



Voter Attitudes Toward Piedmont's Reach Code Policy

*Key Findings of a Survey Conducted
November 21-December 3, 2020*



Survey Methodology

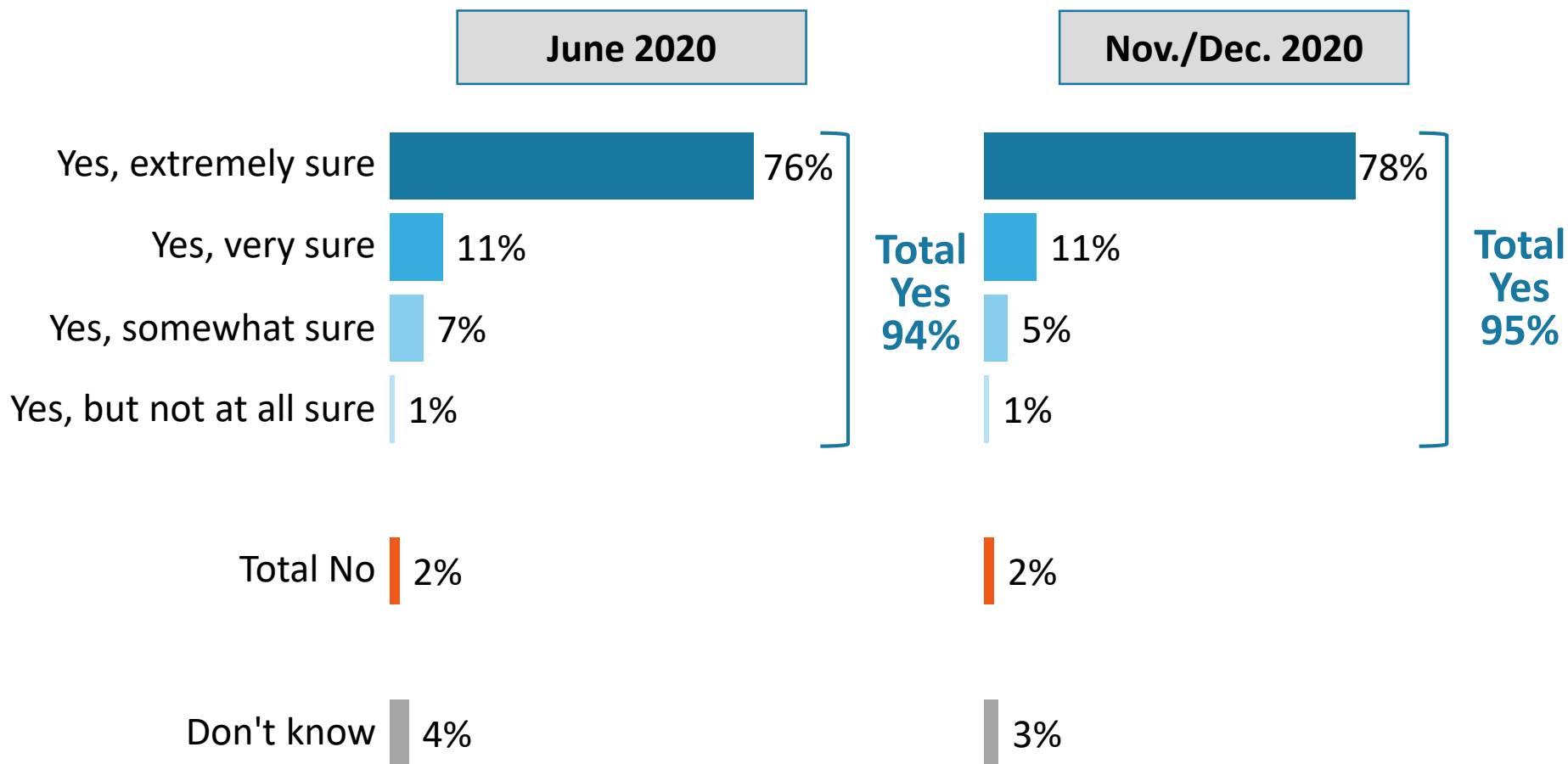
- ✓ 384 online interviews with Piedmont voters
- ✓ Interviews conducted November 21 - December 3, 2020
- ✓ Margin of sampling error of $\pm 5.0\%$ at the 95% confidence level
- ✓ Some percentages may not sum to 100% due to rounding
- ✓ Select comparisons to past voter surveys



Perspectives on Climate Change

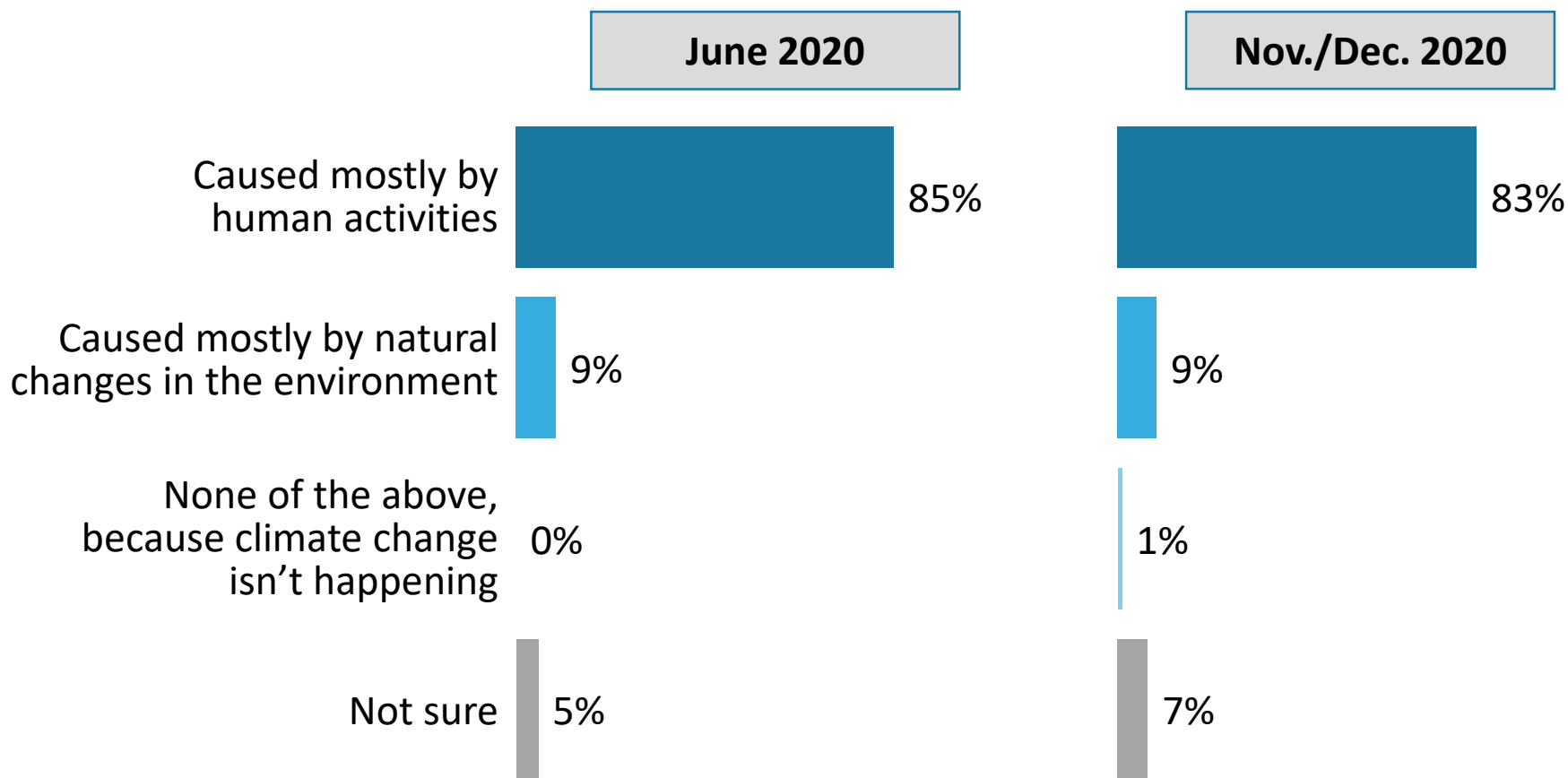
Piedmont voters continue to agree that climate change is real...

Do you think climate change is happening?



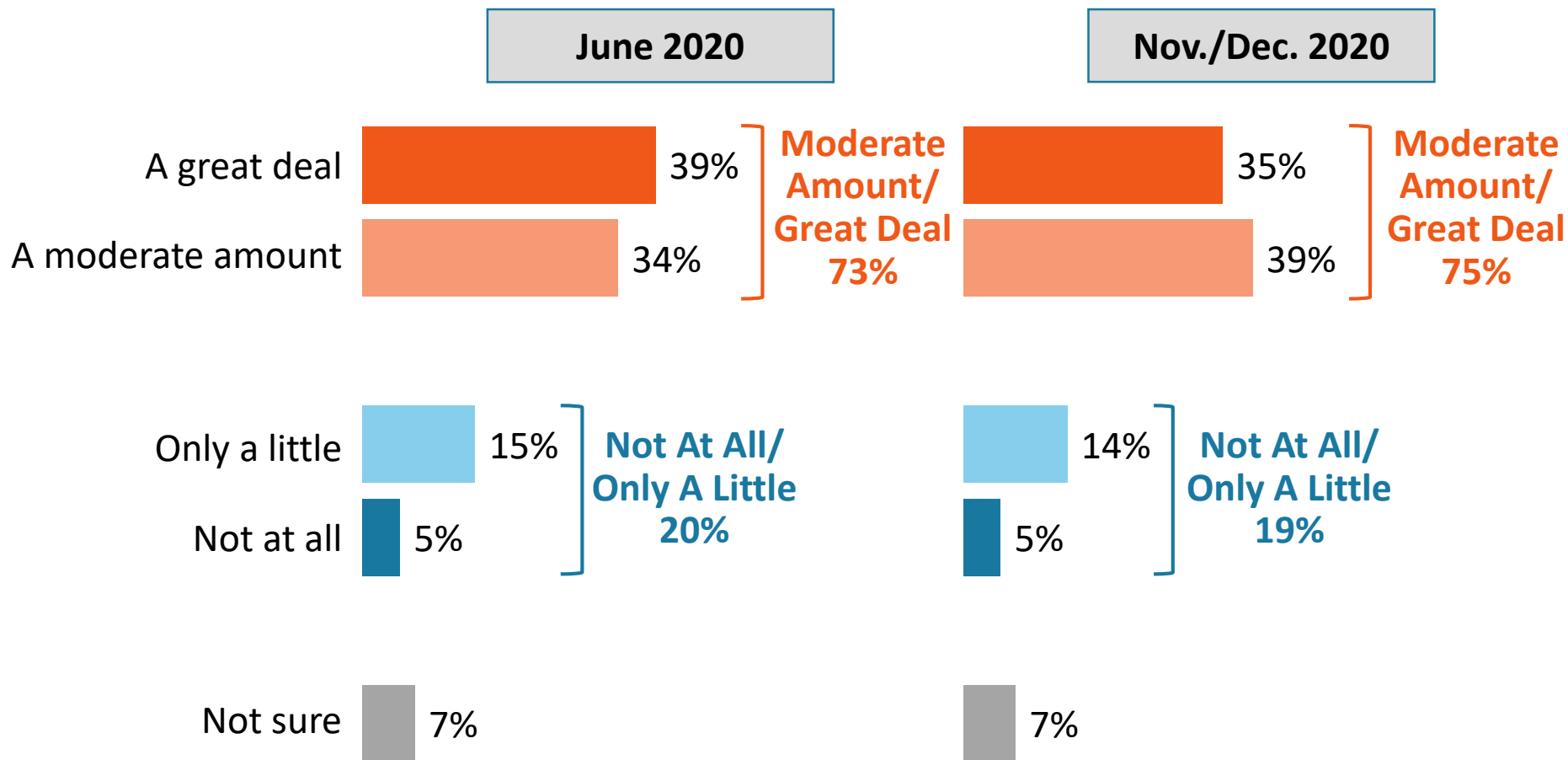
...and more than four in five say it is caused by human activities.

Assuming that climate change is happening, do you think it is...



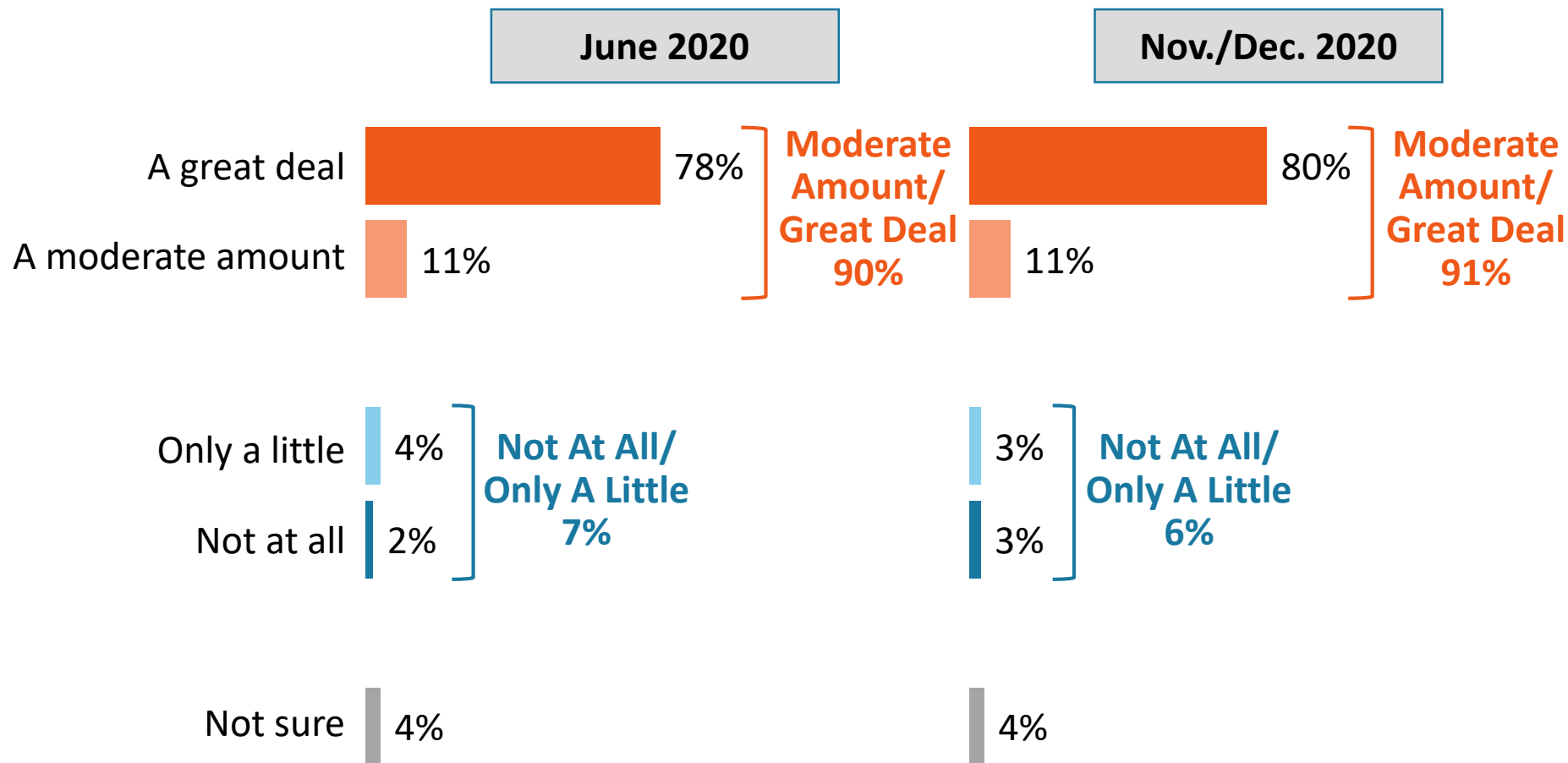
Three-quarters say that climate change will harm them personally.

How much do you think climate change will harm you personally?



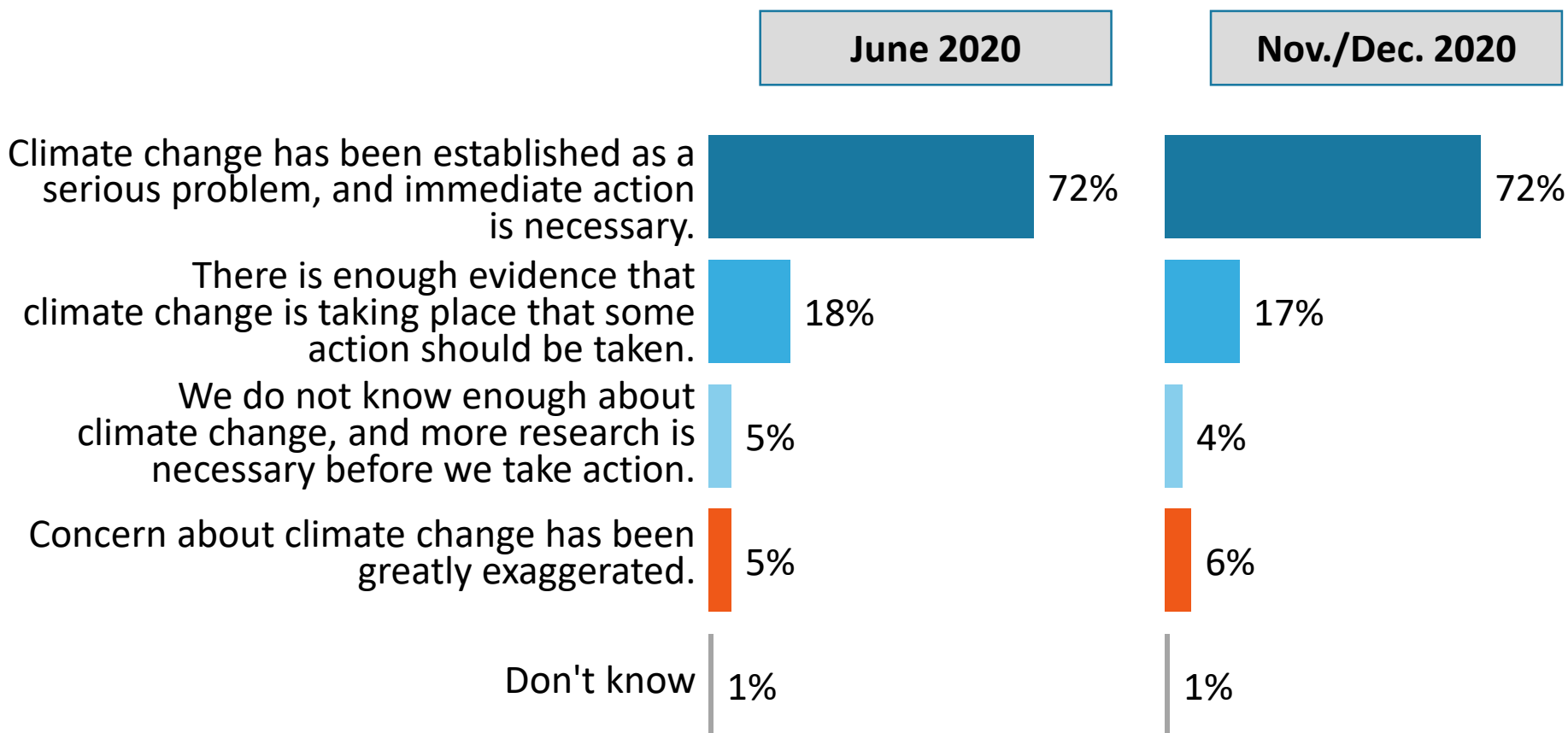
Nine in ten say it will harm future generations.

How much do you think climate change will harm future generations?



Three-quarters agree immediate action is necessary for climate change.

From what you know about climate change, which of the following 4 statements is closest to your opinion?



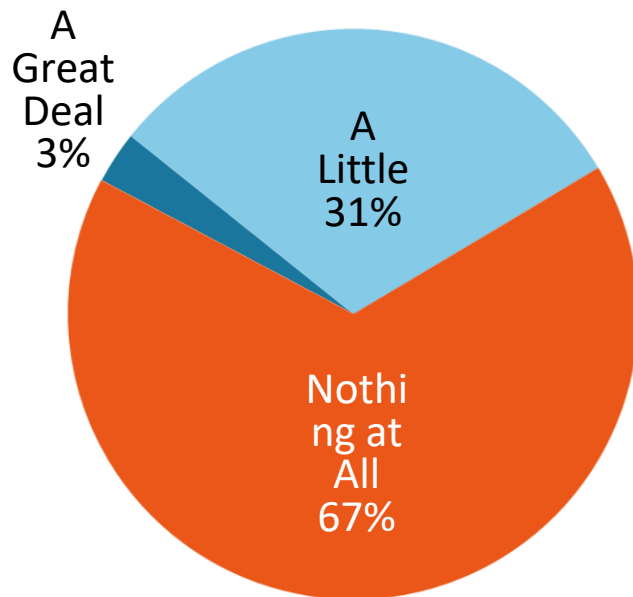


Views on the Climate Action Plan 2.0

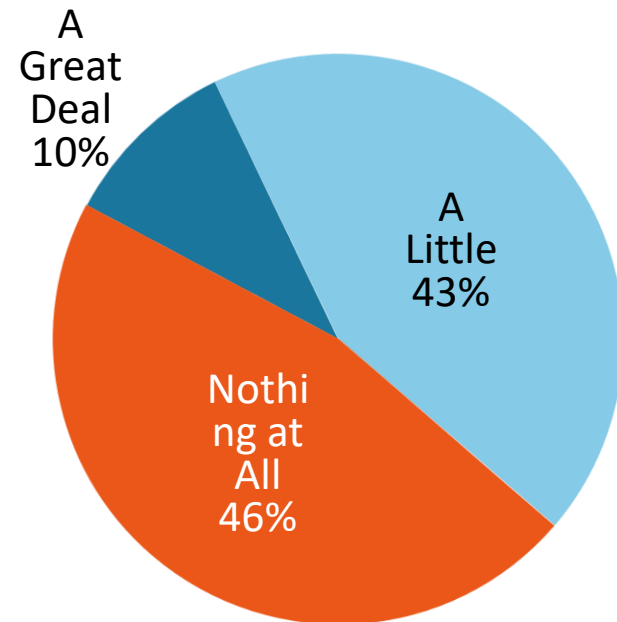
Awareness of the CAP 2.0 has increased since this summer.

How much have you heard, seen, or read recently about the City of Piedmont's Climate Action Plan 2.0?

June 2020



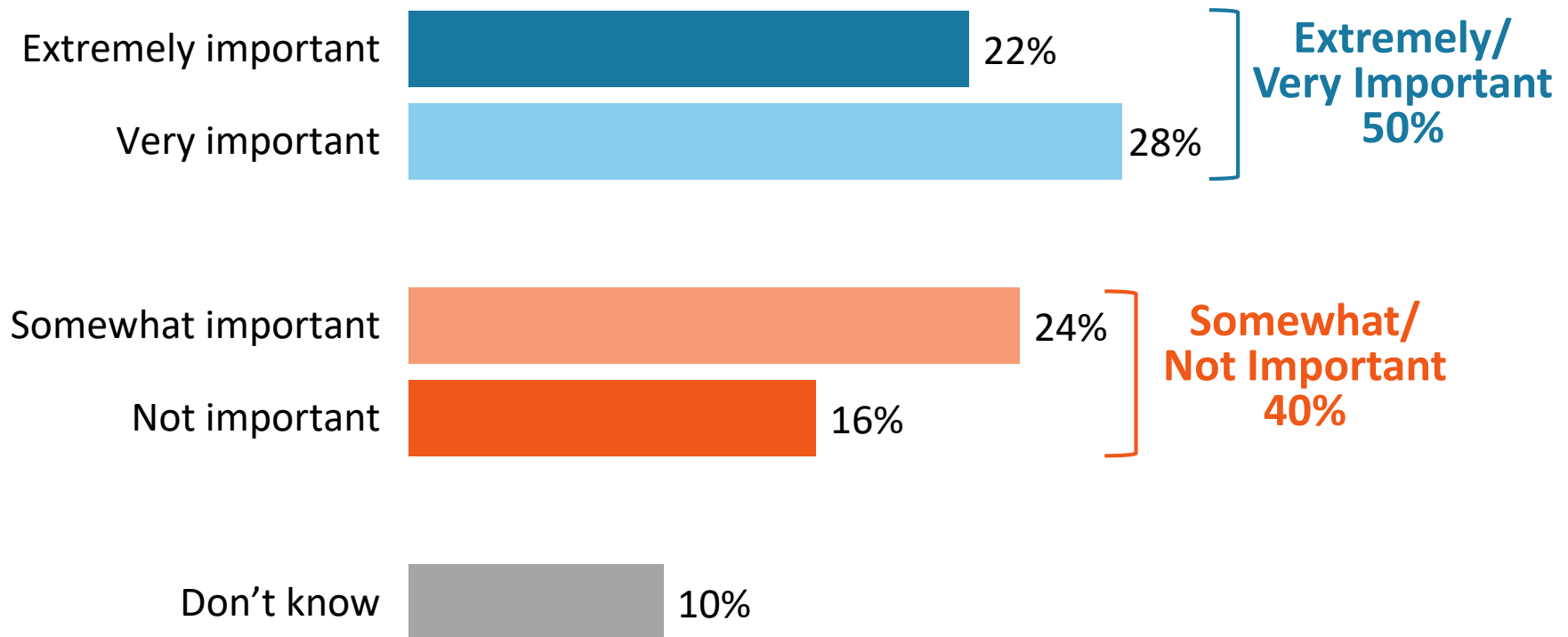
Nov./Dec. 2020



Of those familiar with the plan, a majority says it is important.

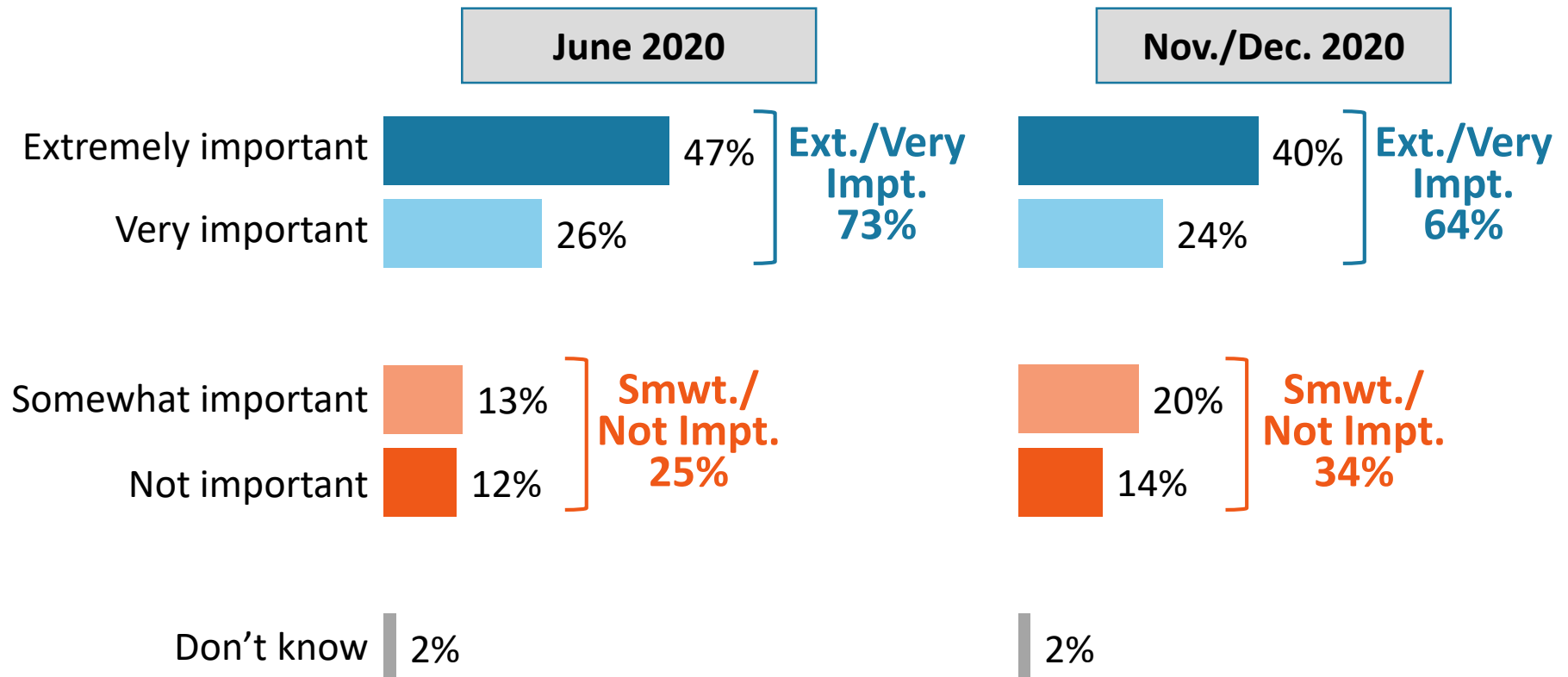
Based on what you've heard about the Climate Action Plan 2.0, how important is it for the City of Piedmont to meet the plan's objectives?

(Asked Only of the 53% Aware of the City of Piedmont's Climate Action Plan 2.0)



Nearly two-thirds view CAP as “very important,” a slight decrease in intensity.

Here is some more information about the City’s Climate Action Plan (CAP) 2.0. The purpose of the CAP 2.0 is to support current statewide efforts to reduce the pollution that causes climate change; provide a pathway for Piedmont to reduce greenhouse gas emissions within City boundaries by 40% by 2030; and be on track to reduce emissions within City boundaries 80% by 2050.



Voters under 30, women, and Democrats place the greatest importance on the plan.

Demographic Group	Extremely/ Very Important	Somewhat/ Not Important	Don't Know
Age			
18-29	77%	23%	0%
30-39	65%	33%	2%
40-49	61%	37%	1%
50-64	65%	32%	2%
65-74	56%	42%	1%
75+	65%	33%	3%
Gender			
Men	57%	41%	2%
Women	71%	27%	2%
Party			
Democrats	78%	20%	2%
Independents	46%	51%	2%
Republicans	17%	83%	0%

Renters and those with incomes below \$250,000 are more likely to view it as important.

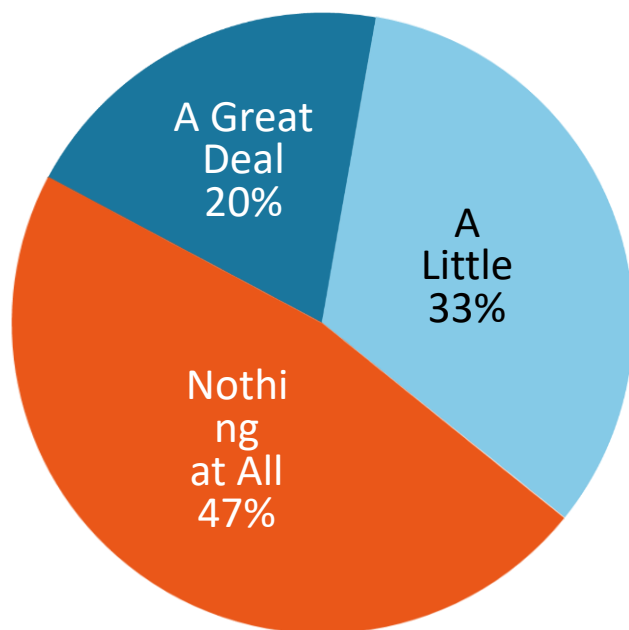
Demographic Group	Extremely/ Very Important	Somewhat/ Not Important	Don't Know
All Voters	64%	34%	2%
Time in Piedmont			
Born and Raised	52%	48%	0%
0-5 Years	67%	31%	3%
6-10 Years	70%	27%	3%
11-20 Years	62%	38%	0%
21+ Years	65%	33%	2%
Residence			
Homeowners	63%	36%	1%
Renters	74%	22%	5%
Household Income			
<\$250,000	82%	18%	0%
\$250,000+	65%	34%	1%



Attitudes Toward Building Reach Codes

A majority has heard of the plan to adopt Reach Codes.

How much have you heard, seen, or read recently about the City of Piedmont adopting “Reach Codes,” which are local amendments that would go above and beyond existing California building codes to improve the energy efficiency of buildings and reduce greenhouse gas emissions?

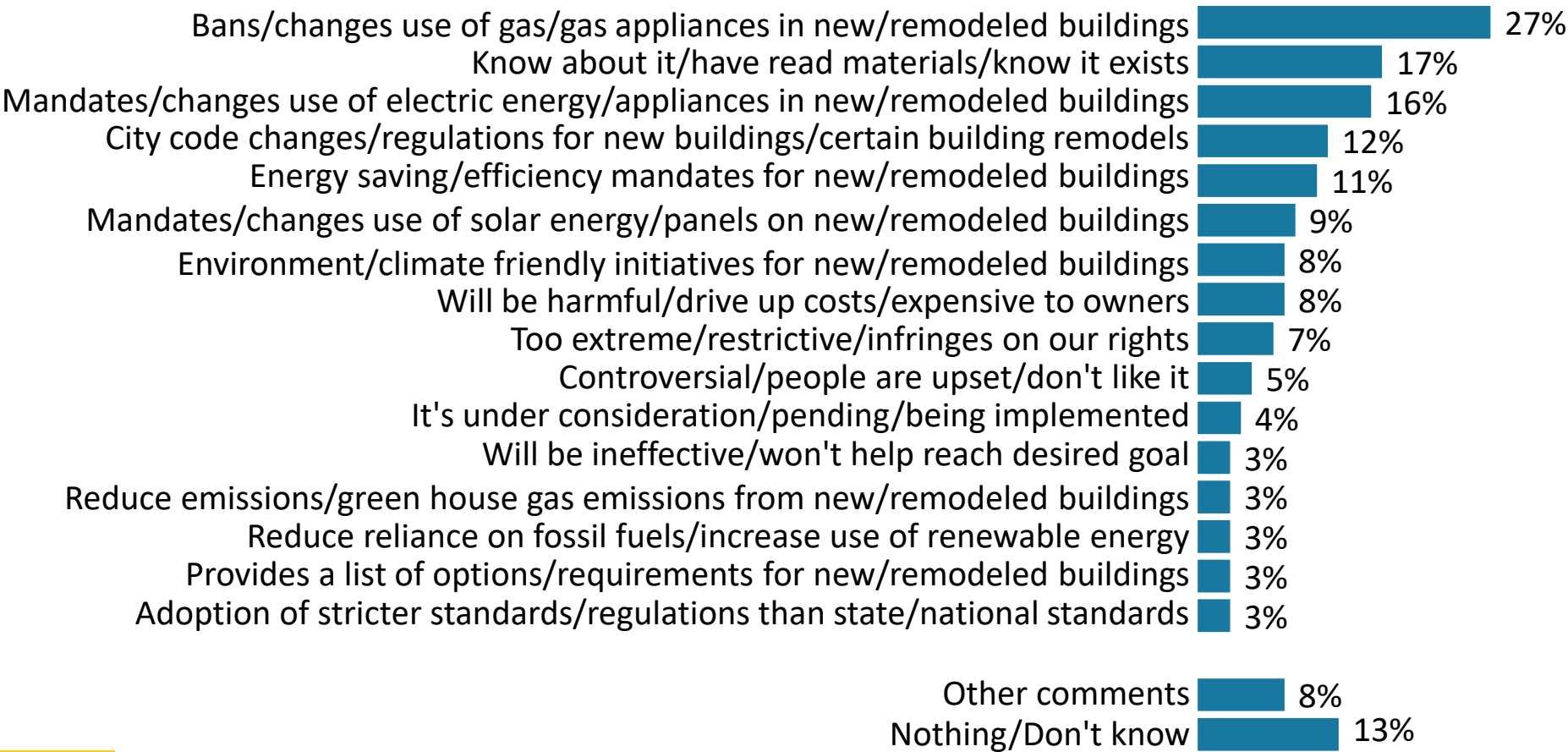


Demographic Group	Heard a Great Deal
All Voters	20%
Republicans	40%
Independent Women	40%
Independents Ages 50+	33%
Work in Piedmont	32%
Ages 65+	28%
Independents	27%
Lived 21+ Years in Piedmont	26%
Women Ages 50+	26%

The most common understanding is that it bans or changes the rules around gas appliances.

What have you heard about the City's Reach Codes?

(Open-ended; Asked Only if Have Heard, Seen, or Read the City of Piedmont adopting "Reach Codes," Responses 3% and Above Shown; N=205)



Verbatim Comments Describing What Voters Heard About Reach Codes

They are effectively a tax on homeowners who wish to improve their properties, requiring unwanted and forced changes that make living in California even more expensive and less enjoyable.

If I remember correctly, they require energy efficient home equipment such as stoves and ovens in new houses and houses being remodeled.

Build in use of electric appliances over gas ones when remodeling. Adding solar to roofs.

Requirement to incorporate gas, electric, solar changes for all new projects and for specific threshold renovations.

I've only heard that reach codes in general seek to go beyond state minimum requirements for energy efficiency in buildings.

That ignorant public officials in Piedmont want to restrict the use of natural gas and replace it by "clean" electric energy use. Insane and shows a total lack of any scientific understanding of how electricity is produced.

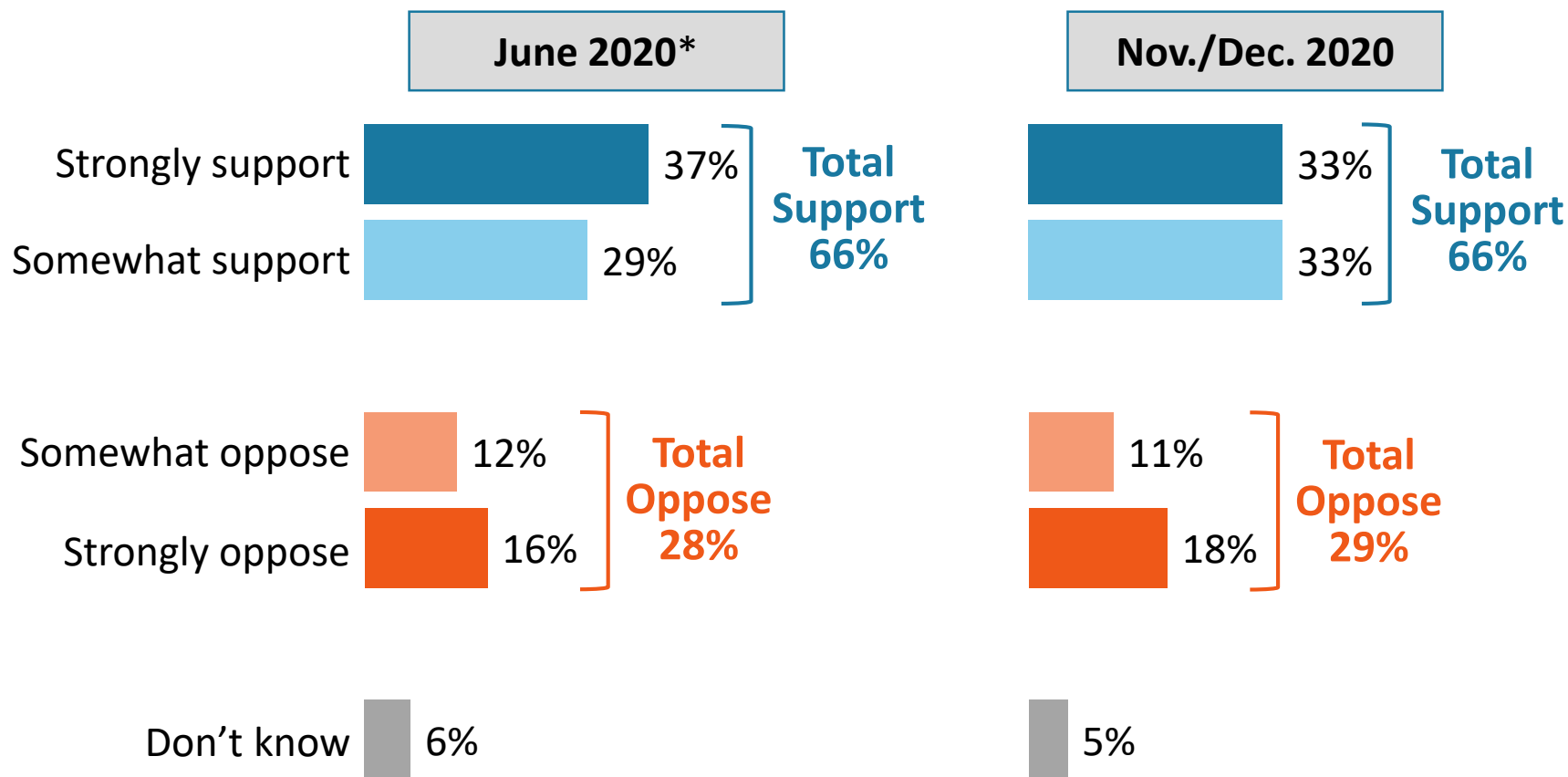
I think I read something about moving towards eliminating natural gas in homes.

Description of Climate Goals and Reach Codes Provided

“Piedmont’s Climate Action Plan calls for the community to emit just 9,800 metric tons of carbon dioxide – one of the major greenhouse gases that causes climate change – across the building, transportation, and waste sectors, combined, in 2050. The City took an important initial step in meeting this goal when it joined East Bay Community Energy and started receiving electricity generated by 100% renewable sources in 2018. By contrast, in 2017, the Piedmont community emitted about 14,000 metric tons of carbon dioxide just from using natural gas appliances in residential buildings; most of these emissions come from natural gas furnaces and water heaters. To meet these goals the Piedmont community must significantly reduce natural gas use in its buildings by replacing natural gas furnaces and water heaters with those powered by electricity generated by 100% renewable sources.”

Two-thirds support the Reach Code plan after hearing the description.

Would you support or oppose the City of Piedmont's efforts to revise its building codes to reduce the use of natural gas in Piedmont buildings?



Majority support cuts across age group, gender, Democrats and independents.

Demographic Group	Total Support	Total Oppose	Don't Know
Age			
18-29	78%	22%	0%
30-39	73%	22%	6%
40-49	65%	30%	5%
50-64	67%	28%	5%
65-74	58%	37%	5%
75+	57%	30%	12%
Gender			
Men	60%	33%	7%
Women	71%	25%	4%
Party			
Democrats	79%	16%	5%
Independents	53%	41%	6%
Republicans	17%	78%	4%

The one in five who have heard a great deal about Reach Codes are less supportive than those who have heard less.

Demographic Group	Total Support	Total Oppose	Don't Know
All Voters	66%	29%	5%
Time in Piedmont			
Born and Raised	55%	36%	9%
0-5 Years	76%	20%	4%
6-10 Years	70%	22%	9%
11-20 Years	68%	31%	1%
21+ Years	60%	34%	6%
Residence			
Homeowners	64%	31%	5%
Renters	82%	10%	8%
Household Income			
<\$250,000	83%	14%	3%
\$250,000+	66%	30%	4%
Reach Code Awareness			
A Great Deal	42%	58%	0%
A Little	70%	25%	5%
Not Aware	72%	20%	7%

Additional Background Provided

“As part of the Reach Code requirements the City is considering requiring homeowners making renovations that cost more than \$25,000 to make 1 insulation or electrification upgrade from a pre-determined list to reduce the use of natural gas. Renovations costing more than \$100,000 would require 2 insulation or electrification upgrades.

“Below are some examples of improvements that would meet the Reach Code requirement using a \$27,000 bathroom remodel as an example. Residents would be required to make only 1 upgrade from this list as part of their renovation in this scenario:”

Improvement	Estimated Cost
Insulate accessible hot water piping. Install low flow plumbing fixtures	\$1,200
Implement 1 or more recommendations specified in a Home Energy Score or Home Energy Audit. Example: weather stripping and duct sealing	\$1,200
Replace all screw-in incandescent and CFL light bulbs with screw-in LED bulbs. Install vacancy sensors in bathrooms and laundry rooms	\$200
Install R-19 insulation at raised floors	\$1,500
Install R-38 attic insulation, and air sealing. Seal ducts	\$2,500
Replace gas water heater with a heat pump water heater	\$4,500
Replace gas furnace with an electric heat pump system (furnace and AC unit)	\$15,000 to \$20,000

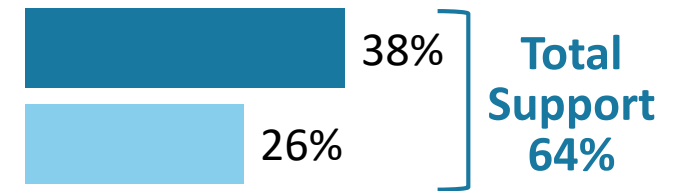
After learning more about the cost impacts of Reach Codes, support remains consistent.

Initial Ask



Don't know 5%

After Additional Information



Don't know 4%

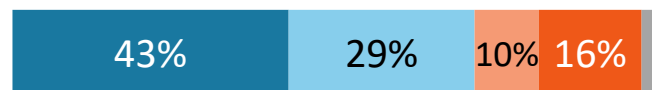
Voters strongly support requiring renovated kitchens and laundry rooms be electric-ready and that the electric panel have capacity for electrification of all appliances.

There will be a series of specific building code changes the City is considering implementing to meet its greenhouse gas reduction goals. For each, please indicate if you strongly support it, somewhat support it, somewhat oppose it, or strongly oppose it.

■ Strng. Supp. ■ Smwt. Supp. ■ Smwt. Opp. ■ Strng. Opp. ■ Don't Know

**Total
Supp.** **Total
Opp.**

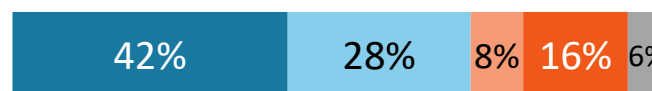
Requiring that renovated kitchens and laundry rooms in existing houses be electric-ready while allowing them to keep a gas range



71%

25%

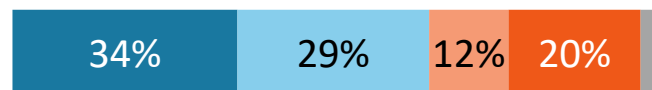
Requiring that updates to the electric panel have capacity to support the electrification of all household appliances



70%

24%

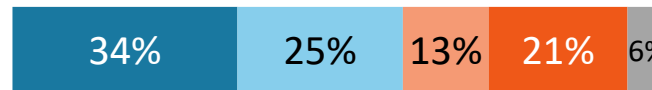
Requiring the installation of solar panels with any addition of new roof area that is 30% or more of the current size of the roof



63%

33%

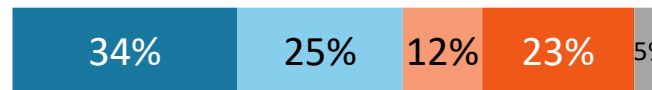
Requiring that new houses and new detached accessory dwelling units be all-electric



60%

35%

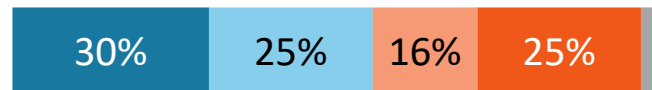
Requiring residents to complete a Home Energy Score or Home Energy Audit when listing a property for sale or submitting building plans to the City, unless a Score or Audit has been completed within the past 5 years



59%

35%

Requiring that new buildings be designed to use only electric appliances

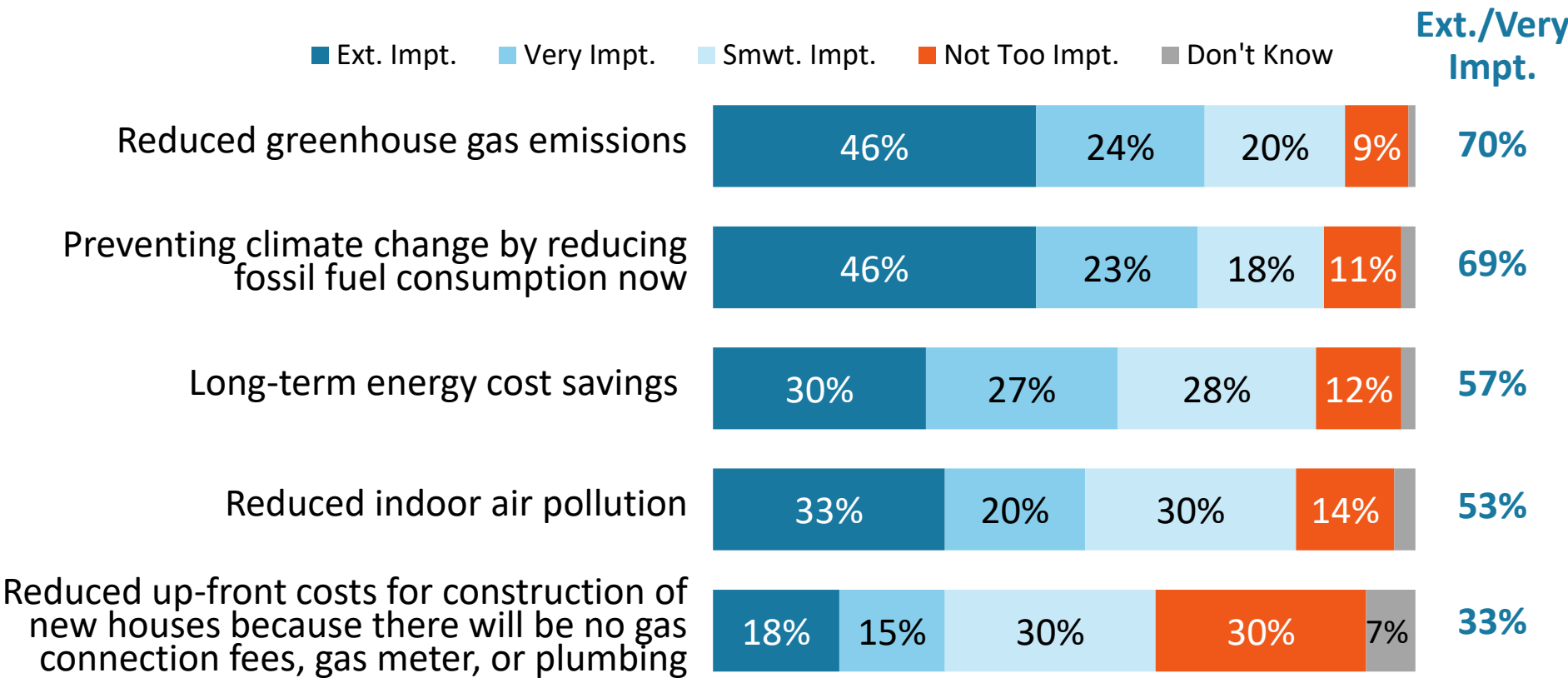


55%

41%

Voters view reduced GHGs and reduction of fossil fuel consumption as the most important benefits of Reach Codes; reduced construction costs are lower in importance.

*Here are benefits of establishing Reach Codes to reduce the use of natural gas.
Please indicate how important this benefit is to you: extremely important, very important, somewhat important or not important.*





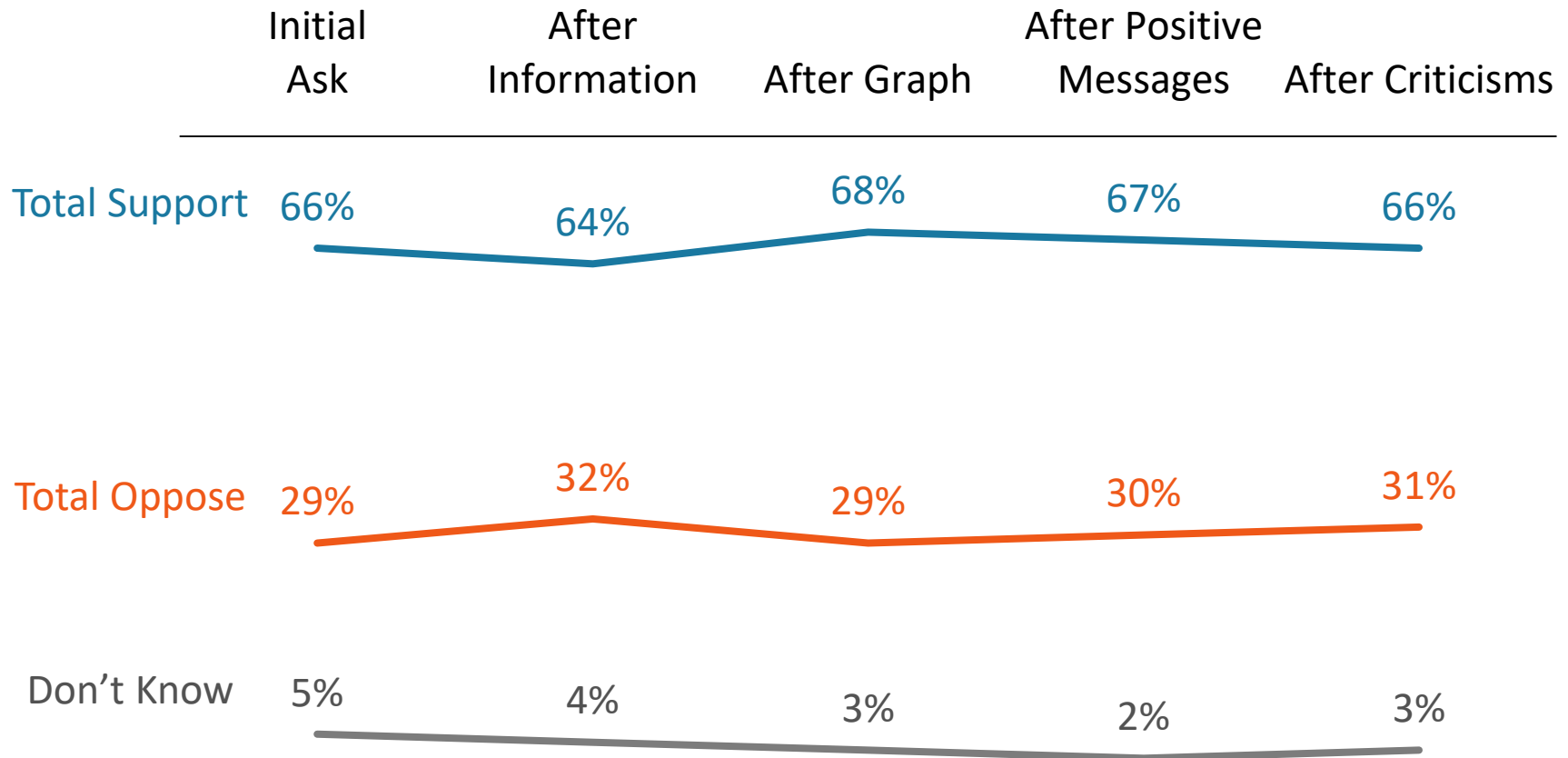
Messaging

Graphic Representation of the Impact of Reach Codes

“40% of Piedmont’s greenhouse gas emissions come from natural gas appliances in residents’ homes. The graph below shows the effect that implementing reach codes will have on Piedmont’s greenhouse gas emissions:”



After messaging, support continues to remain consistently at the two-thirds level.



Q12. Would you support or oppose the City of Piedmont's efforts to revise its building codes to reduce the use of natural gas in Piedmont buildings?

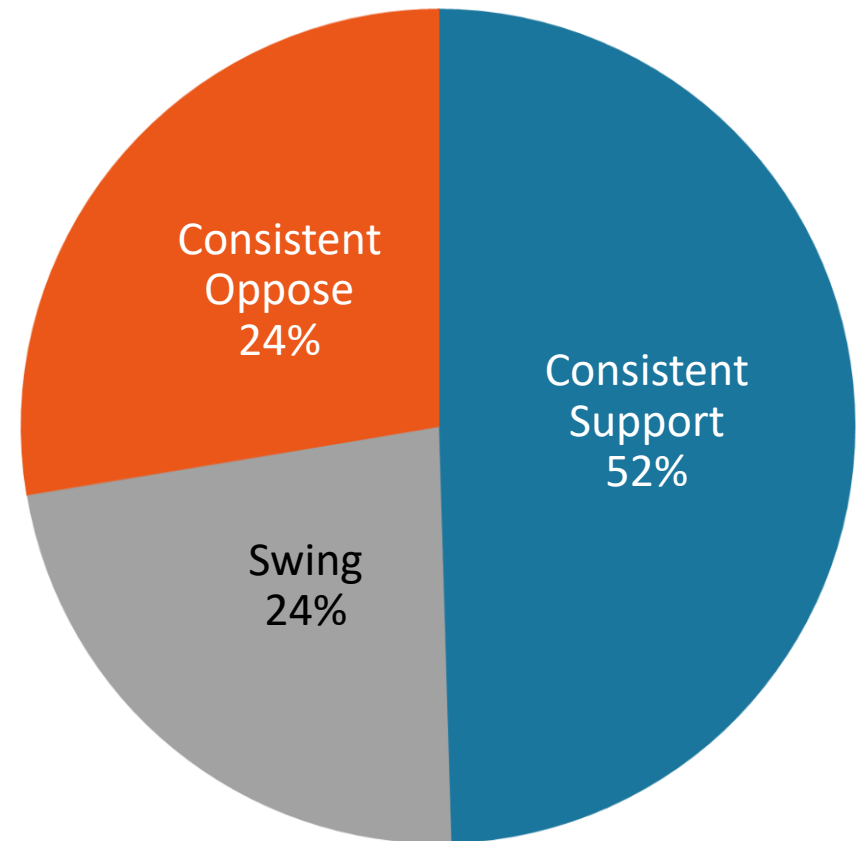
Q13. Do you support or oppose requiring that home renovations costing between \$25,000 and \$100,000 include at least 1 insulation or electrification upgrade from this list, and that home renovations costing more than \$100,000 make 2 upgrades from this list, in order to reduce use of natural gas?

Q16, Q18, & Q21 (N=239). Would you support or oppose the City of Piedmont's efforts to revise its building codes to encourage less use of natural gas in Piedmont buildings?

Segmenting the Population by Consistency of Support for the Reach Codes

- ❖ **Consistent Support:** Voters who consistently indicated they support the Reach Codes
- ❖ **Consistent Oppose:** Voters who consistently indicated they oppose the Reach Codes
- ❖ **Swing:** Voters who do not fall into any of the other categories – remaining consistently undecided or switching positions

The following slide shows demographic groups that *disproportionately* fall into one category or the other.



Demographic Profile of the Segments

Consistent Supporters	Swing	Consistent Opponents
52% of the Electorate	24% of the Electorate	24% of the Electorate
Democratic Women	Lived 6-10 Years in Piedmont	Republicans
HH Income <\$250,000	Republicans	Independents Ages 50+
Democrats	Men	Independents
Under Five Years in Piedmont	Ages 50-74	Ages 65+
Women	Democrats Ages 50+	Men Ages 50+
Ages 18-49	HH Income <\$250,000	
Lived 6-10 Years in Piedmont	Homeowners	

Messages in Favor of the Reach Code Proposal

Ranked by % Very Convincing

(IMPACT) Over 40% of Piedmont's greenhouse gas emissions come from the use of natural gas appliances in private homes. The City will not be able to significantly reduce its greenhouse gas emissions unless it shifts to less natural gas use in homes.

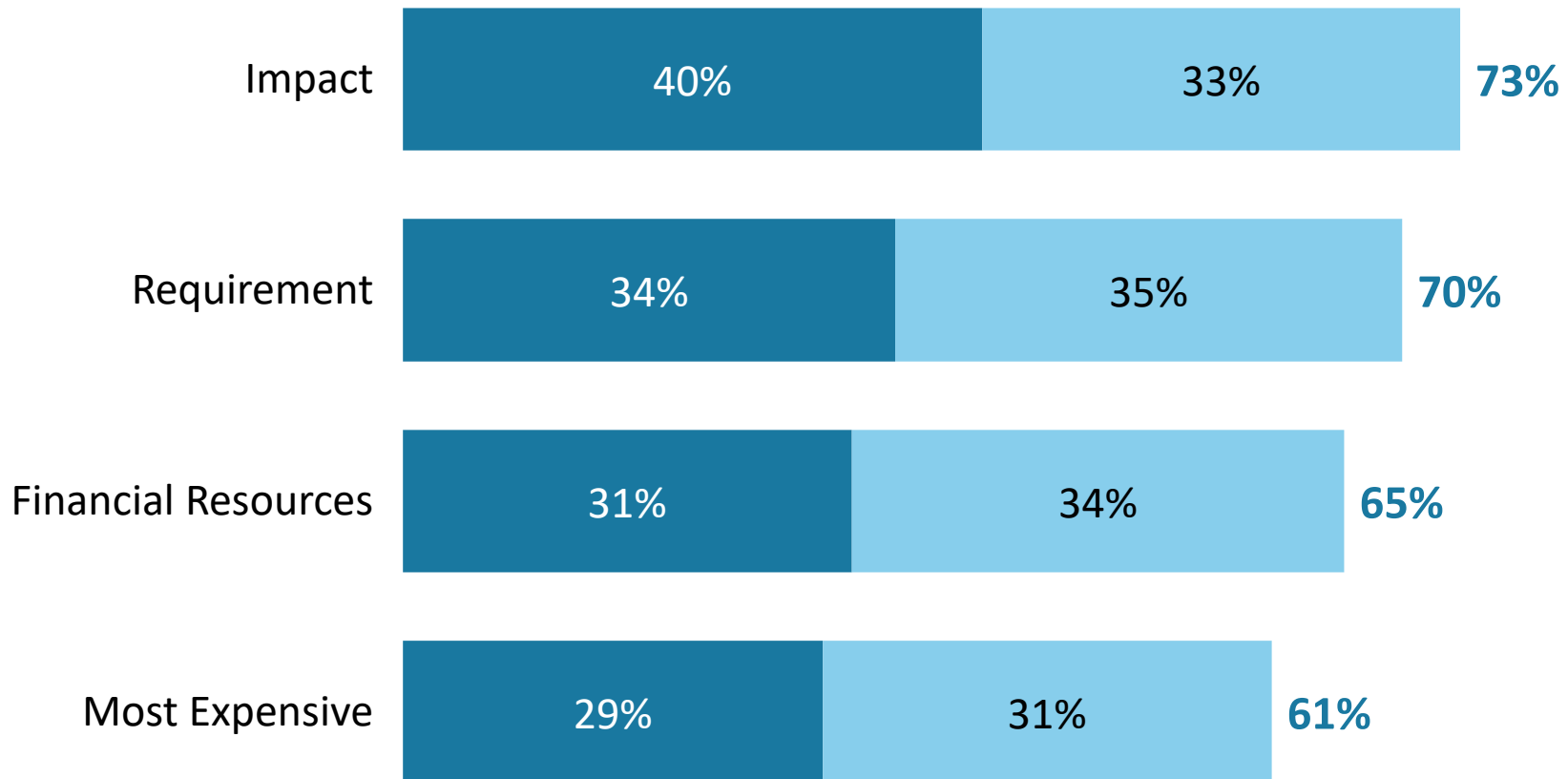
(REQUIREMENT) The State requires that all electricity provided in California be generated by renewable sources by 2045. Piedmont is supporting residents in meeting this goal by adopting these changes to building codes.

(FINANCIAL RESOURCES) There are several financial resources available to the public that provide rebates and incentives for making energy efficiency upgrades, thus reducing the financial impact of these changes to the building codes.

(MOST EXPENSIVE) Only the top 20% most expensive renovations would be required to adopt one of the energy efficiency options. Most renovations would not be impacted by these changes to the building codes.

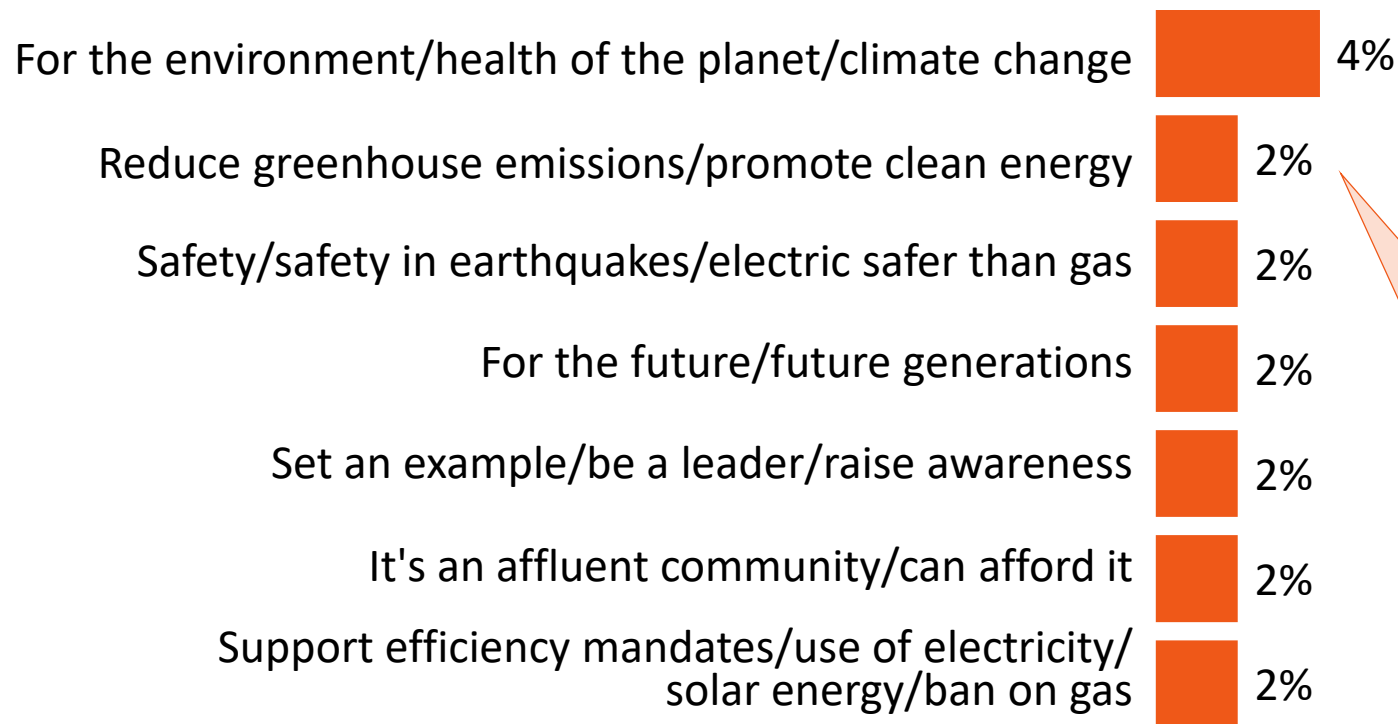
The message describing the impact GHG's from homes have on the environment resonates most strongly.

■ Very Convincing ■ Somewhat Convincing



Respondents' suggested reasons to Reach Codes focused on saving the planet.

*Are there other reasons to adopt these proposed Reach Codes to reduce the use of natural gas that you didn't see listed?
(Open-ended; 2% and Above Shown; 81% Had no Additional Suggestions)*



“Saving the planet for our future generation is of utmost importance!!”

Messages Opposing the Reach Code Proposal

Ranked by % Major Concern

(VULNERABLE) Relying on electric appliances can leave homeowners vulnerable during power outages, which are taking place more and more in northern California.

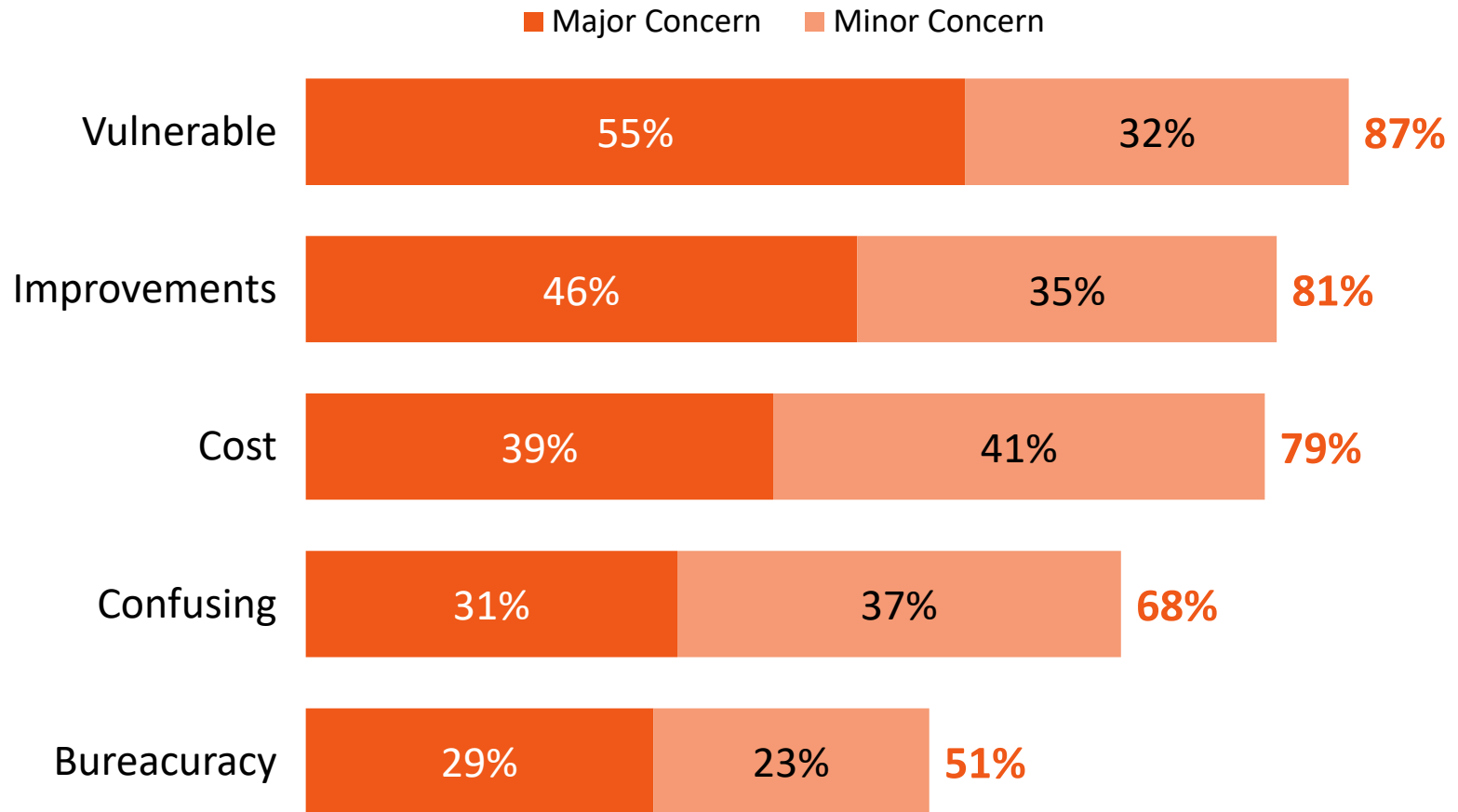
(IMPROVEMENTS) This proposal is unfair to residents who have already taken steps to install insulation and energy efficiency improvements in their homes. They'll be asked to make additional costly upgrades if they renovate their home, when they've already spent more than most people to be energy efficient.

(COST) The Reach Codes would require changes to some home renovation projects, which may be too expensive for some property owners - especially during an economic downturn.

(CONFUSING) The Reach Codes are confusing for homeowners. It is unclear what the requirements are, what the cost impacts are, and which projects they apply to.

(BUREAUCRACY) Requiring these types of energy efficiency improvements is an example of government overreach, and will increase bureaucracy in City government.

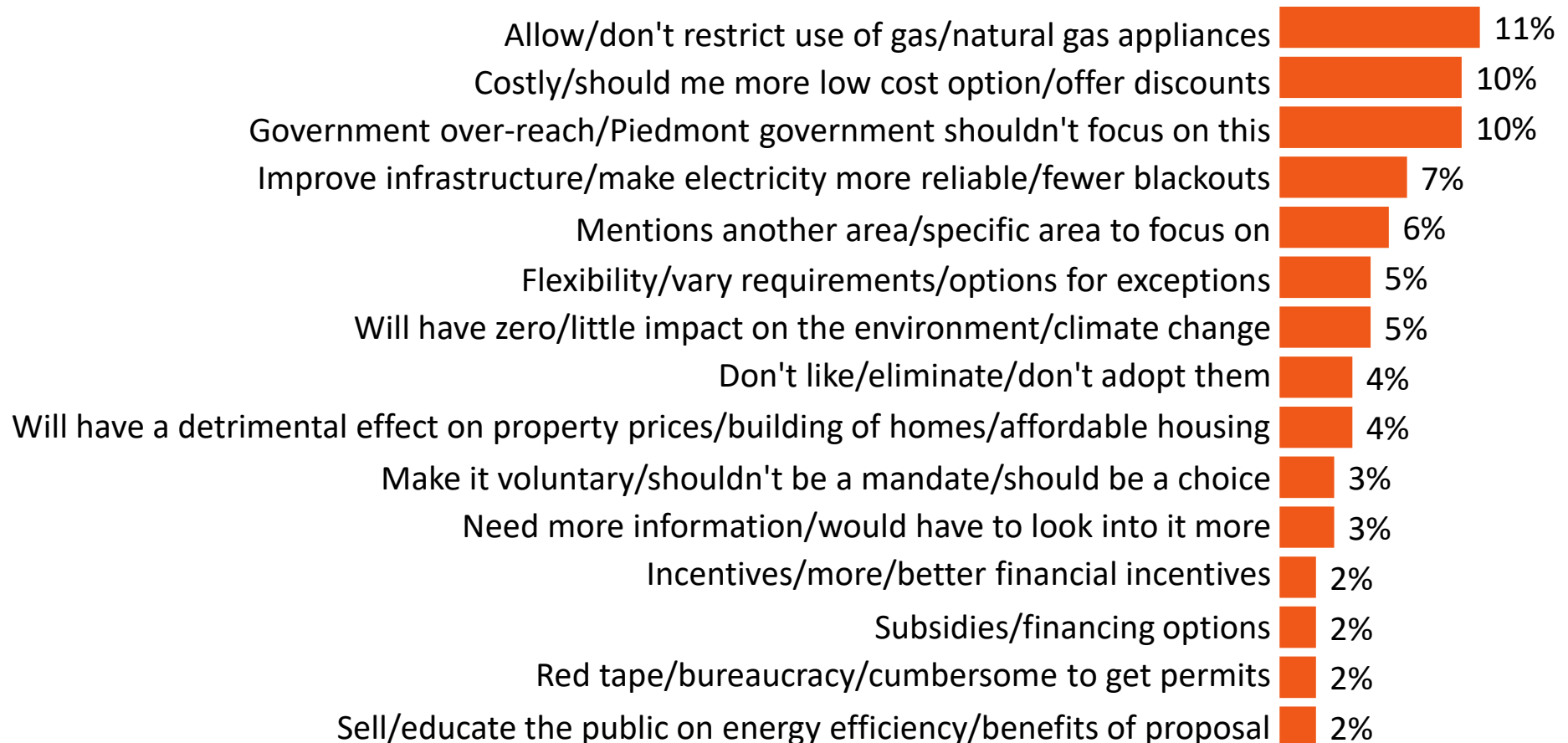
Messages saying Reach Codes put homeowners at risk during power outages and are unfair to those who have made investments already raise the most concern.



Voters have concerns about restricting the use of natural gas and the cost of the proposal.

Are there other concerns you have about establishing the Reach Codes to reduce the use of natural gas in Piedmont?

(Open-ended; 2% and Above Shown)



Verbatim Comments Describing Concerns about the Reach Codes

While I am 100% in favor of measure to reduce climate change, my understanding is that natural gas is a relatively clean form of energy. My concern is that the statistic that 40% of greenhouse gases in Piedmont come from natural gas is probably based upon a flawed and biased study. I would much rather see climate change efforts directed to the more important and damaging sources of greenhouse gases.

Costs for code compliance, future renovation red tape and costs, and being more vulnerable to wildfires.

Natural gas is important for stoves, fireplaces, barbecues and generators.

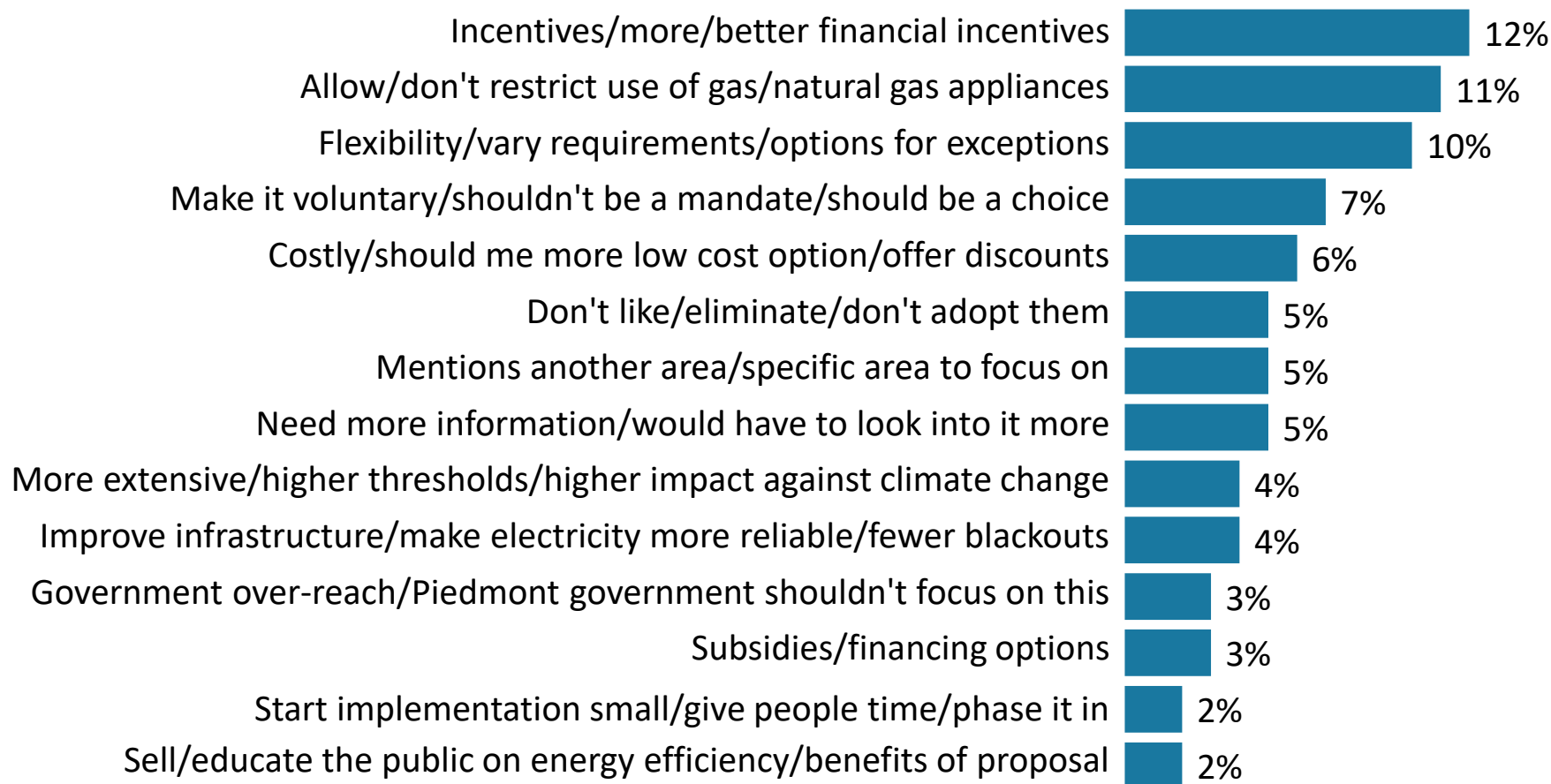
There should be more flexibility in how an individual homeowner reduces the GHG emissions in their footprint. If it is more palatable for them to reduce it in other ways (electric vehicle, solar, better insulation, etc.) then that should be taken into account.

I hope implementation is gradual and not the Piedmont "overkill" enforcement. Also, gas should be allowed for cooking !

Folks will do work without permits to get around these requirements and the added cost for homeowners who may be stretching to do a project at all.

Financial incentives, fewer restrictions on natural gas, and flexibility in the rules are the most-commonly suggested changes.

What changes, if any, to the Reach Code policy might make it more acceptable to you?
(Open-ended; 2% and Above Shown)



Verbatim Comments Suggesting Improvements to the Reach Code Proposal

Financing options for those who need it.

Make it voluntary instead of mandatory; promote the use of electricity by providing financial and moral incentives; improve the infrastructure by undergrounding the power lines.

City should get an Energy Audit for all residents done. Then it would be more apparent for all what needs to happen.

I think the already done renovations such as solar, electrical appliances and insulation should be taken into account when renovations are done rather than requiring new ones and it should be regardless of the cost of the renovation.

I would like for homes that have already made many of these changes to get credit for that.

As long as a gas range is allowed to stay in the kitchen, I support the adoption of Reach Codes. If you can afford to do a retrofit, you should be spending the extra money to make your home more efficient.



Conclusions

Conclusions

- Piedmont voters continue to broadly agree that climate change is real and an urgent problem.
- Familiarity with the City's Climate Action Plan has grown since June, and more than three in five say it is "very important."
- More than half have heard about the proposed Reach Codes; awareness has increased since June.
- Two-thirds of voters consistently support the plan, even as they get more information on the cost impacts and its pros and cons.
 - Those who were most familiar with the plan prior to taking the survey were more divided in their support than others.
- Overall, the sizable impact of GHGs generated by Piedmont homes offers the most compelling reason to support the proposal.
- However, concerns about the cost impacts and potential vulnerability to power outages raise the most concerns.
- Alternative approaches suggested by voters center on providing financial incentives to residents, allowing previous upgrades to count toward the requirements, and allowing exceptions for gas cooktops.

For more information, contact:



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