

**CITY OF SANTA ROSA**  
**2013 Report of Diversity of City Council Appointees**  
**Submitted June 17, 2014**

Section 11 of the City of Santa Rosa’s Charter requires an annual report on the diversity of Council appointments for eight boards, commissions, and committees. The table below lists these bodies.

| 2013 Board, Commission, Committee Members | Seats     | Filled    | Vacant   |
|-------------------------------------------|-----------|-----------|----------|
| Bicycle & Pedestrian Advisory Board       | 9         | 9         | 0        |
| Board of Community Services               | 7         | 6         | 1        |
| Board of Public Utilities                 | 7         | 7         | 0        |
| Community Advisory Board                  | 14        | 11        | 3        |
| Cultural Heritage Board                   | 7         | 7         | 0        |
| Design Review Board                       | 7         | 7         | 0        |
| Measure "O" Oversight Committee           | 7         | 7         | 0        |
| Planning Commission                       | 7         | 7         | 0        |
| <b>Total</b>                              | <b>65</b> | <b>61</b> | <b>4</b> |

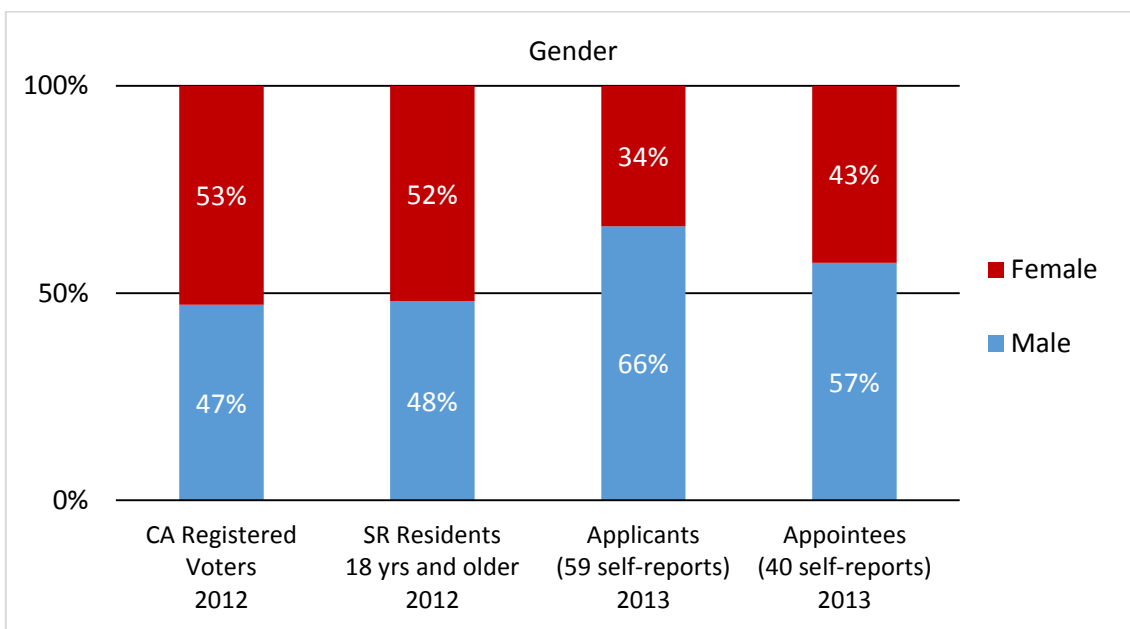
The following table shows the diversity of applications received (“Applicants”) and of Board, Commission, and Committee members (“Appointees”) as of December 31, 2013. The information provided below is based on self-reports: 66 percent of Appointees (40 out of 61 people) reported demographic information and 75 percent (46 out of 61 people) provided a home address that could be mapped (e.g. not a P.O. box).

| Applicants and Appointees in 2013 |                             | Applicants | Bicycle & Pedestrian Adv Bd | Board of Community Svcs | Board of Public Utilities | Community Advisory Board | Cultural Heritage Board | Design Review Board | Measure "O" Oversight Com | Planning Commission | Total Appointees |
|-----------------------------------|-----------------------------|------------|-----------------------------|-------------------------|---------------------------|--------------------------|-------------------------|---------------------|---------------------------|---------------------|------------------|
| Gender                            | Male                        | 39         | 3                           | 1                       | 6                         | 7                        | 1                       | 1                   | 2                         | 2                   | 23               |
|                                   | Female                      | 20         | 0                           | 4                       | 1                         | 1                        | 3                       | 3                   | 3                         | 2                   | 17               |
| Race/ Ethnicity                   | White                       | 49         | 1                           | 5                       | 6                         | 5                        | 4                       | 4                   | 4                         | 3                   | 32               |
|                                   | Hispanic                    | 7          | 1                           | 0                       | 1                         | 3                        | 0                       | 0                   | 0                         | 0                   | 5                |
|                                   | Black                       | 1          | 0                           | 0                       | 0                         | 0                        | 0                       | 0                   | 1                         | 1                   | 2                |
|                                   | Asian/Pacific Islander      | 2          | 0                           | 1                       | 1                         | 0                        | 0                       | 0                   | 0                         | 0                   | 2                |
|                                   | Amer. Indian/Alaskan Native | 0          | 0                           | 0                       | 0                         | 0                        | 0                       | 0                   | 0                         | 0                   | 0                |
|                                   | Other/Multi-racial          | 2          | 1                           | 0                       | 0                         | 1                        | 0                       | 0                   | 0                         | 0                   | 2                |
| Geographic Location               | Northeast                   | 28         | 3                           | 2                       | 2                         | 6                        | 3                       | 3                   | 1                         | 1                   | 21               |
|                                   | Northwest                   | 9          | 1                           | 1                       | 2                         | 1                        | 0                       | 1                   | 0                         | 0                   | 6                |
|                                   | Southeast                   | 15         | 2                           | 3                       | 3                         | 1                        | 2                       | 2                   | 0                         | 0                   | 13               |
|                                   | Southwest                   | 2          | 0                           | 0                       | 0                         | 0                        | 0                       | 0                   | 1                         | 1                   | 2                |
|                                   | Core                        | 4          | 1                           | 0                       | 0                         | 1                        | 2                       | 0                   | 0                         | 0                   | 4                |

In 2012 City Council expressed an interest in seeing a comparison of the diversity of Appointees and the Santa Rosa community. Because Appointees must be eighteen years or older and registered to vote, community data reflecting these parameters (to the greatest extent possible) were used in this report.

The following tables and charts show 2013 applicants and Board, Commission, and Committee members (Appointees) who self-reported demographic information compared to relevant community data.

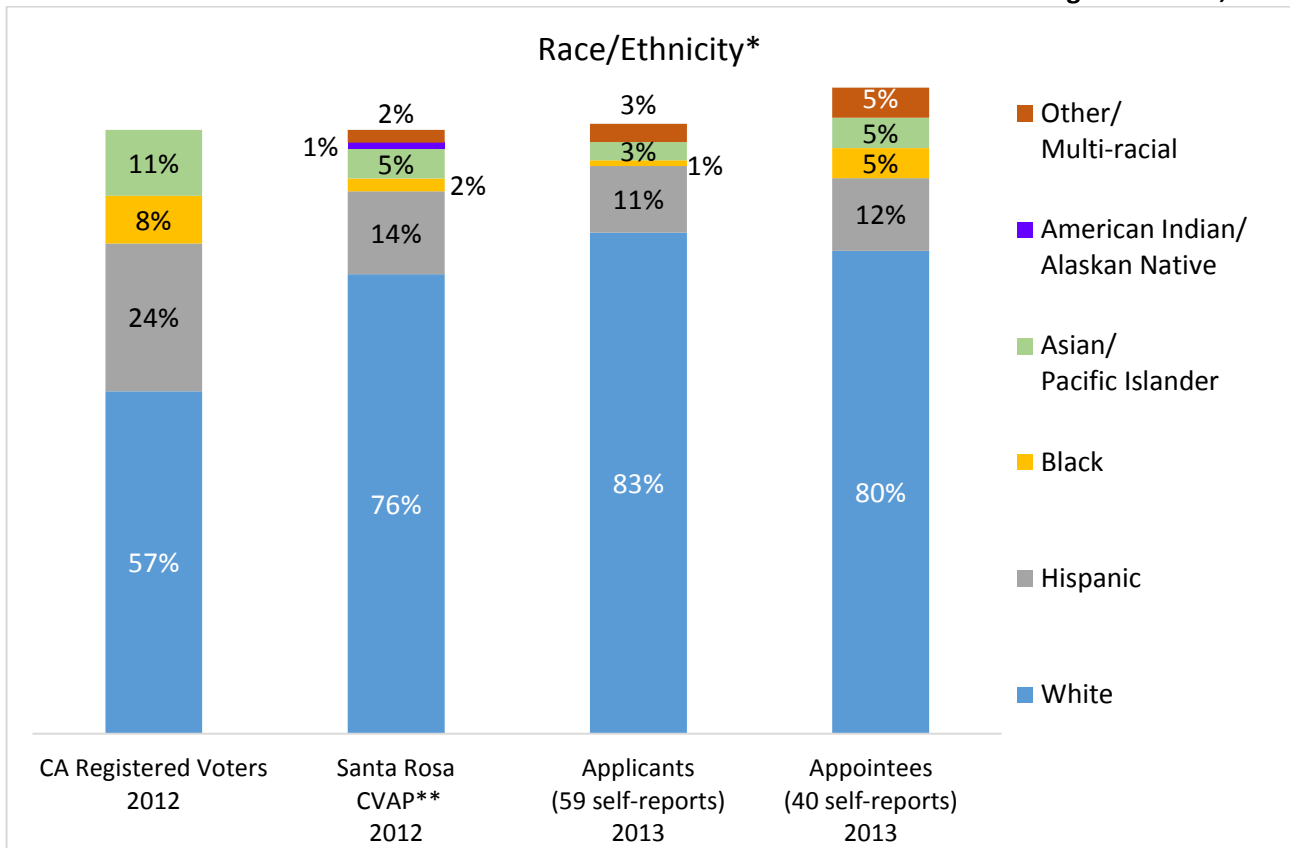
| GENDER | CA Registered Voters 2012 | SR Resident 18 yrs and older 2012 | Applicants (59 self-reports) 2013 | Appointees (40 self-reports) 2013 |
|--------|---------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| Female | 53%                       | 52%                               | 34%                               | 43%                               |
| Male   | 47%                       | 48%                               | 66%                               | 57%                               |



| RACE/ETHNICITY                 | CA Registered Voters 2012 | Santa Rosa CVAP** 2012 | Applicants (59 self-reports) 2013 | Appointees (40 self-reports) 2013 |
|--------------------------------|---------------------------|------------------------|-----------------------------------|-----------------------------------|
| Other/Multi-racial             | No Data                   | 2%                     | 3%                                | 5%                                |
| American Indian/Alaskan Native | No Data                   | 1%                     | 0%                                | 0%                                |
| Asian/Pacific Islander         | 11%                       | 5%                     | 3%                                | 5%                                |
| Black                          | 8%                        | 2%                     | 1%                                | 5%                                |
| Hispanic                       | 24%                       | 14%                    | 11%                               | 12%                               |
| White                          | 57%                       | 76%                    | 83%                               | 80%                               |

\* In some categories, the percentage shown is less than 100% due to rounding errors. It is more than 100% for 2013 Appointees because some individuals reported more than one race/ethnicity category in 2013.

\*\* CVAP stands for Citizen Voting Age Population.



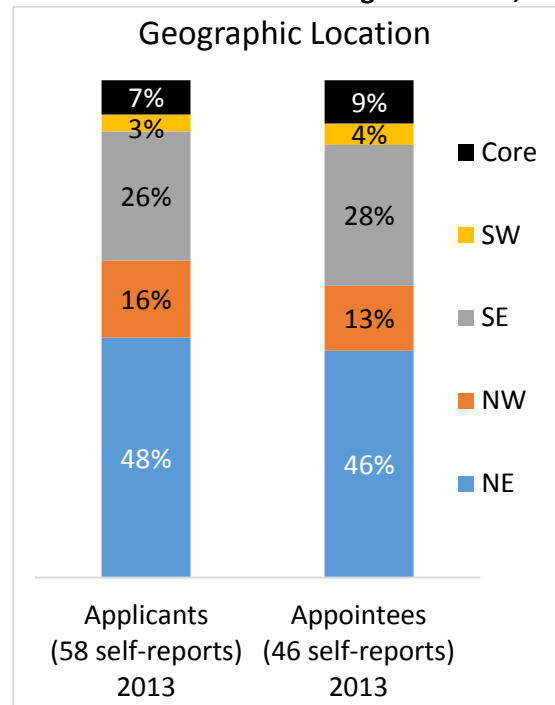
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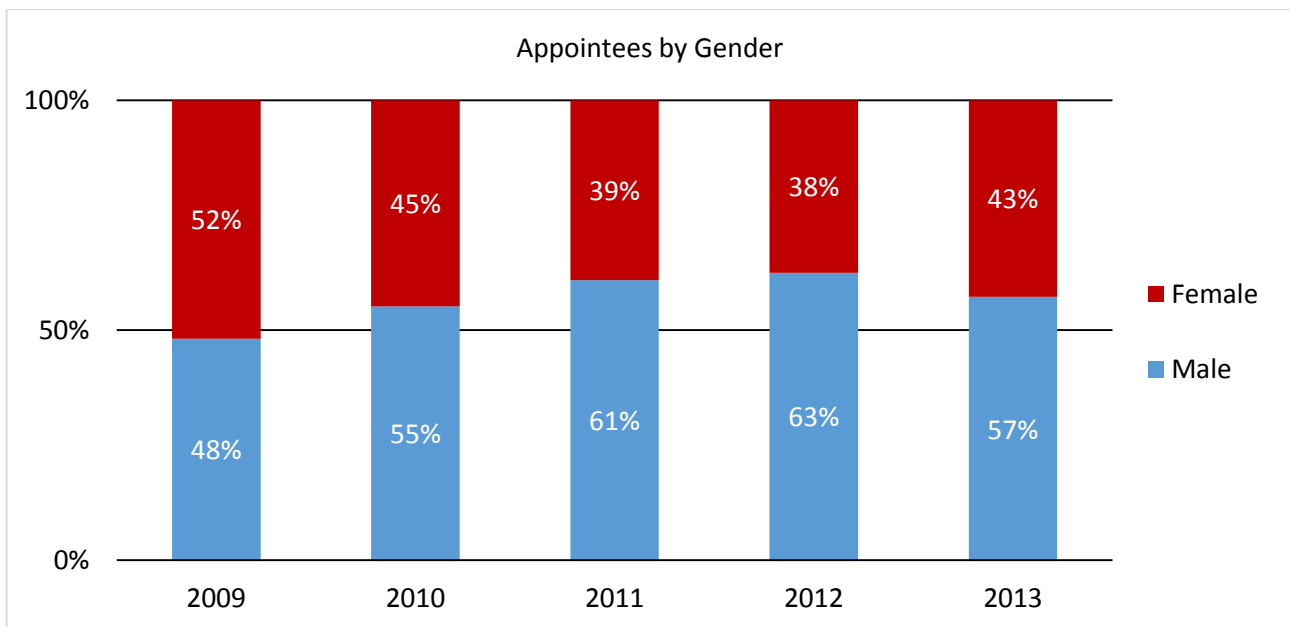
| GEOGRAPHIC LOCATION | Applicants (58 self-reports) 2013 | Appointees (46 self-reports) 2013 |
|---------------------|-----------------------------------|-----------------------------------|
| Core                | 7%                                | 9%                                |
| Southwest (SW)      | 3%                                | 4%                                |
| Southeast (SE)      | 26%                               | 28%                               |
| Northwest (NW)      | 16%                               | 13%                               |
| Northeast (NE)      | 48%                               | 46%                               |

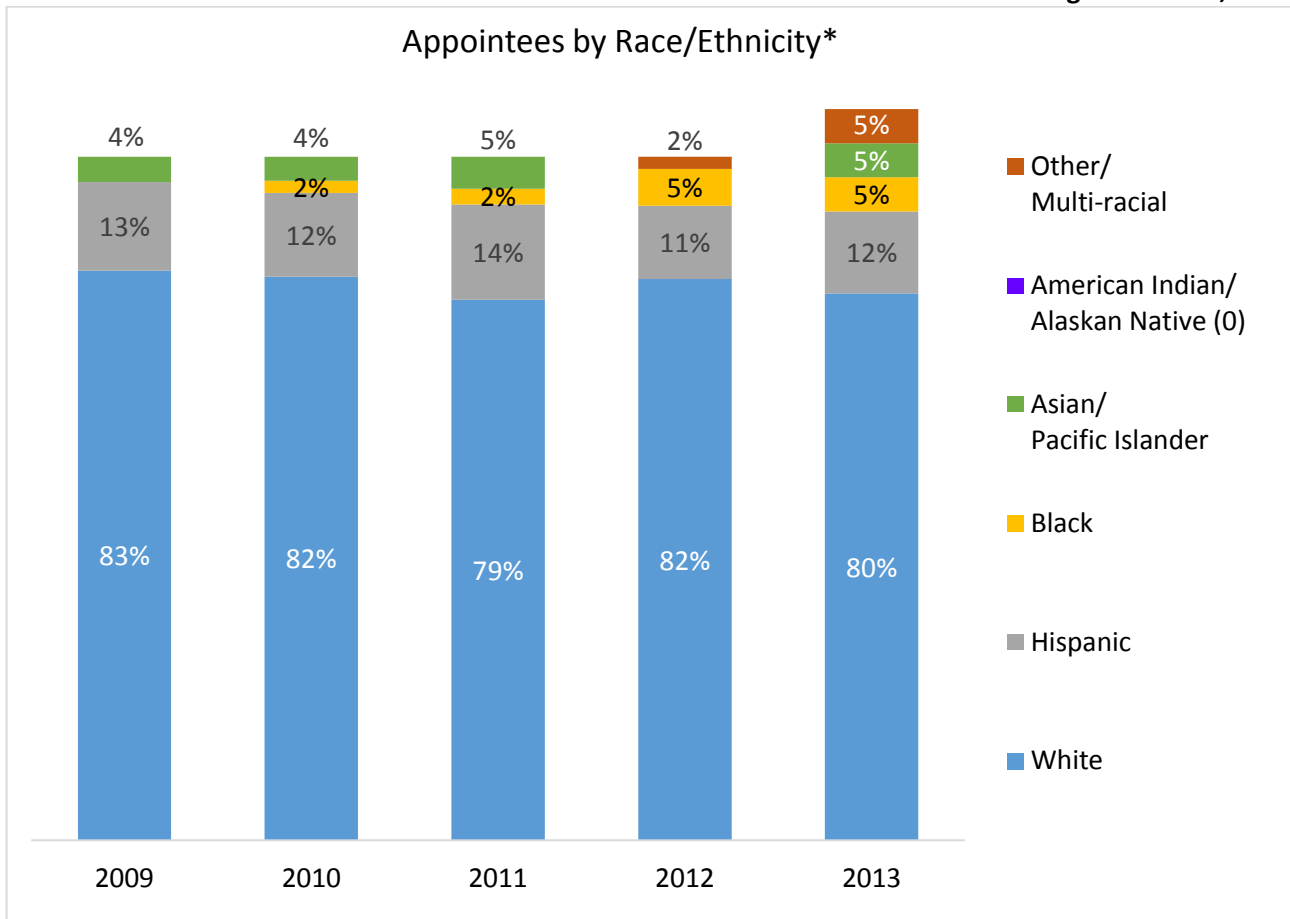
**Sources of community data: US Census Bureau**

- (1) American Community Survey, 1-Year Estimates, 2012
- (2) US Census Bureau, Voting and Registration in the Election of November 2012, Table 4b (by State)
- (3) American Survey 5-year Estimates, 2008-2012, Voting Age Population by Citizenship and Race (CVAP)

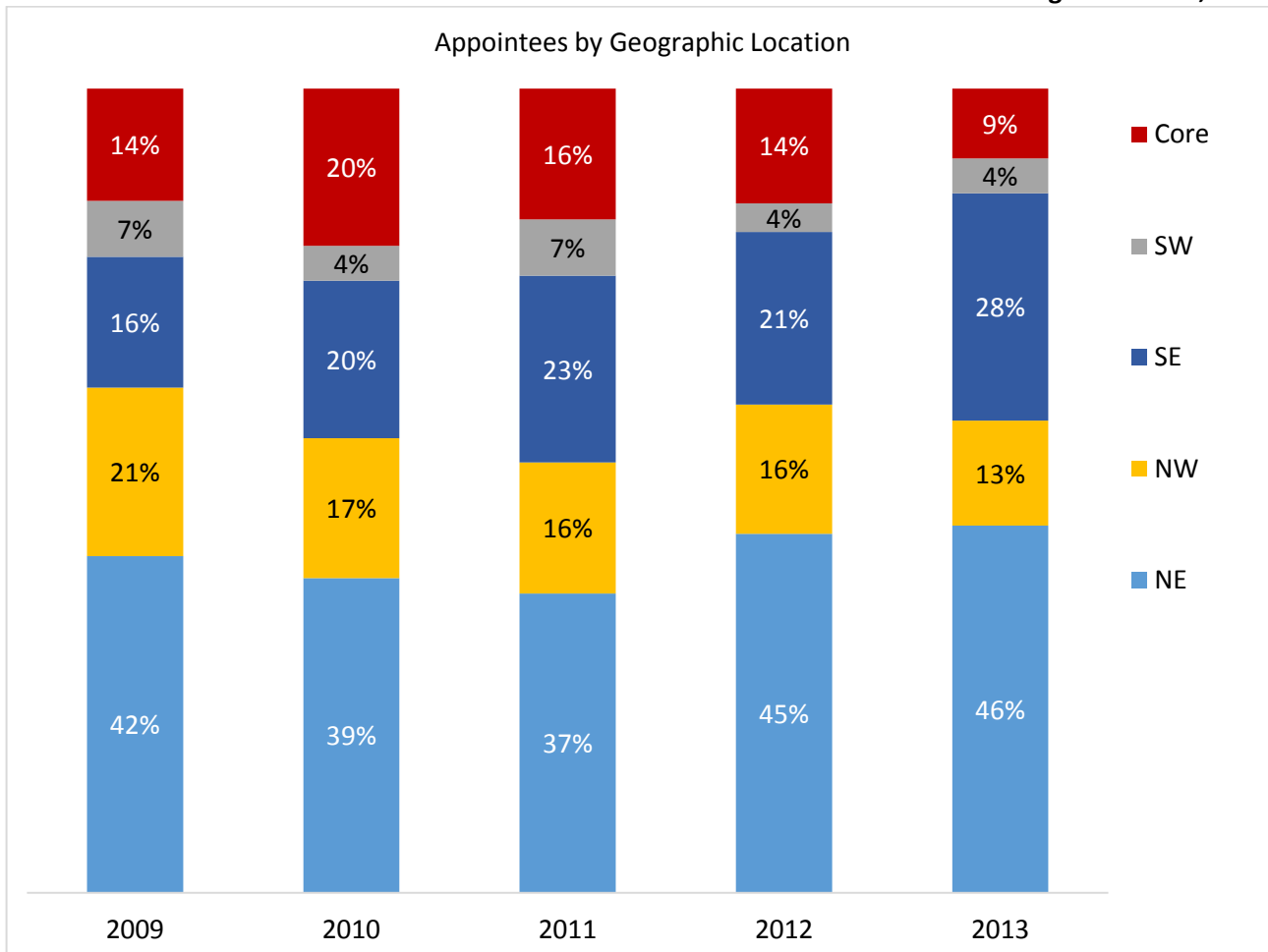


The following charts show trends in Appointee diversity from 2009 to 2013 (based on self-reports).





\* The percentage for 2013 Appointees is more than 100% because some individuals reported more than one race/ethnicity category.



The table below reflects the Appointee data used for the trend charts.

| Year | Gender |    | Race/Ethnicity |   |   |      |       |     | Geographic Location |    |    |    |   |
|------|--------|----|----------------|---|---|------|-------|-----|---------------------|----|----|----|---|
|      | M      | F  | W              | H | B | A/PI | AI/AN | O/M | NE                  | NW | SE | SW | C |
| 2009 | 26     | 28 | 45             | 7 | 0 | 2    | 0     | 0   | 18                  | 9  | 7  | 3  | 6 |
| 2010 | 32     | 26 | 47             | 7 | 1 | 2    | 0     | 0   | 18                  | 8  | 9  | 2  | 9 |
| 2011 | 28     | 18 | 34             | 6 | 1 | 2    | 0     | 0   | 16                  | 7  | 10 | 3  | 7 |
| 2012 | 35     | 21 | 46             | 6 | 3 | 0    | 0     | 1   | 25                  | 9  | 12 | 2  | 8 |
| 2013 | 23     | 17 | 32             | 2 | 5 | 2    | 0     | 2   | 21                  | 6  | 13 | 2  | 4 |

**Abbreviation Key**

Gender: M - Male, F - Female

Race/Ethnicity: W - White, B- Black, H - Hispanic, A/PI - Asian/Pacific Islander,  
AI/AN - American Indian/Alaskan Native, O/M - Other/Multi-racial

Geographic Location: NE- Northeast, NW - Northwest, SE - Southeast, SW – Southwest, C - Core