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Executive Summary

During the fall 2010 semester, five graduate students in the CRP 6311 course, entitled Consulting for Nonprofit and Government Organizations, worked with community leaders in Tompkins County to implement the Social Capital Community Benchmark Survey, which was created by Harvard University's John F. Kennedy School of Government. This survey is intended to measure progress regarding race and ethnic relations in communities. With the dedicated perseverance of John Neuman (project sponsor) and critical support of a small group of community leaders, we implemented the survey in Tompkins County.

Tompkins County is not as racially diverse as the majority of New York State and the United States as a whole; however, entities such as county and local government, community organizations, and institutions of higher learning all help promote diversity. Generally, race and ethnic relations in Tompkins County are positive, but incidents that spark tension occur now and again. Eventually, tensions settle and life normalizes, but there always seems to be a slight undercurrent remaining. Prominent recent incidents include the stabbing of Charles Holiday, the harassment of Epiphany Kearney, and the killing of Shawn Greenwood. Community leaders are trying to alleviate racial tensions and thus are implementing the Social Capital Benchmark Survey in the community as an effort to gauge how best to go about these improvements.

In 1999 and 2000, Harvard developed and implemented a survey to measure social capital. Social capital is defined as the social networks and reciprocity from them. This survey, which is the largest investigation of civic involvement in the United States, was conducted by phone nationally and in over 40 communities in 29 states.

On a more local level, with 601 respondents, the minimum sample population to achieve statistical significance has been exceeded. Overall, the respondents represent the population of

Tompkins County. Some of the key takeaways from the survey results were that generally, there is substantial level of trust in Tompkins County. The majority of people in Tompkins County are politically active and liberal. In addition, they are involved in the community and are social. They also tend to be happy and healthy, and do well socio-economically.

In this report, the students are making multiple recommendations: preserving the contacts and relationships that the students helped create and keeping the survey open for an extended period of time. In addition, Tompkins County should learn from the experiences of other communities and implement similar programs (if applicable). For more recommendations, please refer to this report's Recommendations section, beginning on page 74.

Literature Review

Introduction

In recent years, there have been a number of incidents of racial violence and tension throughout Tompkins County. Attempts at dialogue to determine and address the underlying causes and possible remedies have been unsuccessful to date. As a result, leaders in the community have asked the consulting SAT group to conduct a survey on social capital as a catalyst to open discussion among members of the County who would like to improve racial and ethnic relations. This group used Harvard University's Social Capital Community Benchmark Survey, which was developed and implemented in 1999 and 2000, and has since been used nationally in many communities.

Tompkins County

Demographic Data – Diversity and Race

Tompkins County is less racially diverse than much of New York State and the United States as a whole. In 2009, of the 101,779 residents in Tompkins County, 84.1 percent was Caucasian, four percent was African-American, 0.4 percent was Native American, and 9.2 percent was Asian. While 2.3 percent considered themselves to be members of two or more races, 4.0 percent identified as being of Hispanic or Latino origin.ⁱ The biggest city in Tompkins County is the City of Ithaca. The population of Ithaca fluctuates throughout the year due to students moving to and from the area. Ithaca is more diverse than the County as a whole. In 2000, out of 29,287 residents in Ithaca, 74 percent was Caucasian, 6.7 percent was African-American, 0.4 percent was Native American, 13.7 percent was Asian, and 0.1 percent was Native Hawaiian and other Pacific Islander. Meanwhile, 3.4 percent reported being of two or more

racess, and 5.3 percent considered themselves to be of Hispanic or Latino origin.ⁱⁱ More recent census information for Ithaca is not yet available. Hence, two different years are used.

New York State is slightly more diverse than the United States. In 2009, 19,541,453 people live in New York State, and 307,006,550 lived in the United States. The New York State demographic data are as follows: 73.4 percent Caucasian, 17.2 percent African-American, 0.6 percent Native American, 7.1 percent Asian, 0.1 percent Native Hawaiian and other Pacific Islander, 1.6 percent two or more races, and 16.8 percent of Hispanic or Latino origin.

Meanwhile, comparable data of the United States is: 79.6 percent Caucasian, 12.9 percent African-American, 1.0 percent Native American, 4.6 percent Asian, 0.2 percent Native Hawaiian and other Pacific Islander, 1.7 percent two or more races, and 15.8 percent of Hispanic or Latino origin.ⁱⁱⁱ

Local Efforts to Promote Diversity

Governments and nonprofit organizations in the Tompkins County have worked to improve inclusion and diversity. Emphasizing the importance of diversity, the front page of the website of Tompkins County states, “Tompkins County Inclusion through Diversity.”^{iv}

Furthermore, the Tompkins County Legislature contains a Workforce Diversity and Inclusion Committee. On July 5, 2005, that legislature issued a diversity statement.^v Ithaca also created a Workforce Diversity Advisory Committee that developed a plan about multiculturalism. In addition, the City has instituted staff development programs for senior officials about diversity.^{vi}

The City of Ithaca’s Board of Public Works is creating the MLK Freedom Walkway, part of which will be in downtown Ithaca. This walkway will identify historically important locations in Ithaca that are associated with African-Americans. This walkway was the alternative to the

contested proposal of renaming State Street after Dr. Martin Luther King Jr. Despite complaints,^{vii} parts of State Street were named Martin Luther King Jr. Boulevard.^{viii} People believe that renaming the street would be required to fight racism in Ithaca. Complaining about the slow response of Ithaca to such a proposal, Geno Bush, who is a community activist, said “There are racial underpinnings in the city.”^{ix} He also said that African-Americans encounter a lack of representation in Ithaca. He mentions many African-Americans facing racism. For example, the manager of a restaurant on State Street removed an African-American from that eatery because the manager felt that the patron’s shoes “were too gangster.”^x

Various organizations and cultural events attempt to bridge communications between different ethnic groups in the County. Such organizations are the Diversity Consortium of Tompkins County, the Greater Ithaca Activities Center, the Multicultural Resource Center,^{xi} the Skilled Trades Diversity Council^{xii} the Race Liberation Alliance,^{xiii} and the Village at Ithaca.^{xiv} The Multicultural Resource Center holds Talking Circles on Race & Racism, a five-week long program where between ten and sixteen racially diverse individuals talk about racial issues.^{xv} In addition, there are some Latino,^{xvi} African-American, and Asian^{xvii} groups that cater towards specific ethnic concerns. Opened in June 2009, Ithaca’s Congo Market, which is open on Friday afternoons during the late spring and summer, honors the history of African-Americans. Fruits, vegetables, Latino food, and other merchandise are sold there. This market is at Southside Community Center,^{xviii} which since its creation in 1934 has had the mission to empower African-Americans of greater Ithaca.^{xix} Multicultural events in Tompkins County include the First Peoples’ Festival (A Celebration of Indigenous Culture), Martin Luther King Jr. Day of Celebration, and the Annual Sister-Friends Luncheon.^{xx} For at least two years, the Race

Liberation Alliance, which discusses racism as a reality and which attempts to undo racism, hosted the Block Party to create unity.^{xxi}

Cornell University and Ithaca College also strive to improve diversity. Consequently, all Cornell governing bodies have endorsed the following Statement on Diversity and Inclusiveness: “Open Doors, Open Hearts, and Open Minds.”^{xxii} In addition to having offices, programs, and student groups centering on certain regions of the world and particular ethnic groups, Cornell has at least two campus-wide committees focusing on multiculturalism – the Joint Assembly Multicultural Issues Committee and the University Diversity Council. However, Nathan Shinagawa, a Cornell alumnus who serves on the Tompkins County Legislature,^{xxiii} says that university officials use committees to lower student complaints without doing anything else.^{xxiv} For an example, through Cornell’s American Indian Program (AIP), students work with the Cayuga Nation,^{xxv} which was a tribe of the Iroquois League^{xxvi} and whose homeland encompasses Cornell’s campus. At the Cayuga SHARE Farm, Cornell students, staff, faculty members, and others from nearby universities help harvest food and socialize with members of the Cayuga Nation. At the AIP Tutoring Program at LaFayette High School, Cornell students serve as instructional aides and friends to Native American teenagers.^{xxvii} Cornell’s diversity-related offices and groups sponsor various cultural celebrations, lectures, concerts, and other events.

Like Cornell, Ithaca College has multicultural groups and holds various related events, such as theme months for Latinos, Native Americans, African-Americans, and Asian-Americans.^{xxviii} Ithaca College has multicultural-related offices, including the Center for the Study of Culture, Race, and Ethnicity^{xxix} as well as the Office of Student Engagement and Multicultural Affairs.^{xxx} In 2009, the Diversity Awareness Committee^{xxxi} at Ithaca College

launched an effort to promote diversity in Ithaca College in part through a poster campaign that was suspended due to complaints by students and staff.^{xxxii} Some critics felt that that campaign decreases the significance of race as a function of diversity.^{xxxiii}

Tompkins Cortland Community College (TC3)^{xxxiv} also values diversity. Like many colleges and universities, TC3 has some student cultural groups.^{xxxv} TC3's Office of Multicultural Affairs holds programs and events, including the Student Diversity Leadership Retreat.^{xxxvi}

Generally, race and ethnic relations in Tompkins County are positive only with a few issues. However, problems will occasionally arise, particularly in schools. The racial and socioeconomic differences in the Ithaca City School District are similar to situations in many other college and university towns.^{xxxvii} After certain events occur and cause tension, things seem to die down after a while.^{xxxviii} For a long time, racially-charged incidents have occurred at the Ithaca High School. Within the past few years, around half of the school's student body did not go to school due to fears of possible violence and a potential list that would target minority whistleblower students. Some students feel that the school punishes minority students more harshly than Caucasians, but school officials deny that claim.^{xxxix} What happens in the schools could mirror general community relations. In fact, Joseph Wilson, Principal of the Ithaca High School, said, "There is a long history here in Ithaca of racial division, some of which plays out at the high school and some of which plays out elsewhere."^{xl} Multiple reports and meetings have centered on race issues and Ithaca High School.^{xli} Such reports include "Final Report: Race and Education Ithaca High School"^{xlii} and "A Retrospective Study of the Impact of Race and Class on Academic Success at Ithaca High School."^{xliii}

Specific Incidents

A few recent incidents in particular have sparked racial tensions in the County. On February 18, 2006,^{xliv} Nathan Poffenbarger,^{xliv} a Caucasian male who yelled racial remarks stabbed^{xlvi} Charles Holiday,^{xlvi} an African-American male Union College student on West Avenue^{xlvi} on Cornell's West Campus. In late February 2006, students held a rally on Ho Plaza to encourage the Cornell administration to handle racism on campus. At that gathering, students launched the Campaign to End Violence and Institutional Racism at Cornell, and they stated that the stabbing was not an isolated incident. Michelle Berry, then-member of Ithaca's Common Council said that notwithstanding support of students, administrators have not addressed racism at Cornell.^{xliv} Poffenbarger pled guilty in this case. Discussing this incident, Gwen Wilkinson said, "This is possibly the first felony conviction for a hate crime in Tompkins County."^l

Another racially-tinged incident that sparked nationwide publicity was the harassment of Epiphany Kearney, an African-American female,^{li} in 2005. Starting in the beginning of 2005, Caucasian boys threatened, punched, spat on, and said racial slurs to Kearney on a school bus. It took five months for district officials to end the harassment. Results of this treatment included suspensions, criminal charges for two young people, and Amelia Kearney (Epiphany's mother) filing a complaint with the Tompkins County Human Rights Commission (Commission). That commission found that^{lii} the Ithaca City School District^{liii} violated state human rights law, but attorneys for the school board argued that the school is not subject to that law. Shawn Martel Moore, the Commission's director, said that such an exemption would prevent students from complaining to the State Division of Human Rights about harassment.^{liv} In court, the district admitted to not doing enough to protect Epiphany Kearney from this racial harassment in the 2005-2006 school year.^{lv} Amid the court case, *Amelia Kearney vs. Ithaca City School District*,^{lvi}

students, parents, and other community members protested at the school and other locations. In response, students in the local high school created a list of Epiphany Kearney supporters who might be attacked on the following day.^{lvii} The case went through various courts, reaching the New York State Supreme Court, which on September 11, 2007, said that the Human Rights Division has jurisdiction over the case.^{lviii} However, on October 9, 2009, the Tompkins County Supreme Court dismissed the Kearney case based on a decision of an appellate court. That decision stated that the Human Rights Division does not have jurisdiction over public school districts.^{lix}

An additional recent race-related incident recounts to the shooting and killing of Shawn Greenwood. On February 23, 2010, police officers tried to conduct a search warrant on Greenwood regarding a narcotics case near Pete's Grocery. Since Greenwood refused to leave his vehicle, the police officers tasered him. In turn, Greenwood drove onto a curb and hit an officer. When Greenwood continued driving, Ithaca Police Sgt. Bryan Bangs, a Caucasian police officer, shot, and killed Greenwood. This deadly and tragic incident left Ithaca community members divided about race once again.^{lx}

While some community members thought that race did not have anything to do with this shooting, others disagreed.^{lxi} A Tompkins County grand jury did not find a basis to prosecute Bangs, who had acted in self-defense. Testimony and evidence showed that Greenwood was in possession of a significant amount of cocaine. On July 11th, Bangs' house was burned down. The Ithaca Common Council, the Ithaca Police Benevolent Association, and the Community Leaders of Color issued statements opposing violence against Bangs. The Tompkins County Red Cross pledged to help Bangs' family. In August, a fundraiser for the Bangs Relief Fund occurred. The community is upset about the incident and the responses of local government officials. This

incident and its aftermath prompted Ithaca residents to state that there is racial and class segregation in Ithaca. They also feel that racial issues will continue to be a major issue in the future. Meanwhile, the Ithaca Police Department started a community relations program to reduce any problems in the future.^{lxii}

Community Leaders

Over the last few years, several community leaders have worked on improving race and ethnic relations in Tompkins County. On April 24, 2008, a forum about how to improve social relationships relative to class and other factors in Tompkins County was held in the History Center in Tompkins County. People had come up with a variety of feasible ideas for how to improve the community with better training and other tactics. However, many of the ideas were not implemented. The main impediment facing the community leaders in working on diversity issues is human capital, not financial resources.^{lxiii}

Major community leaders, who have been working on race and ethnic relations in Tompkins County, include Professor John Neuman; George P. Ferrari, Jr.; Alan Pedersen; Jean McPheeters; Laurie Linn; and Sarah Reistetter. John Neuman is a visiting Senior Lecturer of Management and Organization at Cornell's Johnson School of Management, and the President & CEO of 1492 Consulting Group (1492). Founded in mid-2000,^{lxiv} 1492 is an international management consulting firm based in Ithaca. Neuman has substantial experience as a consultant which includes being a partner at McKinsey & Co. His clients have come from a variety of industries and institutions, including retail, health care, government, and non-profits. Neuman currently serves on multiple boards, such as that of the Chamber of Commerce. In addition, Neuman has written many publications and gives numerous public speeches.^{lxv}

Since 2005, George Ferrari has been the Executive Director of the Community Foundation of Tompkins County. He attempts to create community change via philanthropy and grants. Similar to Neuman, Ferrari has served on multiple boards. While working in non-profit organizations that help individuals and improve the community as a whole, he has also founded AIDS WORK of Tompkins County.^{lxvi}

Alan Pedersen is the Vice President Human Resources^{lxvii} of Cayuga Medical Center in Ithaca.^{lxviii} He is also the new United Way of Tompkins County (United Way) 2010-11 Campaign Chair.^{lxix} United Way consists of organizations that provide services and raise money^{lxx} for community programs.

Since January 2000, Jean McPheeters has been the President of the Tompkins County Chamber of Commerce (Chamber), which represents businesses in Tompkins County. In the past, she has worked for U.S. Congressman Maurice Hinchey, U.S. Congressman Matthew McHugh, and other offices. In addition, she serves on multiple boards.^{lxxi} McPheeters and the Chamber have also worked on diversity issues. Six major employers created the “All Things Equal” weekly radio program. This show runs at 8:30 a.m. on Tuesdays and probes multicultural and ethnic topics.^{lxxii} The Chamber developed a declaration of shared values, a statement on values that are shared by the community and the employer.^{lxxiii} More than seventeen businesses have signed the document.^{lxxiv}

With over 29 years of experience in the field, Laurie Linn is the President of the Communiqué design and marketing firm. She has consulted for Citibank, Chase, Bank One, and smaller entities throughout the world.^{lxxv} In addition to having served as the Chair of the Chamber and President of the Tompkins County Community College Foundation Board,^{lxxvi} she is serving on the boards of directors for the Tompkins County Area Development and United

Way. She has won multiple awards,^{lxxvii} including the Woman of the Year award from the National Association of Professional and Executive Women.^{lxxviii}

Sarah Reistetter serves many roles in Tompkins County. Aside from working at the MRC, she is also the Diversity & Inclusion Special Projects Coordinator at the Cornell Cooperative Extension Tompkins County.^{lxxix} In addition, she helps with the Tompkins County Diversity & Inclusion Committee.^{lxxx}

These community leaders have tried to find ways to quantify ethnic and racial relations in Tompkins County to develop programs more efficiently. For example, in recent years, the United Way of Tompkins County^{lxxxi} conducted the Compass One and Compass Two surveys. However, the survey oversampled some groups, the elderly and the poor. Some surveys were administered through the Internet, phone, finding people at food banks, and other methods.^{lxxxii} Major topics in the Compass II-2.0 Interim report include labor, education, environment, health care, housing, quality of life, crime, social subjects, discrimination, and transit.^{lxxxiii}

Pedersen, Ferrari, and Neuman served on a benchmarking committee. Pedersen found the Social Capital Community Benchmark Survey, which is attractive because it focuses on the entire community. That survey is the way of getting at the issues of social capital, which is part of the problem in Tompkins County. It was Neuman's idea to contact the Cornell Institute for Public Affairs (CIPA).^{lxxxiv} CIPA students are working with the client group on this project.

The Social Capital Community Benchmark Survey

Survey and Social Capital

In 1999 and 2000, responding to community foundations' requests, the Saguaro Seminar at the John F. Kennedy School of Government at Harvard University (the Kennedy School) developed the Social Capital Community Benchmark Survey (the Social Capital Survey) with the assistance of a Scientific Advisory Group that included specialists in social capital. According to the Kennedy School, social capital can be defined as "social networks and the norms of reciprocity that arise from them."^{lxxxv} An increased amount of social capital leads to positive results, including higher education, better functioning government, quicker economic growth, and a smaller amount of crime.

The Social Capital Survey is the largest scientific investigation of civic involvement in the United States, and it also is the first time a major survey that measures social capital on a community level.^{lxxxvi} The goals of the survey are to help researchers measure social capital in communities, i.e. measure progress towards making improvements regarding racial and ethnic relations.^{lxxxvii}

The Harvard Social Capital Survey drew upon the Social Capital Measurement Workshop at Harvard University in October 1999, the work of Professor Robert Putnam, and the Saguaro Seminar's Better Together report.^{lxxxviii} Founder of the 'Saguaro Seminars' and the 'Saguaro Seminar: Civic Engagement in America,' Putnam has written extensively on social capital.^{lxxxix} The three main parts of Putnam's view of social capital are moral responsibilities, social values, and social networks. His main thesis is that social capital can arise from a region having a well-operating economic network and with much political involvement.^{xc} Less prominent^{xcii} major authors of social capital include Pierre Bourdieu and James Coleman.^{xcii}

Bourdieu defines social capital in the following way: “Social capital is the aggregate of the actual or potential resources which are linked to possession of a durable network of more or less institutionalized relationships of mutual acquaintance and recognition.”^{xciii} Coleman’s definition is: “Social capital is defined by its function. It is not a single entity, but a variety of different entities, having two characteristics in common: they all consist of some aspect of a social structure, and they facilitate certain actions of individuals who are within the structure.”^{xciv}

The Social Capital Survey measures the following aspects of social capital:

- Trust
- Diversity of friendship
- Political participation
- Civic leadership and associational involvement
- Informal socializing
- Giving and volunteering
- Faith-based engagement
- Equality of civic engagement
- Variation between communities

Communities can be referred to as being high- or low- in social capital. The types of trust are social trust and inter-racial trust. A main point of social capital is whether one can trust other people. This trust is often created through common participation in groups and activities.

Research says that it is harder to build social capital in racially diverse locations. The measure of inter-racial trust is a proxy for the well-being of racial relations. The diversity of one’s social networks is important to his/her levels of social trust. Conventional political participation and

protest politics participation are two types of political participation. In turn, community engagement can be measured by a person's political involvement.^{xcv}

As previously stated, the Social Capital Survey measures other types of social capital. Usually, many people get involved locally by participating in groups of importance to them. Engagement is measured through civic leadership and associational involvement. Informal socializing also plays a role in social capital. While some individuals form social connections through formal memberships, others create such links by informal friendships. Giving to charity and volunteering is another way that people express their concern.

Another major part of social capital in the United States is religion. Roughly half of social capital involvement is related to religious activities. In some communities, the wealthier, more educated, and Caucasian residents participate more in civic activities than others.

Survey Findings

In 2000, the Social Capital Survey was conducted for the first time. From July 2000 through November 2000, Taylor Nelson Sofres Intersearch Corporation (the Corporation) administered the survey to 3,000 people nationally.^{xcvi} The survey was implemented by telephone using random dialing and averaged 26 minutes. In addition to the national survey, 40 communities in 29 states conducted their own surveys, resulting in a total sample population of 26,200 people.^{xcvii} The Corporation and some communities over-sampled African-Americans and Hispanics,^{xcviii} and community samples included at least 500 interviews.^{xcix}

The results of the Social Capital Survey show the challenges of building social capital in a diverse community. As a community becomes more diverse, its residents are less likely to trust other people, to connect with others, to participate in politics, and to connect across class lines.

The lack of trust between people extends to their own ethnic group. In diverse communities, residents have fewer friends, socialize less, and have a reduced feeling of community. Residents of these communities are more likely to think that the leaders of those communities do not care about them.^c

The Social Capital Survey also shows the social distribution of social capital. The results of the survey showed that Americans who do not have access to financial and human capital, have fewer opportunities to obtain social capital. Ethnic diversity differentiates communities in which class differences in community engagement are the largest. This survey shows a link between community connectedness and happiness. Social connectedness matters more to the quality of life than income or education.^{ci}

The Social Capital Survey was conducted in 40 local communities^{cii}, including nearby Rochester, New York. The survey yielded varying results. For example, residents in Rochester are more trusting and a little more tolerant than people general.^{ciii}

The Federal Government

The federal government has tried to increase social capital and measure such capital directly.^{civ} This interest has been fostered by the publication of Robert Putnam's book Bowling Alone in 2000, the creation of the Social Capital Survey, and the tragedies of September 11, 2001. The United States has tried to increase community involvement through the Freedom Corps, the homeland security grant programs, and increases in civic education.^{cv} The Census Bureau's Current Population Survey (CPS), which since 1947 has been the main source of information about labor in the United States, was the top choice for a social capital data

collection tool,^{cvi} but the CPS was not chosen because of the CPS's time constraints, not asking about major parts of social capital, the use of proxy interviews, and other concerns.

Alternative federal data collections that could be used instead of CPS in order to retrieve social capital information could be the Justice Department's National Crime Victimization Survey, the Education Department's Adult Education and Lifelong Learning Survey,^{cvi} the Census Bureau's American Community Survey, the Census Bureau's American Time Use Survey, the National Science Foundation's Federal Social Survey, and the National Science Foundation's American National Election Survey. Federal policymakers are able to influence the questions on those surveys, but the following two other data collections could also be used:^{cvi} the Social Capital Survey and the Giving and Volunteering in the United States. The Roper Center and the Gallup Organization also conduct some social capital-related surveys.^{cix} Although there have been improvements, accurately measuring social capital is still difficult.^{cx}

Limitations of Surveys

While surveys can be useful in the collection of data and can be cost efficient, they have flaws. The limitations of surveys have been widely documented. A survey only collects information about the questions that are asked.^{cx} The way a question is phrased might affect how a person answers it.^{cxii} In other words, at times, respondents give extremely different answers depending on the phrasing of a question. The choice of answers for a question might not be an accurate representation of one's true answer to that query.

Often, people lie on surveys. When completing surveys, people brag about their behavior. Many times, people increase their own status while deflating others' statuses. People lie about themselves in surveys perhaps because they do not want others to know something about

them.^{cxiii} An application of such lying is the Bradley Effect, which is the tendency of non-Caucasian political candidates to do better in public opinion polls than in actual elections when running against Caucasians. An explanation for that effect is that voters may not want to admit to going to vote against an African-American candidate because they do not want to be thought of as racist. This effect seems to be decreasing in the United States.^{cxiv}

Methodology

In order to have accurate data, the surveys were distributed in such a way that the population of the County would be adequately represented. Through our contacts, e-mail databases, and distributing fliers at events, we feel that we have encompassed the demographics of the County.

Main Groups

The three main groups working on this project are the Survey and Analysis Team (SAT), the Core Client Group (CCG), and the Community Resource Council (CRC). The SAT includes Lincoln Bent, Miriam Edelman, Xuelai Li, Tamara Struk, and Atsuki Takahashi from CRP 6311. Shannon David from SUNY Binghamton is also a member of this team.

The Core Client Group includes George Ferrari, Jr., Executive Director of the Community Foundation of Tompkins County; Professor John Neuman, Founder and CEO of 1492 Consulting; Jean McPheeters, President of Tompkins County Chamber of Commerce; Alan Pedersen, Vice President, Human Resources, of Cayuga Medical Center; Laurie Linn, President of Communiqué; and Sarah Reistetter, Coordinator, Diversity Inclusion Projects Coordinator of the Multicultural Resource Center. The CCG helps the SAT by providing useful resources and

by identifying other community leaders for the CRC. Some members of the CRC are part of the Tompkins County Legislature.

Outreach

The SAT and the CCG have worked together to conduct outreach to contacts who could recruit potential respondents and volunteers. If time allows, the volunteers would help with the implementation of the survey, and the CCG will decide if volunteers will do subsequent data analysis.

The SAT has also communicated with Tompkins County community organizations, including the Multicultural Resource Center, the Greater Ithaca Activities Center, the Ithaca Asian American Association, and the Latino Civic Association of Tompkins County. The SAT also has been in contact with various groups at Cornell, Ithaca College, and TC3.

Implementation of Survey

The SAT decided it was most efficient and reasonable to implement a shorter version of this survey. Answering the survey of 48 questions takes approximately seven to ten minutes. Due to the limited time and resources of the team, this survey is distributed only in English. However, in the future, this survey could be translated into different languages, thus better reaching some of the community.

The survey is being distributed in a variety of ways: online and in-person. As people have different resources, it is essential to conduct the survey in multiple ways. For example, as time passes, people are less likely to have land lines and are more likely to have the Internet. Thus, the survey is conducted on the Internet, not on the phone (which is how the Social Capital Survey of

2000 was implemented). The link to the online survey has been sent by e-mail to the listservs of groups that the SAT has communicated with. The goal was to have at least 383 responses by sometime in November.

In order to protect the confidentiality of responses, the SAT and the CCG are careful with distribution of surveys. The SAT ensures confidentiality of respondents by working with other groups to gather survey responses.

Events

The survey is being made available at various local events, including community concerts. Members of the CCG have distributed surveys at their meetings in rural areas of Tompkins County. Surveys were also available for completion at GIAC as well as restaurants and grocery stores.

The SAT has also conducted outreach at local events. On the evening of October 23, 2010, at St. Paul's United Methodist Church, members of the SAT team conducted outreach about the group's survey at the reception immediately preceding the Village at Ithaca's Lift Every Voice Concert fundraiser. The SAT placed fliers on the tables of the Tompkins County Chamber of Commerce and of various local organizations, and it made valuable contacts with representatives of various local organizations. The contacts discussed their plans to take the survey and to inform their colleagues and members of their congregation about it. In addition, fliers about that survey were distributed at the Men of Color Council's "In the Midst of it All: A Networking Opportunity" event on November 20, 2010, and at Cornell Middle Eastern & Mediterranean Music Ensemble's fall concert on November 21, 2010.

Target Respondents and Sample Size

The Social Capital Community Benchmark Survey specifically targets respondents 18 years old or older. Some are students of Cornell, Ithaca College, and TC3. Even though many students do not live in Tompkins County all the time, they spend a significant amount of time there and thus are part of the community. Even though many race-related incidents occur in schools, the SAT is not including children and teenagers (who are younger than 18 years old) in this survey.

At minimum, a sample population of 383 people can depict the 100,000 people living in the County. Since it would be impossible to survey the entire population, the SAT is surveying a sample of the population. This number will produce a confidence level of 95 percent and a confidence interval of five percent. Furthermore, receiving more than 383 responses will increase the accuracy of the survey. More information about how the SAT created the target sample population number of 383 is in Appendix A.

The sample would include the oversampling of ethnic minorities by 20 percent. This oversampling means that we would look for a greater minority sampling than that of the general population in order to better represent the views of minorities. The SAT, which has consulted with Cornell Institute for Social and Economic Research and other experts about surveys, is oversampling this population because it would like to be more confident in the data received. Ideally, a minimum of 134 ethnic minority respondents would be essential. Ethnic minorities include African-Americans, Asians, Latinos, and others. Native Americans fall under the other category. Thus, the other 249 respondents would be Caucasian. Even though the survey asks for the specific race of respondents, when analyzing the data, the racial/ethnic groups will just be Caucasian and ethnic minorities.

Media

In addition, the CCG and the SAT have been working with the media to publicize the survey and its online link. On November 15, 2010, George Ferrari issued the “The Tompkins County Chamber of Commerce Joins with Cornell University and the Community Foundation for the Harvard Social Capital Benchmark Survey for Community Benefit” press release, which is Appendix J of this report. In addition, articles and op-eds about the survey have been in community publications, including the Ithaca Journal. The Ithaca Journal article is Appendix K of this report. On November 21, 2010, Ferrari appeared on “All Things Equal” about that survey, and on November 29, 2010, Ferrari participated in another radio spot about that survey.^{cxv}

Data

Initially, the SAT team planned to use the original survey, which consisted of more than 100 questions. However, that team found a shorter form and decided that it would be more feasible to use that version. As of date, that team has 601 responses.

As people complete the survey, the SAT team has used the Social Capital Survey’s codebook to compile the database of the respondents’ answers of the survey. Additionally, the team is doing preliminary analysis of the data using SurveyMonkey.

Early next year, a graduate student from SUNY Binghamton will do further data analysis, which could include a comparison between the County and other parts of the United States. Later, the results of the survey will establish a baseline with which to compare our data with that of other communities as well as to open conversations about specific findings from the survey. In

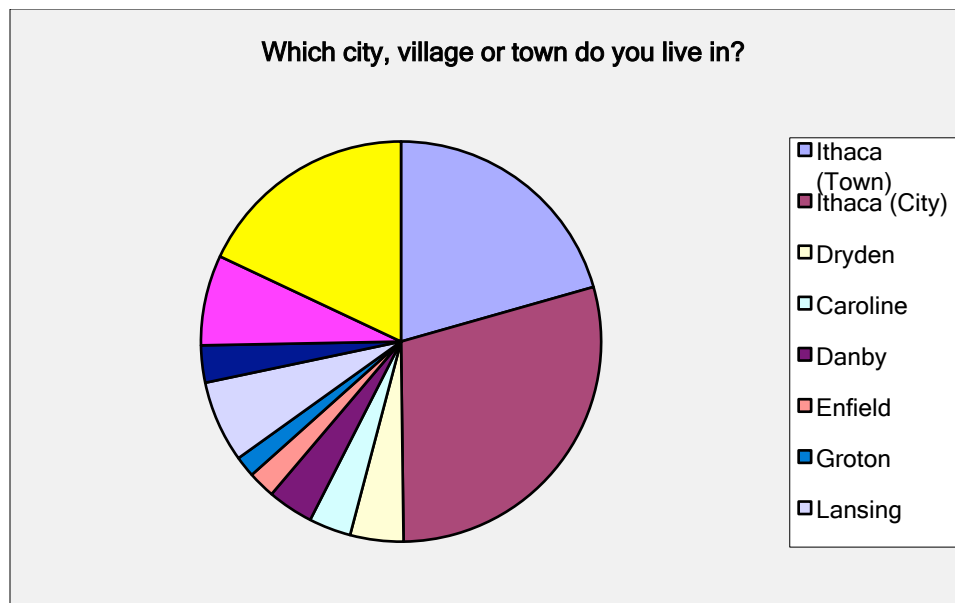
the future, this survey could be implemented in the County again. Results of the different surveys could be compared in order to determine if progress has been made.

Findings

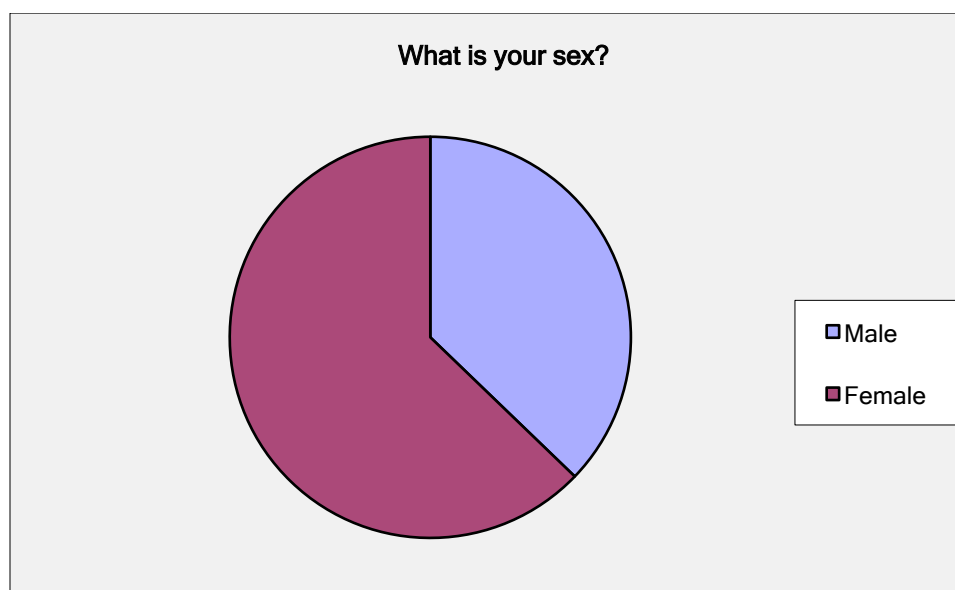
General and Individual Questions

Demographics

Currently, 535 people have completed the survey online. Of the total respondents, 49.8 percent live in Ithaca city and Ithaca town combined, and the remaining resides in the rest of Tompkins County. While 198 of the respondents are male, the rest are female. 75.0 percent of the respondents are Caucasian, and the rest is minorities. 92.1 percent is U.S. citizens. 84.1 percent is not students, and the rest is students. A slight majority is currently married. Slightly less than the majority (49.6 percent) of respondents has lived in the County for at least a decade. In many ways, the respondents represent the population of the County.

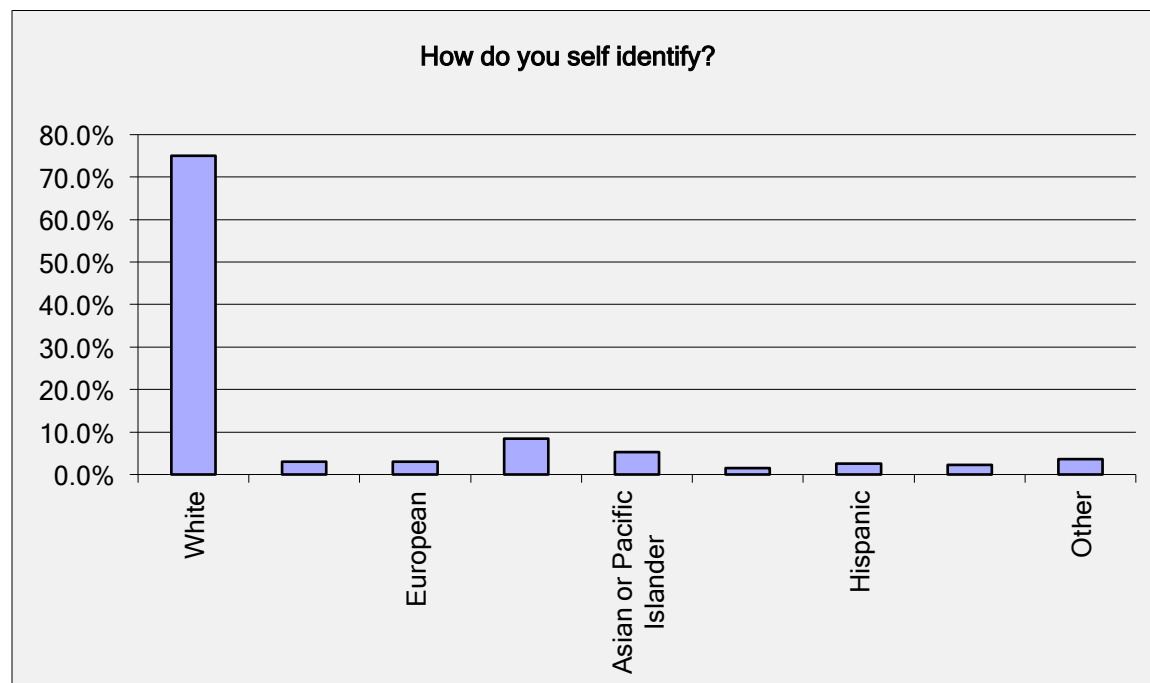


Just under half of the respondents live in Ithaca Town and Ithaca City. Therefore, unfortunately, most likely, the respondents do not adequately represent the residential patterns of the greater Tompkins County population.



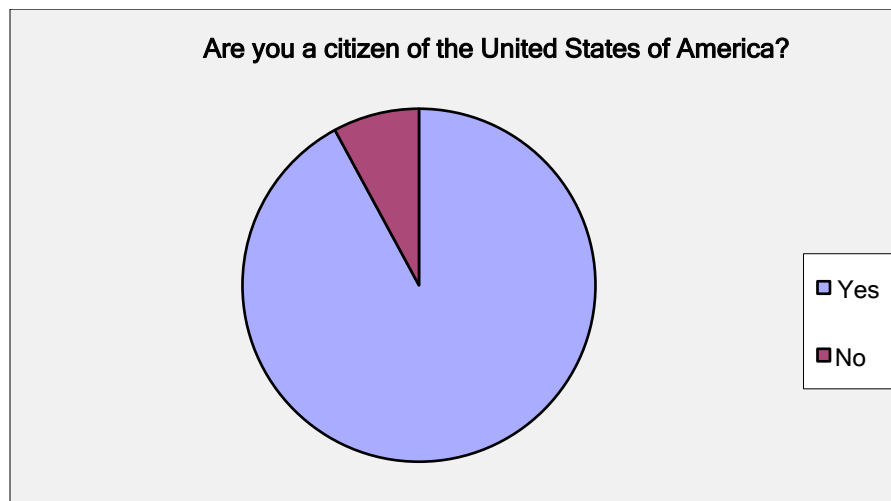
Overall, an overwhelming amount of females responded to the survey. However, when looking deeper into the survey, there are responses from more males within the minority population and more responses from females within the Caucasian population.

How do you self identify?		
Answer Options	Response Percent	Response Count
White	75.0%	397
Middle Eastern	3.0%	16
European	3.0%	16
African American or Black	8.5%	45
Asian or Pacific Islander	5.3%	28
Alaskan Native/Native American	1.5%	8
Hispanic	2.5%	13
Latino	2.3%	12
Other	3.6%	19

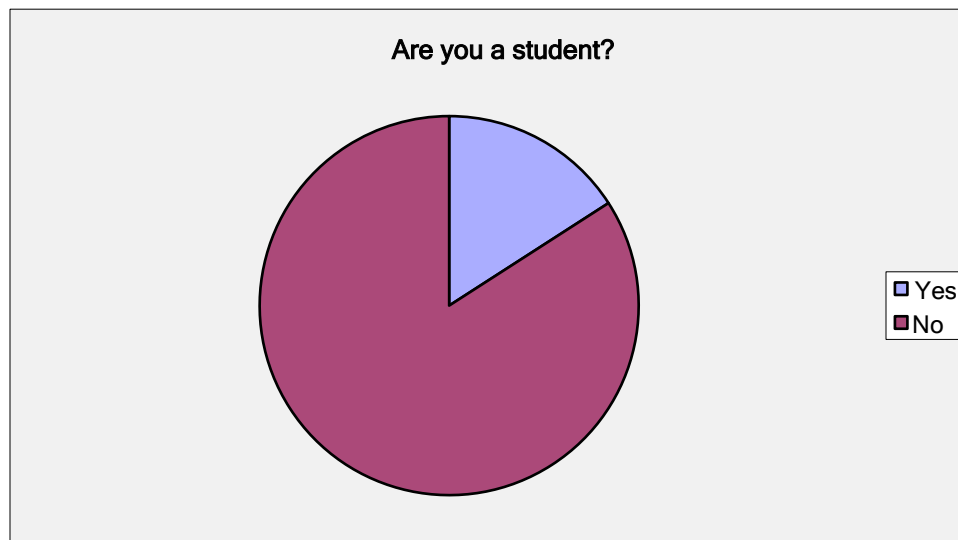


The majority of respondents (75 percent) self-identify as Caucasians. This percent shows that minorities (who number 15.9 percent of the greater Tompkins County population and 25 percent of respondents of the survey) were oversampled, but not by the goal of 20 percent. Meanwhile, the

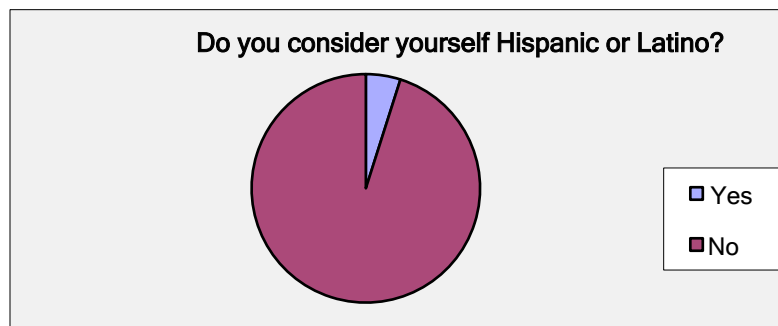
following percents of respondents identify themselves as members of other groups: three percent – Middle Eastern, three percent – European, 8.5 percent – African-American, 5.3 percent – Asian-Americans, 1.5 percent – Alaskan Native/Native American, 2.5 percent Hispanic, 2.3 percent Latino, and 3.6 percent other. The following parts are unclear: what race “European” belongs to, the difference between Hispanic and Latino, and if mixed-race people would choose the “Other” category. It seems like at least some mixed-race people chose multiple categories, but others could have picked the “other” grouping. Interestingly, a total of 4.8 percent of respondents identify as Hispanic or Latino in this question while 4.9 percent of respondents have this identification in another question. The reasoning behind this disparity is unknown. The ethnic and racial breakdowns of the respondents do not correspond exactly with those proportions of the population of the County as a whole. For example, while Asian-Americans form only 5.3 percent of respondents, they are 9.2 percent of the County’s greater population.



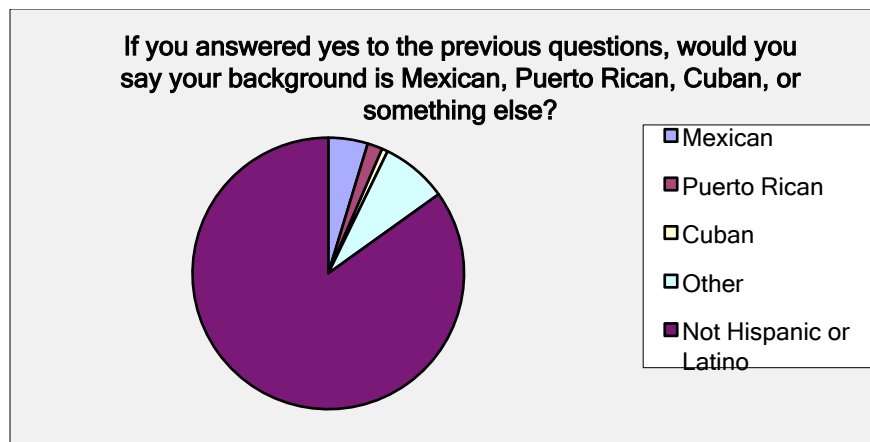
The majority of respondents are a U.S. citizen. However, the status (i.e. – student visa, working visa, permanent residents) is not unknown.



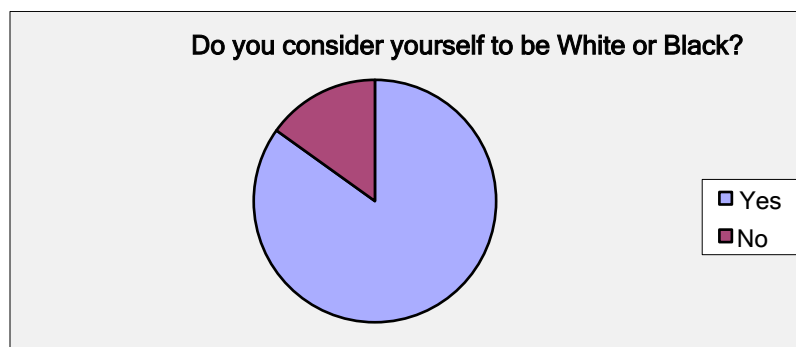
Only 15.9 percent of the respondents are students. Since students are mobile and may not live in Tompkins County for a long time, it is good that students represent only a small fraction of the respondents.



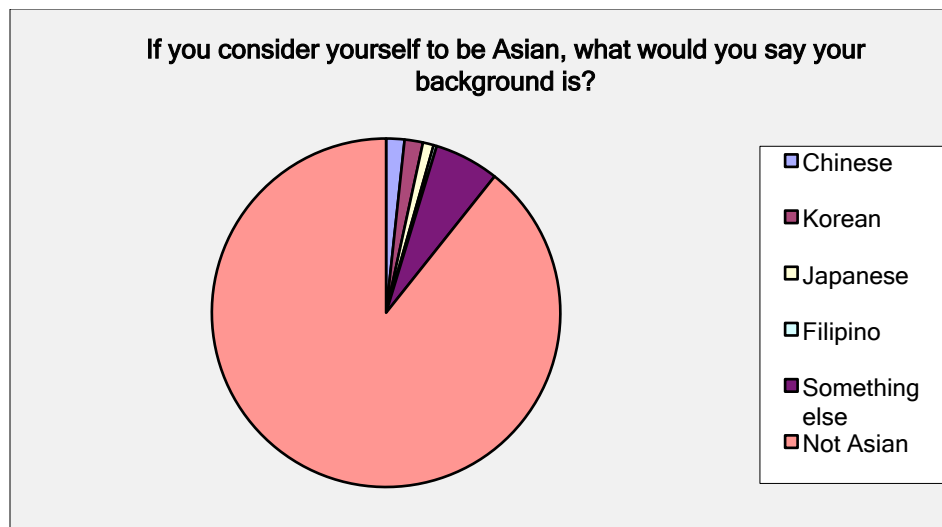
A little less than five percent of the respondents self-identify as Hispanics or Latinos. As four percent of residents in Tompkins County fall under those categories and since the original goal was to oversample minorities by 20 percent, Hispanics/Latinos have been actually oversampled by about that amount.



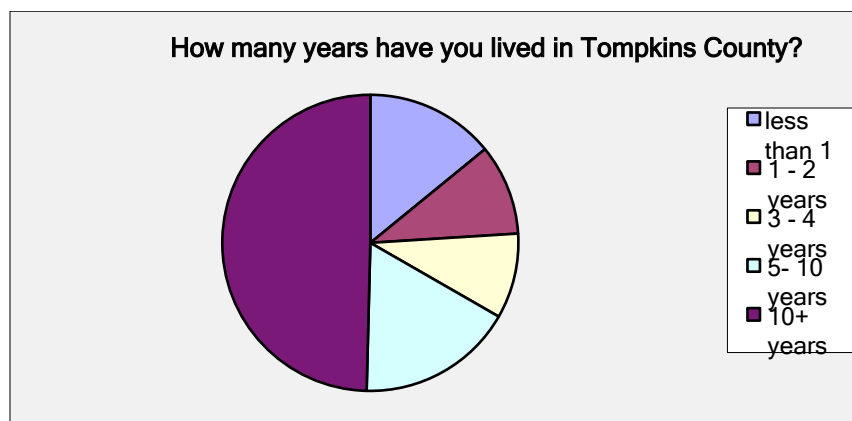
The plurality of Hispanics is not from Mexico, Puerto Rico, and Cuba. It is unclear where those Hispanics are from.



The vast majority of respondents (84.9 percent) consider themselves to be Caucasians or African-Americans. Meanwhile, 88.1 percent of residents of the County belong to one of those racial groups. Therefore, the respondents are not completely representative of the greater population of the County.



The plurality of Asian-Americans is not of the following ancestries: Chinese, Korean, Japanese, and Filipino. The background of those Asian-Americans is unclear.

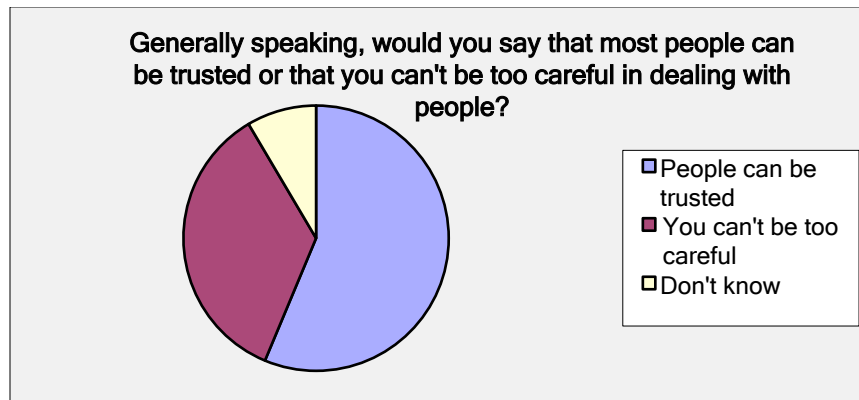


Slightly less than half of the respondents have lived in the County for over ten years. This data is positive because a significant part of that County's populations have invested a considerable amount of time in the County. Thus, most likely, they would want to improve that community, possibly including racial and ethnic relations there.

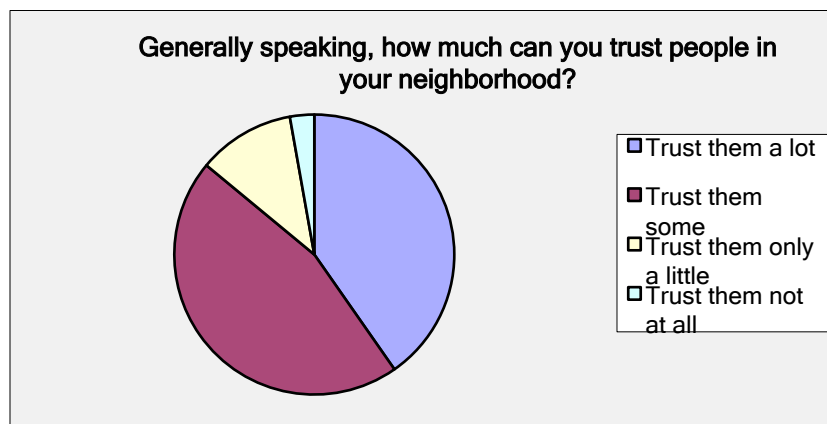
Trust

Generally, there is substantial level of trust in the County. A slight majority of respondents feel that most people can be trusted. Most of respondents trust people on the whole, including such as neighbors, the police, and the employees in stores where people shop.

Approximately the same number of people trusts Caucasians, African-Americans, and Hispanics.

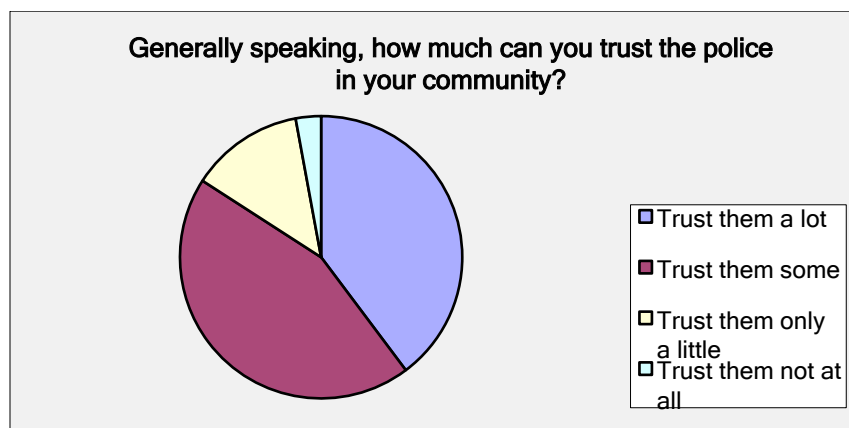


Generally, 56.3 percent of respondents agree that people can be trusted. As the questions about trust became more specific, the respondents tended to become less trustful. If trust could be improved, racial and ethnic relations in Tompkins County could be helped.



86 percent of residents trust the people in their neighborhoods. The “neighborhood” is vague. This level of trust is much larger than the amount of trust of people in general. If more

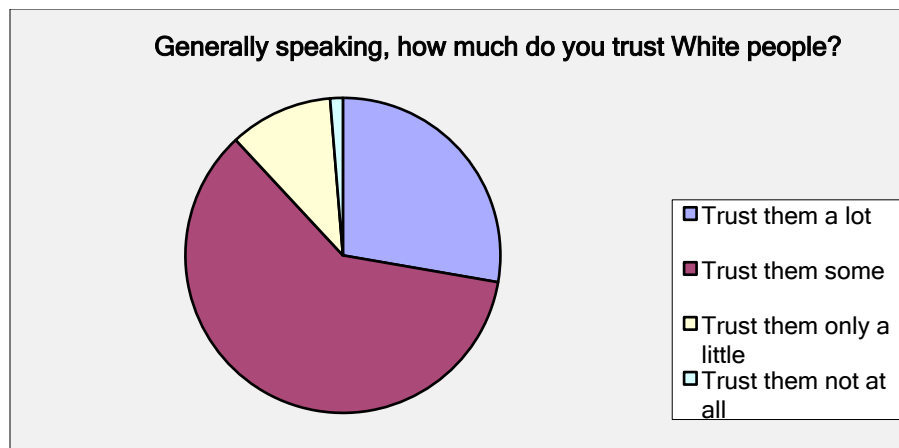
community-building programs and activities in Tompkins County could occur, people might trust others more. Such an increase could improve racial and ethnic relations there.



A majority of respondents trust the police a lot or some. Perhaps, only 84.2 percent of respondents trust the police in their communities because of the incidents, such as the killing of Shawn Greenwood. However, this data shows positive feelings towards authority. By looking at the data for people who answered trust them only a little or trust them not at all for police in our community: 55.4% were females, and 44.6% were males.

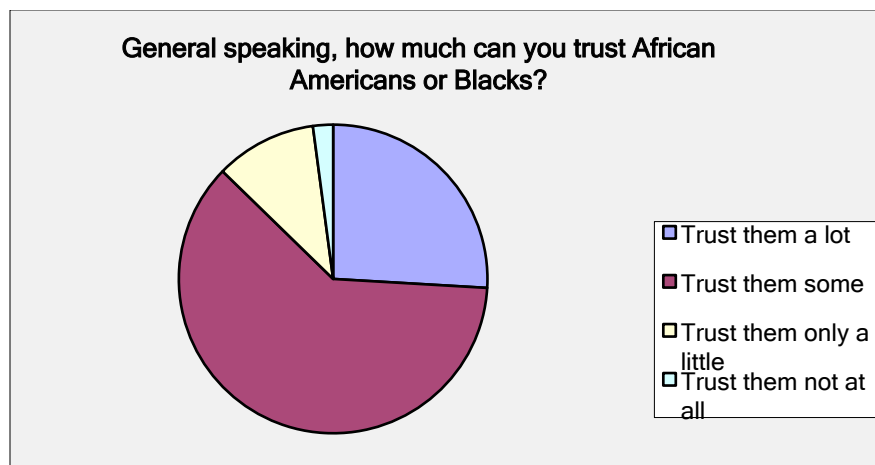


There is a high amount of trust of employees of stores where respondents shop. This data could show that shops might be able to help improve race and ethnic relations in the County.



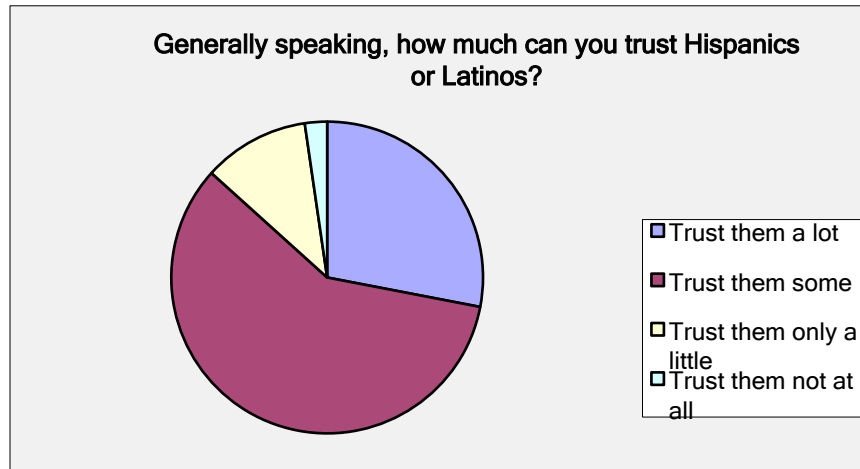
When asked how much do you trust a certain race (white, black, Hispanic), 60% or more respondents answered trust them some, and only 28% answered trust them a lot. When looking at just the minority population, the trust them only a little category increased by 10% when asking about race. Such levels of trust should be improved.

The majority (88 percent) of respondents trusts Caucasians some or a lot, but only 27.7 percent of them trust Caucasians a lot. As the majority of residents in the County are Caucasians, it is essential that Caucasians should be trusted a lot. Perhaps, high-profile Caucasians-minority relationships could improve this trust.



Similar results exist regarding trusting African-Americans. By looking at the data for the people who answered trust them only a little or trust them not at all for African-Americans, we

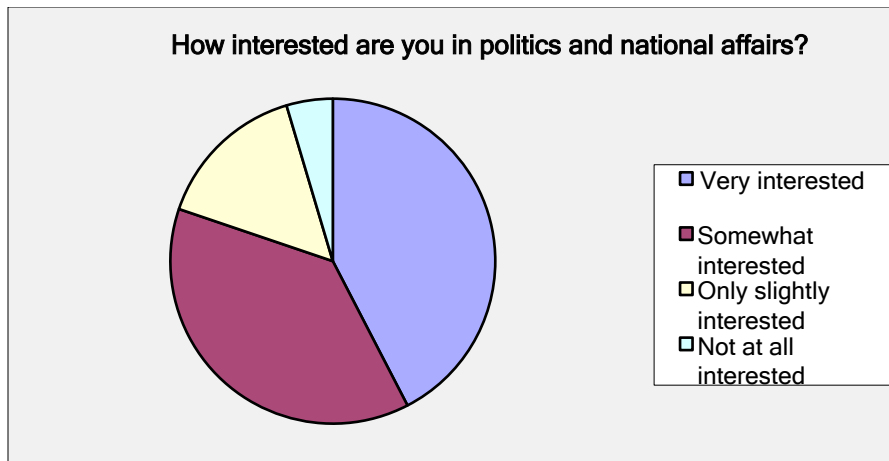
can see that 60% of the respondents who feel this way are male. However, only 50% answered trust them only a little for whites and 8% for trust them a lot. While none of these people trusted African-Americans, 6.3% of them trust Hispanics a lot, and 17.5% trust them some.



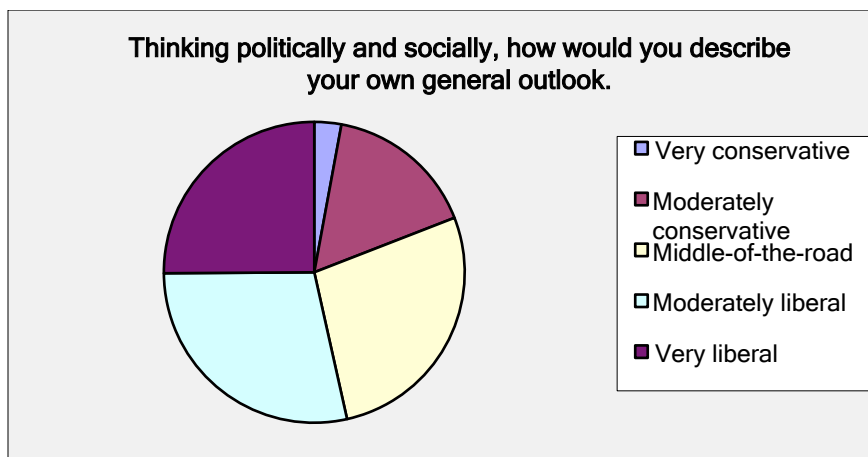
There are similar results about trusting Hispanics or Latinos.

Politics

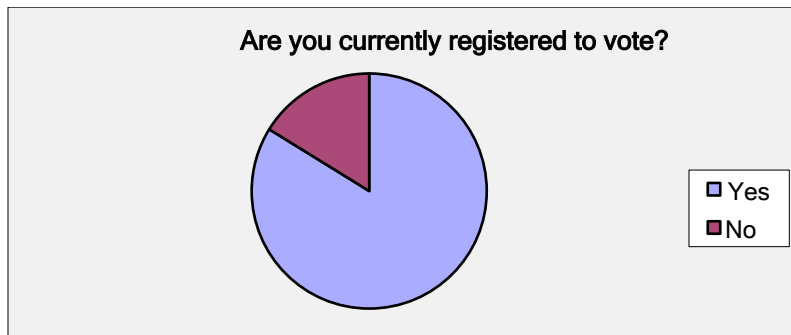
Most residents of the County are active and interested in politics, and their political views tend to be liberal. The vast majority of those people are interested in politics and national affairs. Over three-quarters of them are registered to vote. People tend to trust the local government more than the national government. The political affiliation is not surprising, given that most university environments are liberal.



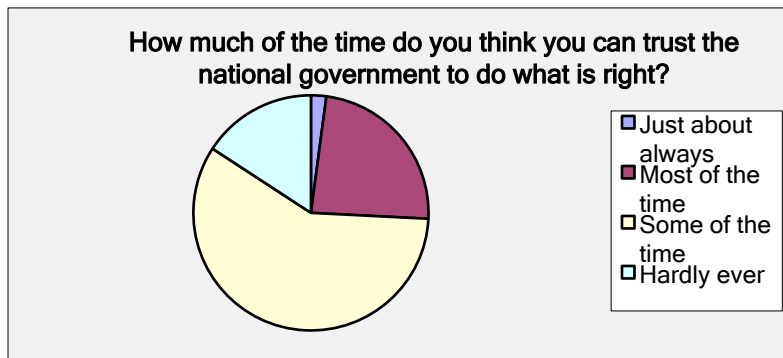
An overwhelming majority of respondents express interest in politics and national affairs. Only 4.6 percent is not interested in these areas at all. Perhaps, this interest relates to 2010 being a year when both U.S. Senate seats of New York State and the governorship of that state were up for election.



Since many university communities are liberals and due to Tompkins County housing Cornell University, it is not surprising that a majority of respondents (53.5 percent) consider themselves to be very or moderately liberal. In fact, only 19.1 percent identify as very or moderately conservative; meanwhile, the remaining 27.4 percent view themselves as middle-of-the-road. These identifications are more similar to that of Democratically-oriented New York State than the United States as a whole.

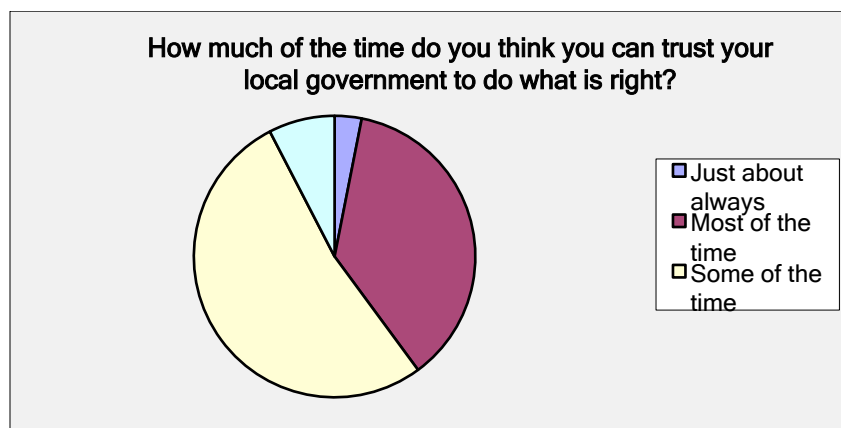


Given the respondents' interest in American politics, it is not surprising that 83.8 percent of them are registered to vote. Even though the majority of that 83.8 percent most likely would be registered to vote in Tompkins County, it is not known exactly how many of them are registered to vote there. Some students might be registered to vote in their home districts. In addition, the percentage of them who typically vote is unknown.



Many respondents do not have a very strong view of national government. While 2.1 percent just about always trusts the national government to do what is right and while 23.7 percent thinks that the government will do the right thing most of the time, 58.4 percent thinks that the government will do the right thing some of the time. Meanwhile, 15.8 percent feels that the government hardly ever does the right thing. Perhaps, these not-so-positive feelings result

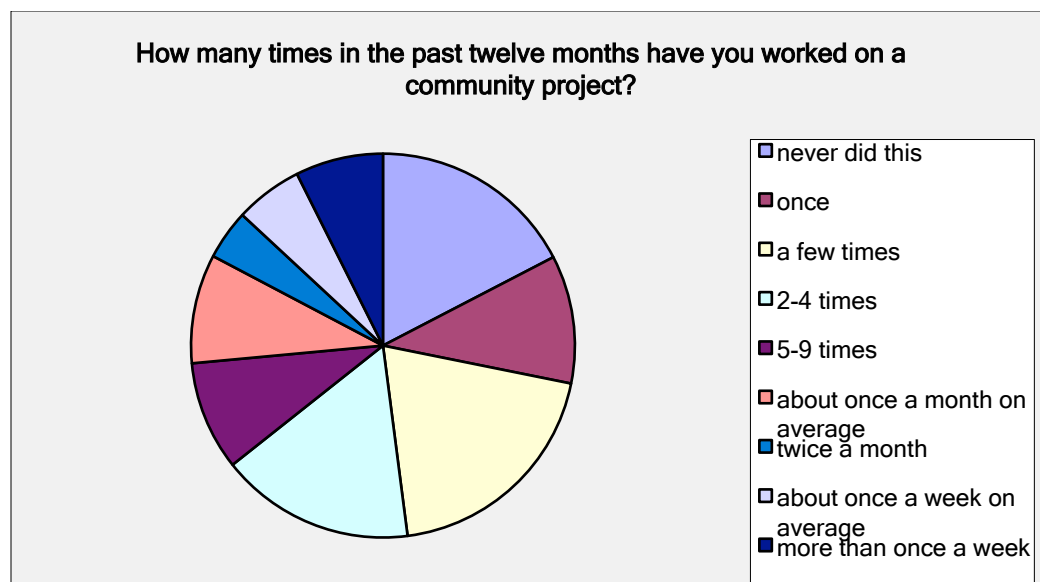
from the current anti-incumbency feeling throughout the United States and the negative campaigns of the recent midterm elections.



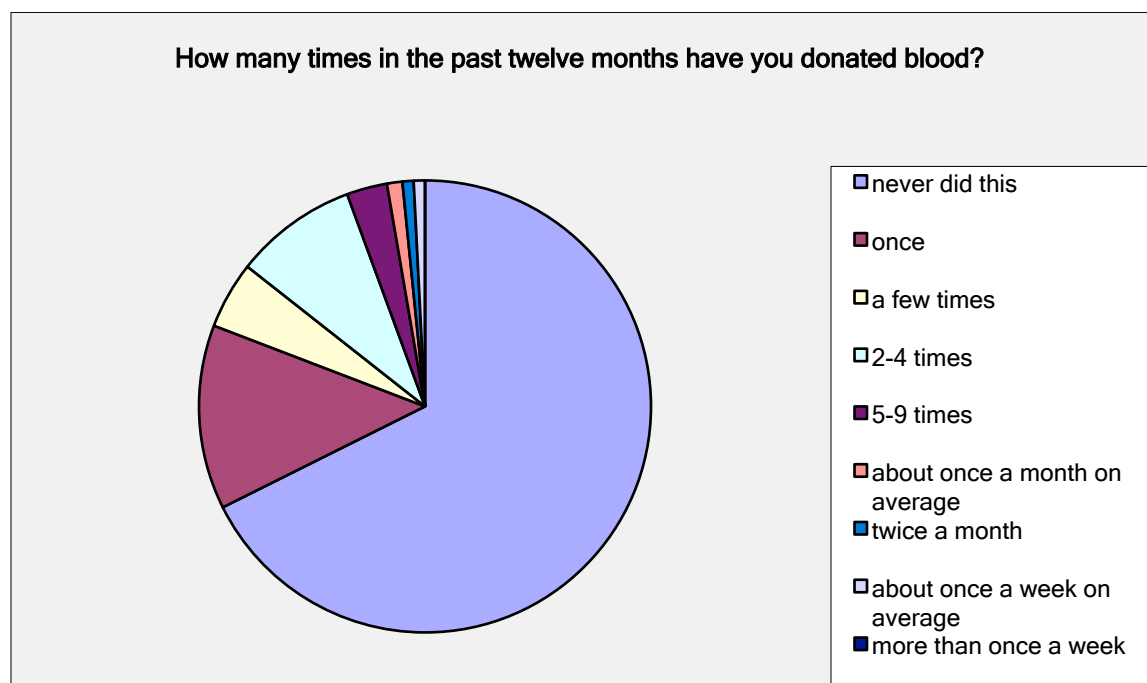
Meanwhile, respondents have slightly more favorable feelings about the actions of local government. These positive views might be a good sign if the local government in Tompkins County and Ithaca works more on improving racial and ethnic relations in the County.

Community

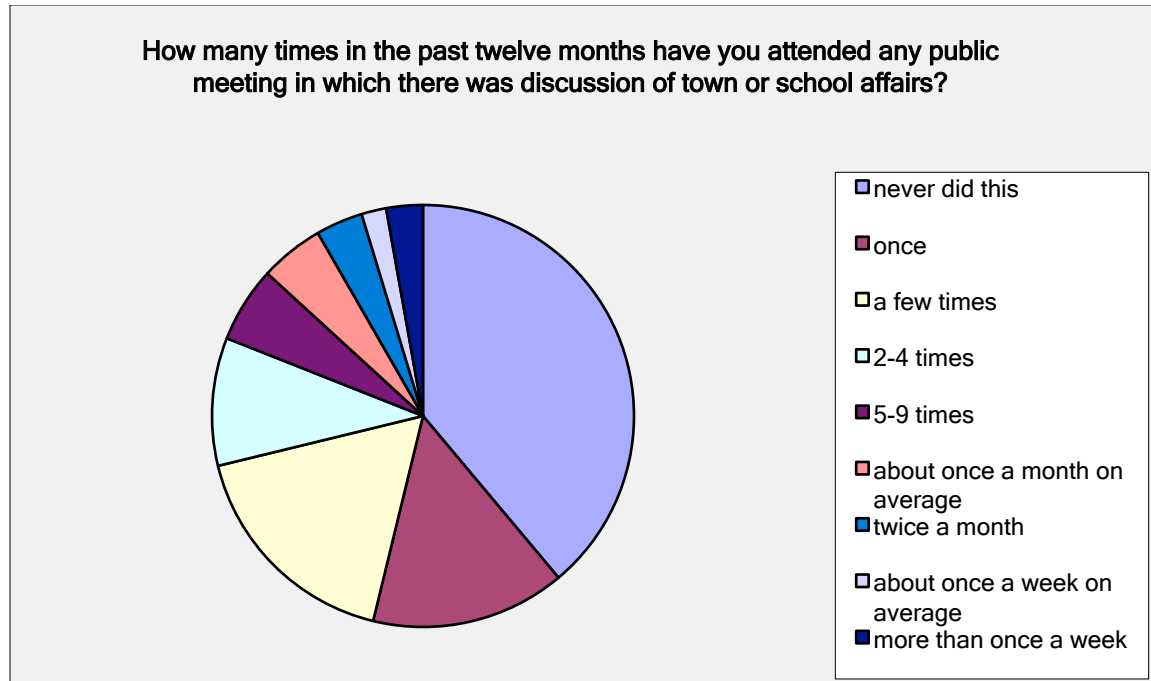
Residents of the County are involved in the greater community on a minimum level at the least. The most common response to the question about how many times in the past twelve months has a person worked on a community project is “a few times.” During the same time period, 67.7 percent has not donated blood while the rest of the respondents have donated blood at least once. In addition, during the past year, 61.1 percent of the respondents have attended at least one public meeting that included a discussion of town or school issues, slightly under half of the respondents have attended a political meeting or rally, and the vast majority of respondents have attended at least one club or organizational meeting. In addition, most residents have volunteered their time in a variety of services and public organizations and events. Slightly less than half of the respondents have been an officer of or on a committee of a local organization.



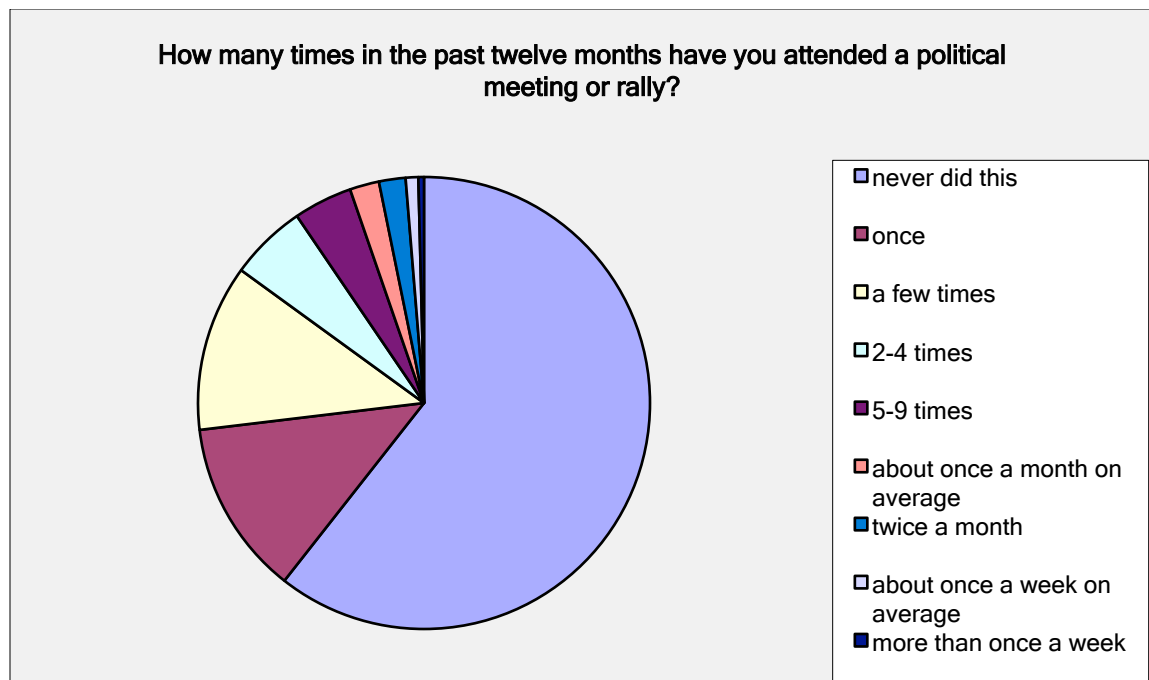
During the past year, the majority (82.6 percent) of respondents has worked on a community project at least once. Of those, 35.9 percent do it at least once a month. This data suggests that community-based organizations will be fundamental allies in helping improve racial and ethnic relations in the County.



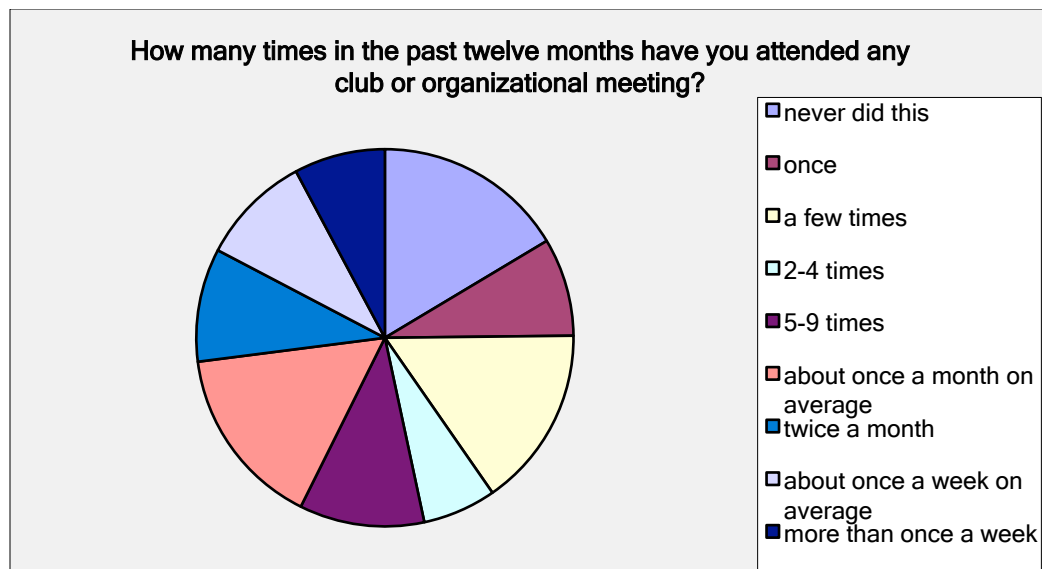
During the past year, the majority (67.7 percent) of respondents did not donate blood. Just because one does not donate blood does not mean that he/she is not interested in helping the community. Some people are not eligible to donate blood. As there are limits to how much people can donate blood, it is not negative that only 2.7 percent of respondents have given blood at least once a month.



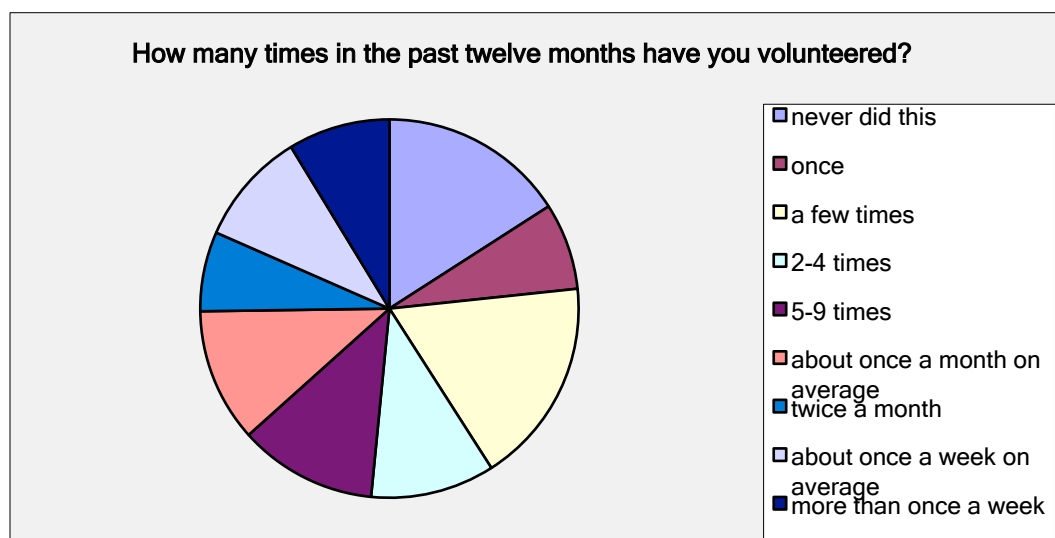
The majority (61.1 percent) of respondents attending at least one meeting, where town or school affairs were discussed, during the past year bodes well. As people are busy with their jobs, family, and other commitments, it is significant that many respondents attended such a meeting. That data indicates that the greater Tompkins County community might be interested in improving race and ethnic relations in Tompkins County.



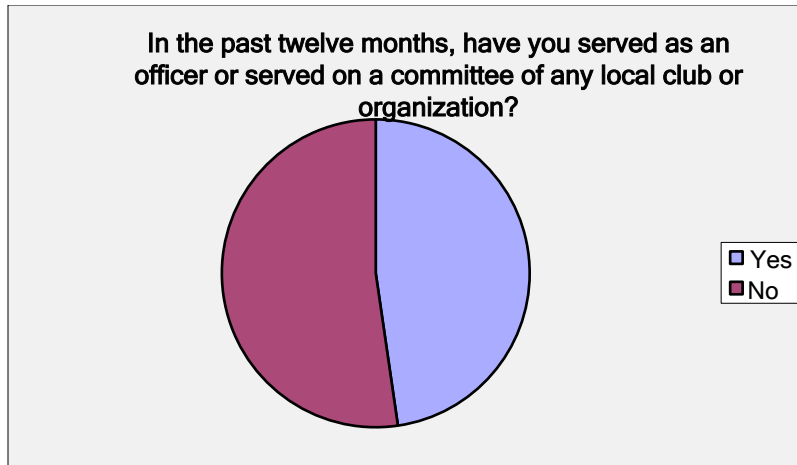
Even though the majority have not attended a political meeting or a rally during the past year, a sizable minority (39.4 percent) have attended at least one such event during that period of time. Since there is less political interest during midterm election years than during presidential election years, it is possible that a higher percent would attend political event during the latter years. However, this data suggests that Tompkins County residents use voting as their way of expressing their political interests rather than engaging in other political activities.



The majority (61.1 percent) of respondents attending at least one club or organizational meeting bodes well. That result shows that many people are connected with the greater community. Thus, most likely, they would like the society to be successful.



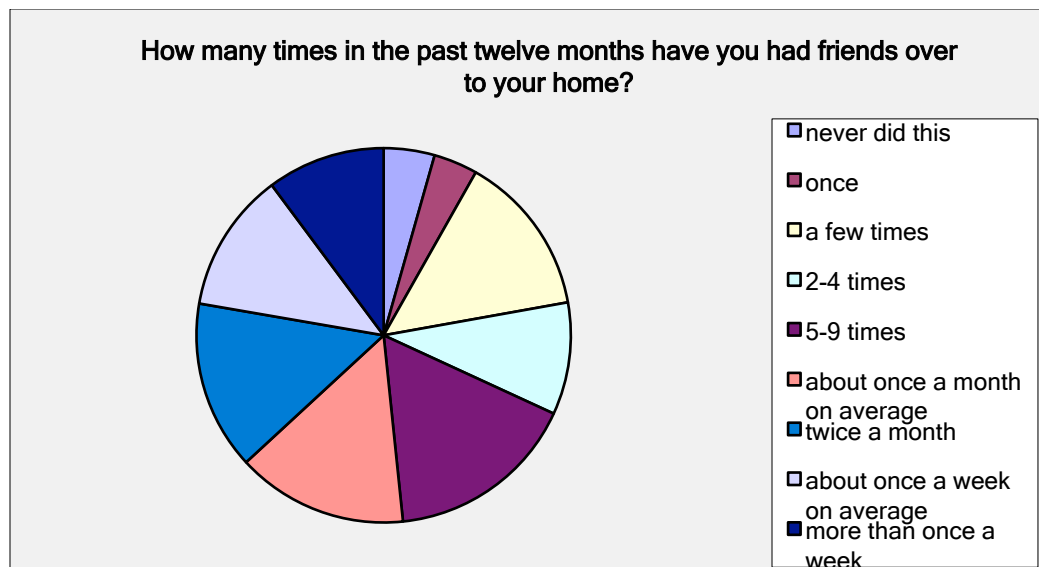
During the past year, the vast majority (84.1 percent) of respondents has volunteered. The plurality has volunteered a few times. This data might show that residents in Tompkins County might volunteer in order to help improve racial and ethnic relations in the County.



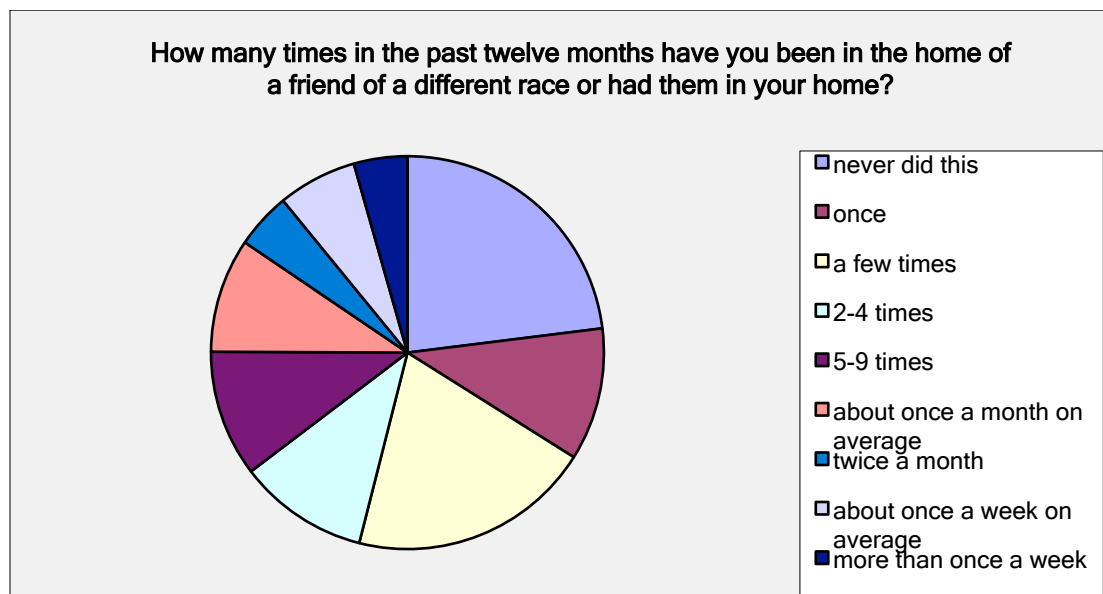
During the past year, a slight majority (52.3 percent) has been an officer or served on a committee of a local club or organization. These community leaders have shown commitment to Tompkins County. They might like to help the community improve racial issues in the County.

Social

People in the County are also social. The majority (the size of the majority varies.) of residents have participated in one of the following activities at least once: have had friends over to their homes, have been to the home of a friend of a different race or had him/her in one's home, have been to the home of a person of a different neighborhood or had him/her in one's home, and have been to the home of a community leader or had him/him in one's home.

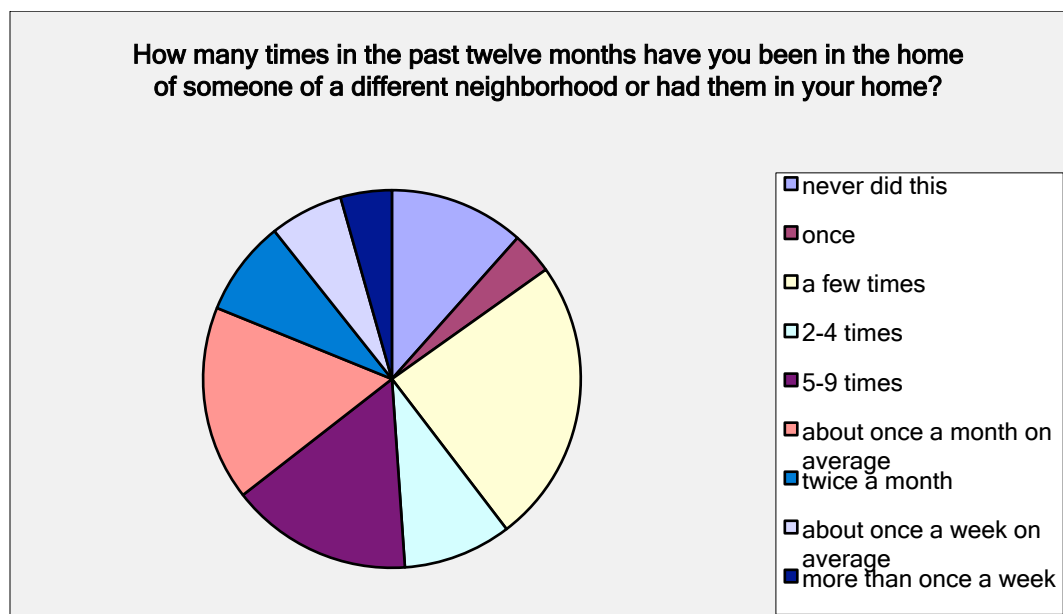


During the past year, the vast majority (95.6 percent) of respondents has had friends over at their homes at least once. The plurality (16.5 percent) of all respondents has participated in that activity five to nine times. This data bodes well because it shows that residents in the County are friendly and like to be with people.

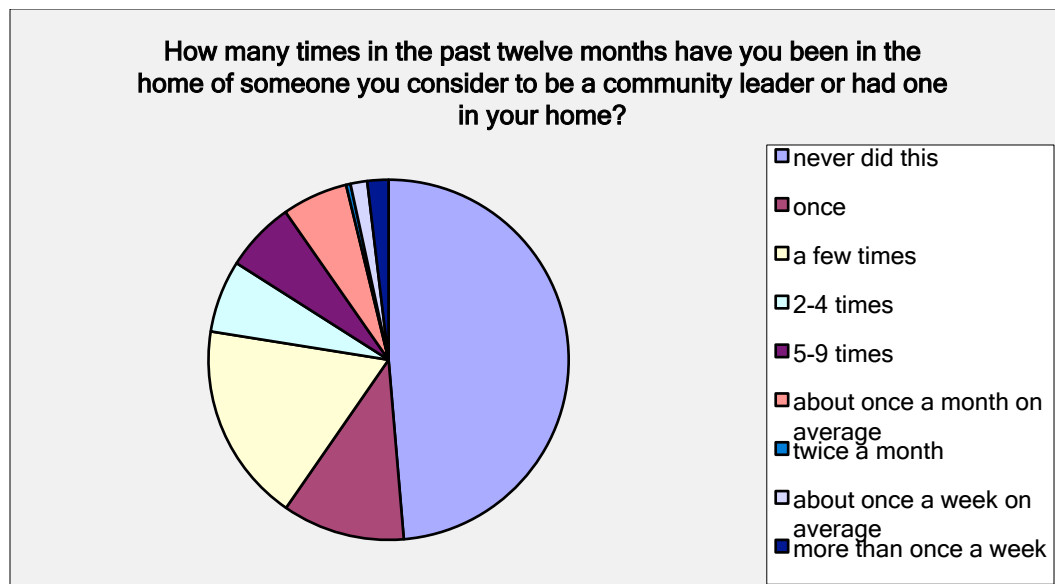


Throughout the past year, the majority (77 percent) of respondents has either been in the home of a friend of a different race or had such a friend in one's home at least once. At least 20 percent participated in that activity at least once a month. These results are positive because they

show that most likely, many residents would like racial and ethnic relations in the County to improve.



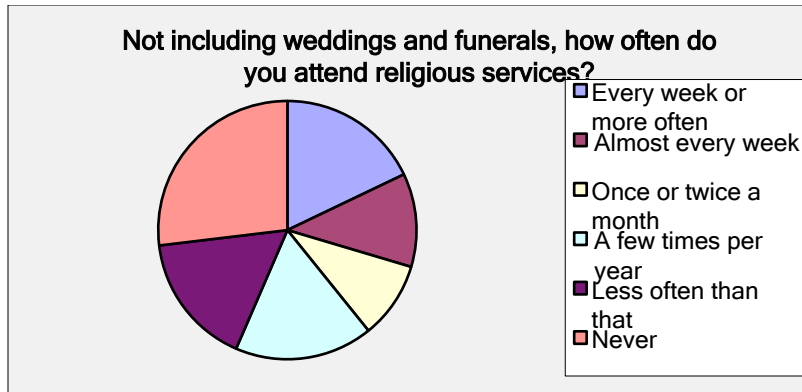
During the past year, the vast majority (88.4 percent) of respondents has been in the home of someone of a different neighborhood or had such a person in one's house at least once. The plurality (24.5 percent) of all respondents has participated in that activity a few times. This data is another example of residents in the County being friendly. In addition, it shows that they like to meet people, who do not just live nearby. However, the definition of neighborhood is ambiguous. In rural areas of Tompkins County, people might not live that close to others; would the people (living closest physically) in such areas be considered to live in the same neighborhood?



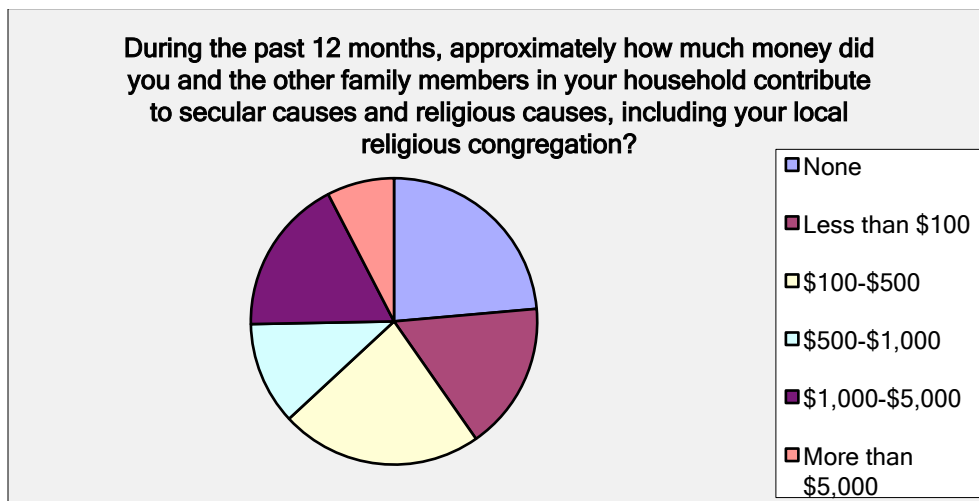
In the past year, a slight majority (51.3 percent) of respondents has socialized in community leaders in their homes or that of the leaders at least once. As people have different definitions of community leaders, such a term is vague. However, this data is useful because it shows that if community leaders continue to get on board with the initiative to improve racial and ethnic relations in the County, they could get the general public to support that goal.

Religion

Religion is of some importance to the County. 26.9 percent have never gone to religious services (excluding weddings and funerals). Meanwhile, 17.3 percent go to church at least a few times per year, and 17.9 percent of the total number of residents attends church service every week or more often. During the past year, the majority of residents have given some money to secular and religious causes.



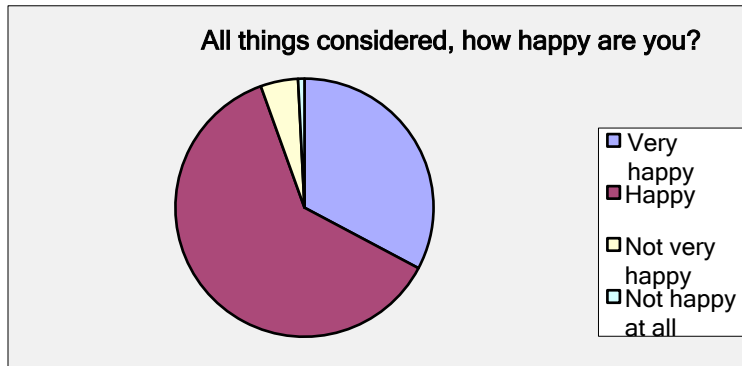
The majority (73.1 percent) of respondents go to religious services, excluding weddings and funerals. Meanwhile, 17.9 percent of all respondents attend services at least once a week. This level of religious observance indicates that religious institutions (i.e. – churches, synagogues) might be a good place to work on racial and ethnic relations.



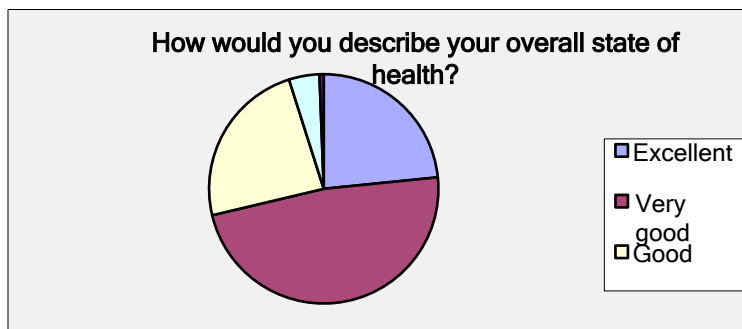
In the past year, a majority (26.4 percent) has given money to secular or religious causes. From the data, people cannot determine what percent of those donations have gone to secular causes. However, these results show that people might be donating or be willing to contribute money to projects that would help racial and ethnic issues in the County.

Mental and Physical Well-being

Meanwhile, most of the residents of the County have a positive outlook on life and are healthy. 94.6 percent of them are either very happy or happy. In addition, 71.3 percent claim to have a very good or excellent state of health.



The vast majority (94.6 percent) of respondents is happy or very happy. The rest is not very happy or not happy at all. Since residents are generally happy, they might be willing to help the greater community in the County.

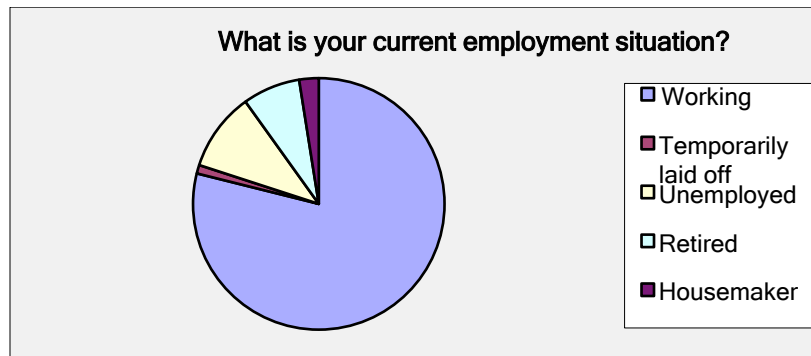


People of excellent or very good health constitute a majority of respondents. This high level of health is positive.

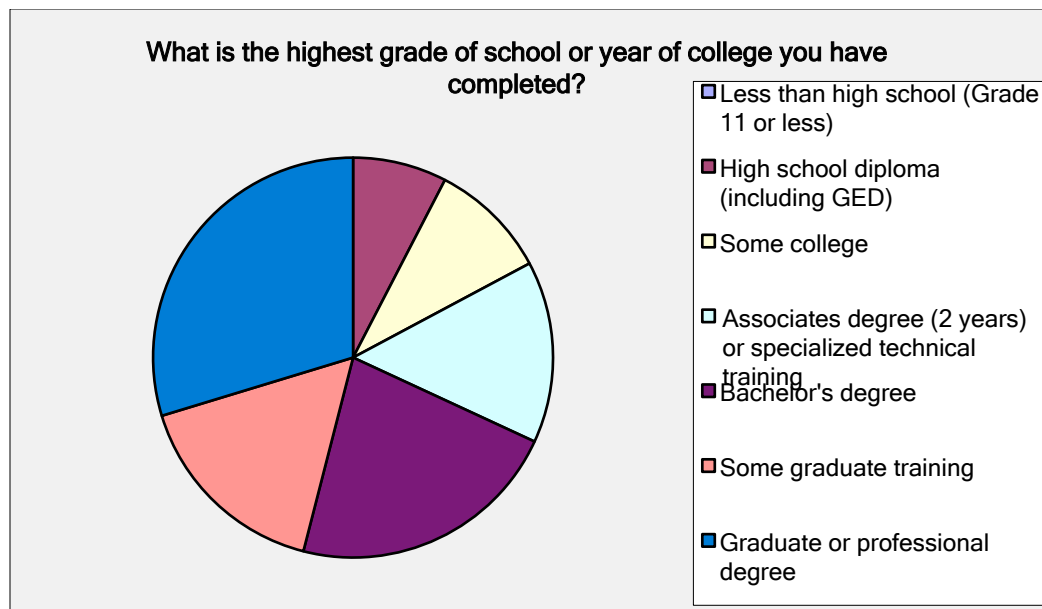
Socio-economic

Largely, residents are also doing well socio-economically. 78.9 percent of the total respondents are working. On the whole, respondents are highly-educated, with 68.1 percent having at least a bachelor's degree. The plurality of respondents has a household income of at

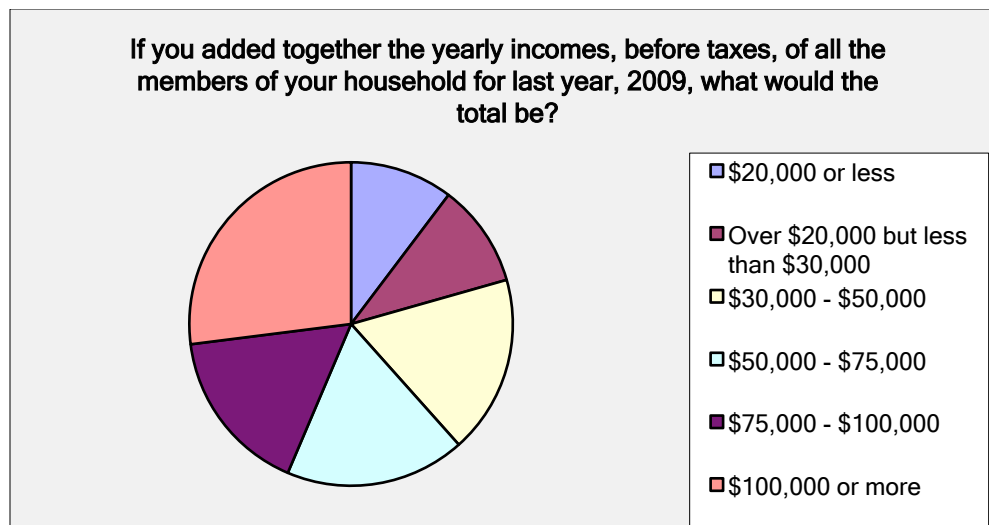
least \$100,000. Another interesting find is the majority own their residence as opposed to renting it.



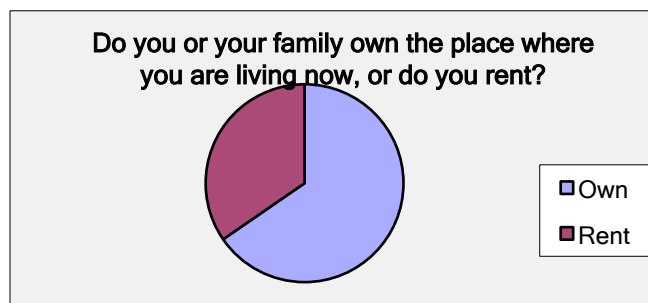
The vast majority of the respondents work. However, all of the non-workers are not technically unemployed. In fact, 10.1 percent of all the remainders self-indentify as unemployed. It is unclear how many of that 10.1 percent would be considered unemployed, as the term unemployed does not refer to people who are not working and who have given up looking for work. Hence, it is unclear if that 10.1 percent accurately depicts the 5.5-percent unemployment rate of the County.^{cxvi} It is unclear how students answered this question, but it seems like many of them consider themselves as working.



In general, not surprisingly given that Tompkins County contains the major college town of Ithaca, the respondents of the survey are well-educated. All of them have at least a high school diploma (including GED). Most of them have at least a college degree. Hence, a much bigger proportion of college graduates live in Tompkins County than the United States as a whole. Only 29 percent of Americans have that degree.^{cxvii} Meanwhile, a greater proportion of respondents have a graduate or professional degree (29.7 percent) than of Americans who have a college degree.



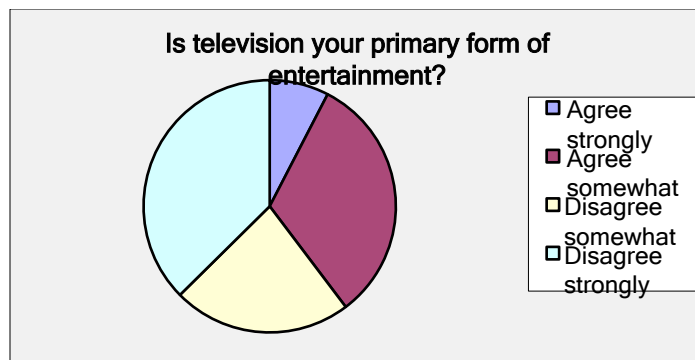
The plurality of respondents has an annual household income of over \$100,000. Only 10.3 percent of households earn \$20,000 or less. Therefore, many people in Tompkins County might not have to be overly concerned about money.



The majority (65.4 percent) of respondents owning, not renting, the place where they live shows that most people have invested in Tompkins County. Thus, the success of Tompkins County, including its racial and ethnic relations, is in their financial interest.

Other

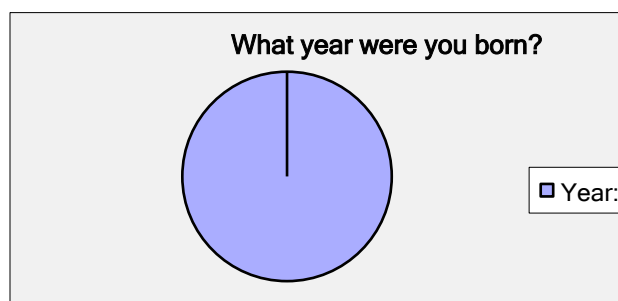
The rest of the questions on the survey pertain to other categories.



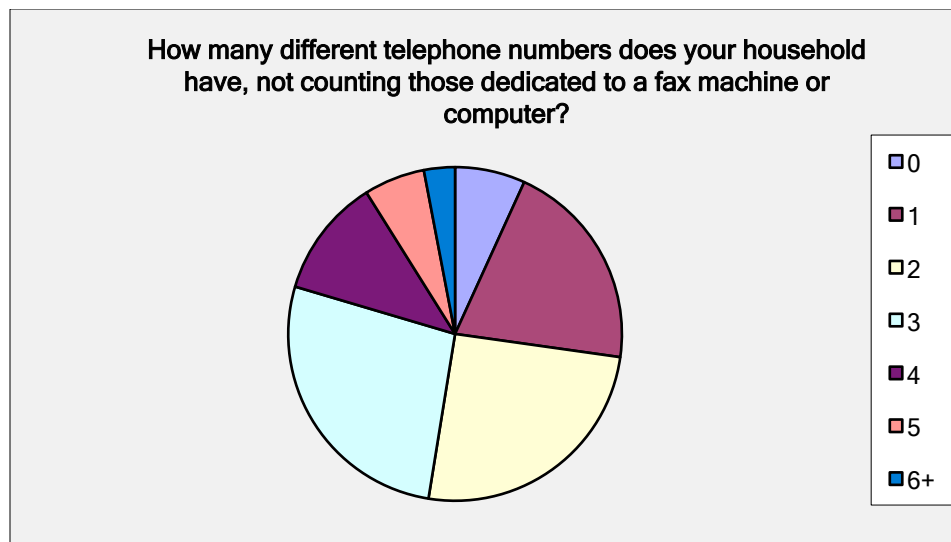
Television is not the primary form of entertainment for most of the respondents. More specifically, television is the main source of entertainment for 39.7 percent of the responds. Even there are not any further questions asking about primary entertainment, the data shows that residents have various ways of entertainment.



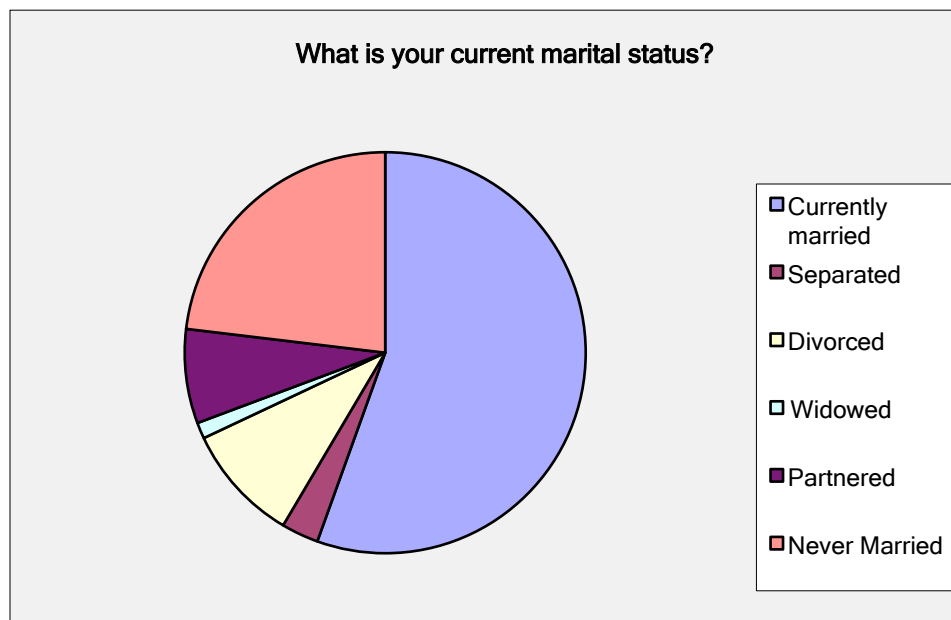
The vast majority of respondents are not permanently disabled. However, the question in general is vague. The definition of a permanent disability is ambiguous. It is quite possible that some respondents have at least a small disability.



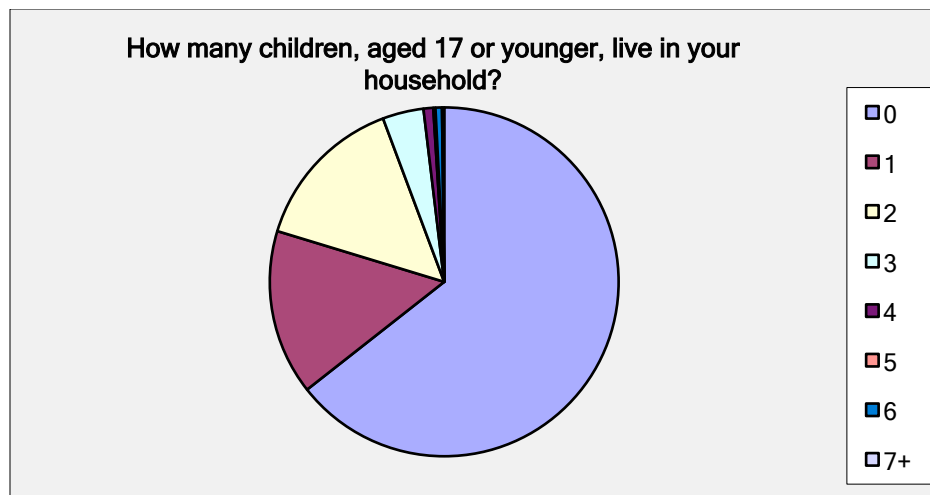
It is impossible to analyze the above question that asks about the age of the respondent. However, given the responses to other questions, most likely, people of a variety of ages completed the survey.



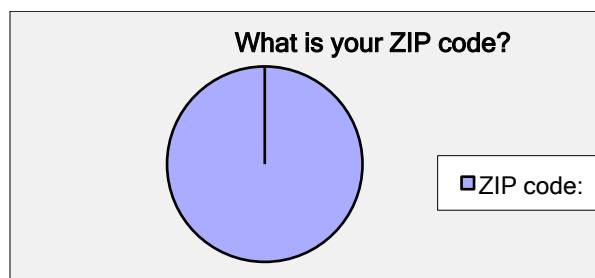
The majority of respondents (93.2 percent) have at least one phone line not dedicated to a fax machine or computer. However, the types of phones (i.e. - land line, cell phone) are not known.



The majority of respondents are currently married. However, this question is vague. It is unclear how the following groups of people would answer that question: currently married people (who were divorced or widowed) and partnered people (who were divorced or widowed).



The majority of households do not include people 17 years old or younger. Perhaps, part of these findings results from many university students living on their own in Tompkins County. This data shows that many households might be less cognizant of the racial and ethnic problems that have occurred in Ithaca's schools.



All respondents live in the same ZIP code. This finding makes sense because Tompkins County very well might contain only one ZIP code.

The hard version of the data is Appendix F of this report. As people will be completing the survey until December 31, 2010, this data is not the final data of this survey.

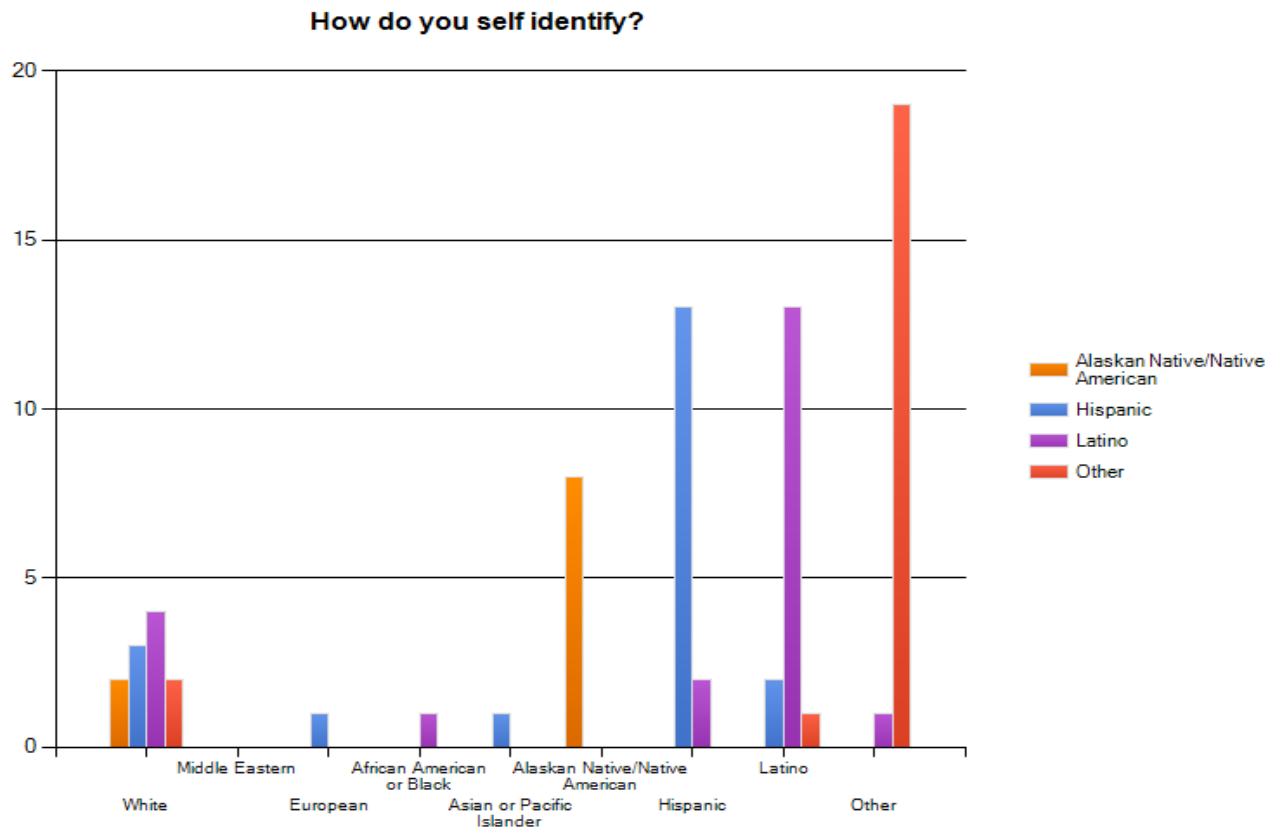
For purposes of the above data analysis for this paper and for the analysis comparing the County with other places in the United States, the SAT stopped analyzing responses that were received after Monday, November 29, 2010. However, for the below cross-tabs analysis, the SAT stopped analyzing responses that came after December 7, 2010 (The total responses then

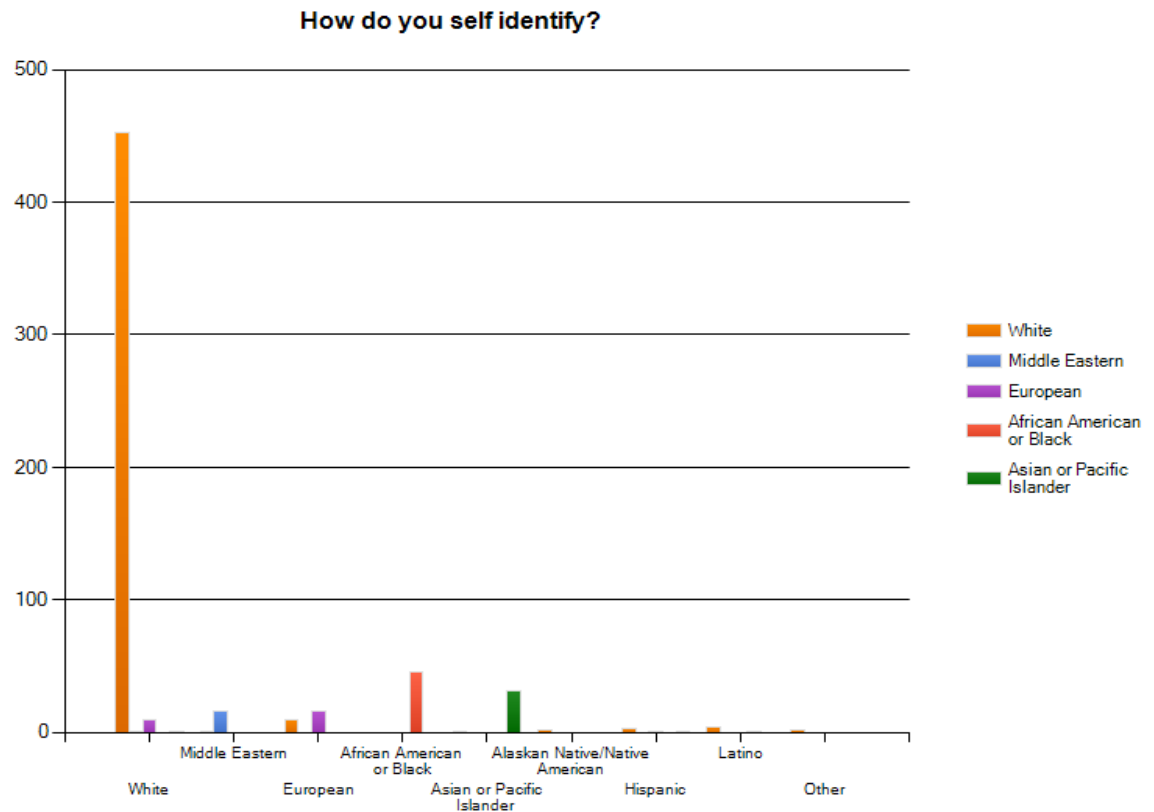
was 596 responses.). Due to time constraints and limitations of SurveyMonkey (SurveyMonkey no longer allows the SAT to get the data from just November 29, 2010.), the SAT is using two different data sets. Now, there are 601 responses to the survey.

Cross-Tabs

In this analysis, the SAT is comparing how different racial and ethnic groups answered a few questions of the survey. Due to time constraints and the importance of race and ethnicity to this survey/project, the SAT is only analyzing race-related cross-tabs.

We have enlarged the initial two graphs to illustrate that the color depicting the ethnicities are consistent throughout every graph.





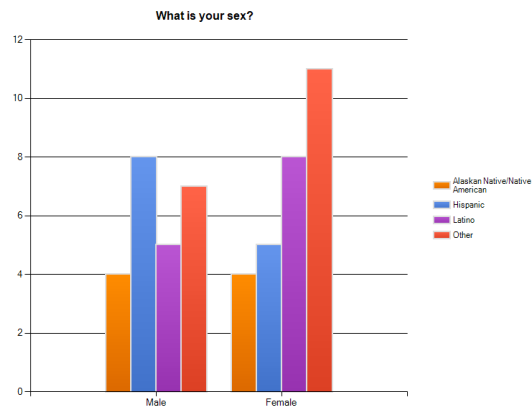
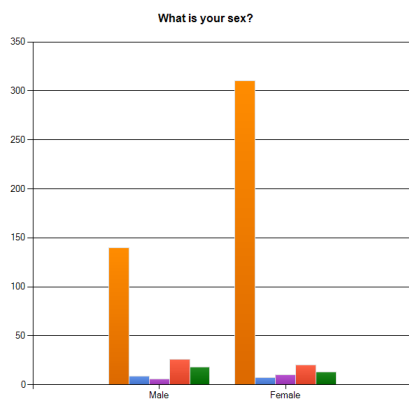
SurveyMonkey limits cross-tabs of five numbers. Since nine different racial categories are included in the survey, the SAT has two sets of racial cross-tabs and graphs. The numbers do not add up because people could choose more than once race in this survey (including at least one from each of the racial cross-tabs. Hence the numbers of the two cross-tabs add up to more than the total number of survey respondents.

In addition, in this section, the SAT is analyzing Caucasians vs. Minority in general instead of Caucasians vs. each individual racial/ethnic group. Due to the limited capabilities of SurveyMonkey, the SAT is unable to generate a single graph that compares Caucasians and

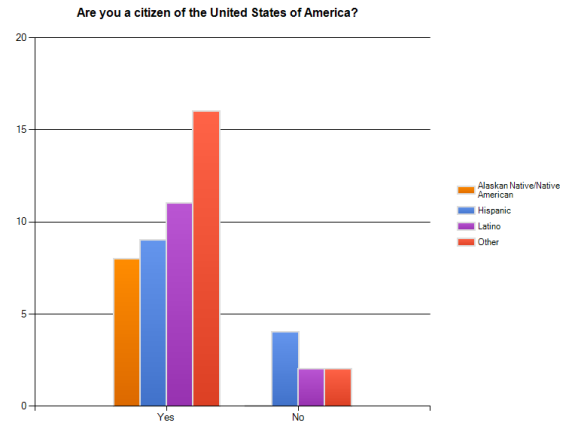
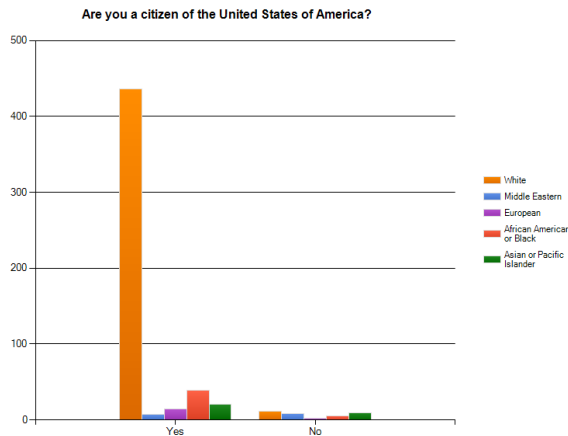
minorities. Since there are so few respondents of some ethnic groups, analysis of those groups would not be meaningful; However, there still are some differences among minorities that the graphs in this section might show. Even though some Europeans and Middle Easterners might consider themselves as Caucasian, only respondents who have self-identified as Caucasians will be considered as Caucasians in this analysis.

The graphs in this section are difficult to read because of there being many more Caucasians than members of the remaining racial groups. Hence, Caucasians are in the first (not the second) data set, the scales on the y-axis of the graphs of the two data sets are not the same.

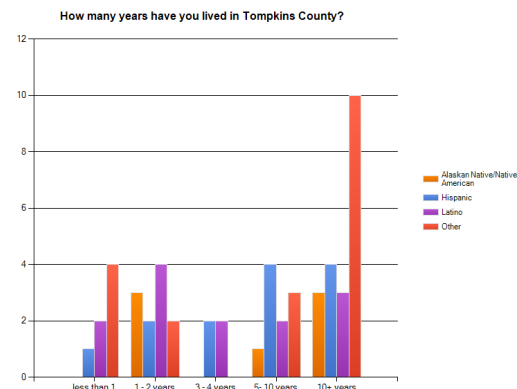
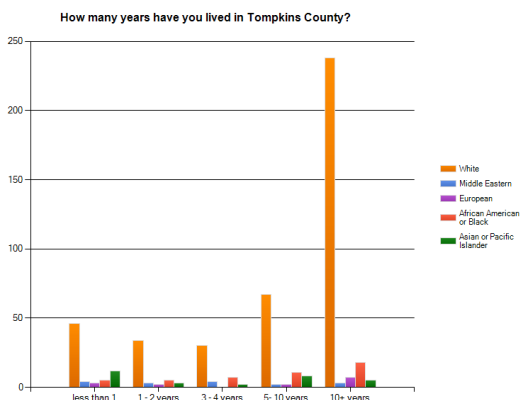
Demographics



The gender breakdown varies by race. The breakdown of Caucasians is extremely skewed – with 140 respondents being male and 310 being female. Meanwhile, the distribution of minorities is more equal (75 males and 72 females).



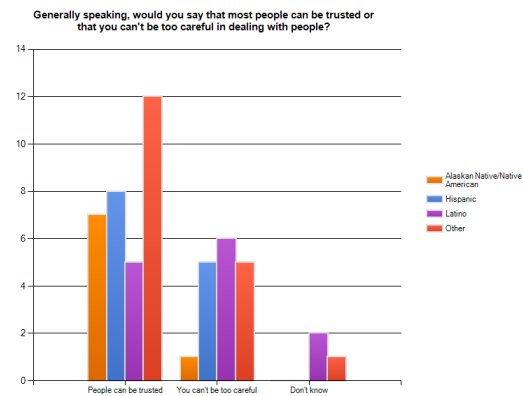
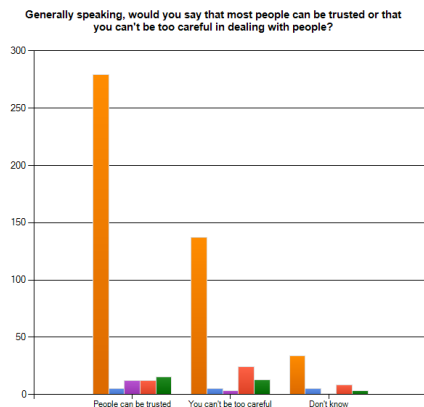
The vast majority of Caucasians and minorities are U.S. citizens. However, a much greater percentage of Caucasians (97.5 percent) than minorities (79.0 percent) are U.S. citizens. This disparity could very well be because most immigrants to the United States within the past several decades are from Latin America and Asia. Thus, a higher percentage of minorities than Caucasians would be immigrants and therefore less likely to be U.S. citizens. This difference could also occur because some respondents are international students who are here temporarily.



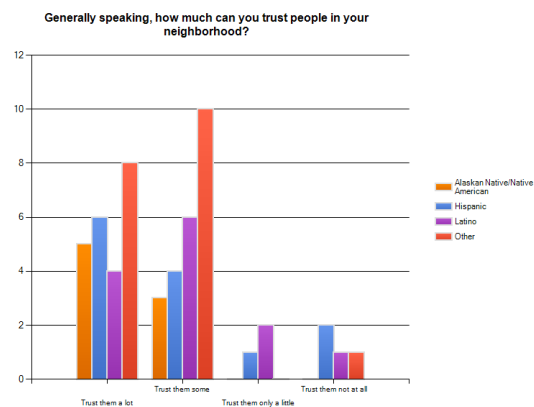
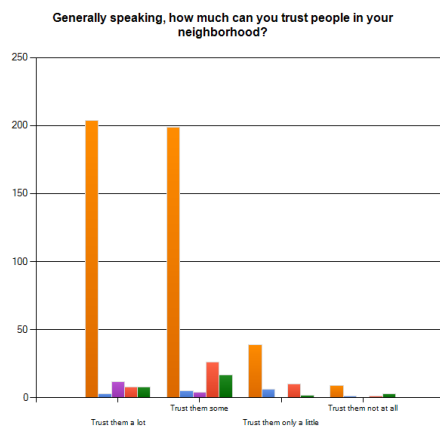
While 57.3 percent of Caucasians have lived in Tompkins County for over ten years, 33.8 percent of minorities have lived in the County for that amount of time. Therefore, in general, compared to minorities, Caucasians have more of their lives invested in Tompkins County.

Trust

In general and in individual categories, Caucasians have a higher level of trust than minorities. To improve race and ethnic relations in Tompkins County, everyone, especially minorities, should have higher levels of trust.

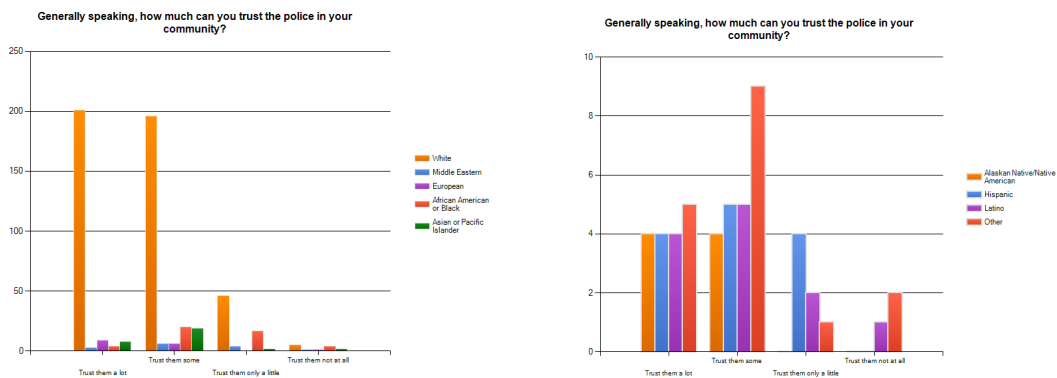


As a whole, Caucasians tend to trust more people in general compared to minorities. While 62 percent of Caucasians trust people in general, only 42.2 percent of minorities have that trust.

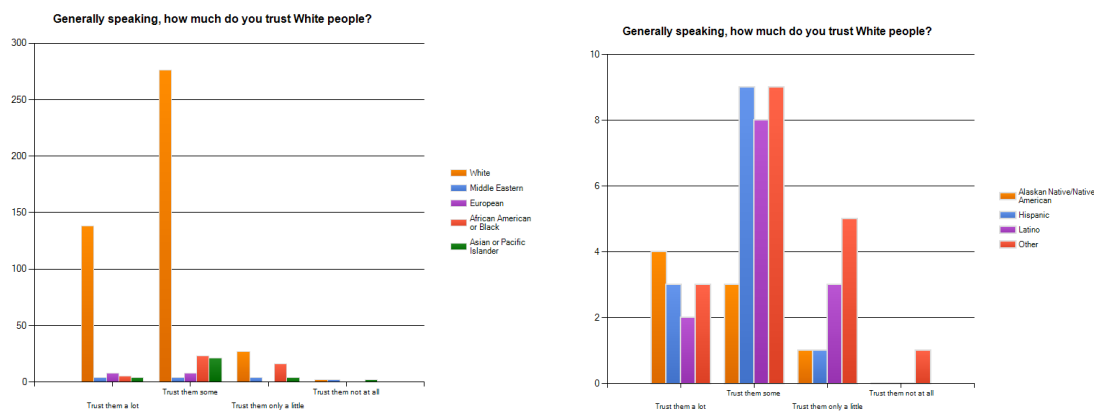


Caucasians trust their neighbors slightly more than minorities trust their neighbors. While 89.4 percent of Caucasians trust their neighbors a lot or some, only 80 percent of minorities have

that trust. This higher level of trust of neighbors makes sense because people often live near people (like themselves) and because people trust others (like themselves).

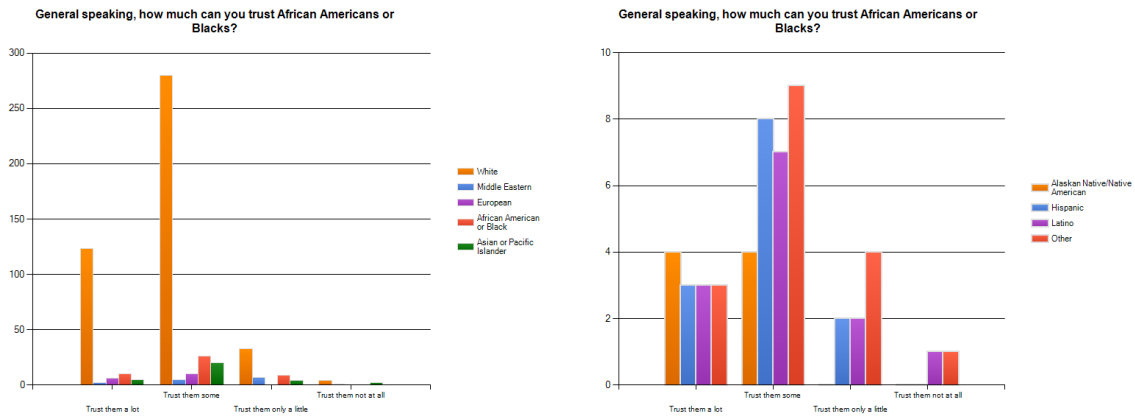


Caucasians trust police more than minorities trust the police. While 88.6 percent of Caucasians trust the police a lot or some, only 73.2 percent of minorities have that trust. This disparity, which is greater than that of trust of neighbors, might be because of police officers often being Caucasian and of recent racial-related incidents, including the killing of Greenwood.

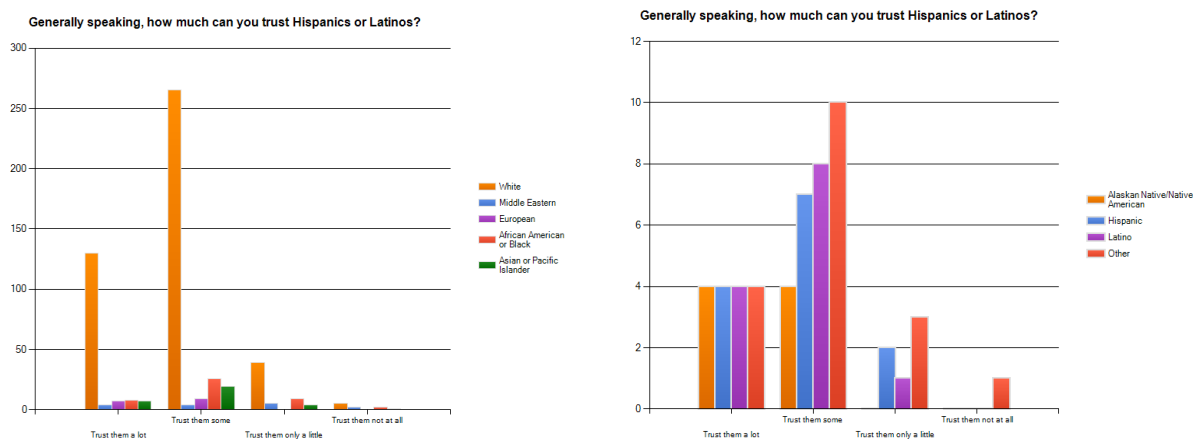


Caucasians are much more trusting than minorities of Caucasians. While 93.5 percent of Caucasians trust Caucasians a lot or some, only 73.4 percent of minorities have that trust. This disparity makes sense because it is more likely that Caucasians would trust themselves than it is for minorities to trust Caucasians. It is interesting to note that the minorities' level of trust of

police is about the same as their level of trust of Caucasians. Perhaps, this similarity arises from many police officers being Caucasian.



Compared to minorities, Caucasians trust African-Americans more. While 91.6 percent of Caucasians trust African-Americans a lot or some, only 77.8 percent of minorities have that trust. It is interesting to note that Caucasians trust African-Americans only slightly less than they trust themselves and that minorities trust African-Americans only a little more than they trust Caucasians.



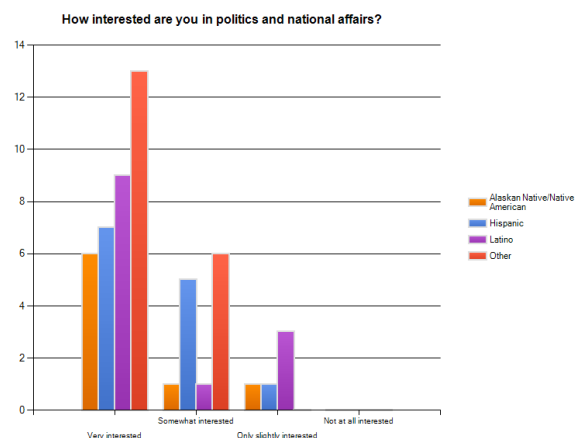
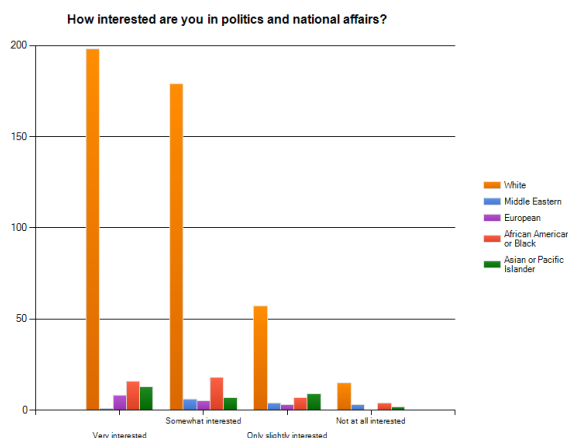
Compared to minorities, Caucasians have a greater trust for Hispanics or Latinos. While 90 percent of Caucasians trust Hispanics or Latinos a lot or some, only 79.3 percent of minorities have that trust.

It is interesting to note that minorities trust Caucasians less than they trust African-Americans and Hispanics. Part of this finding might result from African-Americans and Hispanics being minorities (thus causing minorities in general to trust those groups more than they trust Caucasians). However, it is important to note that Asian-Americans and other groups form a substantial part of the minority population. In addition, the minorities might trust each other more than they trust Caucasians because of the us vs. them view (meaning minorities vs. Caucasians).

Based on the different levels of trust, it seems like Caucasians might be more open to minorities than the reverse. Thus, in order to improve racial and ethnic relations in Tompkins County, minorities should improve their level of trust of others.

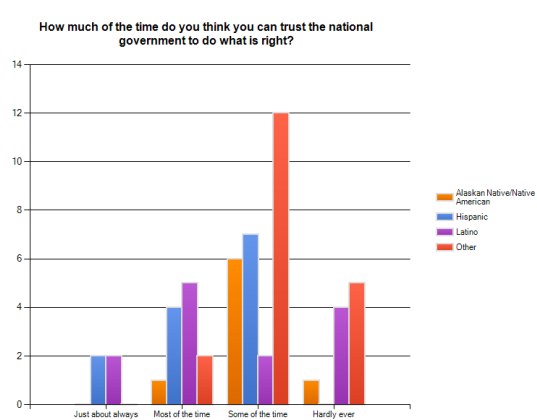
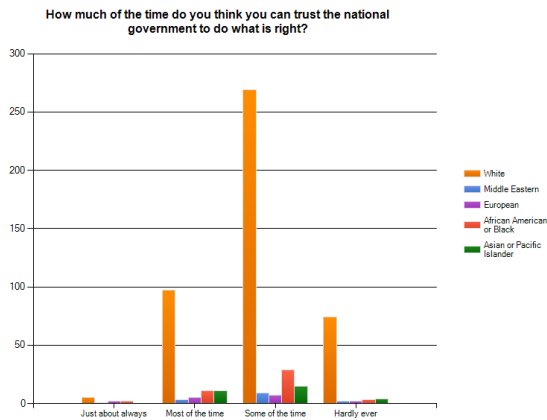
Politics

In comparison with minorities, Caucasians are more interested in politics. Both groups self-identify politically in similar ways.

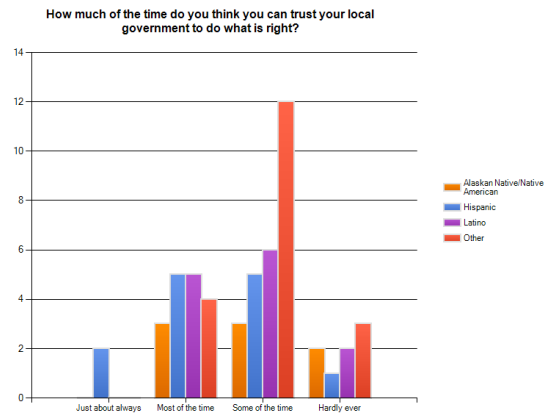
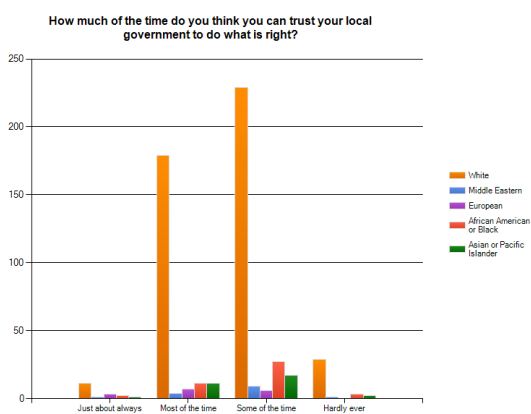


While 84 percent of Caucasians are interested in politics and national affairs, only 75.9 percent of minorities have that interest. This disparity might because even though politics and national issues affect everyone, elected officials in the United States are disproportionately

Caucasian.^{cxviii} Thus, minorities might feel less represented by the U.S. government and thus be less interested.

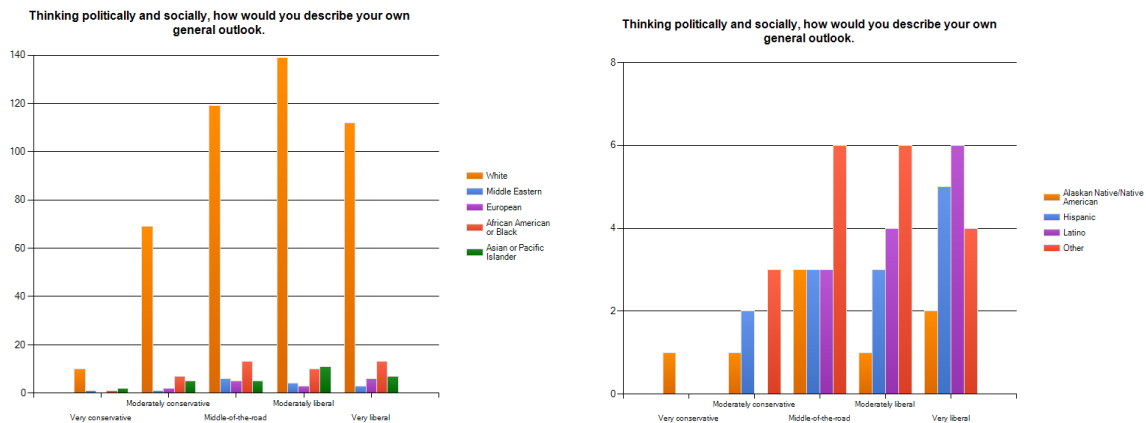


Both minorities and Caucasians trust that the national government will do what is right at similar levels. The breakdown of trust is the following: for Caucasians (Just about always/most of the time – 22.9 percent, some of the time – 60.4 percent, hardly ever – 16.6 percent) and for minorities (Just about always/most of the time – 31 percent, some of the time – 57.7 percent, hardly ever – 12.4 percent).



Minorities and Caucasians trust that the local government will do what is right sometimes. Compared to minorities, Caucasians are more likely to trust that the local government will do what is right. The breakdown of trust is the following: for Caucasians (Just

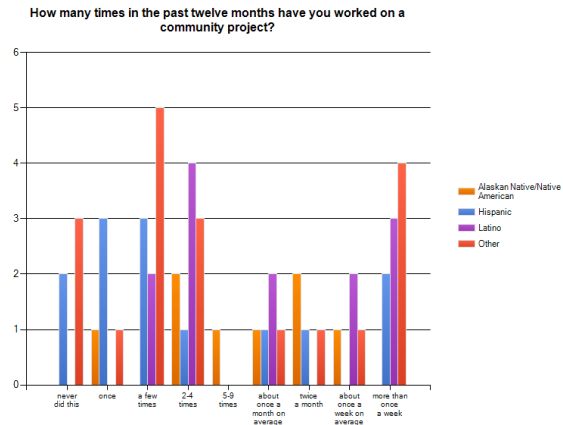
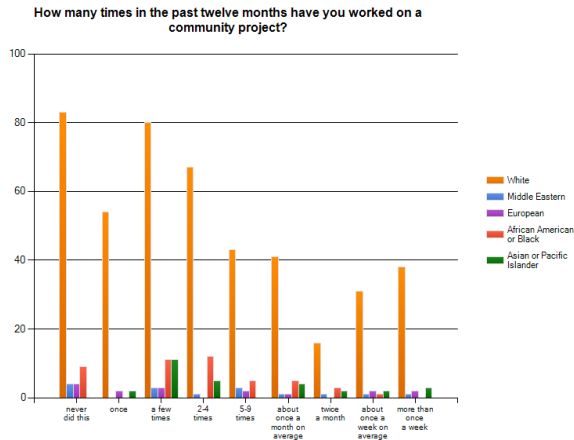
about always/most of the time – 40 percent, some of the time – 48.2 percent, hardly ever – 6.1 percent) and for minorities (Just about always/most of the time – 41.9 percent, some of the time – 69.2 percent, hardly ever – 12 percent).



Caucasians and minorities have very similar political views as one another. The self-identification breakdown is the following: Caucasian (Very conservative/moderately conservative – 17.6 percent, middle-of-the-road – 26.5 percent, moderately liberal/very liberal – 55 percent) and minorities (Very conservative/moderately conservative – 17.4 percent, middle-of-the-road – 28.5 percent, moderately liberal/very liberal – 54.2 percent). This similarity might result from the strong liberal university presence in the County.

Community

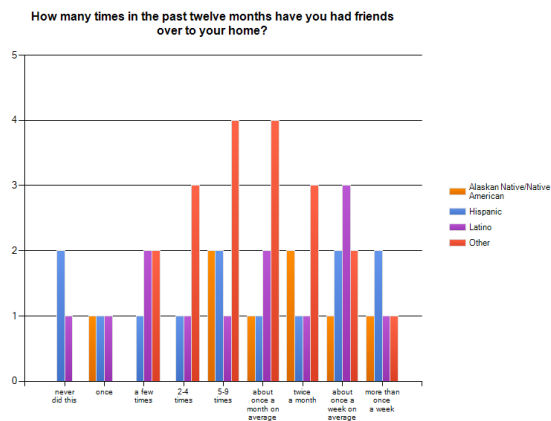
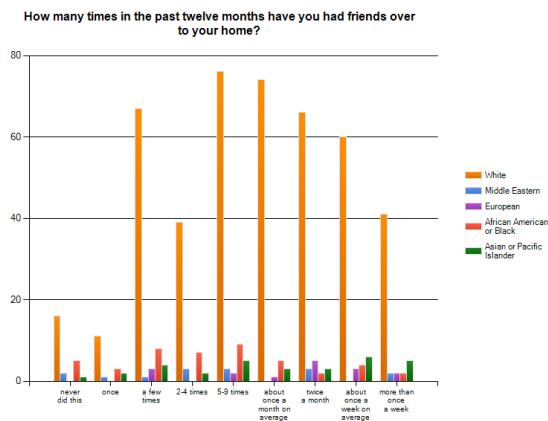
Generally, Caucasians and minorities are active in the community in Tompkins County.



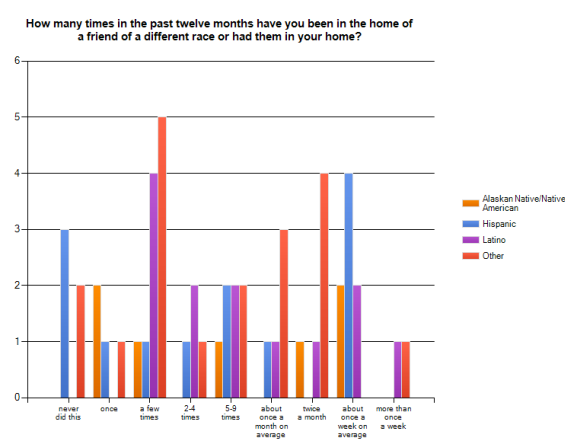
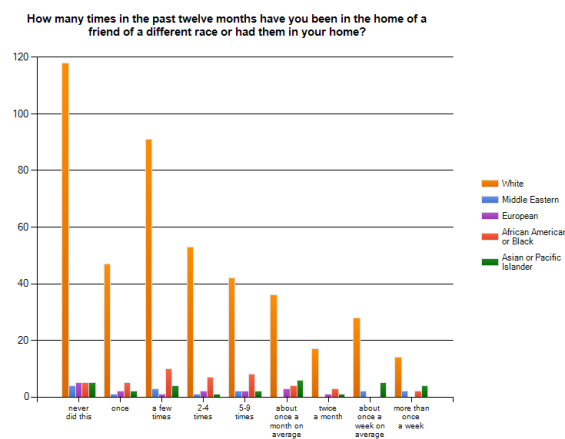
Minorities participate in the community slightly more than Caucasians. The self-identification breakdown is the following: Caucasian (Never – 18.3 percent, one time through nine times per year– 53.9 percent, and once a month or more – 27.8 percent) and minorities (Never – 12.4 percent, one time through nine times per year– 57.2 percent, and once a month or more – 31 percent). This disparity might result from more ethnic-based community projects.

Social

Residents in Tompkins County are social and like to spend time with each other. However, there are substantial differences between being in one's homes of friends generally and friends of a different race.



Caucasians and minorities both have friends over to their homes. The self-identification breakdown is the following: Caucasian (Never – 3.6 percent, one time through nine times per year – 42.9 percent, and once a month or more – 53.6 percent) and minorities (Never – 7.5 percent, one time through nine times per year – 49.3 percent, and once a month or more – 43.2 percent).

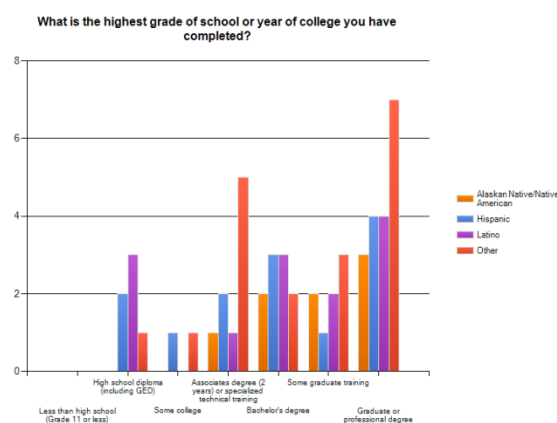
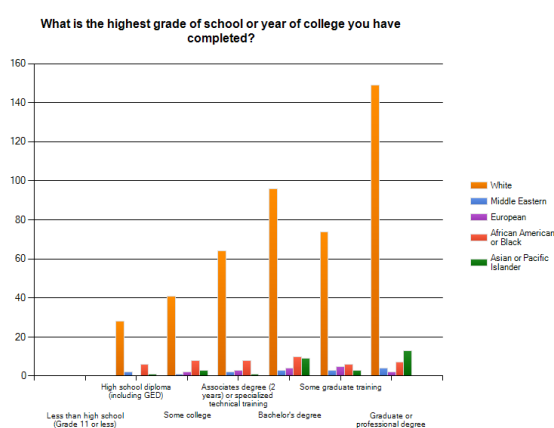


Caucasians and minorities both have been in the home of a friend of a different race or had a friend of a different race to their homes. The self-identification breakdown is the following: Caucasian (Never – 26.5 percent, one time through nine times per year – 52.2 percent, and once a month or more – 21.3 percent) and minorities (Never – 14 percent, one time through nine times per year – 52.4 percent, and once a month or more – 33.6 percent).

From the data we have, the friends of minority are more ethnically diverse than the friends of Caucasians. Both minorities and Caucasians socialize in their homes less with people of a different race than with friends generally. Furthermore, there are bigger disparities in the numbers of Caucasians than of minorities. For example, 3.6 percent of Caucasians never had a friend over, but that number increases to 26.5 percent when asked about friends of a different race. Meanwhile, the corresponding numbers for minorities are 7.5 percent and 14 percent.

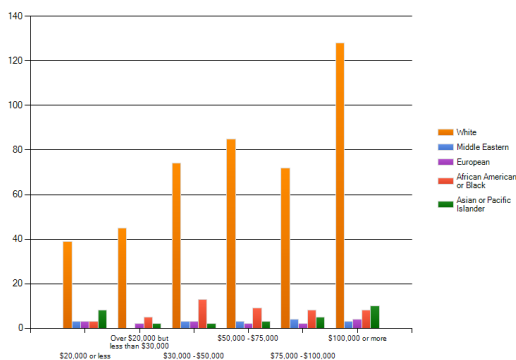
Socio-economic

Caucasians have a little more education than minorities, and they also have a slightly higher income as well.

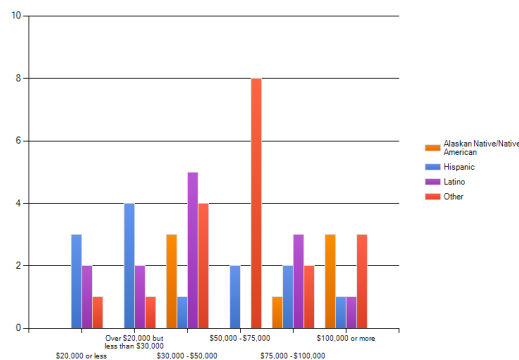


Caucasians are slightly more educated than minorities. The educational breakdown is: Caucasians (through a high school degree or GED – 6.2 percent, through a bachelor's degree – 44.5 percent, any post-graduate training – 49.3 percent) and minorities (through a high school degree or GED – 10.3 percent, through a bachelor's degree – 46.9 percent, any post-graduate training – 47.8 percent). Since Tompkins County is the home of Cornell University and other schools, residents of the County are well-educated.

If you added together the yearly incomes, before taxes, of all the members of your household for last year, 2009, what would the total be?



If you added together the yearly incomes, before taxes, of all the members of your household for last year, 2009, what would the total be?



Generally, Caucasians earn a little more than minorities. The income breakdown is: Caucasians (Below \$50,000 – 35.7 percent; between \$50,000 and \$100,000 – 35.4 percent; and \$100,000 or more – 28.9 percent) and minorities (Below \$50,000 – 45.2 percent; between \$50,000 and \$100,000 – 35.6 percent; and \$100,000 or more – 19.2 percent). This disparity corresponds to Caucasians earning more than many other racial and ethnic groups nationwide.

The hard version of the data is Appendix G of this report. As people will be completing the survey until December 31, 2010, this data is not the final data of this survey.

Comparison with Nation

Demographics

As previously stated, Tompkins County is not as racially and ethnically diverse as the United States in general. Slightly fewer people in Tompkins County (92.1 percent) than nationwide (95 percent) are U.S. citizens.^{cxix}

Trust

Generally, people in Tompkins County have higher levels of trust than the general population nationwide. In the County, 56.3 percent of the respondents would say that people can

be trusted, and 35.2 percent said that people cannot be too careful in dealing with people.

Meanwhile, in the United States, the respective numbers are 47 percent and 46 percent.^{cxx}

However, compared with the United States in general, Tompkins County residents trust the local police less and trust the people working in stores where residents shop more. The following is how each region trusts police in the community – Tompkins County (Trust a lot – 39.8 percent, some – 44.4 percent, only a little – 13.0 percent, and not at all – 2.9 percent), the Nation (Trust a lot – 51 percent, some – 32 percent, only a little – 11 percent, not at all – 7 percent).^{cxxi} Meanwhile, the percentages regarding trust of people (who work in the store where ones shop) are: the County (Trust a lot – 34.8 percent, some – 43.2 percent, only a little – 11.1 percent, not at all – 1.0 percent) and the United States (Trust a lot – 29 percent, some – 47 percent, only a little – 17 percent, not at all – 7 percent).

The different levels of trust of racial and ethnic groups in Tompkins County and the United States vary by the question. The levels of trust of Caucasians are the following: Tompkins County (Trust a lot – 27.7 percent, some – 60.3 percent, only a little – 10.6 percent, and not at all – 1.3 percent) and the Nation (Trust a lot – 31 percent, some – 56 percent, only a little – 11 percent, not at all – 2 percent).^{cxxii} The percentages of trust of African-Americans are: the County (Trust a lot – 25.9 percent, some – 61.3 percent, only a little – 10.6 percent, and not at all – 2.1 percent) and the Nation (Trust a lot – 26 percent, some – 58 percent, only a little – 12 percent, and not at all – 4 percent).^{cxxiii} For trust of Hispanics, the numbers are: Tompkins County (Trust a lot – 28.0 percent, some – 58.6 percent, only a little – 11.0 percent, and not at all – 2.3 percent) and the Nation (Trust a lot – 24 percent, some – 58 percent, only a little – 15 percent, and not at all – 4 percent).^{cxxiv} As a shorter survey was used in Tompkins County, the national (but not the

one in the County) also had questions about the level of trust of Asian-Americans and Native Americans.^{cxxxv}

Politics

As a result of Tompkins County being the home of Cornell University and other major institutions of higher learning, the residents of Tompkins County are more politically interested, active, and liberal than people in the United States as a whole. The percentages of interest in politics and national affairs are: the County (Very interested – 42.4 percent, somewhat – 37.8 percent, only slightly – 15.2 percent, and not at all – 4.6 percent) and the Nation (Very interested – 30 percent, somewhat – 36 percent, only slightly – 21 percent, not at all – 13 percent).^{cxxxvi}

Voter registration has the same general trend with the following numbers: the County (Yes – 83.8 percent, no – 16.2 percent) and the Nation (Yes – 80 percent, no – 20 percent).^{cxxxvii}

Information about political self-identification is: the County (Very conservative – 2.9 percent, moderately conservative – 16.2 percent, middle-of-the-road – 27.4 percent, moderately liberal – 28.4 percent, and very liberal – 25.1 percent) and the Nation (Very conservative – 15 percent, moderately conservative – 35 percent, middle-of-the-road – 26 percent, moderately liberal – 16 percent, very liberal – 8 percent, and something else/volunteered – 1 percent).^{cxxxviii}

People in Tompkins County and the United States have slightly different amounts of trust towards whether the national and local governments will do the right things, but generally, people in both places trust local more than national government. The levels of trust in the national government are the following: the County (Just about always – 2.1 percent, most of the time – 23.7 percent, some of the time – 58.4 percent, and hardly ever – 15.8 percent) and the Nation (Just about always – 3 percent, most of the time – 25 percent, some of the time – 52

percent, hardly ever – 19 percent).^{cxxxix} Meanwhile, the corresponding numbers regarding local government are: the County (Just about always – 3.1 percent, most of the time – 36.8 percent, some of the time – 52.5 percent, and hardly ever – 7.6 percent) and the Nation (Just about always – 6 percent, most of the time – 37 percent, some of the time – 46 percent, and hardly ever – 11 percent).^{cxxx}

Community

In addition, Tompkins County residents are more active in the community than people in the United States are. During the past twelve months, while 82.6 percent of residents of Tompkins County worked on a community project, only 38 percent of people nationwide did that activity.^{cxxxix} In addition, a greater percentage of people in the County than nationwide donated blood during the same amount of time – 32.2 percent in Tompkins County to 19 percent nationwide.^{cxxxii} Meanwhile, proportionately more residents in Tompkins County than in the United States attended a political meeting or rally during the past twelve months: the County (39.4 percent) and nationwide (16 percent).^{cxxxiii} At the same time, people are more active (meaning being an office or a committee) in local organizations in Tompkins County than in the United States – the County (47.7 percent) and the Nation (18 percent).^{cxxxiv}

Religion

Given that the United States is more conservative than Tompkins County, people attend religious services more frequently in the Nation as a whole than in Tompkins County. The numbers for that include: the County (Every week or more often – 17.9 percent, almost every week – 11.7 percent, once or twice a month – 9.6 percent, a few times per year – 17.3 percent,

less often than that – 16.6 percent, and never – 26.9 percent) and the Nation (Every week or more often – 41 percent, almost every week – 9 percent, once or twice a month – 20 percent, a few times per year – 17 percent, less often than that – 13 percent, and never – 0 percent).^{cxxxv}

Mental and Physical Well-Being

People in Tompkins County consider themselves a little happier and healthier than those nationwide. The following is information about levels of happiness: Tompkins County (Very – 32.8 percent, happy – 61.8 percent, not very happy – 4.7 percent, and not happy at all – 0.8 percent) and the Nation (Very happy – 38 percent, happy – 56 percent, not very happy – 5 percent, and not happy at all – 1 percent).^{cxxxvi} The numbers for health are: the County (Excellent – 23.4 percent, very good – 47.9 percent, good – 23.8 percent, fair – 4.3 percent, and poor – 0.6 percent) and the United States (Excellent – 22 percent, very good – 36 percent, good – 28 percent, fair – 11 percent, and poor – 4 percent).^{cxxxvii}

Socio-economic

Generally, residents in Tompkins County are doing better socio-economically than people nationwide. As expected since Cornell University and other major schools are in Tompkins County, the residents of Tompkins County are more educated than people in the United States as a whole. The educational breakdown is the following: the County (Less than high school – 0.0 percent, high school diploma including GED – 7.6 percent, some college – 9.6 percent, associate’s degree or specialized technical – 14.7 percent, bachelor’s degree – 22.1 percent, some graduate training – 16.3 percent, and graduate or professional degree – 29.7 percent) and nationwide (Less than high school – 18 percent, high school diploma including GED – 24 percent, some college – 20 percent, associate’s degree or specialized technical – 8

percent, bachelor's degree – 17 percent, some graduate training – 3 percent, and graduate or professional degree – 10 percent).^{cxxxviii}

Interestingly, there are a higher percentage of affluent individuals in Tompkins County than in the United States. The income break-down is the following: the County (\$20,000 or less – 10.3 percent; over \$20,000 but less than \$30,000 – 10.3 percent; \$30,000 to \$50,000 – 17.8 percent; \$50,000 – \$75,000 – 18.0 percent; \$75,000 – \$100,000 – 16.6 percent; and \$100,000 or more – 27.0 percent) and the Nation (\$20,000 or less – 15 percent; over \$20,000 but less than \$30,000 – 15 percent; less than \$30,000 unspecified – 1 percent; \$30,000 but less than \$50,000 – 25 percent; \$50,000 but less than \$75,000 – 19 percent; \$75,000 but less than \$100,000 – 9 percent; \$100,000 or more – 12 percent; and over \$30,000 unspecified – 4 percent).^{cxxxix}

Perhaps since some residents in Tompkins County are students and thus rent their places, a higher proportion of residents in Tompkins County rent their homes than nationwide. In the County, 34.6 percent rents his/her home, and the rest owns. Meanwhile, the respective numbers nationwide are 27 percent and 73 percent.^{cxl}

Comparison with Communities

Since the SAT does not have free access to other community datasets, we are not able to adequately compare the results of the Social Capital Survey of Tompkins County with those from other communities. Datasets from other communities can be purchased at www.ropercenter.org.

Recommendations

Administrative

The SAT is making recommendations to the CCG. As some community members are concerned that the survey's respondents are not representative of the greater population of Tompkins County, it is possible that the survey will end sometime early next year as opposed to on December 31, 2010, to gather more respondents.

The SAT recommends that the survey be distributed at schools for students to take to their parents to complete. Even though this procedure would be a way to reach out to the rural population and to people who do not have access to the Internet, this process would be problematic. Thus, people have to be careful with this distribution. When completing the survey, parents may not be completely honest about their feelings regarding people of different races. They may not like their children and teachers to see their true views about such sensitive topics. However, in order to avoid this potential problem, a survey drop-off box for parents who do not have the Internet and need hard copies of the surveys could be set up at school offices. If parents have the Internet, then youth could bring home a flier with the link of the survey (instead of the hard copy of the actual survey) to their parents.

In addition, as some residents do not have access to the Internet, the SAT recommends that the survey be implemented by phone. As was originally the plan, volunteers could make phone calls at call centers during multiple nights. The SAT also recommends that a link of the survey be sent out to different neighborhood listservs. A list of those listservs is Appendix N of this report. Moreover, if the survey is implemented past December 31, 2010, the survey could be implemented at the Great Downtown Ithaca Chili Cook-off & WinterFest,^{cxli} events at Buffalo Street Books in downtown Ithaca, concerts, and sporting events of Cornell University and Ithaca High School.

In order to more deeply compare the results of Tompkins County's survey with those of other communities, the SAT recommends that the CCG buy the data at http://www.ropercenter.uconn.edu/data_access/data/data_fees.html. There is relatively little free information on the Internet.

Furthermore, the survey should be conducted every three or four years (in between when the compass survey is conducted). In order to distribute this survey (to determine if progress regarding ethnic and racial relations in the County have been made), the initial contacts and relationships that the SAT has helped develop should be maintained. If this survey is conducted again in the future, the SAT recommends that students in the CRP 6311 course help with it. The already-existing Spanish-language version of the survey (Appendix H) should be used. Moreover, there would be great benefit in translating the survey into different languages in order to better reach some of the County's demographics.

Substantive/Policy

Due to the scope of SAT's assignment and timing constraints, the SAT was unable to fully analyze the survey results, but we strongly recommend that the client group continue to take steps to ensure that the survey results in a fully representative sample and further analysis is conducted as planned Shannon David or other assistance. Based on preliminary findings of the responses in SurveyMonkey to the beginning of December, to improve racial and ethnic relations in the County, the SAT is making some policy and program recommendations. The survey's initial findings indicate a strong level of involvement of the general public in local organizations. The SAT recommends that community leaders and organizations help with the efforts to improve ethnic and racial relations in the County. Community leaders, local elected officials, and other CRC members could help analyze the

results and proposals from the survey. In addition, they could reach out to their members and contacts about this survey.

In addition, Tompkins County should hold more events that would bring people of different racial and ethnic groups together. Such community-building activities could improve race and ethnic relations in the County.

Examples of different policies implemented as a result of the findings from the social capital survey conducted in other communities nationwide include:

Winston – Salem Foundation

The results of the Social Capital Benchmark Survey in Winston-Salem illustrated that community members generally trust people who go to church together or are fellow members of a structured organization. On the other hand, co-workers, store-workers, and others in the community are less trusted. Concerns about building the trust within the community prompted the Winston Salem Foundation to establish the Everyone Can Help Out Fund (ECHO Fund). The fund was designated to increase social capital and trust within the community by offering more intercommunity events. The Foundation designated a minimum of \$2.5 million for grants to organizations over a five-year period. As a result, it has distributed/funded 20 grants totaling almost \$550,000 for a variety of projects. The largest, approved last December, was \$100,000 to Habitat for Humanity to build social capital by forming racially diverse partnerships to build houses.^{cxlii}

San Diego Foundation

The results of the Social Capital Benchmark Survey led to the development of San Diego Foundation's Civil Society Program (SDFCSP). The SDFCSP offers several programs to build the relationship community members have with one another through the promotion of individual and neighborhood participation. San Diego Foundation's Civil Society Program offers:

- **Neighborhood Civic Fund and Leadership Program** - Supports neighborhood groups' efforts to increase local participation in community building
- **Intergroup Relations Project** - Supports efforts fostering an environment where new immigrants and their established neighbors can work together
- **San Diego Women's Foundation** - An effort to strengthen and improve women's capacities to engage in significant philanthropy in the San Diego region
- **Diversity and Division Report** - A three-part series in San Diego Magazine sponsored by The Foundation to create community dialogue and better understanding
- **Millennium Report** - Written by Neil Peirce to raise local awareness and discussion of the issues facing San Diegans in the new millennium
- **San Diego Lesbian and Gay Funding Partnership** - Increases awareness and philanthropy supporting lesbian and gay communities.
- **Southern California Citizenship Fund** - Supported legal vulnerable immigrants to become U.S. citizens^{cxliii}

New Hampshire Charitable Foundation

With the results of the Social Capital Benchmark Survey the New Hampshire Charitable Foundation (NHCF) has implemented several programs to increase and maintain the communities' level of social capital.

- NHCF rewrote their grant guidelines which now include Social Capital grant information.
- NHCF is collaborating with The University of New Hampshire to build a Consortium on Effective Communities - a partnership across all academic disciplines and institutions to carry out applied research on, and support for, Social Capital program work in state.
- NHCF is partnering with a new health foundation on the relationship between Public Health and Social Capital.^{cxliv}

East Tennessee Foundation

The Social Capital Benchmark Survey illustrated that the East Tennessee was lacking in diversity and the trust between ethnic groups were lower than the national average. As a result, the East Tennessee Foundation implemented several programs that improve their ethnic relations.

- Planned to initiate a series of conversations throughout the region about social capital and the survey findings.
- Initiated a speaking tour to share the data with civic organizations and other organized groups throughout the region.
- Revised the grant making guidelines to reflect a priority on social capital building programs.
- Identified potential partnership opportunities for intentional social capital building initiatives.^{cxlv}

Boston Foundation

The results from the Social Capital Survey depicted that Boston respondents have a low rate of church participation and a low amount of church donations. Furthermore, findings showed that people had multiple barriers such as lack of information that prevented them to be involved in the community. As a result, various programs, advocacy groups and research projects have been created to increase their social capital. These include:

- **Bonding and bridging social capital**

- The Arts Fund - strengthening diverse cultural organizations
- Boston Schoolyard Initiative - neighborhood efforts to design and develop local schoolyards
- Boston Community Building Curriculum - leadership training for neighborhood residents
- Mutual Assistance Associations - strengthening community organizations developed by and on behalf of refugees and immigrants
- New Economy Initiative: Using Technology to Empower Community - tackling the digital divide by improving community capacity to access technology resources and jobs

- **Advocacy and social justice**

- Latino Health Institute
- Boston Lesbian and Gay Funding Partnership
- Boston Parent Organizing Network
- **Research and dialogue** that promote understanding of and creation of social capital
 - Community Matters Roundtable and Monograph Series

- Boston Community Building Network's Indicators Project - using data to drive community dialogue and change^{exlvi}

Conclusion

As these policies have been successful, similar programs could be considered for implementation in Tompkins County as a result of the Social Capital Survey in Tompkins County. At the very least, some of these suggestions could be integrated into the existing programs offered through various organizations located here. As home to over 100 non-governmental organizations, the County is an ideal location provided with all the opportunities available to further the client group's goal.

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