
June 16, 2021

SURVEY ANALYSIS

**ENDING RACISM
PARTNERSHIP**

**ENDING
RACISM
PARTNERSHIP**

ENDING RACISM PARTNERSHIP

Co-Convening Partners:



The **Ending Racism Partnership is a citywide, participatory collaboration** of Philadelphia residents, leaders, and influencers from community, business, government, and philanthropy to end racial injustice and economic inequality, starting with our city

The Partnership is a **multi-phase, multi-year project**. Initial actions include:

- ✓ Phase I: Hold Space for Listening and Reflecting
- ✓ Phase II: Establish Shared Priorities for Healing and Rebuilding
- ✓ Phase III: Timely Action for Measurable Impact
- ✓ Phase IV: Sustained, Collaborative Effort

The **ultimate goal of the Ending Racism Partnership is an equitable Philadelphia**, where laws, policy, and human interaction are governed by a common belief in our shared equality, irrespective of race, nationality, ethnicity, or color of skin. Supporting goals include:

- Center responsibility for racism with the structures, institutions, and people who enable and benefit from it.
- Establish a shared understanding of lived experience and statistics as both (a) effects or symptoms of racism and (b) drivers of the solutions.
- Seek promising practices from other cities and countries
- Validate Philadelphians' lived experiences of racism.
- Determine the priorities and metrics that will advance measure progress towards ending racism.
- Mobilize enthusiasm and investment in solutions.

STRUCTURE

COMMUNITY INPUT

The Ending Racism Partnership will engage Philadelphians to **provide firsthand accounts of their perceptions of racism** and its impact on their lives. Firsthand accounts will validate the statistical measures of equity in Philadelphia, inform priority setting, and shape solutions. There are two platforms for community input:

1. Equity in Action Community Roundtables: Facilitated convenings of Philadelphians under each of the seven pillars to engage and inform the Partnership
2. Sentiment Polling: A city-wide survey will engage Philadelphians to establish a baseline measurement of the lived experiences and perceptions of racism across the city. Over time, subsequent polls will measure the Partnership's progress from the baseline.

STAKEHOLDER INPUT

The Ending Racism Partnership will engage community-based stakeholders and advisors (e.g., providers, content experts, City representatives, etc.) whose **insights and expertise will refine the challenge & goal definitions, and shape the solutions for each pillar for Equity in Action.** In subsequent phases, community stakeholders and advisors will implement solutions. There are two vehicles for stakeholder input:

1. Equity in Action Stakeholder Roundtables: Facilitated convenings of community-based stakeholders each for each of the seven pillars to engage and inform the Partnership
2. ERP Advisors: ERP Advisors are committed individuals who are strategically positioned to help the Partnership garner commitments for change. By advocating for community informed change, providing the right pressure on systems, and leveraging networks to pool resources, ERP Advisors act as critical driving forces for ending racism in the city of Philadelphia.

STRATEGY AND FACILITATION

A diverse team of content experts and facilitators provide strategy and support to the Partnership:

- ✓ Urban Affairs Coalition
- ✓ Fairmount Ventures
- ✓ The ROZ Group

The Partnership regularly engages and actively seeks out other diverse voices and expertise to join the Partnership's work, including anti-racist community organizing, topical academics/scholars, public survey/polling expertise as well as connecting with ERP Advisors and the networks of the subcommittee members.

STEERING COMMITTEE

The Ending Racism Partnership is supported by a **Steering Committee of 25+ leaders** representing cross-sections of power in Philadelphia. The co-conveners of this initiative serve as co-chairs to the Committee:

- ✓ **Stephen P. Fera**, Independence Blue Cross
- ✓ **Sharmain Matlock-Turner**, Urban Affairs Coalition
- ✓ **Rev. Dr. Mark Tyler**, Mother Bethel AME Church

The role of the Steering Committee is two-fold:

1. Phase I & II - the Committee is **charged to provide strategic oversight**, decision making, and review of process deliverables
2. Phase III & IV - over time, through participation, buy-in, and proactive action, the Committee will **directly provide or attract attention, resources, accountability and a city-wide, systematic response to racism** and racial inequities in Philadelphia

STEERING COMMITTEE MEMBERS

Andrea Agnew

Vice President of Diversity, Equity & Inclusion,
Comcast Spectacor

Ryan Boyer

Business Manager, Laborers' District Council of
Metropolitan Philadelphia & Vicinity

Jeff Brown

Founder & CEO, ShopRite

Uva Coles

Founder & CEO, Inclusiva

Tina D'Orazio

Chief of Staff, Philadelphia Eagles

Stephen Fera

SVP Public Affairs, IBX, Steering Committee Co-
Chair

Cynthia Figueroa

Deputy Mayor, Office of Children and Families, City
of Philadelphia

David Gould

Chief Diversity Officer, Philadelphia Sixers

Kevin Harden, Jr.

Attorney, Ross, Feller Casey

Tom Henneman

Founder, Federal Doughnuts

Lee Huang

Senior Vice President &
Principal, Econsult Solutions, Inc

Sue Jacobson

CEO, Jacobson Strategic Communications

Sharon Jean-Baptiste

Vice President Mid-Atlantic Growth and Sales, Jacobs

Michele Lawrence

Market Expansion Business and Community Leader, J.P.
Morgan Chase Bank

Keith Leaphart

Founder & CEO, Philanthropos

Lisette Martinez

EVP, Diversity, Inclusion & Community
Engagement, Jefferson Health

Sharmain Matlock-Turner

President & CEO, Urban Affairs Coalition, Steering
Committee Co-Chair

Marshall Mitchell

Pastor, Salem Baptist Church

Liz Murphy

Vice President of Governmental and External Affairs,
PECO

Arun Prabhakaran

Executive Vice President, Urban Affairs Coalition

Sulaiman Rahman

CEO, DiverseForce

Pedro Ramos

President, Philadelphia Foundation

Reverend Mark Kelly Tyler

Pastor, Mother Bethel AME Church, Steering Committee
Co-Chair

Aaron Walton

President, Cheyney University

STEERING COMMITTEE ORGANIZATIONS

Listed below are the companies and organizations who have stepped up to form the inaugural Ending Racism Partnership Steering Committee:



DIVERSEFORCE



Federal Donuts



Jacobs



JPMORGAN CHASE & CO.



PHILADELPHIA FOUNDATION



June 16, 2021

SURVEY ANALYSIS

**ENDING RACISM
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**CITYWIDE
SENTIMENT
SURVEY
RESULTS**

EXECUTIVE SUMMARY

- Criminal justice, education, and housing were identified as the top three areas where survey respondents believe racism exists in Philadelphia, followed by employment, wealth, health, and arts and culture.
- According to the survey, thirty-six percent (36%) of the Black/African American respondents have witnessed racism in the criminal justice system as well more than 55% have personally experienced it, while more than half White/Caucasian Americans have no experience with racism in the criminal justice system.
- Overwhelmingly, more black people have personally experienced racism in the area of education [53%]. Whereas more white people claim to have witnessed racism in the area of education [48%].
- More White people (45%) have witnessed racism in housing than black people [32%]. Whereas, more black people (58%) have personally experience racism than white people [17%].
- Overall, survey respondents overwhelmingly agree that people across different race categories do not have equal access or equal opportunities.

EXECUTIVE SUMMARY

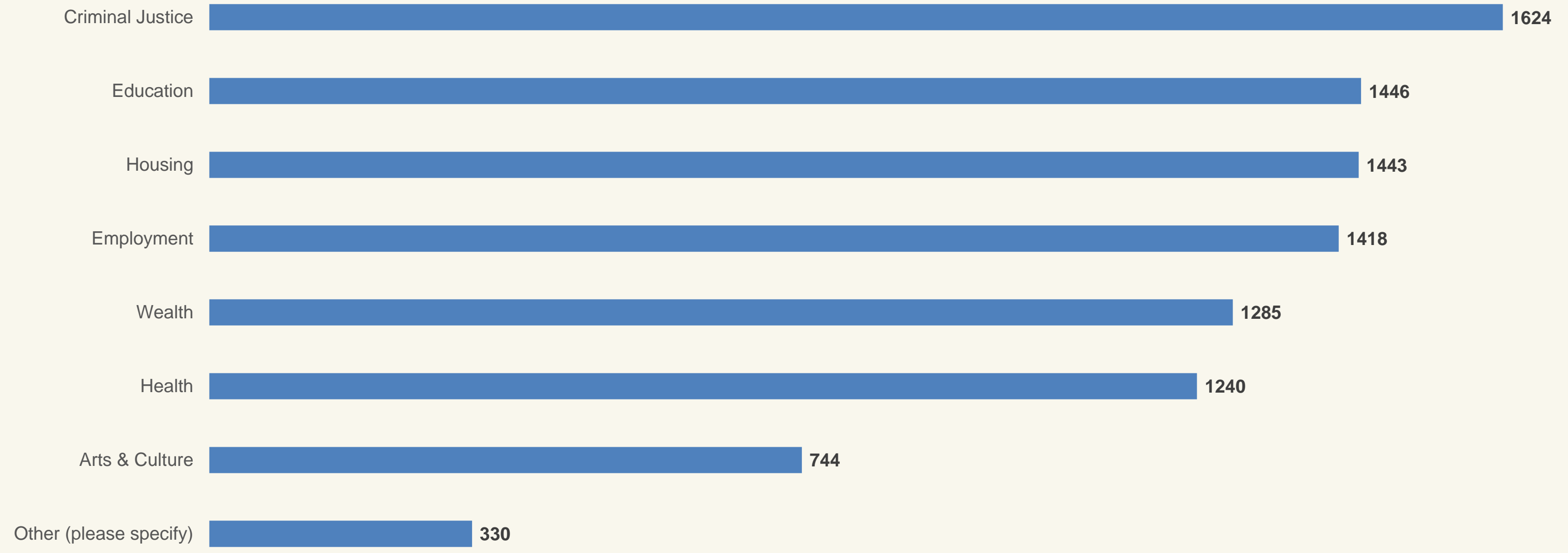
- The respondents recommendations to end racism elevated three high-level themes:
 - 1) More honest public discourse about racism;
 - 2) Policy change with a reform agenda in every area where racism exists, particularly in criminal justice, education, and housing;
 - 3) Increase fiscal investments allocated to initiatives that advance the quality of life and well-being of Black/African-American residents in Philadelphia, and other historically marginalized communities and people of color.
- The survey yielded a total of 3,460 recorded responses with 2,200 fully completed. This presentation summarizes the responses from the 2,200 fully complete surveys.
- The majority of survey respondents identified as female, between the age of 18 to 44, with a college or advanced degree. Forty-five percent (45%) of respondents identified as White/Caucasian while 31% of respondents identified as Black/African-American. Only 12% respondents identified as Spanish, Hispanic, or Latino. An overwhelming majority of respondents (74%) are long-term residents of Philadelphia of over 10 years.



ENDING RACISM PARTNERSHIP

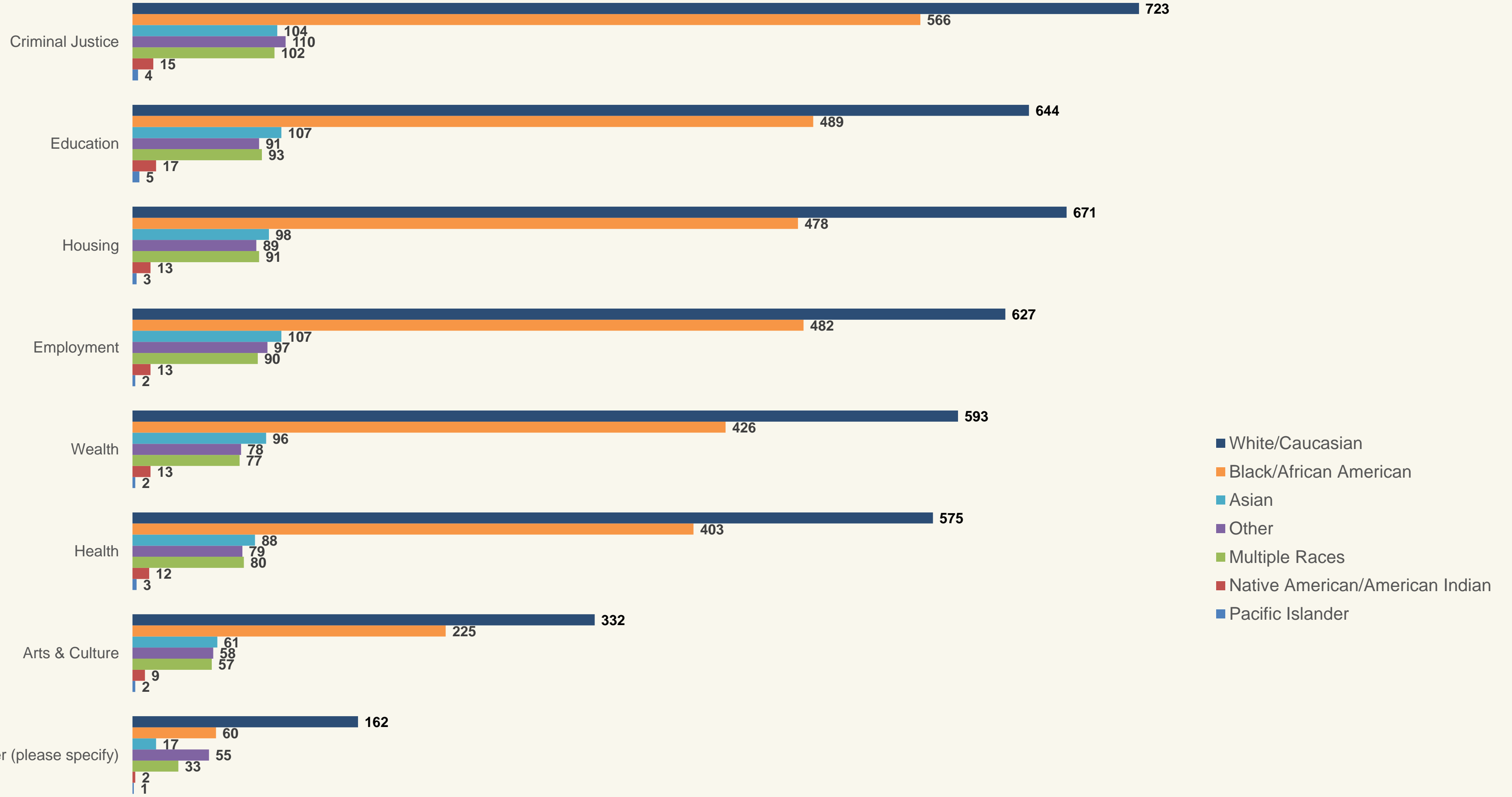
PRESENCE OF RACISM IN PHILADELPHIA

In which of the following areas do you believe racism exists in Philadelphia?



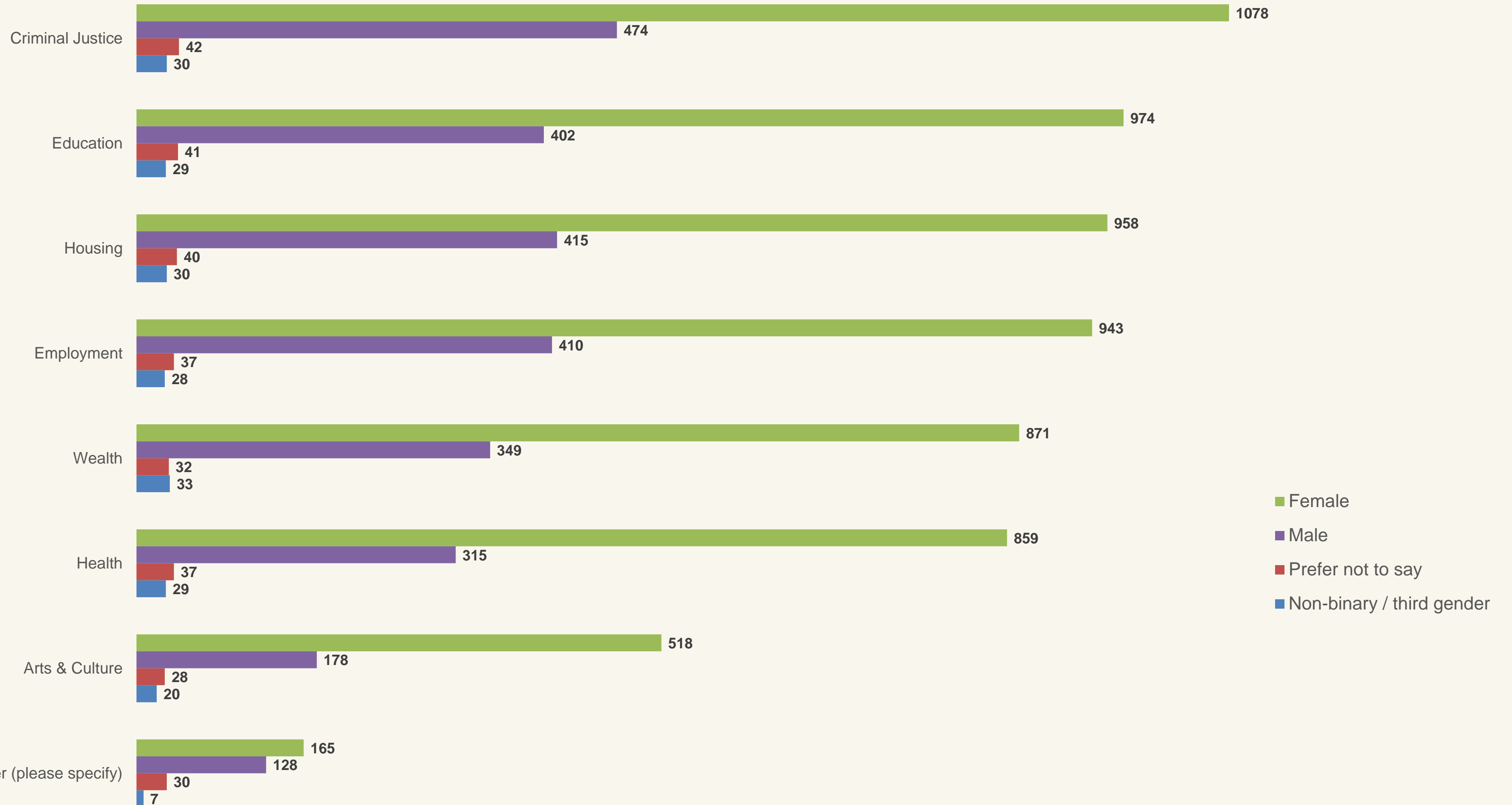


In which of the following areas do you believe racism exists in Philadelphia?



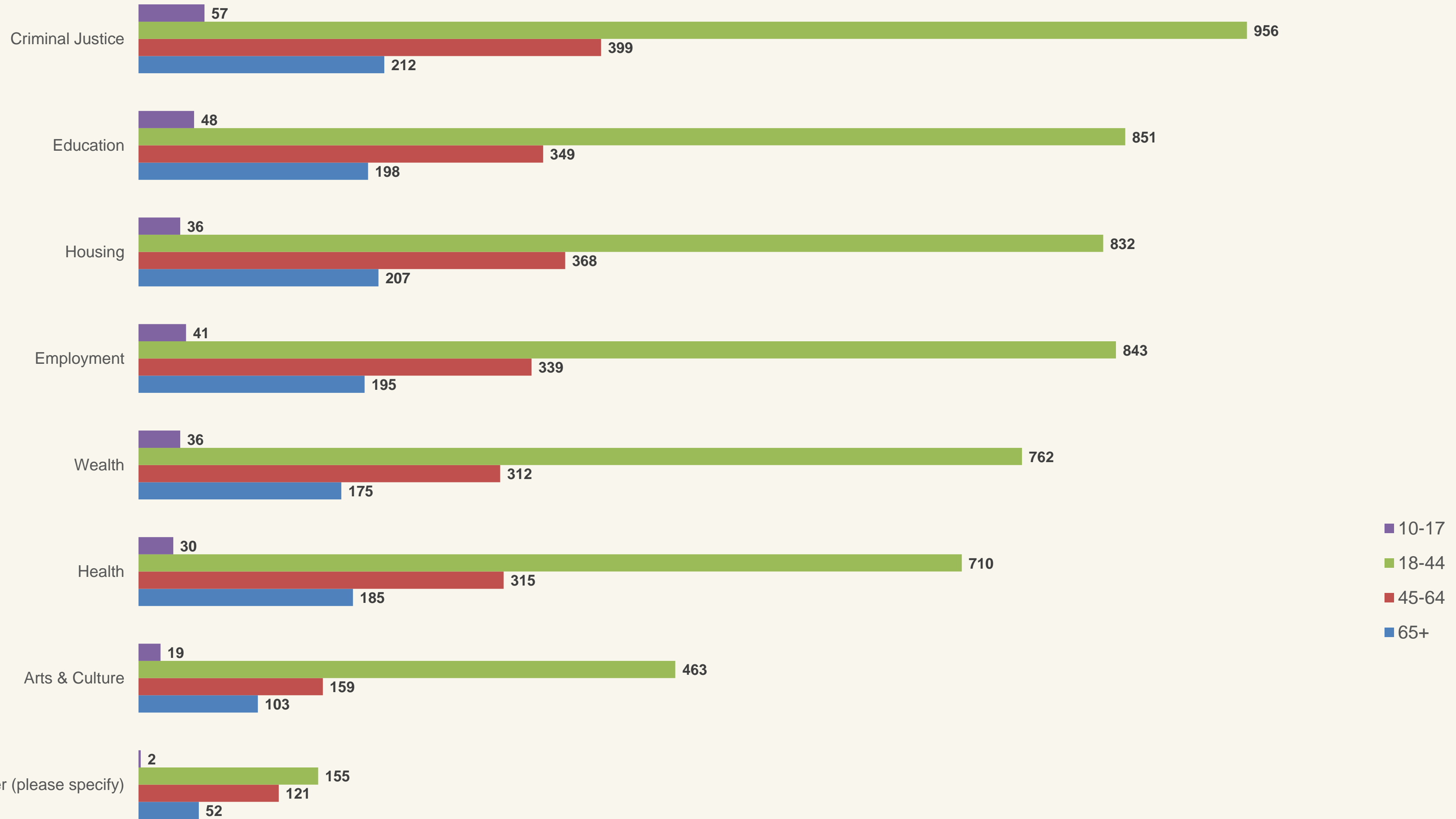


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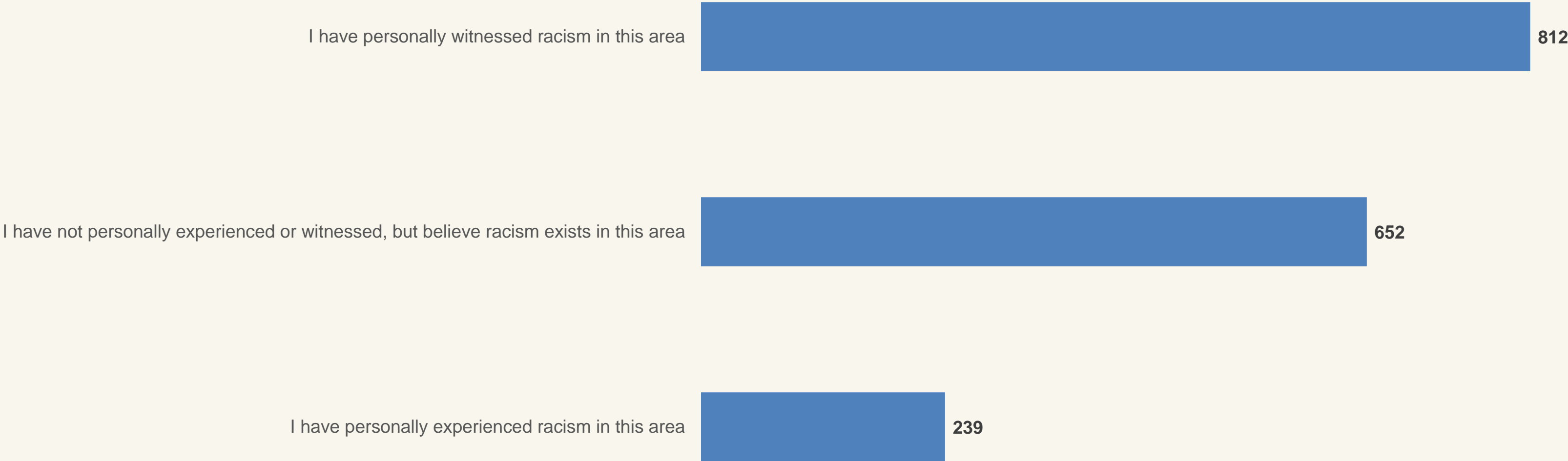
SURVEY ANALYSIS

**ENDING RACISM
PARTNERSHIP**

CRIMINAL JUSTICE

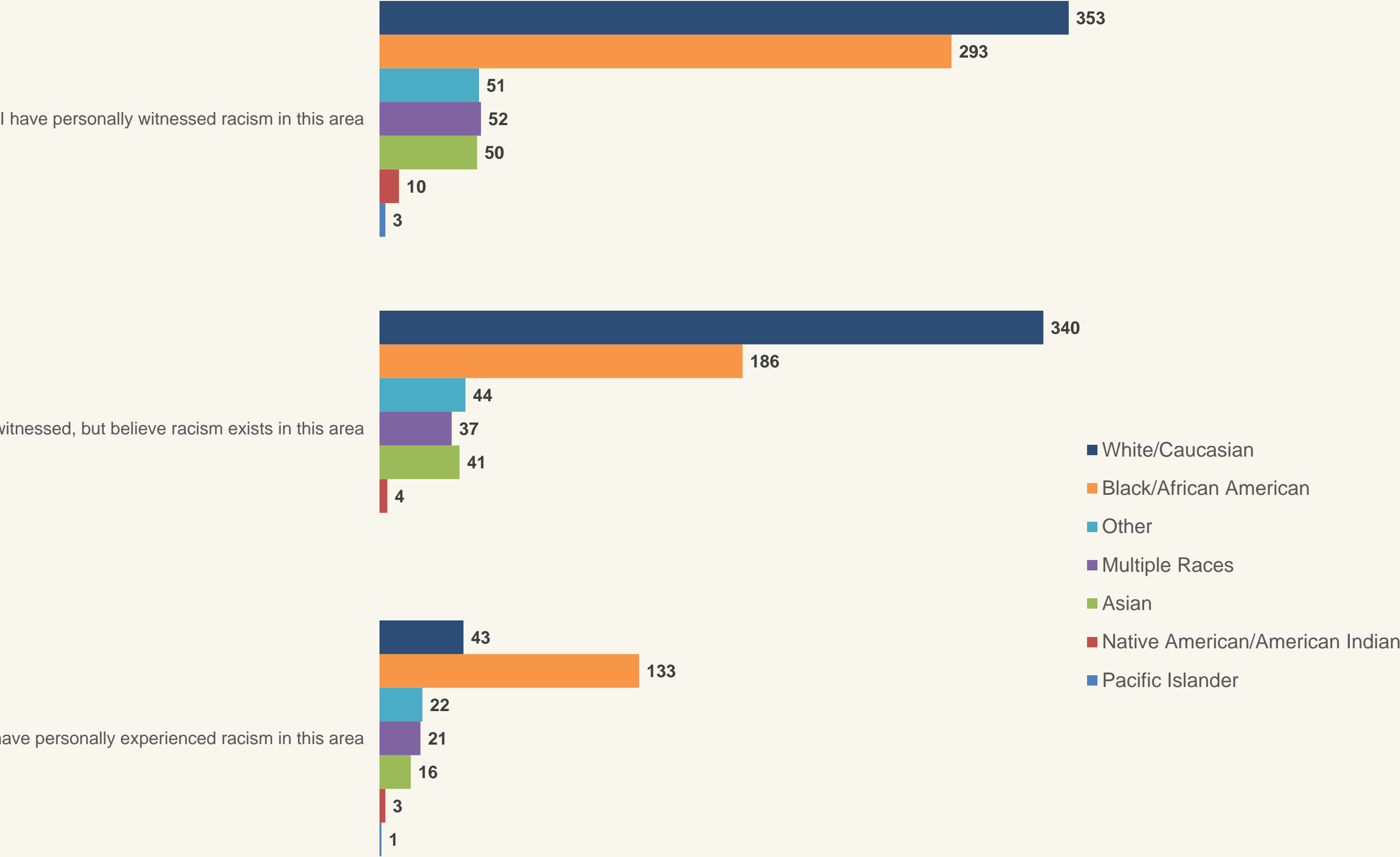


Have you personally experienced and/or witnessed racism in the following areas? **Criminal Justice**



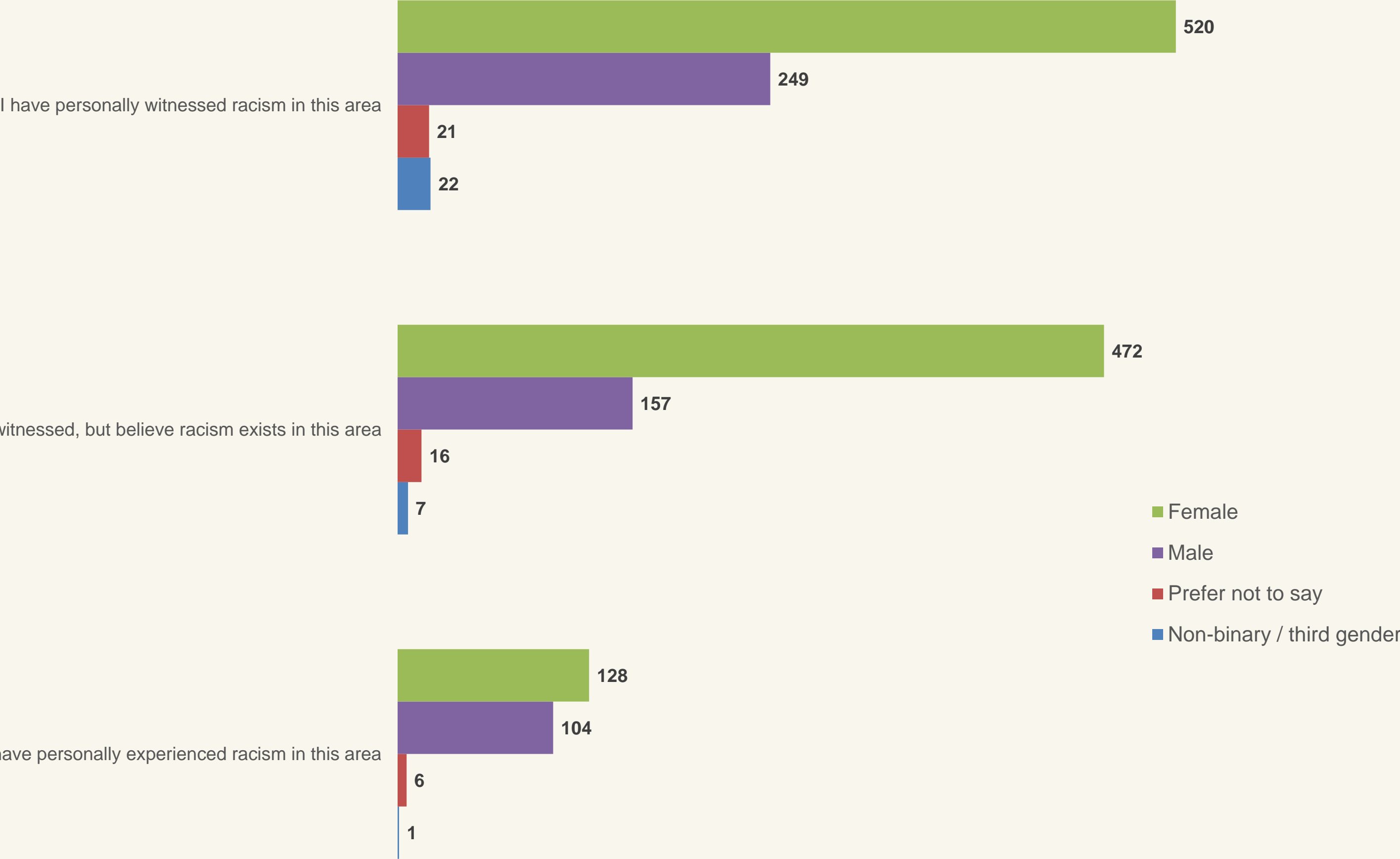


Have you personally experienced and/or witnessed racism in the following areas? **Criminal Justice**



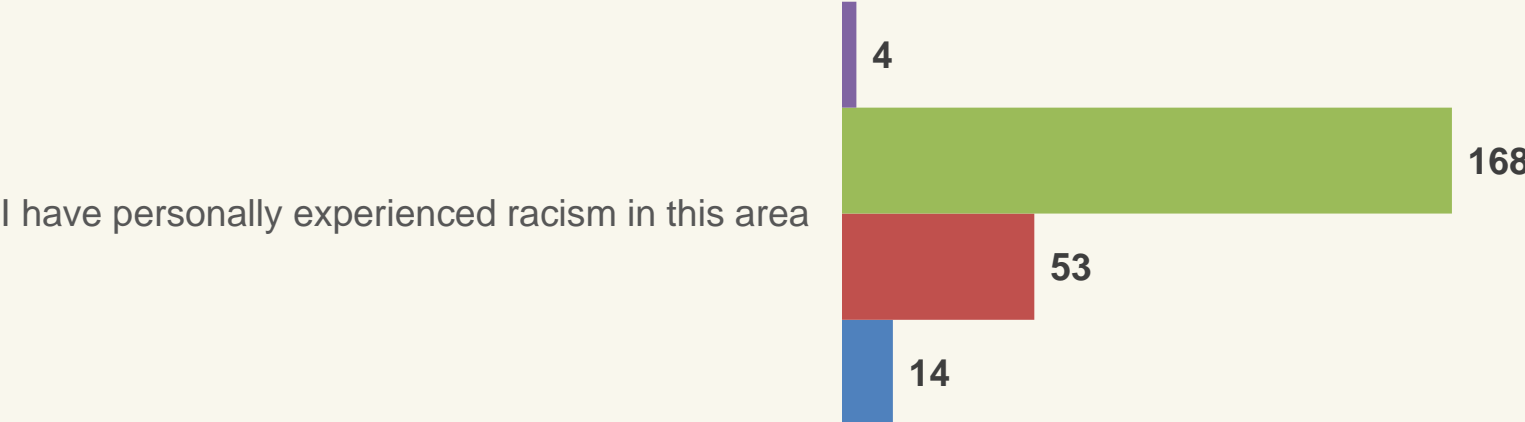
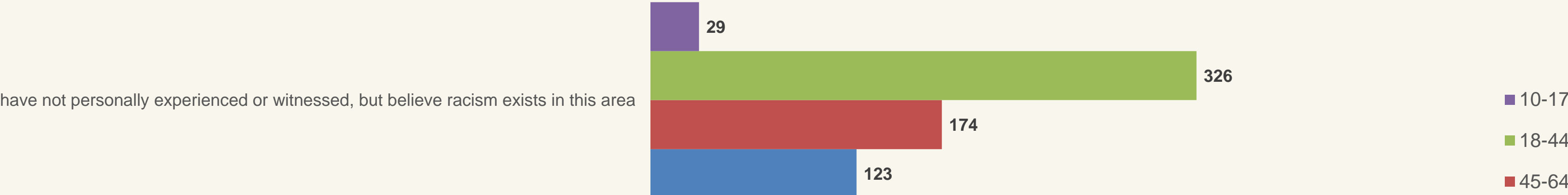
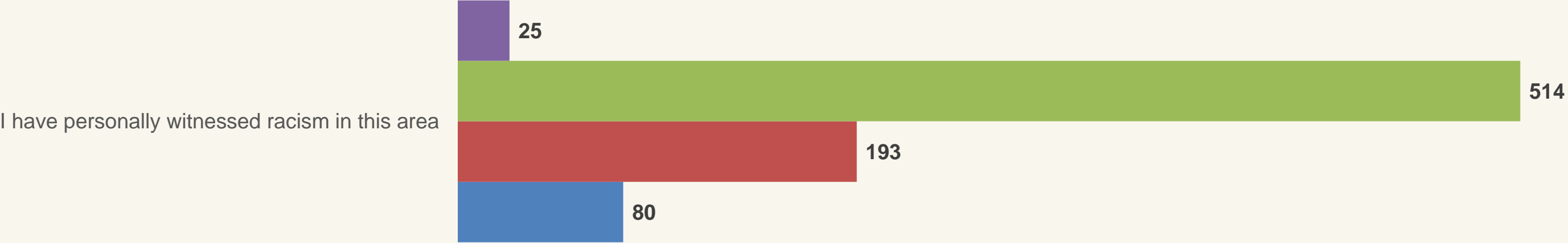


Have you personally experienced and/or witnessed racism in the following areas? **Criminal Justice**





Have you personally experienced and/or witnessed racism in the following areas? **Criminal Justice**



- 10-17
- 18-44
- 45-64
- 65+

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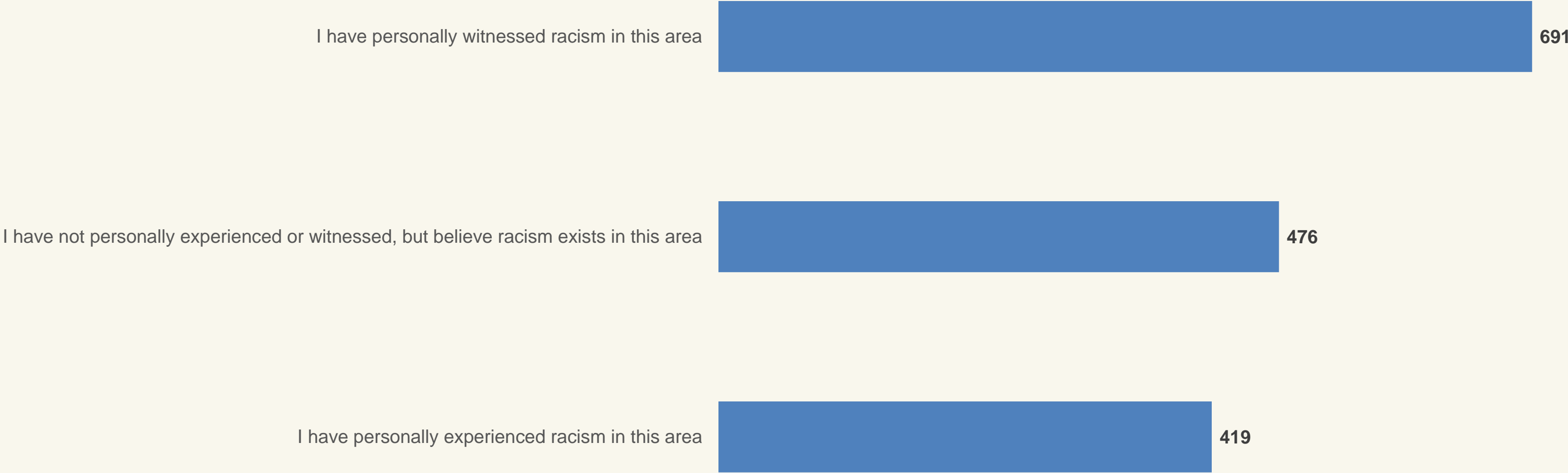
SURVEY ANALYSIS

**ENDING RACISM
PARTNERSHIP**

EDUCATION

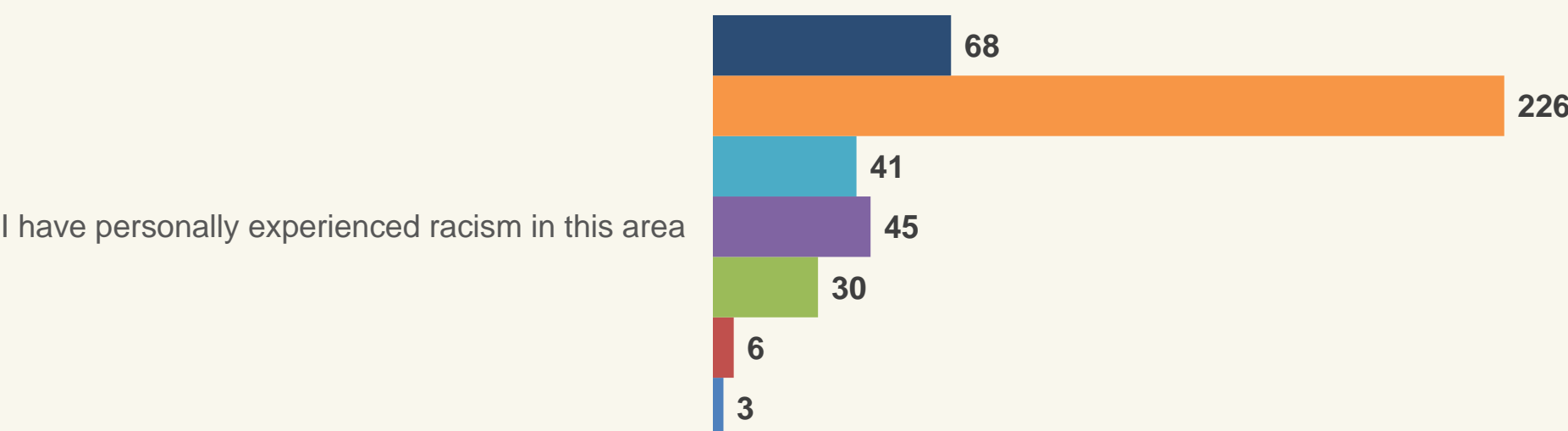
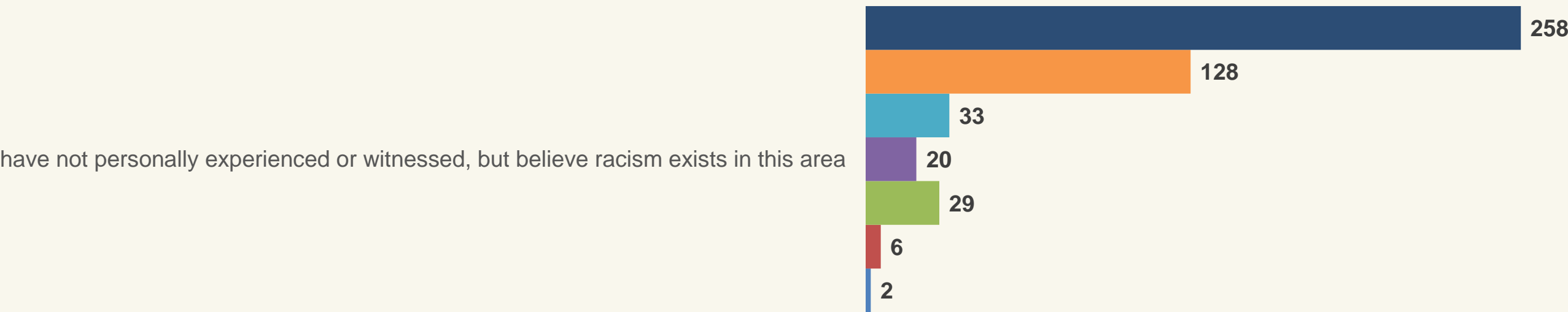
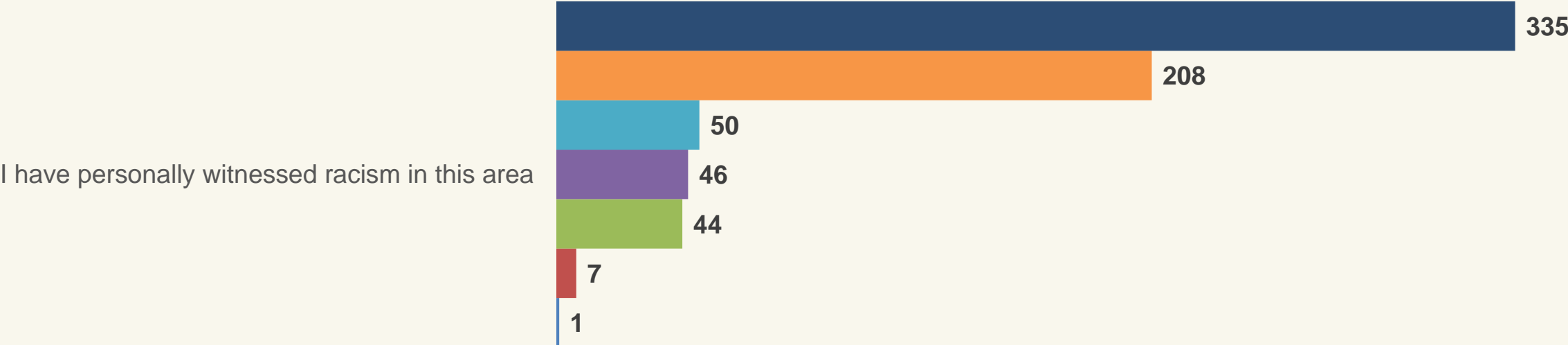


Have you personally experienced and/or witnessed racism in the following areas? **Education**





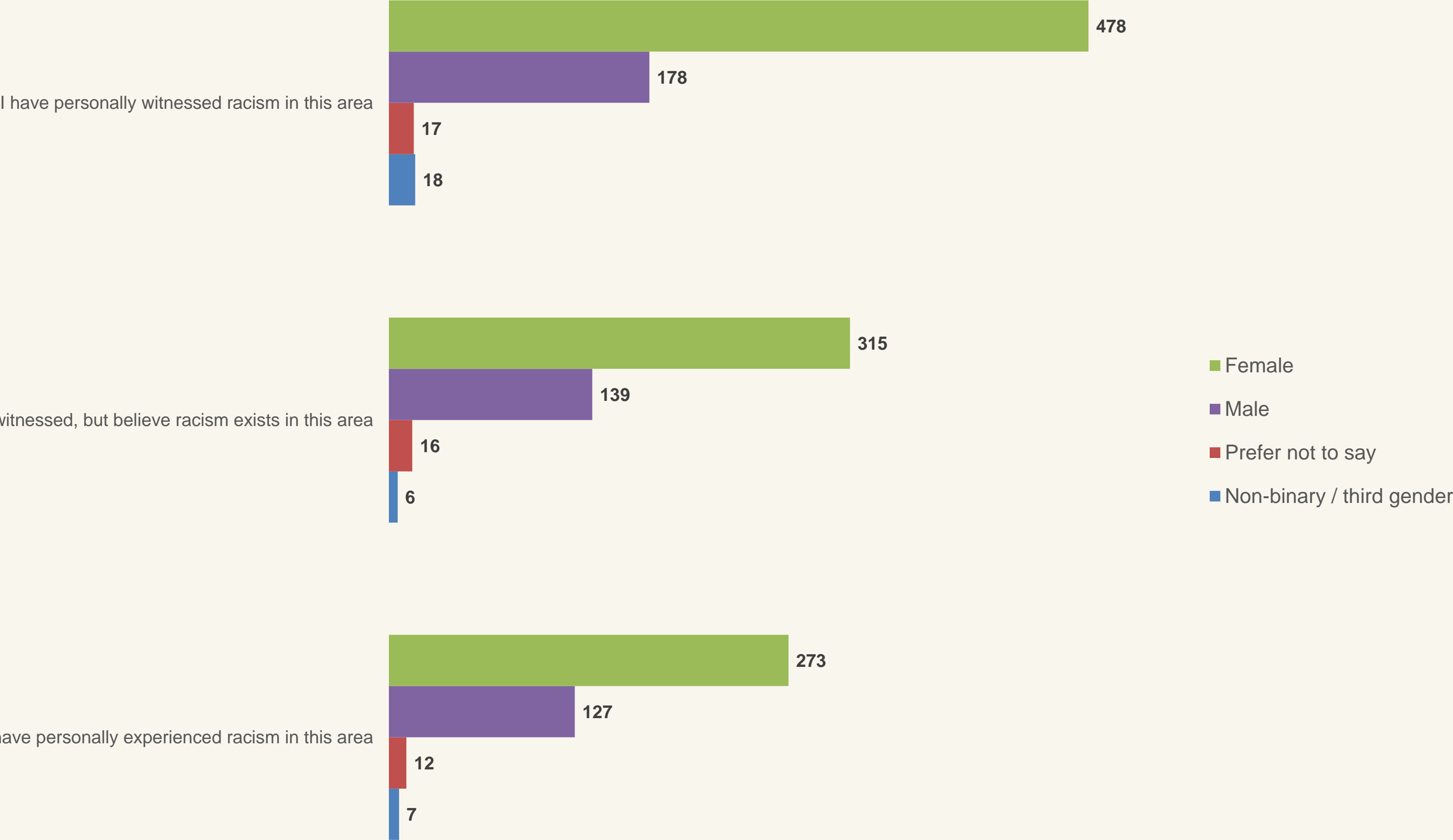
Have you personally experienced and/or witnessed racism in the following areas? **Education**



- White/Caucasian
- Black/African American
- Asian
- Multiple Races
- Other
- Native American/American Indian
- Pacific Islander

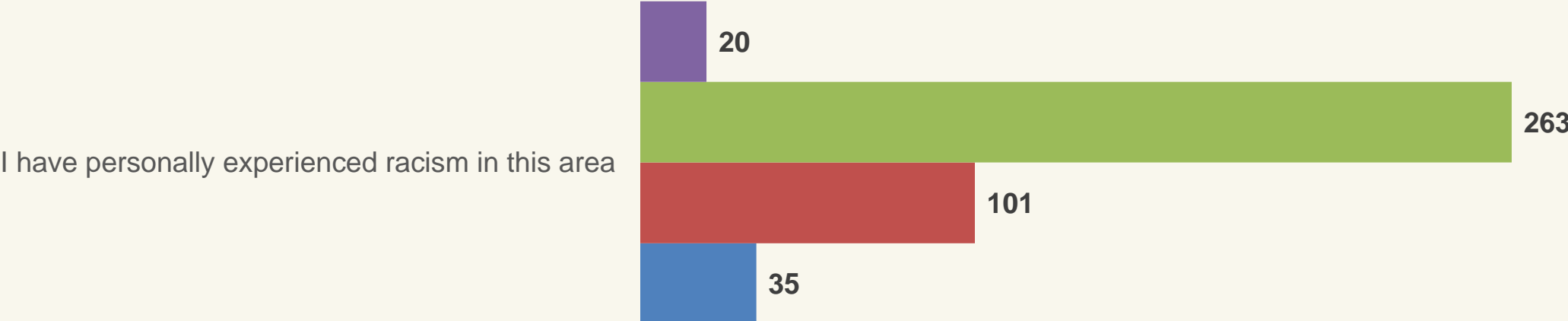
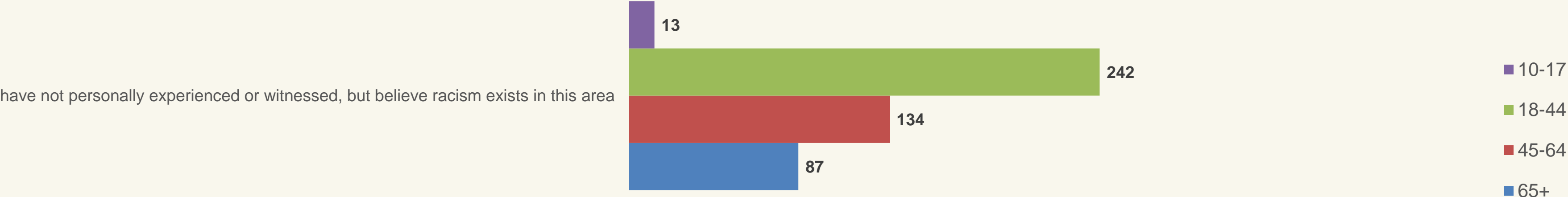
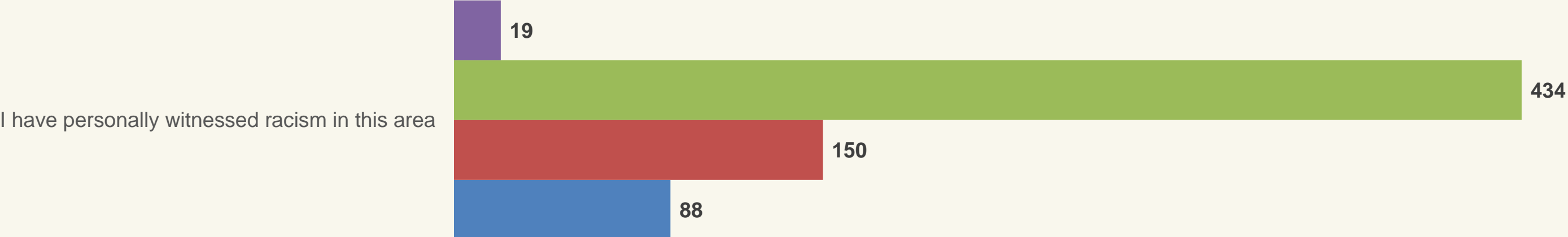


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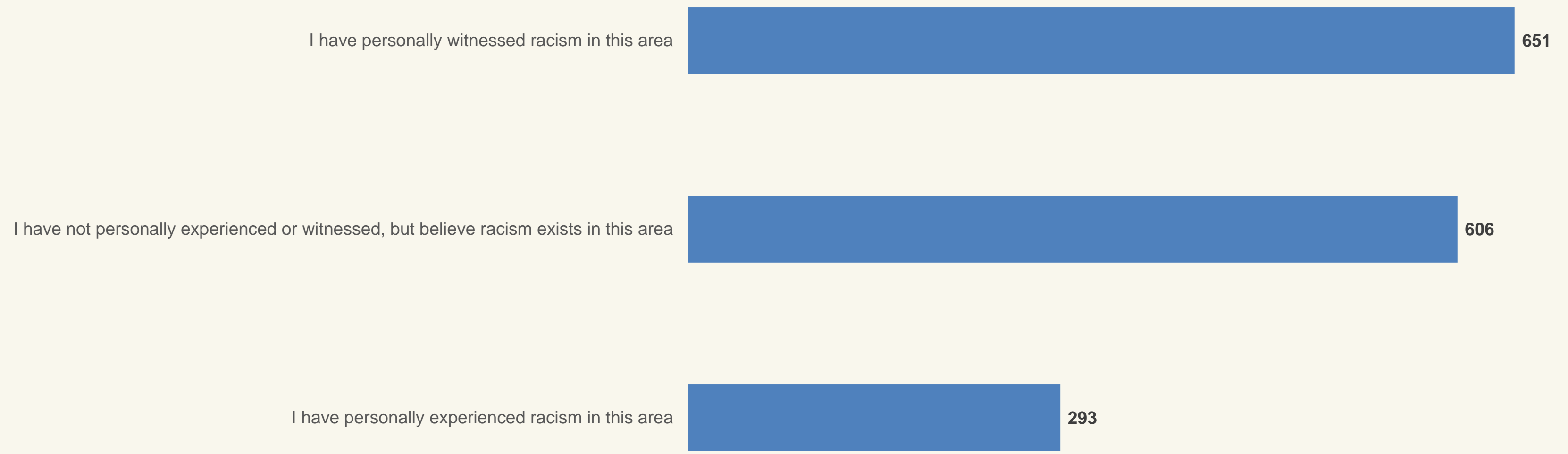
SURVEY ANALYSIS

**ENDING RACISM
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HOUSING

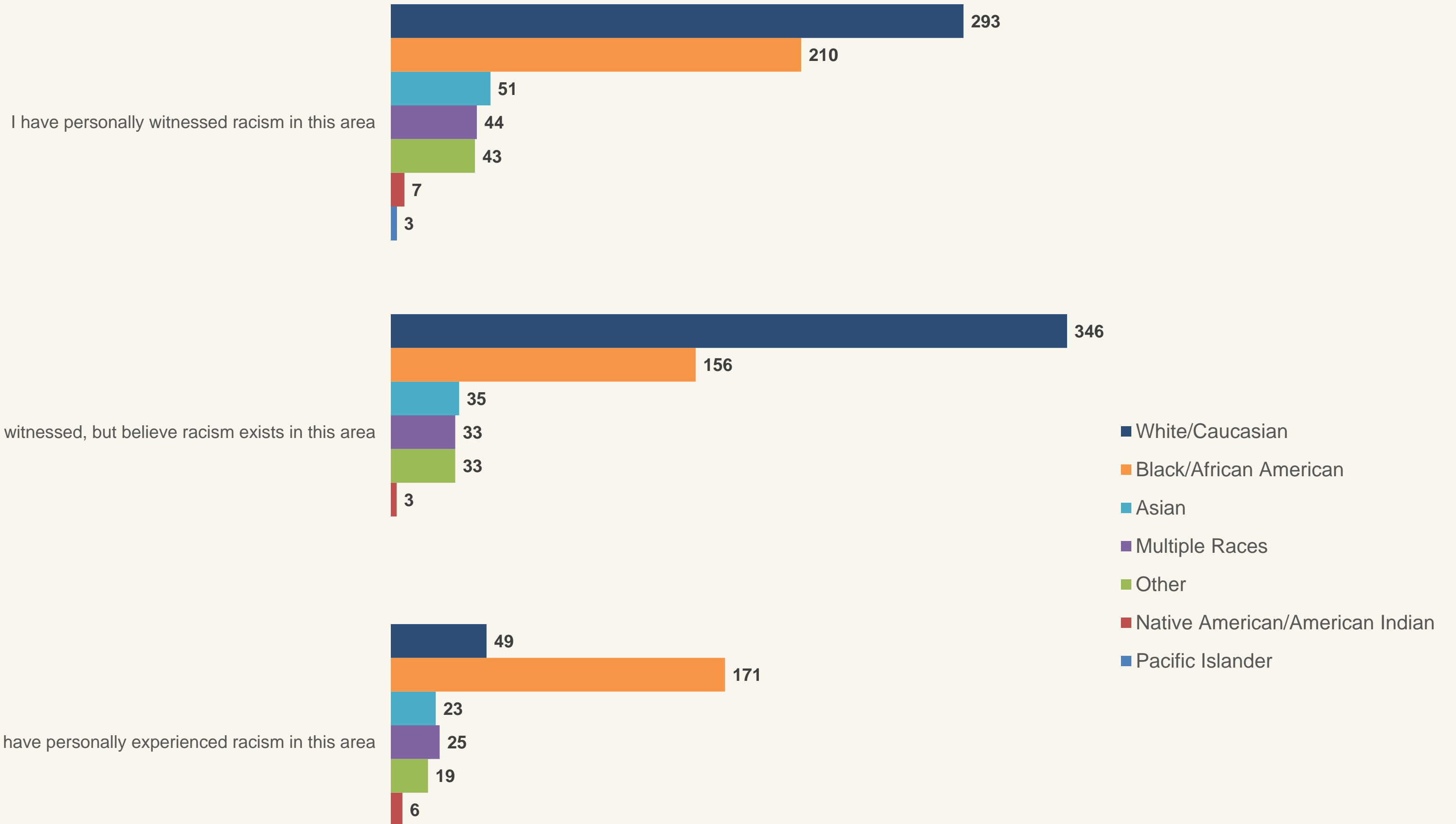


Have you personally experienced and/or witnessed racism in the following areas? **Housing**



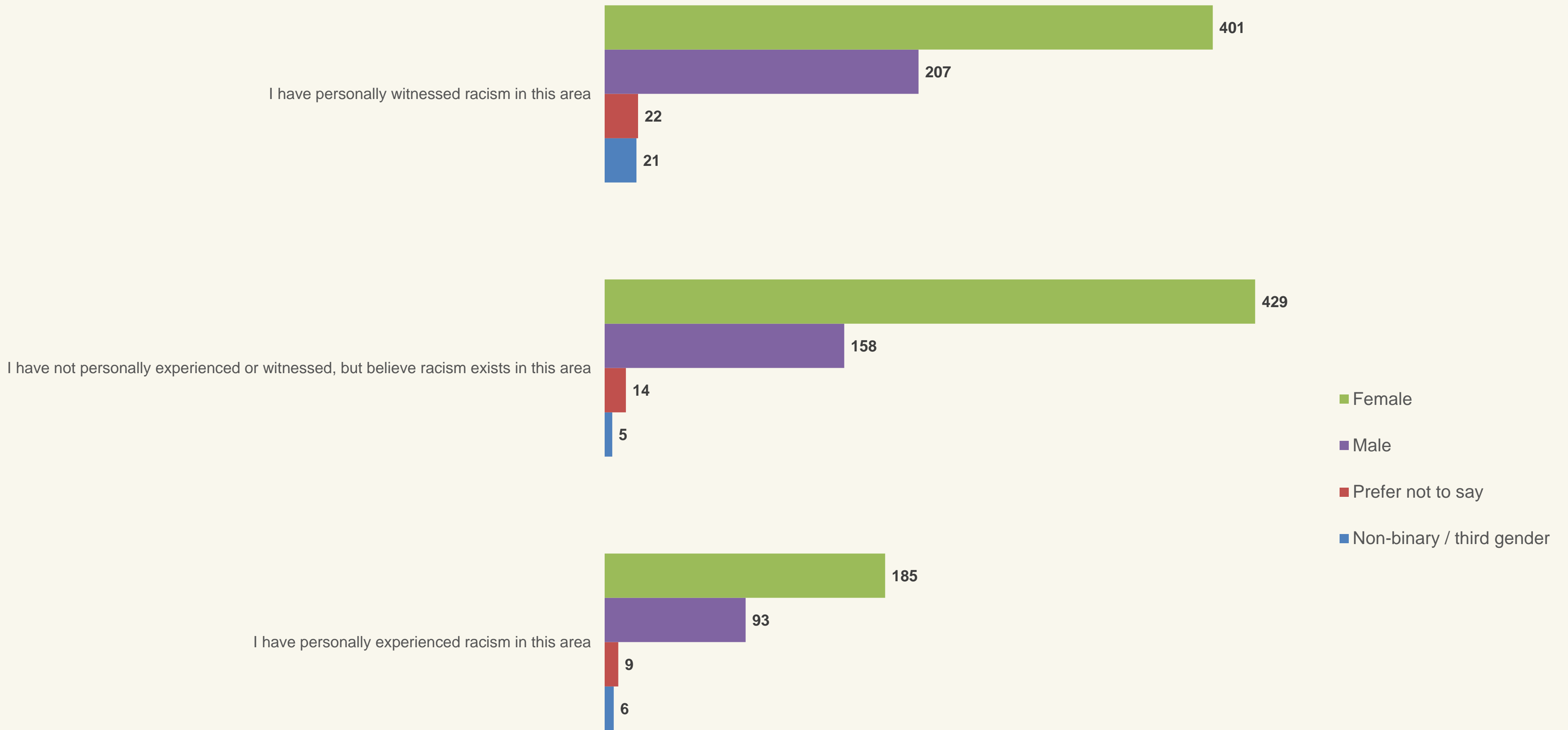


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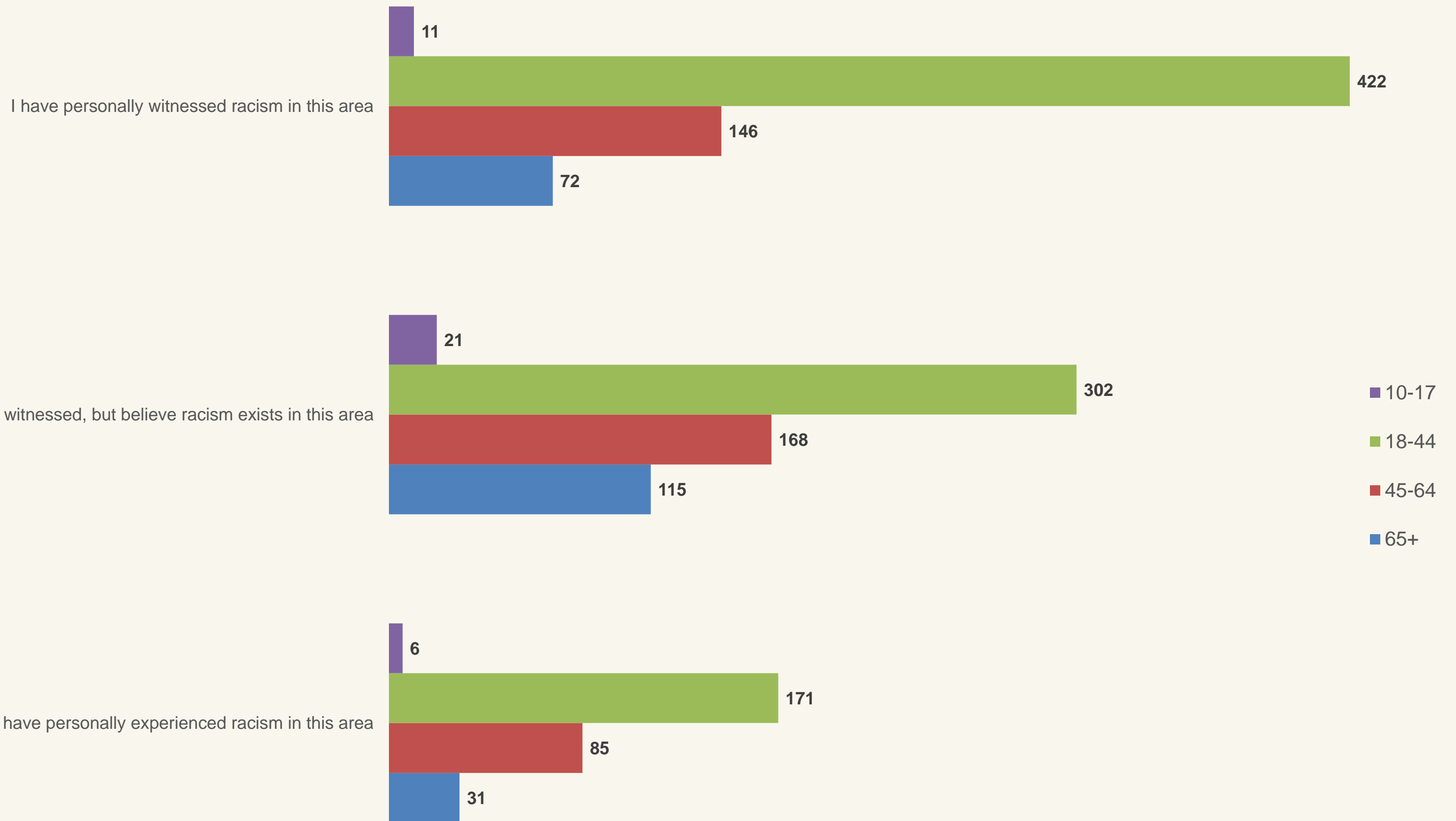


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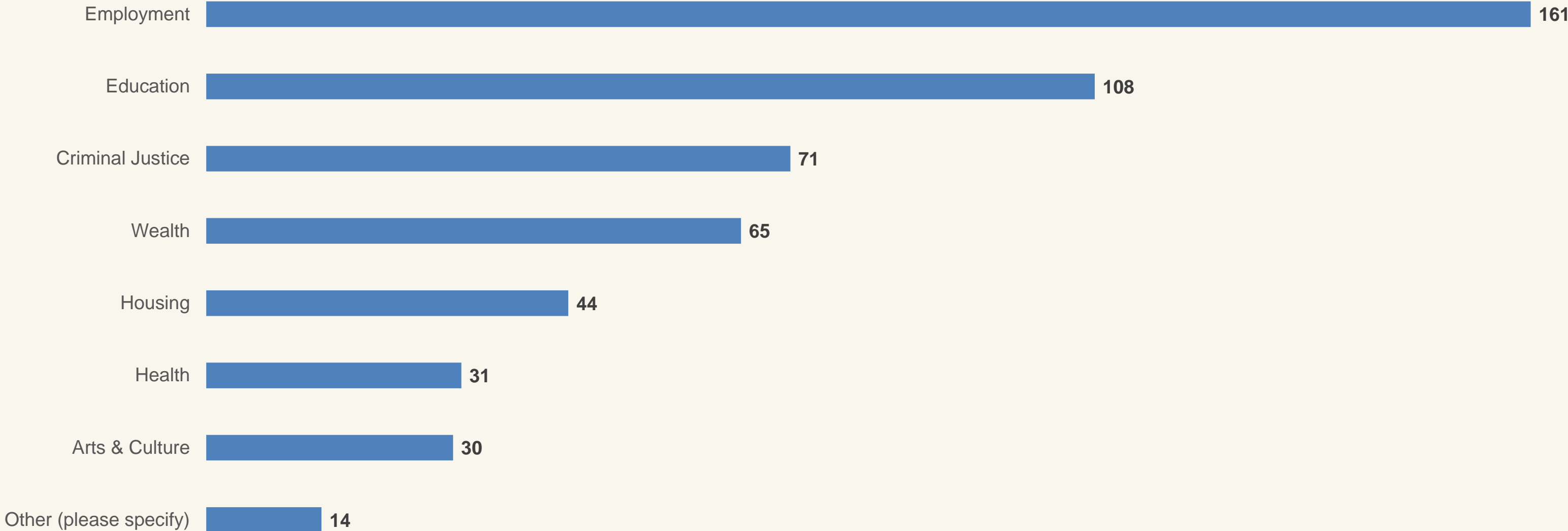




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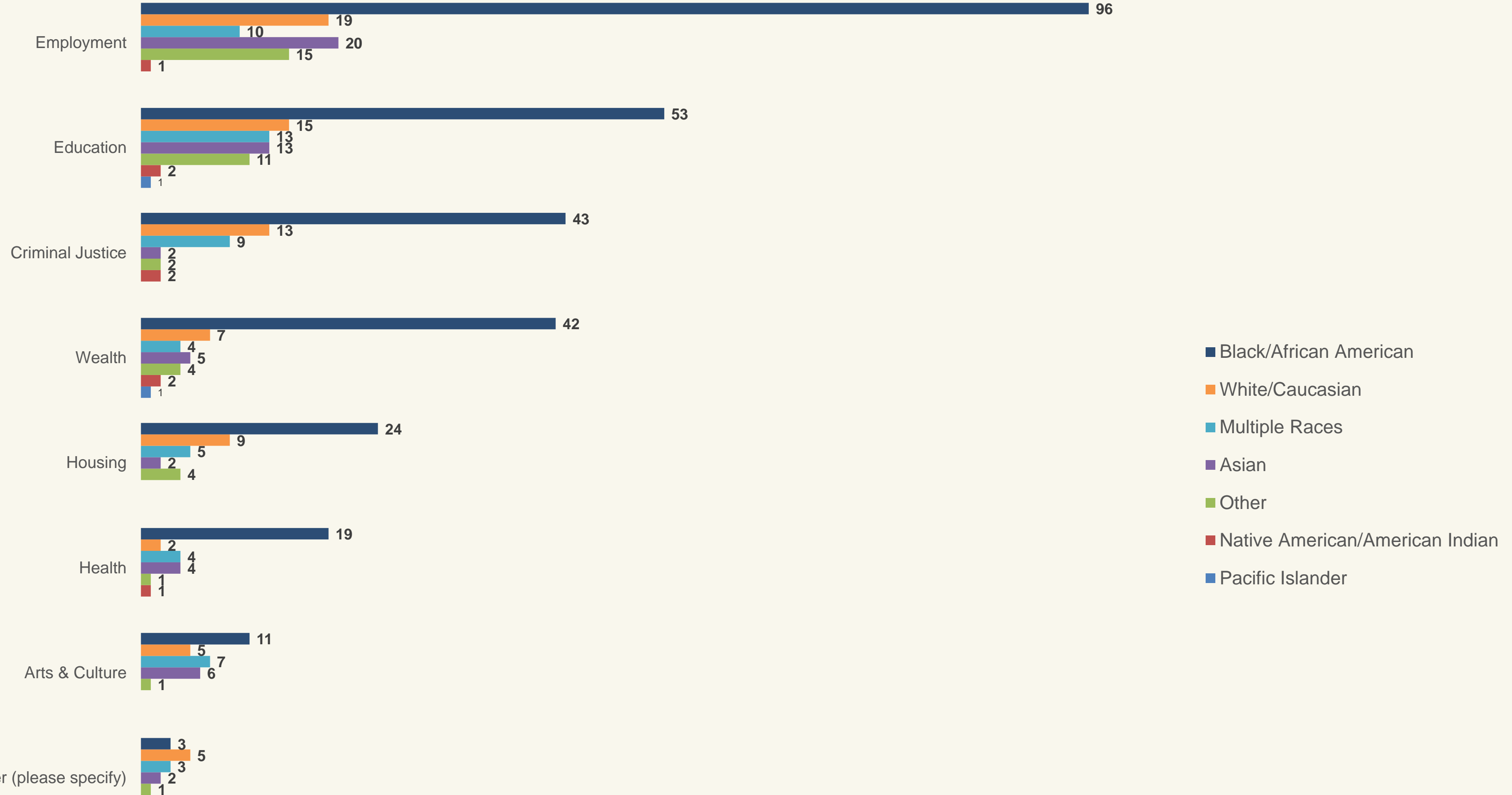
PRESENCE OF RACISM IN PHILADELPHIA—MOST OFTEN EXPERIENCED

You indicated that you personally experienced racism in the following areas. Which one of those areas have you most often experienced racism?





You indicated that you personally experienced racism in the following areas. In which one of those areas have you most often experienced racism?

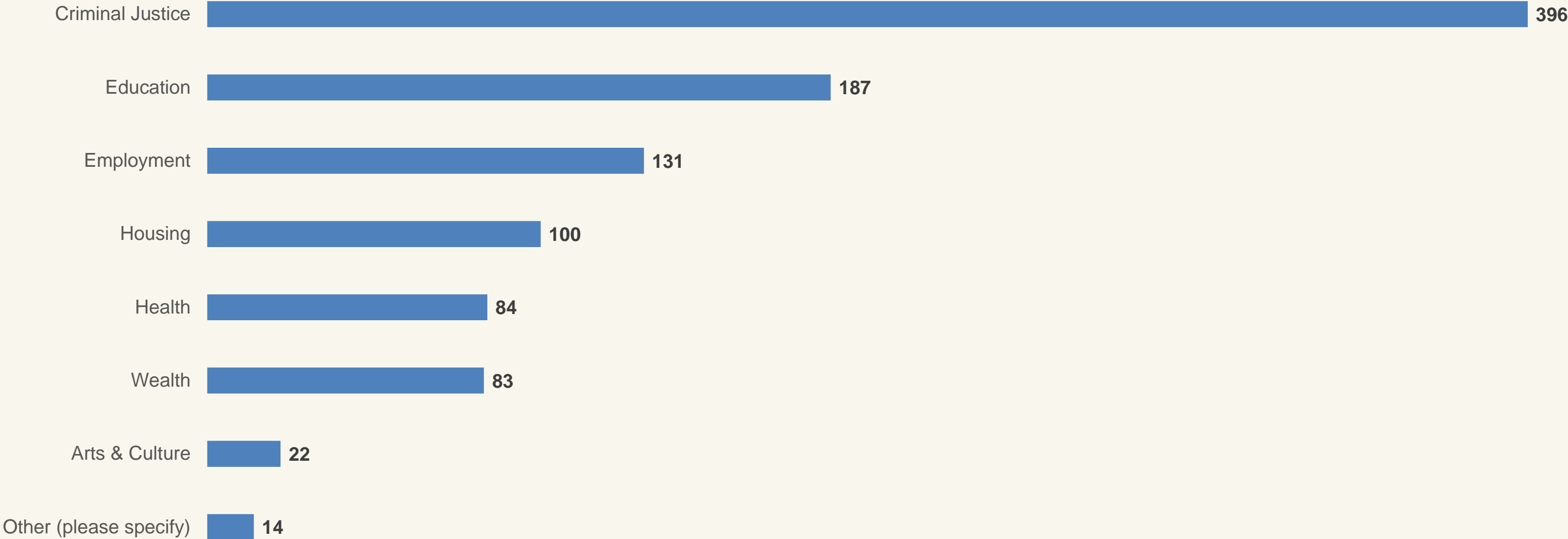




ENDING RACISM PARTNERSHIP

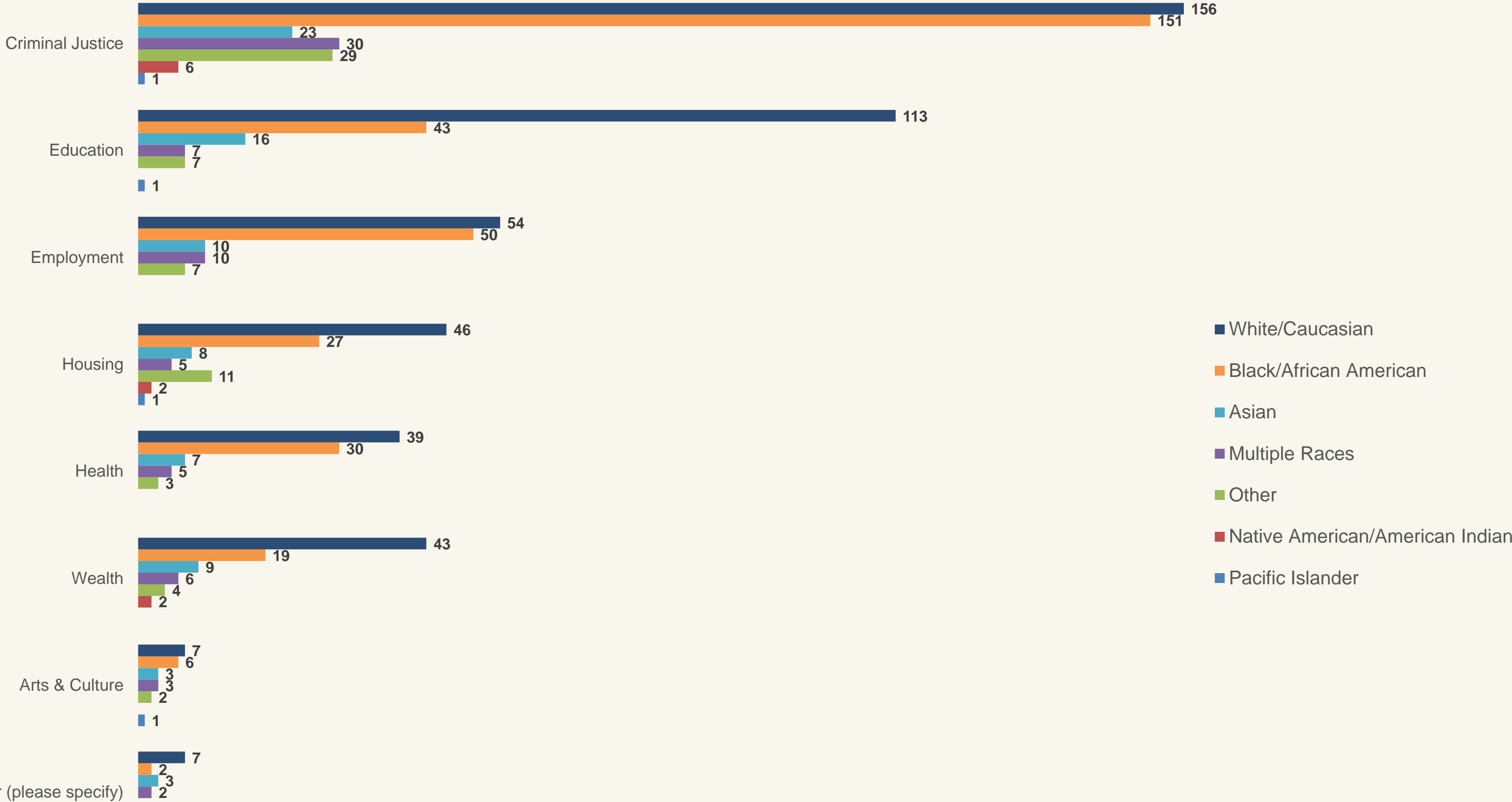
PRESENCE OF RACISM IN PHILADELPHIA—MOST OFTEN WITNESSED

You indicated that you personally witnessed racism in the following areas. In which one of these areas have you most often witnessed racism?





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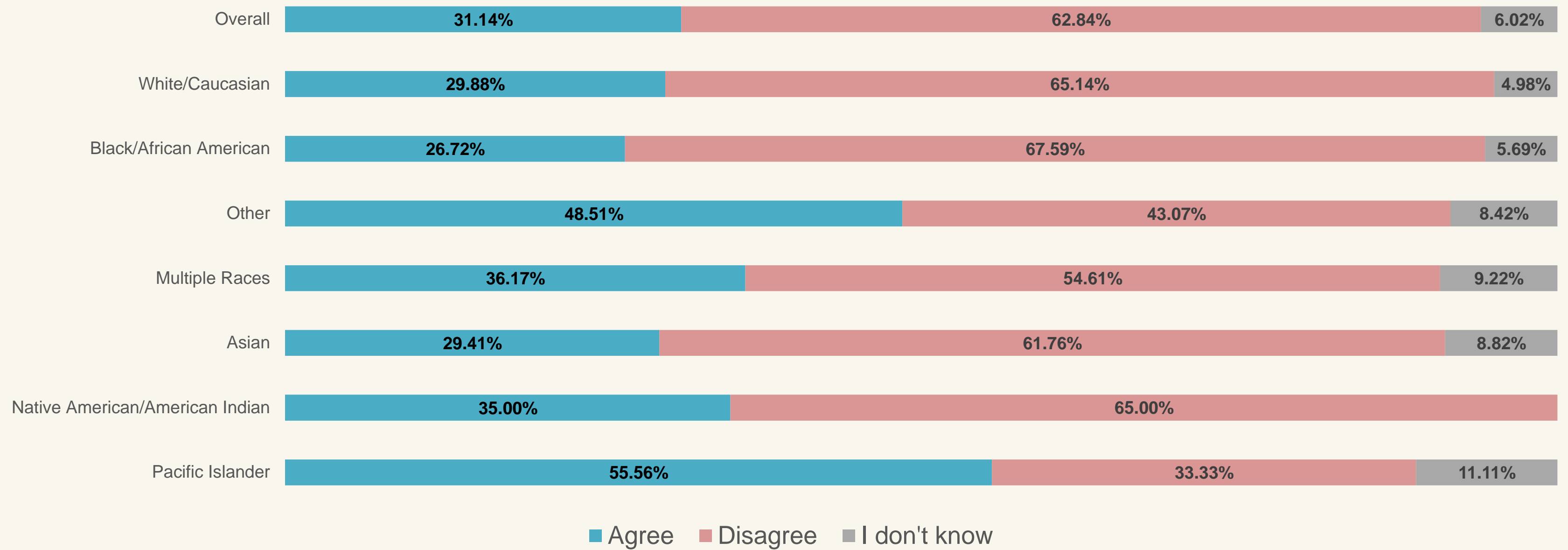




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PRESENCE OF RACISM IN PHILADELPHIA—OPPORTUNITIES AND ACCESS

Children of different races have an equal chance of getting a **good education**.

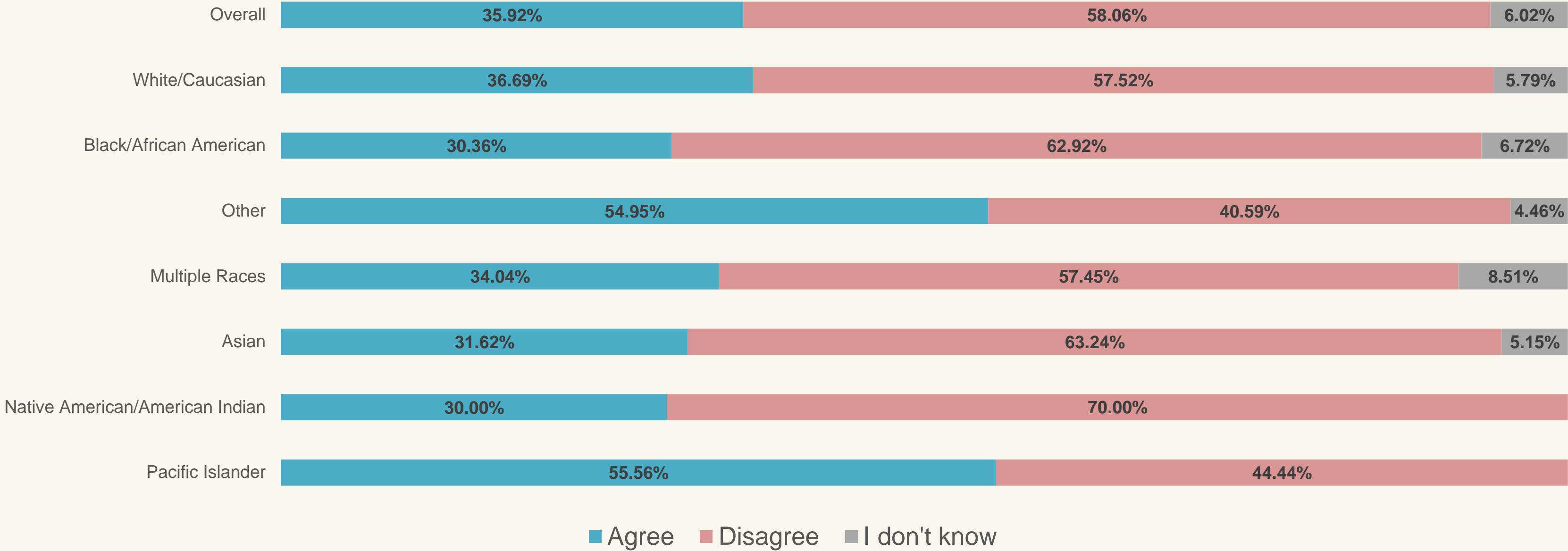




ENDING RACISM PARTNERSHIP

PRESENCE OF RACISM IN PHILADELPHIA—OPPORTUNITIES AND ACCESS

People of different races have equal opportunities to **go to college**.

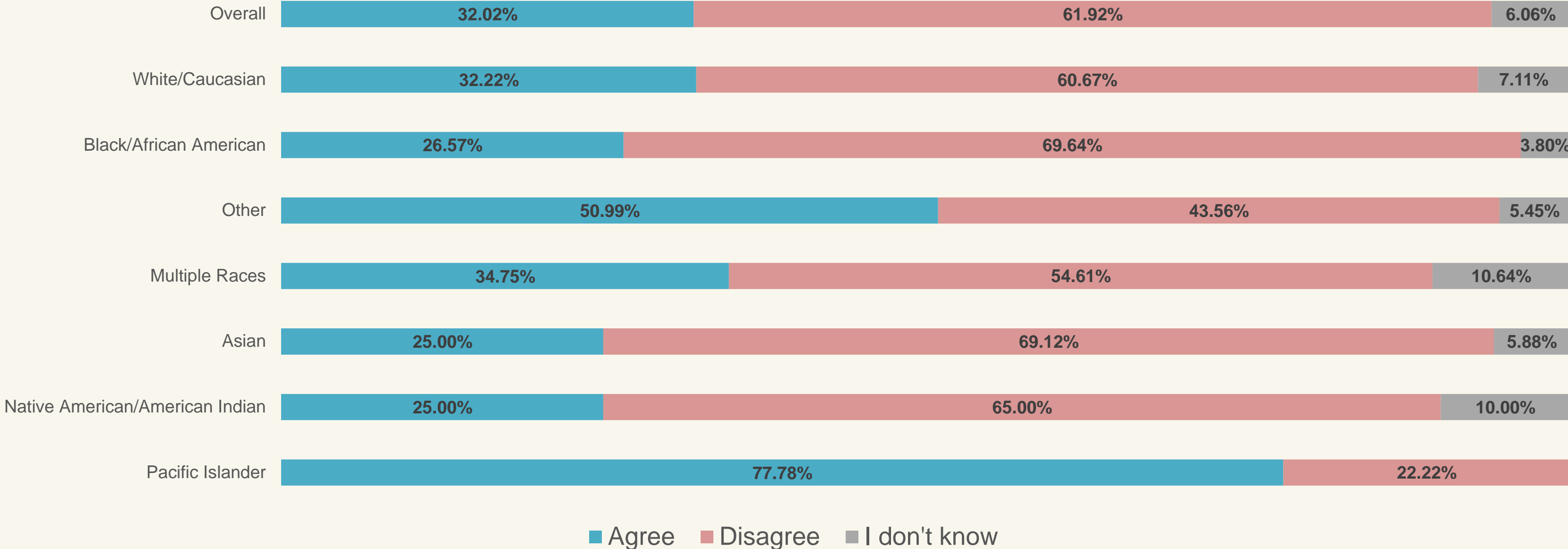




ENDING RACISM PARTNERSHIP

PRESENCE OF RACISM IN PHILADELPHIA—OPPORTUNITIES AND ACCESS

People of different races have equal opportunities to **get a job**.

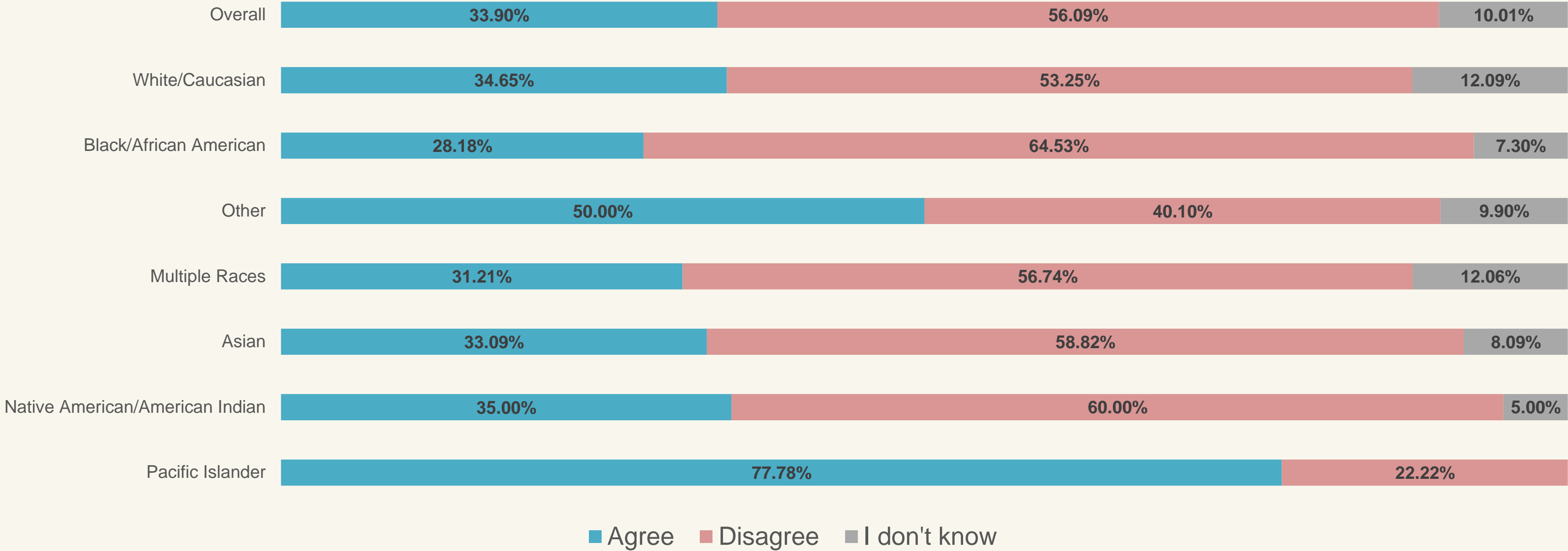




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PRESENCE OF RACISM IN PHILADELPHIA—OPPORTUNITIES AND ACCESS

People of different races have equal opportunities to **start a business**.

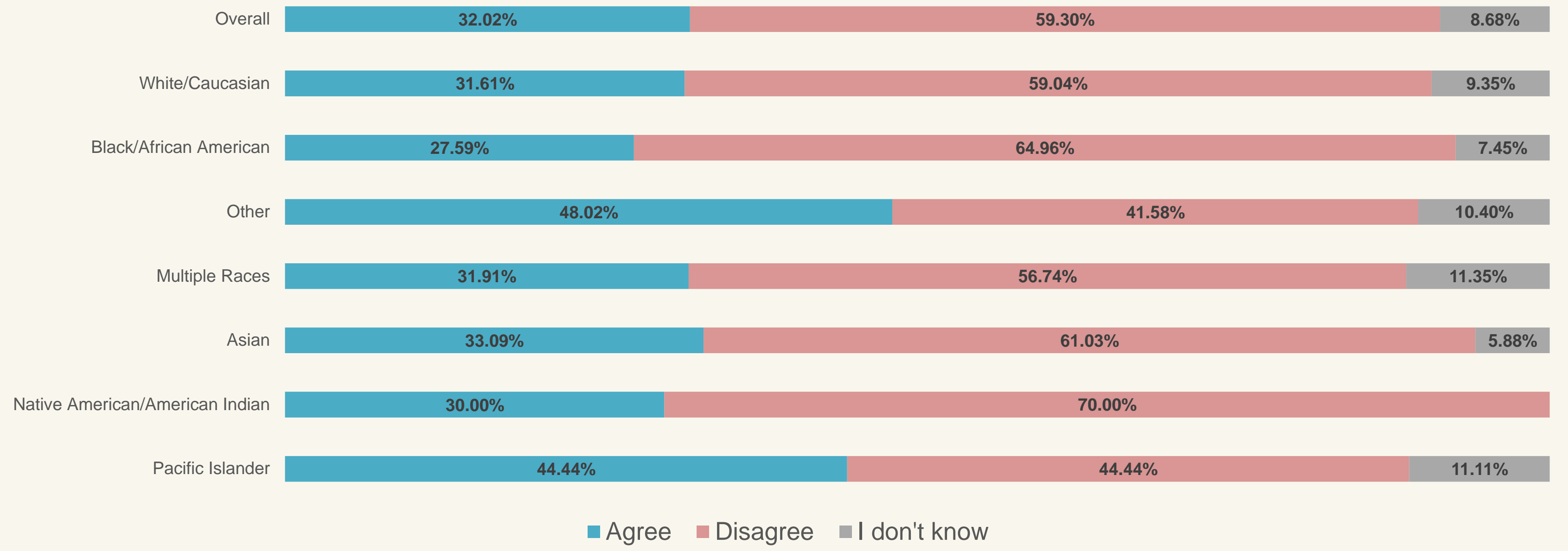




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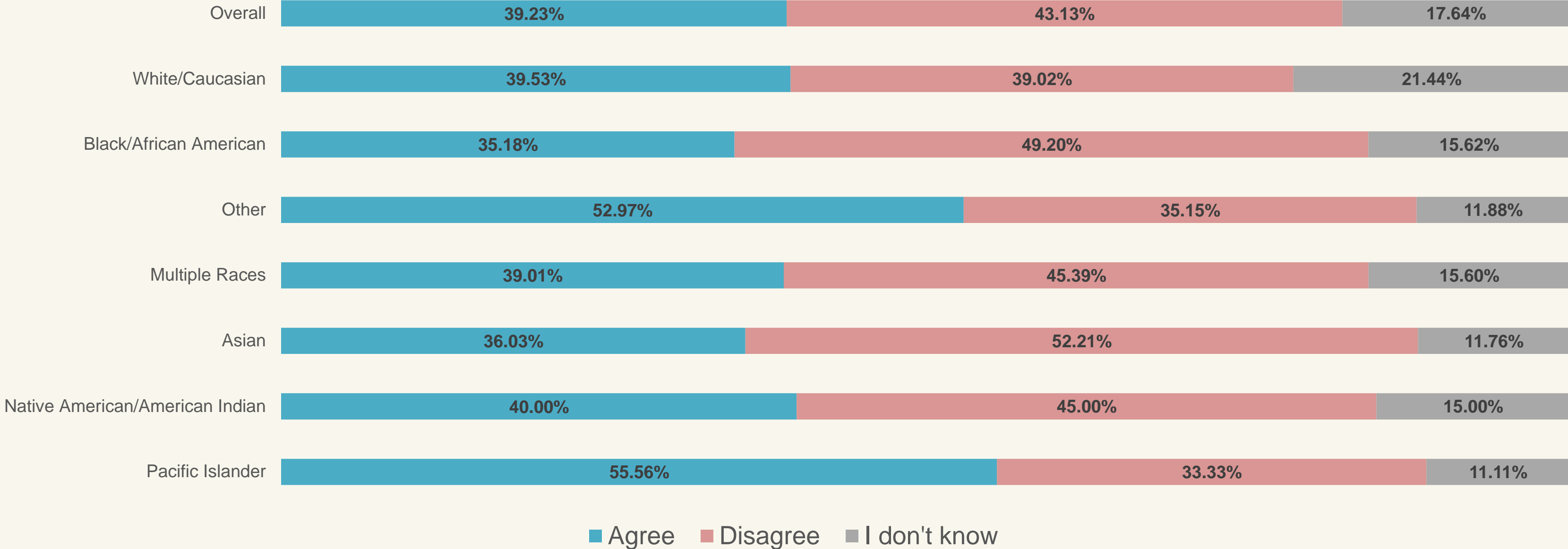
PRESENCE OF RACISM IN PHILADELPHIA—OPPORTUNITIES AND ACCESS

People of different races have equal access to **adequate healthcare**.





Community engagement opportunities are equally open to people of different races.



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SURVEY ANALYSIS

**ENDING RACISM
PARTNERSHIP**

SURVEY RESPONSE DEMOGRAPHICS

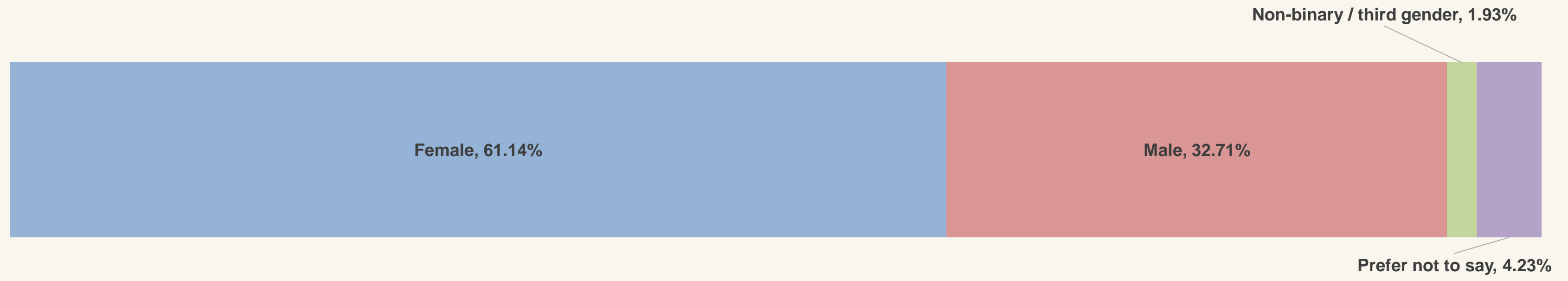


What is your age?





What gender do you identify as?

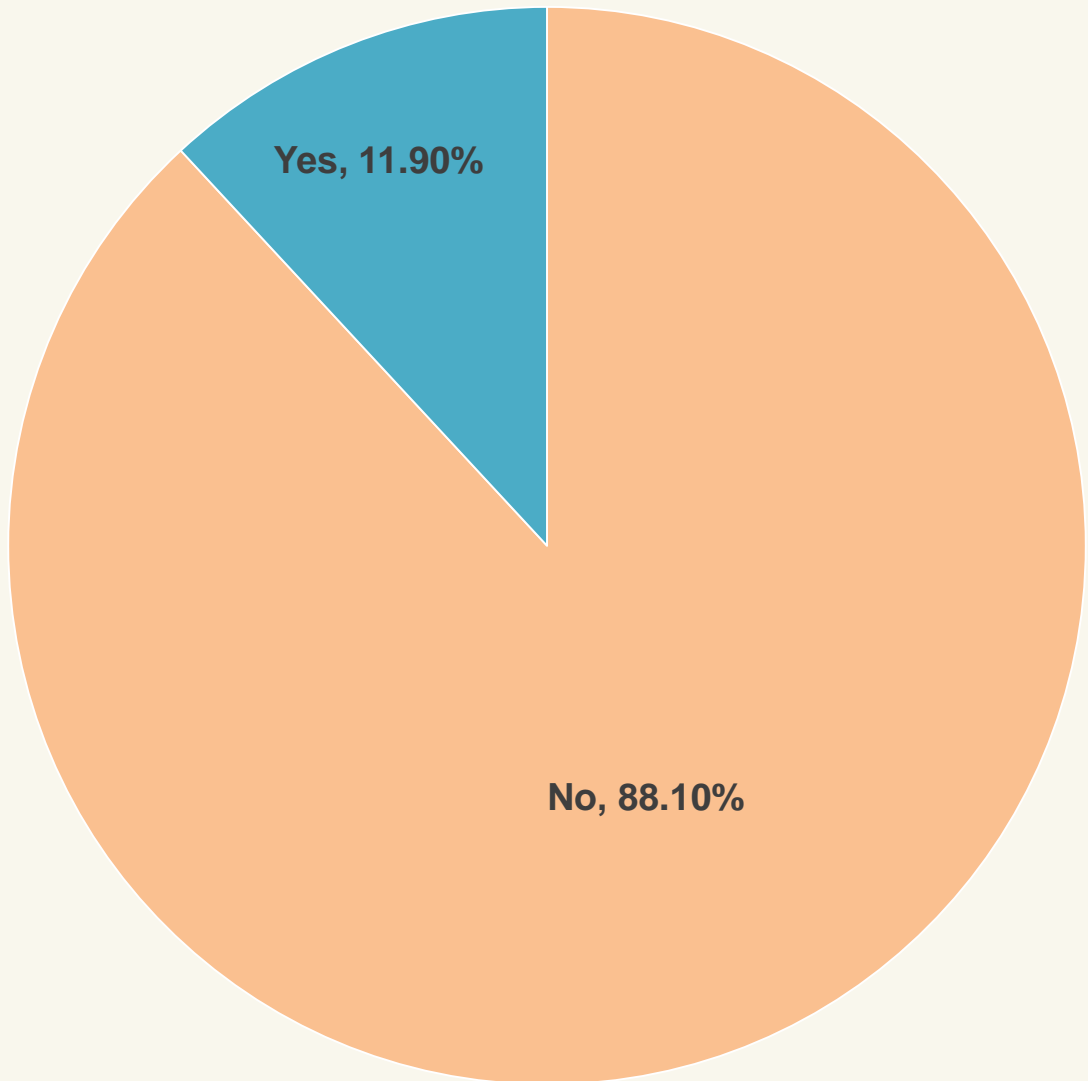




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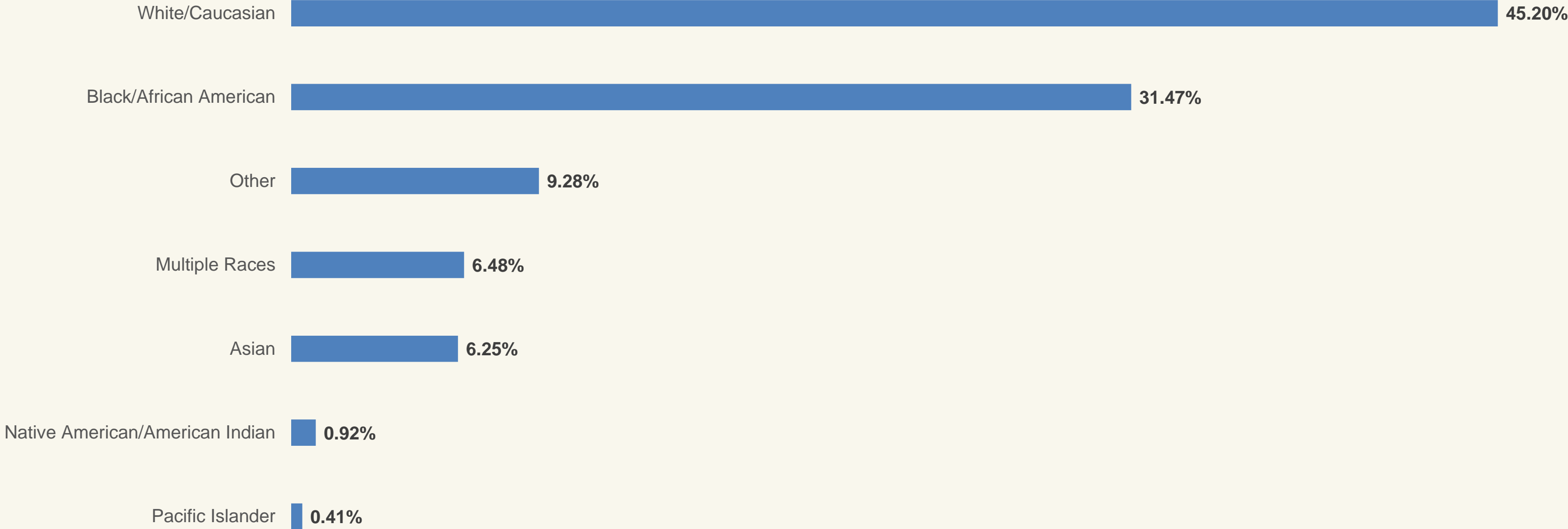
RESPONDENT DEMOGRAPHICS

Are you Spanish, Hispanic, or Latino?



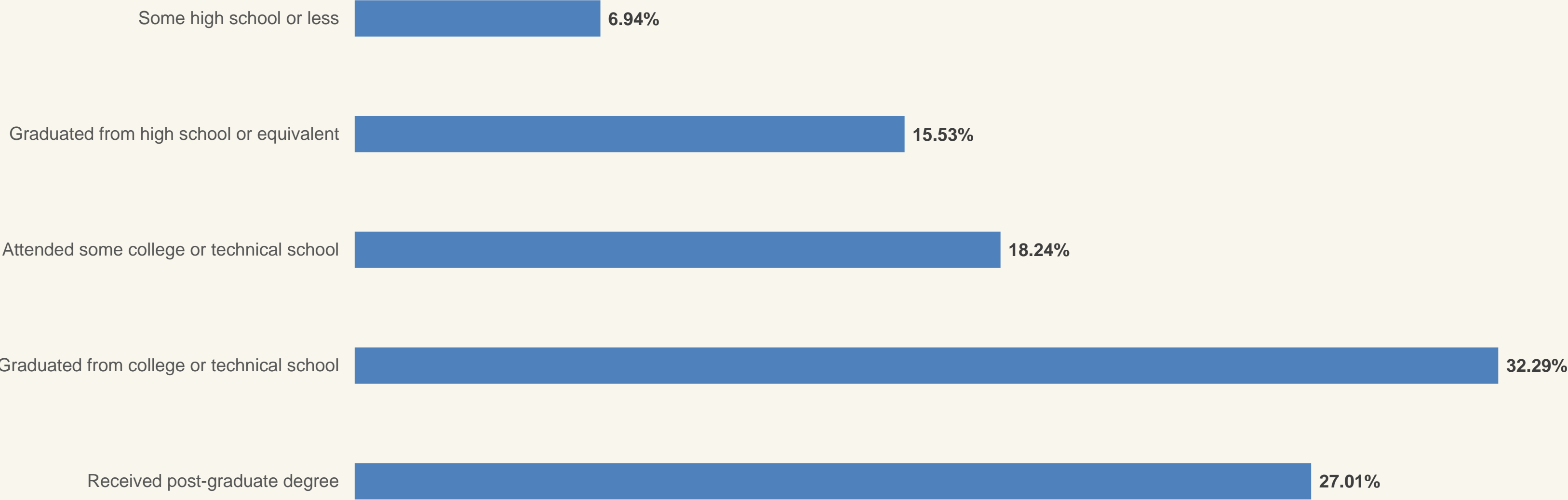


What is your race?





What was the highest level of schooling you have completed?

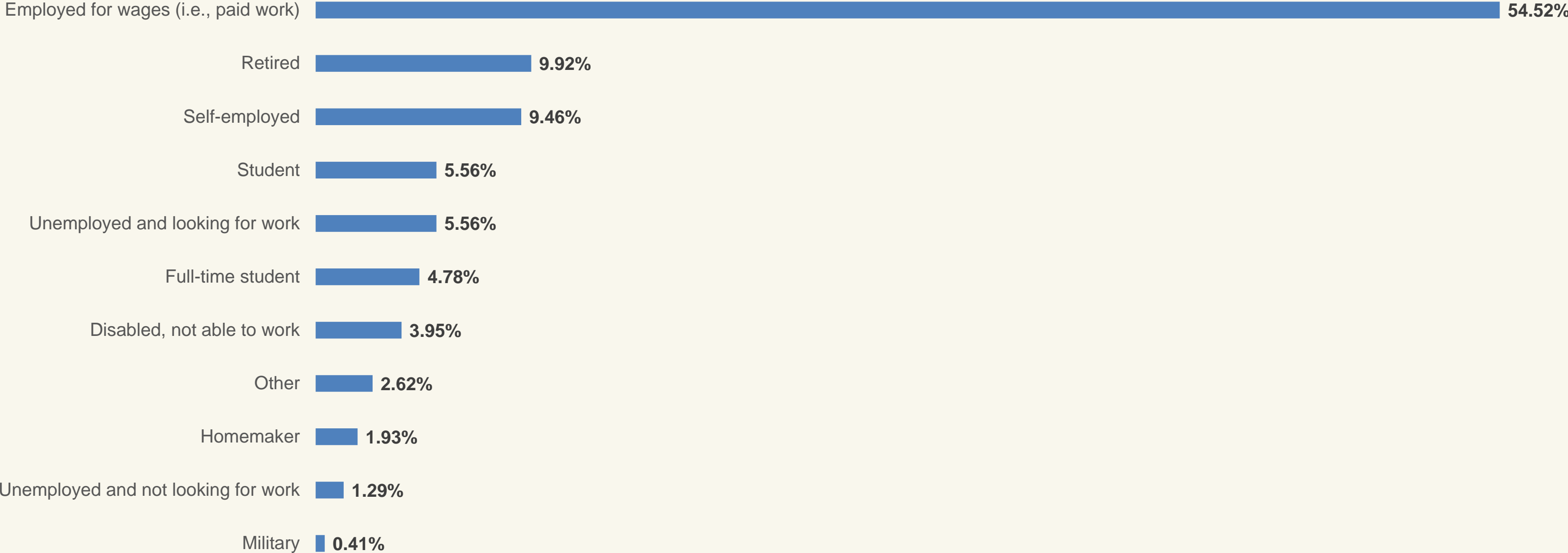




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RESPONDENT DEMOGRAPHICS

Which statement best describes your current employment status?

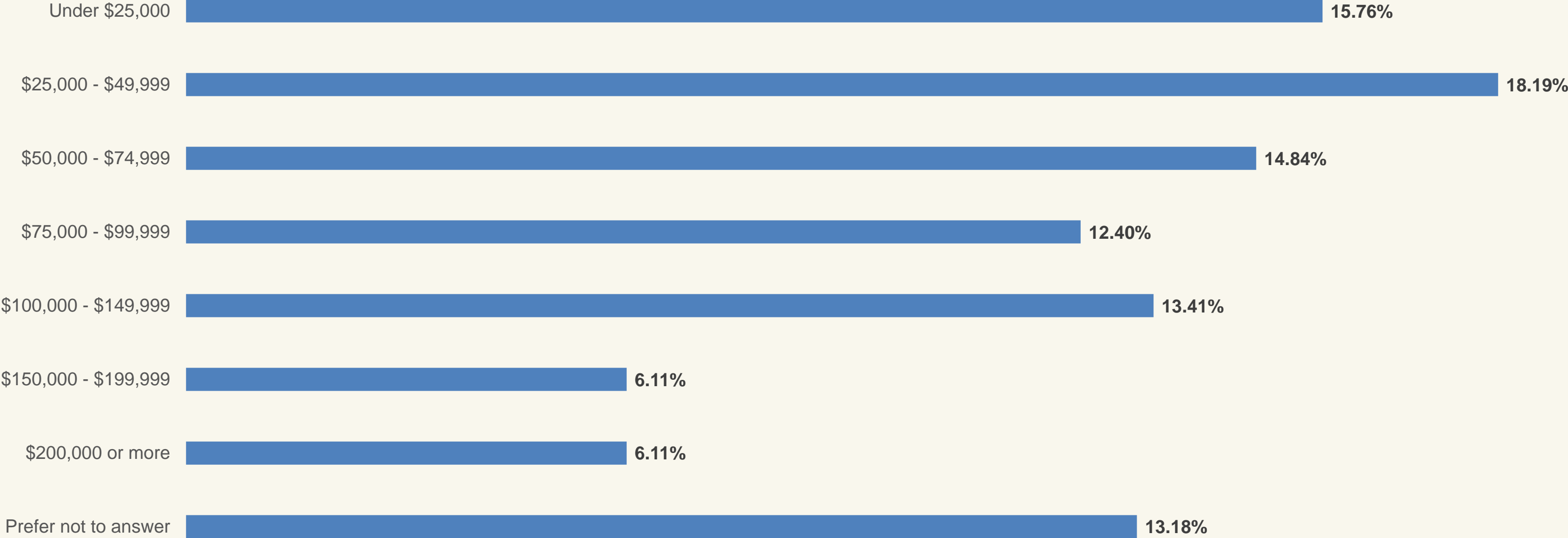




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RESPONDENT DEMOGRAPHICS

What is your annual household income (before taxes)?

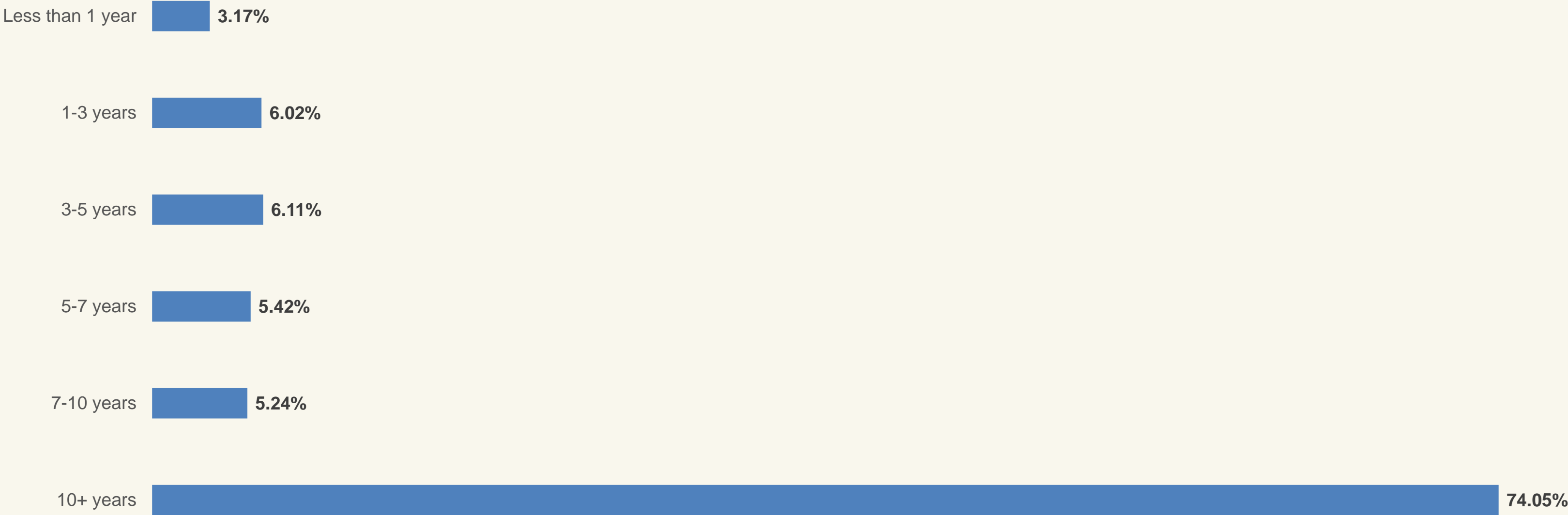




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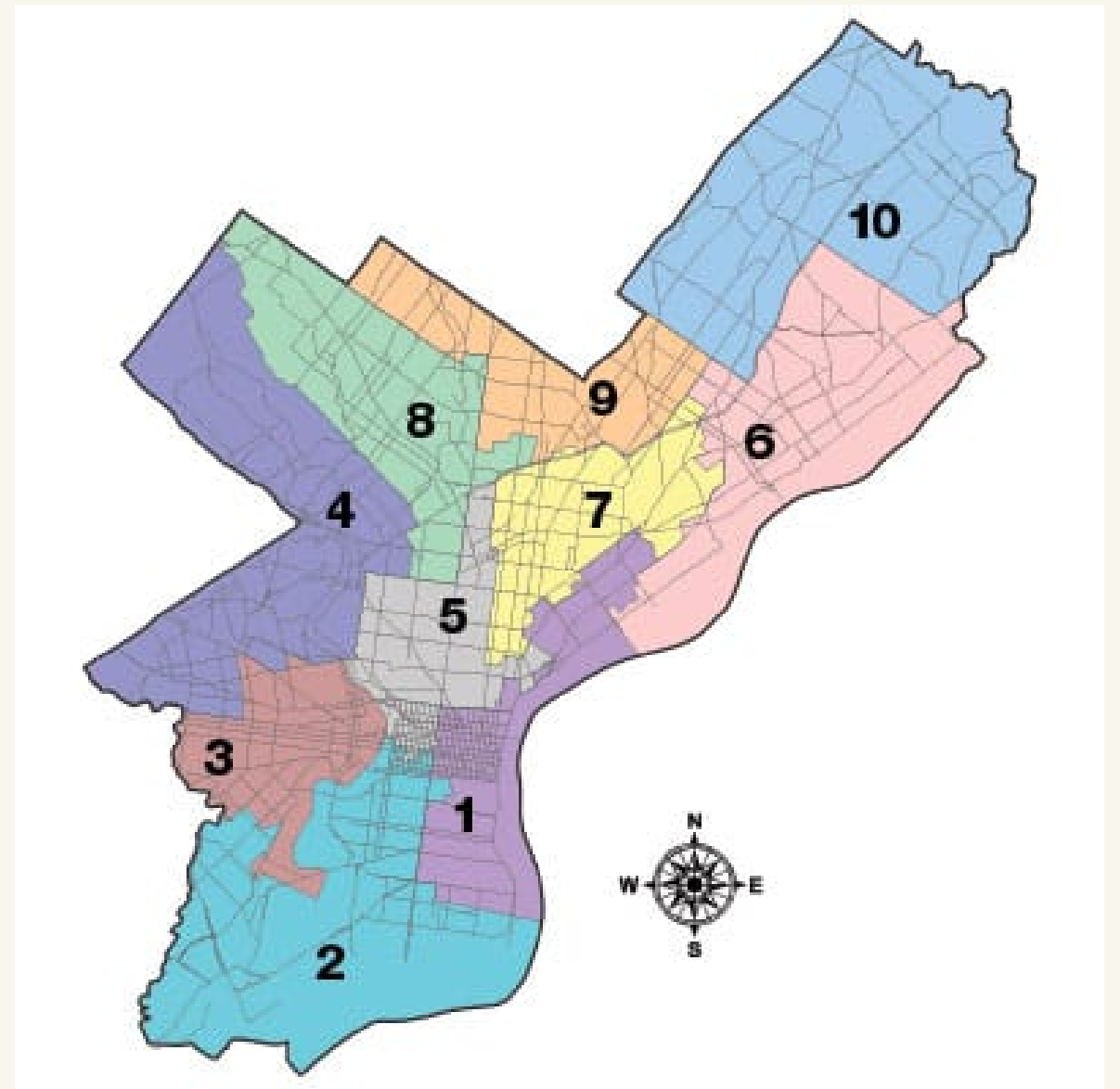
RESPONDENT DEMOGRAPHICS

For how many years have you lived in the Philadelphia region?



Zip Code	Council District	Share of Complete Responses
19143	Council District 3	4.59%
19124	Council District 7	3.77%
19111	Council District 9/10	3.54%
19134	Council District 1	3.49%
19148	Council District 1/2	3.17%
19145	Council District 2	3.08%
19147	Council District 1	3.03%
19119	Council District 8	2.89%
19103	Council District 2/5	2.66%
19120	Council District 9/7	2.62%

Philadelphia City Council District Map



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RESPONDANT RECOMMENDATIONS

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SURVEY ANALYSIS

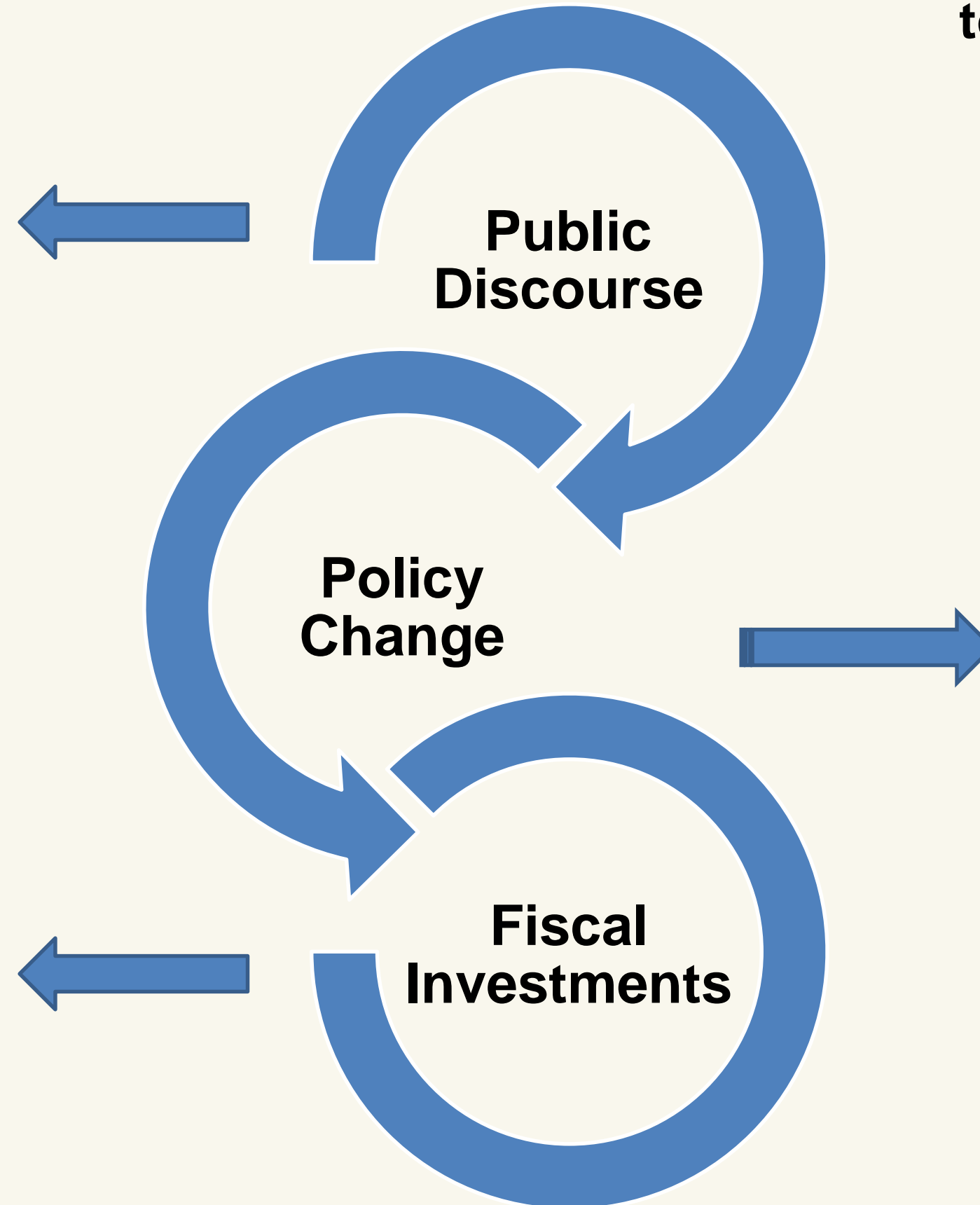
Through a series of open-text responses the survey respondents' recommendations to end racism elevated three high-level themes:

1. More honest public discourse about racism

- ✓ There should be more public discourse and honest conversations about racism in Philadelphia. Truth and reconciliation hearings and organized town halls.
- ✓ Establish a forum for community discussion- a digital nexus and place for discourse and community discussion

3. Increase fiscal investments that advance the quality of life and well-being for BIPOC communities

- ✓ School Funding
- ✓ Access to Capital for Black Businesses
- ✓ Apprenticeship Programs
- ✓ Youth Programs



2. Advocate for a Reform Agenda in every area where racism exists

- ✓ Free Childcare
- ✓ Anti-Racism Police Officer Trainings
- ✓ End Cash Bail
- ✓ Police Reform
- ✓ \$15 Minimum Wage
- ✓ Tax Incentives for Black-Owned Businesses
- ✓ Fair Funding Formula for Public Education

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FINAL NOTES

June 16, 2021

SURVEY ANALYSIS

ENDING RACISM PARTNERSHIP

NOTES ON THE REPORT DATA

- The survey was publically marketed and available to complete from February 26, 2021 through May 7, 2021. The survey officially closed on June 10, 2021.
- For this report we capped the collected data on May 28 to begin analysis and present the report by June 16, 2021; registering 3,460 total respondents and 2,200 fully completed responses. In total, 3,822 responses were recorded and 2,360 fully completed the survey (9% error in total respondents; 7% error in fully complete responses).
- The June 10, 2021 full data set is available for download at <http://endingracismpartnership.org/data-analysis/>.

NOTES ON TEXT RESPONSES

- The survey offered respondents 21 unique opportunities to add a text response to the questions presented in this survey. We chose to elevate three high-level themes from the recommendation section for this report.
- However there is a significant amount of data available to review; including first-hand sentiment on witnessing racism and first-hand sentiment on experiencing racism in education, employment, criminal justice, and the other categories reviewed in this report
- In future analysis, we will review and present this data from the July 10, 2021 data set; however, we welcome others to review and explore this data; which is available for download at <http://endingracismpartnership.org/data-analysis/>.

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RECCOMENDATIONS FOR FUTURE ANALYSIS

- The survey was administered online-only for many reasons including COVID-19 safety protocols. Future surveys could benefit from being online and in paper-form, through a community-canvas effort, to increase diversity of respondents and further target communities and residents in Philadelphia.
- The survey was available in English, Spanish, and Chinese. We did not receive a significant amount of Spanish-only or Chinese-only responses with our broad public outreach. Future surveys could target non-English speakers to help increase diversity of respondents.
- The survey had 24 questions and took 5 to 10 minutes to complete. In this report, 36% of respondents did not fully complete the survey (38% in June 10, 2021 data set). Although this is within the [average of transactional surveys](#), future surveys could shorten the survey to less questions and less text-responses to drive the completion rate up.

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SURVEY ANALYSIS



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TO OUR COLLABORATORS, THANK YOU

June 16, 2021

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