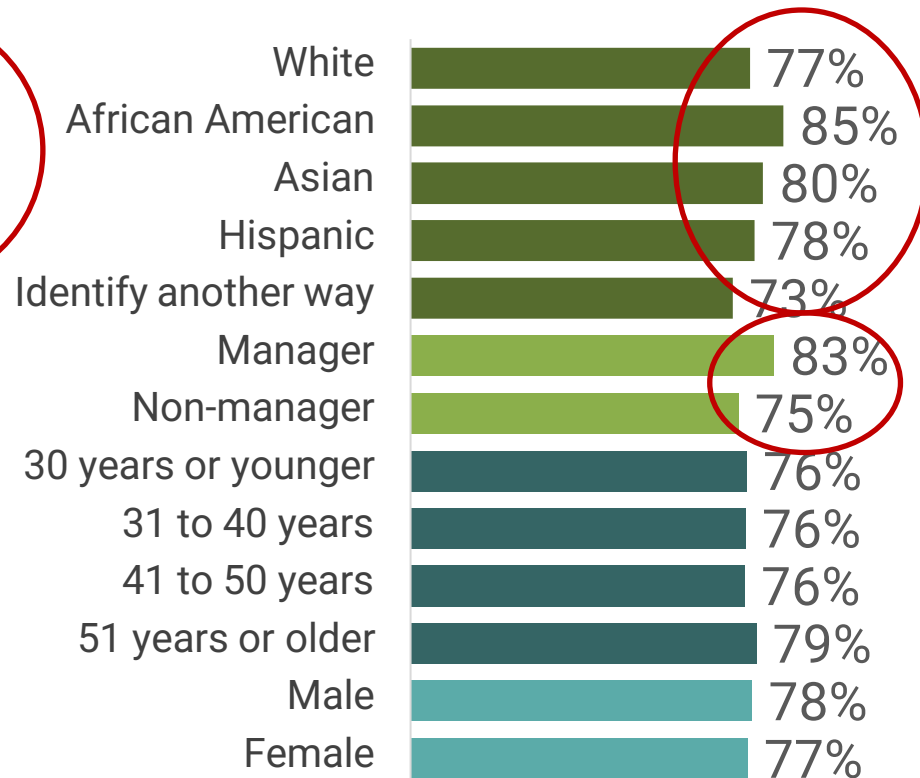
# Ratings of supervisors

*Percent excellent or good*

Treating employees with respect



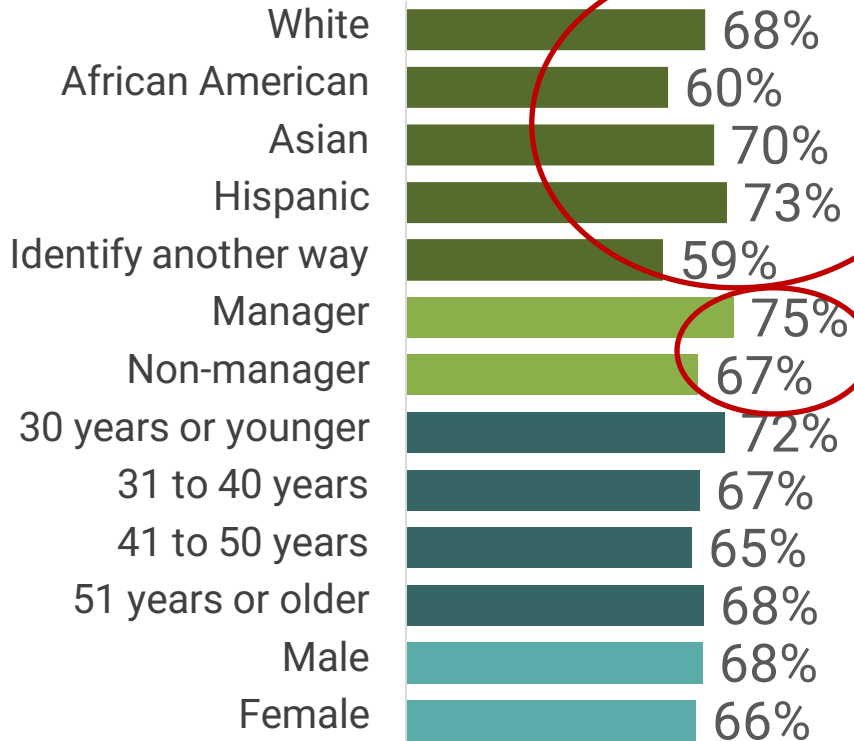
Treating all employees fairly



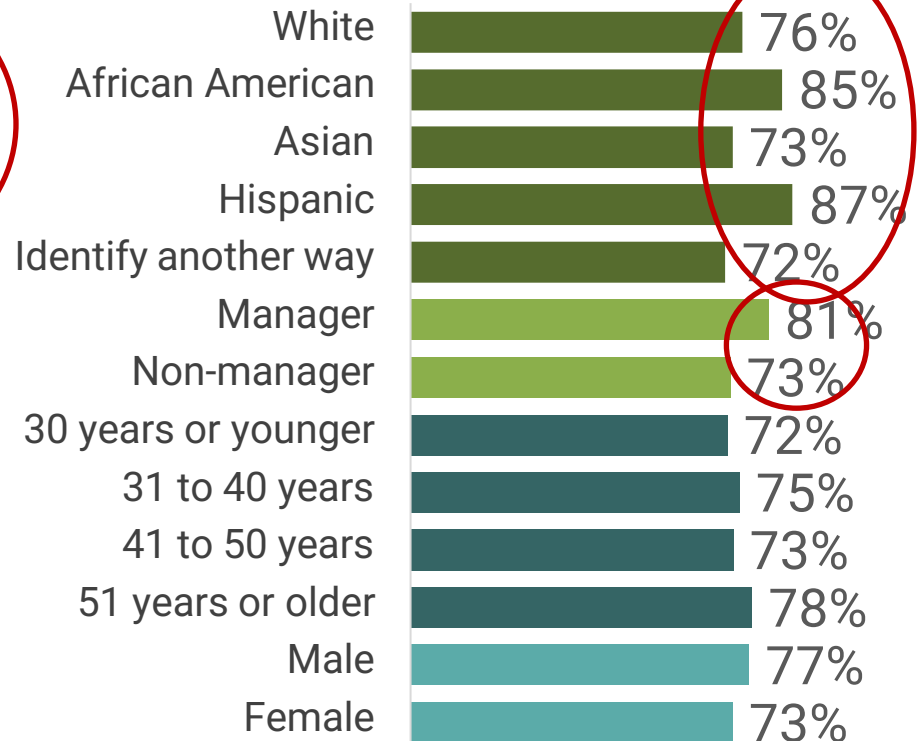
# Ratings of supervisors

*Percent excellent or good*

Fostering an atmosphere of mutual trust and confidence



Encouraging an environment where employees feel comfortable to raise issues and concerns that are important to them





THE NATIONAL COMMUNITY SURVEY™

Quality of Community

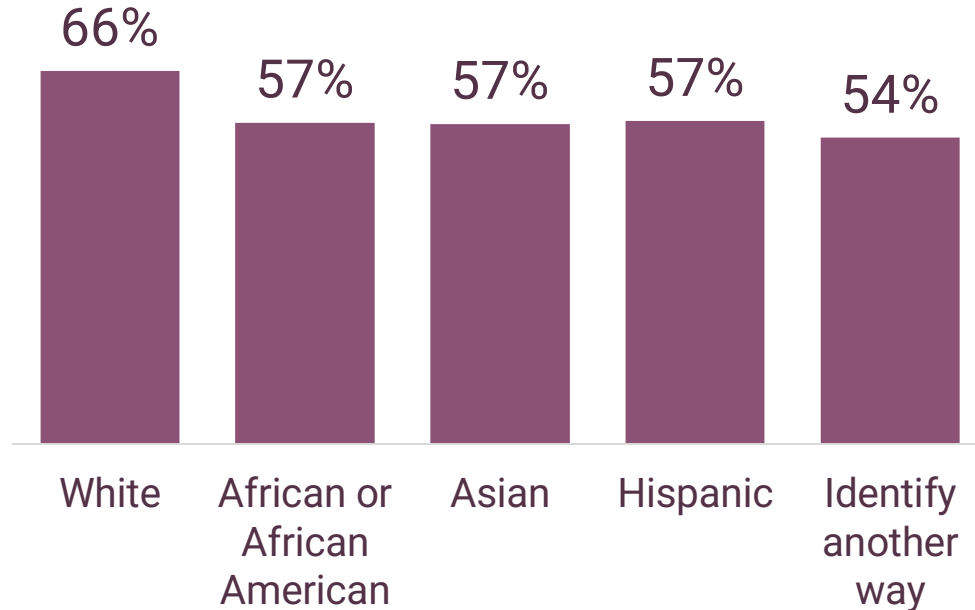
Quality of Local Government

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts and Culture
- Inclusivity and Engagement

## About the dataset

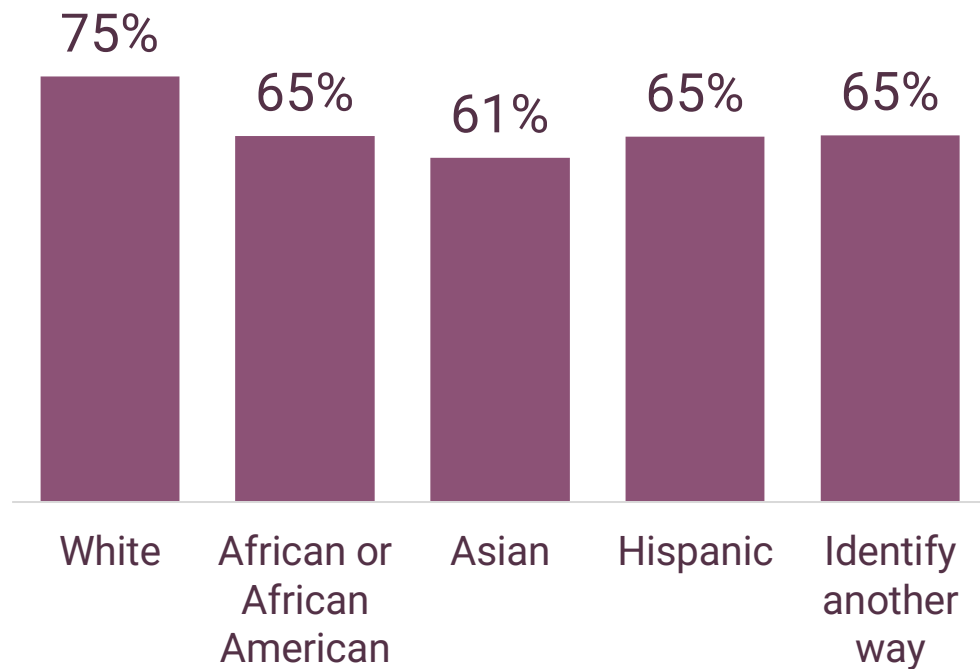
- 1,099 survey implementations
- 448 communities
- 687,871 respondents
- Conducted from 2001-2020

# Openness and acceptance of the community toward people of diverse backgrounds



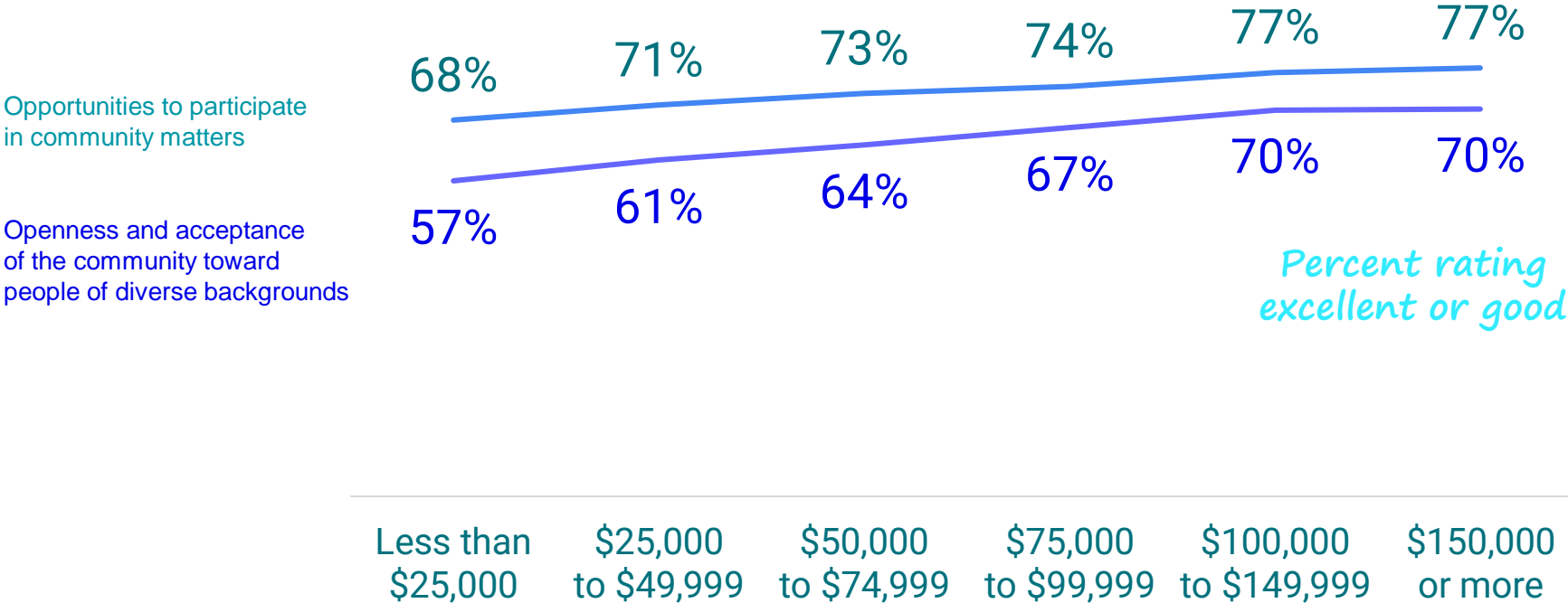
*Percent rating  
excellent or good*

## Opportunities to participate in community matters



*Percent rating  
excellent or good*

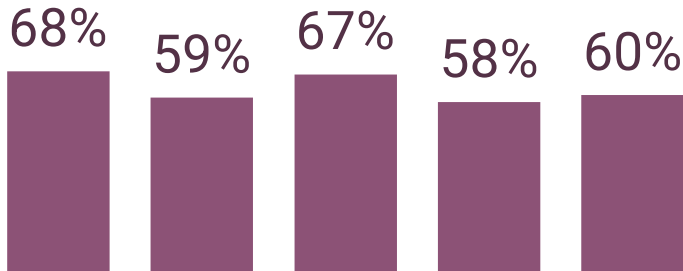
# Community ratings by household income



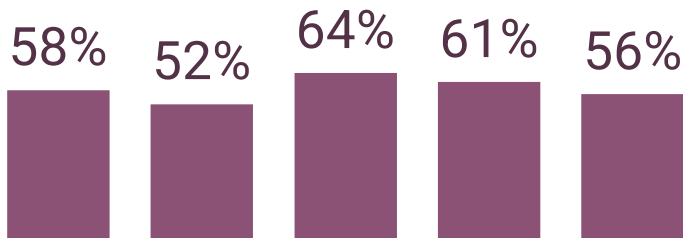
# Community ratings by race/ethnicity

## *Percent rating excellent or good*

Residents' connection and engagement with their community

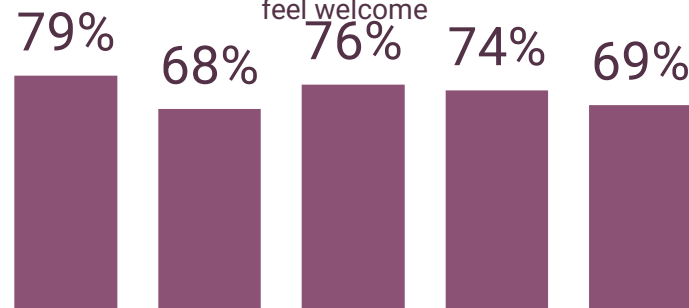


Attracting people from diverse backgrounds

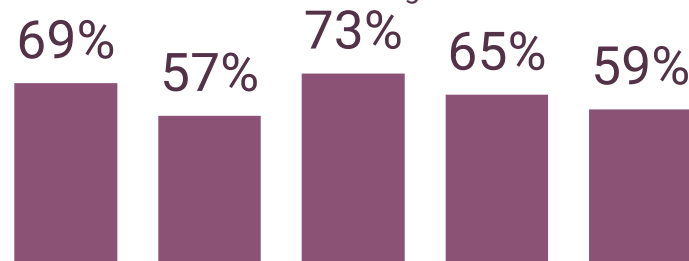


White  
African or...  
Asian  
Hispanic  
Identify...

Making all residents feel welcome



Valuing/respecting residents from diverse backgrounds

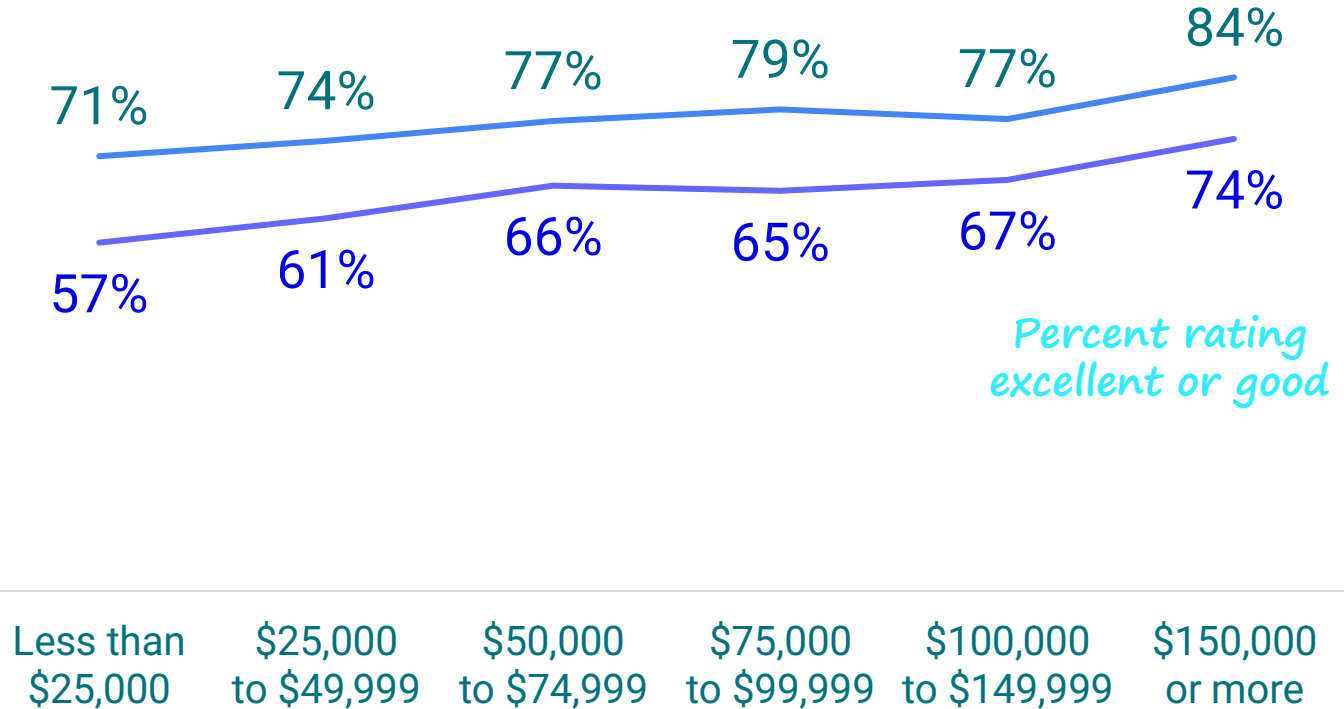


White  
African or...  
Asian  
Hispanic  
Identify...

# (More) community ratings by household income

Residents' connection  
and engagement with  
their community

Making all residents  
feel welcome

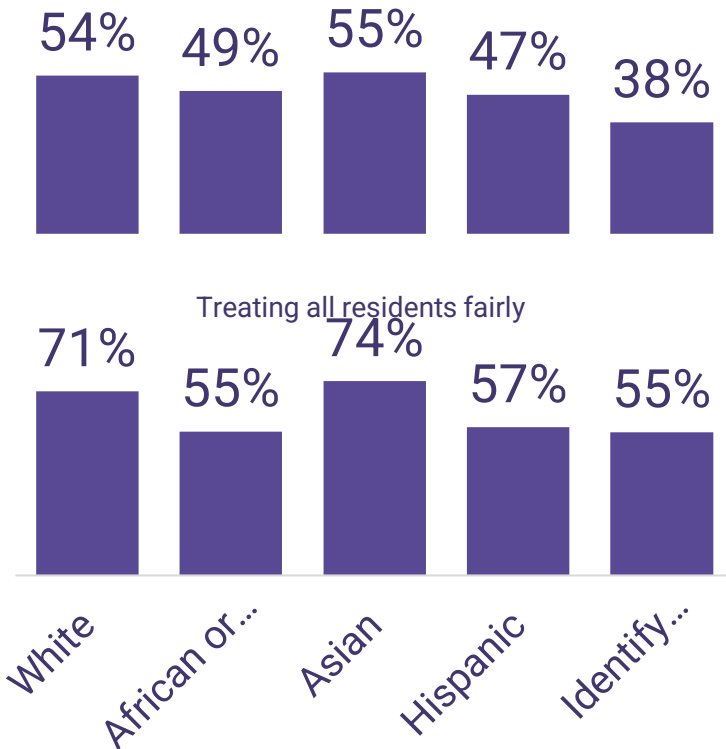




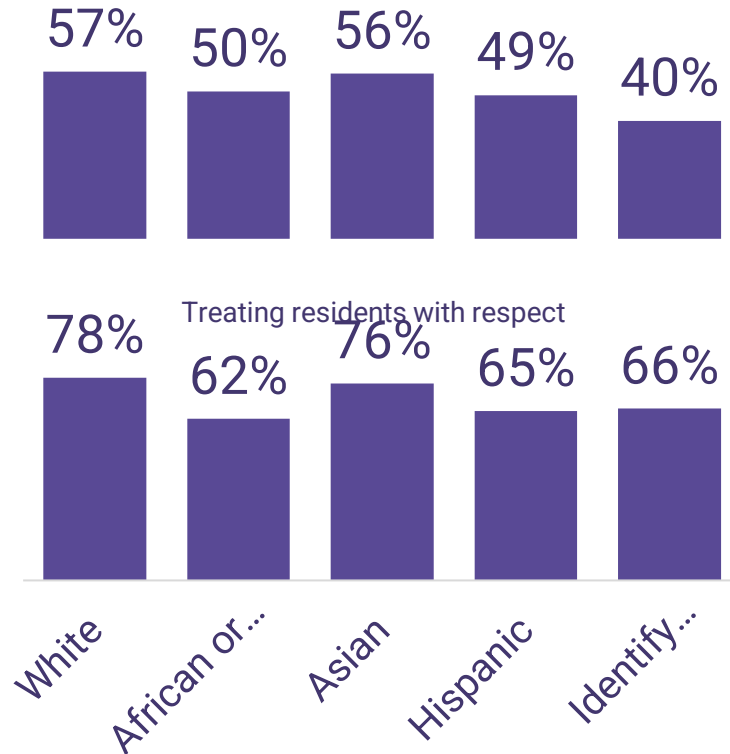
# Government performance ratings by race/ethnicity

## *Percent rating excellent or good*

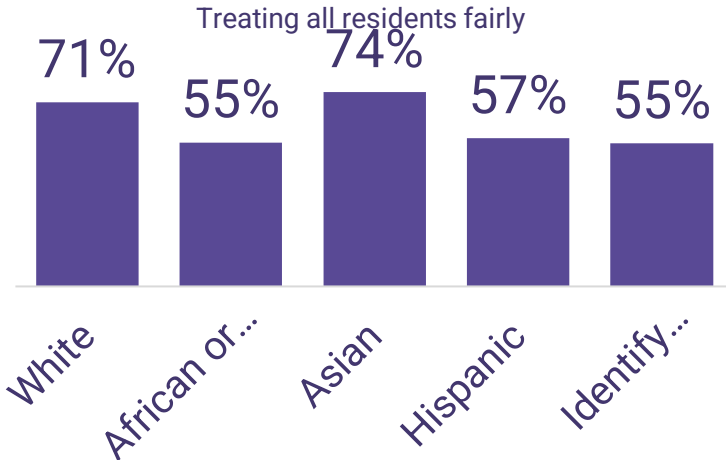
Overall confidence in  
your local government



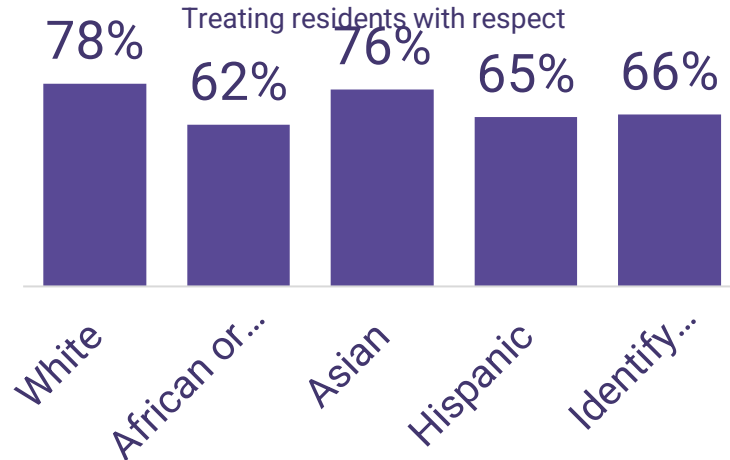
Generally acting in the best interest  
of the community



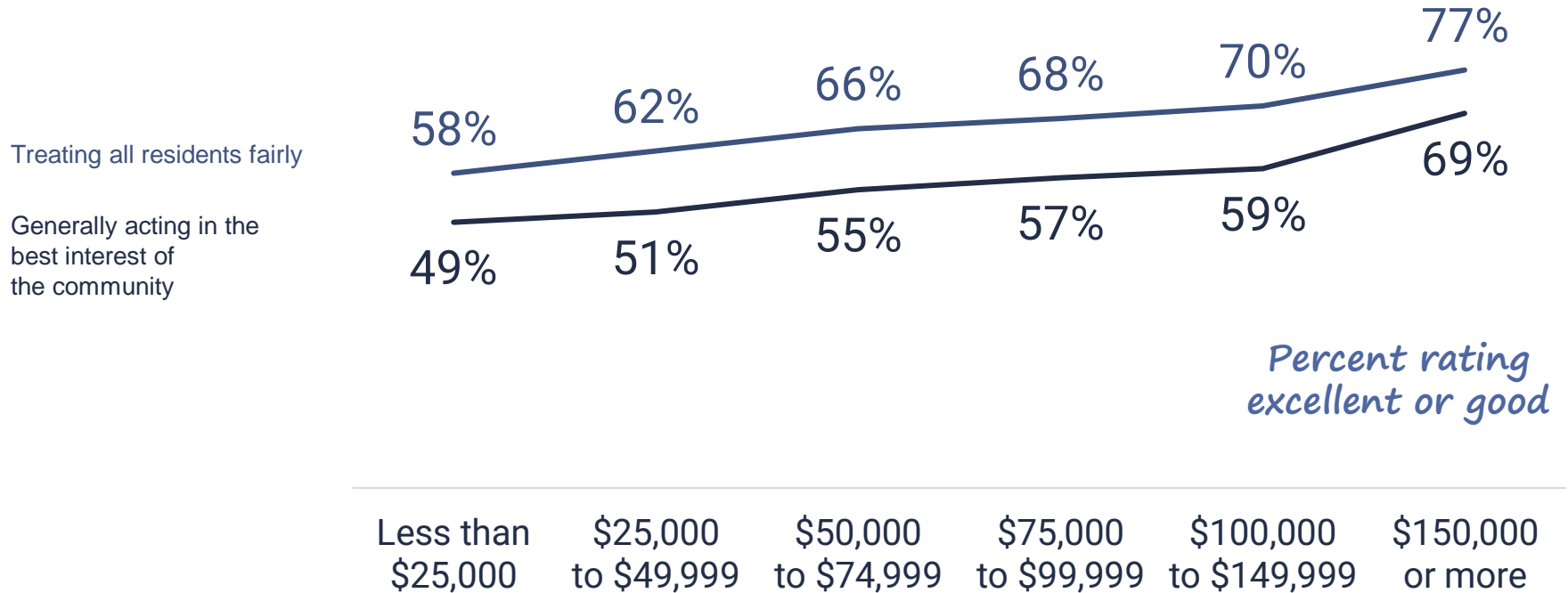
Treating all residents fairly



Treating residents with respect



# Local government performance ratings by household income





Community Quality of Life

Sense of Safety

Community Safety Issues

Departmental Performance

Contact with Police

Types of Police Interaction

Police Officer Performance

Community Safety Priorities

## About the dataset

- Survey Conducted in 2018-2020
- Update planned for 2021
- 2000 completed surveys in 2018  
2923 completed surveys in 2020

Results statistically weighted by region, age, tenure, housing unit type (attached/detached), race, ethnicity, gender and income within each region to ensure the results were representative of all adults across the US

# Community Safety

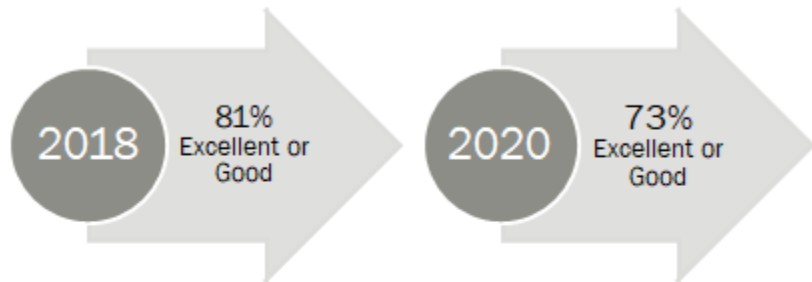
2018

- Drug abuse (e.g., manufacture, sale, or use of illegal/prescription drugs)
- Driving under the influence (i.e., alcohol or drugs)
- Traffic problems (e.g. residential speeding, aggressive drivers)
- Domestic violence (adult)
- Homeless- or transient-related problems (panhandling)

Only safety issues more likely to be a problem in 2020:

- Strained community-police relationships
- Racial/ethnic tensions

Overall Feeling of Safety



2020

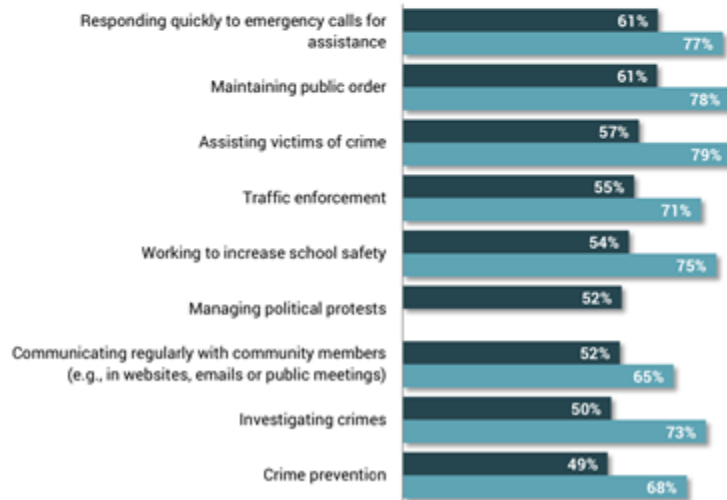
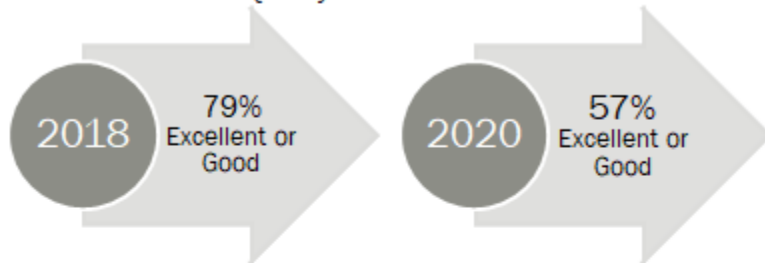
- Drug abuse (e.g., manufacture, sale, or use of illegal/prescription drugs)
- Domestic violence (adult)
- Child abuse
- Driving under the influence (i.e., alcohol or drugs)
- Human trafficking (i.e., forced labor or sexual exploitation)

# Police Services



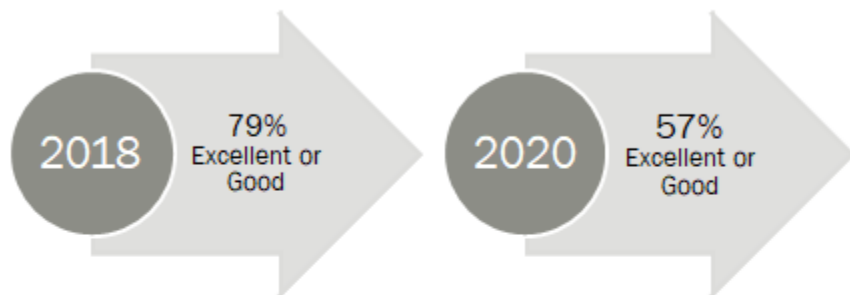
**Ratings for all 17 police services decreased significantly from 2018 to 2020**

## Overall Quality of Police Services



# Police-Resident Interactions

Overall Impression



**Treating all people in a respectful manner**

**Fairness**

**Knowledge**

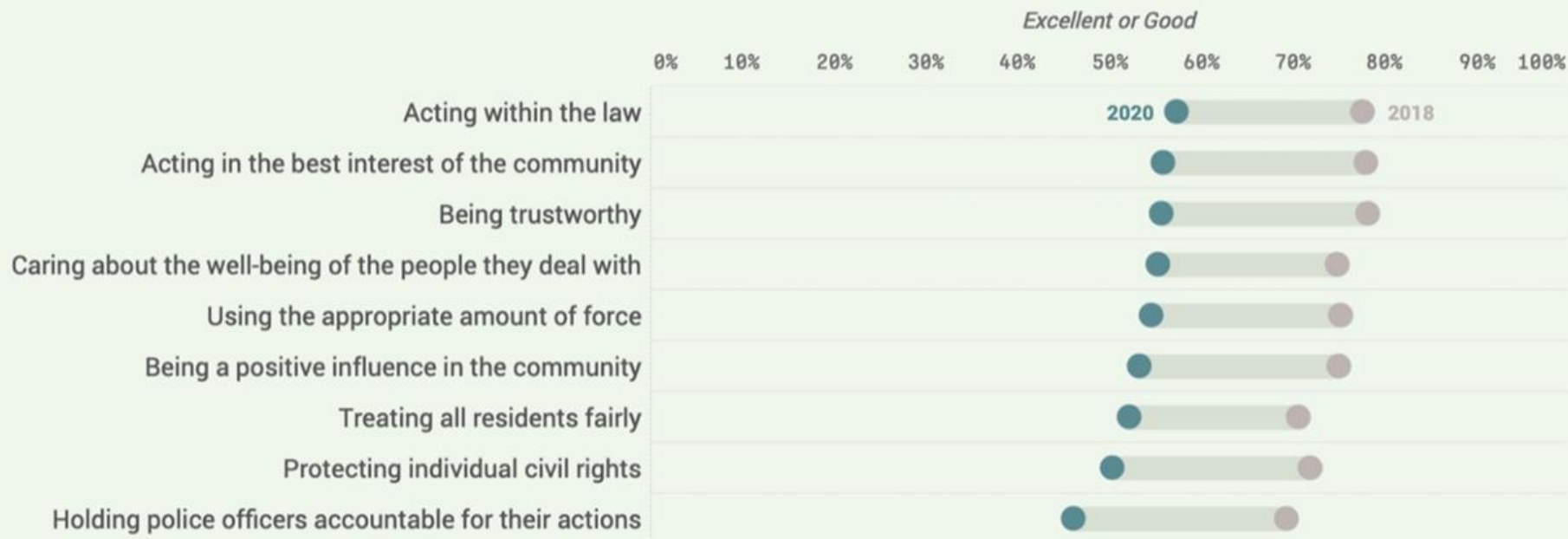
**Responsiveness to requests**

**Timeliness**

# Police / Sheriff Ratings Of Ethics & Trust Over Time

## Trust in police

*Please rate your community's police department on the following.*



*Percent excellent or good*



Older

Live in single family homes

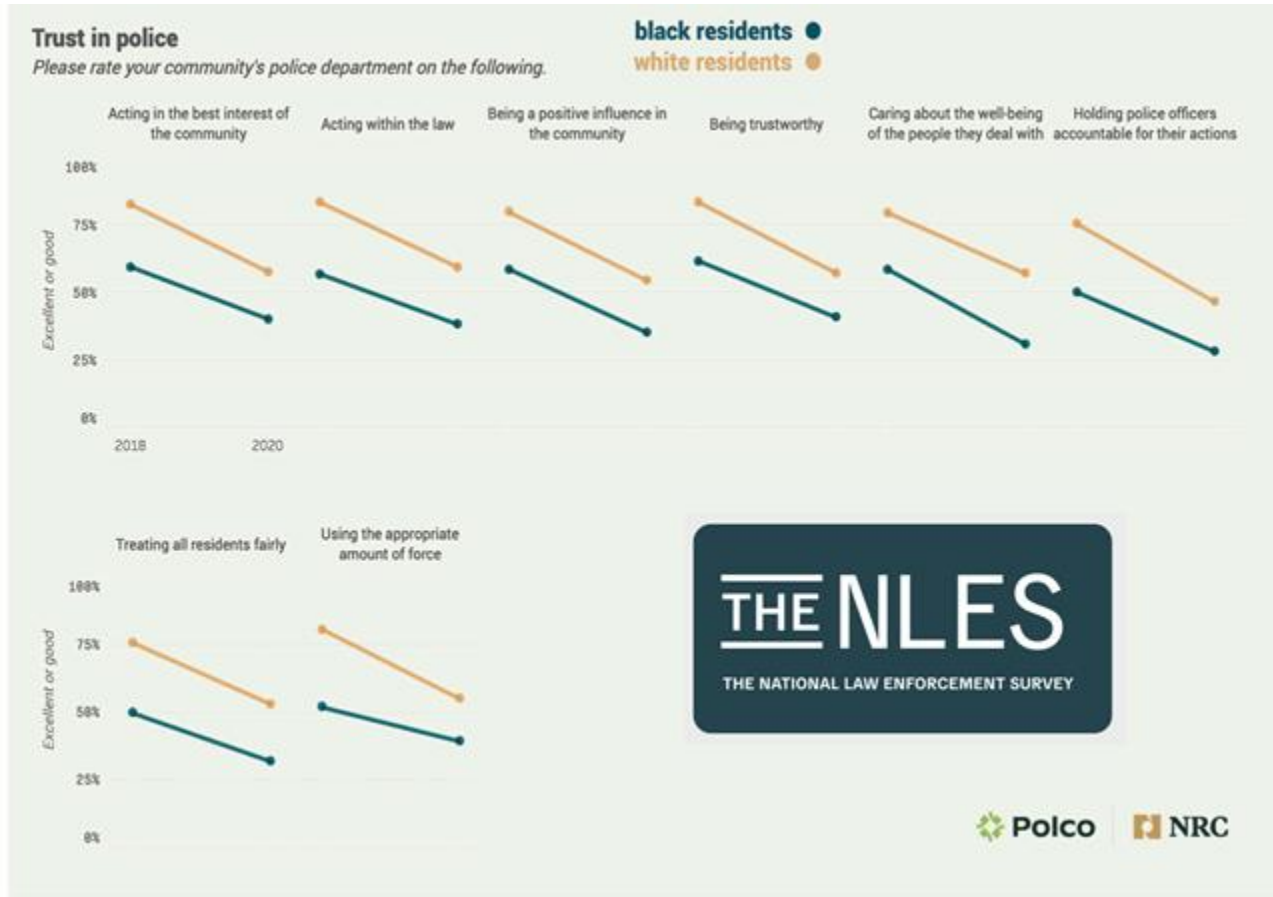
Higher income

Male

Results mixed by race/ethnicity



# Trust Compared by Race



❖ Where do we go from here?





# Best Practices

- Engage the community and your employees
- Be accessible
- Build relationships with community partners
- Continually ask for feedback
- Close the loop



# Engage the Community

## Resident priorities

*How much of a priority, if at all, should the police department in your community place on each of the following in the next two years?*

2018 vs 2020



Who Are the Hard to Reach?

**EVERYONE!!**

Fewer than **20%**  
have ever attended  
a meeting





# Who Are the Especially Hard to Reach?

- Low income
- Youth
- Undocumented residents
- People of color
- People with limited English proficiency



# Discussion

- **Who do you find is hard to reach in your community?**
- **How do you reach out?**



# Be Accessible



While Donna Tate takes a break, Karisa Fairchild (foreground) and Cory Poris-Warren handle the phones and the paperwork in the dispatch center.





# Be Accessible

## **Two questions to ask:**

1. What should I know about neighbors/peers (people)
2. What should I know about your community? (environment)

For resident: What should I know about your neighborhood/subdivision?

For employee: What should I know about your department?



# Discussion

- **How accessible is your leadership to your community now?**
- **What barriers are in the way?**
- **How can you become more accessible?**

# Build Relationships

When should you build relationships with community leaders?

**Before you need them!**



# Discussion

Brainstorming session:

- **Who should you be building relationships with in your community?**
- **What prevents you from doing it? How can you remove those barriers?**

# Continually Ask for Feedback

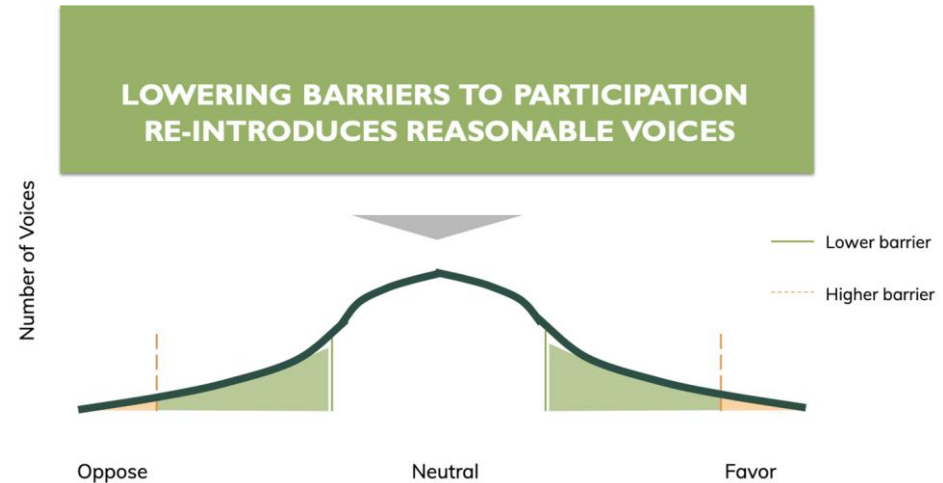
## Disruptive Times

- Survey Fatigue
- Public trust
- Technology
- Access
- Busy schedules
- COVID-19



# Continually Ask for Feedback

- Higher reliance on technology
- Shorter and more frequent
- Part of routine
- Inclusion
- Larger samples
- Relationships - Use of panels
- Closing the feedback loop





# Probability VS Non-Probability Surveys

## Probability

- Random Sample (statistically represents community)
- High Confidence in Results
- Can extrapolate results to entire population
- Often more expensive
- Often conducted on an annual or biennial basis
- Comprehensive community assessments

## Non-Probability

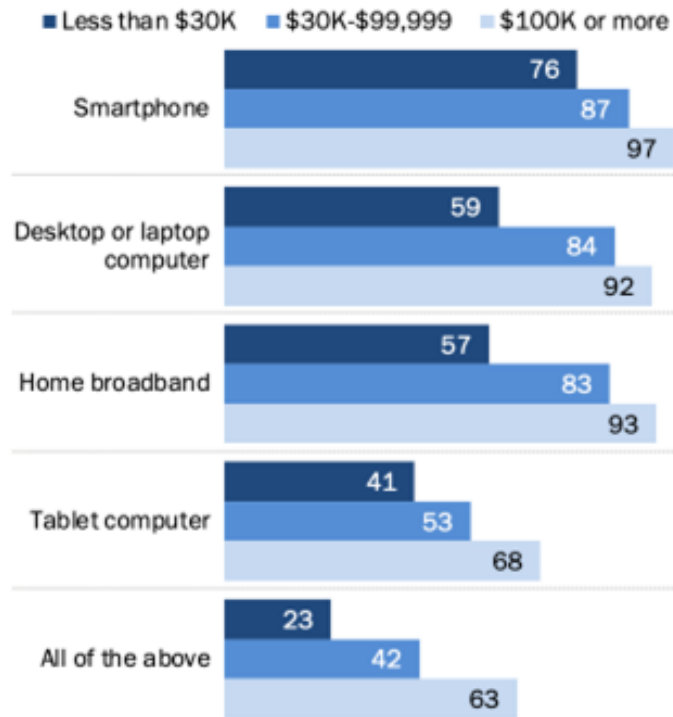
- Opt-in sample (may not be representative of community)
- Quick
- Inexpensive
- Often conducted on a frequent basis
- May be easier to contact hard to reach populations (snowball sampling)
- Topical, shorter surveys and polls

# Continually Ask for Feedback

Mobile responsiveness needs to be viewed as a requirement for all outbound communications

## Americans with lower incomes have lower levels of technology adoption

*% of U.S. adults who say they have each of the following, by household income*



Note: Respondents who did not give an answer are not shown.  
Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

PEW RESEARCH CENTER

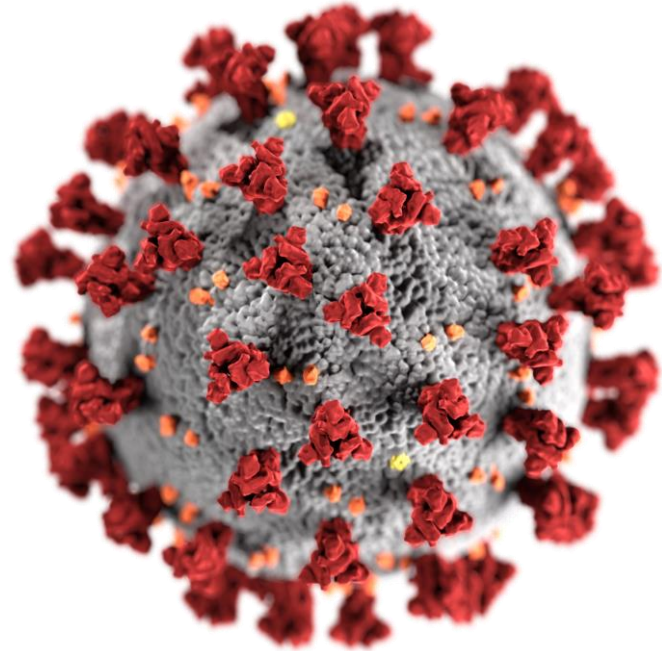




# Continually Ask for Feedback

## Learn from COVID Response!

- Online interactions allow more of your community to participate
- Add a virtual component to your plans- have both an in-person and virtual focus groups and meetings



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# Discussion

Brainstorming session:

- **How do you get feedback now?**
- **How are those methods working for you?**
- **Where are areas where you can improve?**

# Moving Forward

- Assess the situation in your community and workplace
- Engage with your residents and employees
- Collaborate on activities and interventions
- Evaluate your progress
- Close the loop

# Close the Loop

- Do outreach on outbound channels to share results
- Share at least partial data
- Graphs and charts are easy to read
- Shows residents their time is valued
- Encourages others to participate
- Allows more information to be given if needed



# Discussion

Brainstorming session:

- **Can you share more than you do now?**
- **What could you comfortably share?**
- **What are some actionable steps to move forward?**



# Thank You!

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