



BOROUGH OF HIGHLANDS 2023 HIGHLANDS BOARDS SURVEY RESULTS

22 Snug Harbor Avenue, Highlands NJ 07732
Wednesday, July 19, 2023 at 7:00 PM

Background and Objectives: The survey is designed to provide accurate tracking from year to year on the Diversity of the Boards, Commissions and Committees [Boards] of the Borough of Highlands. Using the survey results, the goal is to solicit membership that more precisely reflects the composition of the Borough.

Data Collection: All respondents were residents or those who work in Highlands and are members of a Board, Committee or Commission. Logistically, a survey was created for interviewing online as well as a data entry module for paper surveys. The survey's duration was an average of 1 minute. The survey was promoted through email and Board Chairs to encourage a good response. Study period was 6/18/23 through 6/30/23.

Demographics: Highlands has a population of 4,621 according to the 2020 US Census. A breakdown of diversity characteristics are listed on the next page.

Action Standard: This research will be used to provide the Mayor and Governing Body with information as to how we, as a community, should address achieving diversity that matches our demographics on our Boards in the future. These results will also be shared with Borough residents and the Team at Sustainable Jersey.

Conclusions and Recommendations: There are 65 seats on our Boards. Once we remove for duplicate members of multiple boards, we have 55 members. 55 respondents answered Q1-Q5, with only 9 who offered an open-ended response to Q6: Please let us know if you have any other comments that would be helpful regarding diversity in Highlands.

The recommendation is to continue to monitor diversity on our Boards to ensure those members accurately reflect our community. While some Boards are more diverse than others, we are close to Census figures for our town overall. The recommendation to improve better representation is to share this report with the community as well as ask more Hispanics, people of color and women volunteer to serve on our Boards, Commissions and Committees.

Another recommendation is to include a question regarding members with disabilities. Next year, we will include: "Are you a person living with a disability?" with a Yes or No response.

| 2020 Census | POP 2020 Census | % 2020 Census | Members NET After Duplicates Removed | LUB | Com | STC | EC | GT | OS | EDRB | HHA |
|--------------------|-----------------|---------------|--------------------------------------|-------|-------|--------|--------|--------|--------|--------|--------|
| Total | 4621 | | 55 | 13 | 10 | 5 | 7 | 11 | 8 | 6 | 7 |
| Male | 2449 | 53.0% | 54.5% | 53.8% | 60.0% | 100.0% | 85.7% | 18.2% | 87.5% | 50.0% | 0.0% |
| Female | 2172 | 47.0% | 45.5% | 46.2% | 40.0% | 0.0% | 14.3% | 81.8% | 12.5% | 50.0% | 100.0% |
| White | 4007 | 86.7% | 92.7% | 84.6% | 90.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 85.7% |
| Black | 88 | 1.9% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| American Indian | 3 | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Asian | 56 | 1.2% | 1.8% | 7.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Pacific Islander | 0 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Other | 139 | 3.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Two or More | 328 | 7.1% | 5.5% | 7.7% | 10.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 14.3% |
| Hispanic or Latino | 343 | 7.4% | 5.5% | 15.4% | 10.0% | 0.0% | 0.0% | 9.1% | 0.0% | 16.7% | 0.0% |
| Identify with Any | 307 | 7.2% | 5.5% | 7.7% | 10.0% | 0.0% | 14.3% | 9.1% | 0.0% | 16.7% | 0.0% |

BOARD NAME KEY

LUB – Land Use Board [combined Planning & Zoning]

COM – Communications Committee

STC – Shade Tree Commission

EC – Environmental Commission

GT – Green Team

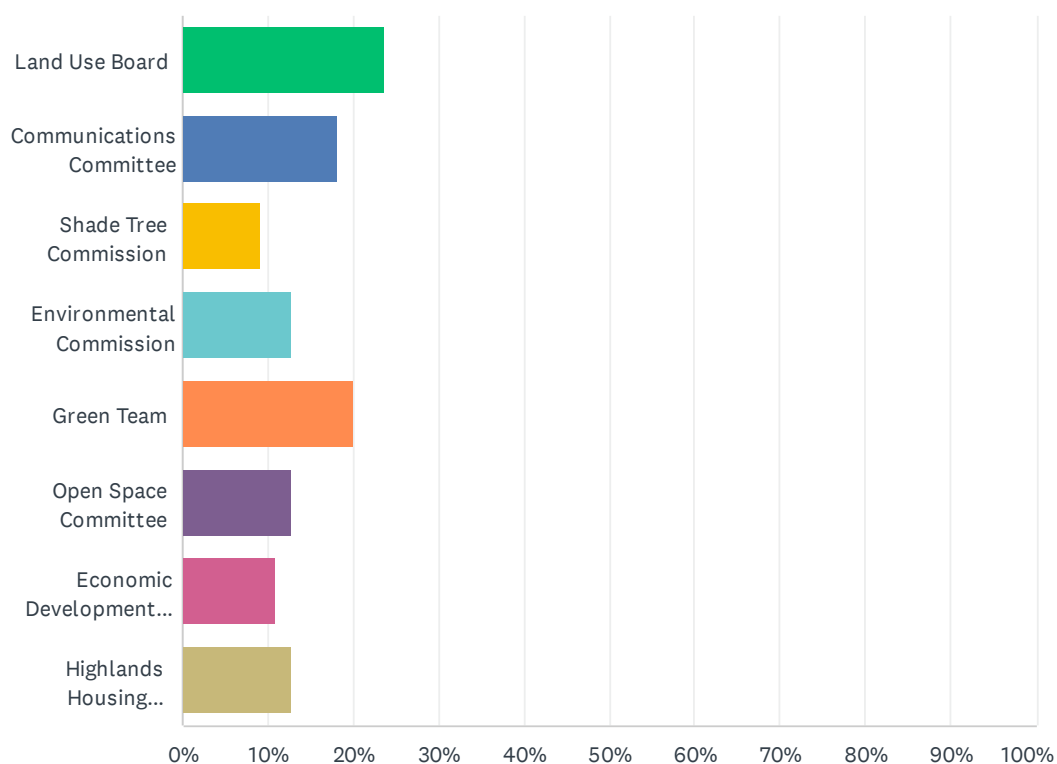
OS – Open Space

EDRB – Economic Development Review Board

HHA – Highlands Housing Authority

Q1 Which of the following do you volunteer for? Chose as many as apply.

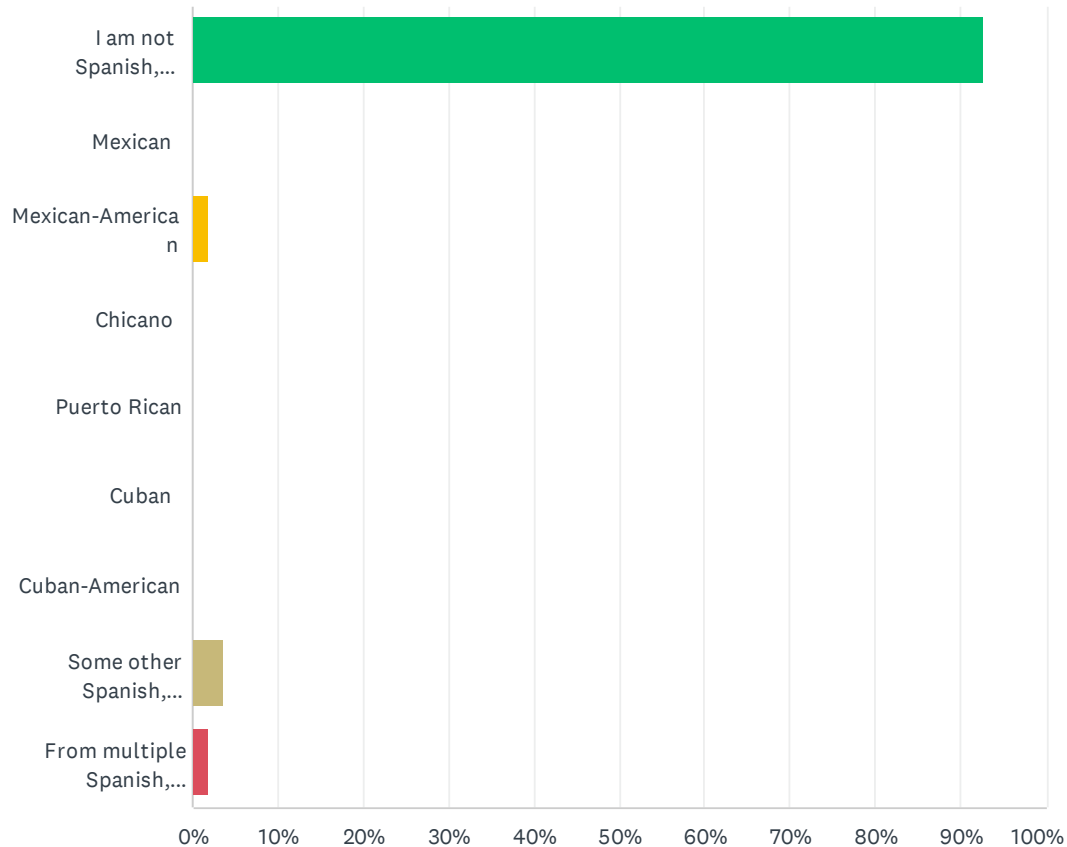
Answered: 55 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|-----------------------------------|-----------|----|
| Land Use Board | 23.64% | 13 |
| Communications Committee | 18.18% | 10 |
| Shade Tree Commission | 9.09% | 5 |
| Environmental Commission | 12.73% | 7 |
| Green Team | 20.00% | 11 |
| Open Space Committee | 12.73% | 7 |
| Economic Development Review Board | 10.91% | 6 |
| Highlands Housing Authority | 12.73% | 7 |
| Total Respondents: 55 | | |

Q2 Are you Mexican, Mexican-American, Chicano, Puerto Rican, Cuban, Cuban-American, or some other Spanish, Hispanic, or Latino group?

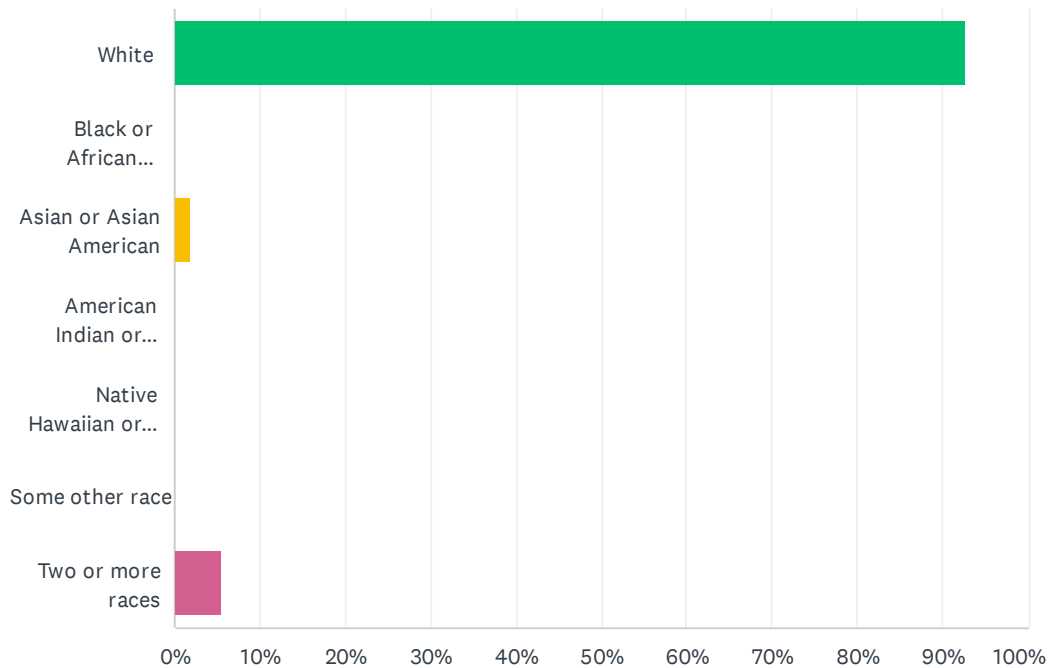
Answered: 55 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|---|-----------|-----------|
| I am not Spanish, Hispanic, or Latino | 92.73% | 51 |
| Mexican | 0.00% | 0 |
| Mexican-American | 1.82% | 1 |
| Chicano | 0.00% | 0 |
| Puerto Rican | 0.00% | 0 |
| Cuban | 0.00% | 0 |
| Cuban-American | 0.00% | 0 |
| Some other Spanish, Hispanic, or Latino group | 3.64% | 2 |
| From multiple Spanish, Hispanic, or Latino groups | 1.82% | 1 |
| TOTAL | | 55 |

Q3 Which of the following best describes your Race? Please pick one.

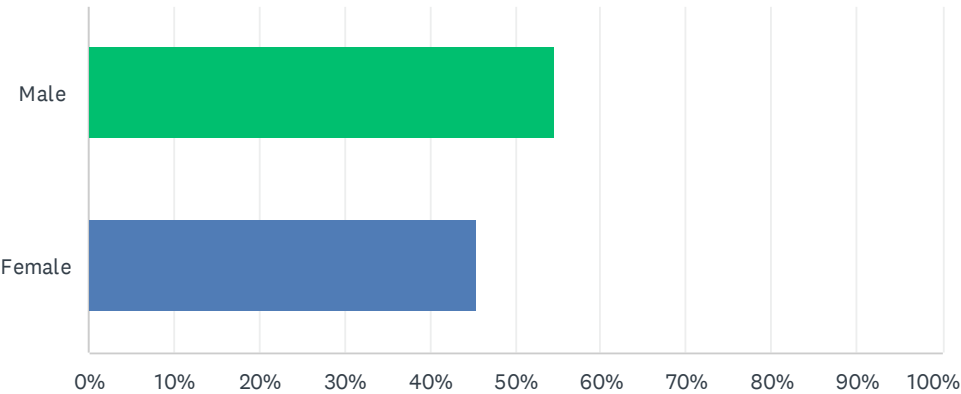
Answered: 55 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|---|-----------|----|
| White | 92.73% | 51 |
| Black or African American | 0.00% | 0 |
| Asian or Asian American | 1.82% | 1 |
| American Indian or Alaska Native | 0.00% | 0 |
| Native Hawaiian or other Pacific Islander | 0.00% | 0 |
| Some other race | 0.00% | 0 |
| Two or more races | 5.45% | 3 |
| TOTAL | | 55 |

Q4 What is your gender?

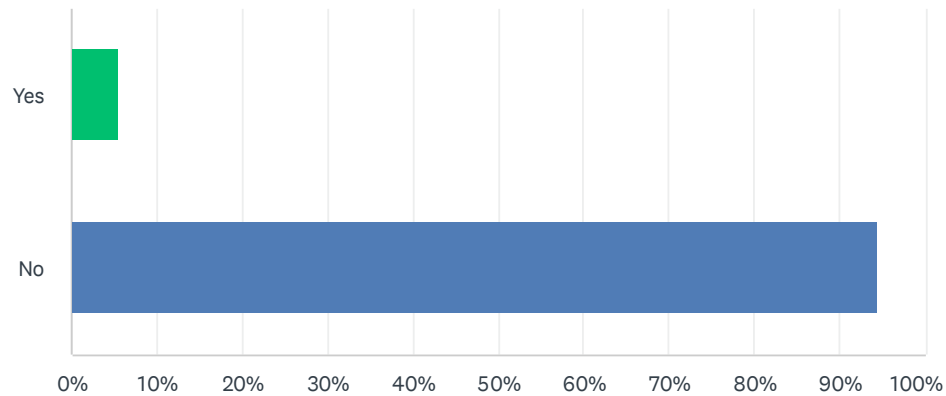
Answered: 55 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Male | 54.55% | 30 |
| Female | 45.45% | 25 |
| TOTAL | | 55 |

Q5 Do you identify as a member of the LGBTQI+ Community?

Answered: 55 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Yes | 5.45% | 3 |
| No | 94.55% | 52 |
| TOTAL | | 55 |

Q6 Please let us know if you have any other comments that would be helpful regarding diversity in Highlands.

Answered: 9 Skipped: 46

| # | RESPONSES | DATE |
|---|---|--------------------|
| 1 | I think that the mayor has done a great job ensuring diverse representation on the land use board. | 6/28/2023 7:50 PM |
| 2 | I have lived here for at least 25 years, I finally see inclusion and acceptance. I feel very proud to live here in Highlands. | 6/25/2023 2:07 PM |
| 3 | I feel that this survey design needed work. Also, how did this originate and to what purpose will the results be used? The validity of the interpretation of this survey would be improved by defining all the aspects of diversity and the specific demographics of Highlands. | 6/23/2023 9:23 PM |
| 4 | For full diversity, you should be mindful of including people with disabilities as well. Thank you for your efforts to include EVERYONE. | 6/23/2023 2:20 PM |
| 5 | Mo | 6/22/2023 6:59 PM |
| 6 | No comment. | 6/22/2023 12:50 PM |
| 7 | The reality is that racism in Highlands is rampant in old time residents. Any time a group of old time residents gets together to gossip and discuss the past, the n word comes out. I'm a 25 yr resident, I've been avoiding group discussions because of this | 6/21/2023 6:22 PM |
| 8 | Highlands has become a diverse community that is very welcoming to newcomers, and those who drop in to walk, eat, shop, rent/ride bikes and attend events. Love living here! | 6/19/2023 4:30 PM |
| 9 | Thanks for doing this. | 6/19/2023 12:26 PM |