

# Online Survey #2 Results Summary

Start Date	October 23, 2020
End Date	November 19, 2020
Respondents	496

## OVERARCHING QUESTIONS

**What is the one most important action you think each Santa Clara resident or business should take to reduce GHG emissions?**

### *Buildings & Energy*

- ▶ Use renewable energy (e.g., wind, solar, etc.). [44 responses]
- ▶ Conserve energy (e.g., converting to energy efficient appliances, using less electricity, etc.). [34 responses]
- ▶ Convert from natural gas to electricity. [10 responses]

### *Community Resilience & Wellbeing*

- ▶ Increase awareness and education. [35 responses]
- ▶ Increase political/community engagement. [8 responses]

### *Materials & Consumption*

- ▶ Reduce waste (including single-use plastics and packaging, food waste, etc.). [43 responses]
- ▶ Recycle more and recycle better (i.e., clean, dry, and empty). [34 responses]
- ▶ Reduce consumption and buy local. [22 responses]
- ▶ Compost. [17 responses]
- ▶ Eat a plant-based diet. [16 responses]

*Natural Systems & Water Resources*

- ▶ Conserve and reuse water. [12 responses]
- ▶ Plant trees and gardens. [11 responses]

*Transportation & Land Use*

- ▶ Drive less and reduce air travel. [55 responses]
- ▶ Mode switch (e.g., public transportation, carpooling, biking, walking, etc.). [55 responses]
- ▶ Drive cleaner vehicles (e.g., hybrids, EVs, fuel-efficient models). [44 responses]
- ▶ Avoid commuting (telecommute when possible). [21 responses]
- ▶ Increase density, modify zoning, live where you work. [7 responses]
- ▶ Limit population growth and high-density development. [7 responses]

**In your opinion, what is the most important action the Santa Clara City government should take to reduce GHG emissions?**

*Note that the responses below ranged from “promote, encourage, incentivize, and/or offer rebates” to “mandate, require, regulate, restrict.”*

*Overarching Actions*

- ▶ Promote voluntary or incentive-based measures. [33 responses]
- ▶ Require businesses and industry to offset emissions (including data centers). [10 responses]
- ▶ Implement a carbon tax. [3 responses]
- ▶ Promote regional partnerships. [3 responses]

*Buildings & Energy*

- ▶ Increase solar and battery storage. [39 responses]
- ▶ Decarbonize SVP’s electricity supply. [31 responses]
- ▶ All-electric reach codes and/or encourage green construction/buildings. [24 responses]
- ▶ Promote retrofits and upgrades to conserve energy. [20 responses]

*Community Resilience & Wellbeing*

- ▶ Increase public education and engagement. [16 responses]
- ▶ Build resiliency (reduce wildfire risk, improve grid stability). [1 response]

*Materials & Consumption*

- ▶ Reduce waste (including single-use plastics and packaging, food waste, etc.). [16 responses]
- ▶ Promote/require composting. [12 responses]
- ▶ Recycle more and recycle better (i.e., clean, dry, and empty). [10 responses]
- ▶ Promote eating a plant-based diet. [4 responses]

*Natural Systems & Water Resources*

- ▶ Plant/preserve trees and gardens; more public parks. [23 responses]
- ▶ Conserve and reuse water. [9 responses]
- ▶ Limit/restrict leaf blowers. [3 responses]

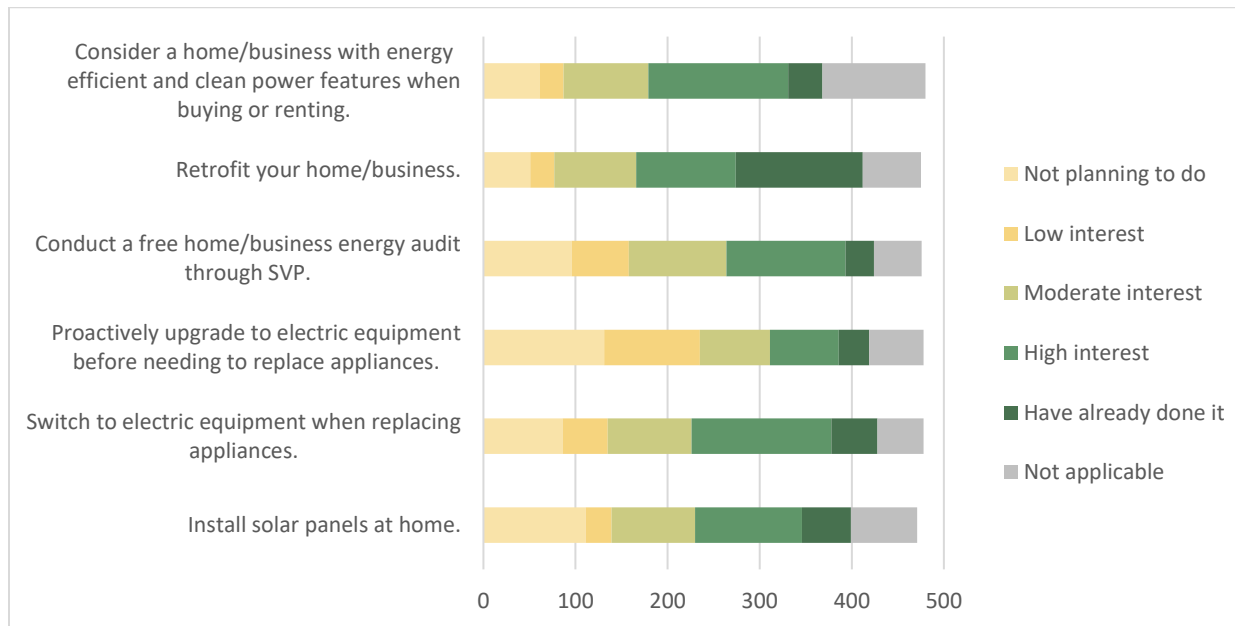
*Transportation & Land Use*

- ▶ Mode switch (e.g., public transportation, carpooling, biking, walking, etc.). [41 responses]
- ▶ Invest in public transit. [29 responses]
- ▶ Promote hybrid and electric vehicles (e.g., increased availability of charging stations, incentives, etc.). [28 responses]
- ▶ Invest in bike and ped infrastructure. [27 responses]
- ▶ Increase density, modify zoning, live where you work, reducing parking minimums, more EV parking. [26 responses]
- ▶ Limit population growth and high-density development. [19 responses]
- ▶ Discourage driving, reduce traffic congestion, reduce idling. [15 responses]
- ▶ Electrify the City's vehicle fleet. [10 responses]
- ▶ Promote telecommuting when possible. [5 responses]

## BUILDINGS & ENERGY

### What personal actions are you willing to take to promote energy efficiency and renewable power?

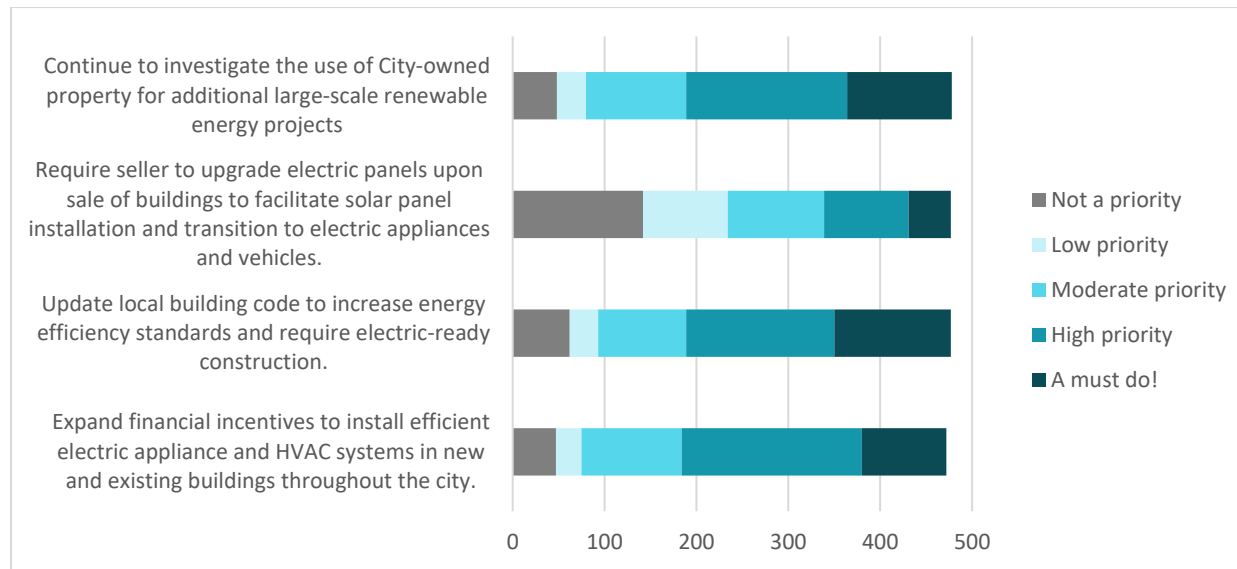
- ▶ **Already doing:** Retrofit your home/business.
- ▶ **Areas of highest opportunity<sup>1</sup>:** Consider a home/business with energy efficient and clean power features when buying/renting.
- ▶ **Least interest:** Proactively upgrade to electric equipment before needing to replace appliances.



<sup>1</sup> Throughout this document, “areas of highest opportunity” refers to the actions where “moderate interest” and “high interest” responses furthest exceed “not planning to do” and “low interest” responses.

## What actions do you think the City should prioritize to promote energy efficiency and renewable power?

- ▶ **Highest priority<sup>2</sup>:** (1) Expand financial incentives to install efficient electric appliance and HVAC systems in new and existing buildings throughout the city; (2) Continue to investigate the use of City-owned property for additional large-scale renewable energy projects.
- ▶ **Lowest priority:** Require seller to upgrade electric panels upon sale of buildings.

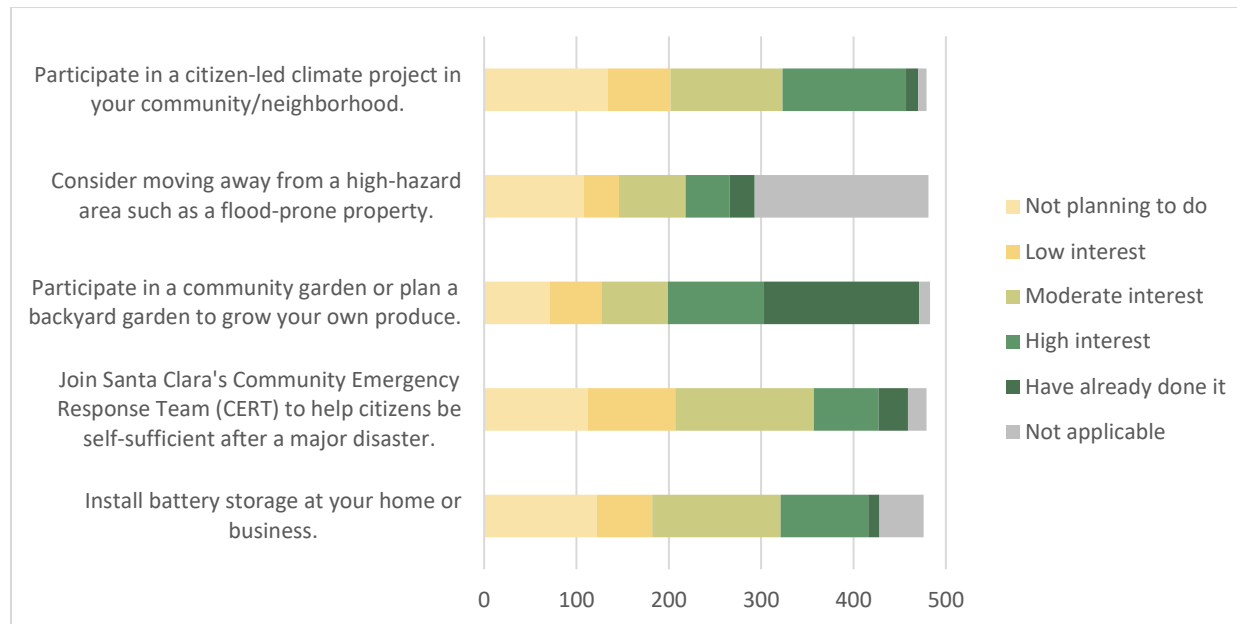


<sup>2</sup> Throughout this document, “highest priority” refers to the actions where “a must do!” and “high priority” responses furthest exceed “low priority” and “not a priority” responses.

## COMMUNITY RESILIENCE & WELLBEING

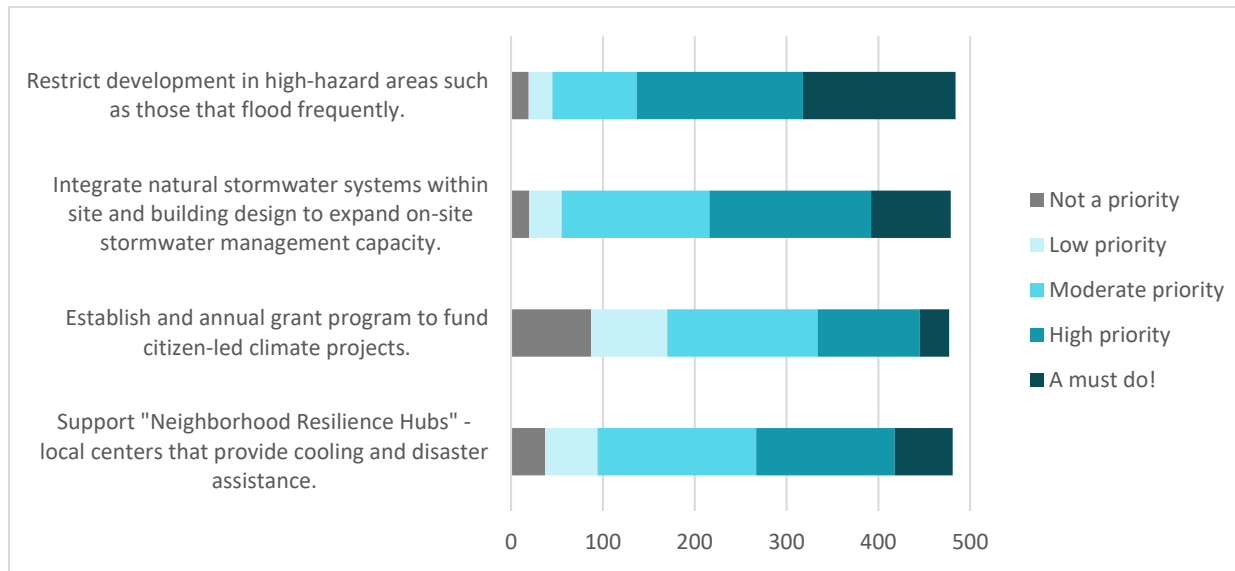
### What personal actions are you willing to take to promote community resiliency and wellbeing?

- ▶ **Already doing:** Participate in a community garden or plant a backyard garden to grow your own produce.
- ▶ **Areas of highest opportunity:** (1) Participate in citizen-led climate project in your community/neighborhood; (2) Install battery storage at your home or business.
- ▶ **Least interest:** Join Santa Clara’s Community Emergency Response Team (CERT) to help citizens be self-sufficient after a major disaster.
- ▶ **Not applicable:** Consider moving away from a high-hazard area such as a flood-prone property.



## What actions do you think the City should prioritize to promote community resiliency and wellbeing?

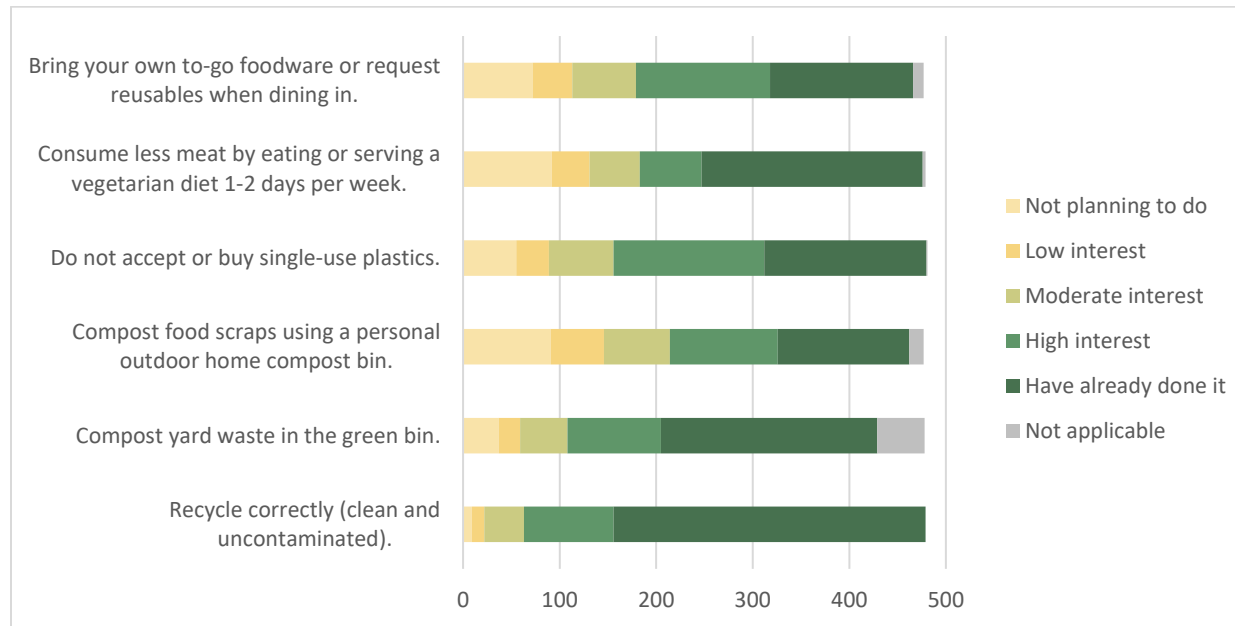
- ▶ **Highest priority:** Restrict development in high-hazard areas such as those that flood frequently.
- ▶ **Lowest priority:** Establish an annual grant program to fund citizen-led climate projects.



## MATERIALS & CONSUMPTION

### What personal actions are you willing to take to reduce consumption and waste?

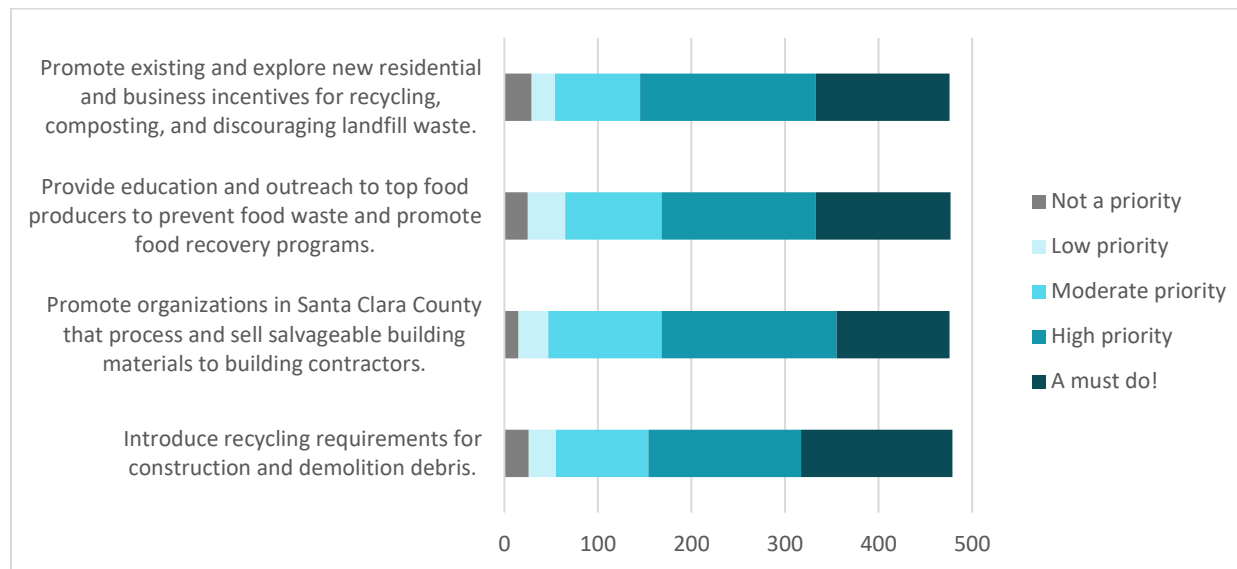
- ▶ **Already doing:** Recycle correctly (clean and uncontaminated).
- ▶ **Areas of highest opportunity:** Do not accept or buy single-use plastics.
- ▶ **Least interest:** Compost food scraps using a personal outdoor home compost bin.





## What actions do you think the City should prioritize to reduce consumption and waste?

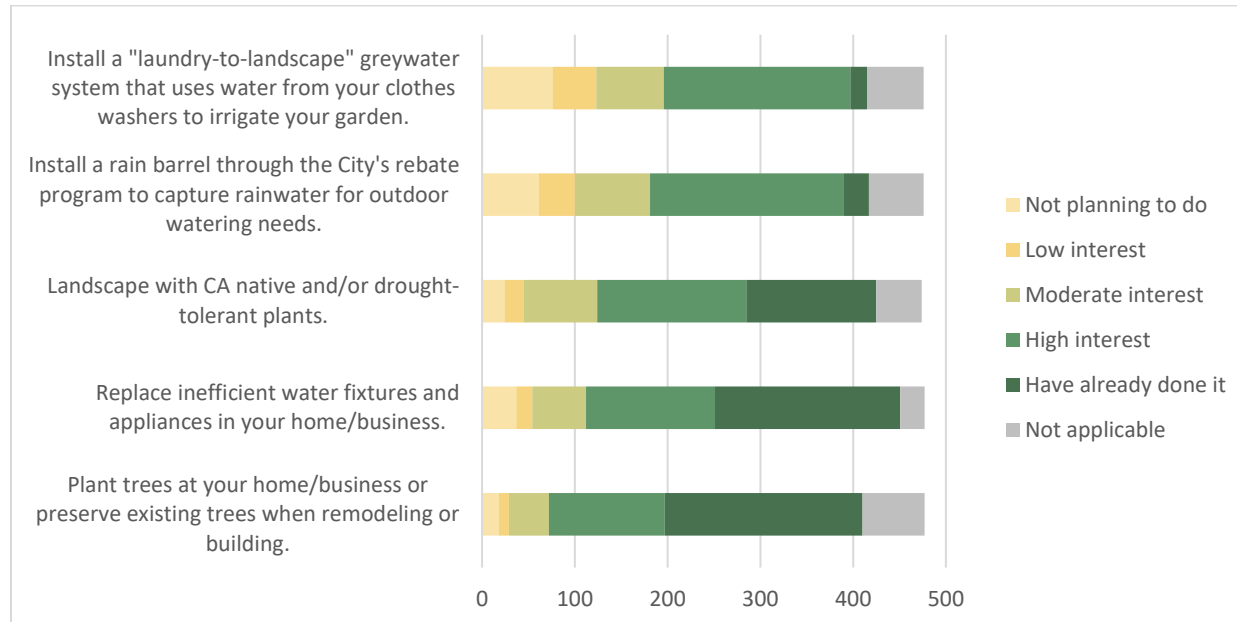
- ▶ **Highest priority:** Promote existing and explore new residential and business incentives for recycling, composting, and discouraging landfill waste.
- ▶ **Lowest priority:** Provide education and outreach to top food producers to prevent food waste and promote food recovery programs.



## NATURAL SYSTEMS & WATER RESOURCES

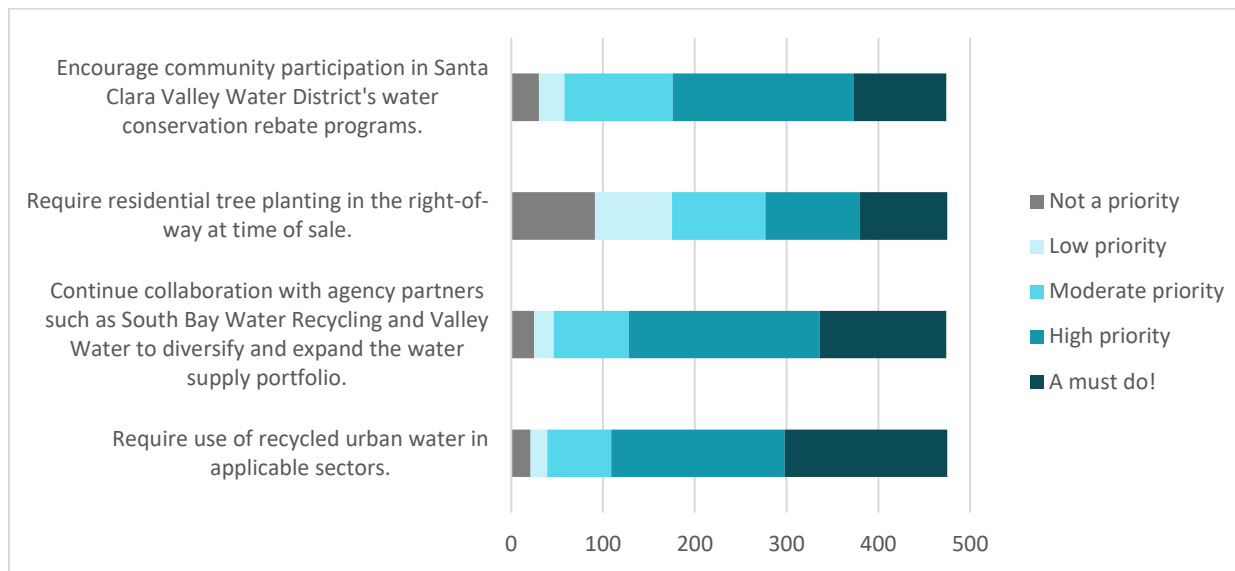
### What personal actions are you willing to take to promote healthy natural systems and water resources?

- ▶ **Already doing:** Plant trees at your home/business or preserve existing trees when remodeling or building.
- ▶ **Areas of highest opportunity:** (1) Landscape with CA native and/or drought-tolerant plants; (2) Install a rain barrel through the City's rebate program to capture rainwater for outdoor watering needs.
- ▶ **Least interest:** Install a "laundry-to-landscape" greywater system that uses water from your clothes washers to irrigate your garden.



## What actions do you think the City should prioritize to promote healthy natural systems and water resources?

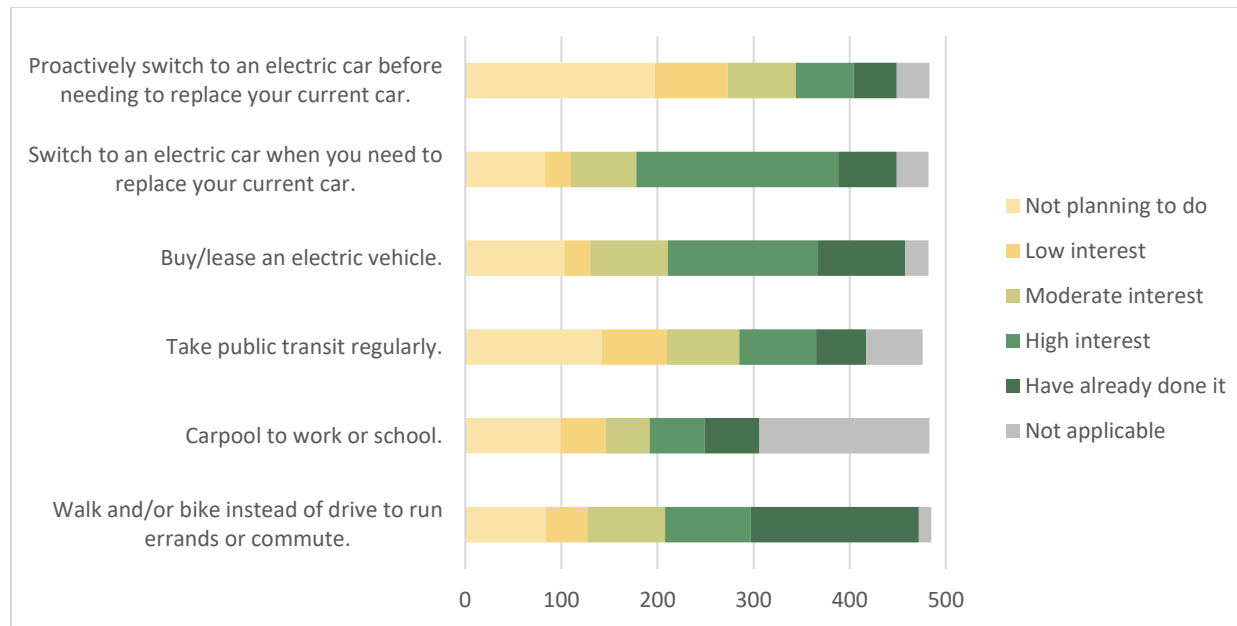
- ▶ **Highest priority:** Require use of recycled urban water in applicable sectors.
- ▶ **Lowest priority:** Require residential tree planting in the right-of-way at time of sale.



## TRANSPORTATION & LAND USE

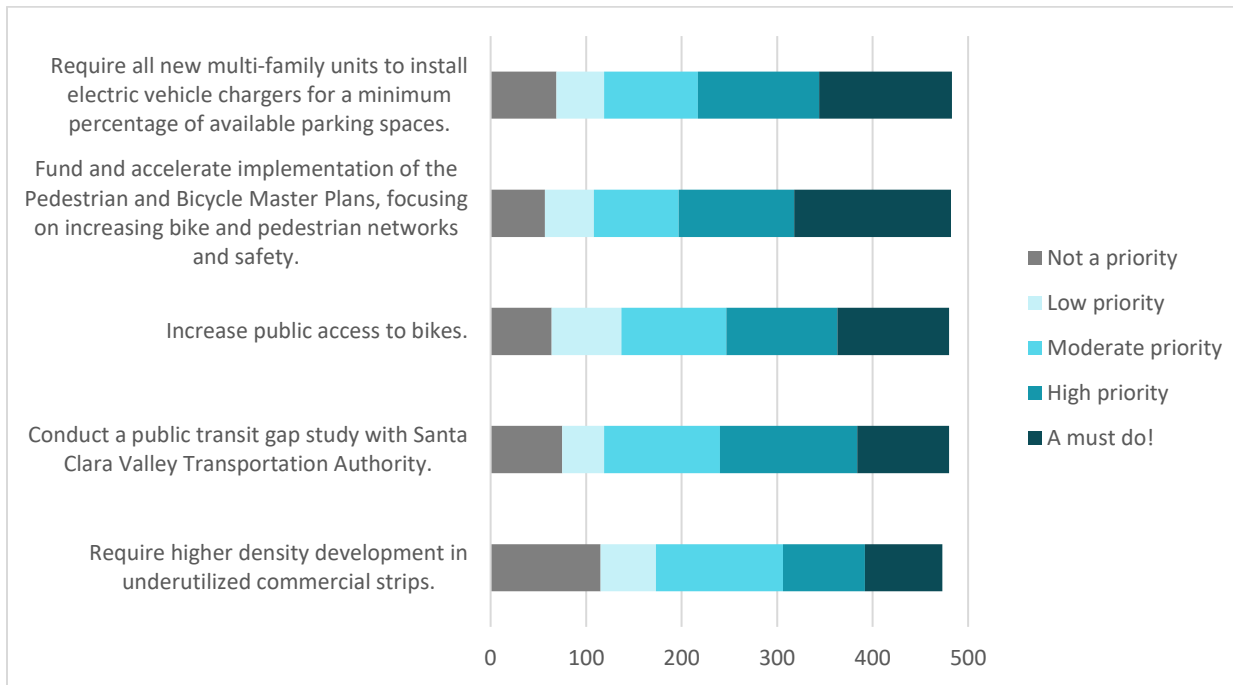
### What personal actions are you willing to take to reduce the GHG emissions associated with driving?

- ▶ **Already doing:** Walk and/or bike instead of drive to run errands or commute.
- ▶ **Areas of highest opportunity:** Switch to an electric car when you need to replace your current car.
- ▶ **Least interest:** Proactively switch to an electric car before needing to replace your current car.



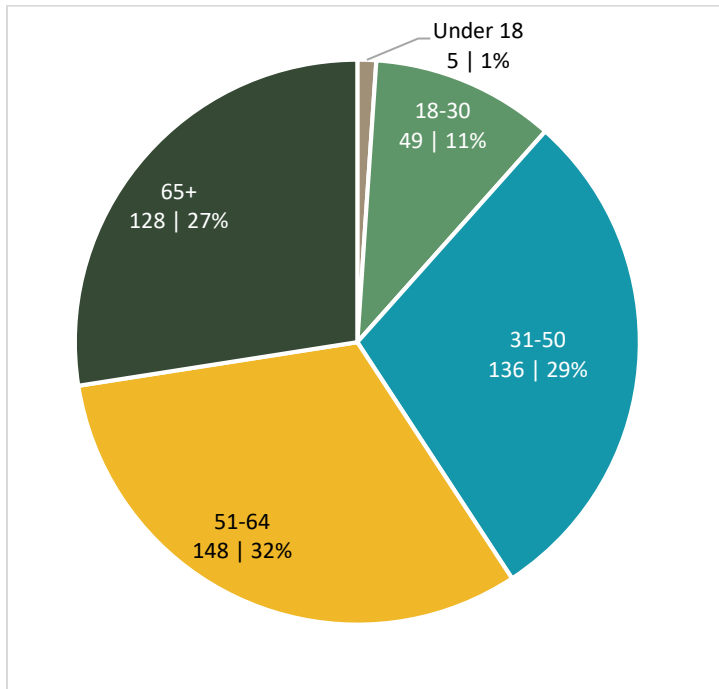
## What actions do you think the City should prioritize to reduce the GHG emissions associated with transportation and land use?

- ▶ **Highest priority:** Fund and accelerate implementation of the Pedestrian and Bicycle Master Plans, focusing on increasing bike and pedestrian networks and safety.
- ▶ **Lowest priority:** Require higher density development in underutilized commercial strips.

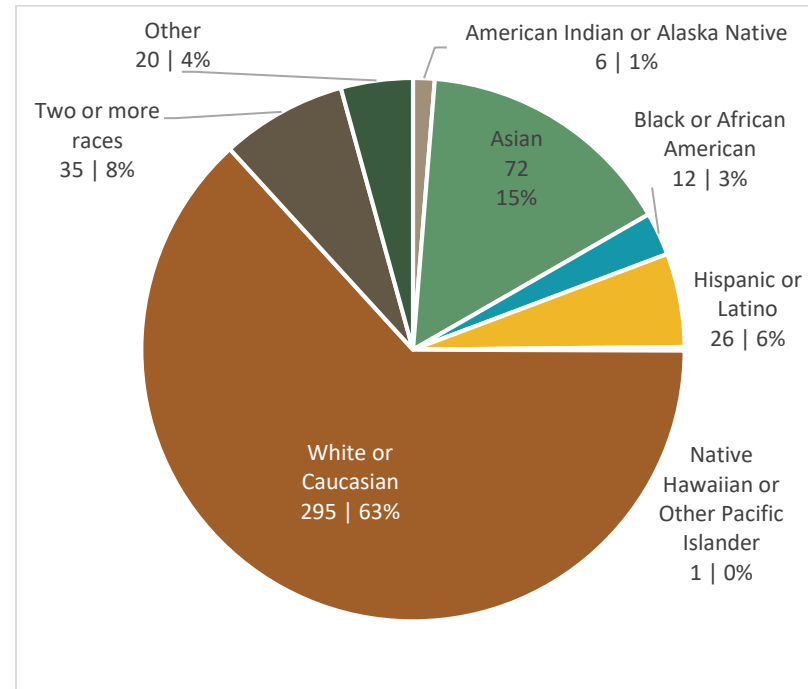


## RESPONDENT DEMOGRAPHICS

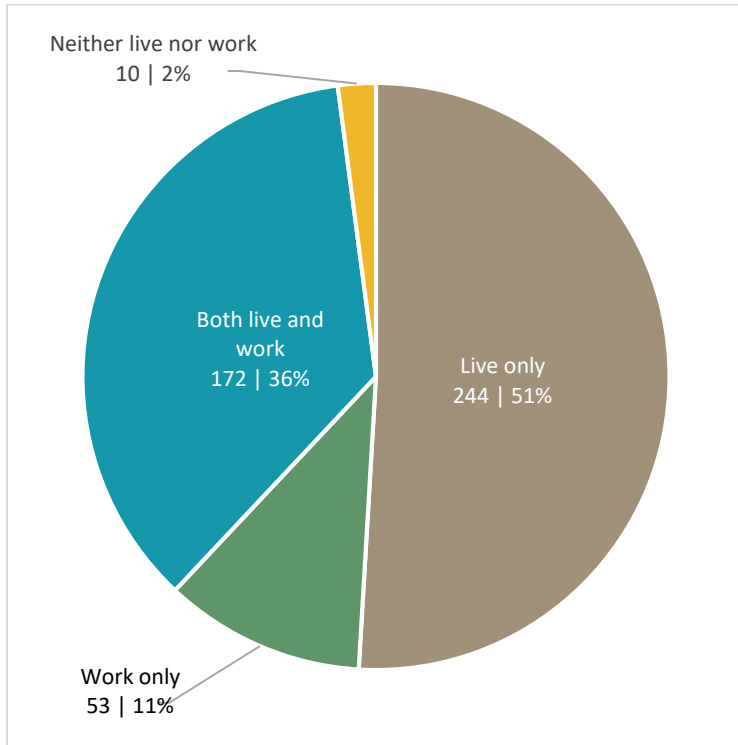
### What is your age group?



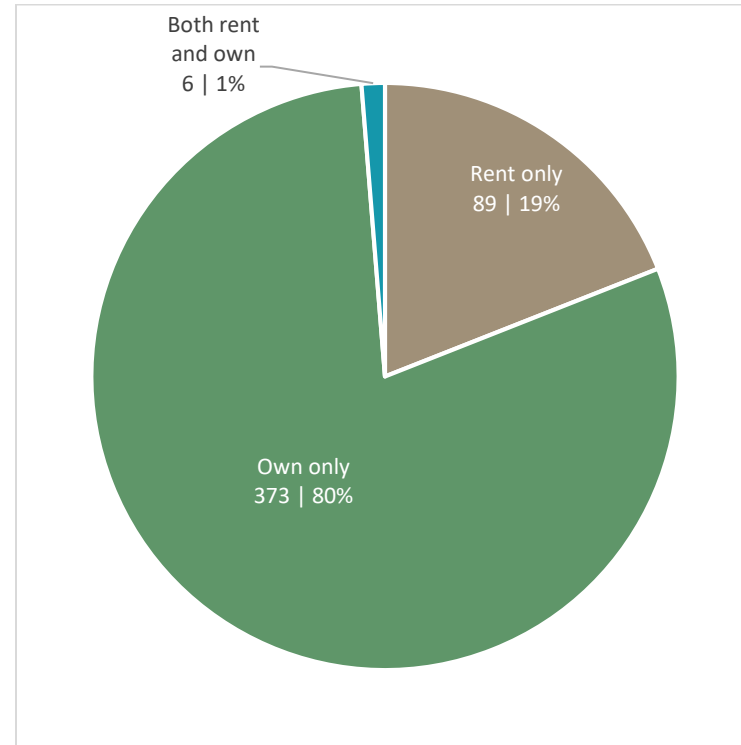
### What is your background?



### Do you live or work in Santa Clara?



### Do you rent or own your house/apartment?



## Do you represent, or are you associated with, any of the following sectors?

153 responses = "None"

