

Human Rights Commission WOU Collaboration – Community Belonging Survey

Produced by WOU OL-636 Data-Driven Decision Making

Emillia Carpenter, Jordan Greenwood, Keating Hinkley, Kati Marshall, Tricia McDonald, Israel Miles, Harper Neubeck, Hannah Risper, Lourdes Salazar, JJ Walker

With Instructor Marianne Bradshaw

Meet our Presentation Team



Keating Hinkley



Harper Neubeck



Lourdes Salazar



Kati Marshall

Meet our Team



**Marianne
Bradshaw**
Professor



Jordan Greenwood
Secondary Research



Israel Miles
Qualitative Research



Tricia McDonald
Quantitative Research



Emillia Carpenter
Secondary Research



JJ Walker
Quantitative Research



Hannah Rispler
Quantitative Research

Agenda

Background
Methodology
Objectives

Sense of
Community in
Salem

Discrimination

Comfort
Reporting Bias
Crime

Recommendations

Questions?



Background



2020

Partnership Began



2022

Housing Status Protection



2025

Partnership Continues

Research Objectives

What We Measured

1. **Sense of Community** - How connected do Salem residents feel?
2. **Witnessed Discrimination** - What discrimination do people see or hear about?
3. **Experienced Discrimination** - What discrimination do people personally face?
4. **Reporting Likelihood** - Will people report bias crimes to SPD or HRC?
5. **Subgroup Analysis** - Focus on Pacific Islander and unhoused populations.

Survey Period: April 24 - May 14, 2025

Languages: English, Spanish, Marshallese, Chuukese

Survey Distribution



City of Salem Communications

- *City of Salem's social media*
- *Email Distribution*
- *Word of Mouth*



Community Partners

- *Partners' social media*
- *Partner Newsletters*
- *Email Distribution*
- *Word of Mouth*



In-Person

- *ARCHES*
- *Church @ the Park*
- *Safe Sleep*
- *Micronesian Islander Community*

Methodology

Qualtrics self-administered survey between 4/24/25 – 5/15/25

- Individuals who live in or regularly frequent Salem
- Some in-person intentionally overrepresenting demographic

Respondents: 522 started; 491 completed

Non-probability judgement sample

Not representative of the City of Salem

- Overrepresented: people experiencing homelessness, people living with disabilities, and people identifying as LGBTQIA+
- Underrepresented: Latino/a/e

76% increase of Pacific Islander responses from last years survey due to focal outreach and partnerships

Focus Groups

Main Distribution

City of Salem Facebook

Ciudad de Salem Facebook

HRC community partners

Organizations contacted by students

430 respondents

Pacific Islander Overquota

Event by Micronesian
Islander Community
(MIC) + from Main

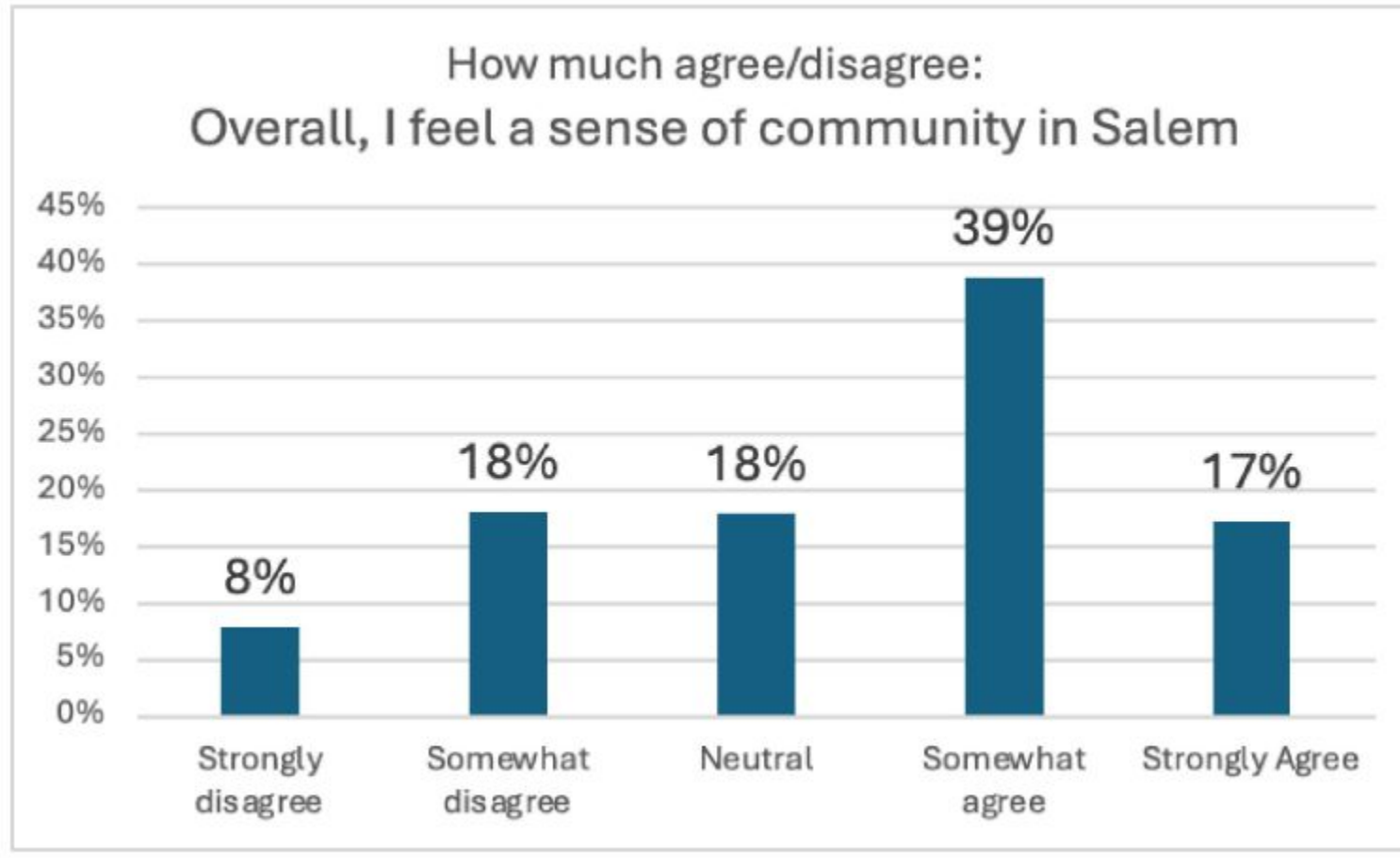
80 respondents

PEH Overquota

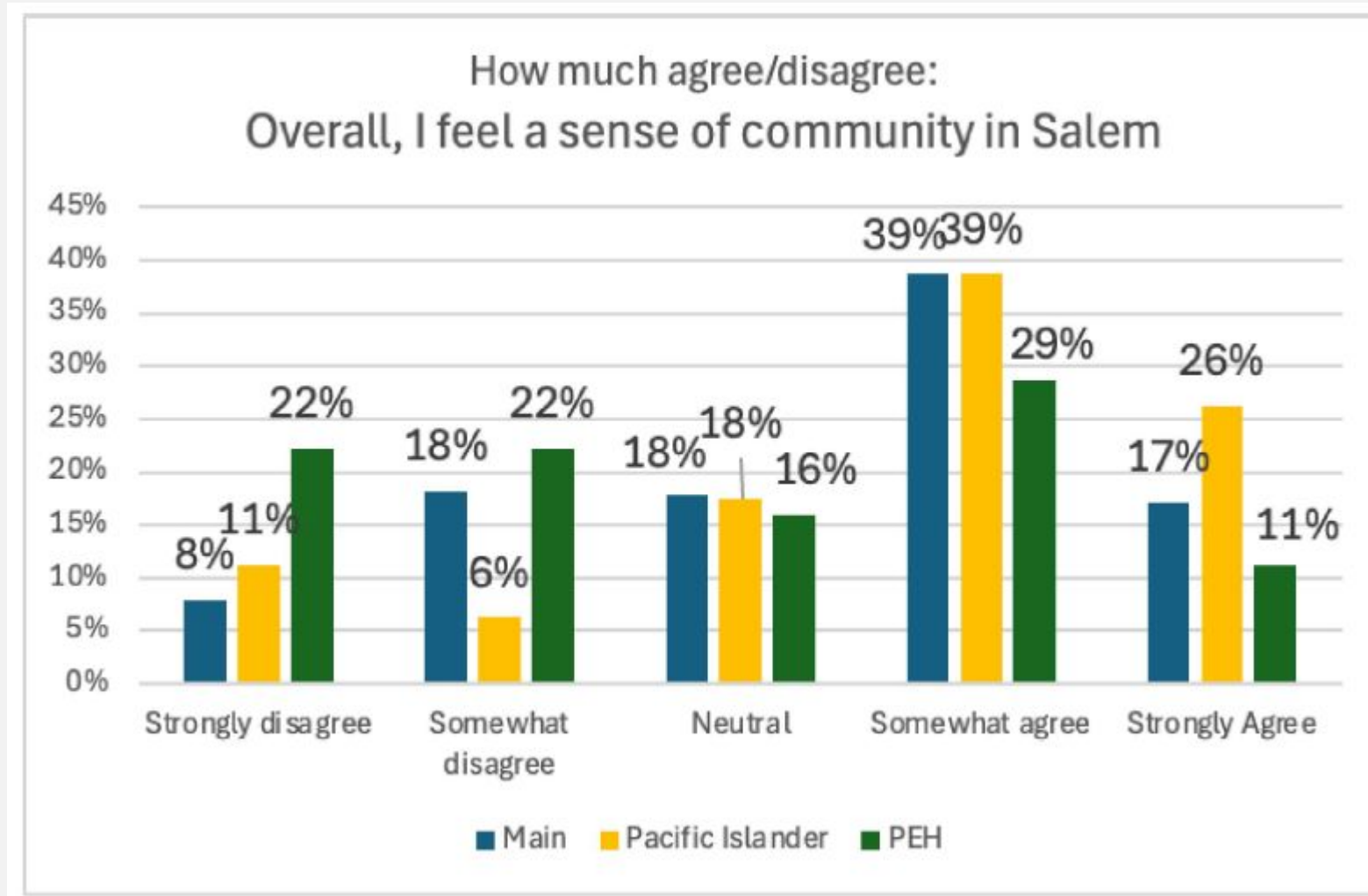
Event at ARCHES,
SafeSleep, C@P YYA
+ from Main

63 respondents

Key Findings – Sense of Community



Key Findings – Sense of Community



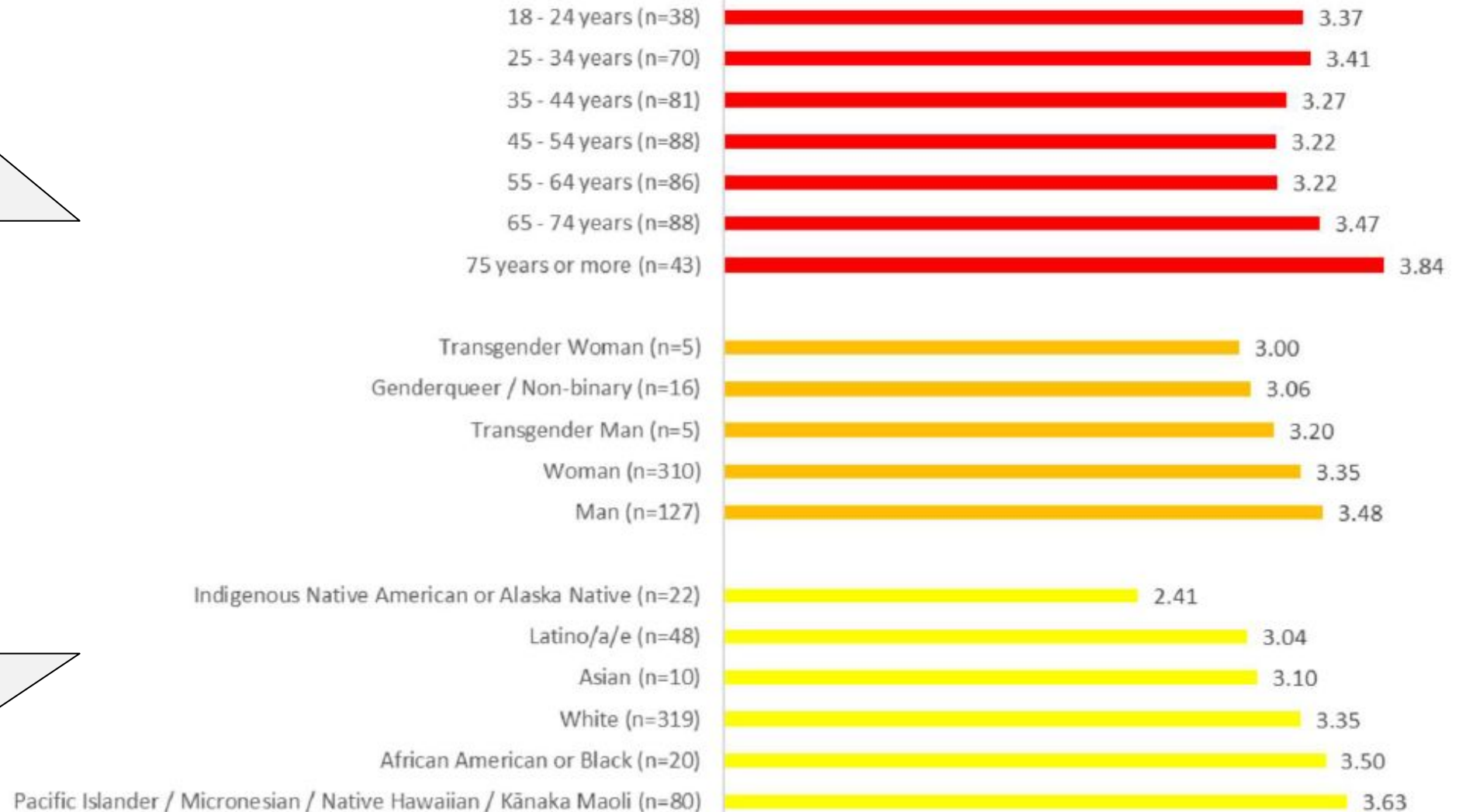
Community Connections

Highest sense of community

Historically privilege (male, English speakers, not disabled or homeless)

Lowest sense of community

Indigenous/ Alaska Native, those with both mental & physical disabilities, unhoused



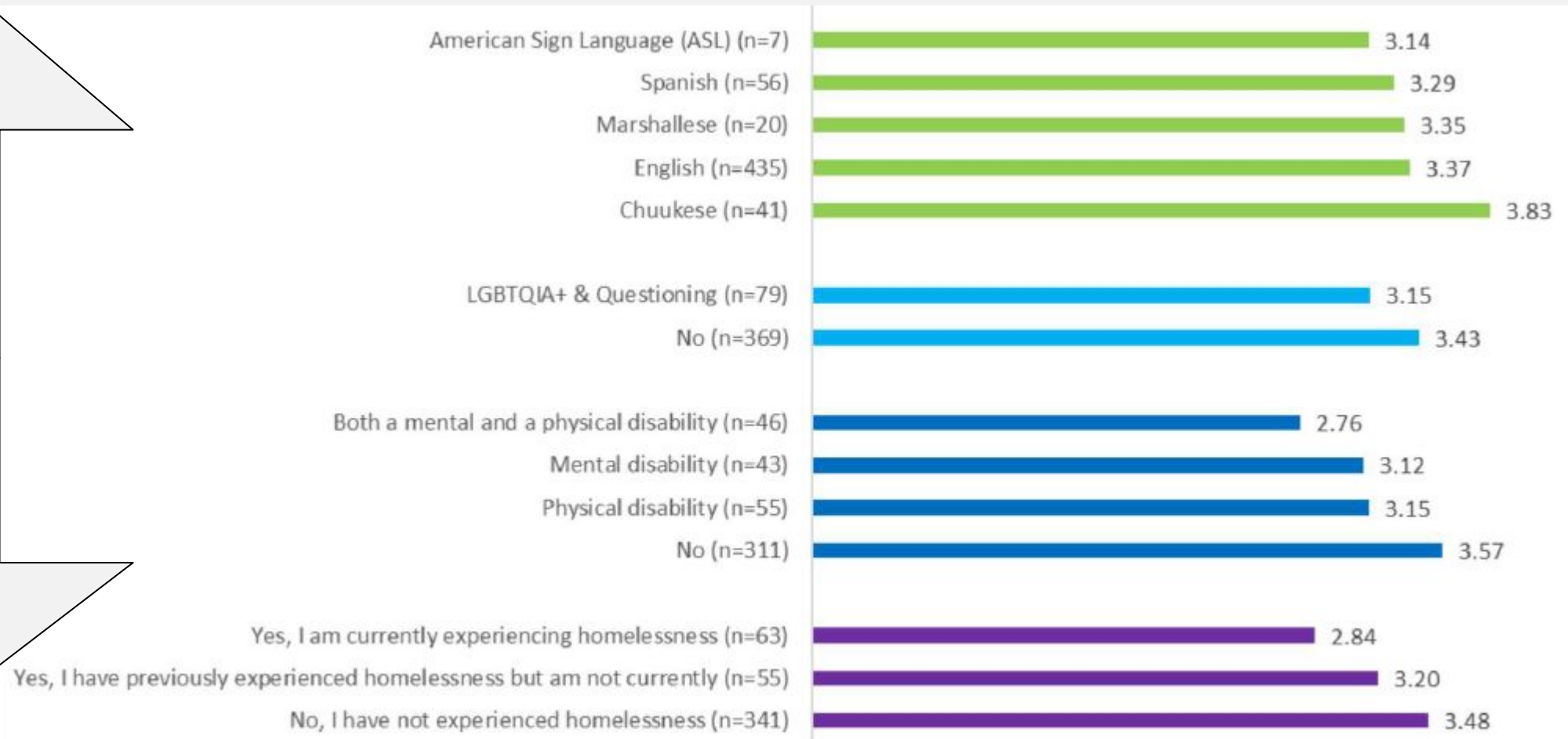
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Highest sense of community

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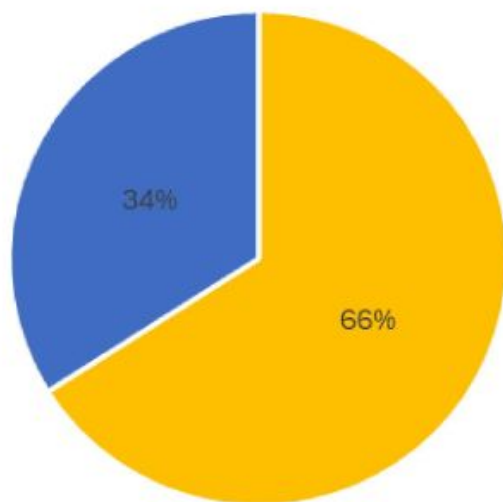
Lowest sense of community

Indigenous or Alaska Native, those with both mental & physical disabilities, unhoused



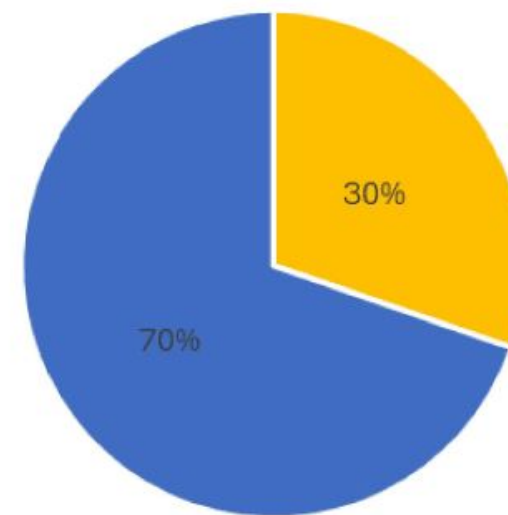
Key Findings – Discrimination in Salem

Witnessed Discrimination



■ Has Witnessed Discrimination (n=267) ■ Has Not Witnessed Discrimination (n=135)

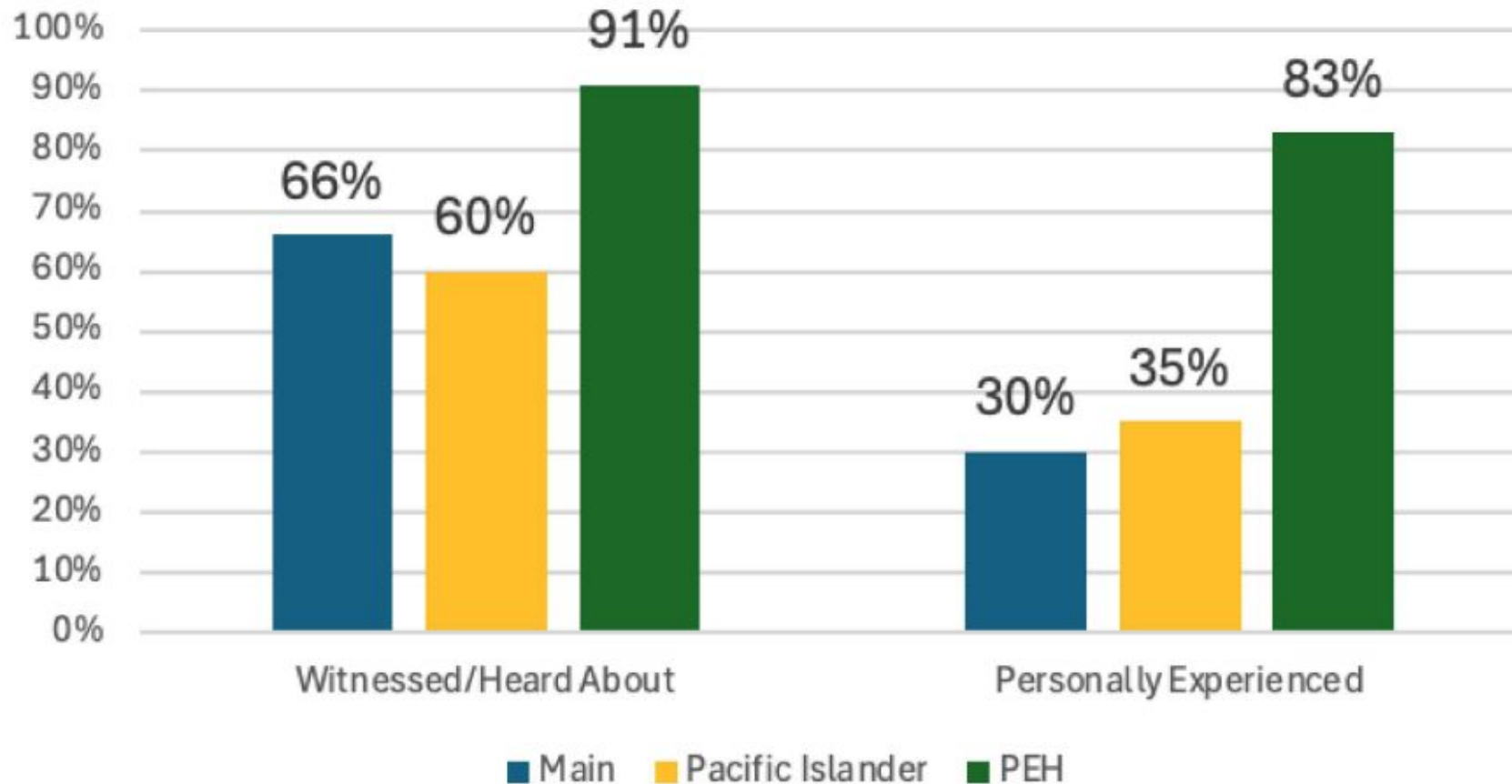
Personally Experienced Discrimination



■ Has Experienced Discrimination (n=115)
■ Has not Experienced Discrimination (n=265)

Key Findings – Discrimination in Focus Groups

% Yes: Witnessed/Heard vs. Experienced Discrimination



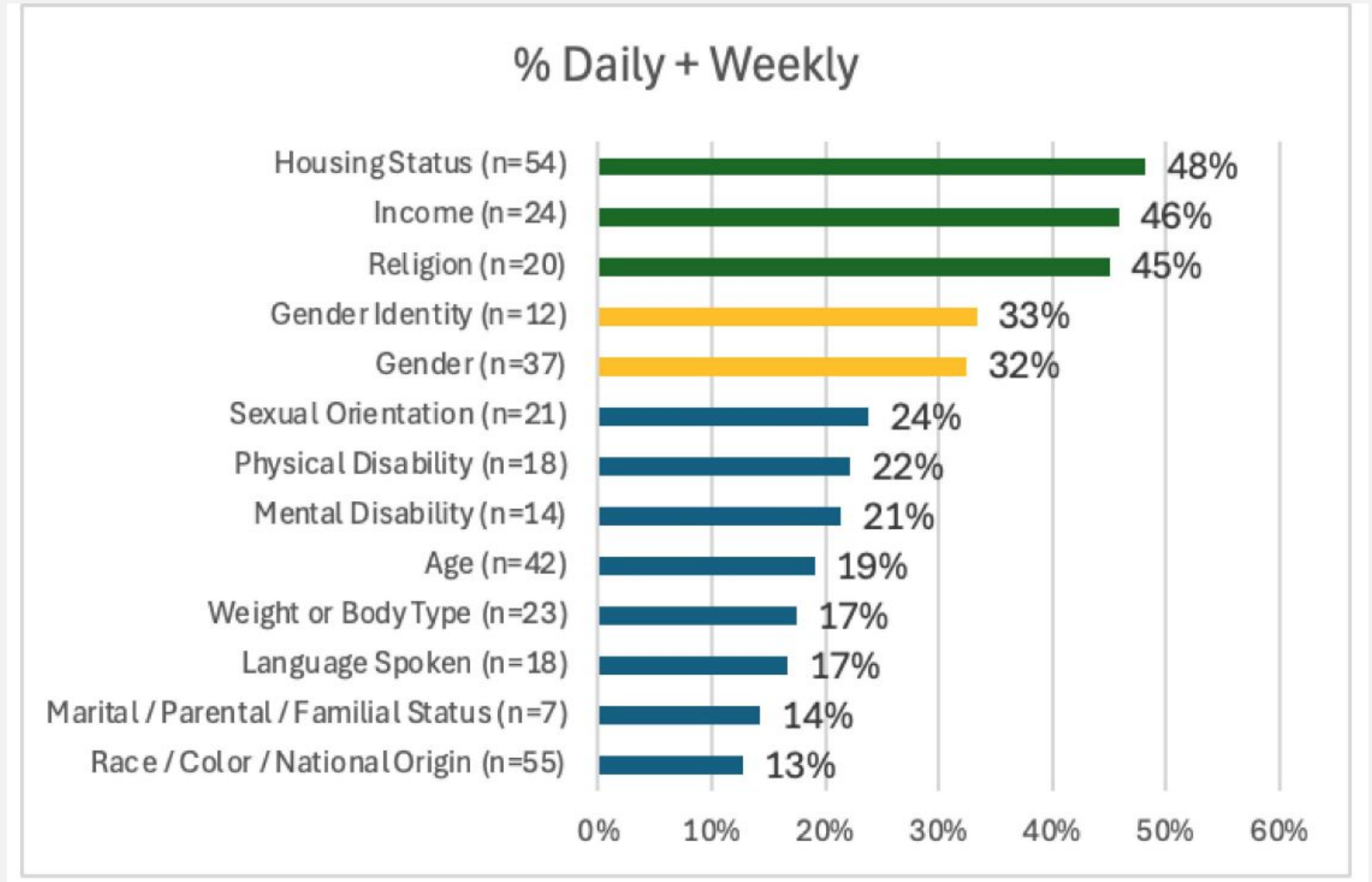
83% of PEH
personally
experienced
discrimination

This is an 8%
reduction from
the 2024
survey

Key Findings - Discrimination & Housing Status

Almost half of those who experience discrimination on the basis of housing status indicate that they experience that on a daily or weekly basis.

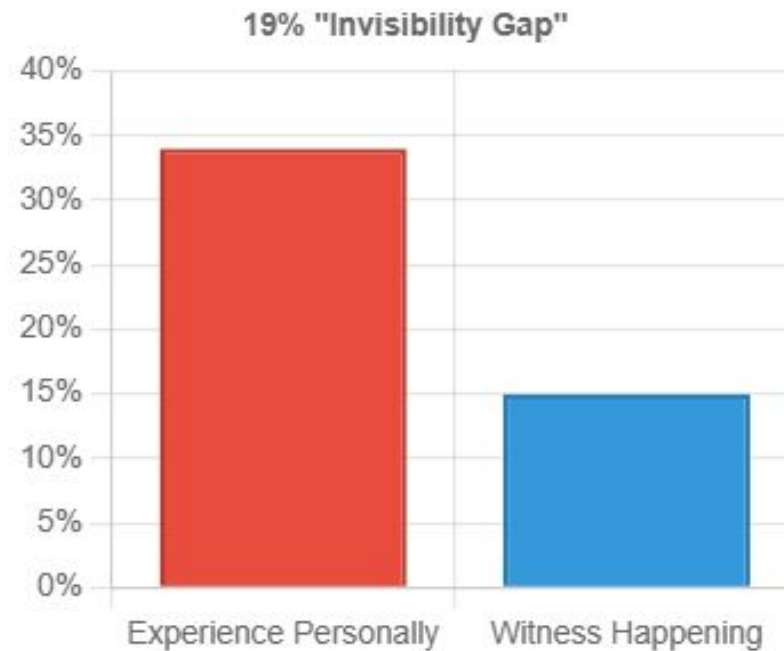
This is down 12% from 2024.



Key Findings - Discrimination & the Workplace

34% experience workplace discrimination personally.

Only 15% witness it happening to others, resulting in a 19% Invisibility Gap



Why It's Hidden

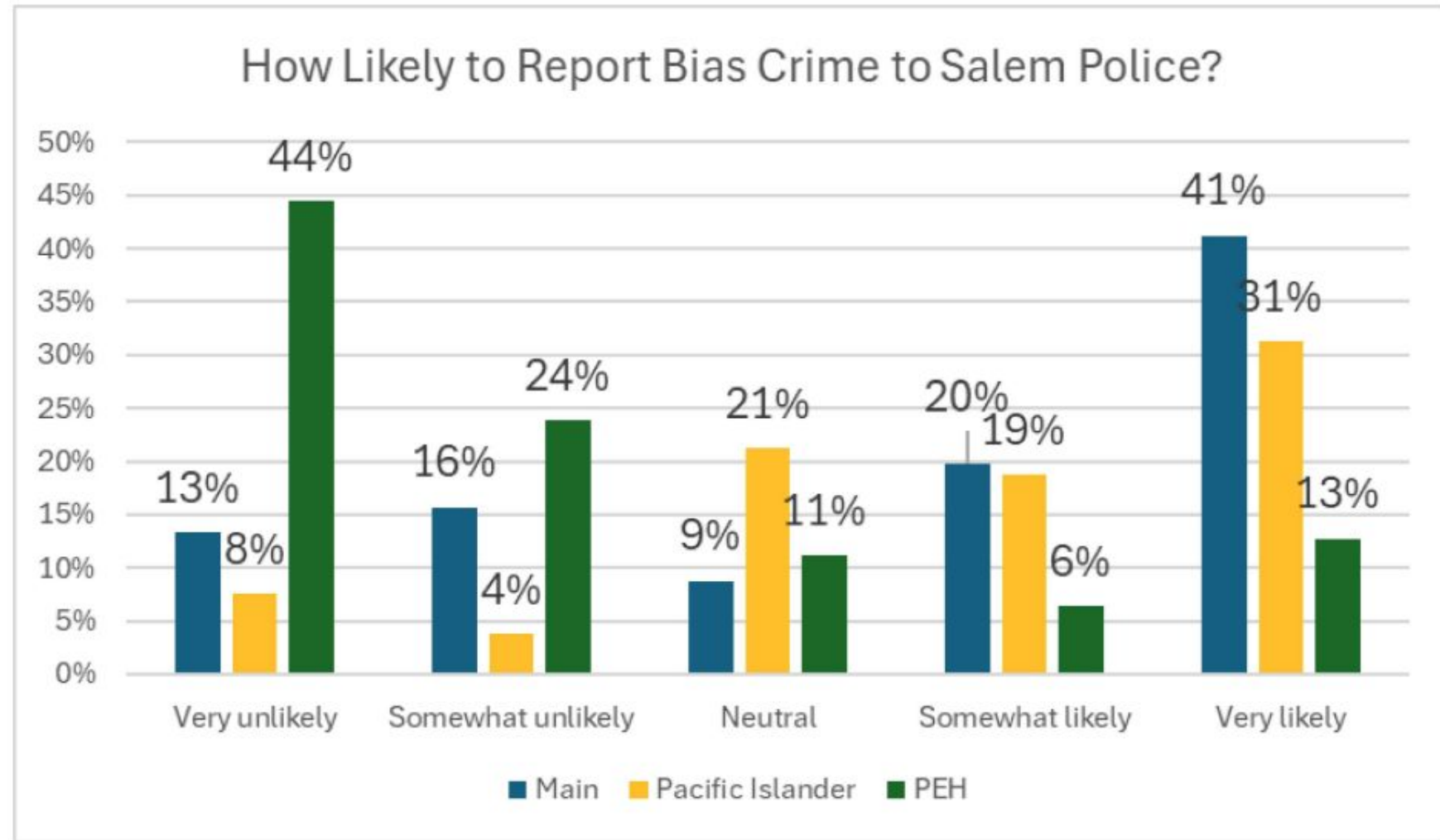
- Private decision-making processes
- One-on-one interactions
- Subtle microaggressions
- Hierarchical power dynamics

Impact on Salem

- **Economic:** Lost talent
- **Community:** Weakened engagement
- **System Failure:** Victims lack witnesses

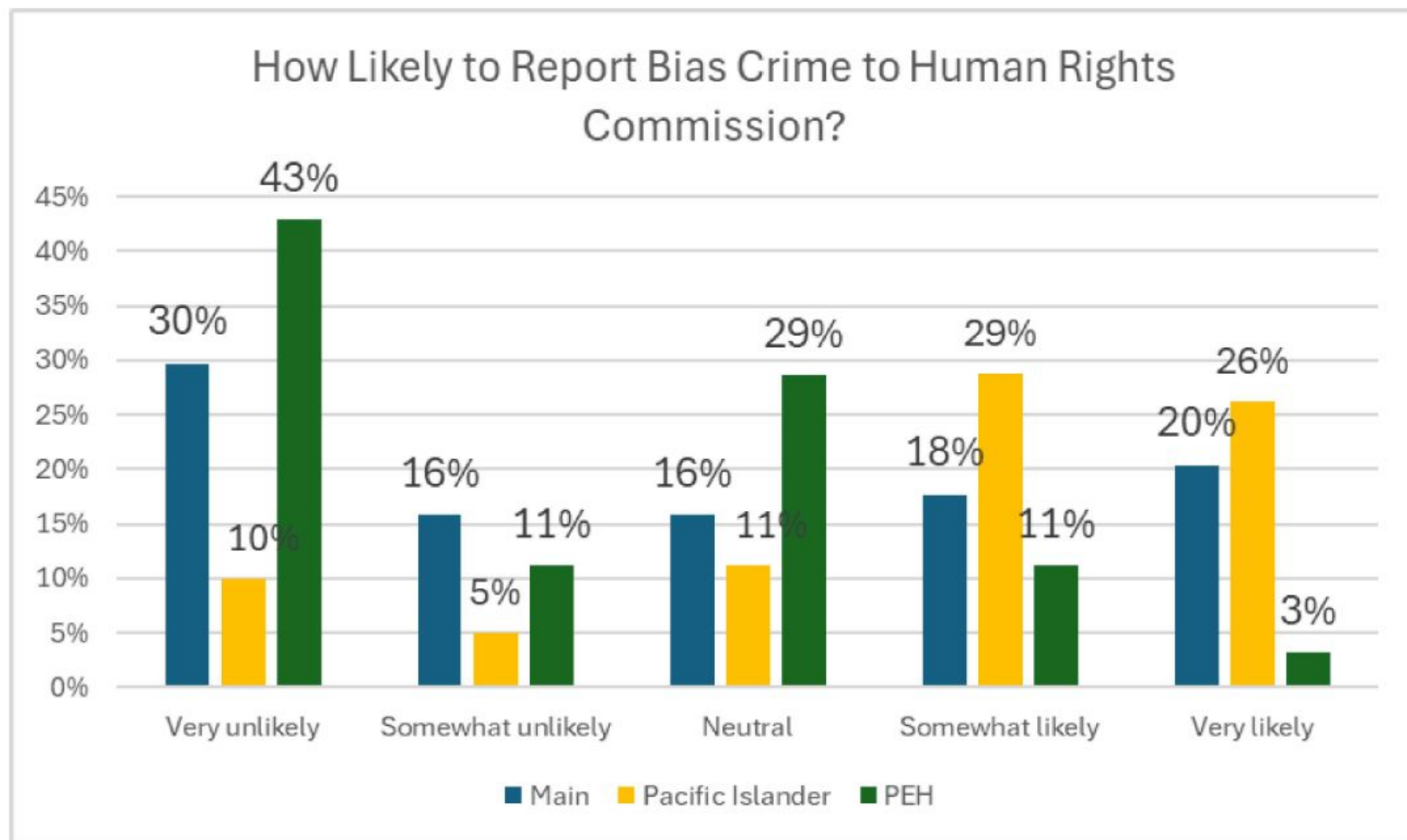
Key Findings – Reporting Bias Crimes

- People experiencing homelessness are less likely to report bias crimes to the SPD
- 68% were somewhat or very unlikely to report.



Key Findings – Reporting Bias Crimes

People experiencing homelessness are the least likely to report biased crimes to the Salem HRC



Open ended responses “Sense of Community”

143 responses

- Community events
 - “I would like to see more community events”
- Third spaces
 - “If you want a strong community, do not close third spaces like parks, libraries, or the senior center”
- Livability Levy impact
 - “I only hope a majority votes for the Livability Levy to maintain and restore our library and parks.”
 - Allow Salem Public library to stay open 48 hours a week
 - Allow for parks maintenance

Recommendations

- EQUITY & ACCESSIBILITY

File a Discrimination Complaint

Help for Victims of Hate Crimes

Human Rights Resources

Notice Under the Americans with Disabilities Act (ADA)

Report an ADA / Section 504 Complaint

Request an ADA Accommodation

Salem Human Rights Commission

To Promote Greater Awareness of HRC's Role and Work

- **Continue the work of the Community Engagement Subcommittee** by seeking opportunities to table at community events.
- **Host or co-lead events** such as listening sessions or resource days that provide clear, accessible information about HRC and its role.
- **Share the results of this survey.** Share at City Council. Communicate findings to all the partners who helped distribute the invitation to complete the survey. Consider presenting a poster at Willamette Health Council's spring conference.
- **Consider increasing HRC's social media presence.** Launch inclusive social media campaigns in English, Spanish, and other locally spoken languages to connect with diverse audiences and explain how the HRC serves the community.

To Increase Sense of Community

- **Increase access to existing community events**, since community events were named most frequently in the comments as a way to increase sense of community. One idea to do this would be to approach organizers of existing community events such as World Beat and Salem Art Fair. Ask them to donate tickets that HRC can give away to community members who have never attended these particular events before.
- **Continue to advocate for third spaces** (Library, Center for 50+, parks). Respondents emphasized the importance of these spaces in increasing a sense of community.

THANK YOU TO OUR COMMUNITY PARTNERS!!!!



Questions?

