



Diversity & Inclusion Questionnaire

Start Date : Aug 16, 2023

Responses : 76

Community members were asked to share their thoughts on "Diversity & Inclusion Questionnaire".

REPORT SUMMARY

76 participants completed this activity, demographics of respondents can be found at the end of the report. NOTE: This was a small sample size, results and recommendations are not conclusive and themes that emerged should be further explored/validated.

Themes that emerged surrounding SUS perceptions and feedback:

- SUS participants largely view diversity and inclusion as cultivating an environment where people of different backgrounds feel comfortable participating.
- Scottsdale was described by SUS participants as not very diverse, possibly attributed to the cost of living and limited options for a wider demographic.
- Participants described Scottsdale as being already very welcoming, but thought that continued celebration of diverse cultures, and outreach, dialoged and communication could make it more welcoming.
- Most participants described public meetings as civil and felt comfortable voicing their opinions. However, others were less comfortable/hesitant as they were afraid of how others may respond if they had a difference of opinion.
 - Email was the preferred source of voicing opinions among Scottsdale residents and in-person participation was not something they would do as there was fear of recourse from others - are there other non-in-person channels and/or are there ways to anonymously voice opinions during public hearings and meetings?
- In regards to encouraging a more diversity among boards and committees, it was mentioned that recruitment and targeted outreach, as well as considering flexibility in roles with remote and/or after work hours could be effective. There may be a lot of interest in participating in the city initiatives, but women and BIPOC may not have the ability, as they may have families they need to care for and/or support financially - with limited flexibility to attended in-person, during day activities.
 - Participating on boards and commissions may be challenging for many who support families and/or have full time jobs - are there opportunities within boards and committees to offer stipends, flexibility in meeting times, and/or remote options?
 - Are there opportunities for Scottsdale to actively recruit members of underrepresented groups to become more involved?

Q#1 (76 respondents)

Respondents were asked, "Could you briefly describe what Diversity means to you?"

Diversity Described by Residents

- People of different backgrounds (43)
- Ideas from different perspectives (12)
- Equal opportunity Inclusion (11)
- Valuing and respecting differences Open to different perspectives (10)
- Political Connotation (7)
- Representation of various people (6)

Q#2 (76 respondents)

Respondents were asked, "Could you briefly describe what Inclusion means to you?"

Inclusion Described by Residents

- Cultivate an environment where all people feel comfortable participating (23)
- All people are included (21)
- Equal access and opportunities (15)
- Treating others with respect, regardless of background Foster a sense of belonging (12)
- Group diversity (6)
- Political connotation (5)

Q#3 (76 respondents)

Respondents were asked, "On a scale of 1 to 5, how would you describe the diversity of Scottsdale? 1Not at all diverse and 5Extremely diverse"
28.9% of respondents rated the concept 4 or 5. While 28.9% of respondents rated the concept 1 or 2. The average rating was 3.07.

Q#4 (76 respondents)

Respondents were asked, "Please explain why you view the diversity of Scottsdale in that way?"

1-3 Not diverse, slightly diverse, moderately diverse

- Limited demographic diversity - Majority white, older, affluent (37)
- Personal observation / Relative to other places (10)

4-5 Very diverse, Extremely diverse

- Many different types of people live and visit here (9)
- Many perspectives are listened to People are treated equally (4)
- There is always room to improve (3)

Q#5 (76 respondents)

Respondents were asked, "What more can be done to make everyone feel like they belong or feel included in Scottsdale?"

Ideas on how to make everyone feel included

- Nothing or don't know what can be done (27)
- More inclusive community events + Celebrate diverse cultures (18)
- Continued outreach, communication and dialoged (14)
- Housing / Cost of living that accommodates a more diverse group of people (12)

Q#6 (76 respondents)

Respondents were asked, "Do you feel comfortable voicing your opinions in Scottsdale?"

65.8% of respondents indicated Yes, while 22.4% of respondents indicated *Unsure*, and 11.8% of respondents indicated *No*.

Q#7 (76 respondents)

Respondents were asked, "Can you please explain why you feel that way about voicing your opinions?"

Comfortable voicing opinions

- Comfortable speaking opinions Never been made afraid (24)
- Previous interactions have been positive (12)
- Want opinions heard (7)
- Depends on the platform and topic (5)
- Lifestyle allows for it (3)

Not comfortable / Unsure with voicing opinions

- Afraid of recourse if other disagree + Uncomfortable with current political climate (16)
- Haven't had to before, unsure how it would be received (5)
- Depends on the platform and topic (3)
- Don't think others would listen (2)

Q#8 (76 respondents)

Respondents were asked, "What, if any, are methods you have used to voice your opinion in Scottsdale? Select all that apply"

| Label | Percent |
|--|---------|
| Email | 59.2% |
| Attended an open house - workshop | 40.8% |
| Other, please specify* | 35.5% |
| I have never engaged with the City of Scottsdale to voice my opinion | 30.3% |
| Spoke at a Council meeting | 21.1% |
| Phone call to Mayor - City Manager | 13.2% |

The majority of respondents selected *Email* (59.2%) and many respondents selected *Attended an open house - workshop* (40.8%). While many respondents selected *Other, please specify* (35.5%) and many respondents selected *I have never engaged with the City of Scottsdale to voice my opinion* (30.3%). Additionally, there were several respondents that selected *Spoke at a Council meeting* (21.1%) and a few respondents that selected *Phone call to Mayor - City Manager* (13.2%).

*Other included: Attending events (HOA, Task Force, City sponsored events), Social Media, Nextdoor, and SUS Platform.

Q#9 (76 respondents)

Respondents were asked, "Do you feel comfortable attending public meetings in Scottsdale?"

84.2% of respondents indicated Yes, while 15.8% of respondents indicated No.

Q#10 (76 respondents)

Respondents were asked, "Could you please explain why you feel that way about attending a public meeting?"

Thoughts on attending public meetings

- See no reason to be uncomfortable + Comfortable voicing opinions (36)
- Meetings are generally well run, civil and welcoming (12)
- Like to learn what's going on + Civic responsibility to speak (7)
- Meetings are open format (6)
- Not comfortable speaking in a crowd Physical / Time limitations (4)

Q#11 (76 respondents)

Respondents were asked, "Did you know that Scottsdale is 51% female, but Scottsdale boards and commissions are 75% male. Question: What can Scottsdale do as a community to encourage more women and BIPOC (Black, Indigenous and people of color) to participate in community activities?"

Thoughts on encouraging participation

- Encourage women/BIPOC to participate + Targeted outreach and events (21)
- Not sure / No opinion (18)
- Is there interest among these groups? (10)
- Focus on qualifications, rather than demographics (7)
- Support greater diversity in Scottsdale (6)
- Offer childcare options + Flexibility with in-person availability + Compensation (6)
- Education Awareness - Share stats like this with everyone (4)

Could you briefly describe what Diversity means to you?

| Bucket | Count |
|---|-------|
| People of different backgrounds | 43 |
| Ideas from different perspectives | 12 |
| Equal opportunity + Inclusion | 11 |
| Valuing and respecting differences + Open to different perspectives | 10 |
| Political Connotation | 7 |
| Representation of various people | 6 |

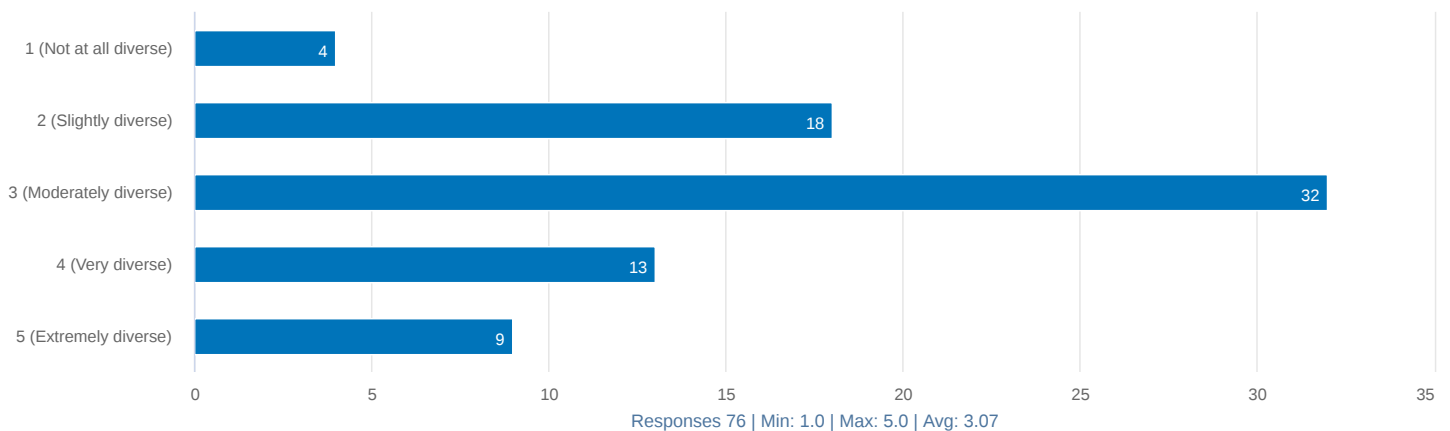
Total 76

Could you briefly describe what Inclusion means to you?

| Bucket | Count |
|--|-------|
| Cultivate an environment where all people feel comfortable participating | 23 |
| All people are included | 21 |
| Treating others with respect, regardless of background + Foster a sense of belonging | 12 |
| Equal access and opportunities | 15 |
| Group diversity | 6 |
| Political connotation | 5 |

Total 76

On a scale of 1 to 5, how would you describe the diversity of Scottsdale? 1Not at all diverse and 5Extremely diverse



Please explain why you view the diversity of Scottsdale in that way?

| Bucket | Count |
|---|-------|
| Limited demographic diversity - Majority white, older, affluent | 37 |
| Personal Observation + Relative to other places | 10 |
| Fairly balanced diversity | 4 |
| Many different types of people live and visit here | 9 |
| Many perspectives are listened to + People are treated equally | 4 |
| There is always room to improve | 3 |

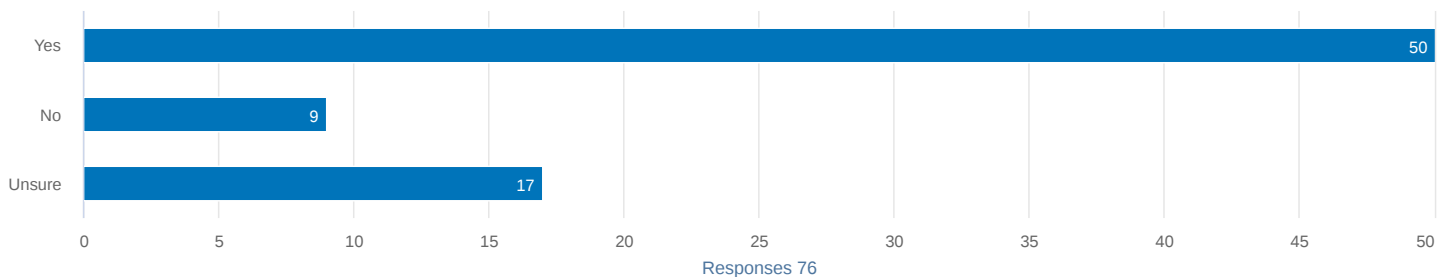
Total 76

What more can be done to make everyone feel like they belong or feel included in Scottsdale?

| Bucket | Count |
|---|-------|
| Nothing + Dont know what can be done | 27 |
| More inclusive community events + Celebrate diverse cultures | 18 |
| Continued outreach, communication and dialoged | 14 |
| Housing / Cost of living that accommodates a more diverse group of people | 12 |
| Accomidating persons with disabilities | 1 |
| Maitain safe communities | 1 |

Total 76

Do you feel comfortable voicing your opinions in Scottsdale?

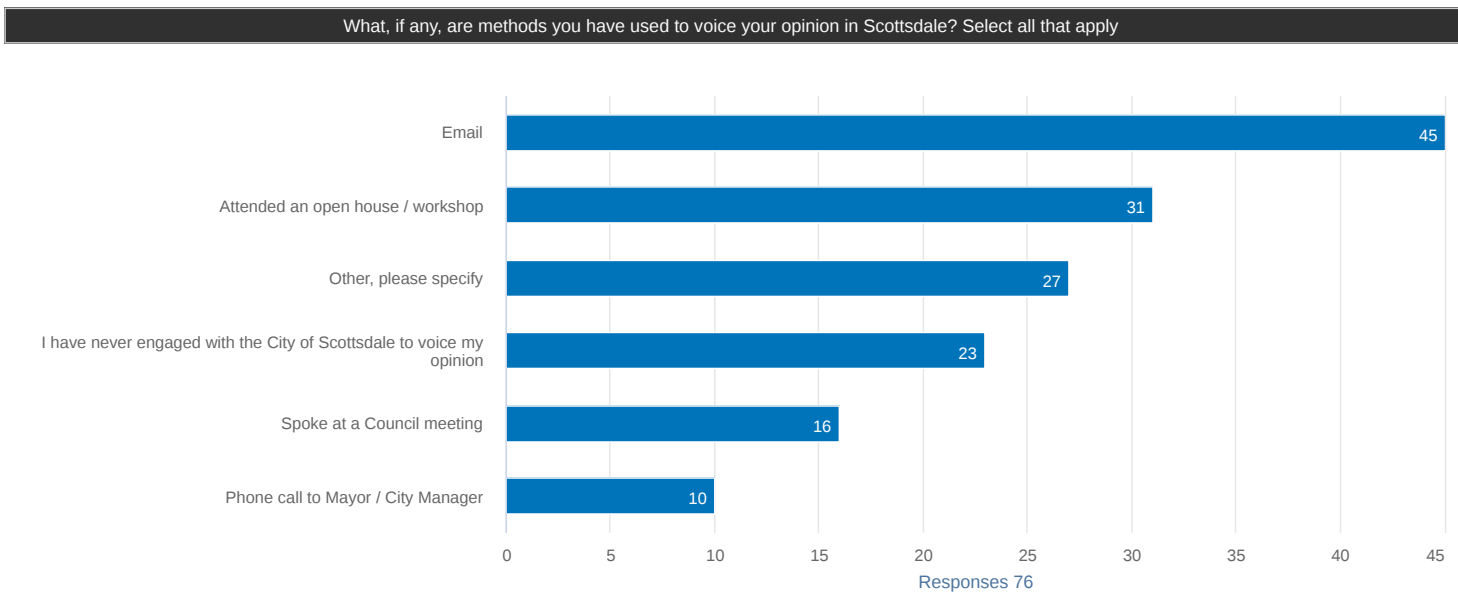


Can you please explain why you feel that way about voicing your opinions?

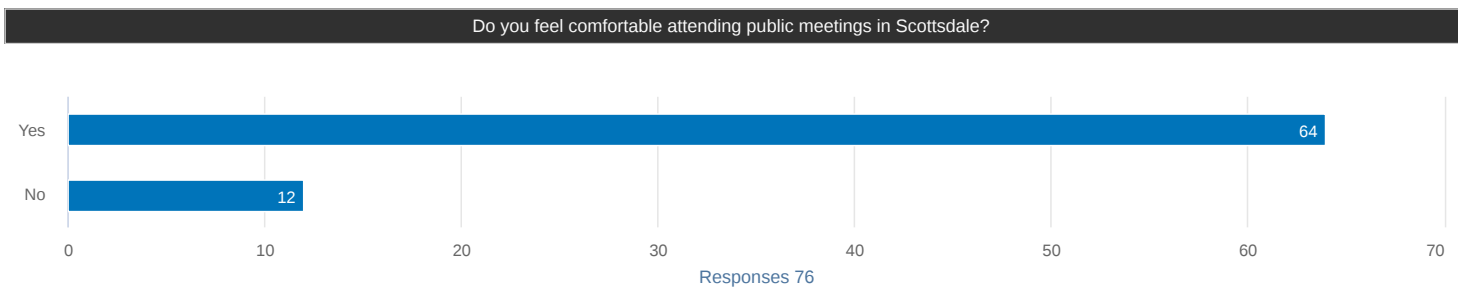
| Bucket | Count |
|---|-------|
| Comfortable speaking opinions + Never been made afraid | 24 |
| Previous interactions have been positive | 12 |
| Want opinions heard | 7 |
| Depends on the platform and topic | 3 |
| Lifestyle allows for it | 3 |
| Afraid of recourse if other disagree + Uncomfortable with current political climate | 16 |
| Haven't had to before, unsure how it would be received | 5 |
| Don't think others would listen | 2 |

Total 76

What, if any, are methods you have used to voice your opinion in Scottsdale? Select all that apply



Do you feel comfortable attending public meetings in Scottsdale?



Could you please explain why you feel that way about attending a public meeting?

| Bucket | Count |
|---|-------|
| See no reason to be uncomfortable + Comfortable voicing opinions | 36 |
| Meetings are generally well run, civil and welcoming | 12 |
| Meetings are open format | 6 |
| Like to learn what's going on + Civic responsibility to speak | 7 |
| Not comfortable speaking in a crowd + Physical / Time limitations | 4 |
| Sometimes meetings get heated + uncomfortable | 3 |
| Dont believe they would be listened to or opinions would be respected | 3 |
| Prefer to watch online / review meeting notes | 2 |
| Unable to find out when meetings are | 1 |

Total 76

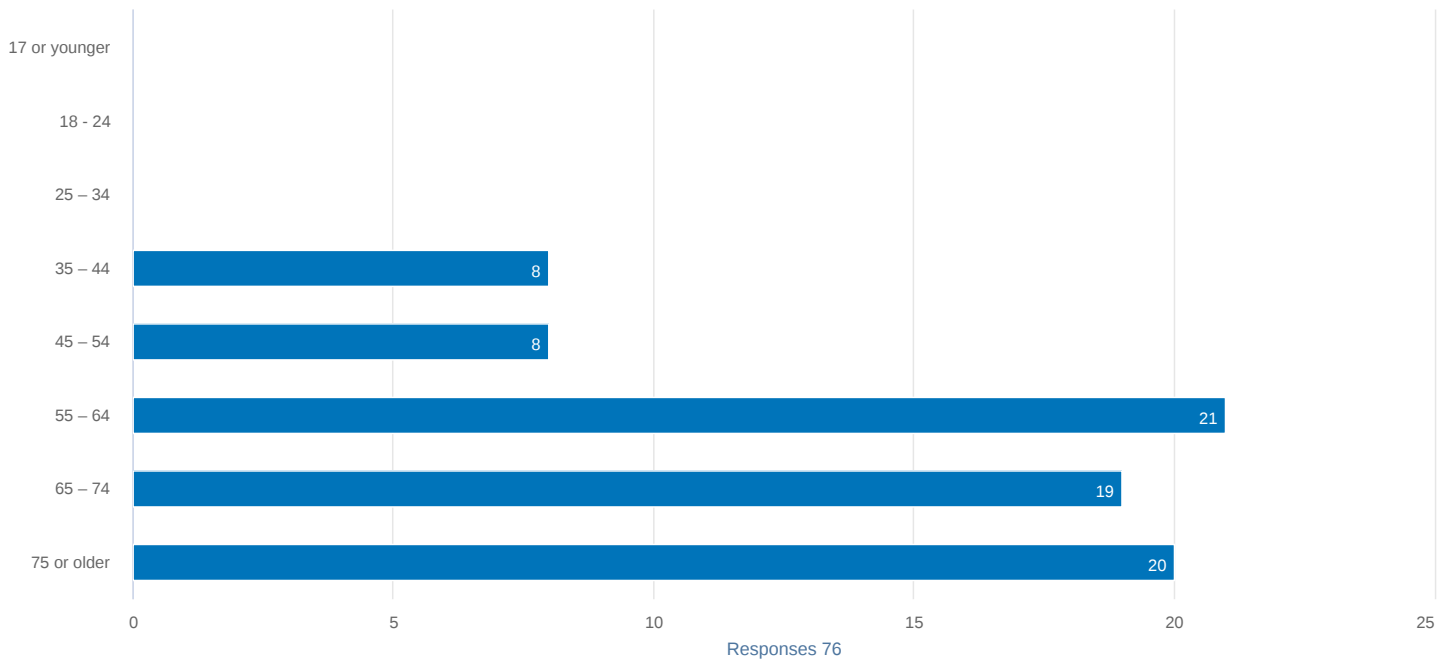
Did you know that Scottsdale is 51% female, but Scottsdale boards and commissions are 75% male. Question: What can Scottsdale do as a community to encourage more women and BIPOC (Black, Indigenous and people of color) to participate in community activities?

| Bucket | Count |
|--|-------|
| Encourage women/BIPOC to participate + Targeted outreach and events | 21 |
| Not sure / No opinion | 18 |
| Is there interest among these groups? | 10 |
| Focus on qualifications, rather than demographics | 7 |
| Offer childcare options + Flexibility with in-person availability + Compensation | 6 |
| Support greater diversity in Scottsdale | 6 |
| Education + Awareness - Share stats like this with everyone | 4 |
| City/business/Schools partnerships | 2 |

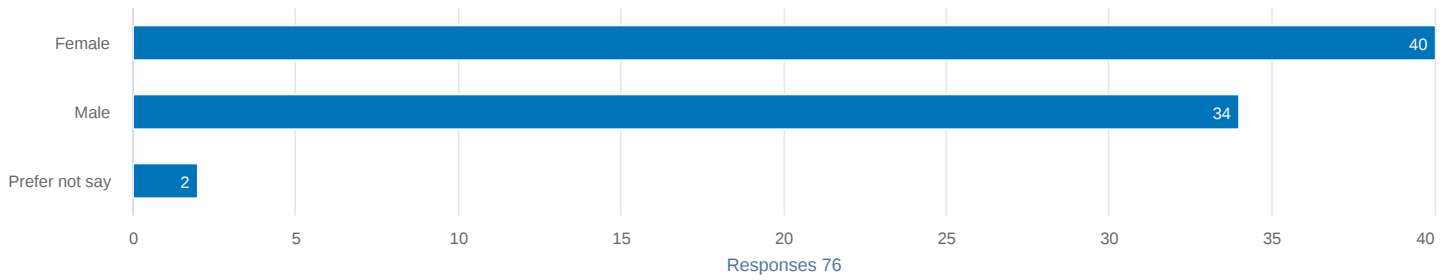
Total 76

Demographic Appendix

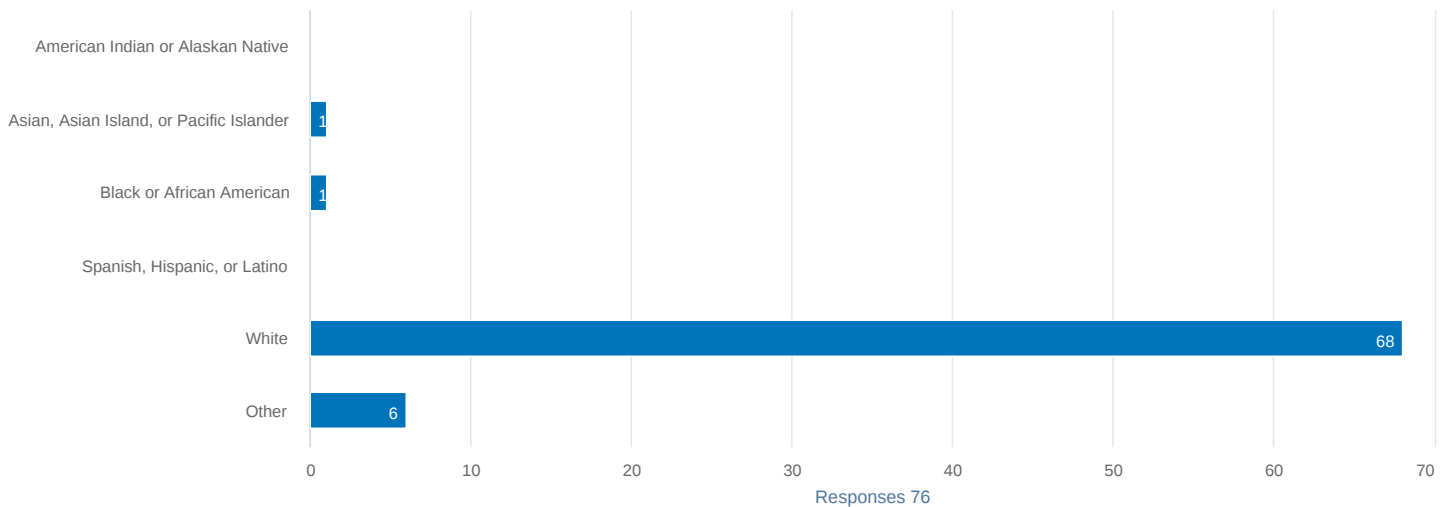
Age



Gender



Race/Ethnicity





Diversity & Inclusion Discussion

Start Date : Aug 16, 2023

Unique Participants :36

Total Responses :40

DISCUSSION QUESTION ASKED

Scottsdale General Plan 2035, ratified by voters in 2021, expresses the community's vision, aspirations, values, and goals. Among the plan's community values is "Foster Well-Being", which guides us toward building "social connectivity across cultural and generational boundaries by cultivating a welcoming environment; respecting human dignity; and recognizing and embracing citywide and regional diversity and inclusion." To help us understand how the community experiences this value and sees it in action, we are opening this week's feedback opportunities - speak up, Scottsdale!

What does feeling welcome mean to you as a Scottsdale resident? What can the City of Scottsdale do more of to make you feel welcome?

These responses are publicly displayed and will be seen by your fellow community members and the Speak Up Admin team. We ask you please be respectful with your responses and follow the [code of conduct](#).

REPORT SUMMARY

36 participants completed this activity, demographics of respondents can be found at the end of the report. NOTE: This was a small sample size, results and recommendations are not conclusive and themes that emerged should be further explored/validated.

Overall, participants perceive a "welcoming" city as one that creates a inclusive culture that supports and respects all its residents. This includes providing opportunities and planning long-term for those of all ages, incomes, and backgrounds and creating a city that is safe, easy to move around and has accessible public services for all parts of Scottsdale.

Some areas to think about:

1. Old Town seems to be the place where events and activities take place - are there opportunities to host city events and activities in other parts of Scottsdale, allowing more accessibility to those further north?
2. Can the city be more communicative and transparent in near-long-term plans - Some don't fully understand the high-rise development and road modifications, are there ways to better articulate intentions of these types initiatives?
3. As Scottsdale grows...
 1. What are ways the city plans to manage/improve public transportation, libraries, parks, shaded public spaces, and safety?
 2. How does this impact cost of living for older demographics on fixed incomes and younger demographics early in their careers?
 3. How do you balance growth and maintaining the "charm" of Scottsdale?

What feeling welcome means:

- Inclusive culture, activities, planning - opportunities for all ages, income levels, residents throughout Scottsdale (17)
- Approachable, communicative, diverse City staff and council + Respects residents (12)
- Maintained streets and public areas + Easy to move around + Accessible public services (10)

Other, less frequently mentioned responses included:

- Feeling safe and comfortable (6)
- Maintain city culture, character and diversity in growth planning (6)
- Building relationships with others Neighborly connections (5)

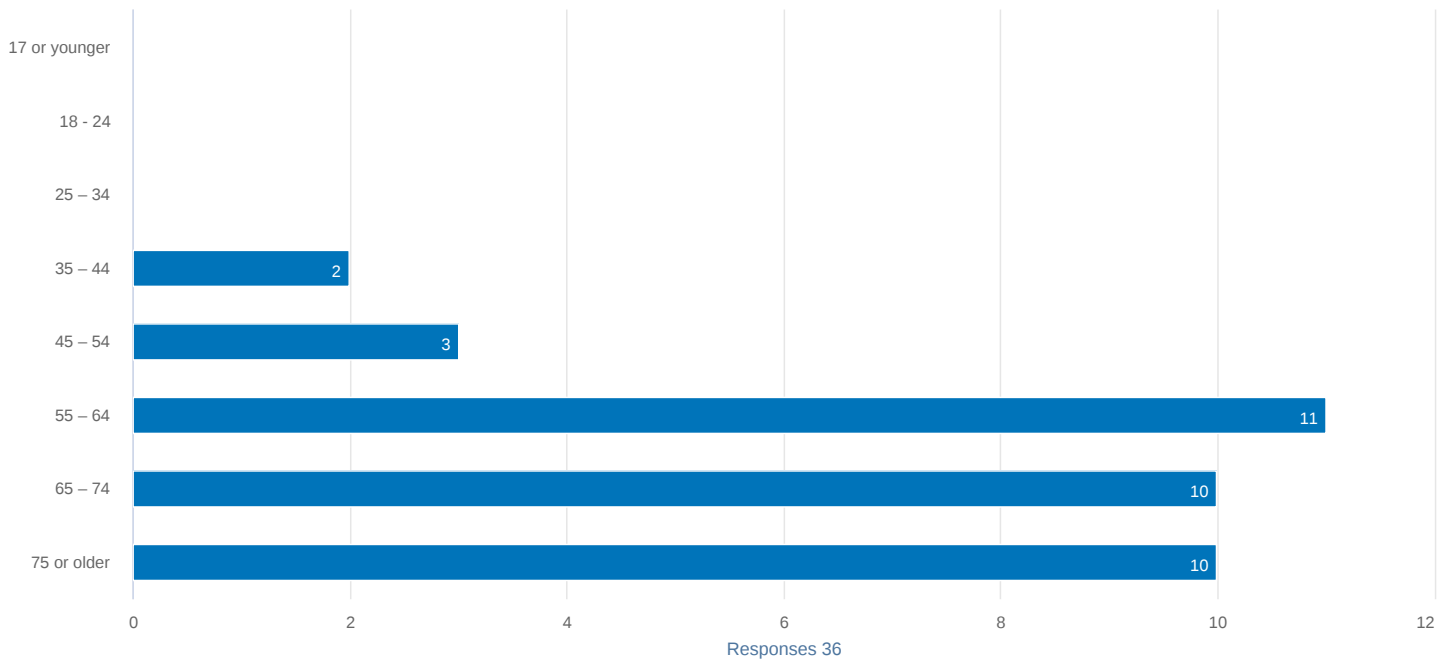
| Bucket | Count |
|--|-------|
| Inclusive culture, activities, planning - opportunities for all ages, income levels, residents throughout Scottsdale | 17 |
| Maintained streets and public areas + Easy to move around + Accessible public services | 10 |
| Approachable, communicative, diverse City staff and council + Respects residents | 12 |
| Maintain city culture, character and diversity in growth planning | 6 |
| Feeling safe and comfortable | 6 |
| Building relationships with others + Neighborly connections | 5 |

Participants 36

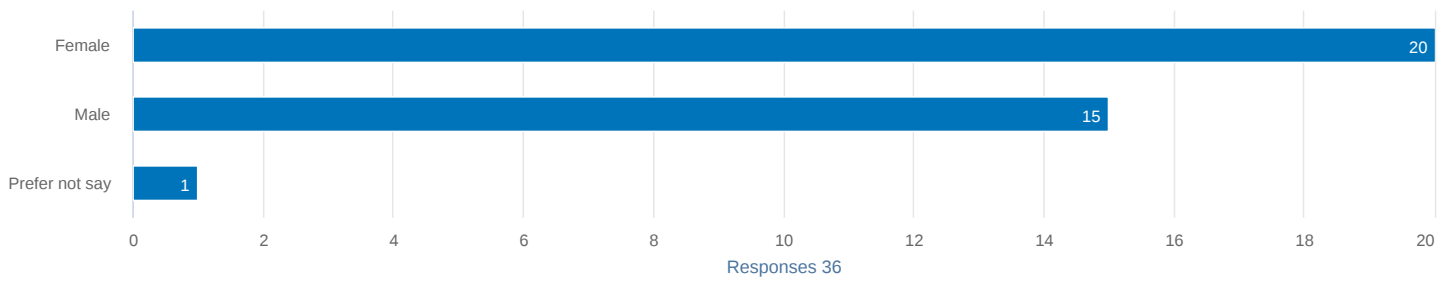


Demographic Appendix

Age



Gender



Race/Ethnicity

