



PIEDMONT EMISSIONS REDUCTION SURVEY
320-898-WT
N=400
MARGIN OF SAMPLING ERROR ±4.9% (95% CONFIDENCE INTERVAL)

LANDING PAGE: Thank you for participating in this survey about some important issues that concern members of the Piedmont community. In particular, this survey will focus on specific aspects of Piedmont's Climate Action Plan to meet the City's greenhouse gas reduction goals. Please be assured that your participation and responses to this survey will be completely confidential.

1. First, just to confirm, are you registered to vote in the City of Piedmont?

Yes ----- 100%
 No ----- **TERMINATE**

2. **(T)** Next, do you think climate change is happening? **(IF YES/NO, ASK):** Would you say you are extremely sure it **IS/ISN'T** happening, very sure, somewhat sure, or not at all sure?

TOTAL YES ----- 94%
 Yes, extremely sure----- 76%
 Yes, very sure----- 11%
 Yes, somewhat sure----- 7%
 Yes, but not at all sure ----- 1%

TOTAL NO----- 2%
 No, extremely sure----- 1%
 No, very sure ----- 0%
 No, somewhat sure----- 1%
 No, and not at all sure----- 0%

 Don't know ----- 4%

3. And assuming that climate change is happening, do you think it is...

Caused mostly by human activities----- 85%
 Caused mostly by natural changes in the environment ----- 9%
 None of the above, because climate change isn't happening ---- 0%
 Not sure-----5%

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

NOT AT ALL/A LITTLE-----20%
 Not at all ----- 5 %
 Only a little----- 15 %

MODERATE/GREAT DEAL-----73%
 A moderate amount ----- 34 %
 A great deal ----- 39 %

Not sure ----- 7 %

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

NOT AT ALL/A LITTLE----- 7%
 Not at all ----- 2 %
 Only a little----- 4 %

MODERATE/GREAT DEAL-----90%
 A moderate amount ----- 11 %
 A great deal ----- 78 %

Not sure ----- 4 %

6. From what you know about climate change, which of the following four statements is closest to your opinion? **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

- Climate change has been established as a serious problem, and immediate action is necessary. ----- 72%
- There is enough evidence that climate change is taking place that some action should be taken. ----- 18%
- We do not know enough about climate change, and more research is necessary before we take action. ----- 5%
- Concern about climate change has been greatly exaggerated. ----- 5%
- Don't know ----- 1%

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

A great deal ----- 3 %
 A little ----- 31 %
 Nothing at all ----- 67 %

- 8. Next, 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.

How important do you think it is for the City of Piedmont to meet these objectives:

EXTREMELY/VERY IMPORTANT	-----73%
Extremely important-----	47%
Very important-----	26%
 SOMEWHAT/NOT IMPORTANT	 -----25%
Somewhat important-----	13%
Not important-----	12%
 Don’t know -----	 2%

- 9. Next, as part of the Climate Action Plan the City is considering expanding access to electric vehicle chargers in Piedmont. The City would partner with East Bay Community Energy to install publicly accessible chargers on streetlights in three key locations in Piedmont, and to install publicly accessible high-speed charging ports in four spaces in Community Hall Parking Lot. East Bay Community Energy will pay the full cost to install chargers, and will own and maintain them. Each charger would be adjacent to a designated electric vehicle-only parking spot.

Does this program generally sound like something you would support or oppose?

TOTAL SUPPORT	-----79%
Strongly support -----	49%
Somewhat support -----	30%
 TOTAL OPPOSE	 -----16%
Somewhat oppose-----	7%
Strongly oppose -----	8%
 Don’t know -----	 5%

- 10. Do you own an electric vehicle?

Yes -----	26%
No -----	74%
Don’t know -----	0%

(ASK Q11 IF CODE 1 IN Q10)

11. If the City and East Bay Community Energy provided these additional public electric vehicle chargers would you be likely or unlikely to use them?

TOTAL LIKELY ----- 49%
 Very likely ----- 18%
 Somewhat likely----- 31%

TOTAL UNLIKELY ----- 47%
 Somewhat unlikely----- 20%
 Very unlikely ----- 27%

Don't know ----- 4%

(ASK Q12 IF CODE 2-3 IN Q10)

12. If electric vehicle chargers were more widely available and accessible in Piedmont, how would it impact your likelihood of purchasing an electric vehicle the next time you are looking for a car: would you be...

Much more likely to buy an EV----- 18%
 Somewhat more likely to buy an EV--- 30%
 It would make no difference ----- 52%

(RESUME ASKING ALL RESPONDENTS)

13. Below are two maps of where the planned chargers will be located. The yellow and black dots indicate the planned locations of the publicly accessible chargers and the green and red boxes are designated parking spots.



Do you think that these are appropriate locations for the electric vehicle chargers?

Yes ----- 55%
 No ----- 15%
 Don't know ----- 30%

(ASK Q14 IF "NO" IN Q13)

14. In a few words of your own, are there other locations in Piedmont that you think would be better places for EV chargers? (OPEN-ENDED)

Homes/residential areas-----	30%
Don't need/want/not beneficial-----	23%
Dislike Grand Avenue location-----	19%
Low traffic areas-----	13%
Private property/government shouldn't be involved-----	11%
Will cause congestion/parking problems-----	10%
Will be used by commuters/not local residents-----	9%
At business/commercial sites-----	7%
Parks-----	5%
Central location-----	5%
Other-----	5%
Nothing-----	3%
Don't know-----	5%

(RESUME ASKING ALL RESPONDENTS)

15. Would you support or oppose an ordinance that allows the City to ticket and tow vehicles parked in the spots designated for electric vehicles that are not charging?

TOTAL SUPPORT-----	79%
Strongly support-----	52%
Somewhat support-----	27%
TOTAL OPPOSE-----	15%
Somewhat oppose-----	5%
Strongly oppose-----	10%
Don't know-----	6%

16. Would you support or oppose adjusting the rate system so that electric rates become very high after a period of time charging, to encourage turnover and make the spaces available to more EVs during the day?

TOTAL SUPPORT-----	72%
Strongly support-----	41%
Somewhat support-----	31%
TOTAL OPPOSE-----	13%
Somewhat oppose-----	5%
Strongly oppose-----	8%
Don't know-----	15%

17. Next, how likely are you to build or remodel a property in Piedmont during the next five years:

TOTAL LIKELY -----	40%
Very likely -----	17%
Somewhat likely-----	23%
TOTAL NOT LIKELY -----	57%
Not too likely -----	23%
Not at all likely-----	34%
Don't know -----	2%

Next, 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.

18. 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?

TOTAL SUPPORT -----	66%
Strongly support -----	37%
Somewhat support -----	29%
TOTAL OPPOSE -----	28%
Somewhat oppose-----	12%
Strongly oppose -----	16%
Don't know -----	6%

19. Next, 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. **(RANDOMIZE)**

	<u>STR</u> <u>SUPP</u>	<u>SMWT</u> <u>SUPP</u>	<u>SMWT</u> <u>OPP</u>	<u>STR</u> <u>OPP</u>	<u>DK</u>	<u>TOTAL</u> <u>SUPP</u>	<u>TOTAL</u> <u>OPP</u>
[]a. Requiring that new buildings be designed to use only electric appliances, powered by low-carbon renewable electricity such as wind and solar -----	30%	26%	15%	23%	6%	56%	38%
[]b. Requiring the installation of solar panels with any addition of an upper story -----	38%	28%	11%	18%	5%	66%	29%
[]c. 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-----	34%	28%	14%	18%	7%	61%	32%
[]d. Requiring that home renovations costing between \$25,000 and \$100,000 include at least <u>one</u> insulation or electrification upgrade from a pre-determined list to reduce the use of natural gas-----	32%	29%	14%	19%	7%	61%	32%
[]e. Requiring that home renovations costing over \$100,000 include at least <u>two</u> upgrades from the same pre-determined list to reduce the use of natural gas-----	32%	27%	14%	20%	7%	59%	34%
[]f. Requiring that renovated kitchens and laundry rooms be electric-ready-----	36%	28%	11%	19%	6%	64%	30%
[]g. 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-----	31%	24%	14%	22%	8%	55%	37%
[]h. Requiring that updates to the electric panel have capacity to support the electrification of all household appliances -----	37%	31%	8%	16%	7%	68%	24%

20. Next, suppose there were low cost financial supports and incentives to allow you to upgrade your home to be all-electric. In that case, how likely or unlikely would you be to upgrade your home to be all-electric?

TOTAL LIKELY -----52%
 Very likely ----- 22%
 Somewhat likely----- 31%

TOTAL UNLIKELY -----41%
 Somewhat unlikely----- 17%
 Very unlikely -----24%

Don't know ----- 7%

21. Next, as discussed above, use of natural gas in buildings is one of the major sources of the pollution that causes climate change. Piedmont's Climate Action Plan calls for the community to transition almost completely off of natural gas building appliances by 2050. However, current energy rates discourage this transition: partly switching to electric appliances pushes residents into a "mixed use" category and they are charged very high electricity rates. Only when residents completely electrify appliances can they switch to the much lower "all electric" electricity rates.

Piedmont currently imposes a Gas User Tax of 7.5%. One idea under consideration is to increase this tax, both to reduce the incentive to use natural gas relative to electricity, and to generate funds that can help residents electrify. Money from this fund would be used solely to help defray the cost to residents of electrifying their building appliances, like making zero-interest loans to residents electrifying their building appliances.

Please indicate your position on this idea below:

TOTAL SUPPORT -----44%
 Strongly support ----- 19%
 Somewhat support -----26%

TOTAL OPPOSE -----45%
 Somewhat oppose----- 15%
 Strongly oppose -----30%

Don't know ----- 11%

22. Do you have any other suggestions for actions the City should take to help reduce the pollution that causes climate change? **(OPEN-ENDED)**

Don't mandate changes/make exceptions -----	7%
Support solar energy-----	6%
Tax/financial incentives-----	5%
Allow/don't ban gas stoves/grills-----	5%
Dislike government initiatives/involvement -----	4%
Reduce driving/encourage alternative transportation/public transportation -----	4%
More/incentivize installation of EV charging stations -----	3%
Electric/hybrid vehicles -----	3%
Reduce use of gas-powered vehicles/equipment -----	3%
Bike lanes/paths/bike share stations-----	2%
Electric appliances -----	2%
Support low income people/don't burden the poor-----	2%
Electricity is not clean/efficient-----	2%
Changes/upgrades required are too expensive -----	2%
Proposed changes will have little/no effect -----	2%
Reduce water usage -----	1%
Plant more/preserve trees/vegetation -----	1%
Composting-----	1%
Insulation/promote better insulation-----	1%
Support minorities/minority causes -----	1%
Broad spectrum solutions/for everyone-----	1%
Support ADUs/multi-unit housing-----	1%
Other-----	8%
Nothing-----	53%
Don't know-----	1%

WE'RE JUST ABOUT DONE. THE FINAL QUESTIONS ARE JUST FOR CLASSIFICATION PURPOSES.

23. About how long have you lived in Piedmont?

Born and raised -----	10%
5 years or less -----	17%
6 to 10 years -----	18%
11 to 15 years -----	9%
16 to 20 years -----	7%
21 to 40 years -----	29%
More than 40 years -----	8%
Prefer not to say -----	2%

24. Do you work in Piedmont?

Yes -----	11%
No -----	86%
Prefer not to say -----	3%

25. Do you own or rent your place of residence in Piedmont?

Own -----	84%
Rent -----	7%
Prefer not to say -----	8%

26. Please indicate the total combined income for all the people in your household before taxes in 2019?

\$50,000 a year or less -----	2%
\$50,001 to \$100,000 -----	4%
\$100,001 to \$150,000 -----	8%
\$150,001 to \$200,000 -----	6%
\$200,001 to \$250,000 -----	7%
Over \$250,000 -----	45%
Prefer not to say -----	27%

27. What is your gender?

Male -----	48%
Female -----	51%
Non-binary -----	1%
Prefer not to say -----	0%

THANK AND TERMINATE

PARTY REGISTRATION:

Democrat ----- 66 %
 Republican ----- 12 %
 No Party Preference ----- 18 %
 Other ----- 4 %

FLAGS

P14 ----- 43 %
 G14 ----- 56 %
 P16 ----- 66 %
 G16 ----- 85 %
 P18 ----- 70 %
 G18 ----- 92 %
 P20 ----- 86 %
 BLANK ----- 2 %

HOUSEHOLD PARTY TYPE

Dem 1 ----- 33 %
 Dem 2+ ----- 25 %
 Rep 1 ----- 5 %
 Rep 2+ ----- 3 %
 Ind 1+ ----- 11 %
 Mix ----- 23 %

AGE

18-24 ----- 7 %
 25-29 ----- 4 %
 30-34 ----- 3 %
 35-39 ----- 6 %
 40-44 ----- 7 %
 45-49 ----- 9 %
 50-54 ----- 16 %
 55-59 ----- 8 %
 60-64 ----- 8 %
 65-74 ----- 21 %
 75+ ----- 11 %

PERMANENT ABSENTEE

Yes ----- 92 %
 No ----- 8 %