# Pleasanton CAP 2.0 Online Survey #2 Results

# **Survey Objective**

The City released an online public survey designed to gather feedback on the draft strategies and actions for the Climate Action Plan 2.0.

# **Survey Details**

Duration: March 25-April 20, 2021 (this summary represents feedback received through April 10, 2021)

Respondents: 130

# **Demographic Summary**

About half (60) of the 130 respondents responded to the demographic questions. Of those who provided demographic information, the majority were **highly educated** (84% of respondents had a 4-year and/or advanced degree), **White** (60%), **male** (53%), and **between 52-71** (54%), living primarily in **Central-west** and **Northeast** Pleasanton. See more detailed demographic information in the *Demographic Summary* section.

# **Overarching Feedback and Takeaways**

Respondents were offered the option to 1) review strategies and actions for ALL sectors or 2) select induvial sectors to review. Most respondents (80%) chose to review all sectors. Of the respondents who only reviewed select sectors, Buildings & Energy was the most popular sector to review.

Within each sector, respondents were asked to (1) review the full list of strategies and actions, (2) rank their general support for the strategies and actions, (3) rate their support for each individual action, and (4) provide optional, additional openended feedback. Key themes are summarized in the bullet points and table below.

- Most respondents support the strategies and actions. The average level of support for the draft strategies and actions ranged between 77 and 87 (out of 100) for all sectors.
- **Respondents are least supportive of City mandates and regulations**. Respondents ranked these actions the lowest in several sectors and indicated opposition to regulations in open-ended responses.
- Respondents are concerned about cost and reliability of energy, indicating concern about how transitioning to renewable electricity and electric vehicles might lead to more expensive and less reliable energy sources.
- Respondents are skeptical about the effectiveness of some strategies and actions. Respondents noted in open-ended responses across sectors that they questioned how actions fit into the larger emissions reduction strategy and questioned whether actions were the best use of City resources.



Links to detailed findings are provided for each sector.

Sector	Action Support	Key <b>T</b> akeaway <b>(s)</b>
Buildings & Energy	Overall support score: 80  Most supported action(s):  Municipal solar panels  Renewable energy choice for municipal operations  Least supported action(s):  All-electric reach code  Existing Building Electrification Plan	<ul> <li>Less support for regulations and mandates, concern about burden to residents and business owners.</li> <li>Concern about the reliability and affordability of future energy sources.</li> <li>Support for actions related to solar power.</li> </ul>
Materials & Consumption	Overall support score: 80  Most supported action(s):  CalFresh, WIC & Senior FMNP expansion  Collaborative consumption projects  Least supported action(s):  Environmentally preferable purchasing policy	<ul> <li>Support for outreach and education initiatives.</li> <li>Support for collaborative consumption projects.</li> <li>Desire to expand material recovery programs.</li> </ul>
Natural Systems	Overall support score: 87  Most supported action(s):  Restore and conserve native habitats  City-wide tree planting program  Least supported action(s):  Urban Forest Master Plan	<ul> <li>Lower support for regulations and mandates, preference for incentives and voluntary actions.</li> <li>Support for growing native and drought resistant plants.</li> <li>Support for actions expanding local food production.</li> </ul>
Water Resources	Overall support score: 87  Most supported action(s): Improve water quality & supply  Least supported action(s): Water fixture retrofits	<ul> <li>Concern over PFAS contamination.</li> <li>Concern over future droughts;</li> <li>support for actions that expand and diversify water sources.</li> <li>Support for purple pipes and recycled water usage.</li> <li>Concern over conflict between</li> </ul>
Transportation & Land Use	Overall support score: 80  Most supported action(s):  Trails network expansion  Bike storage incentive program  Least supported action(s):  Private vehicle electrification	<ul> <li>motorist and cyclists.</li> <li>Feedback on the accessibility of EV charging stations.</li> <li>New actions to incentivize electric bikes and expand affordable housing.</li> </ul>
Community Resilience & Wellbeing	Overall support score: 82  Most supported action(s):  Wildfire preparation  Wildfire prevention  Least supported action(s):  Neighborhood resilience hubs	<ul> <li>Concern over air quality and strong support for fire prevention and fire preparation.</li> <li>Questions regarding the implementation of some strategies (e.g. staffing resilience hubs).</li> <li>Support for expanding community outreach on wildfire mitigation.</li> </ul>



# **Survey Results**

This section provides summaries of each survey question. Questions 1 and 2 asked which sectors respondents wanted to review, and so are not included in this summary.

# **Buildings & Energy**

# Q3: In general, what is your level of support for these strategies and actions?

68 answered; 62 skipped.

Most respondents generally supported the Buildings & Energy strategies and actions; the sector received an average overall score of around **77 out of 100**.

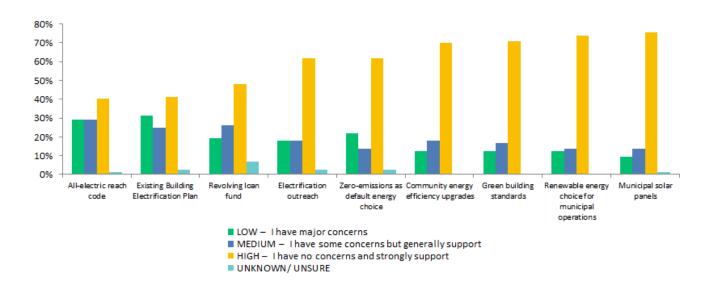
# Q4: Please indicate your level of support for the following actions:

- All-electric reach code
- Existing Building Electrification Plan
- Electrification outreach
- Revolving loan fund
- Green building standards

- Community energy efficiency upgrades
- Zero-emissions as default energy choice
- Renewable energy choice for municipal operations
- Municipal solar panels

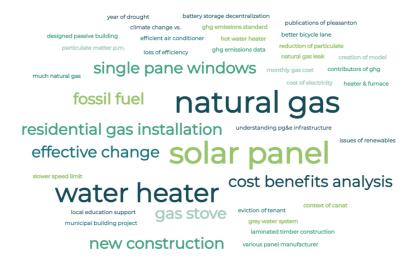
#### 73 answered; 57 skipped.

- General Support: Respondents supported most the actions; however, some actions received relatively less support compared to others.
- **Strongest Support:** Respondents expressed the strongest support for <u>municipal solar panels</u> and <u>renewable energy choice for municipal operations</u>, with around 75% of respondents highly supporting these actions.
- Lowest Support: The <u>all-electric reach code</u> and <u>Existing Building Electrification Plan</u> were the least supported actions, receiving the highest portion (30%) of Low votes and the lowest portion (40%) of High votes.





The following word cloud presents top-mentioned terms from open-ended responses to the questions summarized below:



### Q5: Optional. What would be needed for you to fully support these strategies and actions?

31 answered; 99 skipped.

- **Ensure that future energy sources are affordable and reliable,** particularly as the city transitions away from natural gas to renewable electricity.
- ▶ Ensure that mandates are not overly burdensome by clarifying how they will be phased in and considering exemptions to some requirements. Several respondents noted their preference for gas stoves and water heaters and at least one respondent recommended providing exemptions to Action 1164: Existing Building Electrification Plan to ensure that strict building requirements did not hurt small businesses or force property owners to close buildings because they could not comply with requirements.

#### Q6: Optional. Are there any critical strategies or actions missing?

25 answered; 105 skipped.

- Revise actions or adopt new actions that ensure the reliability and affordability of renewable energy sources. For example, expand *Action 1170: Low-carbon backup generation* to also include backup battery systems.
- **Expand actions specifically related to solar power**. Provide services to monitor residential solar panels to prevent system failures, expand incentives for residential rooftop solar, and expand *Action 1020: Streamline permitting of energy storage systems* to also streamline the permitting process for large scale commercial solar projects on private commercial property.



## Q7: Optional. Do you have any other comments related to these strategies and actions?

16 answered; 114 skipped.

- Concern over the cost and reliability of future energy sources. Respondents highlighted the need to support vulnerable communities, particularly low-income renters, who are at the mercy of landlords that may not be incentivized to upgrade buildings. Respondents also recommended a careful, well-developed plan for transitioning to renewables.
- Some skepticism about the effectiveness of the strategies and actions. Respondents questioned whether transitioning away from natural gas was necessary, city mandates were effective, electrification of buildings was an effective way to reduce emissions, and if transitioning fully to renewables was possible given limitations in battery storage.



# **Materials & Consumption**

# Q8: In general, what is your level of support for these strategies and actions?

58 answered; 72 skipped.

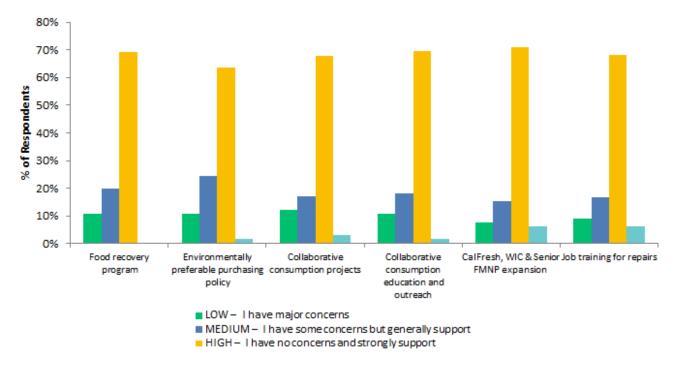
Most respondents generally supported the Materials & Consumption strategies and actions; the sector received an average overall score of around **80 out of 100**.

#### **Q9**: Please indicate your level of support for the following actions:

- Food recovery program
- Environmentally preferable purchasing policy
- Collaborative consumption projects
- Collaborative consumption education and outreach
- CalFresh, WIC & Senior FMNP expansion
- Job training for repairs

#### 66 answered; 64 skipped.

- ▶ **General Support:** Respondents generally supported all the actions; each received approximately the same portion (about 10%) of low support votes, and between 60% and 70% of respondents indicated they highly supported all actions.
- **Strongest Support:** Respondents expressed the strongest support for <u>CalFresh, WIC & Senior FMNP expansion</u> and <u>collaborative consumption education and outreach</u>, which about 70% of respondent indicated they highly supported.
- Lowest Support: The <u>environmentally preferable purchasing policy</u> was slightly less supported than other actions, receiving the lowest portion (64%) of high support votes.





The following word cloud presents top-mentioned terms from open-ended responses for the questions summarized below:



# Q10: Optional. What would be needed for you to fully support these strategies and actions?

20 answered; 110 skipped.

- Clarify what the costs are of these strategies and actions, including how costs and benefits were weighed in identifying the appropriate strategies to pursue.
- **Prioritize reducing plastic waste**, particularly waste from plastic to-go containers from restaurants. This recommendation applies to *Action 1194: Single use plastic reduction*.
- **Ensure that donated food is safe to consume**. Several respondents indicated that they would not support *Action 1043: Food recovery program* because of safety concerns.

# Q11: Optional. Are there any critical strategies or actions missing?

16 answered; 114 skipped.

- Actions that focus on data and waste metrics, including setting more specific targets under *Action 1041:*Waste recovery implementation plan and developing a reporting system for tracking waste diversion from grocery stores.
- **Expand outreach and education initiatives** under *Action 1193: Recycling & compost outreach* to ensure residents are informed about waste management best practices.
- Pursue bioenergy projects, including capturing methane emitted from landfill waste and adding municipal food waste to the biosolids digester at the regional wastewater treatment plant.
- Add additional material recovery programs, including a City-sponsored curbside donation program where donations are picked up with residential trash and recycling.



## Q12: Optional. Do you have any other comments related to these strategies and actions?

14 answered; 116 skipped.

- **Support for collaborative consumption programs** like those planned under *Action 1126: Collaborative consumption projects*, noting the effectiveness of programs like tool libraries in other communities.
- Skepticism over the effectiveness of some actions. Respondents noted that it can be particularly challenging to ensure residents comply with recycling and composting protocols, and some questioned whether actions in this sector will be as effective in reducing emissions compared to other sectors.



# **Natural Systems**

# Q13: In general, what is your level of support for these strategies and actions?

58 answered; 72 skipped.

Most respondents generally supported the Natural Systems strategies and actions; the sector received an average overall score of around 87 out of 100.

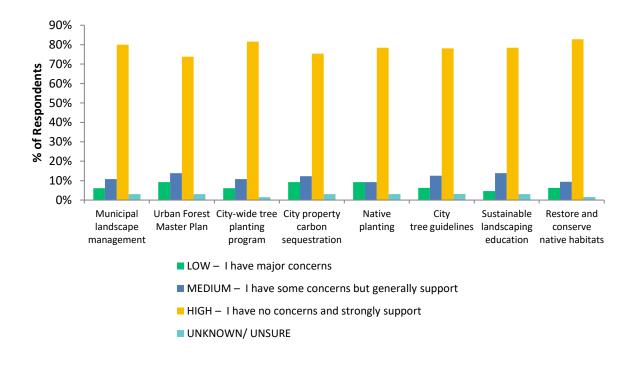
## Q14: Please indicate your level of support for the following actions:

- Municipal landscape management
- Urban Forest Master Plan
- City-wide tree planting program
- City property carbon sequestration
- Native planting

- City tree guidelines
- Sustainable landscaping education
- Restore and conserve native habitats

#### 65 answered; 65 skipped.

- General Support: Respondents generally supported all the actions; each received approximately the same portion (10%) of low support votes, and between 70% and 80% of respondents indicated they highly supported all actions.
- Strongest Support: Respondents expressed the strongest support for restore and conserve native habitats and city-wide tree planting, with around 82% of respondents highly supporting these actions.
- Lowest Support: The <u>Urban Forest Master Plan</u> was slightly less supported than other actions, receiving the highest portion (9%) of low support votes and the lowest portion (74%) of high votes.





The following word cloud presents top-mentioned terms from open-ended responses for the questions summarized below:



#### Q15: Optional. What would be needed for you to fully support these strategies and actions?

15 answered; 115 skipped.

- **Focus on incentives and voluntary actions** rather than mandates and regulations. Respondents indicated opposition to any actions that appear to regulate the landscaping of private homeowners.
- Clarify how this sector fits into the overall CAP strategy. For instance, respondents expressed concern that expanding tree canopy could pose a risk to power lines and block sunlight from hitting solar panels.
  Respondents also asked for clarification on how cost effective the Natural Systems strategies and actions were compared to other sectors.
- Prioritize actions focused on expanding native and drought resistant plants. Respondents highlighted the need for more native, drought resistant plants in Pleasanton—in line with *Action 1145: Native plantings*.

#### Q16: Optional. Are there any critical strategies or actions missing?

15 answered; 115 skipped.

- Improve carbon sequestration tracking under Action 1201: Track carbon sequestration by establishing a specific target that the City aims to meet.
- Promote local food production through community gardens and initiatives to grow edible plants, like fruit bearing trees, that are available to the public. Note that community gardens are included in the Community Resilience & Wellbeing Sector under Action 1143: Community gardens.
- Diversify community outreach campaigns under Action 1207: Sustainable land management education, including offering in-person landscape advice to homeowners and engaging children in tree planting programs.

#### Q17: Optional. Do you have any other comments related to these strategies and actions?

15 answered; 115 skipped.

- Need to balance water conservation with conserving natural systems. For example, respondents noted that growing more trees will also require more water usage.
- Skepticism over the effectiveness of strategies and actions in reducing emissions. At least one respondent questioned whether focusing on natural systems will distract residents from other important issues such as behavior change, and if natural systems are more effective than other carbon sequestration tools such as direct carbon capture.



## **Water Resources**

# Q18: In general, what is your level of support for these strategies and actions?

**53** answered; 77 skipped.

Most respondents generally supported the Water Resources strategies and actions; the sector received an average overall score of around **87 out of 100**.

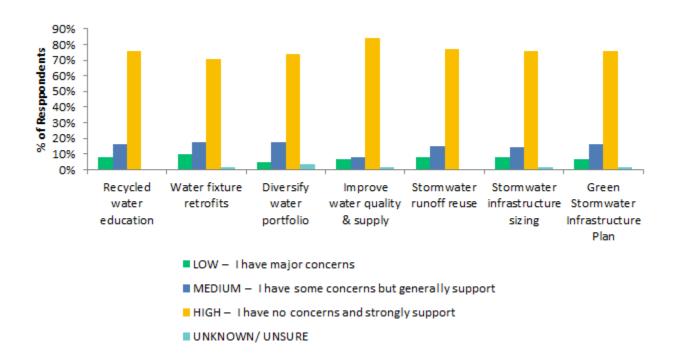
#### Q19: Please indicate your level of support for the following actions:

- Recycled water education
- Water fixture retrofits
- Diversify water portfolio

- Improve water quality & supply
  - Stormwater runoff reuse
- Stormwater infrastructure sizing
- Green Stormwater Infrastructure Plan

#### 62 answered; 68 skipped.

- **General Support**: Respondents generally supported all the actions; each received less than 10% low support votes, and between 70% and 84% of respondents indicated they highly supported all actions.
- **Strongest Support**: Respondents expressed the strongest support for <u>improve water quality & supply</u>, with around 84% of respondents highly supporting this action.
- **Lowest Support**: The <u>water fixture retrofits</u> action was slightly less supported, receiving the highest portion (10%) of low support votes and the lowest portion (71%) of high votes.





The following word cloud presents top-mentioned terms from open-ended responses for the questions summarized below:



#### Q20: Optional. What would be needed for you to fully support these strategies and actions?

11 answered; 119 skipped.

- ▶ Ensure that sustainability efforts do not interfere with efforts to address PFAS contamination. Several respondents expressed concern regarding PFAS in Pleasanton water sources (applies to *Action 1200: Improve water quality & supply*).
- Prioritize actions focused on expanding and diversifying the community water sources, to ensure that residents have access to reliable water sources in case of future droughts. (This recommendation applies to Action 1094: Diversify water portfolio, and Action 1200: Improve water quality & supply.)

## Q21: Optional. Are there any critical strategies or actions missing?

8 answered; 122 skipped.

- Expand the purple pipe expansion and recycled water usage under Action 1094: Diversify water portfolio.

  Respondents recommended allowing recycled water for residential use, expanding purple piping to residential customers, adding purple pipes to all city parks, and removing obstacles to residential graywater use.
- **Expand community outreach** focused specifically on rainwater harvesting under *Action 1207: Sustainable land management education*.

#### Q22: Optional. Do you have any other comments related to these strategies and actions?

8 answered; 122 skipped.

- Concern over future droughts and groundwater depletions; respondents want the City to prioritize these issues.
- **Concern over PFAS;** respondents want the City to prioritize this issue.



# **Transportation & Land Use**

# Q23: In general, what is your level of support for these strategies and actions?

55 answered; 75 skipped.

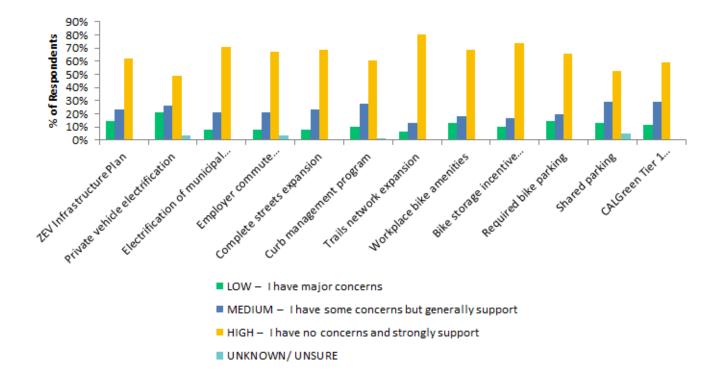
Most respondents generally supported the Transportation and Land Use strategies and actions; the sector received an average overall score of around **80 out of 100**.

#### **Q24**: Please indicate your level of support for the following actions:

- ZEV Infrastructure Plan
- Private vehicle electrification
- Electrification of municipal fleet
- Employer commute incentives
  - Complete streets expansion
  - Curb management program
- Trails network expansion
- Workplacebike amenities
- Bike storage incentive program
- Required bike parking
- Shared parking
- CALGreen Tier
  1 development
  standard

16 answered; 114 skipped.

- **General Support**: Respondents supported most of the actions; however, some actions received relatively lower high support votes.
- **Strongest Support**: Respondents expressed the strongest support for <u>trails network expansion</u> and the <u>bike storage incentive program</u>, which received around 80% and 74% high votes, respectively.
- **Lowest Support**: <u>Private vehicle electrification</u> was the least supported action, receiving the highest portion (21%) of low support votes and the lowest portion (49%) of high votes.





The following word cloud presents top-mentioned terms from open-ended responses for the questions summarized below:



#### Q25: Optional. What would be needed for you to fully support these strategies and actions?

16 answered; 114 skipped.

- Prepare for potential conflict between motorists and cyclists. Respondents expressed concern over the safety of roadways for cyclist and motorists alike and frustration when cyclists ignore traffic laws. Respondents recommended expanding community engagement and education on road safety to mitigate issues.
- **Ensure that EV charging stations are conveniently located** and accessible to a range of demographics. This recommendation applies to *Action 1056 Create a ZEV Infrastructure Plan*.
- Coordinate a carefully, well-developed transition to EVs to ensure that it does not strain the electric grid and compromise the reliability of future energy sources.

#### Q26: Optional. Are there any critical strategies or actions missing?

11 answered; 119 skipped.

- **Expand protected bike storage requirements** under *Action 1078: Workplace bike amenities* to apply to all development types, not just new commercial developments.
- Add a new incentive program focused specifically on electric bikes for residents who cannot afford electric vehicles
- Add an action focused on expanding affordable housing to existing sustainable land use actions.

## Q27: Optional. Do you have any other comments related to these strategies and actions?

13 answered; 117 skipped.

- Support making Pleasanton more bikeable and walkable, noting the importance of actions related to expanding the cycling infrastructure and trail network, and highlighting the importance of making roadways safe for cyclists.
- Skeptical that some bike infrastructure upgrades would reduce emissions, noting that upgrading roads and paths is ineffective if there are not more residents regularly commuting by bike.



# **Community Resilience & Wellbeing**

# Q28: In general, what is your level of support for these strategies and actions?

#### 53 answered; 77 skipped.

Most respondents generally supported the Community Resiliency & Wellbeing strategies and actions; the sector received an average overall score of around **82 out of 100**.

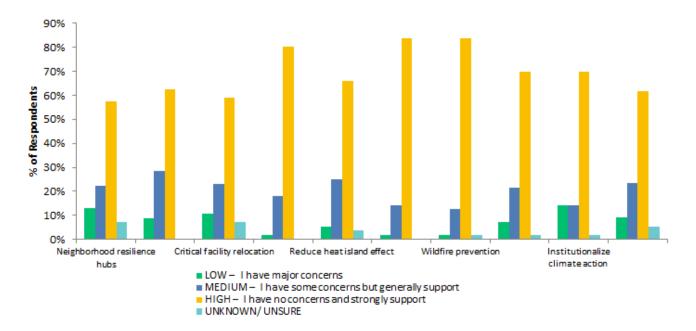
# **Q29**: Please indicate your level of support for the following actions:

- Neighborhood resilience hubs
- Community cooling centers
- Critical facility relocation
- Wildfire awareness
- Reduce heat island effect

- Wildfire preparation
- Wildfire prevention
- Wildfire smoke outreach & education
- Institutionalize climate action
- Adaptation and resilience in capital projects

#### **56** answered; 74 skipped.

- General Support: Respondents supported most of the actions; however, but some actions received relatively less support than others.
- **Strongest Support**: Respondents expressed the strongest support for <u>wildfire preparation</u> and <u>wildfire prevention</u>, with around 84% of respondents highly supporting these actions.
- **Lowest Support**: The <u>neighborhood resilience hubs</u> was the least supported action, receiving the highest portion (13%) of low support votes and the lowest portion (57%) of high votes.





The following word cloud presents top-mentioned terms from open-ended responses for the questions summarized below:



# Q30: Optional. What would be needed for you to fully support these strategies and actions?

10 answered; 120 skipped.

- Prioritize actions focused on fire prevention and preparedness. Respondents indicated that wildfire safety and air quality are a particular concern for residents. This recommendation applies to Action 1212: Wildfire preparation, Action 1213: Wildfire prevention, and Action 1028: Wildfire smoke outreach & education.
- Clarify how actions will be implemented. Respondents requested more specific implementation plans, including how the City will adequately staff Neighborhood resilience hubs (Action 1026) and Community cooling centers (Action 1035).

# Q31: Optional. Are there any critical strategies or actions missing?

7 answered; 123 skipped.

- **Expand community education and outreach.** Respondents recommended adding more wildfire mitigation trainings for homeowners to *Action 1028: Wildfire smoke outreach & education* and upgrading *Action 1023: Comprehensive public/private outreach* from low to high priority.
- Add additional water-focused focused community resiliency actions, including providing clean water stations in public parks.

# Q32: Optional. Do you have any other comments related to these strategies and actions?

5 answered; 125 skipped.

**Strong support for immediate implementation** of community resiliency actions, noting in particular the urgency of wildfire prevention and preparedness.



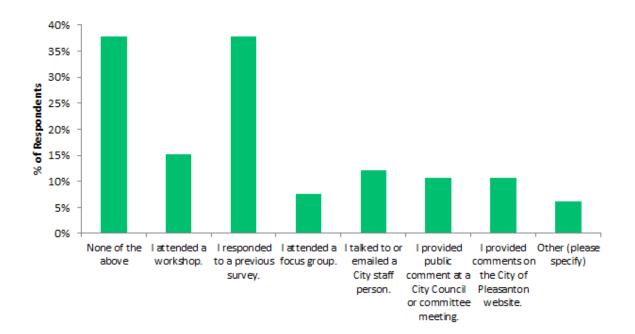
# **Engagement in CAP Process**

# Q33: In which other ways have you engaged in the CAP 2.0 planning process? (Select all that apply)

- None of the above
- I attended a workshop.
- I responded to a previous survey.
- I attended a focus group.
- I talked to or emailed a City staff person.
- I provided public comment at a City Council or committee meeting.
- I provided comments on the City of Pleasanton website.
- Other (please specify)

#### 66 answered; 65 skipped.

- Of the respondents who had participated in the CAP process, most (38%) had participated through a **past** survey.
- To date, about an equal number (38%) had not participated in the CAP process at all.
- Open-ended responses indicate that respondents have also participated by watching commission meetings, participating in alternative transportation planning, and attending other City meetings.

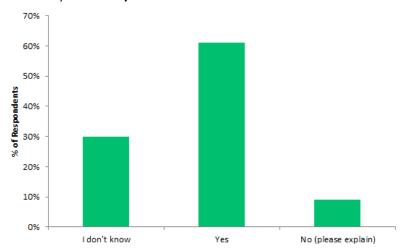




# Q34: Do you feel that you have been sufficiently informed about the CAP 2.0 process and given enough opportunities to provide input?

67 answered; 63 skipped.

- Most residents (61%) say they have been sufficiently informed about the CAP 2.0 process.
- Through open-ended responses respondents expressed that they feel **engaged but unsure if their feedback is addressed**, that they would like to see **outreach in different languages** (such as Mandarin and Cantonese), and that they would like the City to **diversify outreach to include other mediums**.



#### Q35: Is there anything in particular you would like to see happen next in the CAP 2.0 planning process?

19 answered; 111 skipped.

- More advertising for meetings
- More community outreach, including engaging local schools.

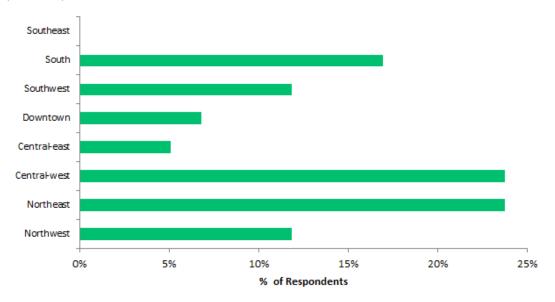


# **Demographic Summary**

# Q36: Which of the following geographic areas best describes where you live?

**59** answered; 71 skipped.

Respondents were spread across neighborhoods, with the most respondents located in **Northeast** and **Central-west** Pleasanton (both 24%).



# Q37: Which specific neighborhood do you live in?

44 answered; 86 skipped.

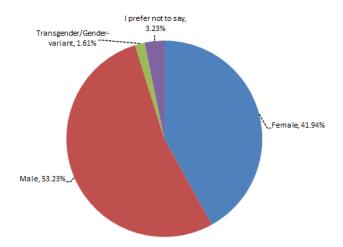
Residents were scattered in neighborhoods across the city. The most common neighborhood was Pleasanton Valley, followed by Val Vista.



## Q38: What is your gender?

62 answered; 68 skipped.

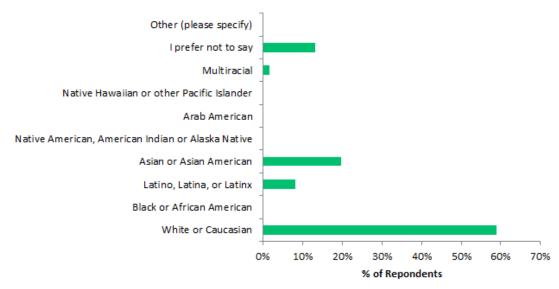
Most respondents identify as male (53%).



## Q39: Which of the following best represents your racial or ethnic heritage? (Select all that apply)

61 answered; 69 skipped.

Most respondents identify as White (59%).



**Current Pleasanton demographics** are provided below for reference:

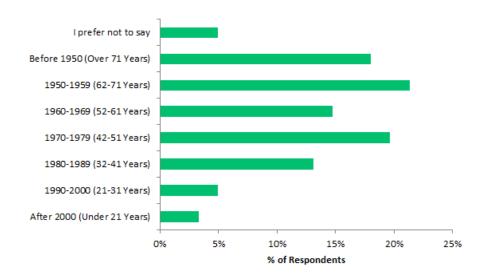
Race			
White or Caucasian	59%	Latino, Latina, or Latinx	8%
Asian or Asian America	19%	Multiracial	2%



#### Q40: In what decade were you born?

#### 61 answered; 69 skipped.

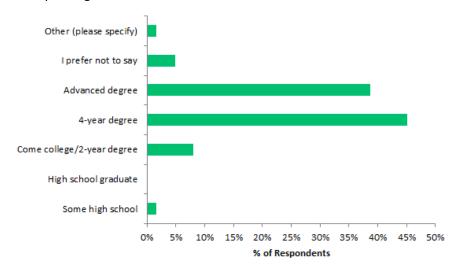
Respondents were fairly well distributed among ages; in general, older ages were overrepresented and younger ages were underrepresented compared to the general population. The majority of respondents are over the age of 52 (54%), with 15% of respondents between the age of 52-61 and 19% between the age of 62-71.



## Q41: What is the highest level of education you have completed?

#### 62 answered; 68 skipped.

Most respondents are college-educated (92%), with 45% having an advanced degree, 39% have a 4-year degree, and 8% having some college or a 2-year degree.





# Q42: Are there any other comments or thoughts you want to share?

17 answered; 113 skipped.

- **Continue engaging the community,** on residents can participate in the CAP process and do their part to address climate change; focus on reaching older residents who may not be as engaged as young people and translate outreach materials into multiple languages.
- **Collaborate with neighboring cities** in the Tri-Valley area on climate action planning.

