

## Final Report - 9.11.2012

### Climate Action Plan Survey

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Above: cover slide from the iPad survey application

## Campaign At-A-Glance

Interview dates:	6.1.12 – 9.1.12
Total interviews conducted:	500
Interview methods:	100% Door-to-Door
Sponsors:	Allterra Solar

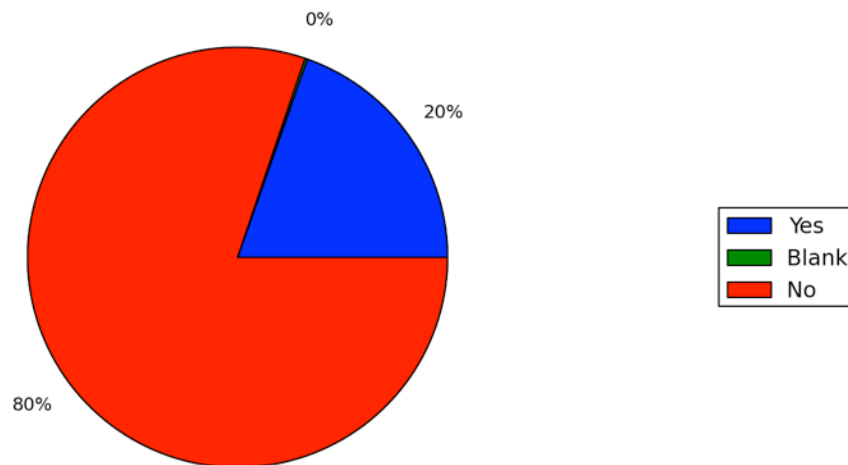
This campaign was made possible by Allterra Solar. Respondents were asked if they'd like to be part of the City's goal to reach 5,000 solar homes by 2020.



Above: Home Solar opt in slide from the iPad survey application

## Response Data

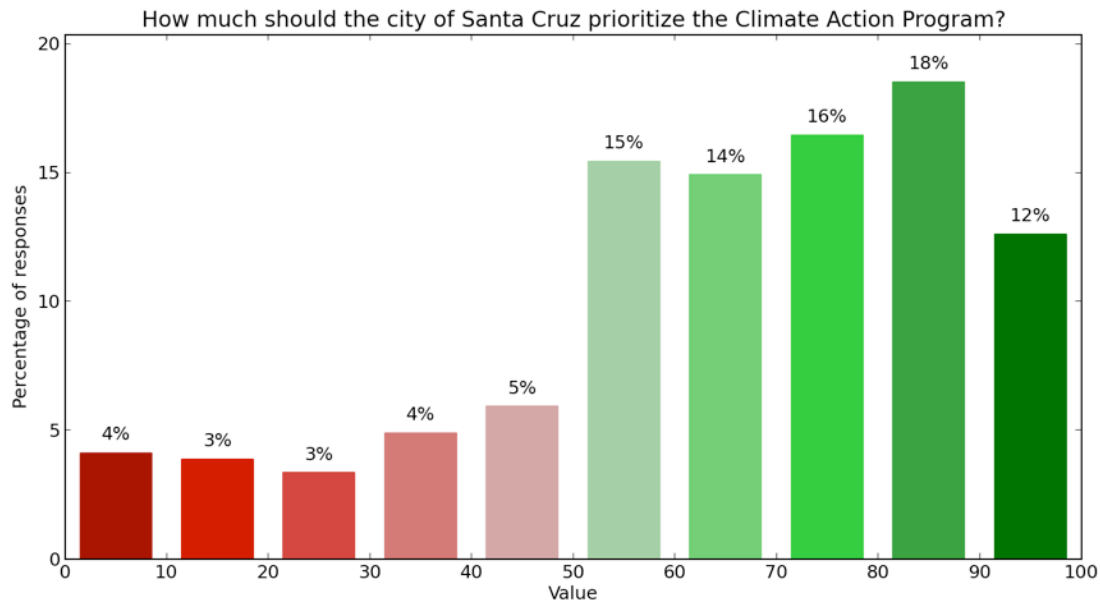
Question 1: "Have you heard of the Climate Action Plan?"



### Notes/ Interpretation:

80% of those interviewed had not previously heard of the Santa Cruz Climate Action Plan before participating.

**Question 2:** “How much should the city of Santa Cruz prioritize the Climate Action Plan relative to other city programs?”



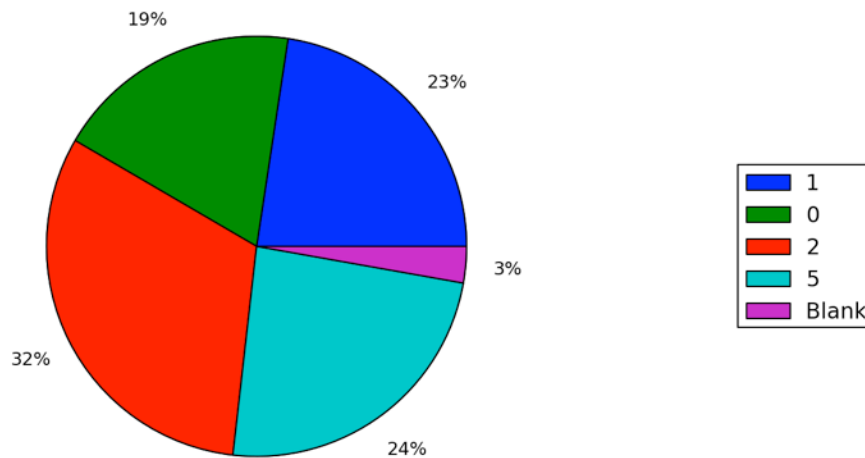
### Notes/ Interpretation:

75% of those interviewed stated that the city should prioritize the Climate Action Plan between the “same as other programs” and “more than other programs”. Before answering, respondents were shown a pie chart that detailed the expenditure levels of each program, as a percentage of the city’s budget. The three most prominent line items featured were Police, Fire and, Parks and Recreation; representing 39%, 22% and 13% of the total budget respectively, or a combined total of approx.

75% of total city spending. 19% answered that the city should spend “less than other programs” on the Climate Action Plan.

Roughly 6% of those interviewed did not feel comfortable answering the question, citing lack of information and time to better understand the information being presented.

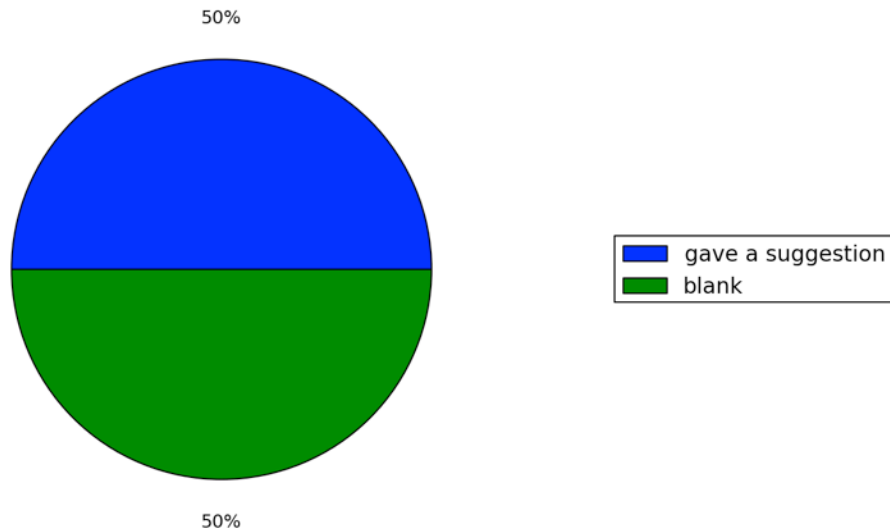
**Question 3:** “How much would you be willing to pay per month to see the Climate Action Plan implemented?”



**Notes/ Interpretation:**

66% of respondents stated that they were willing to pay between \$1 and \$5 a month to see the Climate Action Plan implemented. 32% of those interviewed did not want to pay any monthly amount. What is particularly interesting about these responses is that of those willing to pay any amount on a monthly basis, more than a third, or 36% were willing to pay \$5, the highest amount listed. Civinomics believes that if higher dollar amounts were listed, a substantial number of respondents would be willing to pay even more than \$5 a month.

Question 4: “Do you have any suggestions on programs or policies that the city could implement to meet our 2020 emissions goals?”



**Notes/ Interpretation:**

Exactly 50%, or 250 of those interviewed gave a suggestion about how the city could better meet its 2020 emissions goals. The suggestions are listed below in a table that also details how each individual answered Question 2, “How much should the city prioritize the Climate Action Plan relative to other city programs?” on a scale between 1 and 100. The suggestions have not been edited.

## Suggestions:

The suggestions submitted were categorized by Civinomics staff based upon common topic(s), including advocating for more awareness (A), suggested implementation strategies (IS) and miscellaneous (M) . No suggestions have been edited.

Suggestion	CAP Support	Type
Ads in local paper	85	A
Advertise, continue to inform, be aware of own energy usage	21	A
Awareness	84	A
Awareness, education, legislature, community art pieces, outreach, involve community education strongholds (churches, schools, communityes centers, business) in distributing information about public policies and programs. Create initiatives to build solar panels and other types of renewable energy producers on large business properties (buildings, warehouses, etc...) for regional power authority.	89	A, IS
Bake sale, fliers	84	M
Bamboo absorbing carbon, plant it	74	IS
Banning plastic bags. Decreasing tourism. Railways from westside to eastside	76	IS
Be aware. Ride your bike. Get this information out there to the kids.	100	A
Be concious, talk about CAP	0	A
Become involved with gardening, bikings, nature. Contact your local rep and voice concern	77	M
Better bike paths,	100	IS
Better bus system	65	IS
Better city planning focusing better budgeting.	14	IS

Better incentives for biking	71	IS
Better incentives for renters to do environmental improvements	83	IS
Better public transportation	73	IS
Better public transportation	91	IS
Better public transportation,	0	IS
Better roads, transportation	1	IS
Better safer bike paths	49	IS
Better transportation, train to los gatos	0	IS
Bicycles, make pacific a pedestrian only zone, make a driving tax	78	IS
Bike it	72	M
Bike lanes, educational campaigns about the program-downtown posters. Require that all new building developments will have to be supported by renewable energy.	0	A, IS
Bike maps made more abundantly available at places bike, book, and coffeeshops. More out reach to the citizens, in poor communities.	92	A, IS
Bike paths	0	IS
Bike subsidies	89	IS
Bike, network with neighboring cities about cca	100	IS
Bike, solar, shop at farmer's markets	53	IS
Biker incentives	51	IS
Bikes for rent at the start of the city so tourists can ride in the city	64	IS
Biking incentives	100	IS
Biking more, support for solar	50	IS



Biking rights over cars	74	IS
Biking to school, work	87	IS
Building better bike lanes, having a better and more efficient public transportation system, building the rail trail/and or having a commuter rail, making alternative energy sources more affordable, slow growth and intentional use of existing infrastructure and industry.	70	IS
Bus vouchers for people that bike a lot	75	IS
Buy local food, substitute some driving for biking, draw more attention to the Cap within community	75	A, IS
Cheaper bikes	0	IS
Cheaper energy price	0	IS
Choose environment friendly actions	90	M
City agrees to policy of combining solar panels in to property tax on homes or businesses. Pg&e agrees to pay electricity over and above the total annual consumption figure	0	IS
City of santa cruz website ads	80	A
City tax rebate for biodiesel station so it can be more affordable than petrol and promote use of local recycled vegetable oil waste.	86	IS
City wide green energy, build awareness, move away from pg&e	50	A, IS
Clear up congestion around boardwalk	0	IS
Come up and show actual impact of climate change in form of graph	10	A
Community choice aggregation, outreach and education. Re evaluate building restrictions, code requirements, business and residential, in order to make it more accessible for building renewable energy.	100	A, IS
Conservation methods for short term	65	M

Continue education and the spread of information	0	A
Continue to inform	63	A
Continue to spread the word	51	A
Continue to talk about it	35	A
Costal bike path along railroad so people could commute easier by bike, increase prices on water to help pay for other energyband to decrease use	83	IS
Coverage about the cap, reduce own habits	91	A
Create a safer environment for bikers so more people will bike	72	IS
Create more efficient central location for Metro.	100	IS
Create solar subsidies for homeowners that rent their homes out because there are a lot of people that's rent here and want to contribute but don't want to invest in solar on a home that isn't theirs.	86	IS
Cycling lane improvement Disincincentives to sub drivers Electricity revamping through education	76	IS
Do everything possible to encourage solar, no desalination	49	IS
Do more things like this canvassing to get people aware of the program and it's potential benefit for Santa Cruz	55	A
Don't build a desal plant	0	IS
Drive less, organize events to draw awareness	95	A
Education.	31	A
Education	75	A
Education	89	A
Education about options and success of renewable energy. Outreach.	100	A

Education about the environment and recycling etc.	50	A
Education and public outreach in local publications and in local schools. More safe bike lanes.	0	A, IS
Education campaign advocating alternative transportation options such as carpooling, public transportation, and biking.	80	A
Education.	89	A
Eliminate plan completely	1	IS
Emphasize importance of sustainability in community/ county	71	M
Emphasize recycling in community, solar subsidies, reduce water usage	51	IS
Encourage bike riding	82	IS
Encourage conservation, including mandating construction guidelines to conserve already generated energy	49	IS
Encourage people to walk with more public restrooms	38	IS
Expand knowledge about sustainability throughout sc county	63	A
Financial incentives for things like solar, bike incentives	1	IS
Find ways to get community involved. Green work places. Reduce water consumption. Cars are bad. More beach cleanups.	90	IS
Fix the city budget before focusing on other things to prioritize. Re-portionize the pie. Improve the public transit system. Incentivize (tax credits) rideshares, public transit, efficient vehicles.	51	IS
Focus more on plant life, topography, natural history. Plant more.	80	M
Focus on alternative methods of power ie. solar	94	IS

Focus on competition	50	M
Funding should come from the individual departments, i.e. the other departments should update themselves out of their budgets	51	IS
Garden, emphasis on solar	44	M
Gary Patten policy input, ex mayor	49	IS
Gasoline prices that reflect the real price of gas and renters incentives	85	IS
Get a better bus system that caters to more than just the UC students	61	IS
Get it on the ballot	0	IS
Get street lights/signal working better to avoid idle traffic	34	IS
Getting the word out, canassing like this	60	A
Give commuters a good public transportation option to get over the hill and create a car tax for downtown Santa Cruz.	74	IS
Give students/younger people biking incentives like food tokens to supermarkets	82	IS
Give the elderly a ride share option they can sign up for, perhaps through something like civinomics, when they can't ride their bikes any more but don't want to drive	34	IS
Give ucsc studnts incentives to bike and invest in a place they will only be in for 4 years	89	IS
Global best practices, model other communities	75	M
Green energy policy out of existing taxes (property, parking)	48	IS
Have more pblic outreach about this so thry can read onntheir own time	0	A
Having all organizations and levels of government become aware and implement earth friendly strategies	50	A, IS

Having people with this information spread the word, social media	75	A
Helping grassroots projects (bike church, greenways, etc). Building bike lanes, combatting unsafe / hostile driving ( makes cycling unsafe), incentivize conservation ( refunds for very low energy use,)	90	IS
Higher tax brackets for citizens that have more than four children.	70	IS
Higher tech transportation.	100	IS
Home renovation incentives	0	IS
Home renovation incentives, encourage individual change	1	IS
Home renovation money back	82	IS
House improvement incentives, telecomun initiatives,	76	IS
How would the additional money be charged? Taxes, cmu? Would the climate action boards work be broader than just santa cruz? Differentiate between programs. Santa cruz citys gas budget is too high. Give city motor pool drivers (govt cars) incentives to keep their energy use down/better mpg.	0	IS, M
I dont know	100	M
I would focus on transportation, like getting a bike lane on mission.	84	IS
Improve bike friendliness. Clarify city recycling goals and limits. Improve public transportation so that it is accessible for more people. Outreach and education.	61	A, IS
Improve bus system, create more efficient routes, decentralize, increase ridership. Focus on solar leasing. Get off your ass and do something, become a leader in efficiency.	50	IS

Improve public transport, create community forum to improve public transportation building. Bike rental stations. Pedestrianize down town! Free shuttles around town to cut back on tourist traffic.	60	IS
Improve public transportation system, work with city planning to create intentional communities connected to quality public transportation.	17	IS
Incentive programs for purchase of hybrids or green vehicles	64	IS
Incentivize electric cars, solar	68	IS
Incentivize renewable energy	75	IS
Increase bike friendliness, bike rental hubs, education and outreach, make room for bikes on the roads, make pacific a pedestrian mall.	51	A, IS
Increase opportunities for us to reduce greenhouse gasses. What do you mean by greenhouse gasses?	65	M
Increase public transportation, especially for commuters who travel over the hill.	0	IS
Inexpensive solar options	50	IS
Initiatives to get solar, such as bonding with property taxes	75	IS
Keep people informed of whats going on, asses safety of issues	70	A
Keep word circulating	0	A
Less cars, more energy put towards trans and bikes, personal use, scaling down on ucsc students	0	IS
Less driving	50	M
Less water consumption for students	87	IS
Light rail on the existing track, more biking, charge more tolls on freeways and put money towards green energy	96	IS

Lobbyists, save water, change at government level and priorities	13	IS
Make efficient systems more accessible. Change the priority question to differentiate between programs because its more important than some but not more important than others	51	IS, M
Make gas prices higher and use extra money towards the program so you have less drivers and more money	76	IS
Make information more clear	26	A
Make pacific avenue non-automobile, or a toll road for cars. Make king or escalona a bike-friendly bike-commuter street. Shuttle bus tourists from a new parking garage on the outside of town to limit intown traffic and carbon emissions.	49	IS
Make some home energy efficiency programs, rewards, outreach, information available to residents. A home creates twice the GHG emissions of the average car.	100	IS
Make streets more bike friendly.	55	IS
Make sure the climate action plan is bundled into as many other programs as possible, public transit updating	100	IS
Make the community more aware of the plan and the goals that must be met	87	A
Make water treatment etc as efficient as possible	94	IS
Methane gas and bio gas, fuel cells, solar	0	IS
Monetary inventives like rebates for solar or home improvements, water heaters windows roofs	10	IS
Money from railway put towards CAP instead	69	IS
More ads in good times, small papers ex capitola, spots	0	A
More bike lanes.	85	IS

More bike paths on major especially	0	IS
More efficient homes, city wide compost, convenient recycling program	70	IS
More funding for busses.	0	IS
More local food, more open spaces made available for the growth of local food.	100	IS
More local food, more open spaces taken over for the growth of local food.	100	IS
More public outreach.	75	A
More public transportation, more sustainable	50	IS
More public transportation, trolley line	88	IS
More research into the issues	65	IS
More solar homes and biofuel stations	60	IS
More solar panels for rooftops, ban beach fires, improve recycling system	0	IS
More solar, bike	45	IS
More Solar, recycle water	100	IS
More sustainable forms of energy for businesses ie solar, wind	76	IS
More talk involving environment friendly action, ads	72	A, IS
Most needs to happen on state level. Encourage solar.	0	IS
No	80	M
No Comment! And remember Jesus loves you all! Please more awareness. I love public outreach.	69	A
No more cars allowed on west cliff drive or a one way road	93	IS



No suggestion	50	M
No suggestions	49	M
No suggestions	80	M
No suggestions	46	M
No, concentrate on repairing main roads.	16	IS
Offering incentive based programs I.e. tax credits for reducing carbon emissions for businesses or individuals could help motivate people to get involved. For example subsidizing renewable energy for homes or business. Also working with Pg And E to offer a sustainable energy alternative to traditional electric output (similar to Palo Alto) would give citizens of Santa Cruz an opportunity to voluntarily opt in to renewable energy such as wind or solar. Furthermore offering credits for people who generate more energy than they consume would incentivize even more sustainable energy.	85	IS
Old cars put back on the road as opposed to new manufacturing	22	IS
Outreach	100	A
Outreach and education.	58	A
Outreach.	75	A
Painting rooftops lighter colors. Readings in bjorn longboard.	14	IS
Park and ride system, beach bus for over the hill particularly for summer	0	IS
Participate in food coops (buy locally), bike	75	IS
Pay to advertise in the sentinel	25	A
Pressure on local business to go green	100	IS
Pro rail lines.	83	IS
Provide more public transportation	46	IS

Public discussions and meetings about potential solution. green neighborhood watch	0	A, IS
Public outreach and education.	50	A
Public outreach, education campaigns.	0	A
Public outreach.	50	A
Public outreach.	68	A
Public transportation, bike friendly city, awareness, inscentives	74	A, IS
Publicity, funding, recruit students, hit home with those who permanently reside here	31	A, IS
Publicize existing climate action plan programs more widely, subsidize alternative renewable energy sources, build more bike lanes, have events to rally community passion for renewable energy. Provide incentives for reducing carbon emissions.	0	A, IS
Publicize information	43	A
Publicize, explain importance	78	A
Purchase locally grown foods, take public transport, make others informed	100	IS
Push solar as much as possible. Do not build a desalination plant!!	100	IS
Put ads in paper	50	A
Put it in the paper, mailers, city website, bulliten boards, farmers markets	0	A
Raise awareness	50	A
Reach the people with the dough, push for solar	0	A, IS
Rebate on energy bills below a certain tier, pos. reinforcement	0	IS
Rebates	64	IS

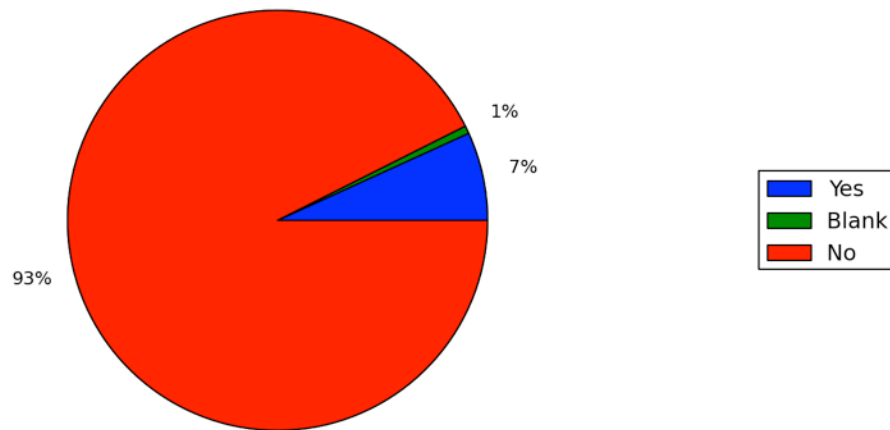
Recycling	0	IS
Reduce the number of people in santa cruz	29	IS
Rent out cheap bikes or a beach shuttle service for the summer	56	IS
Renter incentives for people that dont own their homes.	83	IS
Revolution!	85	M
Rid dependency on oil products, plastics, etc	51	IS
Ride a bike	86	IS
Ride bikes, more bike lanes	64	IS
Ride your bike, plant a garden, shop locally	86	IS
Riding bikes more on short trips	11	IS
Safer bike lanes, especially off of Mission. Possibly having free workshops testing the civinomics method. Having easier more accessible information available.	0	IS
Safer bike lanes...for kids. Safe routes to school. Incentives for riding bike or taking bus	53	IS
Set up solar panels on both residential and industrial rooftops for a regional power authority.	100	IS
Shoot all the billionaires, universal health care, forbid corporate contributions to political campaigns. No chain stores to sc. Ordinance to cut down fast food in sc	84	IS
Shop local for produce, drive less in general, inform people of cap goals	58	A, IS
Should city control energy like they do water??? I dont think so	47	IS
Show and spread the word, booth at earth day	6	A
Solar	49	IS
Solar power, eco friendly development	76	IS

Solar subsidies, small funding tax	63	IS
Spread information, make it simple	0	IS
Starting a lightrail, joining bart, better bike trails, government backing of energy efficient water heaters, insilation, city run wind generation, methane gas generators for the town dump	63	IS
Stop over population.	81	IS
Stop ucsc from growing larger	50	IS
Subsidies for solar, lightrail, green energy public transit, carpool support	62	IS
Subsidized solar	100	IS
Subsidizing and encouraging the funding of programs and projects that would enable users to reduce greenhouse gas emissions.	50	IS
Subsidizing businesses and residences to acquire renewable energy.	63	IS
Support solar power	97	IS
Support urban local food centers!	79	IS
Supportive of electric car utilities, municipal bike program	49	IS
Take public transit, edu about cap	0	A, IS
Take the bus, carpool, be aware	66	A, IS
Tax incentives-for driving less or not at all, financial incentives for those who bike or walk or take public transit, tax incentives for those with smaller families	100	IS
Tax on cars with one person going downtown	84	IS
Taxes or price increase for ineffcient vehicle	73	IS
Tell others, use public transit	80	IS

There are many angle to work on.	96	M
Traffic flow	75	M
Traffic reduction	71	IS
Transparancy in regards to emissions by company	32	A, IS
Transportation and rebates	80	IS
Transportation, downtown congestion, and no nee to drive so much, some incentivized program to go to electric, harnessing what we have for what we need, not taking more than that.	87	IS
Turn rail line into lightrail	50	IS
Use less electricity, focus on solar	64	IS
Use on union pacific corridor, utilize system for public transit	33	IS
Use private enterprise to fund and create alternative energy options, without government or public funding.	1	IS
Use revenue to find environmental initiatives consistently	84	IS
Use sustainable practices in aily life, garden, alternative fuel	57	IS
Watch energy consumption, less beach or home burning fires	60	IS
We have solar panels	0	M
Word of mouth	50	A

Out of the 250 collected suggestions, 181, or 72% were related to implementation strategies for reducing the city's greenhouse gas emissions. 67 suggestions, or roughly 27% of those who submitted a suggestion, advocated for increasing awareness in some way. Let it be noted that suggestions could be attributed to more than one topic.

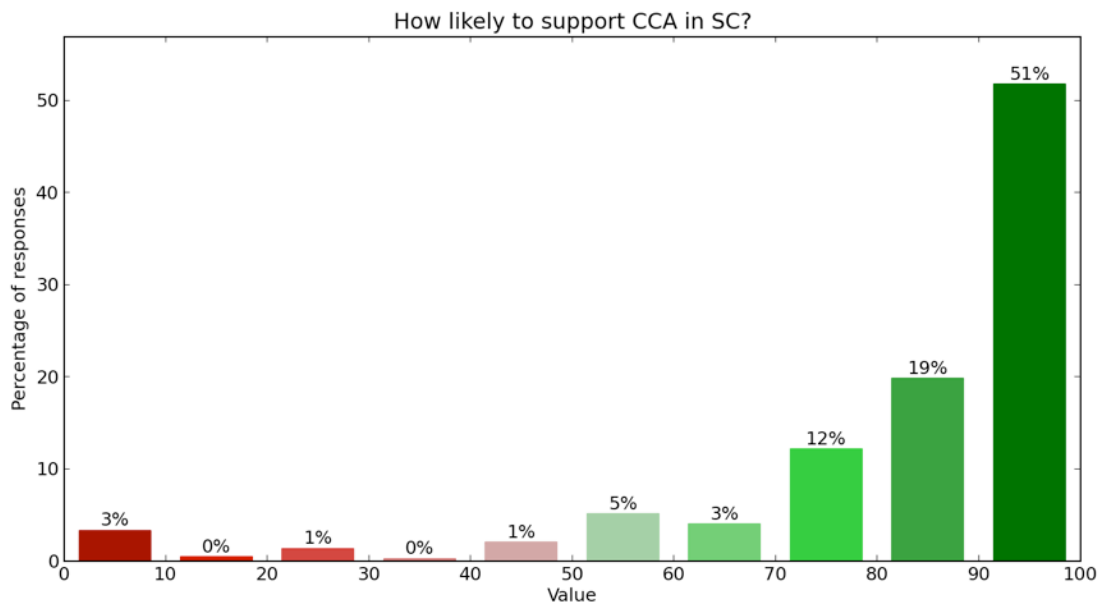
Question 5: “Have you heard of Community Choice Aggregation?”



**Notes/ Interpretation:**

Very few respondents had heard about Community Choice Aggregation (CCA) before being approached by Civinomics. Only 7% could positively identify what Community Choice Aggregation is, without being prompted. This is not surprising given that CCA is very new to California, and has yet to be implemented anywhere else in the state but Marin County.

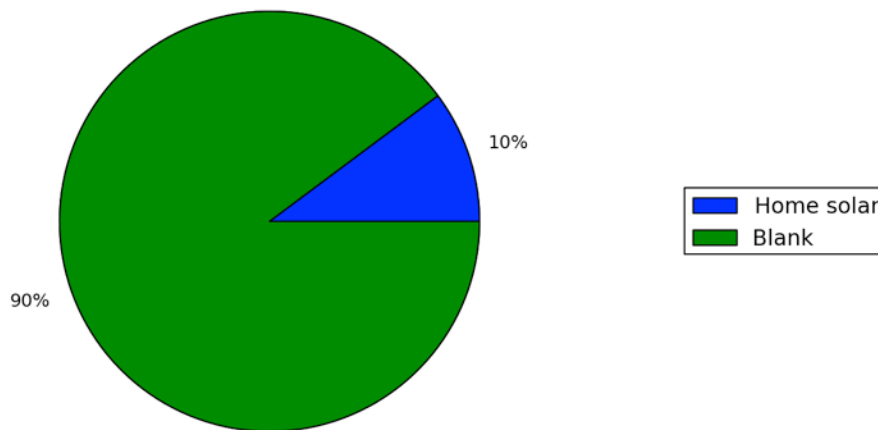
Question 6: “How likely are you to support Community Choice Aggregation in Santa Cruz?”



### Notes/ Interpretation:

Despite most participant’s limited knowledge about Community Choice Aggregation, an overwhelming majority (90%) of those interviewed responded favorably to implementing a CCA in Santa Cruz. This remained the case even after being told that it would carry with it an initial investment of 1-2 million dollars. Civinomics believes that this can be partly attributed to the way in which the option was framed in the survey, mainly as an alternative to buying power from PG&E, a company that remains wildly unpopular within the city for a number of reasons. However, Civinomics believes that the policy, when understood, would still be supported by a majority of those who were interviewed.

Question 8: “Would you like to receive more information about Home Solar?”

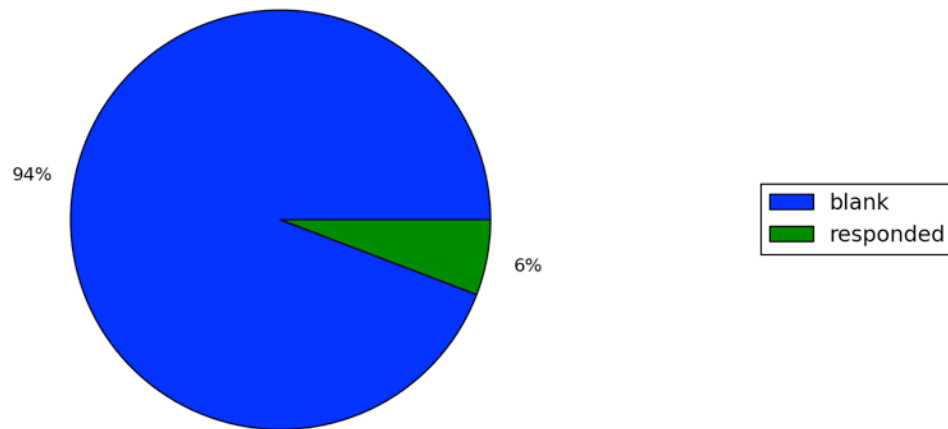


**Notes/ Interpretation:**

10% of those interviewed opted in to receive more information about installing solar within their own homes. Civinomics believes this number to be an underrepresentation of the total number of residents who would likely be willing to consider home solar, because many of the homeowners have chosen to rent out their properties, and therefore could not be reached. Furthermore, many homeowners inaccurately attribute solar to being more expensive than their existing supply, even when told otherwise. This disparity between opinion and fact suggests that more outreach and education is necessary to further implement this facet of the Climate Action Plan.



Question 9: Provided an average monthly energy bill

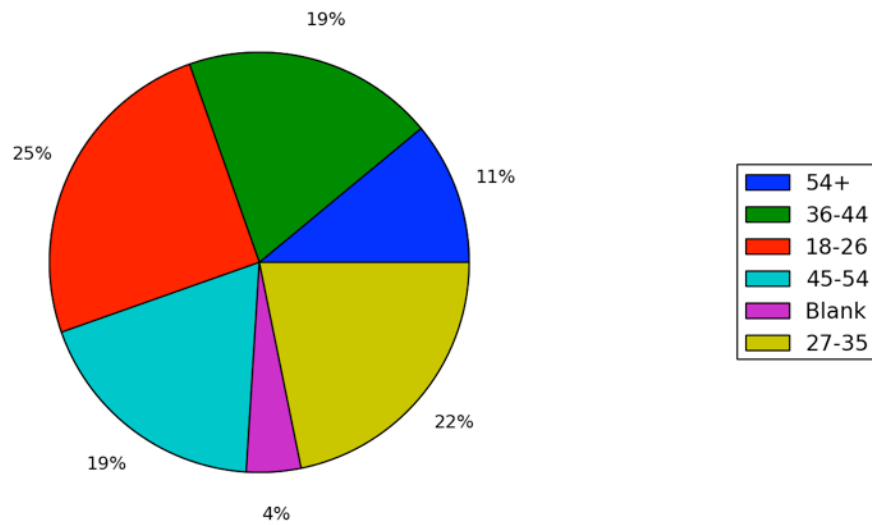


**Notes/Interpretation:**

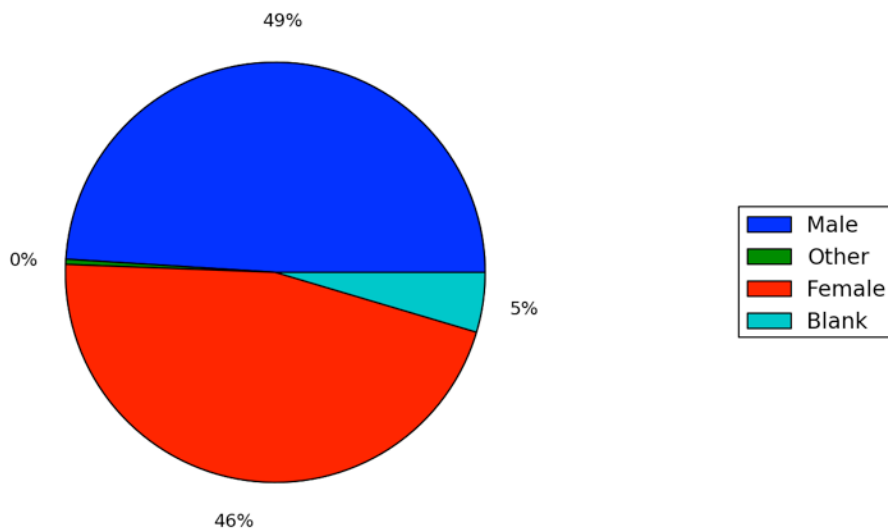
Only 6% of those interviewed, (60% of those who opted in to receive more information about home solar), gave a monthly estimate of their electric bill. The most commonly cited reasons for not giving out such information were that many respondents did not feel comfortable giving out personal information, or simply did not know or remember what their monthly electric bill was.

# Demographics

Age:

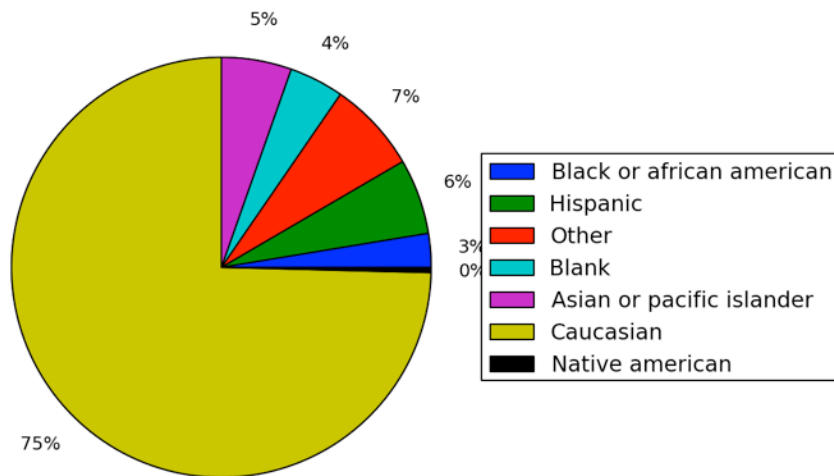


Gender:



## Demographics continued

Ethnicity:



Income:

