



CAPE ELIZABETH

DEI Committee Workshop
11-2022

Data and charts by Committee Member Valerie Wilson Franks

COMMITTEE MEETING VALUES

2022

What do we value in meetings and committee participation?

Assume best intentions
Respectful of ideas
Everyone speak and share
Meetings end on time
Come prepared and space for all voices
Allow for discomfort, within ourselves and in the group
Challenging the problem and not the person
Schedule when all can be in attendance
Trust one another that if someone has to be away, that's ok
Set schedule for the year
Curiosity and clarity before confrontation (suspending judgement)
It's ok to not be on the same page
Give people time and space to talk and listen (no interrupting)
Listen for understanding and not to respond

DEI COMMITTEE

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OVERVIEW

TEAM

Team building.
Discuss strengths, biases, skills (etc.) of committee members.

Define who we are as a committee.

Shared terminology.

HISTORY

Review the history, charge and recommendations of the ad hoc Civil Rights Committee.

STATUS

High level review of current diversity, equity, and inclusion status in Cape Elizabeth. SWOT analysis.

Highlight gaps in information/knowledge

VISION

Draft a vision for DEI in Cape Elizabeth, as a subset to the vision defined in the Comprehensive Plan.

PURPOSE

Refine charge with added elements of committee purpose.

GOALS & PLAN

Identify top 3 goals (SMARTIE) to achieve vision.

OVERVIEW

1

What problem is the Cape DEI Committee here to solve?

2

What can we imagine Cape will be like in 5-10 years as a result of our work?

3

What concrete goals and corresponding actions can we take to get there?



VISION

With breathtaking coastlines, lighthouses, farms, forests, and leafy neighborhoods — all in proximity to Portland — Cape Elizabeth will continue to be a desirable place to live. We honor our heritage and history. We strive to encourage citizen engagement; support excellence in our schools; diversify housing choices; create a vibrant town center; preserve our open space, farming and natural resources; and connect neighborhoods through a safe pedestrian network. By embracing these ideals, our vision is for Cape Elizabeth to remain a highly desirable and welcoming community.

Comprehensive Plan 2019



DEMOGRAPHIC FINDINGS

Compared against neighboring towns and the national averages, Cape Elizabeth is:

- Small community, both in geographic size and population (3,754 households)
- Older age of residents (23% are 65 or older)
- Predominantly white (96.3%) with small numbers of Asian and Two or More
- Small proportion of foreign born and non-English spoken at home (4-5%)
- High median income (\$127,363), home ownership (90%)
- Highly educated (76% having a Bachelor's or above)
- Lower than national average of disabled persons
- Lower than national average of poverty

The Town's vision and opinion on priorities is to protect and preserve:

- "Continue" "remain" "preserve"
- Protect and preserve environmental quality, natural resources, historic structures, rural character
- Data from comprehensive plan was NOT inclusive of all perspectives

There was one mention of "Welcoming community" in the vision.

PROMISING PRACTICES

Promising practices identified by research conducted on successful DEI committees:

- Develop a mission and purpose of the committee through understanding of town needs (e.g., equity audit, surveys)
- Measure and analyze current efforts (e.g., community survey, SMARTIE goals)
- Practice clear messaging and communication (e.g., inclusive communication strategy)
- Attract and recruit diverse workforce in all departments (e.g., evaluative hiring materials, process)
- Eliminate bias during interviews and hiring (e.g., professional growth opportunities, DEI training)
- Facilitate welcoming environment for town employees and community members (e.g., intro training session, town halls, celebrate diverse holidays)
- Measure our efforts to have a diverse community (e.g., track SMARTIE goals, outcome measures, solicit regular feedback, compare town employee demographics to community demographics)

Summary of Dr. Handsman's DEI research by Committee Member Mary Mitchell Friedman

STRENGTHS

1. **Support** from Town Council, recognized need for dedicated committee
2. Extremely **high education level** across the community (unique)
3. **Influx of new people** and thinking coming from larger cities/states; knowledge base, supportive of DEI
4. **Proximity to Portland**, access to knowledge and experience

OPPORTUNITIES

1. Opportunity for us to **weave this work** through every office that serves our community. **Educate** our community, town council meetings, etc.
2. Ability to **access knowledge base of citizens who lead significant DEI initiatives** at their workplace
3. **Tap into young people** (high school, college age) who are passionate about DEI
4. Open DEI committee mandate... have ability to **design from scratch**
5. Data collection and **actually learn** about the values and needs (focus groups, IDIs). Listen, hear, learn. Method on including their voices

WEAKNESSES

1. **Limited** racial and ethnic **diversity, socio-economic** diversity
2. **Limited housing diversity** to welcome wider range of socio-economic diversity
3. Perceived to be a **white and affluent town; Not considered welcoming** of individuals from marginalized groups
4. Cape citizens value things that **counter DEI work** (preservation of rural character, bedroom town status, natural environment, etc.) (*perspective from limited number of residents)
5. Bedroom community means **limited commercial tax benefits** for town funding. Funding comes from property taxes, etc.
6. Focus of town on **NOT expanding business** and staying a bedroom community
7. Very **limited data** on current status of DEI in town

THREATS

1. People **afraid of change**, of losing something, **loss**. "This is **how it's been done**"
2. Not a full understanding of what DEI is across the community
3. **NIMBYism** quiet (or not) undercurrent, will make DEI work difficult to achieve
4. **Defensive** responses to implicit biases... not criticism of character, limited awareness of DEI
5. White privilege
6. **Financial anxiety** around the state of the economy, property evaluations, bond issue for schools
7. Community members feel comfortable, **don't need to change**

CIVIL RIGHTS COMMITTEE

PROPOSED CHARGE

TBD

2022

We propose that the Ad Hoc Cape Elizabeth Civil Rights Committee become a Permanent Committee called the **Cape Elizabeth Diversity, Equity and Inclusion Committee (CEDEIC)** to serve as a bridge between the Town and the community in order to celebrate and advocate for diversity, equity, and inclusion (DEI.) The Committee shall promote education and training; increase community engagement; and review Town policies and provide policy recommendations. Duties:

1. Advise the Town Council on Policies and Practices to Promote DEI
 - a. Review policies and practices of Town departments and make recommendations to promote antiracism, equity and inclusion.
 - b. Advocate for DEI with respect to housing, transportation, public accommodation, and access to Town services.
2. Education
 - a. Develop programs, events and initiatives to promote diversity, inclusion, awareness and anti-racism in our community.
 - b. Provide ongoing guidance on approaches for training Town officials and employees in order to eliminate explicit and implicit bias.
3. Community Awareness and Engagement
 - a. Create tools such as surveys in order to better understand community views and concerns about DEI.
 - b. Create campaigns that promote Cape Elizabeth as a Town that is a welcoming and respectful place to live, work, and visit.

DEI COMMITTEE

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BEAVERTOWN, OR

Problem Definition: Today **Beaverton** stands out because of its diversity. The makeup of our city has grown and diversified at a dramatic rate. Over half of the white population owns their home in Beaverton compared to just one third of the populations of color. A greater percentage of people of color live with unaffordable rental and mortgage payments every month. Neighborhoods across the city show vastly different levels of racial diversity.

Goal 1: Everyone has access to and is treated with respect and dignity in receiving the services provided by the City of Beaverton regardless of English proficiency.

Goal 2: Everyone has access to the services they need throughout their life journey from infants to seniors.

Goal 3: Everyone feels safe and is treated with respect and dignity in Beaverton's public safety system.

Concrete actions to fulfill each goal.

<https://www.beavertonoregon.gov/895/Diversity-Advisory-Board-DAB>

WILSONVILLE, OR

Mission: The Diversity, Equity and Inclusion Committee serves to **connect Wilsonville to the diverse perspectives and lived experiences of its people**. We advocate for **equitable access and opportunity** for every community member. We **identify barriers** to participation and inclusion, and pursue **programs, policies, partnerships** and **ideas** that remove those barriers.

Vision: The Wilsonville Diversity, Equity and Inclusion Committee is a **beacon of connectivity**, empowered to take **thoughtful action** to ensure sustained community collaboration to **foster a climate of inclusion and belonging** for all residents in and visitors to Wilsonville.

Charge: The Committee is establishing the City's DEI Strategy, and working to identify and address that which excludes or marginalizes anyone on any basis, including and not limited to their age, gender, race, culture, sexual orientation, religion or abilities. Initially, the Committee's work is being guided by de la Cruz, who has worked extensively with several local municipalities to **identify structural barriers and yield more inclusive cities**.

Committee members serve as a direct liaison between the community and City Hall, amplifying the voices and addressing the needs of people traditionally under-represented or excluded in government.

<https://www.ci.wilsonville.or.us/bc-diversity>

MAINE COMMUNITY FOUNDATION

Vision: All people in Maine have **access to opportunities** and life outcomes that are not determined or predictable in any way by race or ethnicity.

There are more than 100,000 people living in Maine who identify themselves as other than white. Of Native American, Asian, Arabic, African and Latino descent, they live in every county in the state. People of color are not new to Maine. They have lived here for hundreds of years and, for some groups, tens of thousands of years. People of color have been, and continue to be, active community members and dynamic contributors to Maine's economy.

Despite this, our conversations and research showed us that across **Maine people of color encounter significant barriers that negatively impact their health and economic well-being**. The COVID-19 pandemic highlighted these barriers, as it impacted our communities of color at higher levels. In order to meet our mission of improving the quality of life for all Maine people, we needed to invest in strategies that call attention to **race-based barriers and help correct the systems and practices that create them**.

<https://www.mainecef.org/initiatives-impact/strategic-goals/racial-equity/>

ANDOVER, MA

Andover DIVERSE (Diversity, Inclusion, Values, Respect, Support and Education) is focused on advancing **community-driven initiatives and engagement** with the **goal of building a more inclusive Andover**. Commission on Diversity, Equity and Inclusion Work to combat racism and discrimination in Andover by supporting programs, initiatives, education, outreach, policies and institutional change which contribute to an inclusive Andover.

Diversity Audit Recommendations

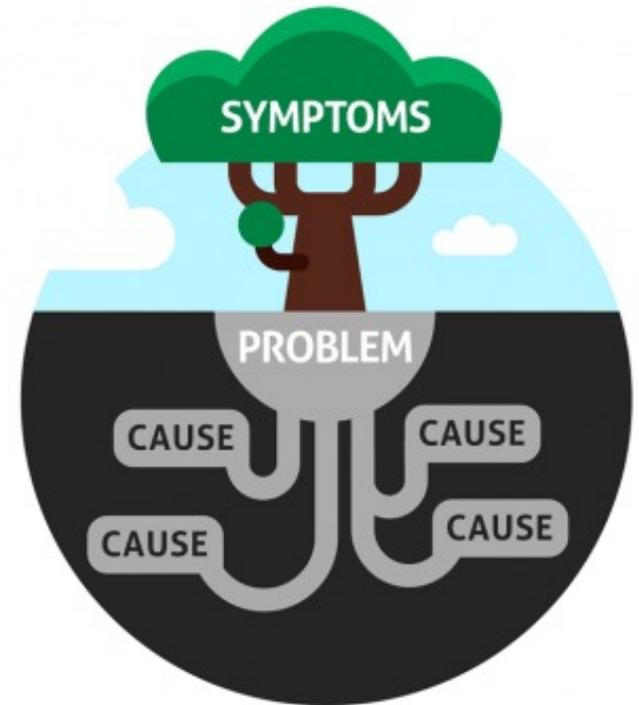
1. Hire a more diverse workforce
2. Increase training/cultural competence for all employees
3. Ensure institutional support for DEI work
4. Support improvements in school curriculum and culture
5. Empower youth to participate in making cultural change
6. Improve residents' sense of belonging through programming
7. Communication: Actively work to improve frequency of communications in/around matters of DEI
8. Establish a robust, legitimate, respectful process for reporting incidents of discrimination
9. Commit to regular, on-going racial climate monitoring



DEI COMMITTEE

Problem Definition

- What problem is this committee here to solve?
- What was the impetus for its creation?
- For whom does this problem exist?
- Who has a stake in the problem?
- What is known about the problem, issue, or people who are involved?



Problem Definition

What will Cape be like?

How will we get there (2-3 goals)?

2-3 goals to accomplish in the next year

1.

2.

3.

APPENDIX

STATUS

Cape Elizabeth's Diversity Equity and Inclusion

STRENGTH

H

The characteristics of your town that are successful and set it apart from others

WEAKNESSES

S

Things that are not successful or put your town at a disadvantage

THREATS

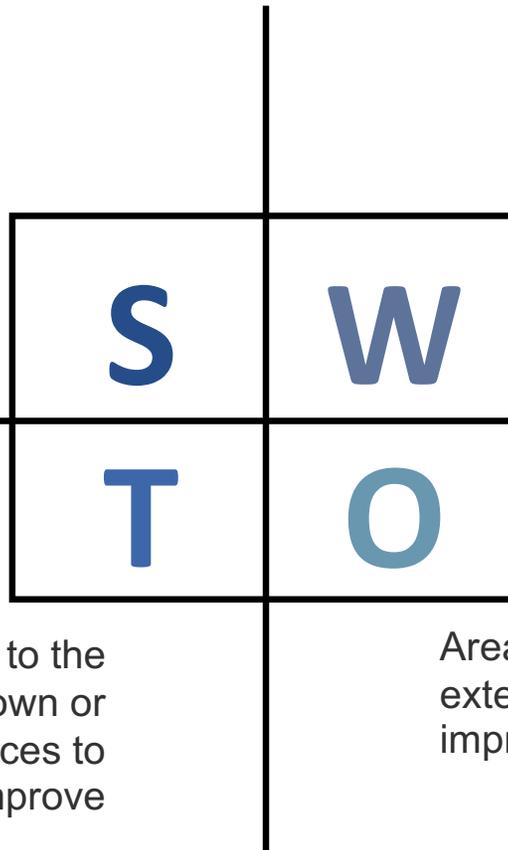
T

Conditions that are harmful to the success or character of your town or that could damage its chances to improve

OPPORTUNITIES

Y

Areas where there is chance for change or external factors that offer a chance to make improvements



STRENGTH

- 1. **Support** from Town Council, recognized need for dedicated committee
- 2. **School** system has momentum with their DEI committee
- 3. Community DEI knowledge: Cape citizens are employed by major companies, higher ed, etc. that are **doing DEI work**
- 4. **Extremely high education level** across the community (unique)
- 5. Outside **admiration for Cape Elizabeth**, natural beauty, education, quality of life – desirable place to live
- 6. **Influx of new people** and thinking coming from larger cities/states; knowledge base, supportive of DEI
- 7. **Proximity to Portland**, access to knowledge and experience
- 8. Strong **public** school system
- 9. **Open spaces** available for gatherings

OPPORTUNITY

- 1. Opportunity for us to **weave this work** through every office that serves our community. **Educate** our community, town council meetings, etc.
- 2. Ability to **access knowledge base of citizens who lead significant DEI initiatives** at their workplace
- 3. Willingness to **listen** to create a more diverse inclusive and equitable town
- 4. Move needle on **equity**...
- 5. We see a casual desire to do the right thing, but there **are** people who want to engage
- 6. **Tap into young people** (high school, college age) who are passionate about DEI
- 7. Young people have missed out on **community** during covid, this is an opportunity for them to reengage
- 8. National discussion is heated; **local and compassionate conversations** move the needle
- 9. **Open DEI committee mandate**... have ability to **design from scratch**
- 10. Race traitors – despite our whiteness we can represent the diversity of marginalized communities (how speak for them without tokenizing them)
- 11. **Data collection and actually learn** about the values and needs (focus groups, IDIs). Listen, hear, learn. Method on including their voices
- 12. Can be on **forefront** of DEI efforts to support increasing diversity. How we embrace all marginalized people?

WEAKNESSES

- 1. **Limited** racial and ethnic **diversity, socio-economic** diversity
 - 2. **Limited housing diversity** to welcome wider range of socio-economic diversity
 - 3. Perceived to be a **white and affluent town; Not considered welcoming** of individuals from marginalized groups
 - 4. Cape citizens value things that **counter DEI work** (preservation of rural character, bedroom town status, natural environment, etc.) (*perhaps perspective from limited number of residents)
 - 5. Survey responses included no mention of value placed on welcoming, growing
 - 6. Have **not been able** to connect with people to **collect data**
 - 7. Question about willingness...
 - 1. Of citizens to participate and **buy-in to DEI work** (are Cape citizens only showing casual support (e.g., flags, signs))?
 - 2. Of citizens **make trade offs**, i.e., give up some perceived prestige/power
 - 8. Unknown DEI committee **budget**
 - 9. Does this committee have teeth? **Can we make change**, and how? ☐ Unclear
 - 10. **Limited diversity** represented by DEI committee members
 - 11. Bedroom community means **limited commercial tax benefits** for town funding. Funding comes from property taxes, etc.
 - 12. Focus of town on **NOT expanding business** and staying a bedroom community
 - 13. Community members feel comfortable, **don't need to change**
- 1. People **afraid of change**, of losing something, **loss**. "This is **how it's been done**"
 - 2. Not a full understanding of what DEI is across the community
 - 3. **NIMBYism** quiet (or not) undercurrent, will make DEI work difficult to achieve
 - 4. Midterm **elections**, presidential elections 2024, polarized politics around DEI
 - 5. Echo chamber to like-minded people
 - 6. **Defensive** responses to implicit biases... not criticism of character, limited awareness of DEI
 - 7. **White privilege**
 - 8. Risk of another pandemic... people turned **inward again**
 - 9. Climate change – rising sea levels, flooding, exacerbate housing crisis, **limit ability to provide affordable housing**
 - 10. **Environmental racism**, intentional neglect of places, zoning that disproportionately put marginalized people in undesirable locations
 - 11. **Financial anxiety** around the state of the economy, property evaluations, bond issue for schools

TOWN PRIORITIES

Public Opinion Survey 2019

Top four "strongly support" priorities selected by citizens of Cape Elizabeth

PROTECT
ENVIRONMENTAL
QUALITY

PROTECT
PRESERVE
WETLANDS,
PONDS, WOODED
AREAS

PRESERVE TOWN'S
RURAL CHARACTER

PROTECT HISTORIC
STRUCTURES

Top four "strongly or moderately oppose" priorities selected by citizens of Cape Elizabeth

PROMOTE PUBLIC
TRANSPORTATION

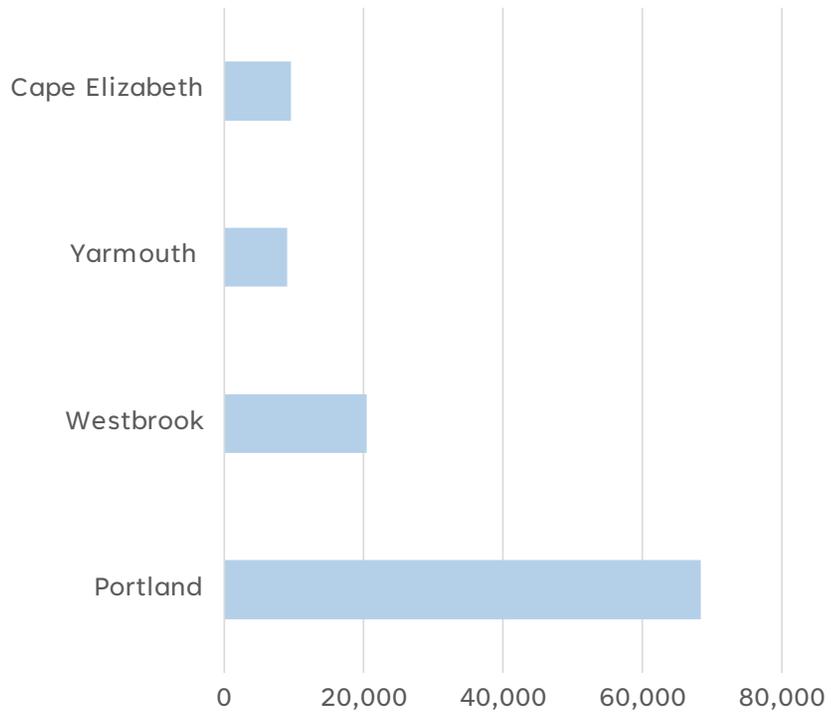
INCREASE PARK
FACILITIES

ENHANCE TOWN
CENTER

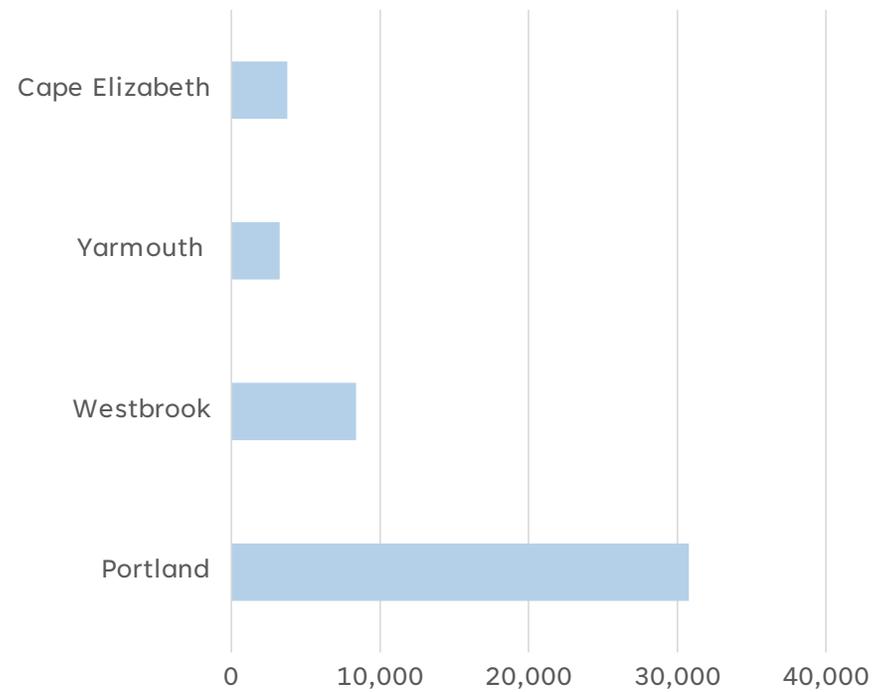
INCREASE
RECREATIONAL
FACILITIES

POPULATION & HOUSEHOLDS

Population Estimates, 2020

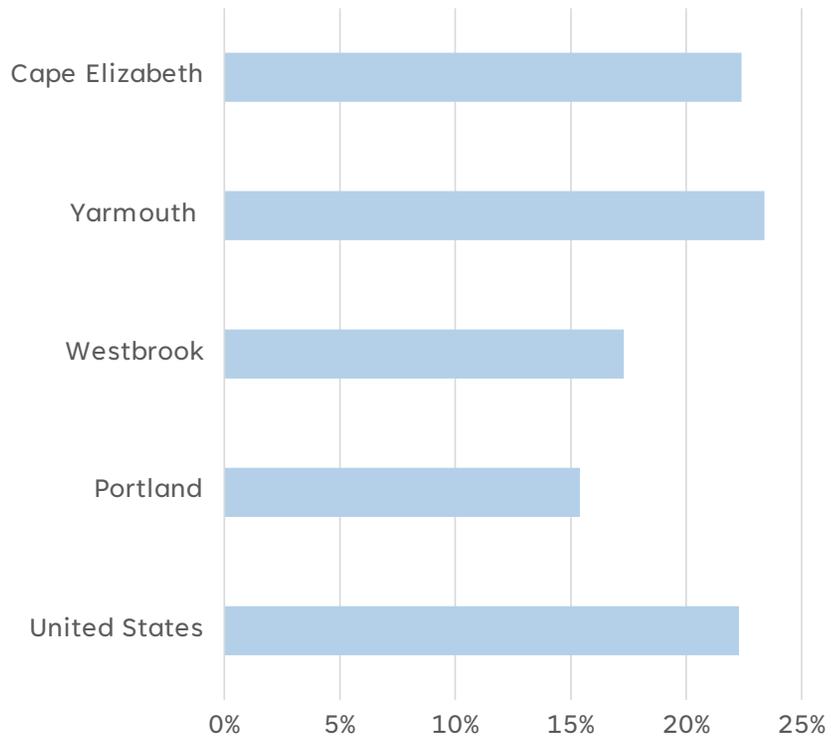


Households, 2016-2020

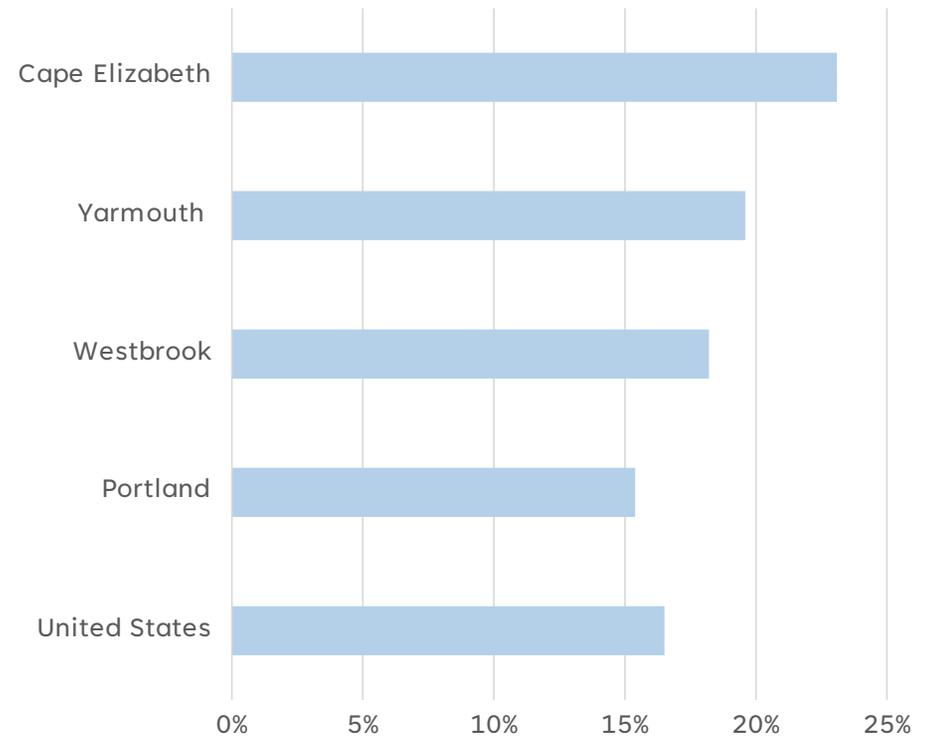


AGE, 2020

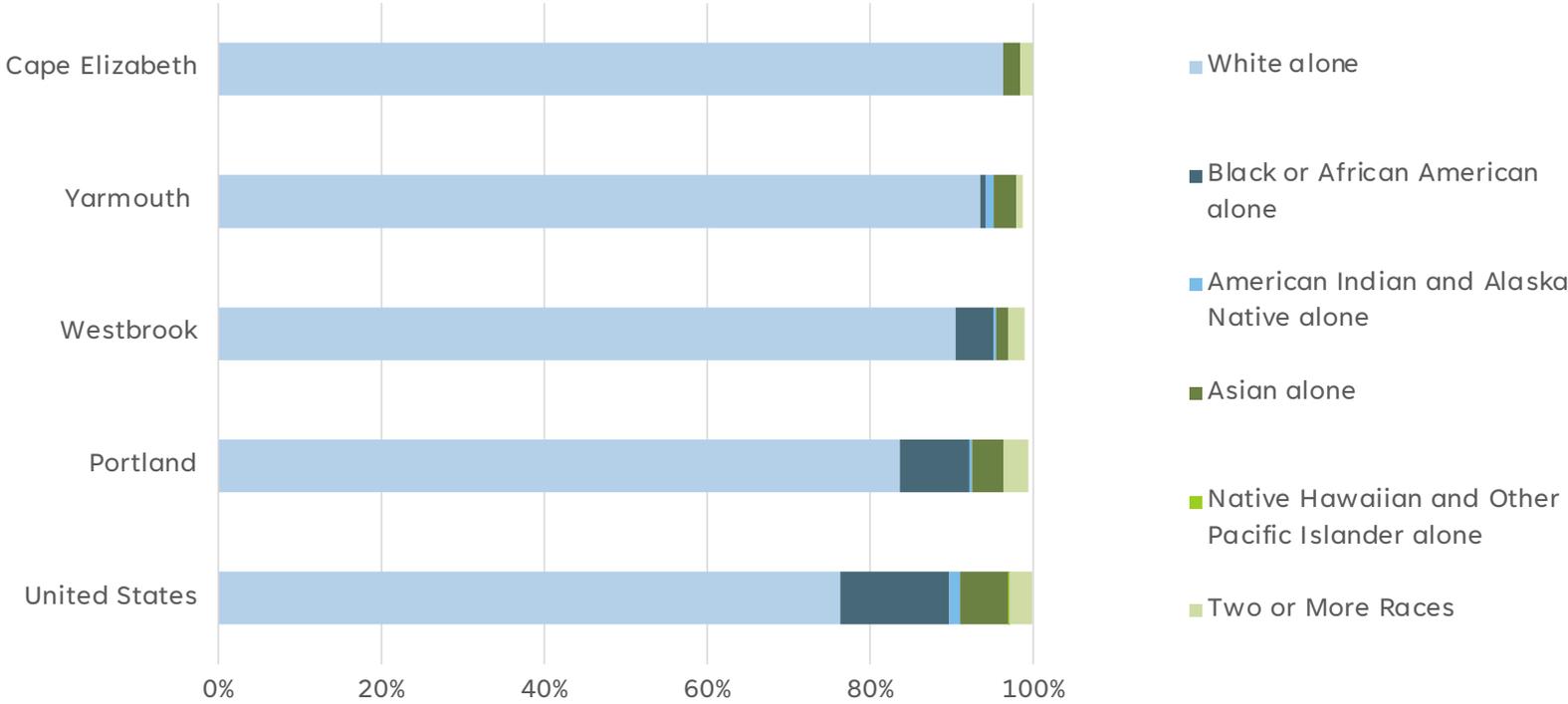
Persons under 18 years



Persons 65 and older

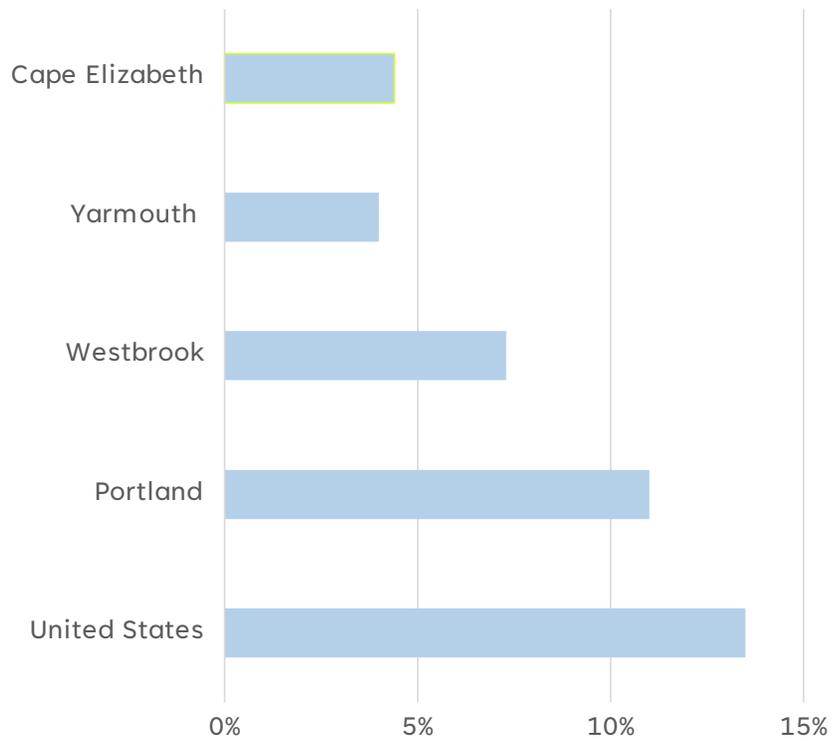


RACE, 2020

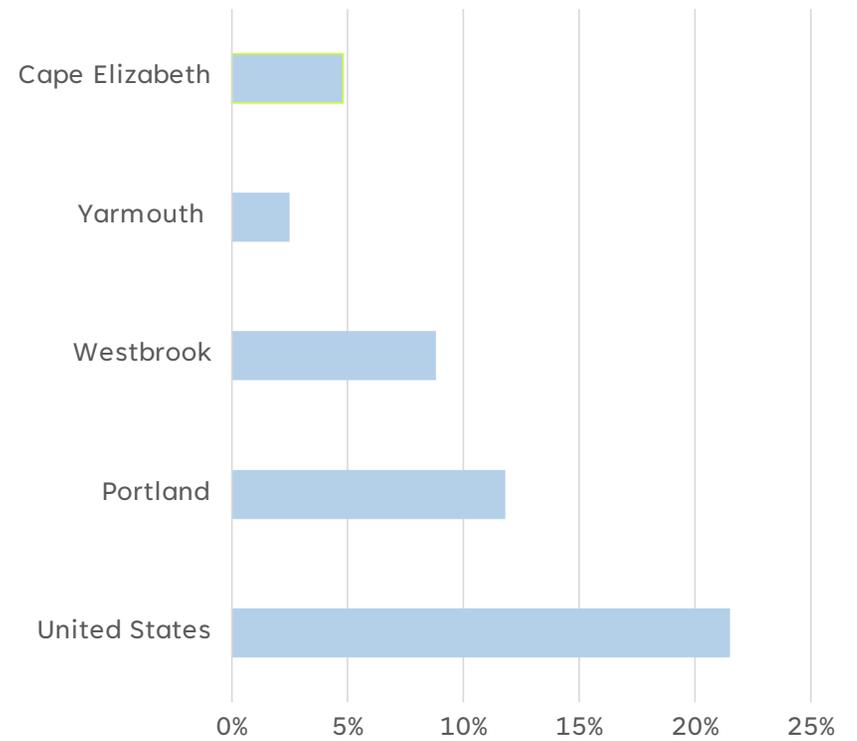


FOREIGN BORN, FOREIGN LANGUAGE

Foreign born persons, 2016-2020

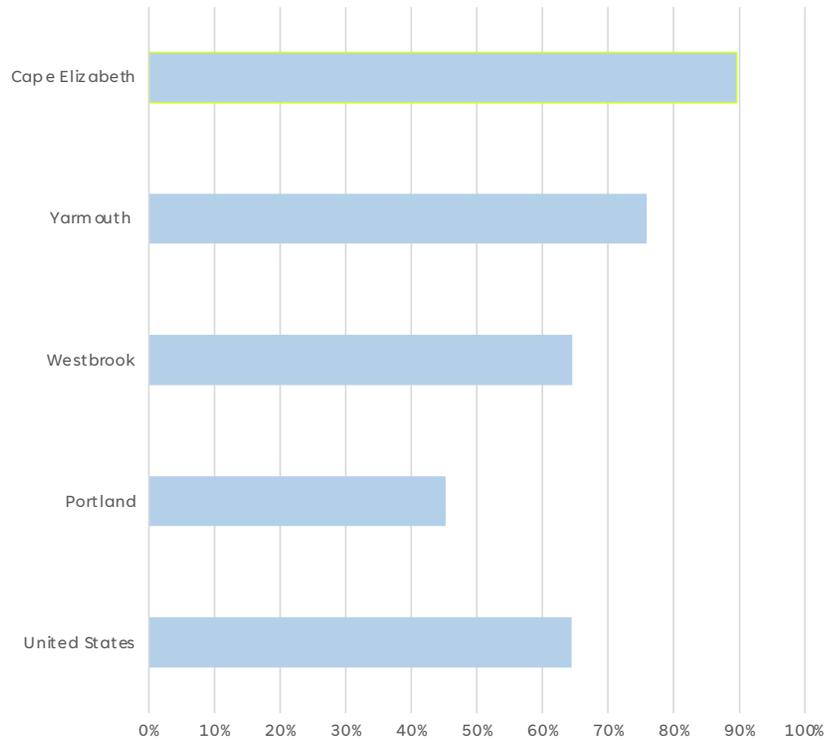


Language other than English spoken at home, 2016-2020

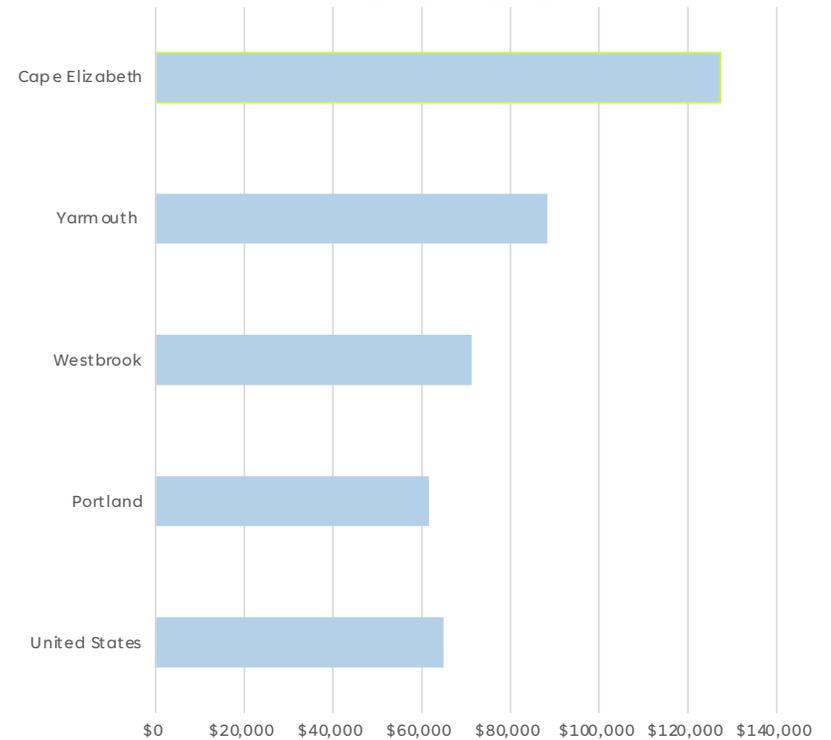


WEALTH

Owner-occupied housing unit rate, 2016-2020

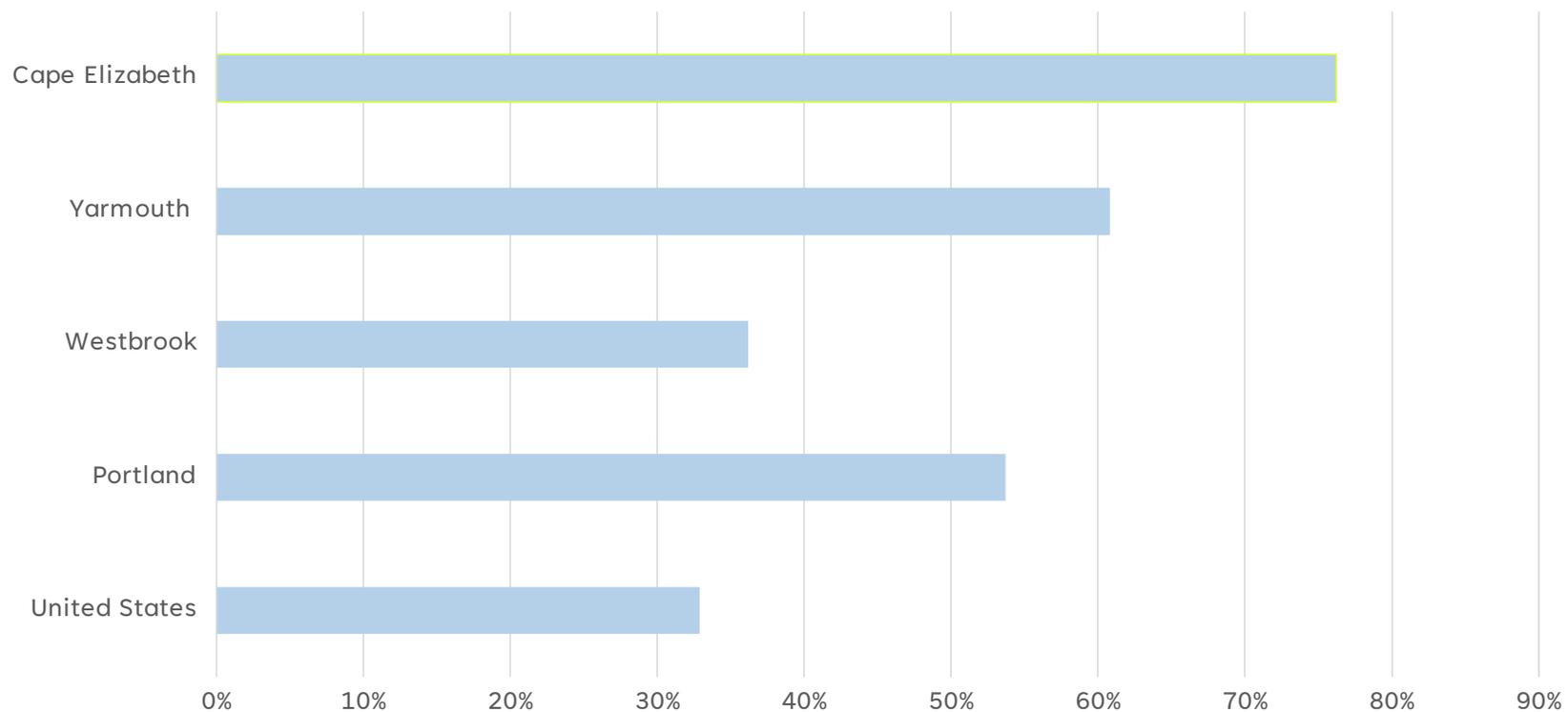


Median household income (in 2020 \$), 2016-2020



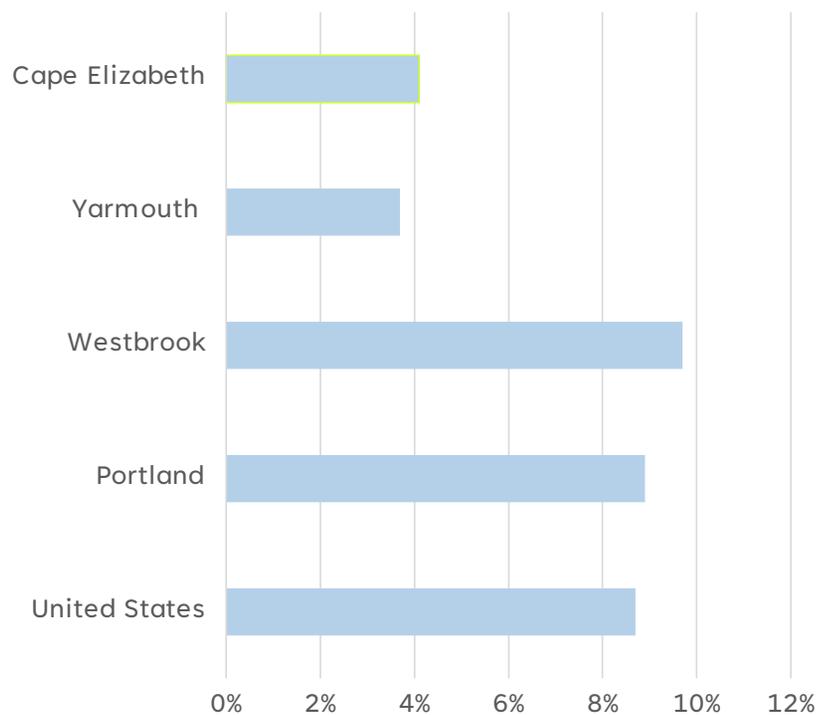
EDUCATION

Bachelor's degree or higher, percent of persons 25 years+, 2016-2020

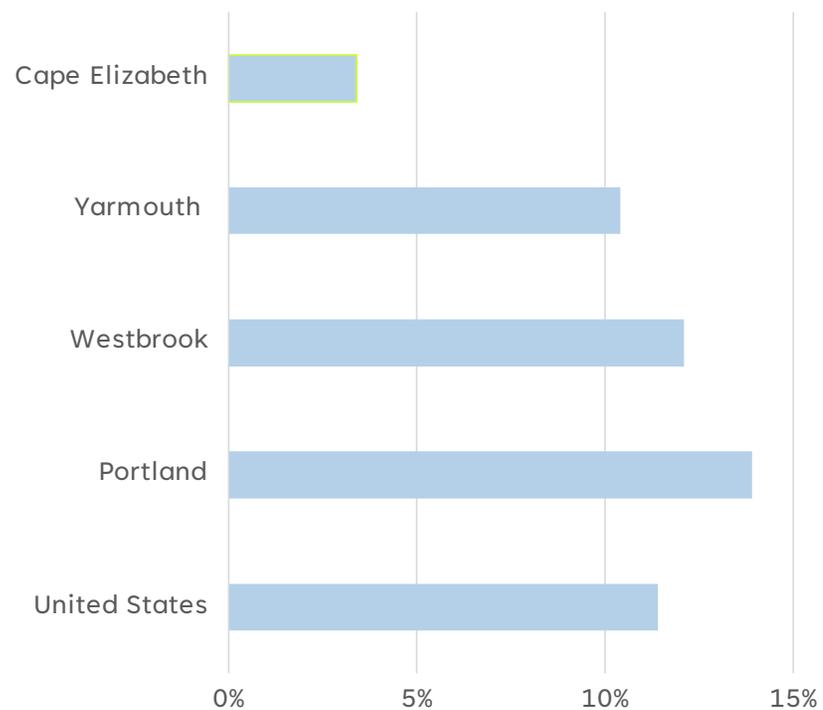


DISABILITY & POVERTY

With a disability, under age 65 years, 2016-2020



Persons in poverty, 2020



Definitions

- **Diversity:** The condition of being different or having differences. Differences among people with respect to age, class, ethnicity, gender identity, health, physical and mental ability, race, sexual orientation, religion, physical size, education level, job and function, personality traits, and other human differences. Some describe organizational diversity as social heterogeneity.
- **Equity:** Equity ensures that individuals are provided the resources they need to have access to the same opportunities as the general population. While equity represents impartiality, i.e. the distribution is made in such a way to even opportunities for all the people. Conversely equality indicates uniformity, where everything is evenly distributed among people. (Source: UWA)
- **Inclusion:** Authentically bringing traditionally excluded individuals and/or groups into processes, activities, and decision/policy making in a way that shares power. (Source: UWA)

SURVEY

- RKM
- 783 completed surveys (~7%)

20XX

Growth and Development:

Q37 Now I'm going to read a list of things the Town of Cape Elizabeth could do over the next five years, and I'd like to tell me if you agree or disagree with each one.

The Town should increase recreational facilities?

"Do you feel that strongly or moderately?"

- 01 Strongly agree
- 02 Moderately agree
- 03 Moderately disagree
- 04 Strongly disagree

- 99 Don't know / unsure

Q38 The Town should increase residential development?

Q39 The Town should increase park facilities?

Q40 The Town should attract new businesses and commercial development?

Q41 The Town should control the rate of development?

Q42 The Town should control the type of development?

Q43 The Town should preserve the Town's rural character?

Q44 The Town should protect environmental quality?

Q45 The Town should protect historical structures?

Q46 The Town should protect and preserve wetlands, ponds and wooded areas?

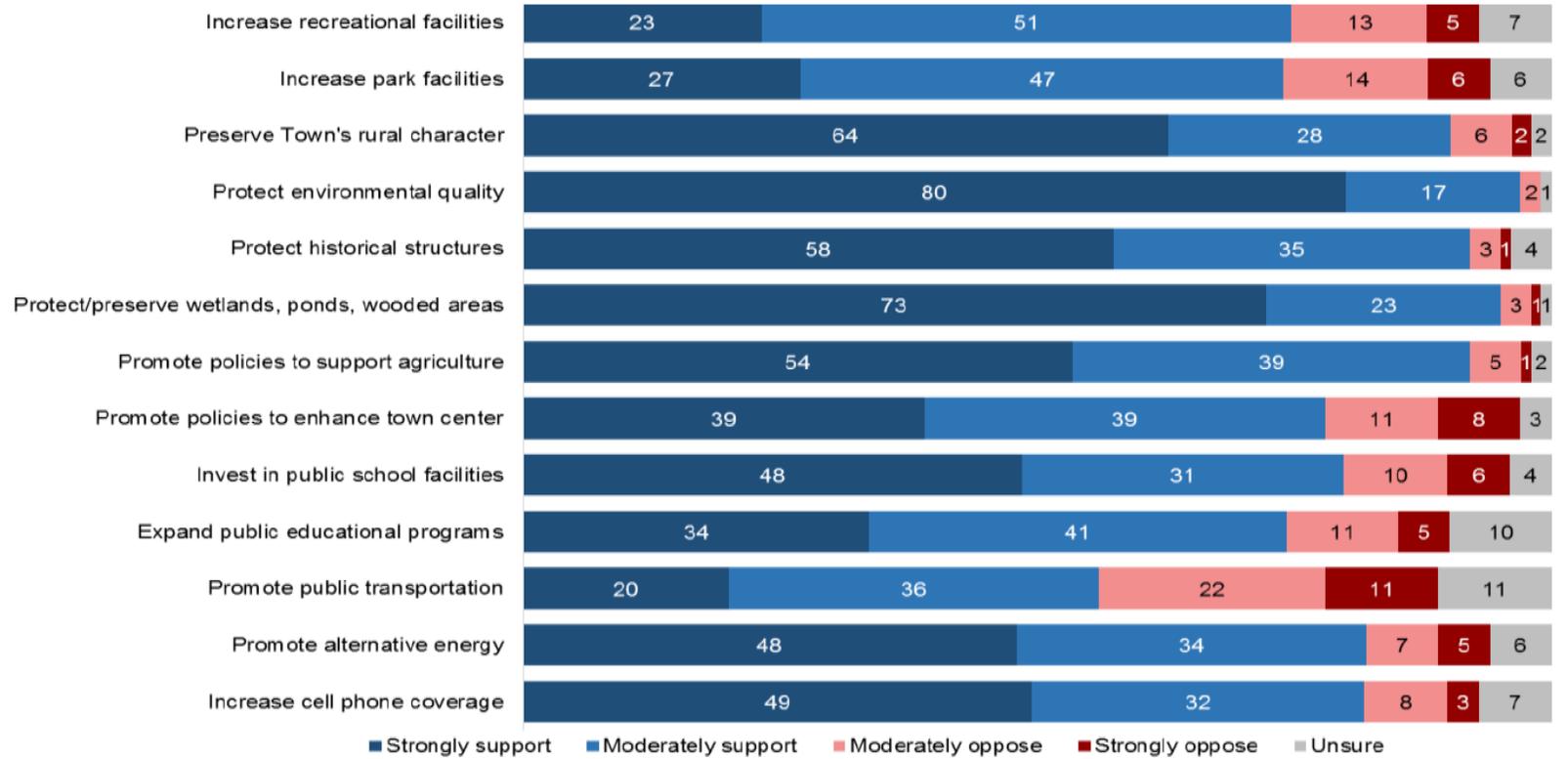
Q47 The Town should protect farmland?

Q48 The Town should improve the town center?

Q49 The Town should improve schools and expanding educational opportunities?

SURVEY

Ten-Year Plan:



VISION

With breathtaking coastlines, lighthouses, farms, forests, and leafy neighborhoods — all in proximity to Portland — Cape Elizabeth will **continue to be a desirable place to live**. We honor our **heritage and history**. We strive to encourage **citizen engagement**; support excellence in our **schools**; **diversify housing choices**; create a **vibrant town center**; **preserve our open space, farming and natural** resources; and connect neighborhoods through a **safe pedestrian network**. By embracing these ideals, our vision is for Cape Elizabeth to remain a **highly desirable and welcoming community**. *Comp Plan 2019*

