

TO: Michael C. Van Milligen, City Manager
FROM: Kelly Larson, Human Rights Director
DATE: August 14, 2015
RE: Equity Profile – Communication & Community Engagement Update

The purpose of this memo is to provide a summary of accomplishments to date with the Inclusive Dubuque marketing, communication, and community engagement process, as well as identification of some reach-in shortcomings and course corrections we are taking in collaboration with Inclusive Dubuque staff.

Equity Profile Engagement and Communication Plan

The process of developing a community equity profile with Inclusive Dubuque has included numerous components and has spanned several months. While a portion of the process involved gathering readily available quantitative data from sources such as the U.S. Census, we intentionally supplemented this with community surveys, community dialogue sessions, and facilitator training. Inclusive Dubuque also implemented a thorough marketing & communication plan. The surveys, dialogue sessions, facilitator training, and associated marketing have served a purpose beyond data collected, as they have helped to catalyze a larger community conversation about equity issues that extends beyond those of us working in a professional capacity. The hope is that this will encourage ongoing input and actions by community members.

Marketing and Communication

The marketing and communication plan included all of the following on a monthly basis from February through August of this year:

- 2 quarter page ads in the TH advertising the dialogues and the survey links
- 2 stories/ads in 365ink: each story highlighted either an upcoming focus area or a recap of the previous month's focus area. The ad also included upcoming dialogue dates and the survey links
- Half page ad in Julien's Journal advertising dialogue dates and survey, along with a one column article highlighting that month's focus area
- Radio ads on all four Radio Dubuque stations for two weeks advertising dialogues

- Inclusive Dubuque team member interviewed on Voices of the Tri-States
- E-mail blast advertising dialogue dates and survey.
- Monthly newsletter highlighted upcoming dialogues and updates on the equity profile (323 recipients)
- Social Media: promoted dialogues, surveys, local equity stories, national equity stories, and highlighted partners events/activities (ID page now has 414 likes)
- Each month starting in March, a snapshot was published online.
- From March through May: 2 full page ads featuring a preview of the snapshot information were published in the TH
- From June through September: One full page ad featuring a preview of the snapshot information was published in the TH and then the full snapshot was printed and inserted into a Sunday edition of the TH
- Email addresses were collected at each dialogue to enhance the newsletter list
- Weekly email to network partners promoted dialogues and surveys and encouraged partners to share this information with their networks. (116 recipients).

In addition to the monthly actions above, additional items throughout the seven month period included:

- City of Dubuque distributed one pager for equity profile in utility bill inserts in February
- Story in the March Julien's Journal written by Dan McCarthy about Inclusive Dubuque and the equity profile
- Story in the May Julien's Journal written by Dan McCarty about Inclusive Dubuque
- Posters created and displayed at various locations around downtown displaying the dialogue dates and survey links
- Flyers created for reach in groups to be translated and distributed
- Story in the TH on 2/11: "Dialogue: Racial income gaps remain"
- Story in the TH on 2/18: "Inclusive Dubuque aims to boost workforce"
- Story in the TH on 3/9: "Inclusive Dubuque seeks community input" (From news release sent out)
- Story in the TH on 3/11: "Affordable-housing concerns building?"
- Story in the TH on 4/16: "'Crisis situation' in mental health services?"
- Story in the TH on 5/28: "Housing not affordable for renters"
- Story in the TH on 7/12: "A place to call home"

Dialogues and Surveys

Thus far, participation in the monthly dialogues and surveys has been as follows:

- Total dialogues held: 60 (includes those scheduled for August)
- Total dialogue attendees as of July 2015: 527
- Total surveys taken as of July 2015: 1,650
- Total trained facilitators as of July 2015: 24
- Total sign ups to stay connected as of July 2015: 305

The demographic breakdown for survey participants as of August 11, 2015 follows on the next page. This is subject to change, as we continue to receive surveys.

Gender		Veteran?	
Male	41.76%	Yes	8.50%
Female	57.85%	No	91.50%
Unsure	.39%		
Age		Neighborhood	
< age 17	.45%	Downtown	15.51%
Age 18-21	3.35%	Point	4.43%
Age 22-30	19.55%	North End	11.52%
Age 31-40	21.87%	South End	9.49%
Age 41-50	21.68%	Hill/College/Hosp.	14.72%
Age 51-60	20.71%	West End	25.80%
Age 61+	12.39%	Outside Dubuque	18.35%
Race/Ethnicity		Tenure in Dubuque	
Asian/Pac. Island	1.57%	< 5 years	23.34%
Black/Afr. Amer.	11.54%	5-10 years	14.73%
Hisp./Latino	2.39%	11-20 years	14.73%
Native Amer.	.55%	> 20 years	47.21%
White	83.95%	Education	
LGBTQ?		< High School	3.59%
Yes	4.92%	High School	17.82%
No	95.18%	Trade/Tech/Voca.	7.38%
Mental Disability?		Associates	9.33%
Yes	6.58%	Bachelors	32.05%
No	93.42%	Advanced	29.83%
Physical Disability?		Household Income	
Yes	8.57%	< \$25,000	19.93%
No	91.43%	\$25,000-\$49,999	18.54%
		\$50,000-\$99,999	34.72%
		\$100,000+	26.81%

Religion		Marital Status	
Atheist	3.98%	Married	59.28%
Baptist	2.10%	Widowed	1.71%
Christian	17.35%	Divorced	9.56%
Hindu	.72%	Separated	1.96%
Jewish	.51%	Never Married	21.86%
Mormon	1.30%	Unmarried, Cohab.	5.64%
Muslim	.87%		
Protestant	13.38%	# < age 18 in Household	
Orthodox	1.16%	Zero	51.08%
Roman Catholic	36.88%	One	17.42%
None	21.76%	Two	19.95%
		Three+	11.55%
Household Size		# age 65+ in Household	
1 in household	16.23%	Zero	84.04%
2 in household	33.72%	One	7.79%
3 in household	18.30%	Two	6.40%
4 in household	21.55%	Three+	1.76%
5+ in household	10.19%		

Supplemental Reach-In Efforts and Course Corrections

In addition, because we recognized that some groups may not be effectively reached through the above methods, we supplemented this approach with a “reach-in” plan. The plan focused on reaching members of traditionally marginalized communities through a series of events being led by and with these communities from May through August. Logistics included the need to connect with leaders within various groups, work with leaders to develop a culturally appropriate process, negotiate the parameters of participation, develop a condensed survey covering all topics, have the survey translated into Spanish and Marshallese, and have staff available at events to conduct the dialogue session or hand out and collect surveys.

Our early efforts to implement the plan in May had limited success due to a combination of miscommunication, miscalculation of the amount of time needed to properly prepare, challenges with adapting to community member needs, and failures in staff follow-through. Specific shortcomings that we have adjusted our plan to address include:

- We created the plan only days before the first event, Cinco de Mayo, and were unable to have all of the necessary information ready for the event. We are compensating for this by working with LULAC and a community leader who attends St. Patrick’s Spanish mass to host events in early-to-mid September that will help us to reach Hispanic/Latino community members.
- The survey a community member translated into Marshallese for us was misplaced, resulting in the survey not being available for the Marshall Islands Constitution Day. This community member has worked with us to translate the

survey a second time and is distributing and collecting it through family events and community birthday parties during the month of August.

- A staff hospitalization resulted in last minute coverage of PrideFest by another staff member, with only one survey being completed and returned. We are working with LGBTQ community members who are hosting an event October 10 to see if we might share preliminary profile results while also gathering their input on what we have missed that is particularly relevant to the LGBTQ community.
- The neighborhood safety survey was distributed at Juneteenth, with good participation, but we had hoped to distribute the condensed survey covering all topics. We have hosted one dialogue with NAACP members and have another scheduled, and are working to schedule a session with 4 the People as well to ensure input from the African-American community.

Our plan also includes the following:

- Six African residents participated in a dialogue in May, and have also decided to continue to meet as an ongoing Dubuque African Diaspora group.
- Survey and dialogue is scheduled at a private gathering of Filipino residents on August 8
- Survey will be distributed and collected at Friends of India celebration on August 14.
- Survey and dialogue is scheduled with the Tri-State Muslim group for September 12.
- Children of Abraham is considering whether they would like us to attend their September meeting.
- We have spoken with leadership at the Dream Center and Dubuque Area Congregations United, and they have declined to host a special dialogue for their audiences at this time due to time constraints, though some of the leaders from those organizations have participated in the various community dialogues.

As these events occur, we will be evaluating the successfulness of our efforts to help inform future action planning approaches with these communities.

Engaging City Departments as a Network Partner

Intentional efforts have been made inside the organization to engage City staff in the Inclusive Dubuque efforts as well. In January of 2015, we established an Inclusive Dubuque Core Team within the City organization to specifically focus on identifying ways in which the organization is already contributing toward this vision, as well as identifying areas for improvement. From January through April, the team met with Leadership Team members within each City Department. During these meetings, we provided an overview of Inclusive Dubuque, answered questions about the initiative, gathered leadership's ideas on where they see their work connected with Inclusive Dubuque's focus on diversity, equity, and inclusion, and identified a department champion who would be the point of contact as the initiative moves forward both inside the organization and out in the community. The results of these meetings were

summarized in a memo to you dated July 21, 2015. In addition, each e-mail blast advertising dialogue dates and surveys were forwarded to Leadership Team and, after they were identified, to Inclusive Dubuque champions within each department, accompanied by ongoing requests that staff be encouraged to participate as residents and to share the information with others. The monthly newsletters, snapshots, and weekly e-mails to network partners also have been shared throughout City departments. Finally, several City staff have served on the Equity Profile steering committee or have served as trained facilitators for dialogue sessions.

Conclusion

Inclusive Dubuque will complete the official data gathering phase by the end of September, though we are well aware that we will continue to learn more as time goes on. In October, we will begin to summarize and release what we have learned in preparation for action planning. The summary will provide us a snapshot in time, and we fully acknowledge that as new information and opinions are expressed, we will need to feed them forward into the action planning stage.

cc: Nikola Pavelić
Manisha Paudel
Katrina Ferren-Eller, Inclusive Dubuque Coordinator