

Task Force Survey Results and Recommendations



Moorestown
BETTER TOGETHER

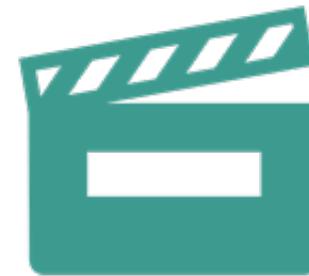
Agenda

- Overview – the Moorestown Better Together Task Force and Community Survey
- Illustrative Survey Results
 - Question: I feel welcomed in Moorestown
 - Question: I feel safe to freely express my point of view and will be treated with respect by others, even if my opinion may differ
- Recommendations to Council

Better Together Moorestown Objective and Accomplishments



Objective: Explore how Moorestown can better protect and **celebrate diversity and ensure inclusion among our residents**, businesses and visitors while promoting an innovative, engaged, and informed community.



Action Steps:

Research/Educate on Other Community Initiatives
Create Develop Vision/Mission/Values Statement
Name and Brand the Task Force-Website and FB
Develop Recommendations Based on Research and Responses

About the Survey

- **Methodology**

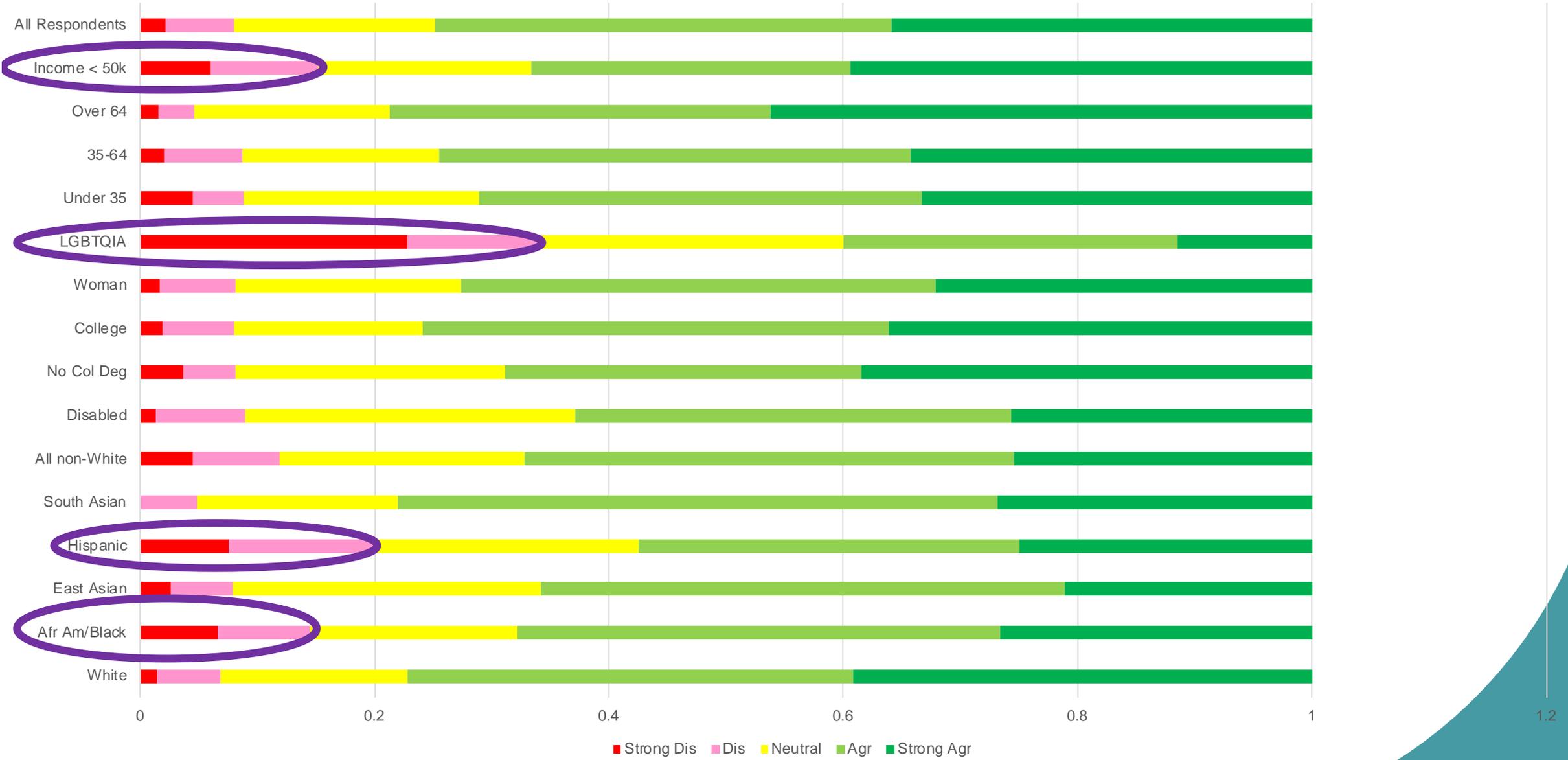
- Survey Monkey Instrument allowed for anonymity
- 24-Question (10 minute) survey available in multiple formats focusing on respondents' personal experiences in Moorestown using a 5 point scale
- Respondent demographics were compared to the Moorestown Census data and found to be representative*
- Responses to questions by demographic (race, sex, age, ethnicity, education, disability, sexual orientation, income) were analyzed in excel using pivot tables
- All narrative comments were reviewed and analyzed by theme (**305 comments**)
 - Race, Gender, Age, Ethnicity, Religion, Sexual Orientation, Schools, Economic Classicism, Politics/Dissenting Opinion, Social Media and Ideas.

- **1559 responses - 14% response rate**

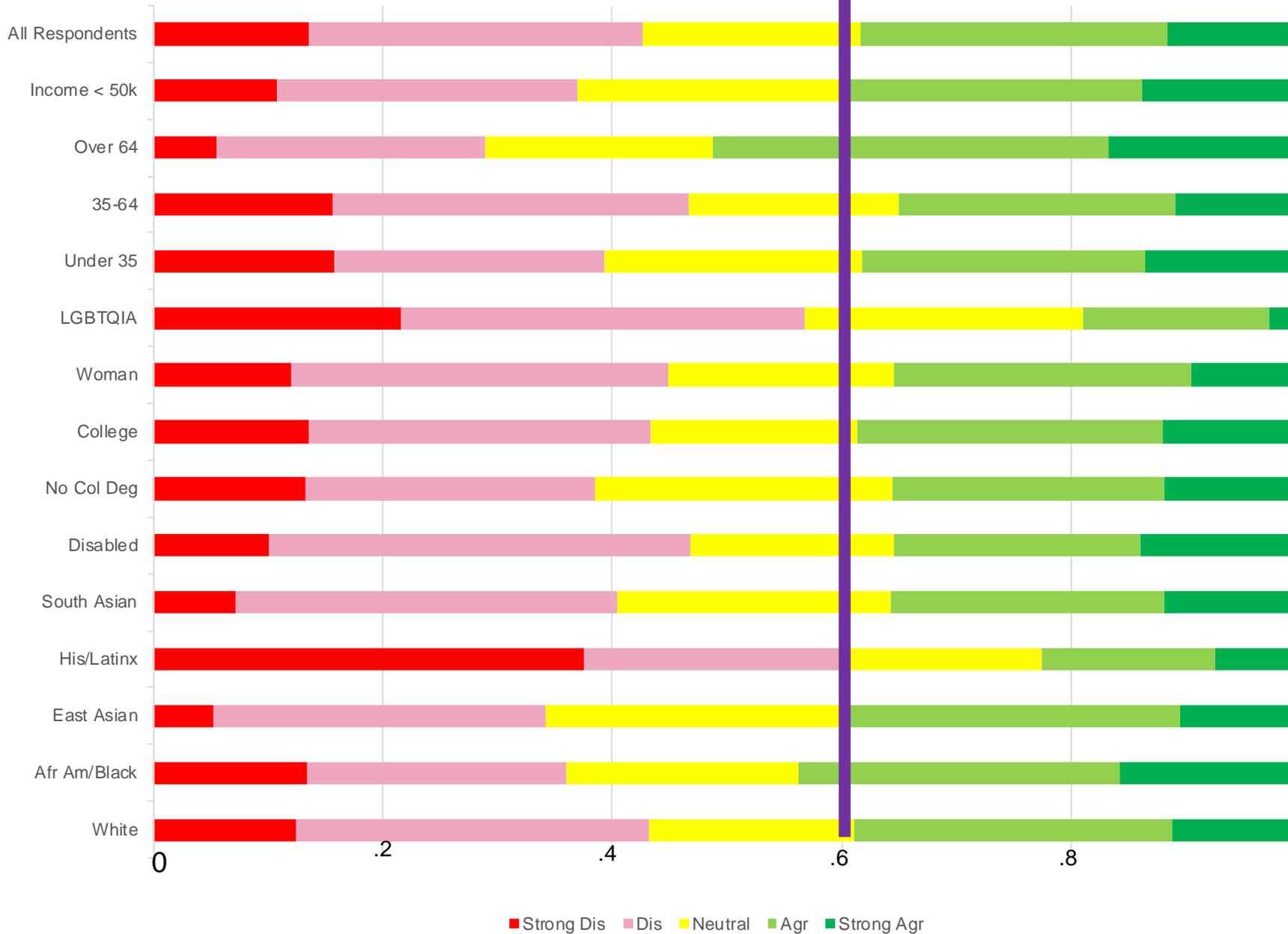
Key Findings:

- Strongest positive response to the questions regarding being treated fairly in Moorestown.
- Hispanic and LGBTQIA respondents are notably more negative overall to survey questions
- Comments: 2/3 of the 305 written comments received were negative.
- **Lowest scores across all demographic groups for the question, “I feel safe to freely express my point of view and will be treated with respect by others, even if my opinion may differ”**
- There is a higher negative response to survey questions from:
 - non-white respondents,
 - women,
 - disabled,
 - individuals under the age of 34,
 - respondents without a college degree, and
 - respondents of lower economic means.
- Comments to the open-ended questions were insightful, and in some instances seem to differ from what the overall scores imply

I FEEL WELCOMED IN MOORESTOWN



I feel safe to express my views and will be treated with respect even if my opinion differs



We Can Do Better -
Together!

Recommendation:

Establish a Permanent DEI* Town Council Committee

A diverse society is seen positively in most advanced economies

(Pew Research Center Report, October 2021)

We will continually plan and take action to foster and sustain a culture where all groups feel welcome in our town.

Actively work to celebrate the strength of our diversity and to ensure that communities are well-represented in policy discussions.

A standing committee of 12-15 diverse members will:

- **Demonstrate Moorestown's commitment to DEI**
- **Coordinate and focus DEI action planning to enable positive change**
- **Enhance communication and align ongoing efforts from other township groups, lending credibility and consistency across efforts**
- **Council Liaison will be on the Committee**

Neighboring Town Initiatives

Mt Laurel

- [Mt Laurel DEI](#)
- Created in 2021
- 9 members

Evesham

- [Resolution 214-2020 Evesham Human Rights Advisory Council \(evesham-nj.org\)](#)
- Created in 2020
- 13 members

Cherry Hill- Human Relations Advisory Committee

- [Cherry Hill Human Relations Advisory Committee | Facebook](#)
- Created in 2017
- 17 members

Haddonfield

- [HUMAN RELATIONS COMMISSION \(haddonfieldnj.org\)](#)
- Created in 1993
- 9 members

Princeton

- [Civil Rights Commission | Princeton, NJ \(princetonnj.gov\)](#)
- Created in 1968
- 11 members

Neighboring Town Successes

Evesham -2020



Cherry Hill-2017

Princeton-1968

Purpose
 The Princeton Civil Rights Commission (CRC) is an advisory board of the Municipal Council that serves the Princeton Community With roots reaching back to the Civil Rights movement of the 1960s, being first established in 1968, in direct response to the Civil Rights Act of 1964 and resounding hail of support from communities throughout Princeton. The current Commission was re-established as a stand-alone commission in 2017 after 19 years as a subcommittee of Human Services following municipal re-org in 1998. Members are appointed by the mayor and serve 3 year terms on a voluntary basis.



Haddonfield - 1993

The board was established to bolster the increasing number of Americans across the nation joining the fight against inequality and injustice.

Mount Laurel-2021

Initial Committee Goals

Create Community Action Plan for First Year

- Establish Focus Groups to gain insight into community sentiment
- Further analyze data across all questions
- Create strong partnerships across like Moorestown organizations (faith-based, community-based, school-based) to bring awareness of the importance of diversity and inclusion in Moorestown
- Develop a Community Resource Map, highlighting other organizations active in DEI
- Hold Moorestown's first Community Event to celebrate our diversity

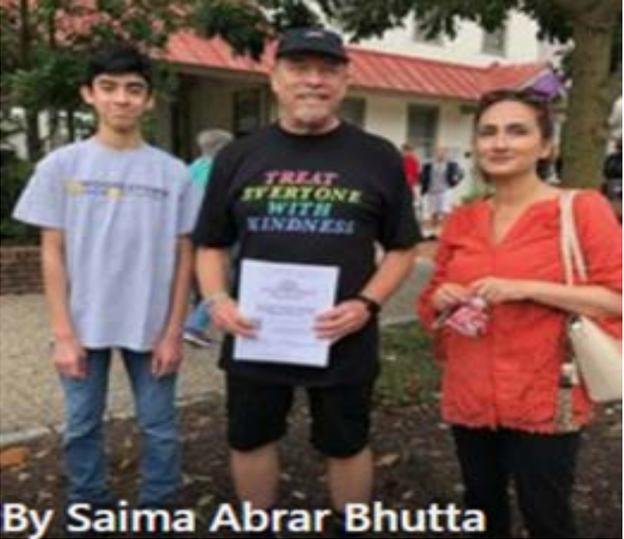
Better Together Moorestown addresses community issues

Task force puts out survey that tackles diversity and inclusion.

By CHRISTINE HARKINSON · October 1, 2021



By Better Together Moorestown



By Saima Abrar Bhutta



By Better Together Moorestown



Questions?

