

CITY OF SANTA ROSA
2023 Report of Diversity of City Council Appointees

Section 11 of the City of Santa Rosa’s Charter requires an annual report on the diversity of Council appointments for boards, commissions, and committees. Additionally, Section 11 states, “The report shall contain, but is not limited to, the total number of appointments in a given year, the total number of applications in a given year, and relevant diversity information including geographic and ethnic diversity. Further, the report will evaluate the progress and success of increasing the diversity of appointments.”

In addition to the specified requirements, this report includes data on gender diversity¹ and at the recommendation of the City Council, includes data on age range of appointees, and gender and ethnicity of appointees by City Council district and by appointing authority. Also provided, beginning with the 2022 report, is a snapshot of diversity information for board appointments as of the reporting date.

The table below lists the bodies included in the report with the overview of applications received in 2023 and appointments made in 2023.

2023 Boards, Commissions, Committees	Applications Received	Appointments Made
Art in Public Places (APPC)	4	6
Bicycle & Pedestrian Advisory Board (BPAB)	9	7
Board of Building Regulation Appeals (BOBRA)	3	3
Board of Community Services (BOCS)	4	3
Board of Public Utilities (BPU)	7	5
Community Advisory Board (CAB)	13	9
Cultural Heritage Board (CHB)	6	4
Design Review Board (DRB)	6	5
Housing Authority	15	5
Measure "O" Oversight Committee (Mea O)	1	2
Personnel Board	1	2
Planning Commission (PC)	6	3
Waterways Advisory Committee (WAC)	4	0
Total	79	54

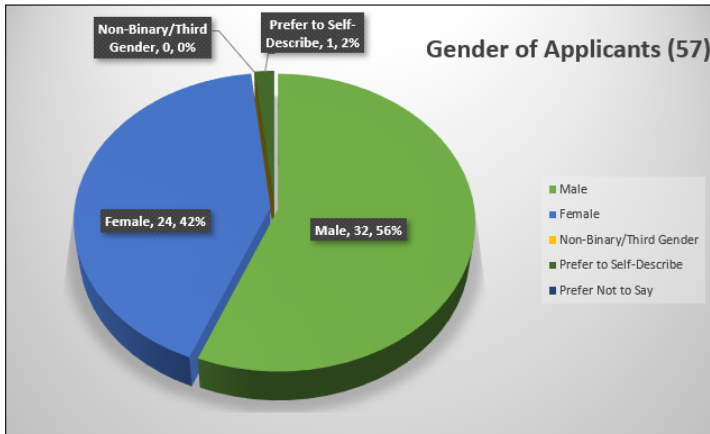
Applicants may submit multiple applications, therefore applications received may be higher than applicants. **Total applications received (79), Total unique applicants (57).**

The demographics of applications received (“Applicants”) and appointments made (“Appointees”) for Board, Commission, and Committee members (“Appointees”) are from within the calendar year of 2023. The information provided is based on self-reports:

- 100% of Applicants (57 out of 57) reported gender information.
- 96% of Applicants (55 out of 57) reported race/ethnicity information.
- 96% of Applicants (55 out of 57) reported age range information.
- 100% of Applicants (57 out of 57) provided address that could be mapped (e.g., not a P.O. Box).

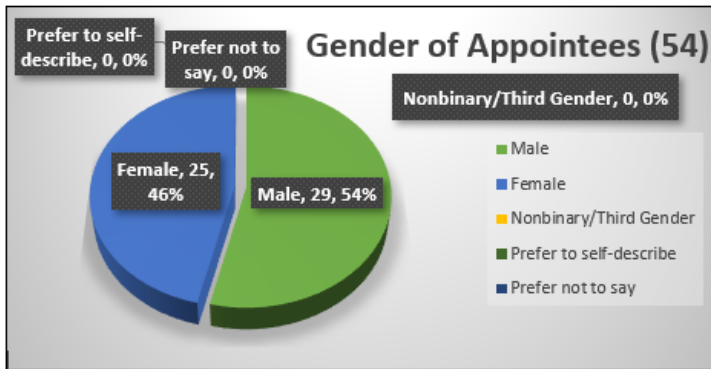
¹ Gender options include Male, Female, Non-Binary/Third Gender, Prefer to self-describe, or Prefer not to Answer.

GENDER INFORMATION



Gender of Applicants by Board (79)

	APPC	BPAB	BOBRA	BOCS	BPU	CAB	CHB	DRB	HA	Measure "O"	PB	PC	WAC	Total
Female	3	3		3	3	6	3	3	8				3	35
Male	1	6	3	1	4	7	3	3	6	1	1	3	4	43
Prefer to self-describe									1					1
Total	4	9	3	4	7	13	6	6	15	1	1	6	4	79



Gender of Appointees by Board (54)

	APPC	BPAB	BOBRA	BOCS	BPU	CAB	CHB	DRB	HA	Measure "O"	PB	PC	Total	
Female	4	4		2	2	6	3	2	1				1	25
Male	2	3	3	1	3	3	1	3	4	2	2	2	2	29
Total	6	7	3	3	5	9	4	5	5	2	2	3	54	

Gender of Appointees by District (54)

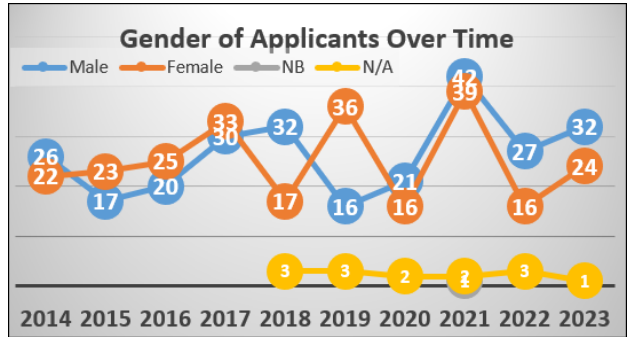
	D-1	D-2	D-3	D-4	D-5	D-6	D-7	Total
Female		5	3	10	1	3	3	25
Male	2	4	7	11	1	2	2	29
Total	2	9	10	21	2	5	5	54

Gender of Appointees by Appointing Authority (54)

	C. Rogers	City Council	D. MacDonald	E. Alvarez	J. Okrepkie	M. Stapp	N. Rogers	V. Fleming	Total
Female	1	1	4	2	1	8	2	6	25
Male		11	5	2	3	2	1	5	29
Total	1	12	9	4	4	10	3	11	54

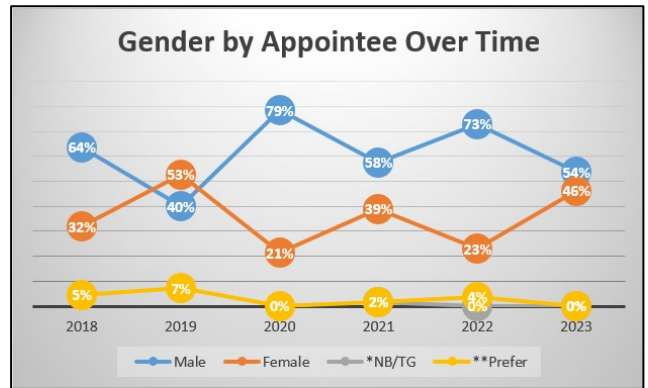
The following tables and graphs show trends in gender diversity from 2014 to 2023 (based on self-reports). Please note that data was gathered manually from 2014 through 2017 and data collected from 2018 to the present was collected through the Granicus Boards and Commissions on-line application portal.

Year	Gender of Applicants Over Time				Total Unique Applicants
	Male	Female	*NB/TG	**Prefer	
2014	54%	46%			48
2015	43%	58%			40
2016	44%	56%			45
2017	48%	52%			63
2018	62%	33%		6%	52
2019	29%	65%		5%	55
2020	54%	41%		5%	39
2021	50%	46%	1%	2%	84
2022	59%	35%		7%	46
2023	54%	42%		2%	57



*Non-binary/Third Gender **Prefer to Self-Describe/Prefer Not to Answer/No Response

Year	Gender of Appointee Over Time				Total Unique Applicants
	Male	Female	*NB/TG	**Prefer	
2018	64%	32%		5%	22
2019	40%	53%		7%	55
2020	79%	21%		0%	14
2021	58%	39%	2%	2%	59
2022	73%	23%	0%	4%	26
2023	54%	46%	0%	0%	54



Gender Diversity Progress Summary

No benchmarks or success factors were identified in Section 11 of the Charter or set by previous Councils. The 5-year average (2019-2023) of applicant pool was 50% male, 46% female, 1% Non-Binary/Third Gender, and 4% Prefer to Self-Describe/Prefer Not to Answer/No Response.

The 5-year average of appointments were 61% male, 37% female, 1% Non-Binary/Third Gender, and 3% Prefer to Self-Describe/Prefer Not to Answer/No Response.

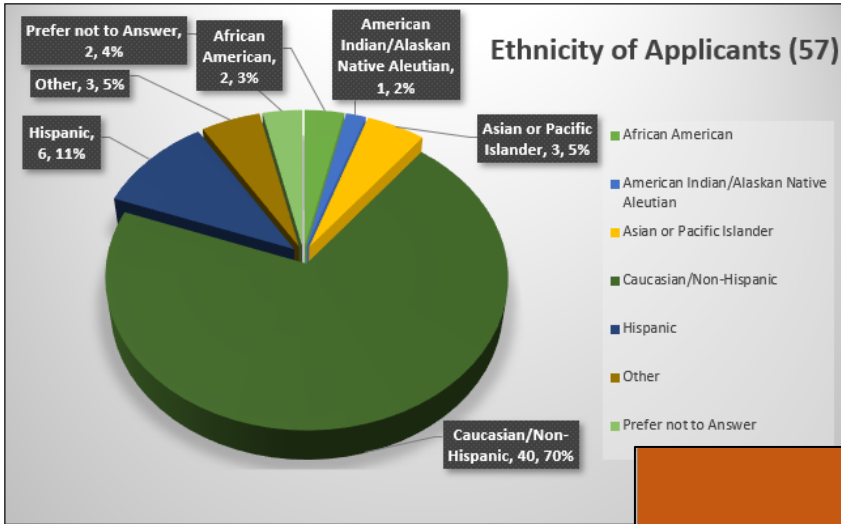
As shown in the “Active Board Member-Gender” table on the right, there has been a 1% increase in female board, commission, or committee members from August 2023 to March 2024, and an increase in the number of appointees who are not reporting or prefer not to state their gender.

Census data shows female persons make up 51.2% of the population in Santa Rosa.²

Active Board Members - Gender				
Date	Male	Female	Non-Binary or Third Gender	Prefer Not to Say / Blank
Aug. 2023 (Vacancy-5)	59%	40%	0	1%
Mar. 2024 (Vacancy-5)	57%	41%	0	2%

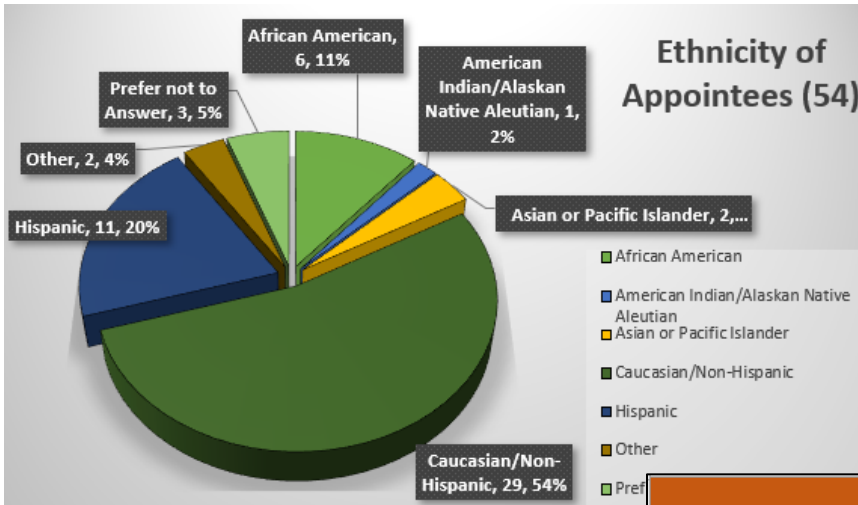
² <https://www.census.gov/quickfacts/fact/dashboard/santarosacalifornia/PST045222>

ETHNICITY INFORMATION



Ethnicity of Applicants by Board (79)

	APPC	BPAB	BOBRA	BOCS	BPU	CAB	CHB	DRB	HA	Measure "O"	PB	PC	WAC	Total
African American						1		1						2
American Indian/Alaskan Native Aleutian									1					1
Asian or Pacific Islander					2	2	1	1				1		7
Caucasian/Non-Hispanic	3	8	3	1	5	5	4	4	8		1	4	4	50
Hispanic				2	2				2	1		1		8
Other	1	1		1		2	1		3					9
Prefer not to Answer						1			1					2
Total	4	9	3	4	7	13	6	6	15	1	1	6	4	79



Ethnicity of Appointees by Board (54)

	APPC	BPAB	BOBRA	BOCS	BPU	CAB	CHB	DRB	HA	Measure "O"	PB	PC	Total
African American	1					1		1		1		2	6
American Indian/Alaskan Native Aleutian	1												1
Asian or Pacific Islander						2							2
Caucasian/Non-Hispanic	2	5	3	2	4	1	4	2	4		1	1	29
Hispanic	1			1	1	5		1			1	1	11
Other	1								1				2
Prefer not to Answer			2						1				3
Total	6	7	3	3	5	9	4	5	5	2	2	3	54

Ethnicity of Appointees by District (54)

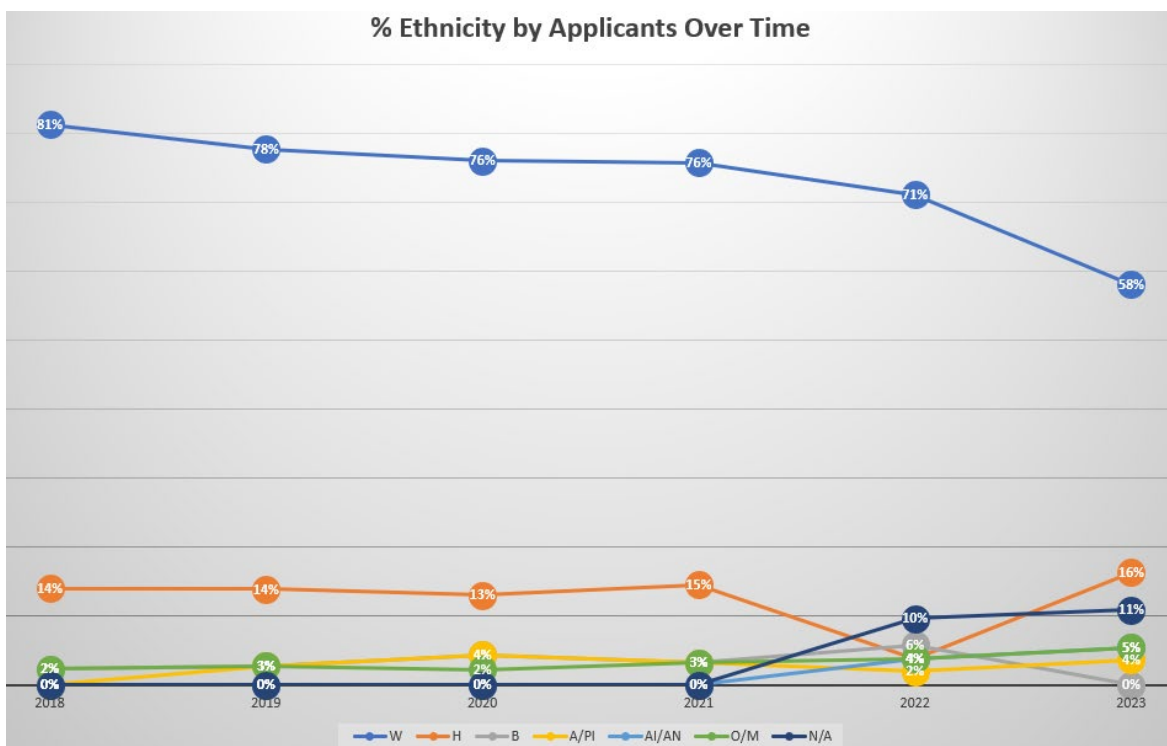
	D-1	D-2	D-3	D-4	D-5	D-6	D-7	Total
African American				5		1		6
American Indian/Alaskan Native Aleutian			1					1
Asian or Pacific Islander			1	1				2
Caucasian/Non-Hispanic		6	7	10	1	2	3	29
Hispanic	2	3	1	3	1		1	11
Other				1		1		2
Prefer not to Answer				1		1	1	3
Total	2	9	10	21	2	5	5	54

Ethnicity of Appointees by Appointing Authority (54)

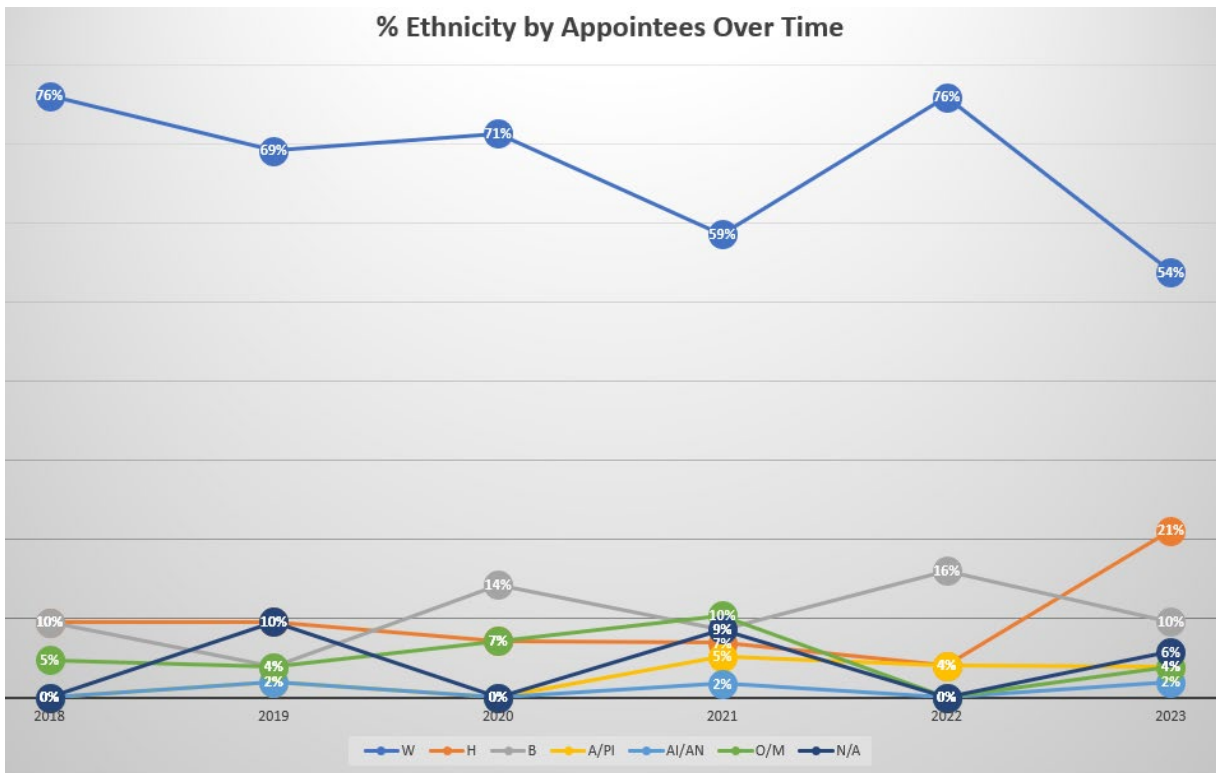
	C. Rogers	City Council	D. MacDonald	E. Alvarez	J. Okrepkie	M. Stapp	N. Rogers	V. Fleming	Total
African American			1				1	4	6
American Indian/Alaskan Native Aleutian					1				1
Asian or Pacific Islander			1				1		2
Caucasian/Non-Hispanic	1	9	4	2	1	5	1	6	29
Hispanic		1	2	1	2	3	1	1	11
Other		1			1				2
Prefer not to Answer		1	1			1			3
Total	1	12	9	4	4	10	3	11	54

The following tables and graphs show trends in ethnic diversity from 2014 to 2023 (based on self-reports). Please note that data was gathered manually from 2014 through 2017 and data collected from 2018 to the present was collected through the Granicus Boards and Commissions on-line application portal.

Year	Ethnicity of Applicants Over Time							Total
	W	H	B	A/PI	AI/AN	O/M	N/A	
2014	81%	14%	2%	0%	0%	2%	0%	43
2015	78%	14%	3%	3%	0%	3%	0%	36
2016	76%	13%	4%	4%	0%	2%	0%	46
2017	76%	15%	3%	3%	0%	3%	0%	62
2018	71%	4%	6%	2%	4%	4%	10%	52
2019	58%	16%	0%	4%	5%	5%	11%	55
2020	64%	13%	3%	0%	0%	8%	13%	39
2021	61%	4%	14%	4%	2%	10%	6%	84
2022	63%	13%	2%	4%	2%	11%	4%	46
2023	70%	11%	4%	5%	2%	5%	4%	57



Year	Ethnicity of Appointees Over Time							
	W	H	B	A/PI	AI/AN	O/M	N/A	Total
2018	76%	10%	10%	0%	0%	5%	0%	21
2019	69%	10%	4%	2%	2%	4%	10%	52
2020	71%	7%	14%	0%	0%	7%	0%	14
2021	59%	7%	9%	5%	2%	10%	9%	58
2022	76%	4%	16%	4%	0%	0%	0%	25
2023	54%	21%	10%	4%	2%	4%	6%	52
								222



Ethnicity Diversity Progress Summary

No benchmarks or success factors were identified in Section 11 of the Charter or set by previous Councils. The trend chart labeled “% Ethnicity of Applicants Overtime” on page 5, indicates a modest shift towards a more diverse applicant pool, with the percentage of Caucasian applicants going down over time, as there is a significant increase in Hispanic applicants, and a modest increase in applicants in the remaining ethnicity categories. The table labeled “% Ethnicity by Appointees Over Time” indicates more diverse appointees by ethnicity in the calendar year 2023. The table labeled “Active Board Member- Race/Ethnicity” above, is a moment in time capture, shows an increase in the Prefer Not to Say category, a decrease in Caucasian and

Active Board Members - Race/Ethnicity							
Date	Caucasian / Non-Hispanic	Hispanic	African American	Asian / Pacific Islander	American Indian / Alaskan Native Aleutian	Other / Multi-Racial	Prefer Not to Say / Blank
Aug. 2023 (Vacancy-5)	60%	14%	7%	4%	3%	4%	7%
Mar. 2024 (Vacancy-5)	59%	14%	7%	4%	2%	4%	9%

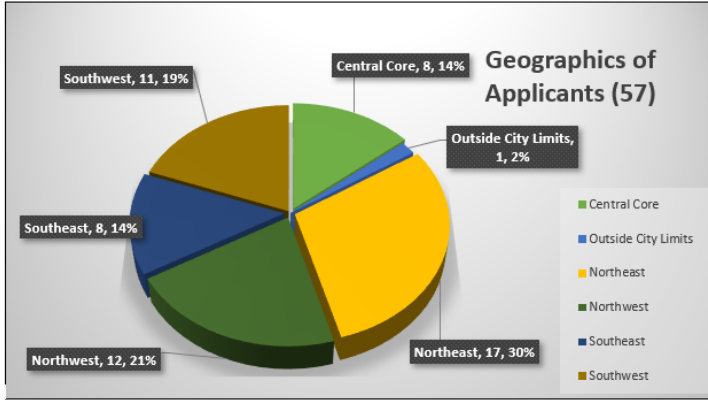
American Indian/Alaskan Native Aleutian categories, with no notable change in remaining ethnicity categories from August 2023 to March 2024.

The below table compares 2022 Census data against 2023 appointees and active board member composition³.

	<i>3-year Average of Applicants</i>	<i>2022 Census Ethnicity Data</i>	<i>2023 Appointees</i>	<i>Active Board Member Composition</i>
<i>Caucasian/Non-Hispanic</i>	65%	60.1%	54%	59%
<i>Hispanic</i>	9%	34%	20%	14%
<i>Black or African American Alone</i>	7%	1.8%	11%	7%
<i>API</i>	4%	Asian Alone =6.2% Other Pacific Islander at .4%	4%	4%
<i>American Indian/Alaskan Native Aleutian</i>	2%	1.1%	2%	2%
<i>Other/Multi-Racial</i>	9%	11%	4%	4%
<i>Prefer not to say or no response</i>	5%		5%	9%

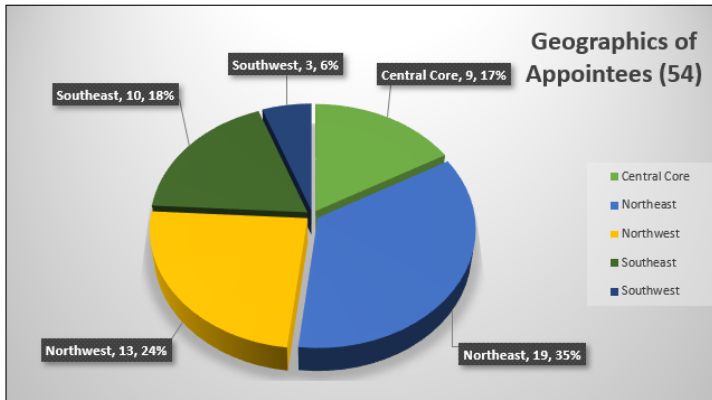
³ <https://www.census.gov/quickfacts/fact/dashboard/santarosacitycalifornia/PST045222>

GEOGRAPHICS INFORMATION



Geographics of Applicants by Board (57)

	APPC	BPAB	BOBRA	BOCS	BPU	CAB	CHB	DRB	HA	Measure "O"	PB	PC	WAC	Total
Central Core	1	1	1		1	1			2				1	8
Outside City Limits	1													1
Northeast		3	1		3	2	2	1	1		1	2	1	17
Northwest						4	1	1	6					12
Southeast	1	1	1		1	1	1		1	1				8
Southwest		2	2	1		1	1		3				2	11
Total	3	7	3	2	6	8	5	2	13	1	1	2	4	57

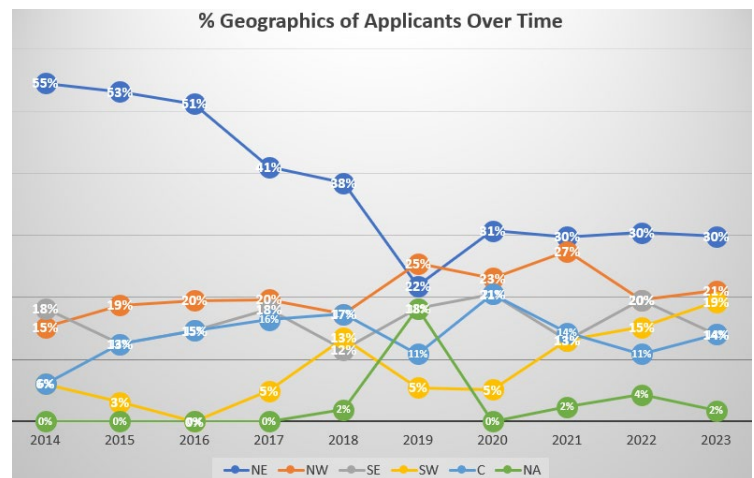


Geographics of Appointees by Board (54)

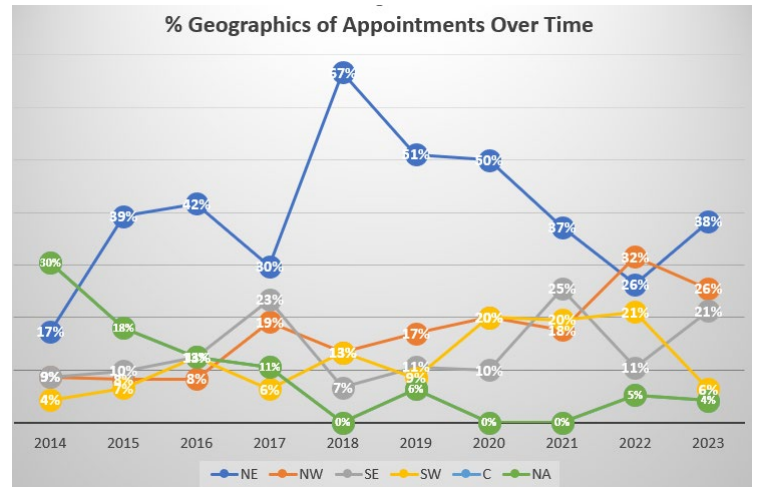
	APPC	BPAB	BOBRA	BOCS	BPU	CAB	CHB	DRB	HA	Measure "O"	PB	PC	Total
Central Core	1				2	2		1	1		1	1	9
Northeast	1	2	2	2	1	3	2	2	1	1	1	1	19
Northwest	3	4				3	1	1	1				13
Southeast	1	1	1		2		1	1	2	1		1	10
Southwest		1	1	1		1							3
Total	6	7	3	3	5	9	4	5	5	2	2	3	54

The following tables and graphs show trends in gender diversity from 2014 to 2023 (based on self-reports). Please note that data was gathered manually from 2014 through 2017 and data collected from 2018 to the present was collected through the Granicus Boards and Commissions on-line application portal.

Year	Geographics of Applicants Over Time						Total
	NE	NW	SE	SW	C	NA	
2014	55%	15%	18%	6%	6%	0%	33
2015	53%	19%	13%	3%	13%	0%	32
2016	51%	20%	15%	0%	15%	0%	41
2017	41%	20%	18%	5%	16%	0%	61
2018	38%	17%	12%	13%	17%	2%	52
2019	22%	25%	18%	5%	11%	18%	55
2020	31%	23%	21%	5%	21%	0%	39
2021	30%	27%	13%	13%	14%	2%	84
2022	30%	20%	20%	15%	11%	4%	46
2023	30%	21%	14%	19%	14%	2%	57
							500



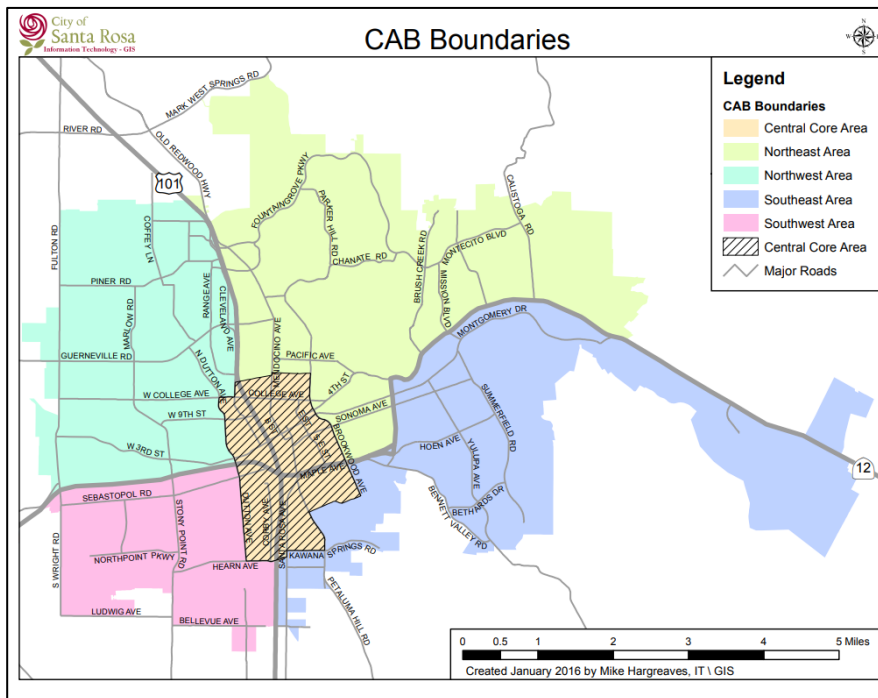
Year	Geographics of Appointees Over Time						Total
	NE	NW	SE	SW	C	NA	
2014	17%	9%	9%	4%	30%	30%	23
2015	39%	8%	10%	7%	18%	18%	61
2016	42%	8%	13%	13%	13%	13%	24
2017	30%	19%	23%	6%	11%	11%	47
2018	67%	13%	7%	13%	0%	0%	15
2019	51%	17%	11%	9%	6%	6%	47
2020	50%	20%	10%	20%	0%	0%	10
2021	37%	18%	25%	20%	0%	0%	51
2022	26%	32%	11%	21%	5%	5%	19
2023	38%	26%	21%	6%	4%	4%	47
							344



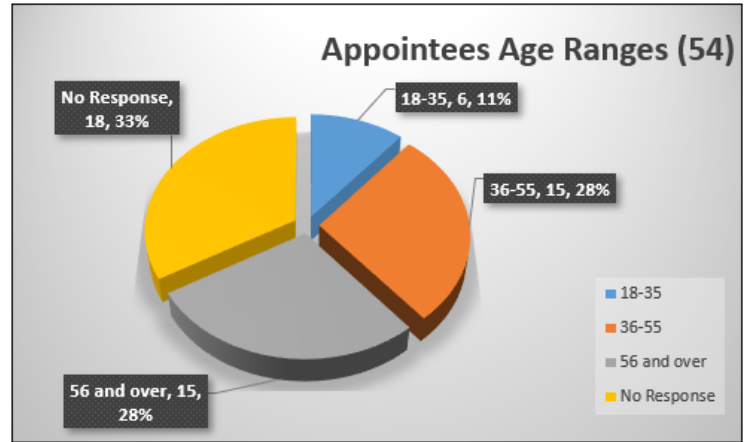
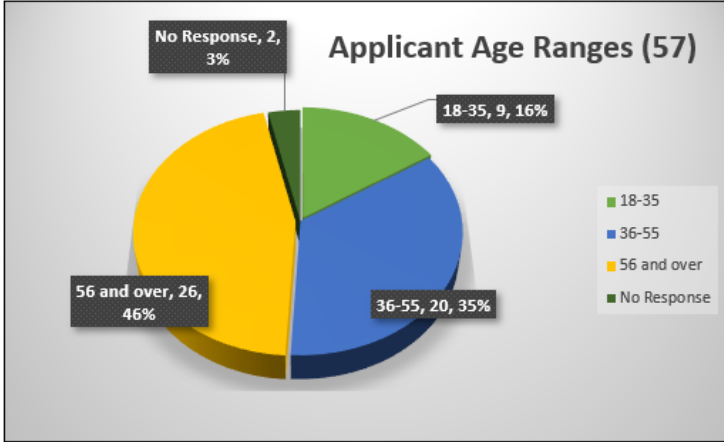
Geographic Diversity Progress Summary

No benchmarks or success factors were identified in Section 11 of the Charter or set by previous Councils. The trend chart on p. 8 labeled “% Geographics of Applicants Over Time” indicates a significant diversification of the applicant pool starting in 2019. This point aligns with the shift to District-based Council. The above trend chart labeled “% Geographics of Appointments Over Time” shows there has been a shift in more diverse appointments based on geographics from across all CAB districts as required in the Charter, and a lesser concentration of appointments from the Northeast CAB district.

Geographic Location within City of Santa Rosa based on CAB map:



AGE INFORMATION



Age Diversity Progress Summary

2023 was the first full year of capturing age data therefore this sets a benchmark for future reports on efforts to diversify appointments based on age.

As shown in the “**Active Board Member- Age Ranges**” table on the right, there has been an increase in the self-reports on age data overall, and incremental change in age diversity across all age categories defined and captured in the moment in time counts in August 2023 and March 2024.

Date	Age			Prefer Not To Say / Blank
	18-35	36-55	56+	
Aug. 2023 (Vacancy-5)	7%	16%	16%	62%
Mar. 2024 (Vacancy-5)	9%	19%	23%	49%

ACTIVE BOARD MEMBER SNAPSHOT

The following tables are a snapshot of board appointments as of the reporting date (based on self-reports) and will continue for each reporting year to reflect trends in appointment diversity. Each Council Member is responsible for ten board appointments with twenty-five board appointments for the Full Council.

E. ALVAREZ (DISTRICT 1) – ACTIVE BOARD MEMBER SNAPSHOT																						
Date	Gender				Race/Ethnicity							District							Age			
	Male	Female	Non-Binary or Third Gender	Prefer Not to Say / Blank	Caucasian / Non-Hispanic	Hispanic	African American	Asian / Pacific Islander	American Indian / Alaskan Native Aleutian	Other / Multi-Racial	Prefer Not to Say / Blank	One	Two	Three	Four	Five	Six	Seven	18-35	36-55	56+	Prefer Not To Say / Blank
Aug. 2023 (Vacancy-0)	5	5	0	0	5	1	0	0	3	1	0	2	0	2	3	3	0	0	0	2	1	7
Mar. 2024 (Vacancy-1)	3	6	0	0	4	1	0	0	2	1	1	2	0	1	4	2	0	0	2	0	2	5

M. STAPP (DISTRICT 2) – ACTIVE BOARD MEMBER SNAPSHOT																						
Date	Gender				Race/Ethnicity							District							Age			
	Male	Female	Non-Binary or Third Gender	Prefer Not to Say / Blank	Caucasian / Non-Hispanic	Hispanic	African American	Asian / Pacific Islander	American Indian / Alaskan Native Aleutian	Other / Multi-Racial	Prefer Not to Say / Blank	One	Two	Three	Four	Five	Six	Seven	18-35	36-55	56+	Prefer Not To Say / Blank
Aug. 2023 (Vacancy-0)	2	8	0	0	5	3	1	0	0	0	1	0	4	1	3	0	1	1	3	1	3	3
Mar. 2024 (Vacancy-0)	2	8	0	0	5	3	1	0	0	0	1	0	4	1	3	0	1	1	3	1	3	3

D. MACDONALD (DISTRICT 3) – ACTIVE BOARD MEMBER SNAPSHOT																						
Date	Gender				Race/Ethnicity							District							Age			
	Male	Female	Non-Binary or Third Gender	Prefer Not to Say / Blank	Caucasian / Non-Hispanic	Hispanic	African American	Asian / Pacific Islander	American Indian / Alaskan Native Aleutian	Other / Multi-Racial	Prefer Not to Say / Blank	One	Two	Three	Four	Five	Six	Seven	18-35	36-55	56+	Prefer Not To Say / Blank
Aug. 2023 (Vacancy-0)	5	5	0	0	5	2	1	1	0	0	1	1	2	4	1	0	1	1	1	2	3	4
Mar. 2024 (Vacancy-0)	5	5	0	0	5	2	1	1	0	0	1	1	2	4	1	0	1	1	1	2	3	4

V. FLEMING (DISTRICT 4) – ACTIVE BOARD MEMBER SNAPSHOT																						
Date	Gender				Race/Ethnicity							District							Age			
	Male	Female	Non-Binary or Third Gender	Prefer Not to Say / Blank	Caucasian / Non-Hispanic	Hispanic	African American	Asian / Pacific Islander	American Indian / Alaskan Native Aleutian	Other / Multi-Racial	Prefer Not to Say / Blank	One	Two	Three	Four	Five	Six	Seven	18-35	36-55	56+	Prefer Not To Say / Blank
Aug. 2023 (Vacancy-1)	4	5	0	0	5	1	3	0	0	0	0	1	0	0	7	1	0	0	0	2	2	5
Mar. 2024 (Vacancy-1)	4	5	0	0	5	1	3	0	0	0	0	1	0	0	7	1	0	0	0	3	2	4

C. ROGERS (DISTRICT 5) – ACTIVE BOARD MEMBER SNAPSHOT																						
Date	Gender				Race/Ethnicity							District							Age			
	Male	Female	Non-Binary or Third Gender	Prefer Not to Say / Blank	Caucasian / Non-Hispanic	Hispanic	African American	Asian / Pacific Islander	American Indian / Alaskan Native Aleutian	Other / Multi-Racial	Prefer Not to Say / Blank	One	Two	Three	Four	Five	Six	Seven	18-35	36-55	56+	Prefer Not to Say / Blank
Aug. 2023 (Vacancy-0)	6	4	0	0	7	0	0	1	0	0	2	0	2	1	2	1	1	3	0	1	0	9
Mar. 2024 (Vacancy-0)	6	4	0	0	7	0	0	1	0	0	2	0	2	1	2	1	1	3	0	1	0	9

J. OKREPKIE (DISTRICT 6) – ACTIVE BOARD MEMBER SNAPSHOT																						
Date	Gender				Race/Ethnicity							District							Age			
	Male	Female	Non-Binary or Third Gender	Prefer Not to Say / Blank	Caucasian / Non-Hispanic	Hispanic	African American	Asian / Pacific Islander	American Indian / Alaskan Native Aleutian	Other / Multi-Racial	Prefer Not to Say / Blank	One	Two	Three	Four	Five	Six	Seven	18-35	36-55	56+	Prefer Not to Say / Blank
Aug. 2023 (Vacancy-0)	7	3	0	0	6	3	0	0	0	1	0	1	1	0	2	1	4	1	1	3	1	5
Mar. 2024 (Vacancy-0)	7	3	0	0	6	3	0	0	0	1	0	1	1	0	2	1	4	1	1	3	1	5

N. ROGERS (DISTRICT 7) – ACTIVE BOARD MEMBER SNAPSHOT																						
Date	Gender				Race/Ethnicity							District							Age			
	Male	Female	Non-Binary or Third Gender	Prefer Not to Say / Blank	Caucasian / Non-Hispanic	Hispanic	African American	Asian / Pacific Islander	American Indian / Alaskan Native Aleutian	Other / Multi-Racial	Prefer Not to Say / Blank	One	Two	Three	Four	Five	Six	Seven	18-35	36-55	56+	Prefer Not to Say / Blank
Aug. 2023 (Vacancy-0)	6	3	0	1	6	1	1	1	0	0	1	0	1	1	5	0	0	3	1	1	0	8
Mar. 2024 (Vacancy-1)	5	3	0	1	5	1	1	1	0	0	1	0	1	1	4	0	0	3	1	2	1	5

FULL COUNCIL – ACTIVE BOARD MEMBER SNAPSHOT																						
Date	Gender				Race/Ethnicity							District							Age			
	Male	Female	Non-Binary or Third Gender	Prefer Not to Say / Blank	Caucasian / Non-Hispanic	Hispanic	African American	Asian / Pacific Islander	American Indian / Alaskan Native Aleutian	Other / Multi-Racial	Prefer Not to Say / Blank	One	Two	Three	Four	Five	Six	Seven	18-35	36-55	56+	Prefer Not to Say / Blank
Aug. 2023 (Vacancy-4)	18	3	0	0	15	2	0	1	0	2	1	1	2	4	8	1	1	4	0	2	4	15
Mar. 2024 (Vacancy-2)	19	3	0	1	16	2	0	1	0	2	2	1	2	5	9	1	1	4	0	5	9	9

Recruitment Efforts

Historically, recruitment efforts have included advertisements in the Press Democrat and LaVoz, announcements on our social media pages, and in the City Connections newsletter.

The City Clerk’s Office has increased recruitment efforts over the past year since last report date of August 2023 to include posting and distribution of a recruitment flyer at multiple city-owned locations and at Town Hall meetings. Additionally, the flyer is e-mailed to a group of over forty-five community partners including Sonoma State, SRJC, our local libraries, senior centers, and other community groups. If a new community partner is interested in receiving the flyers or bulletins, they can make the request on the City Website at:

<https://www.srcity.org/180/Boards-Commissions-and-Committees>.

Future recruitment efforts being considered include advertisement in bi-annual Park and Recreation’s Activity Guide, and recruitment booths at community events. In the fall of 2024, the City Clerk’s Office will also host a

Boards, Commissions, and Committees Outreach/Informational meeting to aid with recruitment and build applicant pool.