Pleasanton CAP 2.0 Online Survey #1 Results

Survey Objective

The City released an online survey designed to gauge the Pleasanton community's familiarity with climate change topics and gather feedback about Pleasanton's climate priorities, vulnerabilities, potential emission reduction targets, and responsibilities.

Survey Details

Duration: April 10-November 25, 2020

Respondents: 531

Demographic Summary

Respondents trended towards being more highly educated, White, female, and older (51-70 years old), living primarily in Central-west and South Pleasanton.

Overarching Feedback and Takeaways

Respondents were asked multiple-choice, ranked-choice, and open-ended questions regarding climate concerns, Climate Action Plan (CAP) priorities, community actions, and barriers to personal actions. Key themes are summarized below and in the table on page 2.

Most respondents are very underlined concerned about conserving **natural resources**, improving **health** outcomes, and having a strong local **economy**. Respondents believe the CAP 2.0 should prioritize **water conservation** and security, **renewable energy** sources, **waste** diversion, zero waste, and sustainable **consumption**.

Respondents were asked to rank criteria for selecting CAP actions. They ranked **impact** as the most important criterion, followed by feasibility, cost, co-benefits, and equity.

Respondents believed that the most helpful community actions were those that encourage sustainable actions, reduce **material and energy consumption**, and limit **development**.

The greatest barriers to personal climate action included the **cost** of action and lack of **accessibility** to sustainable means of **transportation**.

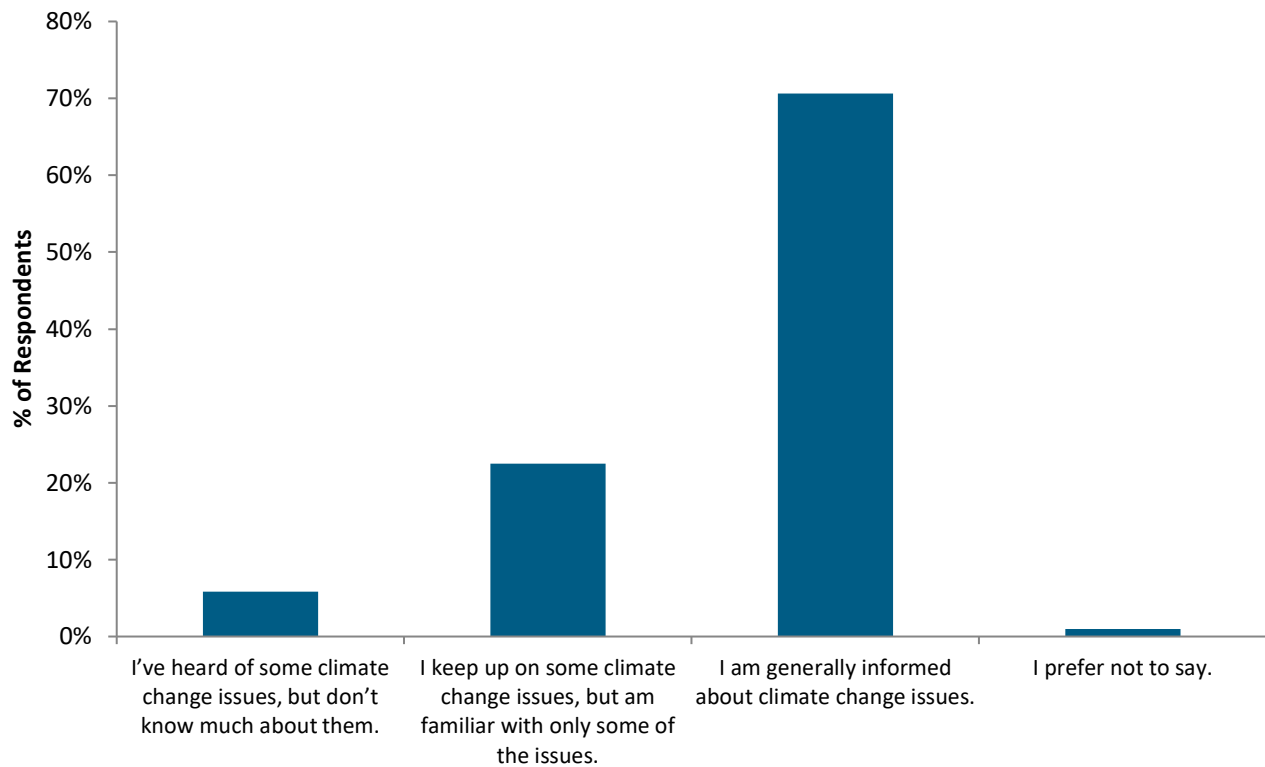| Topic	Key takeaways	Recommended City response
Issues	Respondents were asked about which issues the CAP 2.0 should focus on. The top three issues were: • Water conservation and security • Renewable energy sources • Consumption/waste: recycling, compositing, sustainable consumption, and zero waste	Ensure sufficient CAP 2.0actions that address these issues.
Criteria	Respondents were asked to rank criteria that would be used to select CAP 2.0 actions. The highest priority criteria among respondents were: • Impact • Feasibility • Cost • Equity and Co-benefits	Consider in developing and ranking criteria.
Community actions	Across the 196 open-ended responses for the most helpful community actions related to climate change, the following themes emerged: • **Encourage sustainable behaviors**, including alternative modes of transportation, solar panel installation, waste diversion, sustainable gardening, water conservation. • **Reduce material/energy consumption,** including vehicle miles travelled, traffic, food waste, fossil fuel use, population growth. • **Limit development**, including widespread building development and cutting trees.	Consider ways to incentivize and encourage these sustainable behaviors through CAP 2.0 actions.
Barriers to personal action	Across the 136 open-ended responses for the greatest barriers to personal action on climate change, the following themes emerged: • **Cost of action**, including cost of living, energy, electric vehicles, solar panels, housing. • **Lack of accessibility to sustainable means of transportation.** The need to commute is considered crucial. Many people are unwilling to replace gasoline vehicles they currently own until they become defective. Biking is considered inaccessible in hot weather, and respondents noted a lack of bike paths.	Identify opportunities to address barriers through CAP 2.0 actions.

Survey Results

This section provides summaries of each survey question.

Question 3: How would you best describe your awareness and understanding of climate change issues, such as climate risks, adaptation, and mitigation?

494 answered; 37 skipped.

Most respondents felt **generally informed** about climate change issues (71%). Fewer respondents (22%) keep up with climate change issues but are familiar with only some of the issues. Even fewer (6%) have heard of some climate change issues, but do not know much about climate change issues.
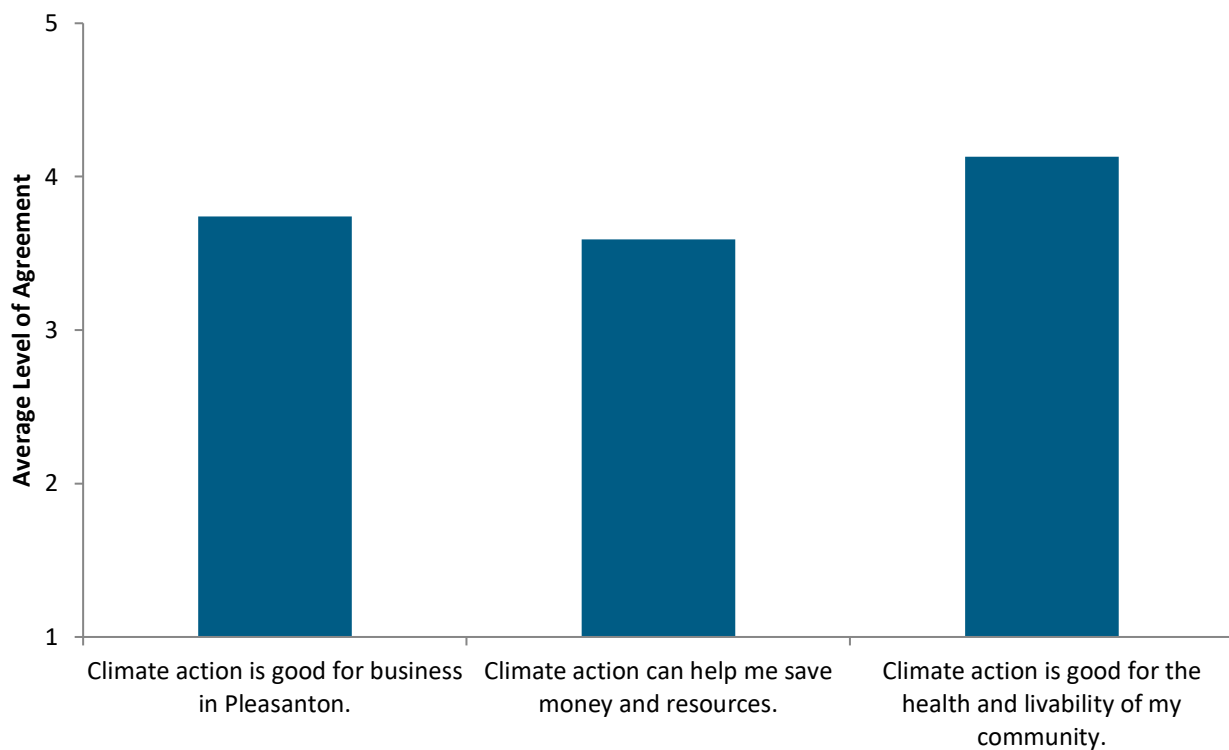
Question 4: For each statement, please indicate your level of agreement on a scale of 1 to 5 (1 being "I strongly disagree" and 5 being "I strongly agree.")

- **Climate action is good for business in Pleasanton.**

- **Climate action can help me save money and resources.**

- **Climate action is good for the health and livability of my community.**

493 answered; 38 skipped.

Most respondents (66%) strongly agreed with the statement that "climate action is **good for the health and livability of my community**. Most respondents also agreed with the statements "climate action is good for business in Pleasanton" and "climate action can help me save money and resources."
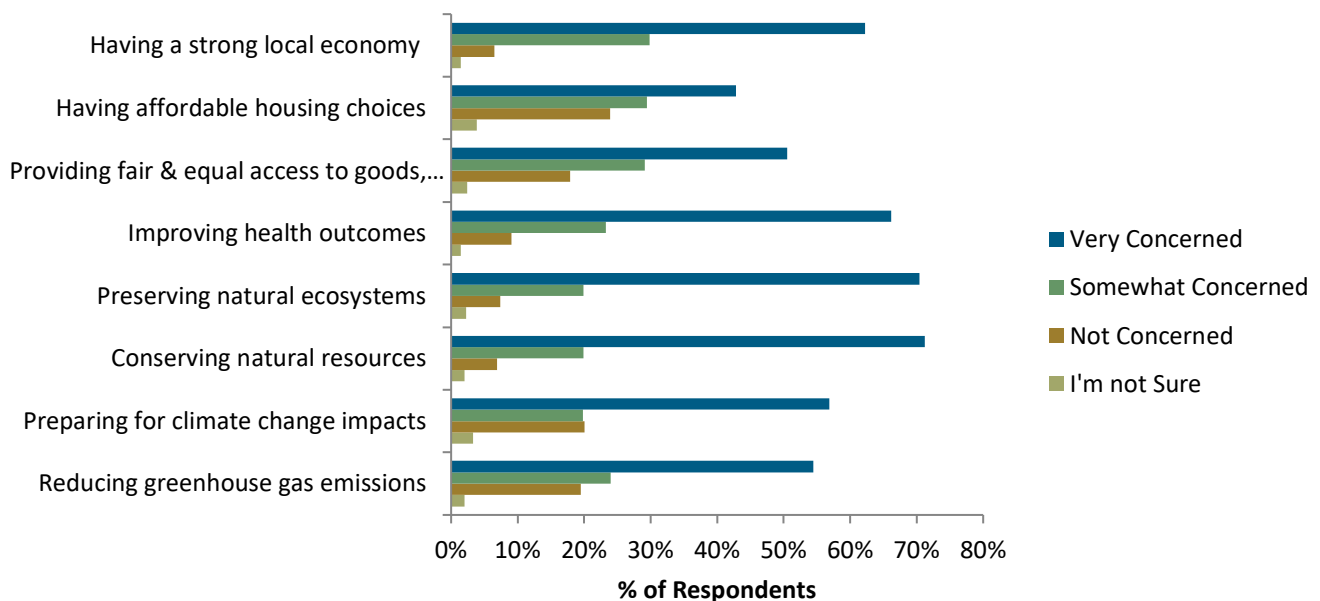
Question 5: How concerned are you about the following in Pleasanton?

- **Reducing greenhouse gas emissions** (e.g., energy efficiency in buildings, building electrification, renewable energy)
- **Preparing for climate change impacts**
- **Conserving natural resources** (e.g., water, wildlife)
- **Preserving natural ecosystems** (e.g., trees, streams)
- **Improving health outcomes**
- **Providing fair and equal access to goods, services, and employment** (e.g., access to public transit, medical services, and parks)
- **Having affordable housing choices**
- **Having a strong local economy**
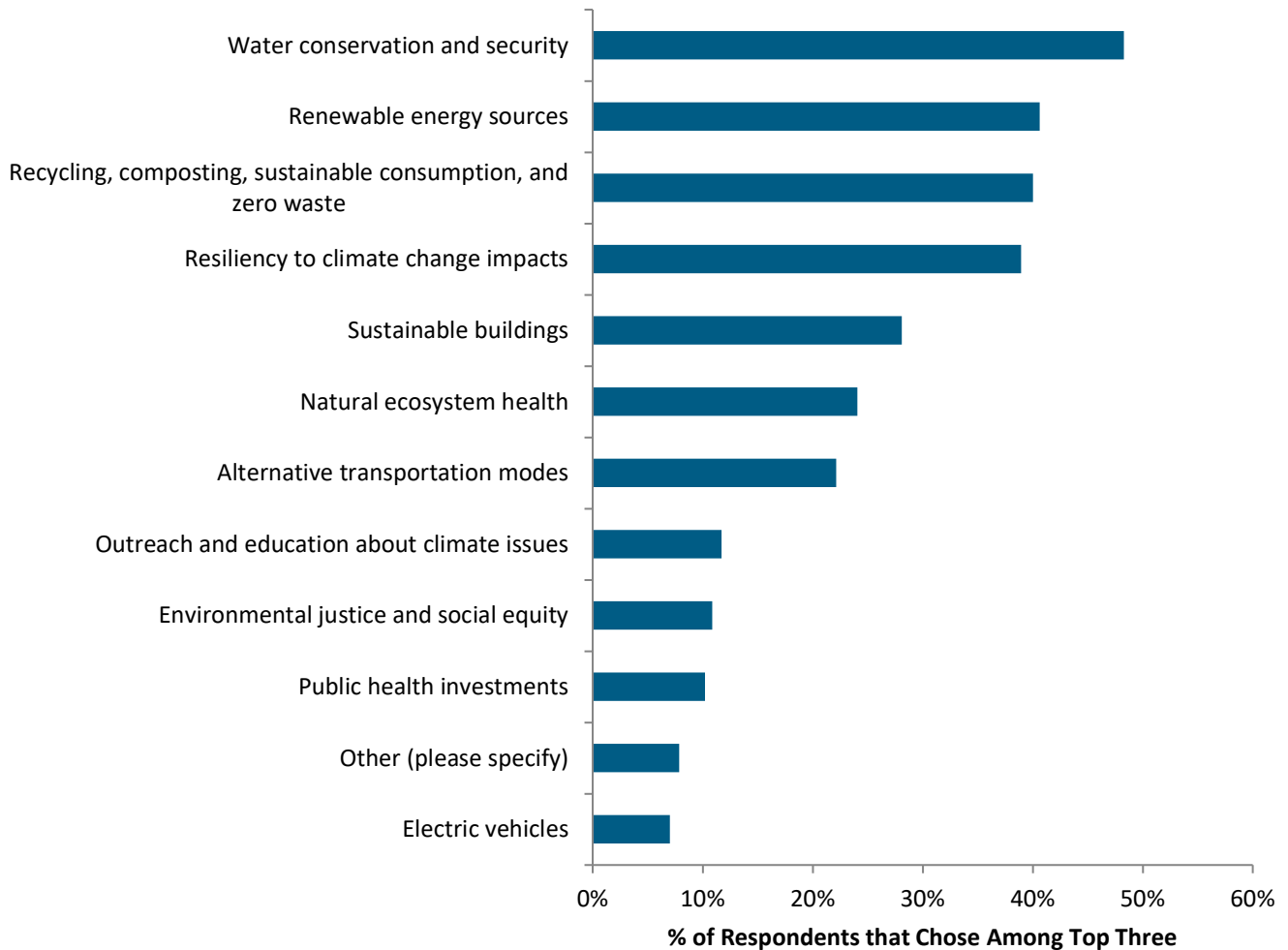
493 answered; 38 skipped.

Most respondents feel very concerned about all the impacts listed, with the least concerned issue being "having affordable housing choices." The top concerns were for conserving natural resources, preserving natural ecosystems, and improving health outcomes (71%, 70%, and 66% of respondents were very concerned about these topics, respectively).

Question 6: What top three areas do you think the Pleasanton CAP update should focus on? Please choose three.

470 answered; 61 skipped.

The top three areas that respondents selected were **water conservation and security** (48% of respondents chose this as a top three area), **renewable energy resources** (41% of respondents), and recycling, composting, sustainable consumption, and zero waste (40% of respondents).
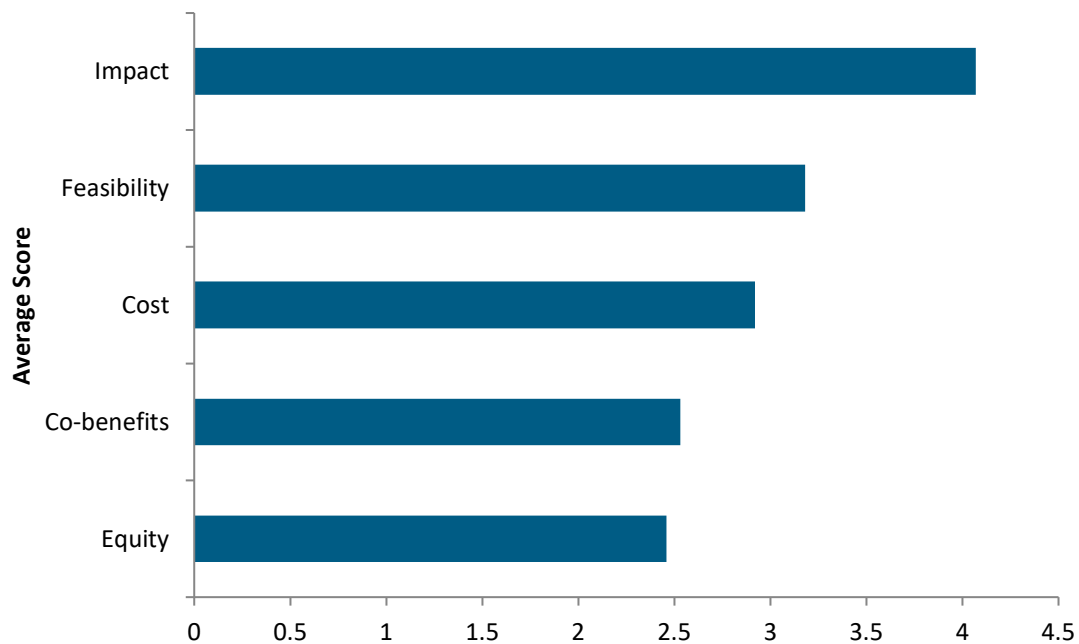
Question 7: Please rank from most important (#1) to least important (#5). What do you think is most important to consider in choosing actions to help Pleasanton reduce greenhouse gas emissions and become more resilient to climate change?

- **Impact:** how much the action will contribute to climate mitigation and adaptation goals (e.g., gallons of water conserved, greenhouse gas emissions reduced).

- **Cost:** how much money it will cost the City and community to implement the action.

- **Feasibility:** how easy it will be to implement the action (e.g., level of political support, technological barriers).

- **Equity:** will costs and benefits of action will be distributed fairly across communities or whether actions will avoid disproportionately affecting the most vulnerable in our communities.

- **Co-benefits:** will the action provide other benefits to the community, such as improved public health, more beautiful public spaces, and recreational opportunities.

461 answered; 70 skipped.

Respondents were asked to rank criteria that would be used to select CAP 2.0 actions on a scale of 1 to 5. Impact received the greatest average score of 4. Feasibility received the second greatest average score of 3.2. Cost received the third greatest average score of 2.9. Equity and co-benefits both received an average score of 2.5.

Question 8: Optional. What specific actions or changes do you feel would most help the Pleasanton community reduce greenhouse gas emissions and become more resilient to climate change?

196 answered; 335 skipped.

Across the 196 open-ended responses for the most helpful community actions related to climate change, the following themes emerged:

- **Encourage sustainable behaviors**, including alternative modes of transportation, solar panel installation, waste diversion, sustainable gardening, water conservation.
- **Reduce material and energy consumption**, including vehicle miles travelled, traffic, food waste, fossil fuel use, population growth.
- **Limit development**, including widespread building development and tree cutting.

See Appendix for full responses.

The following word cloud presents the top-mentioned terms from the open-ended responses:
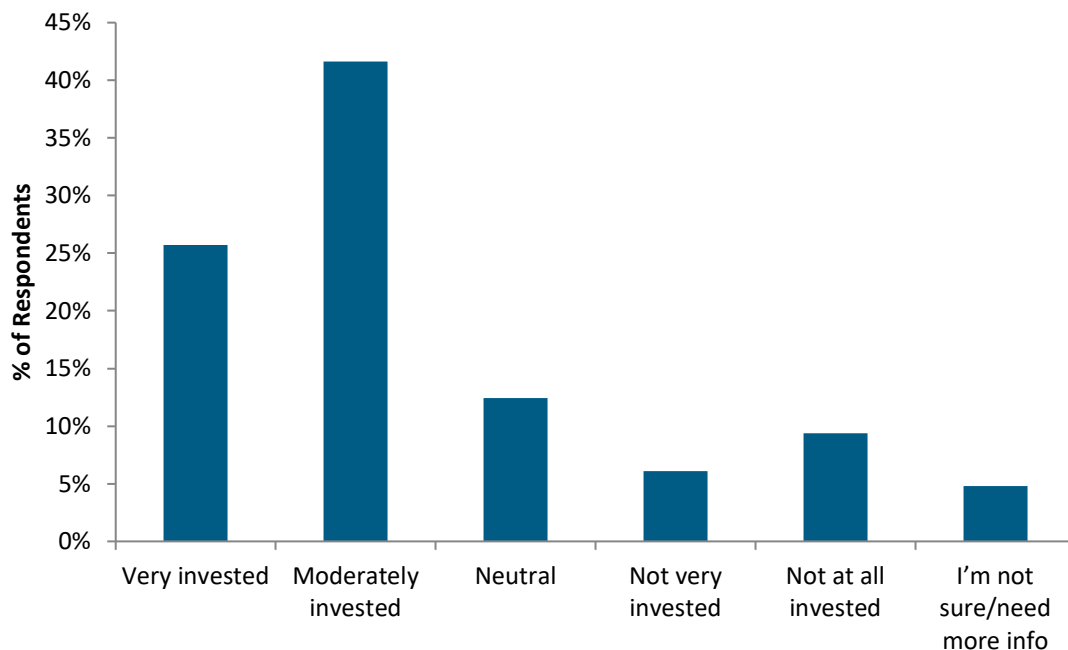
SURVEY RESULTS

Question 9: How invested should the City of Pleasanton be in pursing your top priority actions? Please select the option that best matches your view.

- **Very invested:** City of Pleasanton should be a national leader in climate action, no matter the cost.

- **Moderately invested:** City of Pleasanton should lead other Bay Area communities in climate action, even if it costs more.

- **Neutral:** City of Pleasanton should be consistent with other Bay Area communities and their investment in climate action.

- **Not very invested:** City of Pleasanton should invest less than other Bay Area communities in climate action.

- **Not at all invested:** City of Pleasanton should not invest in climate action.

- **I'm not sure**/need more information to decide.

459 answered; 72 skipped.

Most respondents believe that the City of Pleasanton should be invested to some degree on pursuing their top priority actions (68%), with 42% believing Pleasanton should be moderately invested and 26% believing Pleasanton should be very invested.

Question 10: Optional. Are there any specific challenges or barriers that your household/family might face in taking action to address climate change?

136 answered; 395 skipped.

Across the 136 open-ended responses for the greatest barriers to personal action on climate change, the following themes emerged:

- **Cost of action**, including costs of living, energy, electric vehicles, solar panels, housing.
- **Lack of accessibility to sustainable means of transportation.** Respondents noted that the need to commute is crucial. Many respondents noted that they will not replace their gasoline vehicles until they become defective. Biking was noted as inaccessible in hot weather, and respondents noted insufficient bike paths.

The following word cloud presents the top-mentioned terms from the open-ended responses:

Question 11: Optional. Is there anything else you would like us to consider in updating the Pleasanton Climate Action Plan?

128 answered; 403 skipped.

Across the 128 open-ended responses, the following themes emerged:

- **Community:** Respondents encouraged engaging directly with residential and business communities. Some respondents encouraged collaboration with other communities in the Bay Area.
- **Water conservation:** Respondents emphasized the need for water conservation using tools such as tiered water usage rates, water rights, water efficient fixtures, and low-water landscaping. Safe and clean water is a top priority among respondents.
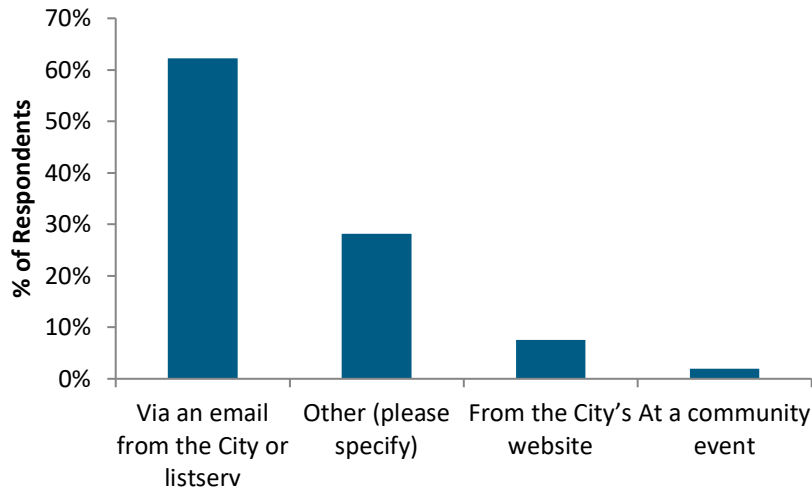
The following word cloud presents the top-mentioned terms from the open-ended responses:

Question 12: How did you find out about this survey?
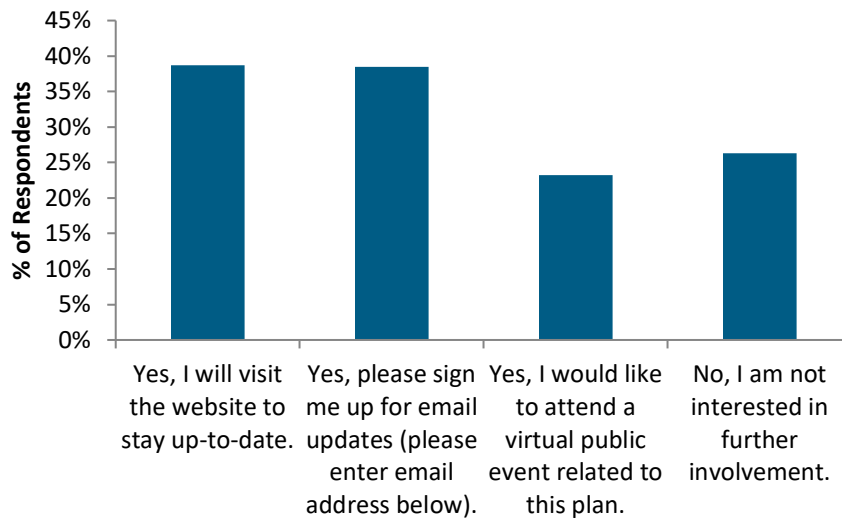
461 answered; 70 skipped.

Most respondents found out about this survey through an email from the City or through a **listserv** (62%). Other respondents (28%) found out through other means, including friends, family, and social media such as Facebook, Nextdoor, Instagram. Several respondents also discovered this survey through the Pleasanton Weekly.

Question 13: Would you like to be involved in the planning process for the Pleasanton Climate Action Plan 2.0? Please select all that apply.

452 answered; 79 skipped.

The majority of respondents indicated an interest in staying involved: 39% of respondents replied that they will visit the website to stay up-to-date and 39% signed up for email updates. About one quarter of respondents were not interested in further involvement.
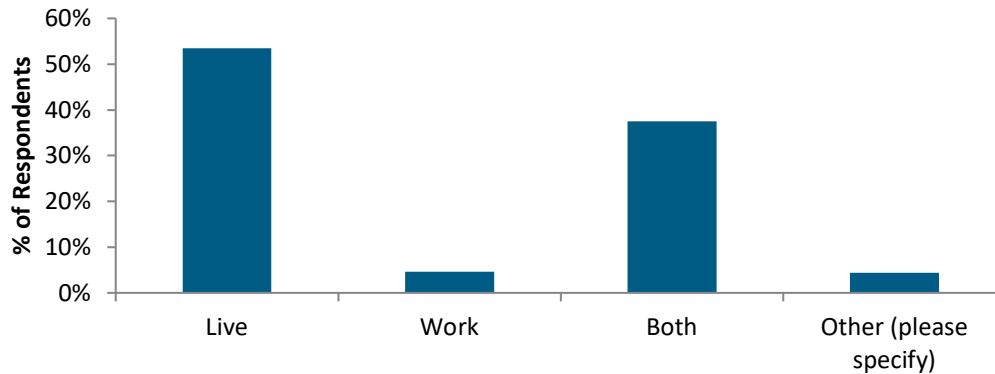
Demographic Summary

Live/Work in Pleasanton

520 answered; 11 skipped.

Most respondents **live but do not work in Pleasanton** (54%). The bulk of the remaining respondents (38%) both live and work in Pleasanton.

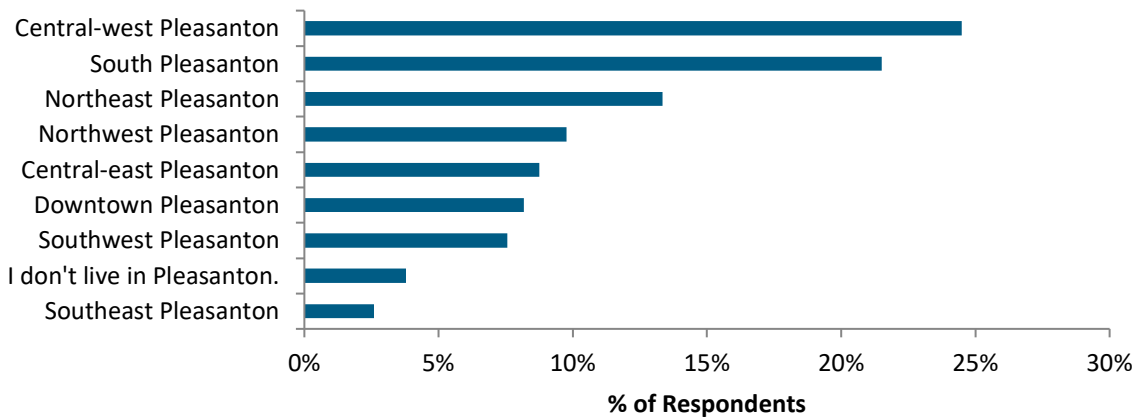### Do you live and/or work in Pleasanton?

Neighborhood of Residence

502 answered; 29 skipped.

Respondents were spread across neighborhoods, with the most respondents located in Central-West Pleasanton (25%) and South Pleasanton (22%).

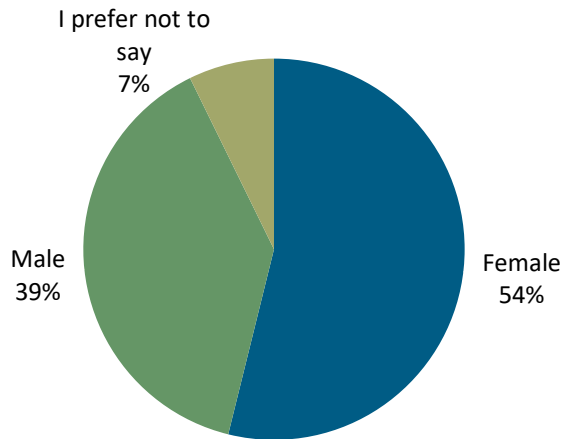### Which of the following geographic areas best describes where you live?

Gender

427 answered; 104 skipped.

Most respondents identify as female (54%).

What is your gender?

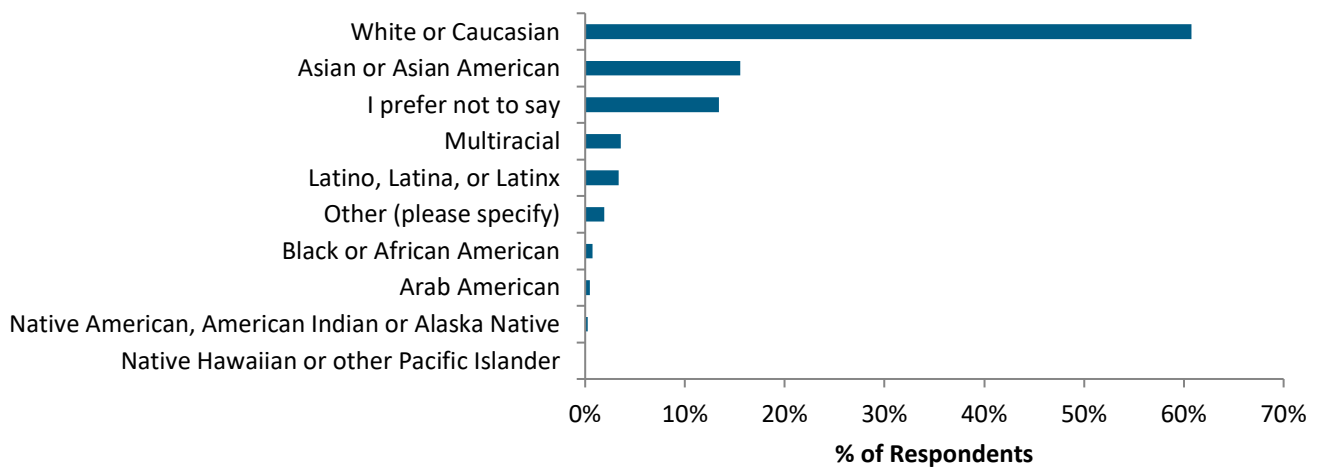I prefer not to say
7%

Male
39%

Female
54%

Race/Ethnicity

418 answered; 113 skipped.

Most respondents identify as White (61%).

Which of the following best represents your ethnic heritage?

White or Caucasian
Asian or Asian American
I prefer not to say
Multiracial
Latino, Latina, or Latinx
Other (please specify)
Black or African American
Arab American
Native American, American Indian or Alaska Native
Native Hawaiian or other Pacific Islander

0%   10%   20%   30%   40%   50%   60%   70%

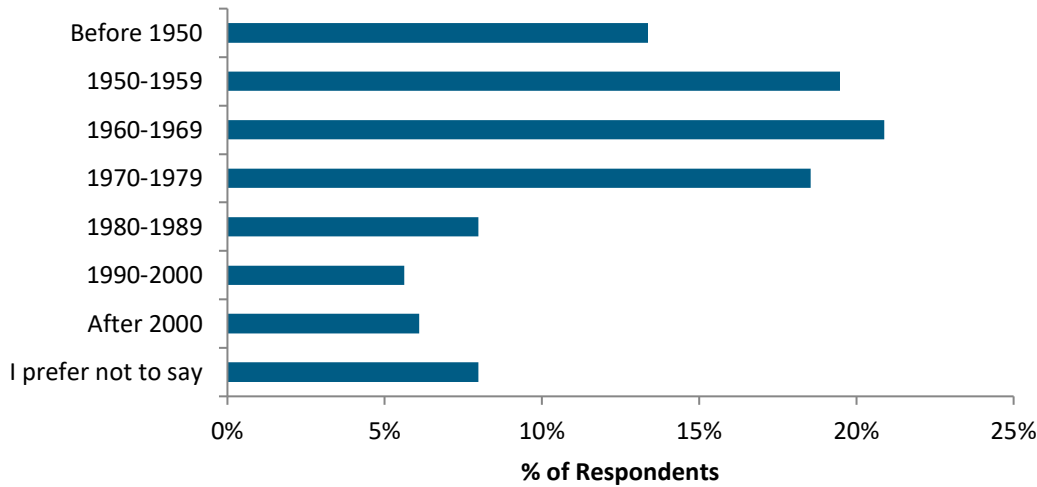**% of Respondents**

CASCADIA
CONSULTING GROUP

Age

426 answered; 105 skipped.

Respondents were **fairly well distributed** among ages. The **majority of respondents are over the age of 51** (54%), with 21% of respondents between the age of 51-60 and 19% between the age of 61-70.

In what decade were you born?

Education

434 answered; 97 skipped.

Most respondents are **college-educated** (87%), with 42% having an advanced degree, 34% have a 4-year degree, and 12% having some college or a 2-year degree.

What is the highest level of education you have completed?