

Preliminary MIC Community Survey Results
April 7, 2022

MIC Methods and Baseline Sub-Committee

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Report Format:

- 1. Purpose of Preliminary Report**
- 2. Purpose of Survey**
- 3. Analysis Approach**
- 4. Baseline Definitions**
- 5. Summary of Results (Statistical Conclusions)**
- 6. Identified Opportunities**
- 7. Conclusion**
- 8. Next Steps**
- 9. Appendices**

1. Purpose of Preliminary Report

The purpose of this preliminary report is to share the Methods and Baselines Sub-committee analysis of the Madeira Community survey sent in December 2021 with the larger Madeira Inclusion Committee and gather other opportunities (if any) during the next MIC meeting on May 5th.

2. Purpose of Survey

The purpose of the community survey sent to Madeira residents in December 2021 was to understand our community member's experiences of inclusion as well as gauge their understanding of and attitudes about inclusion. We wanted to identify what is driving community members' sense of inclusion and belonging so we can celebrate and duplicate those efforts as well as find out where we have the opportunities to improve. The goal is to provide a baseline for inclusion in our community and to learn, share information, and collaborate with the city administration and officials.

3. Analysis Approach

- The Methods and Baseline Sub-committee initial approach was broad. Identifying overall inclusion scores and drivers of inclusion in our community.
- The secondary approach was more focused.
 - The Methods and Baseline Sub-committee tabulated the data and was able to establish a norm baseline in order to study which populations are over-indexing or under-indexing for certain inclusion drivers.
 - The Methods and Baseline Sub-committee focused first on age of residents, disability, length of residency, and religion.

- The final approach entailed identifying patterns in the survey comments and creating categories of feedback. For example, “accessibility suggestions” or “city tax reduction suggestions”.
- Together these three approaches allowed the Methods and Baseline Sub-committee to reach the survey goals and provide an actionable preliminary analysis of the survey results.

4. Baseline Definitions

This section of the report is to explain the framework and definitions in which the Baseline and Methods Sub-committee was working under.

- Gathering respondents’ demographic information is not intended to create divisiveness, but rather to give context and understanding of their unique experiences based on their unique identity. The Madeira Inclusion Committee believes that acknowledging, exploring, and understanding community members’ unique experiences helps them feel seen, heard, and included.
- Diversity is defined as the condition of being different or having differences. Differences among people with respect to age, class, ethnicity, gender, gender identity, health, physical and mental ability, race, sexual orientation, religion, or economic status.
(Developed from the 5/3 Inclusion Tool-Kit, 2021)
- A sense of belonging and inclusion means that individuals across different subgroups and backgrounds (diversity) feel safe enough to participate fully, by being welcomed, respected, valued, seen, and heard. Strengthening inclusion involves intentionally engaging and sharing power with individuals and groups who have not previously been fully considered in processes, activities, and decisions, and policy making. It can also involve examining policies, systems, and initiatives to update them to make them more inclusive of all members of the community.
- More resources on economic studies and inclusion initiatives in Cincinnati are located in Appendix A.

5. Summary of Results (Statistical Conclusions)

We received approximately 390 completed surveys between electronic and returned surveys. No surveys were returned from non-residents outside of Madeira. 390 is a robust enough sample to measure statistically significant differences among large segments of the population (age, residency length, disability, and religion) however, we cannot reliably determine significant differences for populations where the sample size is less than 75 respondents such as genders other than male/female, and ethnicities other than white. However, we are able to use qualitative responses to explore the experiences of these groups.

- Survey respondents consisted of:
 - 35-54 year-olds (47%)
 - 55+ year-olds (35%)

- Under 35 year-olds (12%)
 - Prefer not to answer (6%)
 - 0-10 years residency (37%)
 - 10+ years residency (61%)
 - Prefer not to answer (1%)
 - Approximately 23% of survey respondents indicated a disability
 - Approximately 61% of survey respondents indicated Christianity as their religion; 27% indicated a religion other than Christianity or none.
 - Overall survey results show that the majority of families feel welcome and included in Madeira. There were many positive testimonials shared in the form of qualitative responses which can be used as inspiration for improving the experiences of all residents. However, there are key groups which are statistically less positive about feeling welcomed and included such as residents over 65 years old, those with a disability, those who either practice a religion other than Christianity or are non-religious, and residents who have lived in Madeira less than 10 years. There were twice as many respondents who voiced support in bringing more diversity and inclusion than people who didn't feel it was a priority.
 - 78% of survey respondents reported that they either strongly agree or agree that Madeira is "friendly and welcoming." Diving further into this information, there is evidence that Large sample groups for which significance can be determined (see Appendix B).
 - Age
65+ year old residents are less likely to agree/strongly agree that Madeira hosts city events that are friendly and welcoming and that parks and recreational facilities/activities are friendly and welcoming versus younger residents. Older respondents are also more likely to identify first responders and accessibility as key aspects of the community which make Madeira a friendly town vs. younger residents.
 - Residency Length
Residents who have lived in Madeira less than 10 years are more likely than those who have lived in Madeira longer to strongly agree that Madeira hosts city events that are friendly and welcoming and that Madeira parks and recreational facilities/activities are friendly and welcoming. They are also more likely to agree/strongly agree that Madeira can work to be more friendly and welcoming.
 - Disability
Residences who indicated a disability were less likely to strongly agree that Madeira is friendly and welcoming than those without a disability. Likewise, they were less likely to agree/strongly agree that Madeira hosts city events that are friendly and welcoming.
 - Religion
Residents practicing a religion other than Christianity or none are less likely to
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strongly agree that Madeira is friendly and welcoming and are more likely to agree/strongly agree that Madeira can work to be more friendly and welcoming. Residents who practice Christianity were both more likely to choose safety as one of their top 3 reasons for living in Madeira as well as what makes Madeira a "Friendly Town" whereas residents who don't practice Christianity or no religion were less likely to choose safety and more likely to choose schools and city sponsored events.

6. Identified Opportunities

- Hold focus groups over the next 6 months to deep dive into these four groups' (age, residency length, disability, and religion) results to better understand their individual experiences and inform high quality recommendations over time.
- Increase Event and Recreational Activities (because parks, recreation, and events are a large inclusion driver for a majority of residents).
 - Consider hosting an annual Meet and Greet event where residents can meet city council officials, police, and fire personnel, and learn about various city committees where residents can volunteer.
 - See additional recommendations by large sample groups below.
- A DORA or centrally walkable gathering location where residents can meet, eat, drink, shop, and play. DORA districts set the scene for all neighbors to meet in a more organic manner.
 - Attracting businesses and creating gathering spaces that will increase pedestrian traffic in tandem with the Miami Avenue Reconstruction Project. (Less service community businesses like banks, nail salons, pharmacies, and offices. More entertainment businesses like eateries and shops).
- Age
 - Active social events for seniors or that are accessible to seniors.
- Residency Length
 - Regardless of length, consider maintaining a calendar of events for all local activities happening in Madeira (ie. Farmer's Market, Historical Society) including information regarding recreational activities that are not sponsored by the school such as Scouts, various sports for elementary-aged children.
 - Host regular welcome events that also provide information about the city resources and FAQs.
- Disability

- Review current annual city sponsored events and event locations to determine accessibility for all participants.
- Religion
 - Explore other opportunities to celebrate more religions & cultures within Madeira (ie. Menorah lighting during Haunnakah, social media posts, Light up downtown during Diwali Festival of Lights, Holi celebration at McDonald Commons, food trucks, inviting or highlighting certain vendors at weekly Farmer's Market).
- Based on the survey analysis and results, The Baseline and Methods Subcommittee would like to recommend revisiting the MIC mission statement, values, and goals. Publish baseline definitions.

7. Conclusion

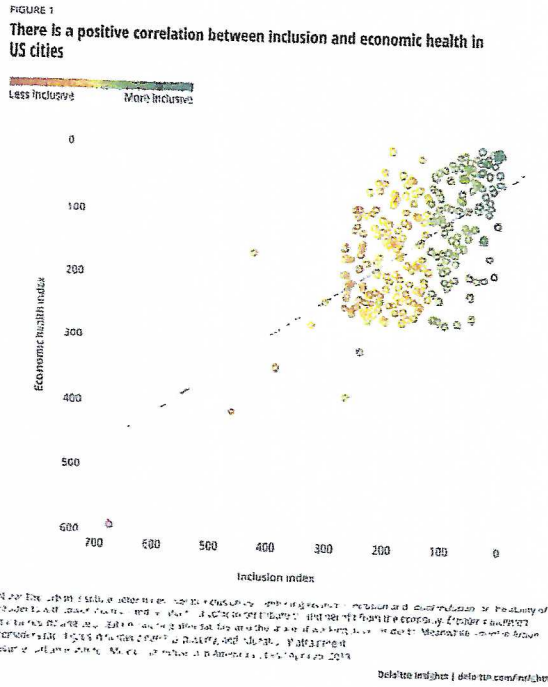
We have reached our survey goals to understand our community members' experiences of inclusion as well as gauge their understanding and attitudes about inclusion. We have identified bright spots to duplicate as well as opportunities to improve. We have provided a baseline for inclusion and are fostering collaboration with the city administration and officials.

8. Next Steps

MIC members to review report findings and opportunities from the Baseline and Methods Subcommittee and bring other opportunities (if any) to the next MIC meeting on May 5th.

Appendix A

A study by the Urban Institute analyzed the relationship between inclusion and economic health in 274 of the largest cities in the United States over the past four decades. The study found that, with few exceptions, cities that are more inclusive have better economic health indicators than those that are not. (<https://www2.deloitte.com/us/en/insights/industry/public-sector/inclusive-smart-cities.html>)



<https://ideal.com/diversity-equity-inclusion/>

Many recent studies indicate better results when they prioritize DEI. According to a [2019 global report from the International Labour Organization](#), companies with more “inclusive business cultures and policies” see a 59% increase in innovation and 37% better “assessment of consumer interest and demand.” This is the kind of idea generation and forward-thinking that companies now need to survive and succeed. (https://www.ilo.org/global/publications/books/WCMS_700953/lang--en/index.htm)

From 5/3:

“At Fifth Third, we see inclusion and diversity as a strategic imperative and integral to the ongoing vibrancy of our culture.”
– Greg Carmichael, Chairman and CEO, Fifth Third Bancorp

From GE’s 2021 Diversity Report:

We believe diversity makes us more competitive and creates value for our customers, shareholders, and employees. We believe in the value of each person’s unique identity, background, and experiences and are committed to fostering an inclusive culture, where everyone feels empowered to do their best work because they feel accepted, respected, and that they belong.

From the Cincinnati Chamber of Commerce:

The Cincinnati Regional Chamber has long been a proponent and practitioner of inclusive practices in all we do. It is our top priority to support the business community with education and resources to help deliver economic inclusion, to retain and promote diverse talent, understand health disparities and the impact on your workforce, and understand your role to improve sustainable inclusion practices.”

From Montgomery’s D&I Commission:

City Council and administration believe the infusion of diverse cultures, faiths, and customs enriches social and civic life and is a positive development for the community. As a municipal government, there is a tremendous benefit in nurturing and promoting this diversity in the community, and it warrants a higher priority on the City agenda.

Appendix B

MIC Baseline & Methods Sub-Committee Report | Preliminary MIC Community Survey Results

More/Less likely than the average...	Age		Residency Length		Disability		Religion	
	Younger	Older	Shorter (<10 yrs)	Longer (10+ yrs)	None	Has Disability	Christianity	All Other
I am happy living in Madeira and I am glad I live here.						Less likely to agree/strongly agree		Less likely to strongly agree
Madeira's motto is the "Friendly Town". I feel Madeira is friendly and welcoming to me.	45-54 less likely to strongly agree	65+ less likely to strongly agree				Less likely to strongly agree		Non-religious people less likely to strongly agree
I think Madeira can work to be more friendly and welcoming.	35-44 year olds more likely to agree/ strongly agree		More likely to agree/strongly agree			More likely to agree/strongly agree		More likely to agree/strongly agree
I/We live in Madeira because (Please select your TOP 3 answers):	<45 years more likely to choose parks & rec activities, city events; <54 years more likely to check Schools	More likely to choose police/firefighters	<10 years more likely to choose parks & rec activities	20+ year residents Less likely to choose schools and city-sponsored events		More likely to choose People/neighbors, police/firefighters, library and safety	More likely to choose safety	More likely to choose schools and city-sponsored events, Less likely to choose safety
What makes Madeira a "Friendly Town"? (Please select your TOP 3 answers):	<45 years more likely to choose schools, city sponsored events; <55 more likely to choose parks & rec activities	Less likely to choose city-sponsored events; More likely to choose police/firefighters and accessibility	0-5 years more likely to choose parks & rec activities, <10 years more likely to choose city-sponsored events	20+ year residents less likely to choose schools, city-sponsored events	More likely to choose city-sponsored events	Less likely to choose city sponsored events		More likely to choose city-sponsored events, Less likely to choose safety
Madeira City Schools are friendly and		Less likely to agree/ strongly agree						

MIC Baseline & Methods Sub-Committee Report | Preliminary MIC Community Survey Results

welcoming to me and my household.								
Madeira hosts city events that are friendly and welcoming to me.	More likely to agree/ strongly agree	Less likely to agree/ strongly agree	0-5 years more likely to strongly agree	20+ Years less likely to strongly agree		Less likely to agree/ strongly agree		
Madeira stores and restaurants are friendly and welcoming to me.						Less likely to strongly agree		
Madeira parks and recreational facilities/activities are friendly and welcoming to me.	<55 more likely to strongly agree	65+ less likely to strongly agree	More likely to strongly agree	20+ year residents less likely to strongly agree; ore likely to be neutral or disagree		Less passionate about agreement (less likely to strongly agree; more likely to 'agree')		