



EQUITY ACTION PLAN  
**SURVEY REPORT**

**JUNE 2022**



Prepared by



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## Overview

The purpose of the SANDAG Equity Action Plan Survey was to gain an understanding of what should be prioritized in the Equity Action Plan from the perspective of:

- Internal stakeholders - including SANDAG employees who play a role in external-facing SANDAG projects, programs, and services.
- External stakeholders - including members of the SANDAG Board of Directors, committees, working groups, and task forces; San Diego Public Agency Consortium (PAC); member agencies; transportation partners; grantees; Chambers of Commerce; military/veteran groups; LGBTQ+ organizations; minority- and women-owned business organizations; trade/labor groups; faith-based groups; coalitions; education services; and community-based organizations (CBOs) who are representative of the communities impacted by external-facing SANDAG projects, programs, and services.

The goal of the survey was to guide workshops that will be used for the creation of an Equity Action Plan providing clear steps to operationalize SANDAG's Equity Statement around five objectives:

- “inform how we plan, prioritize, fund, and build projects and programs”
- “frame how we work with our communities”
- “define how we recruit and develop our employees”
- “guide our efforts to conduct unbiased research and interpret data”
- “set expectations for companies and stakeholders that work with us”

To ensure that key stakeholders/partners and SANDAG employees had an opportunity to provide input on the Equity Action Plan in advance of the workshops, online surveys were utilized to solicit information. The survey opened to both internal and external individuals on May 8, 2022 and closed on May 24, 2022. A total of 645 survey invites were sent out (120 internal and 525 external). A total of 164 responses were completed and collected<sup>1</sup> (63 internal and 101 external). The remainder of this report outlines responses found in the survey data.

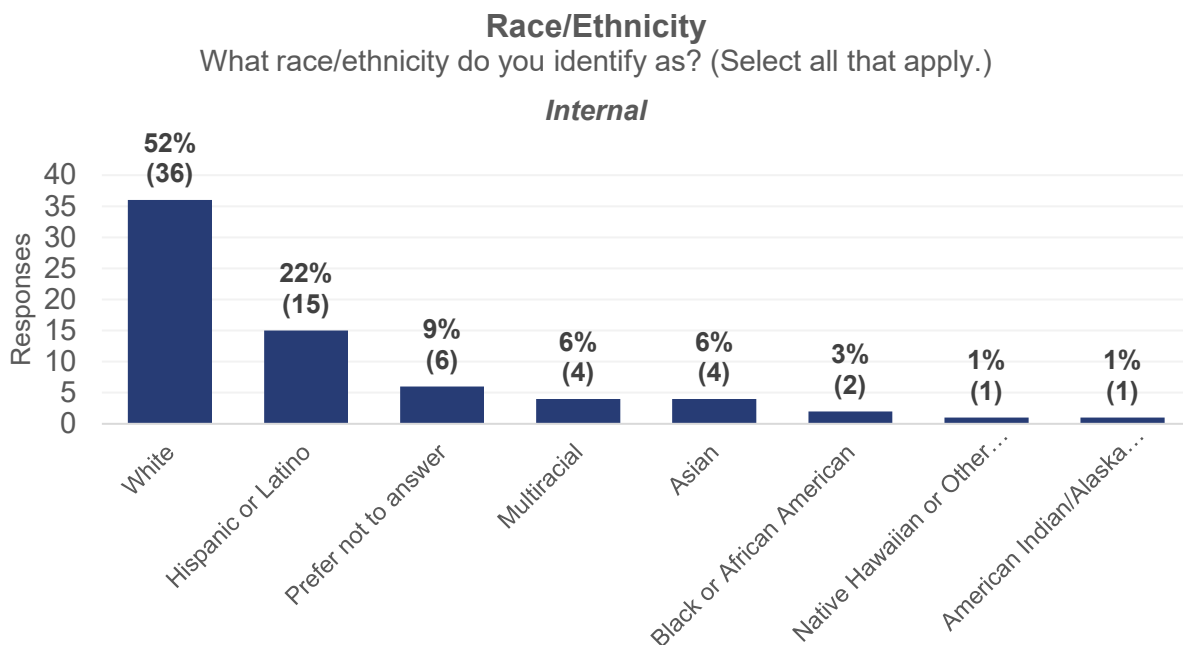
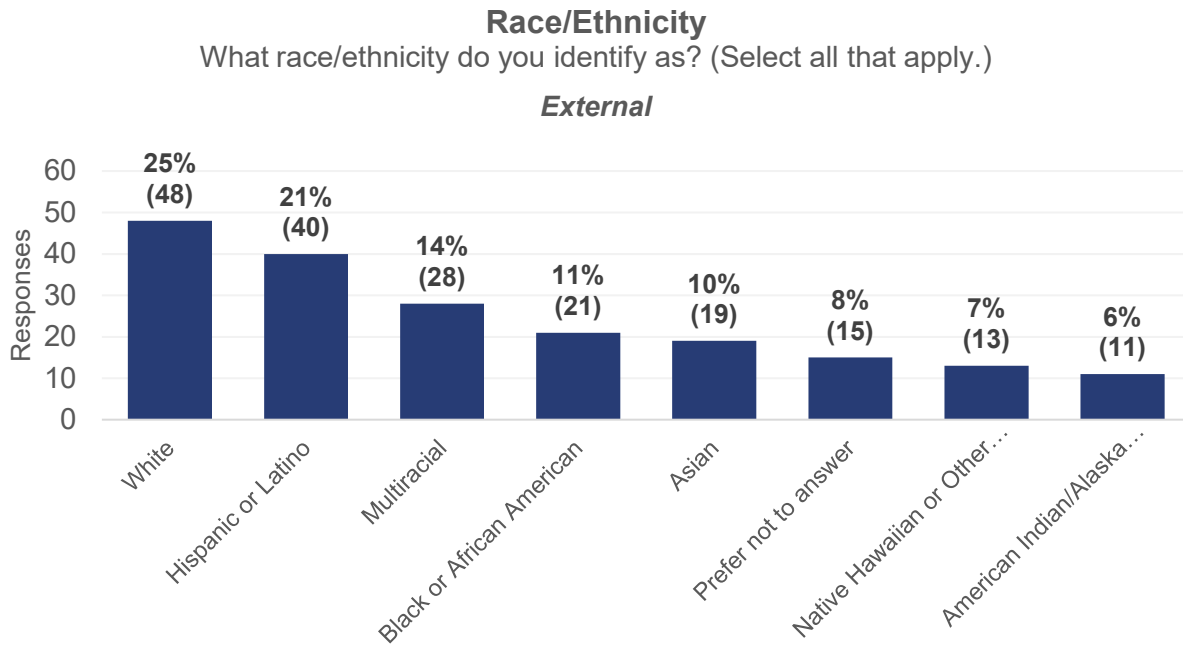
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<sup>1</sup> A total of 72 internal and 103 external responses were received, but 11 of those were incomplete and were not calculated in these results.

# Demographics

## Race/Ethnicity

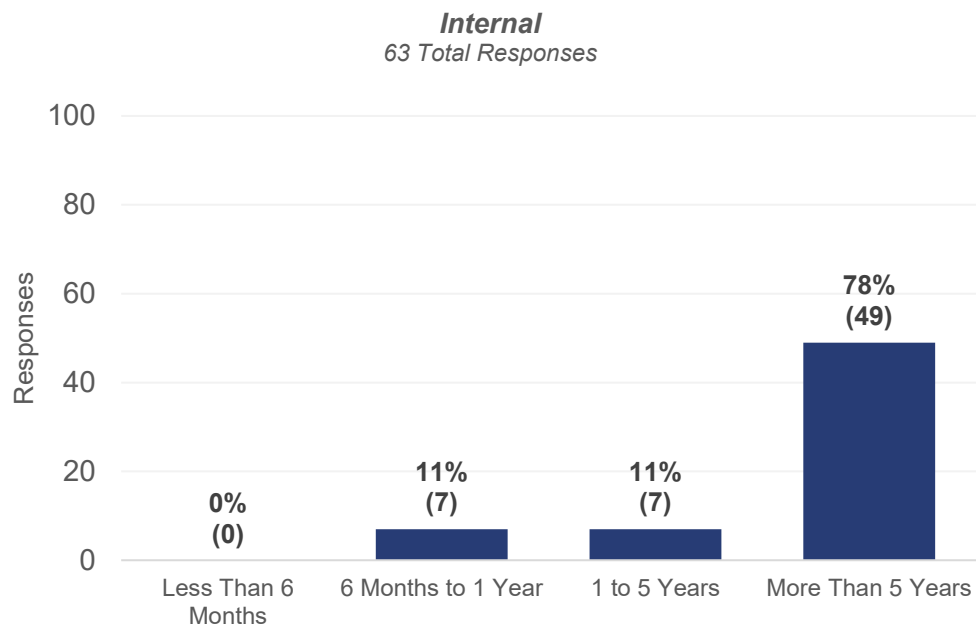
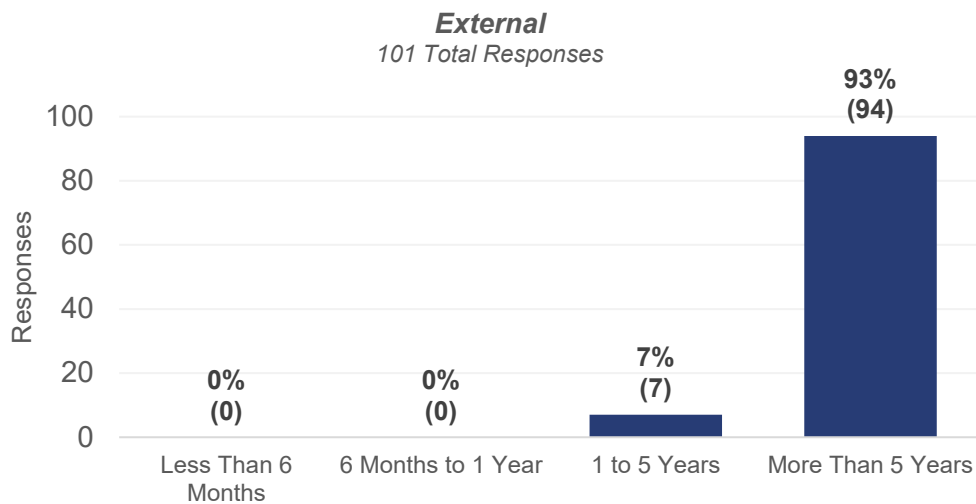
The race/ethnicity demographic profiles of the internal and external responder groups are outlined below.



## San Diego Region Tenure

The majority of both external (93%) and internal (78%) responders reported having lived/worked/been involved in the San Diego region for *more than 5 years*.

**San Diego Region Tenure**  
How long have you lived/worked/been involved in the San Diego region?



## San Diego Region Served

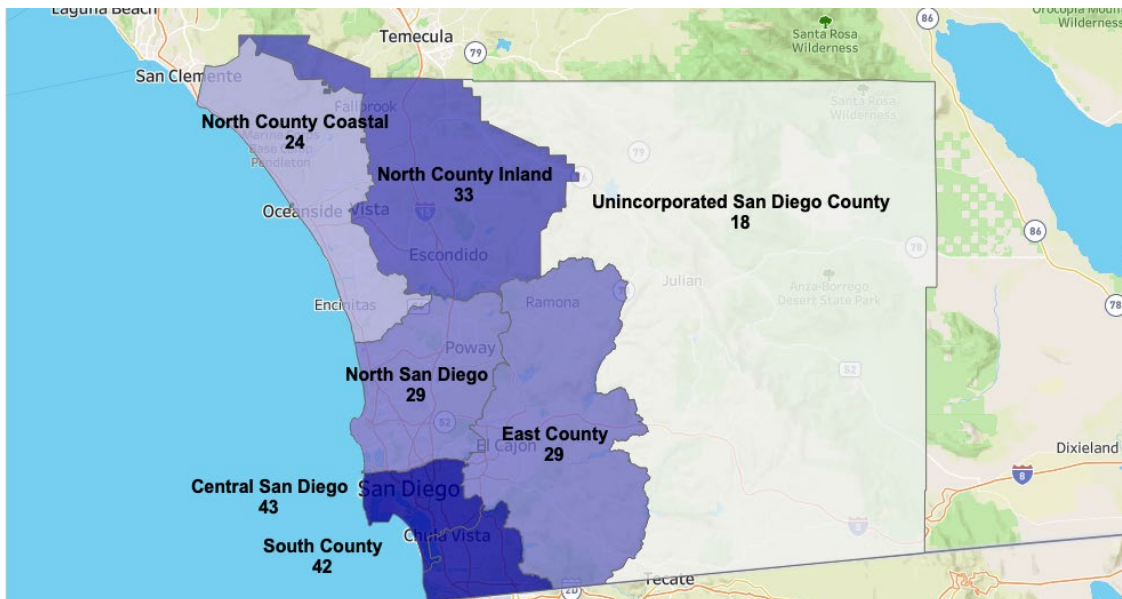
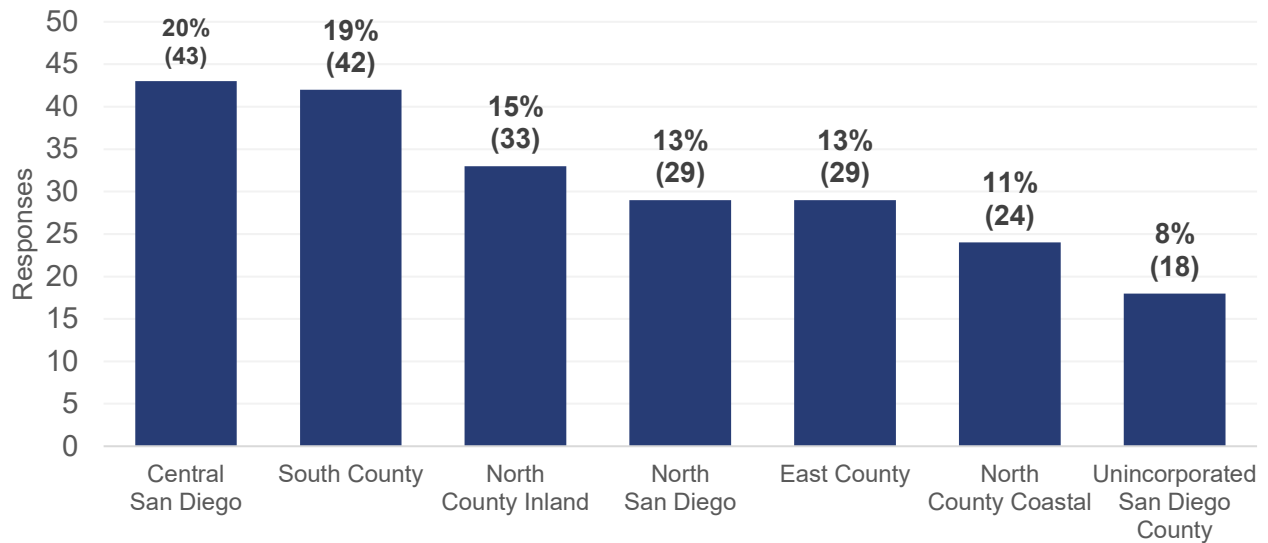
*Central San Diego and South County* were the two most heavily served regions (39%) by external responders. *North County Coastal* and *Unincorporated San Diego County* (19%) were the least served regions by external responders.

### SANDAG Region Served

What area(s) of the San Diego region does your organization serve?  
(Select all that apply.)

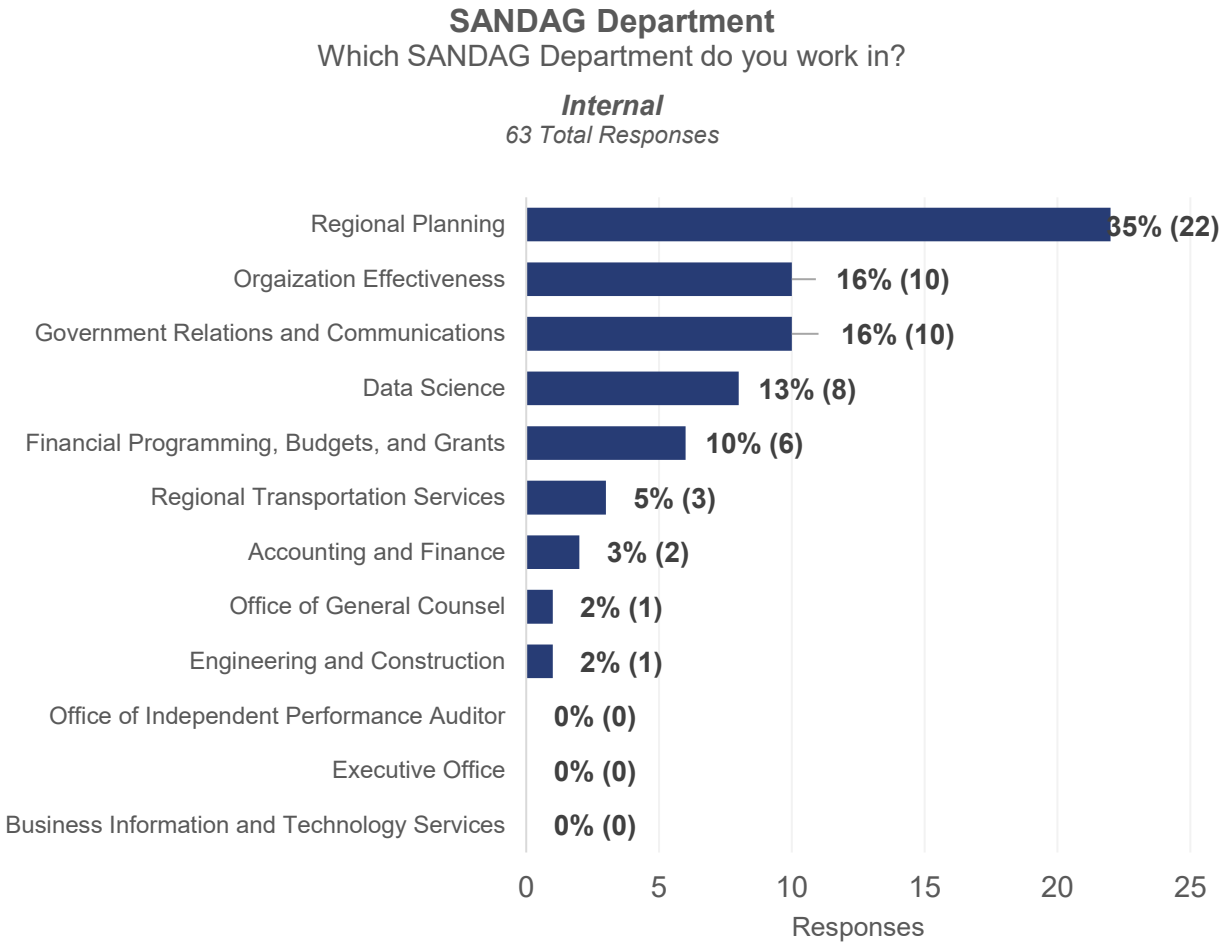
**External**

101 Total Responses



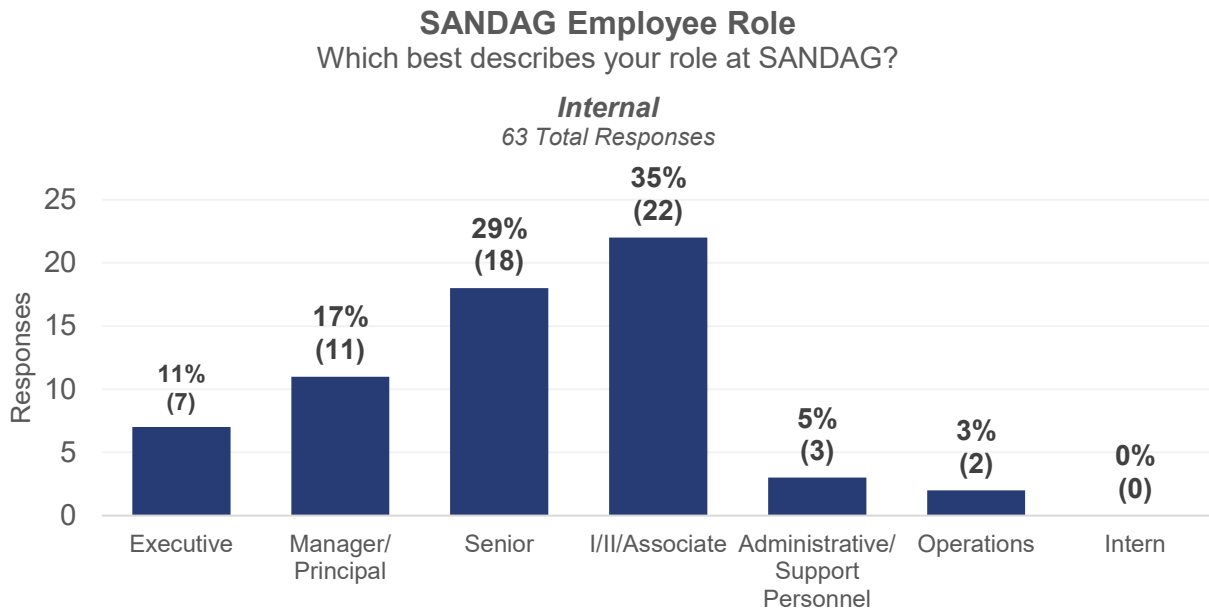
## SANDAG Department

*Regional Planning, Government Relations and Communications, Organization Effectiveness, and Data Science (80%) were the most represented departments for internal responders.*



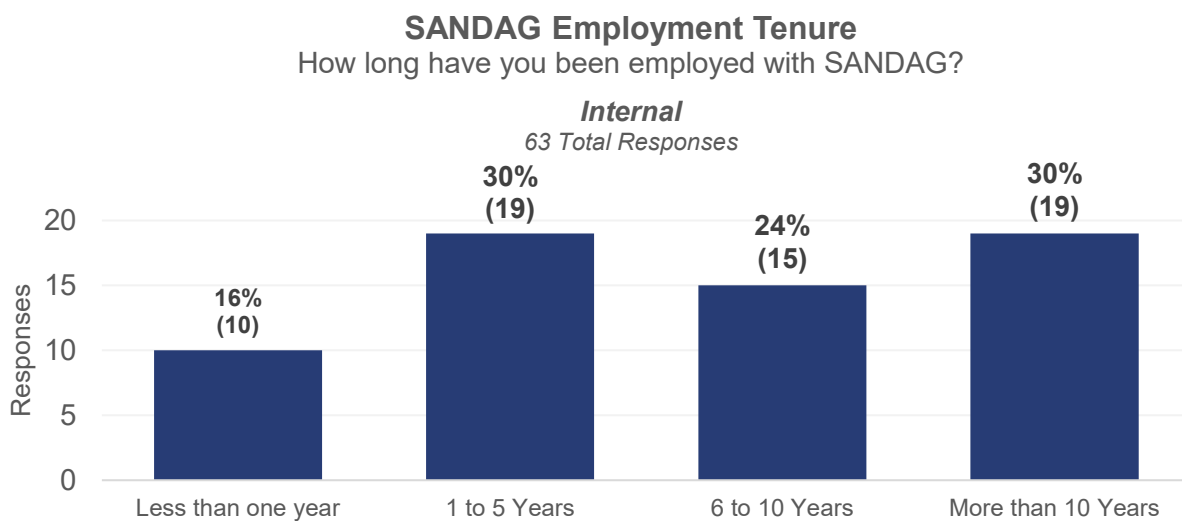
## SANDAG Role

The group of internal responders was characterized by more representation (64%) from the *I/II/Associate and Senior* roles.



## SANDAG Employment Tenure

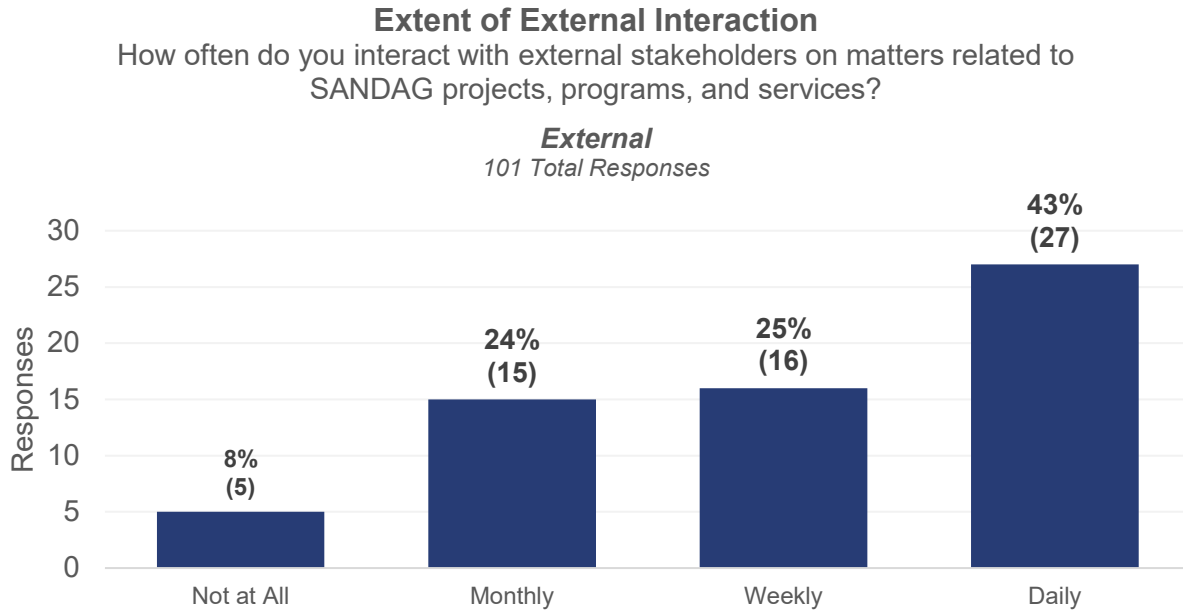
Fifty-four percent (54%) of internal responders have been employed with SANDAG for *6 or more years*.





## Extent of External Interaction

Over 40% of internal responders reported having *daily* contact with external stakeholders. A small portion reported having no interactions with external audiences.



# Equity Action Plan

## Previous Involvement with SANDAG/SANDAG Equity

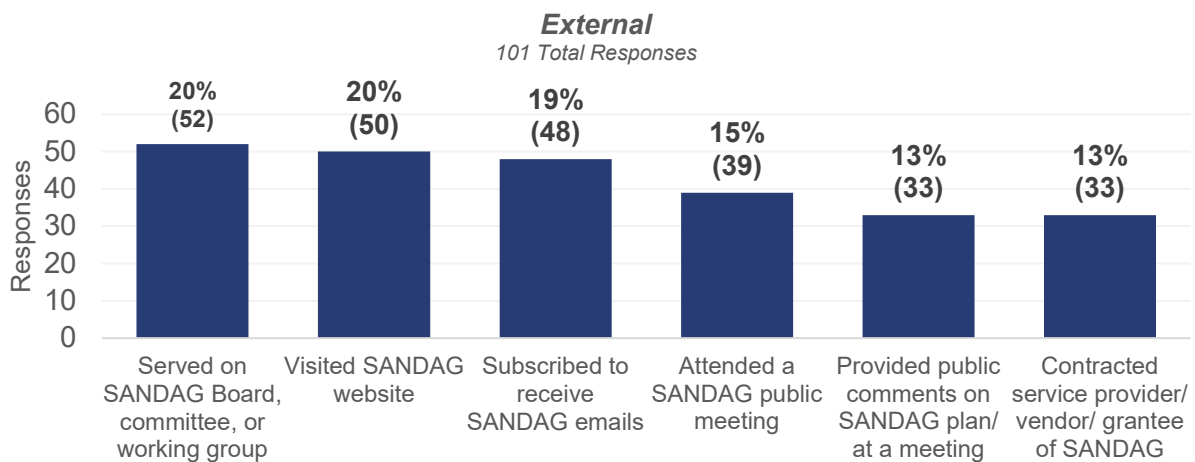
### External:

The majority of external responders (69%) reported participating in three types of previous engagements with SANDAG 1) *Serving on SANDAG Board, committee, or working group*, 2) *Visiting SANDAG website*, and 3) *Subscribing to receive SANDAG emails*.

The fewest number (13% each) of external responders reported participating in two types of previous engagements with SANDAG: 1) *Contracted service provider/vendor/grantee of SANDAG*, and 2) *Provided public comments on SANDAG plan/at a meeting*.

### Previous Involvement with SANDAG

In the last five years, what type of engagement have you (in your current role) or your organization had with SANDAG?  
(Select all that apply.)



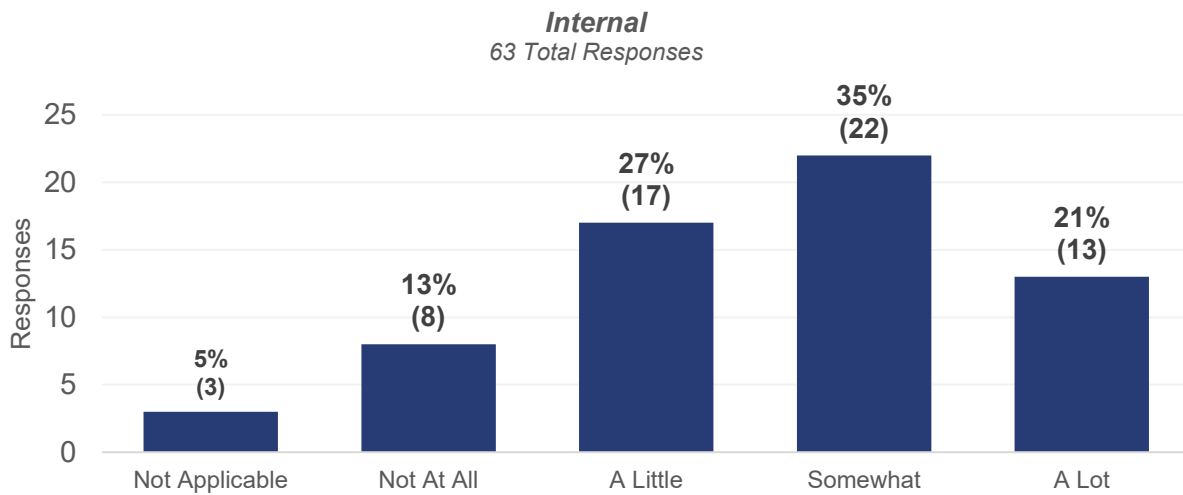
## Internal

The majority of internal responders, 56%, reported being either *somewhat* or *a lot* involved with shaping/delivering equity-related projects, programs, plans, and/or policies at SANDAG.

A smaller portion, 40%, of internal responders reported being either *a little* or *not at all* involved with shaping/delivering equity-related projects, programs, plans, and/or policies at SANDAG.

### Previous Involvement with SANDAG Equity Work

In the last 18 months, how involved have you been in shaping/delivering equity-related projects, programs, plans, and/or policies at SANDAG?



## Informed about SANDAG Equity Work

Both internal and external respondents reported comparable levels of being informed about SANDAG equity work. Seventy-two percent (72%) of external and eighty-three (83%) percent of internal responders reported being *somewhat* or *highly informed* about SANDAG equity work.

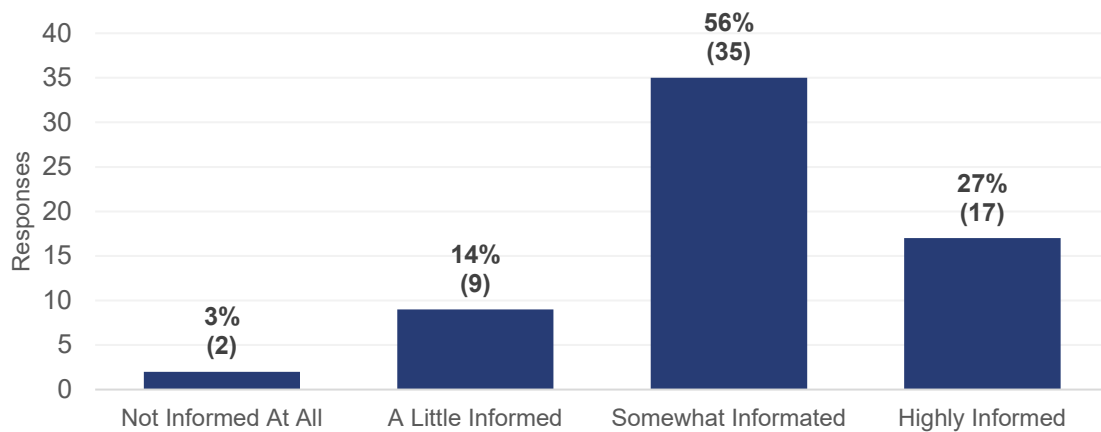
A larger portion, 37% of external responders, reported being *highly informed* compared with 27% of internal responders.

### Informed About SANDAG Equity Work

#### Internal

63 Total Responses

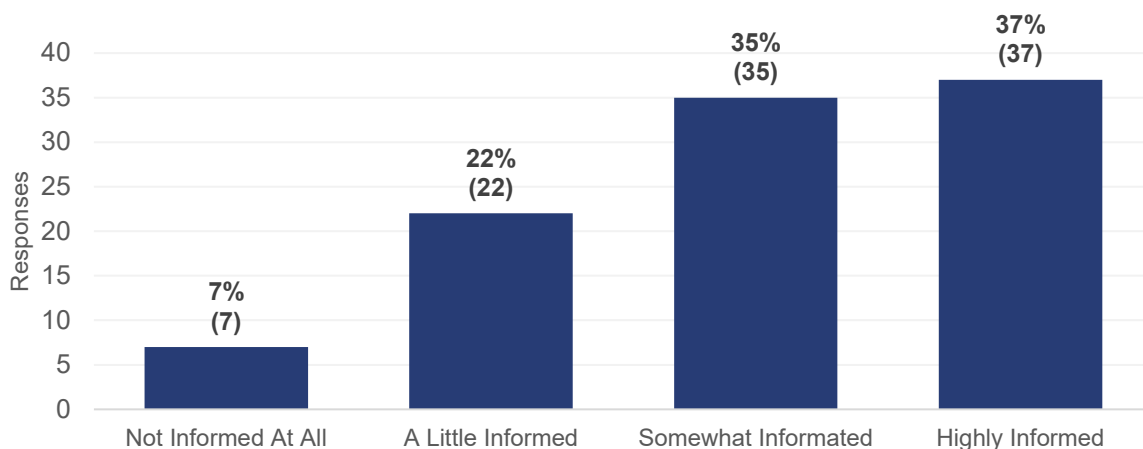
Beyond your immediate work responsibilities, how informed are you about SANDAG public-facing equity-related programs, projects, and services?



#### External

101 Total Responses

How informed are you about SANDAG's work to advance equity in programs, projects, and services in the San Diego region?



## Progress of SANDAG Equity Work

Forty-five percent (45%) of external responders reported moderate to significant progress being made through SANDAG’s equity work. A notable portion (28%) of external responders reported not knowing about the progress of SANDAG equity work.

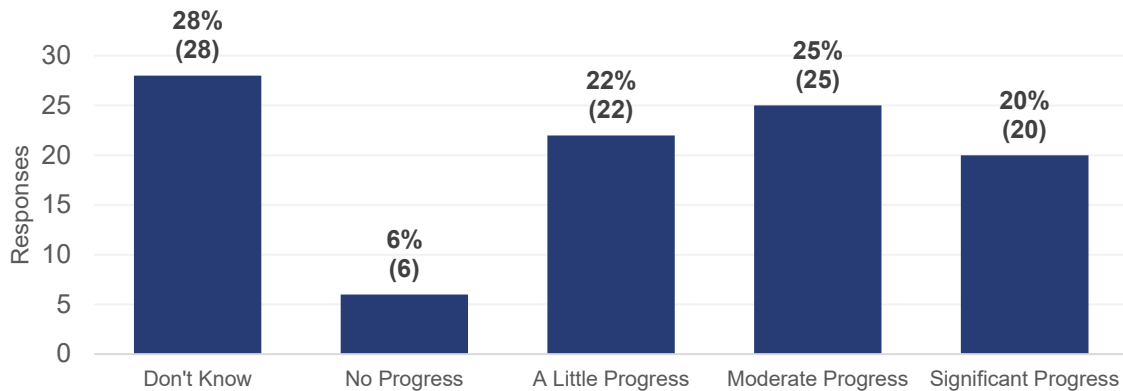
Seventy-six percent (76%) of internal responders reported moderate to significant progress of SANDAG equity work, compared with 45% of external responders.

### Progress of SANDAG Equity Work

#### External

101 Total Responses

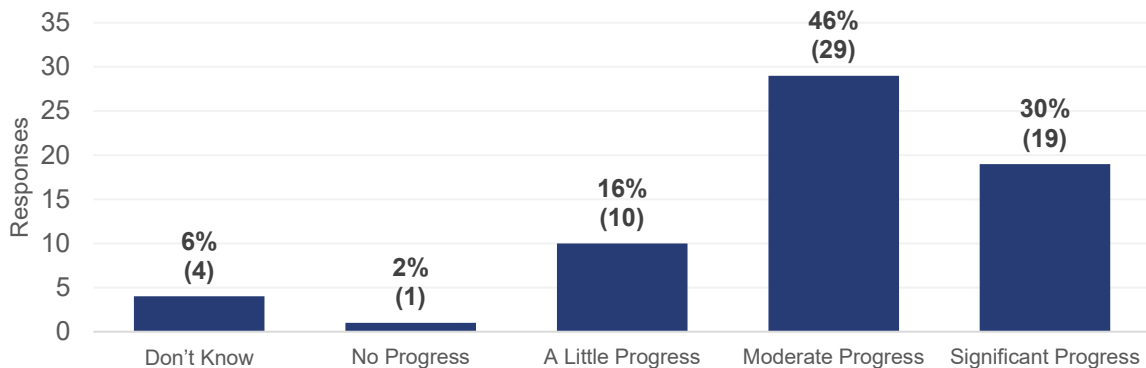
In the last 18 months, how much progress do you believe SANDAG has made to advance equity through projects and programs in the communities it serves?



#### Internal

63 Total Responses

In the last 18 months, how much progress do you believe SANDAG has made to advance equity in its public-facing programs, projects, and services?

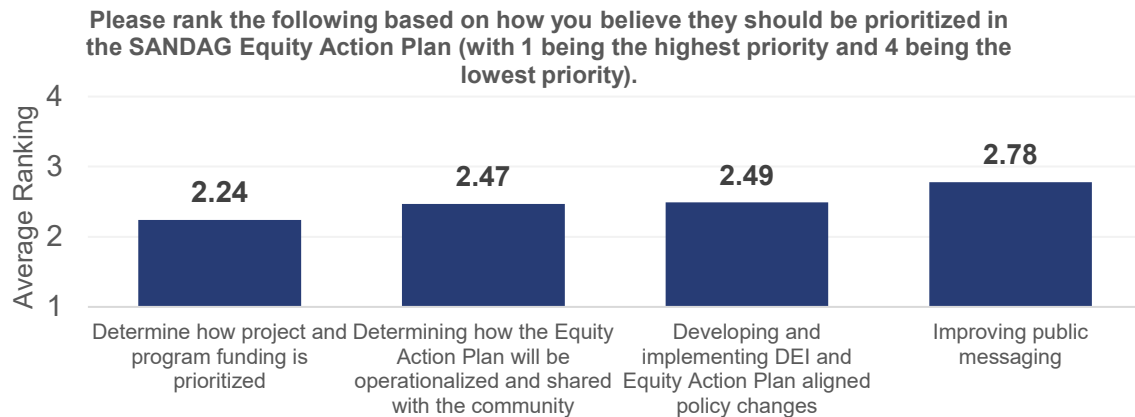


## Equity Action Plan Prioritization: External

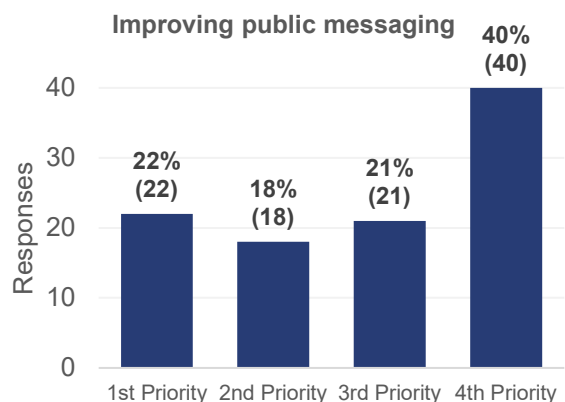
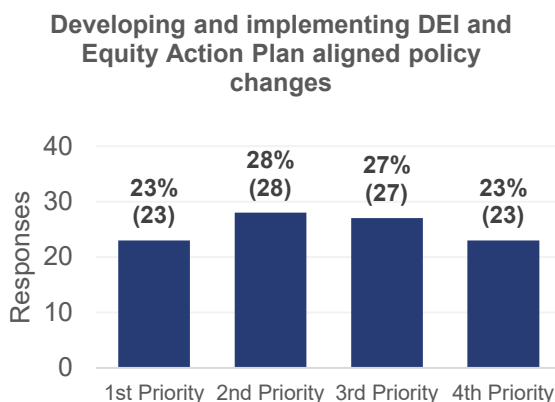
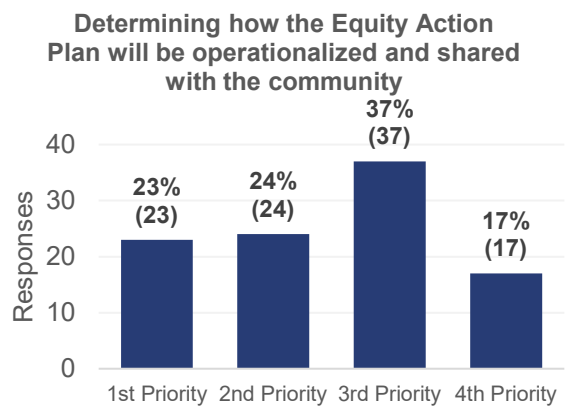
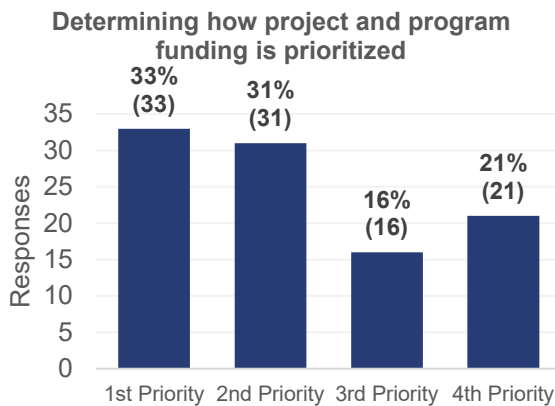
External responders ranked *determining how project/program funding is prioritized* and *determining how the EAP will be operationalized and shared* as the top two priority areas respectively.

*Improving public messaging* was identified as the lowest priority by external responders. (Note: In the chart immediately below, higher priority is represented by a lower ranking.)

**External - Overview**  
101 Total Responses



**External - Details**  
101 Total Responses



## Equity Action Plan Prioritization: Internal

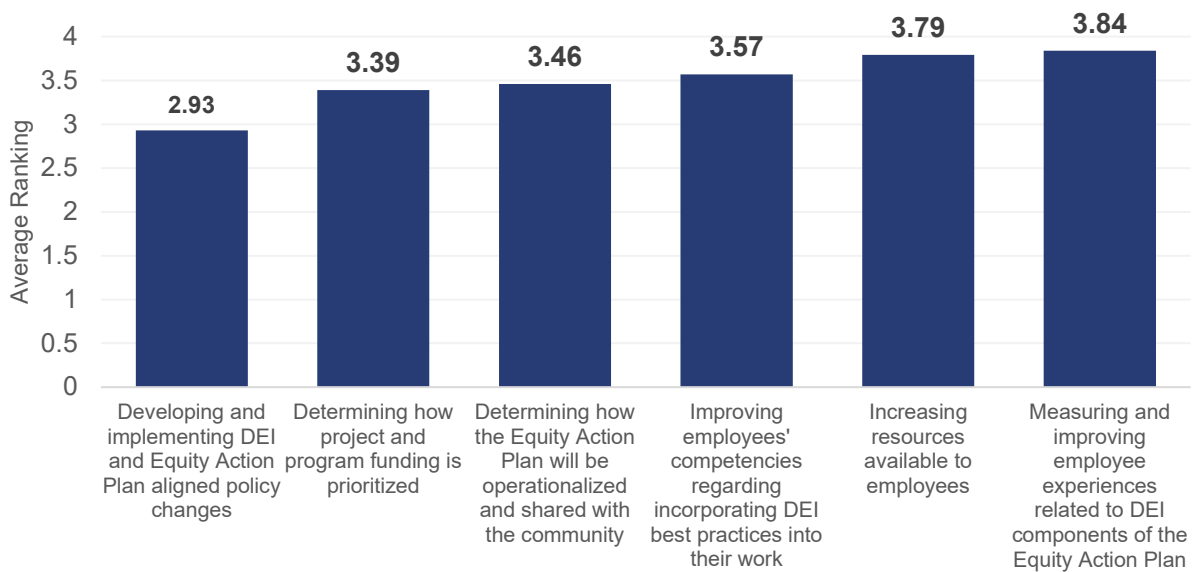
*Developing and implementing policy changes and determining how project/program funding is prioritized* ranked as the top two priority areas for internal responders.

*Measuring and improving employee experiences related to DEI* was identified as the lowest priority by internal responders. (Note: In the chart immediately below, higher priority is represented by a lower ranking.)

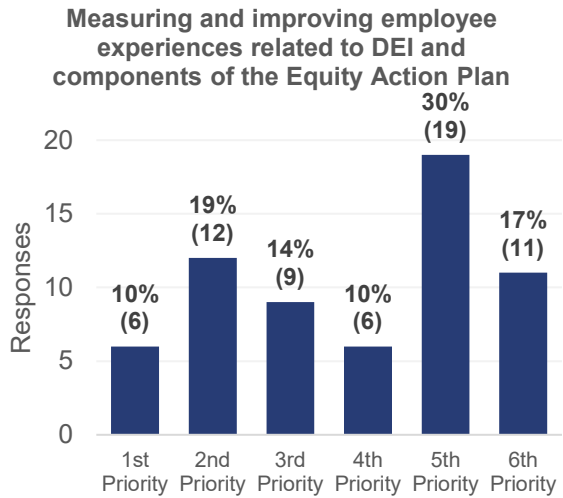
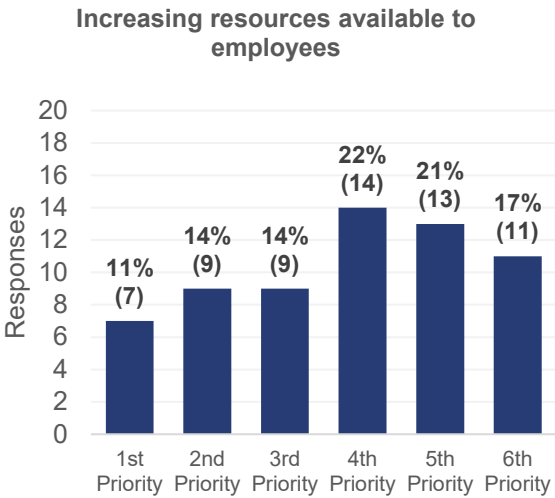
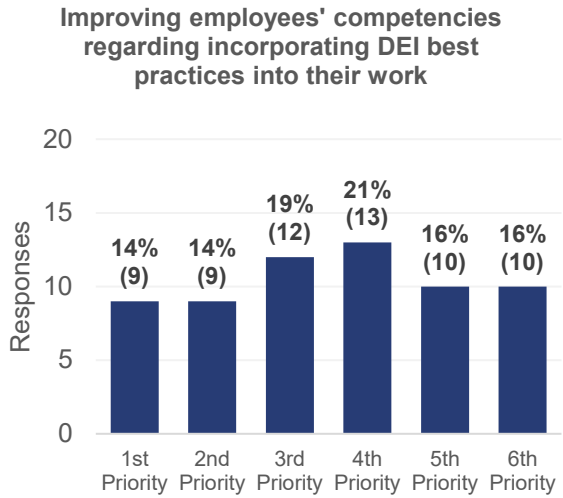
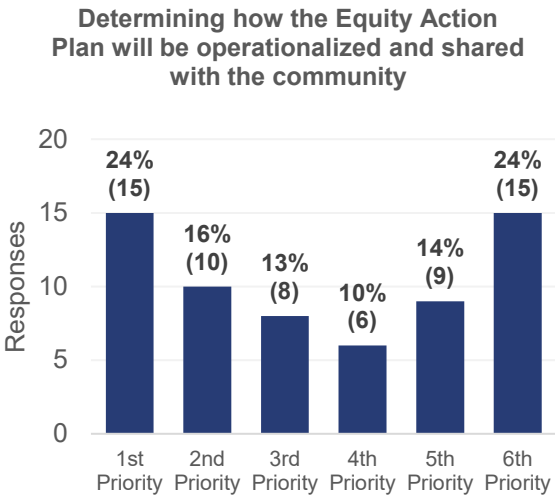
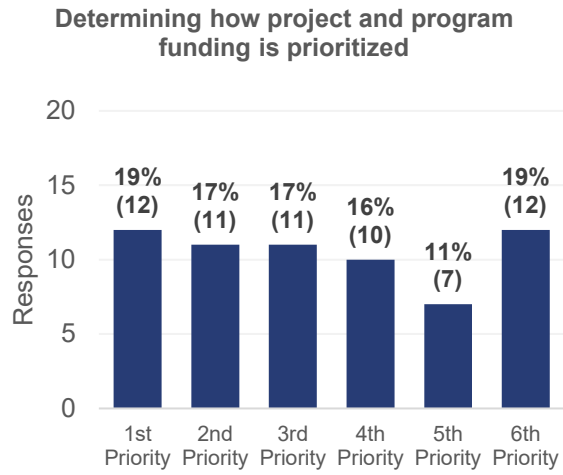
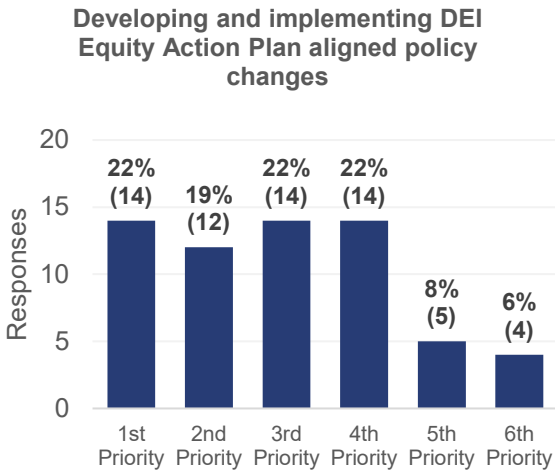
### **Internal - Overview**

63 Total Responses

Please rank the following based on how you believe they should be prioritized in the SANDAG Equity Action Plan (with 1 being the highest priority and 6 being the lowest priority).



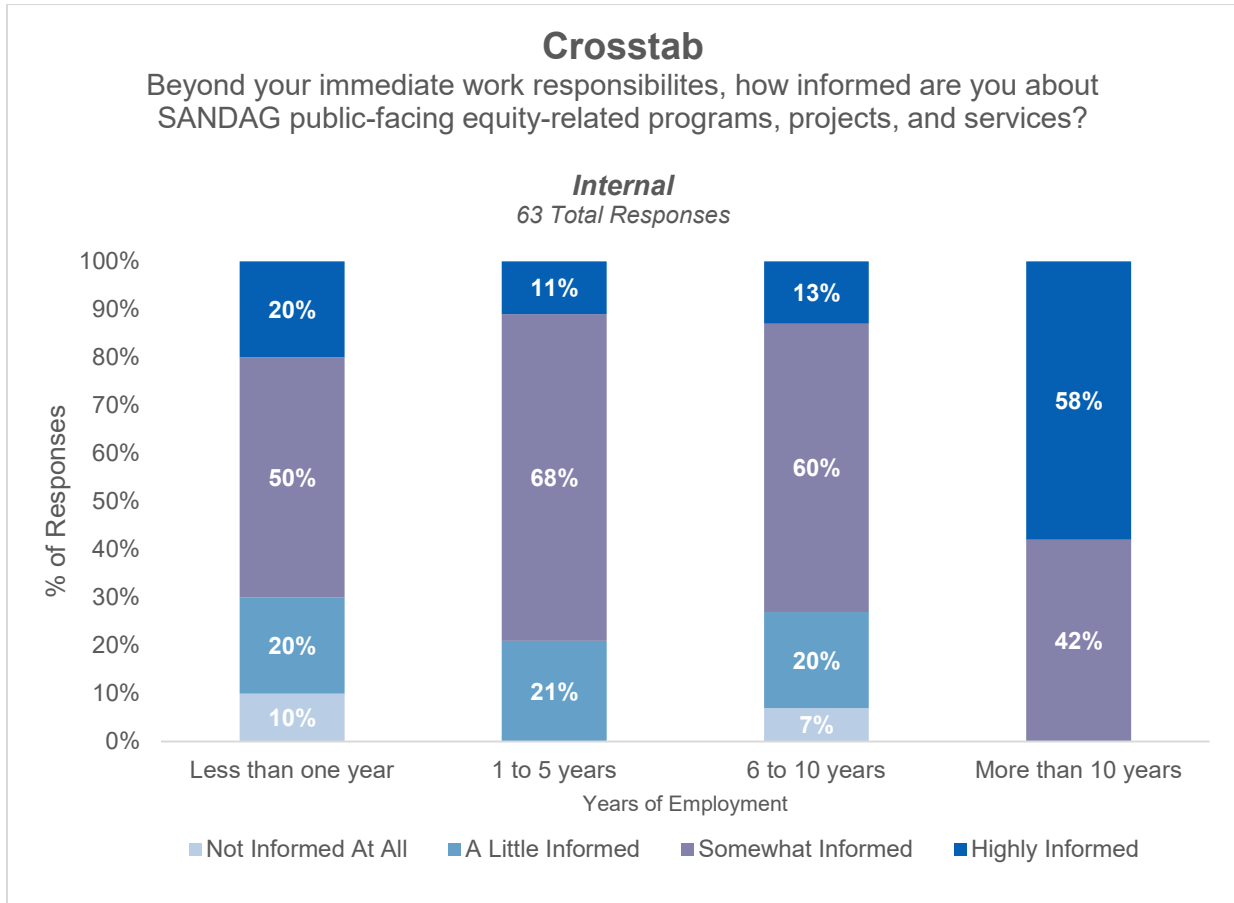
**Internal – Details**  
63 Total Responses





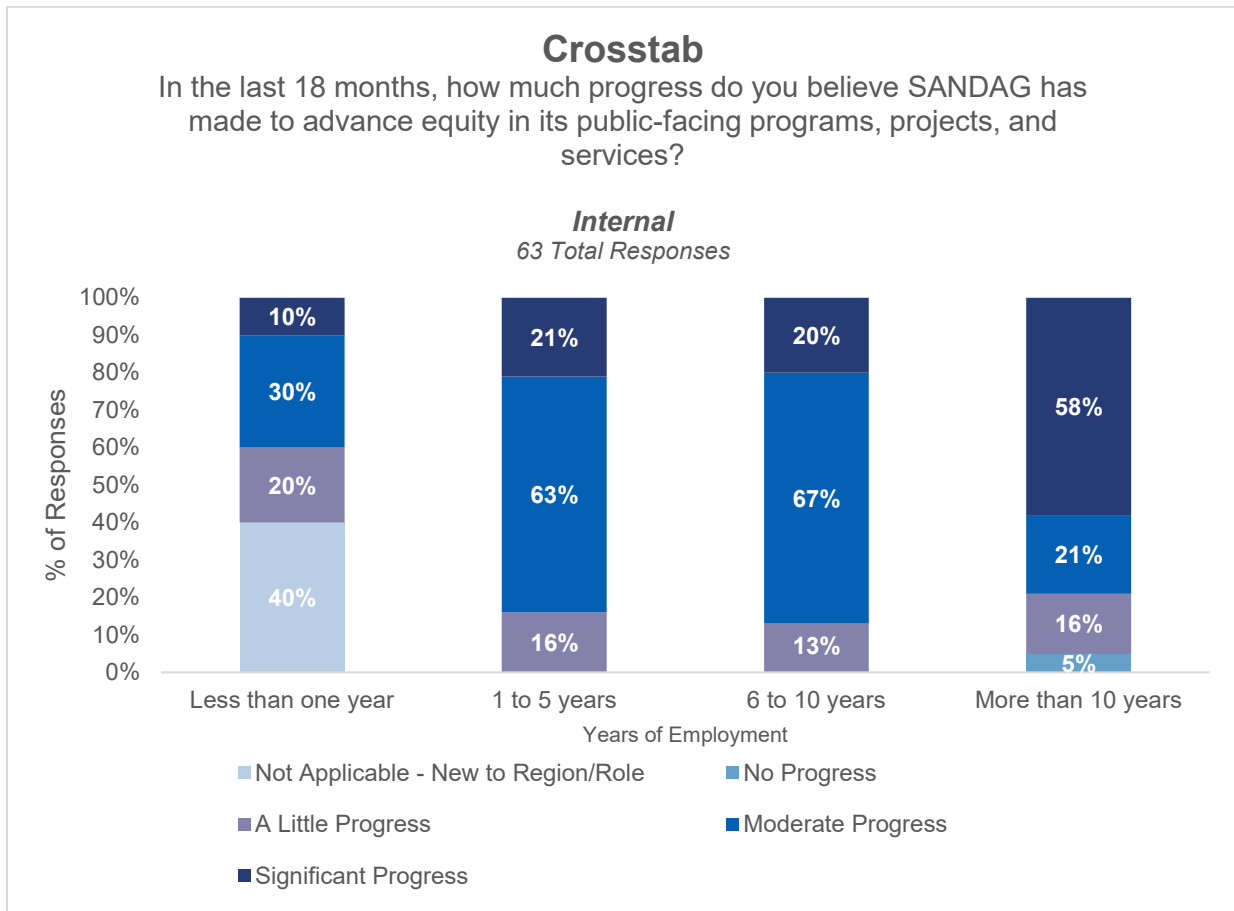
## SANDAG Employment Tenure & Informed about SANDAG Equity Work

Internal responders with *More than 10 years* employed with SANDAG reported being notably more informed about SANDAG equity work than responders with less time spent working at the organization.



## SANDAG Employment Tenure & Progress of SANDAG Equity Work

A higher percentage (58%) of internal responders with *more than 10 years* employed at SANDAG reported significant progress made in SANDAG equity work than responders with less time spent working at the organization.



## SANDAG Tenure & Previous Involvement with SANDAG Equity Work

A higher percentage of internal responders with *more than 10 years* (69%) and between *1 to 5 years* (69%) employed with SANDAG reported being *somewhat* and *a lot* more involved in SANDAG equity work than responders in other employment tenure groups.

