



Piedmont Resident Views of the City's Emissions Reduction Strategies

*Key Findings from a Citywide Voter
Survey Conducted June 17-22, 2020*



Survey Methodology

- ✓ 400 online interviews with Piedmont voters
- ✓ Interviews conducted June 17-22, 2020
- ✓ Margin of sampling error of $\pm 4.9\%$ at the 95% confidence level
- ✓ Some percentages may not sum to 100% due to rounding
- ✓ Select comparisons to past voter surveys

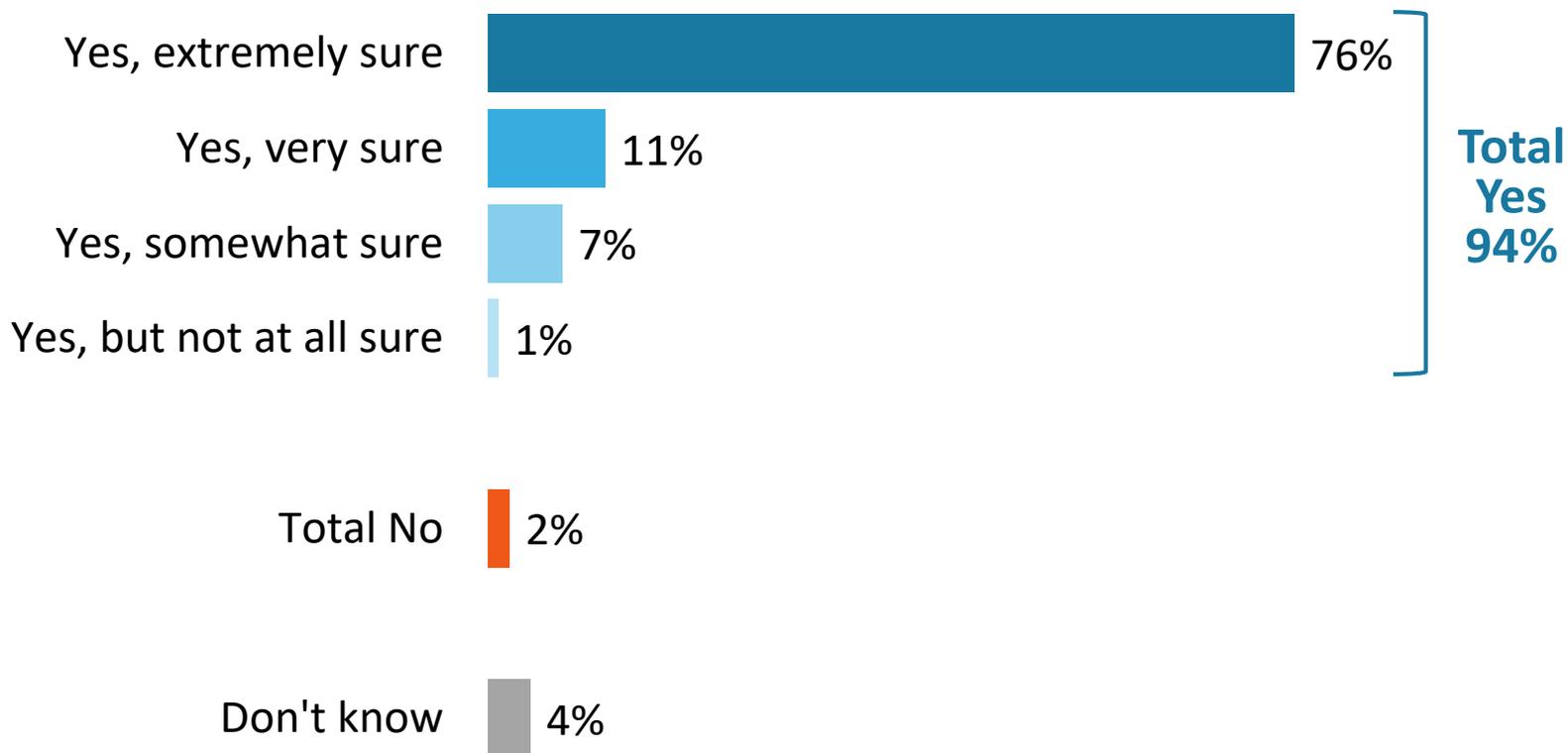




Perspectives on Climate Change

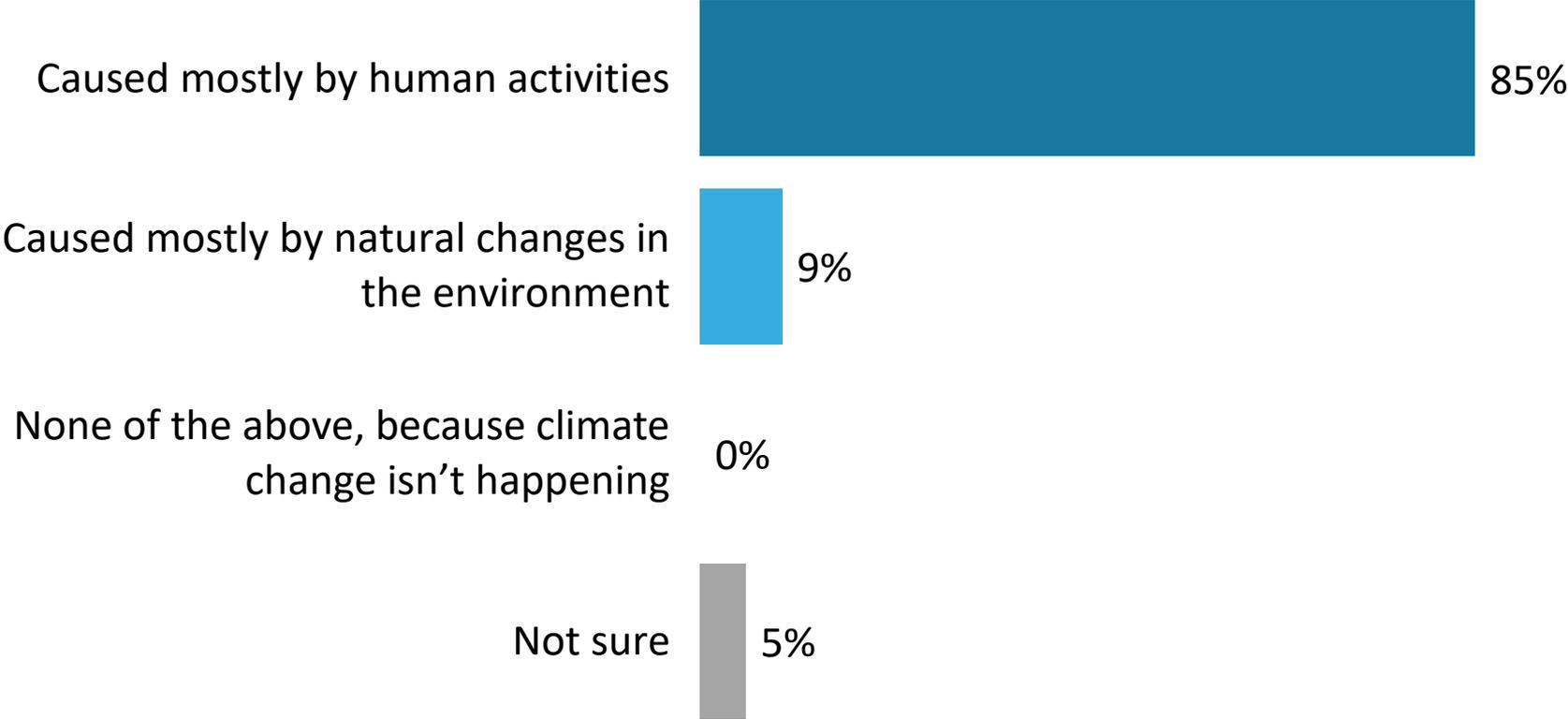
Piedmont voters are in broad agreement that climate change is occurring.

Do you think climate change is happening?



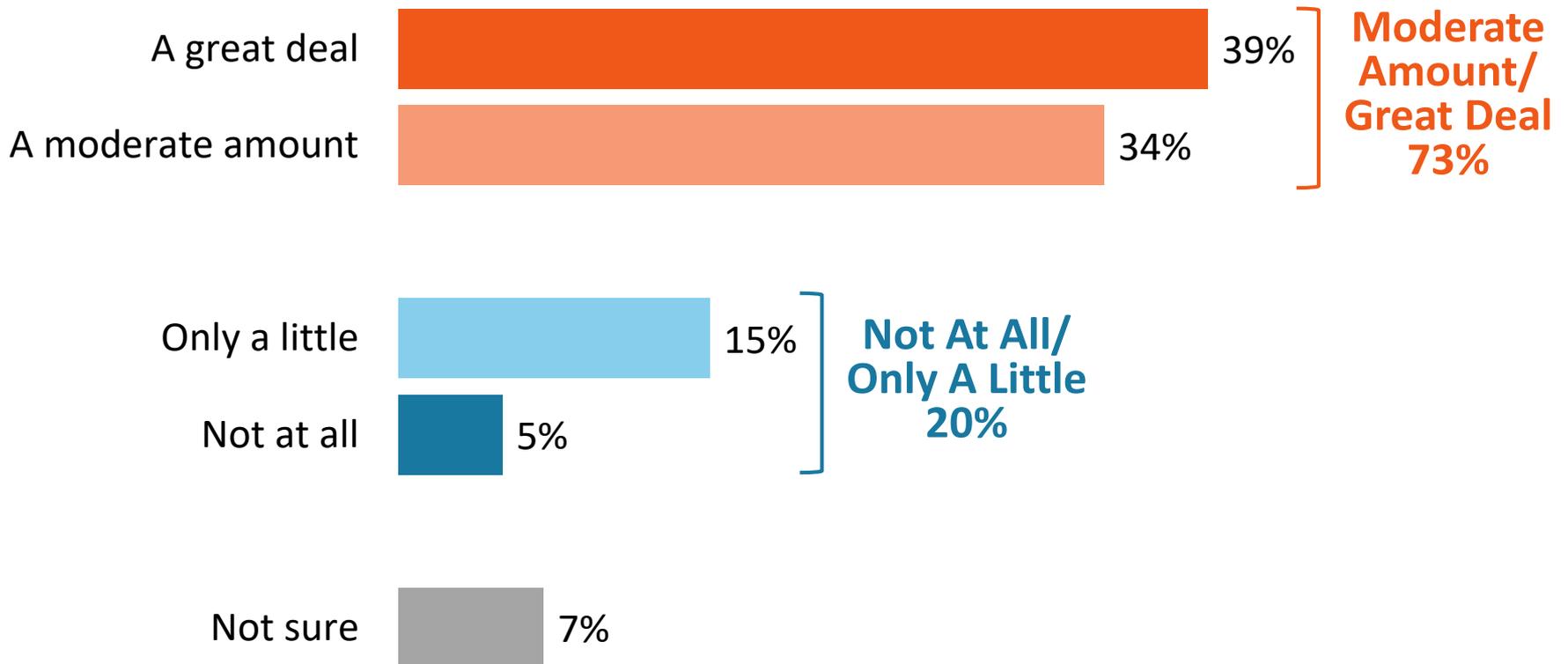
They overwhelmingly perceive that it is caused by human activities.

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



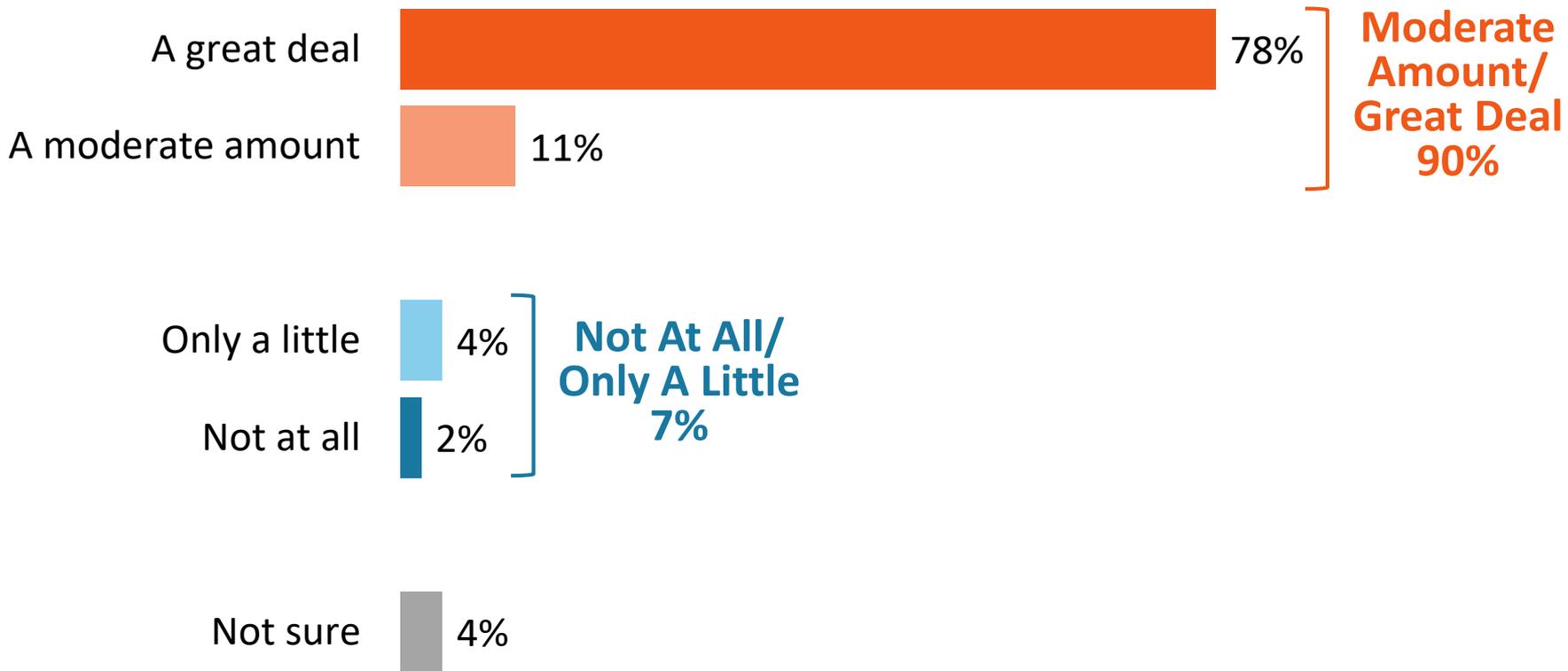
Three-quarters believe they will be harmed by it personally...

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



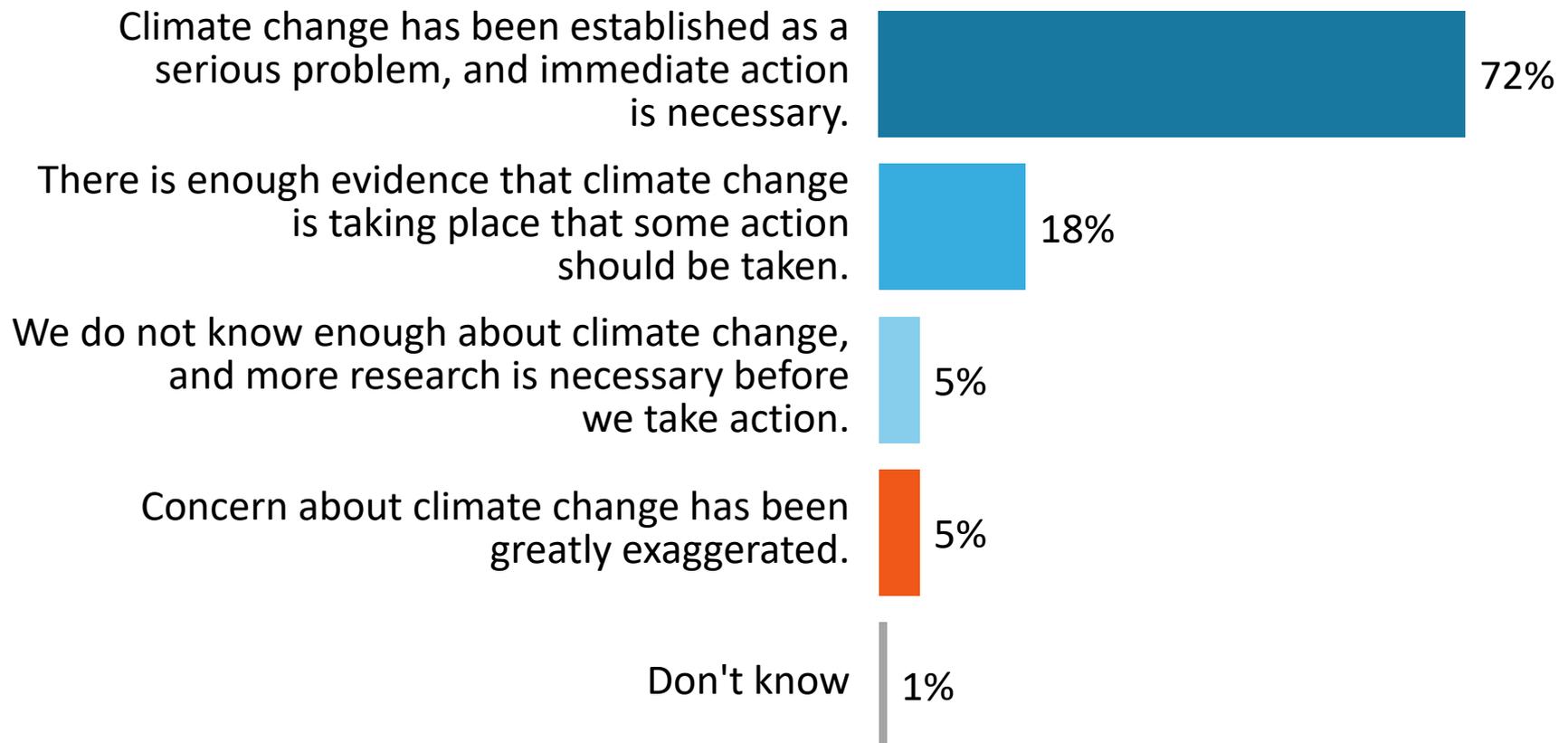
...while nine in ten think that future generations will be impacted by climate change.

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



More than seven in ten say that “immediate action” is necessary.

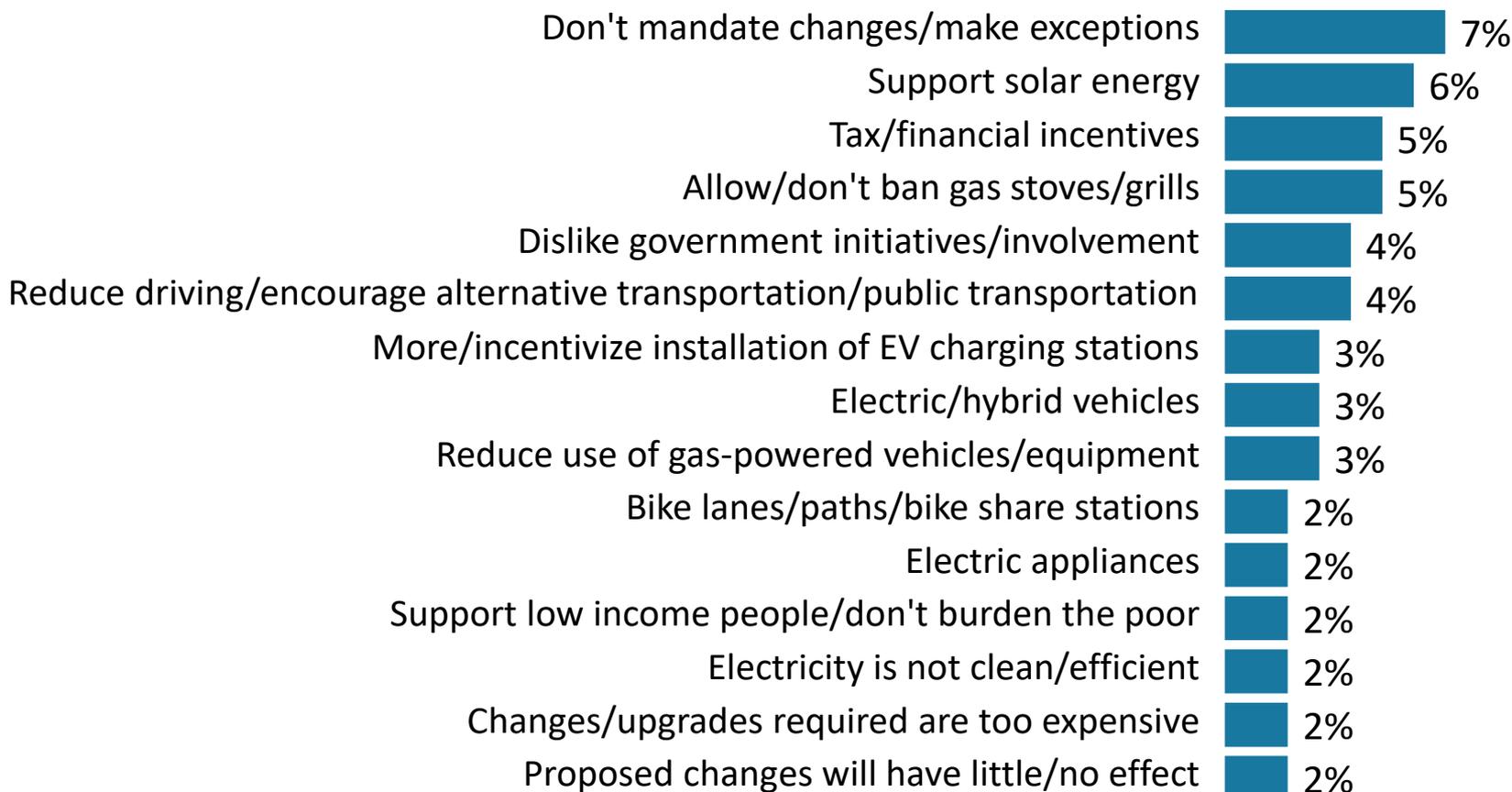
From what you know about climate change, which of the following four statements is closest to your opinion?



Voters' suggestions for City actions to fight climate change include supporting solar, eliminating gas appliances, and providing financial incentives.

Do you have any other suggestions for actions the City should take to help reduce the pollution that causes climate change?

(Open-ended; 2% and Above Shown)



Verbatim Comments on Suggestions for City Action on Climate Change

Cooking on gas stoves is the best, which is why I am opposed to the elimination of gas in a house. Perhaps a less extreme change, such as allowing gas stoves, would be more acceptable.

Find mechanisms to fund incentives to electrify that are not regressive or a particular burden for those who cannot afford it as much. Maybe find an add on to property tax? Or other things in which higher income families are contributing more.

Do not force people to change. Tax incentives to change seem like the best idea.

Incentives for solar panels would be a positive approach. We put in solar panels and it was very expensive. We want to get an electric or hybrid car, but haven't yet, financial incentive to buy one and to put the power plug for the car in the garage would be helpful. Changing our water heater to electric could be another area for financial incentive. I do like a gas stove, I would not want to give that up.

Piedmont should definitely create incentives to get folks to install solar, shift to electric cars and appliances, and re-landscape with low-water gardens.

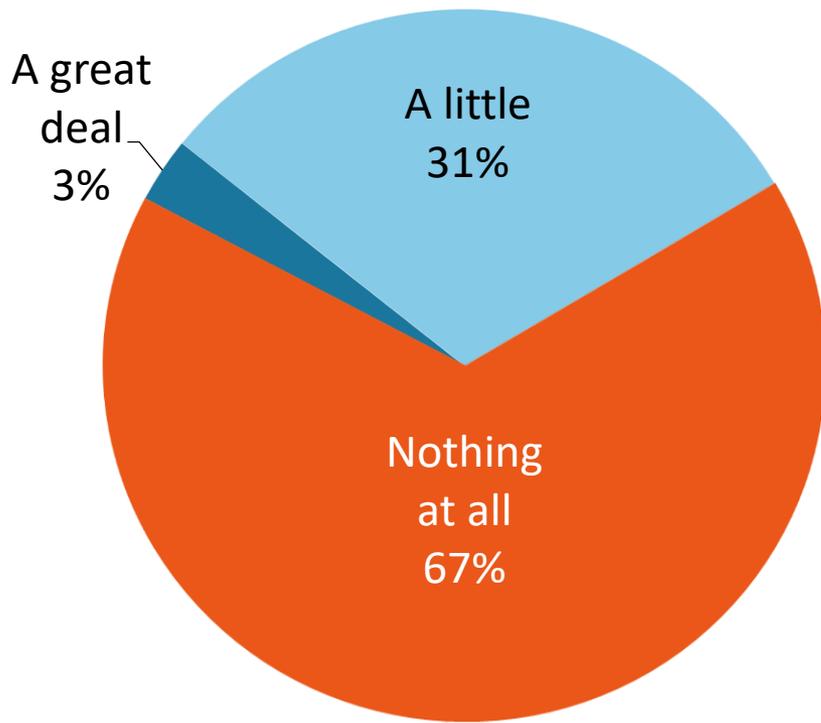
I didn't read about any plans to allow residences with no off street parking options to charge their electric vehicles in front of their homes.



Views on the Climate Action Plan 2.0

One-third of voters have heard about CAP 2.0.

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

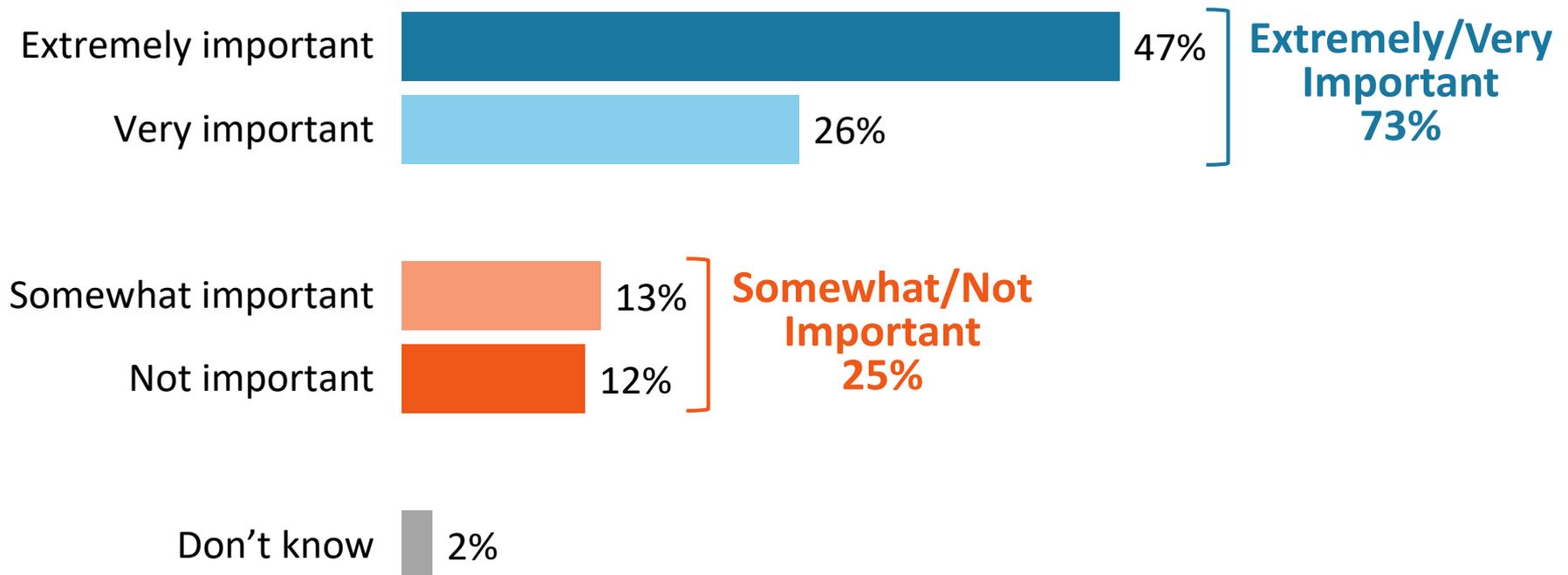


Those most likely to have heard of CAP are:

- Women 50 and over
- Voters 50 and over
- Democrats over age 50
- Democratic women
- Residents who also work in Piedmont
- Those who have lived in Piedmont 21 years or more

Three-quarters say CAP 2.0 is very important.

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.



Perceptions of its importance cut across demographic groups.

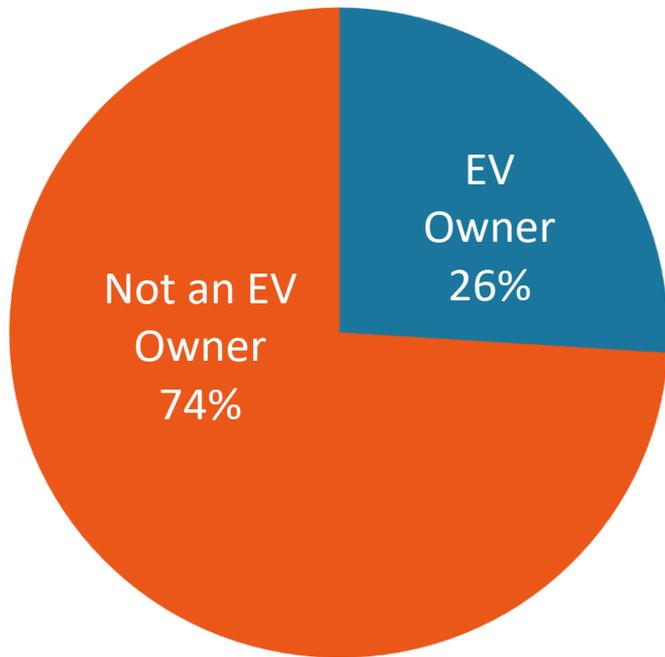
Demographic Group	Extremely/Very Important	Somewhat/Not Important	Don't Know
<i>All Voters</i>	73%	25%	2%
Time in Piedmont			
Born and Raised	74%	24%	3%
0-5 Years	74%	26%	0%
6-10 Years	81%	18%	1%
11-20 Years	72%	28%	0%
21+ Years	71%	27%	3%
Residence			
Homeowners	70%	28%	1%
Renters	92%	8%	0%
Household Income			
<\$250,000	77%	22%	1%
\$250,000+	74%	26%	0%



Attitudes Toward Electric Vehicles

One-quarter of voters are electric vehicle owners.

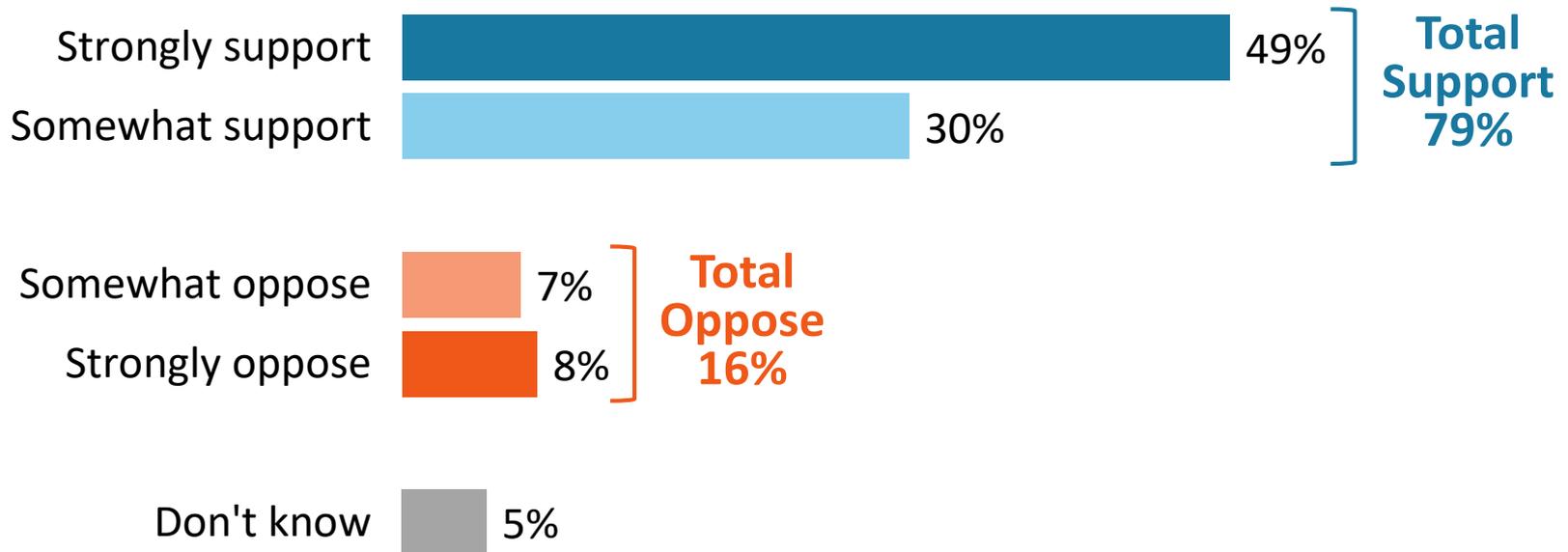
Do you own an electric vehicle?



Demographic Group	EV Owner
<i>All Voters</i>	26%
Ages 40-49	39%
HH Income \$250,000+	36%
Lived 0-5 Years in Piedmont	34%
Democrats Ages 18-49	32%
Men Ages 50+	31%
Democratic Men	31%
Independent Men	31%
Men	30%
Women Ages 18-49	30%

Four in five support expanding access to EV chargers in Piedmont.

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.



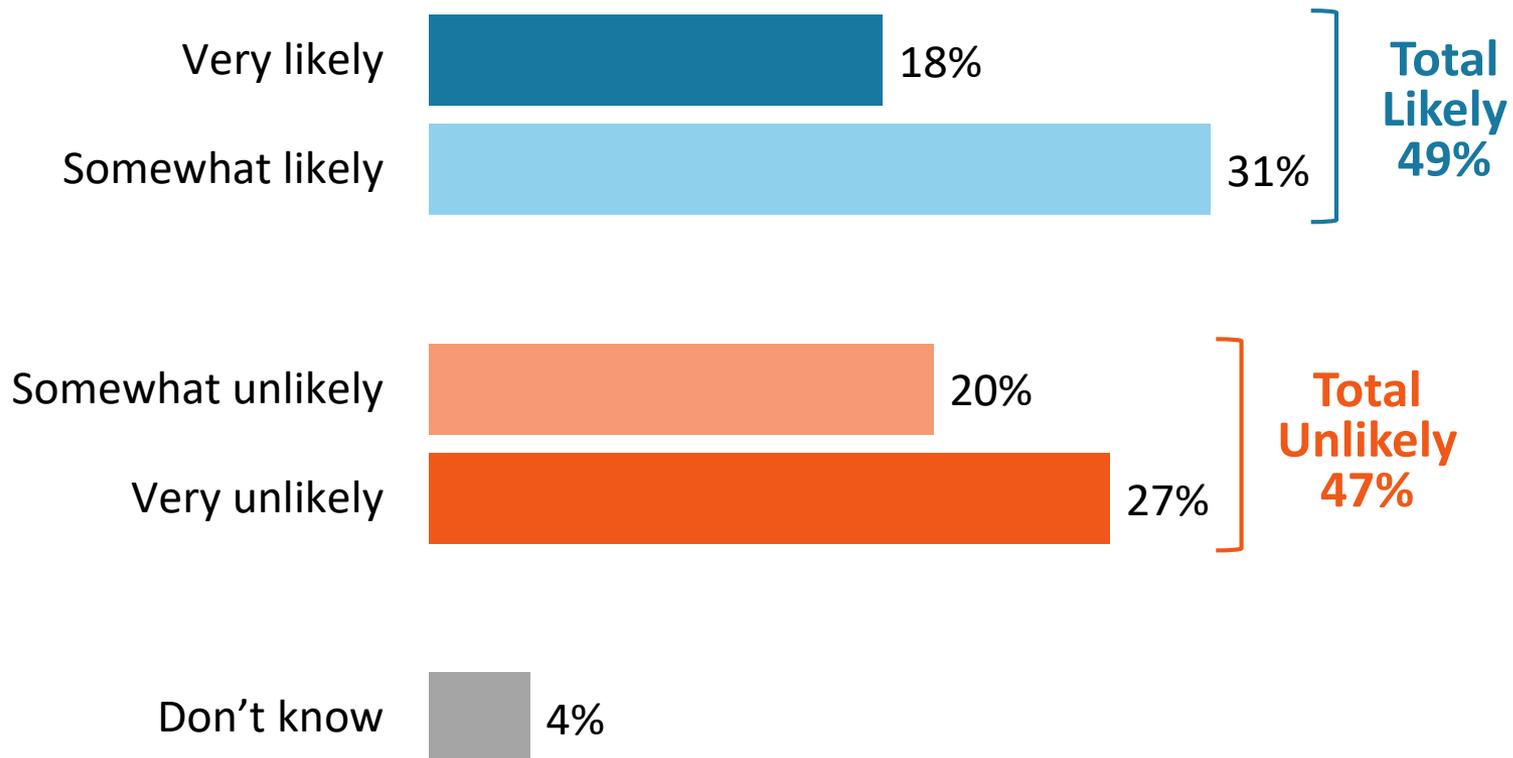
Renters are especially supportive of increasing EV chargers in Piedmont.

Demographic Group	Total Support	Total Oppose	Don't Know
<i>All Voters</i>	79%	16%	5%
Time in Piedmont			
Born and Raised	80%	18%	3%
0-5 Years	85%	11%	4%
6-10 Years	85%	12%	3%
11-20 Years	80%	14%	5%
21+ Years	74%	19%	7%
Residence			
Homeowners	78%	17%	6%
Renters	91%	6%	3%
Household Income			
<\$250,000	85%	12%	4%
\$250,000+	82%	14%	5%

EV owners are divided on how likely they would be to use additional public chargers.

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

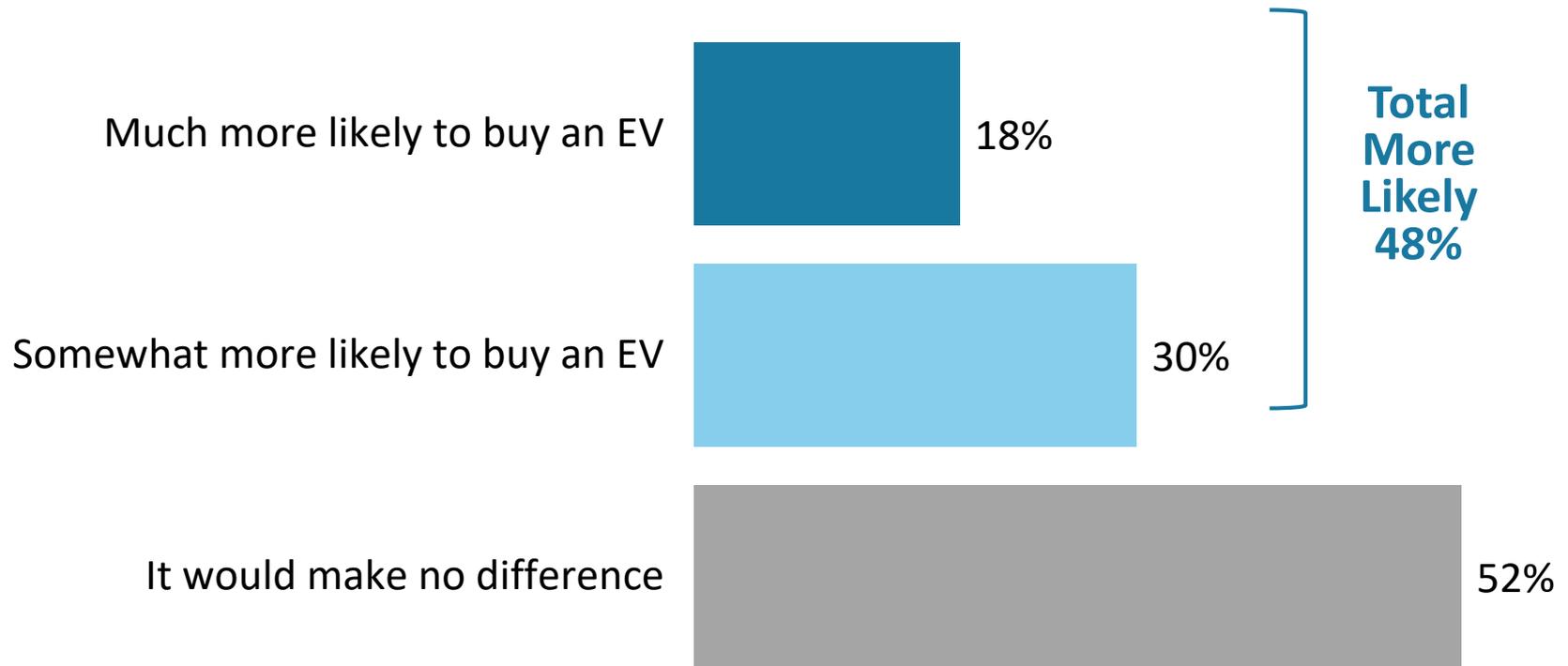
(Asked Only of EV Owners)



Approximately half of those who do not have an EV currently say they'd be more likely to buy one.

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...

(Asked Only of Non-EV Owners)



EV Charger Locations

“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.”

Grand Avenue Electric Vehicle Charging Station Map

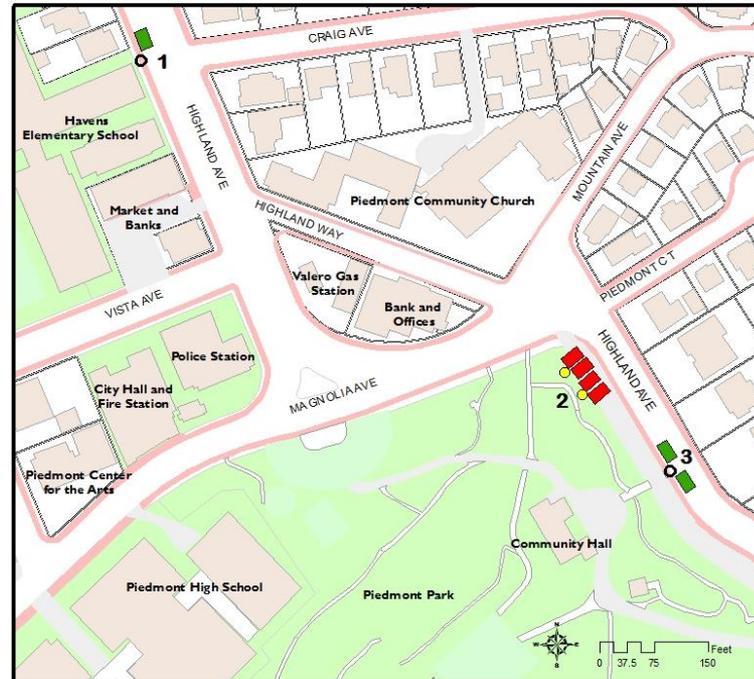


- Legend**
- City Limit
 - ▭ Driveways
 - ▭ Sidewalks
 - ▭ Medians
 - ▭ Parcel Boundaries
 - Streetlight Mounted Charger
 - ▭ EV Parking Space

Proposed streetlight for 2-port EV charger.



Civic Center Electric Vehicle Charging Stations Map



- Legend**
- ▭ Footpath
 - ▭ Parking
 - ▭ Driveways and Lots
 - ▭ Sidewalks
 - ▭ Park and Public Space
 - Streetlight Mounted Charger
 - EV Charger Kiosk
 - ▭ Street EV Parking Space (Level 2 Charger)
 - ▭ Parking Lot EV Space (Fast Charger)



Location 1



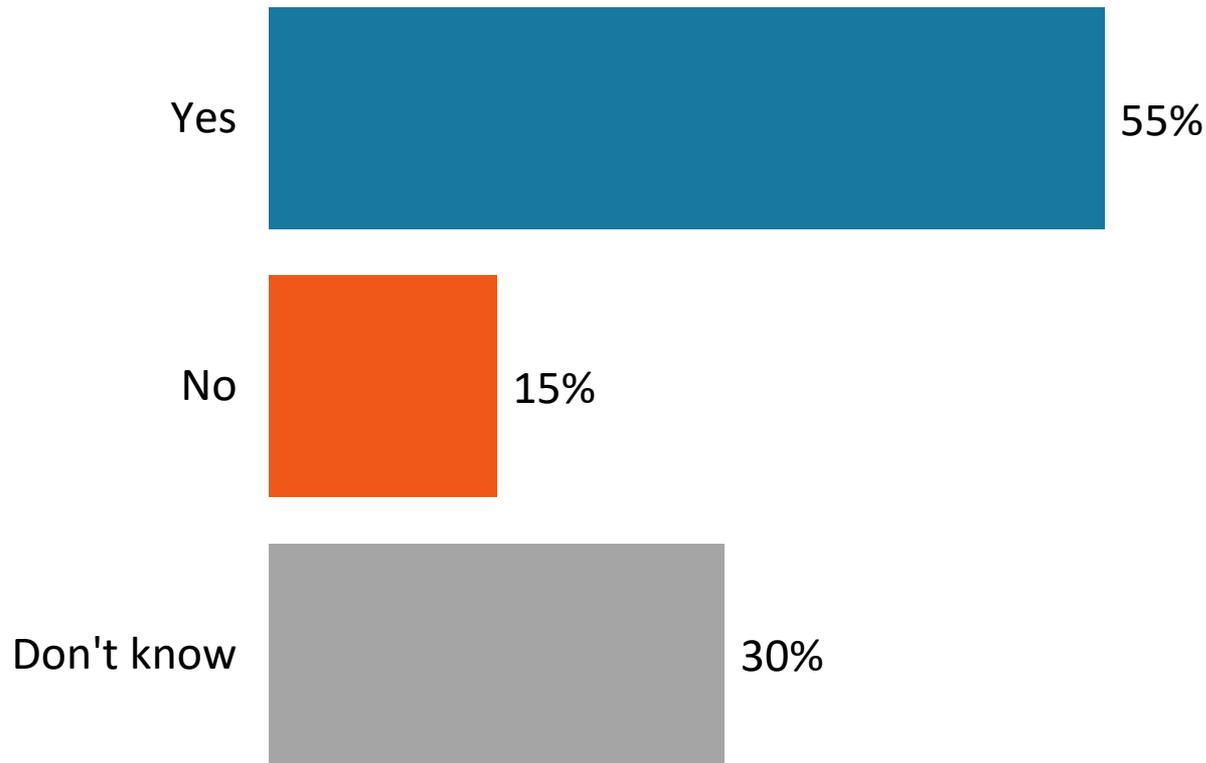
Location 2



Location 3

A majority approves of these locations for the EV chargers.

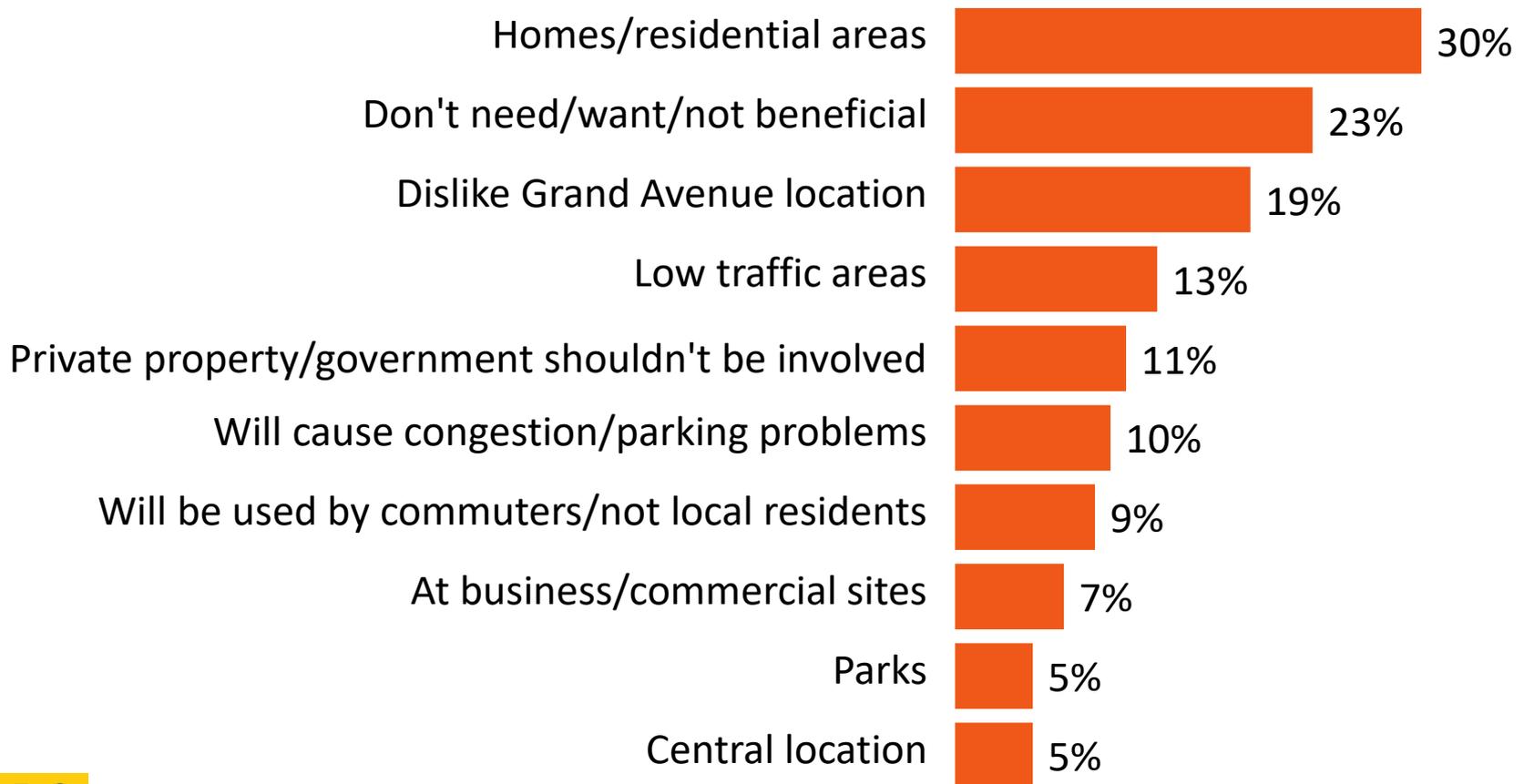
Do you think that these are appropriate locations for the electric vehicle chargers?



Those who dislike the locations mostly recommend placing chargers in residential areas.

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; Asked Only of Those Who Think the Locations Listed Are Not Appropriate; N=60)



Verbatim Comments from those Opposed to the EV Charger Locations

Piedmont should promote the installation of EV chargers on all residential streets. We would welcome a charger in front of our house especially since we have neither a garage or driveway.

Don't need public chargers near home - most people with EVs are able to charge at home. Need more public chargers in malls, along highways, etc.

There is already so much traffic in these areas. Also, particularly on Grand, would the charging stations be used by Oakland residents also, making use by Piedmonters difficult?

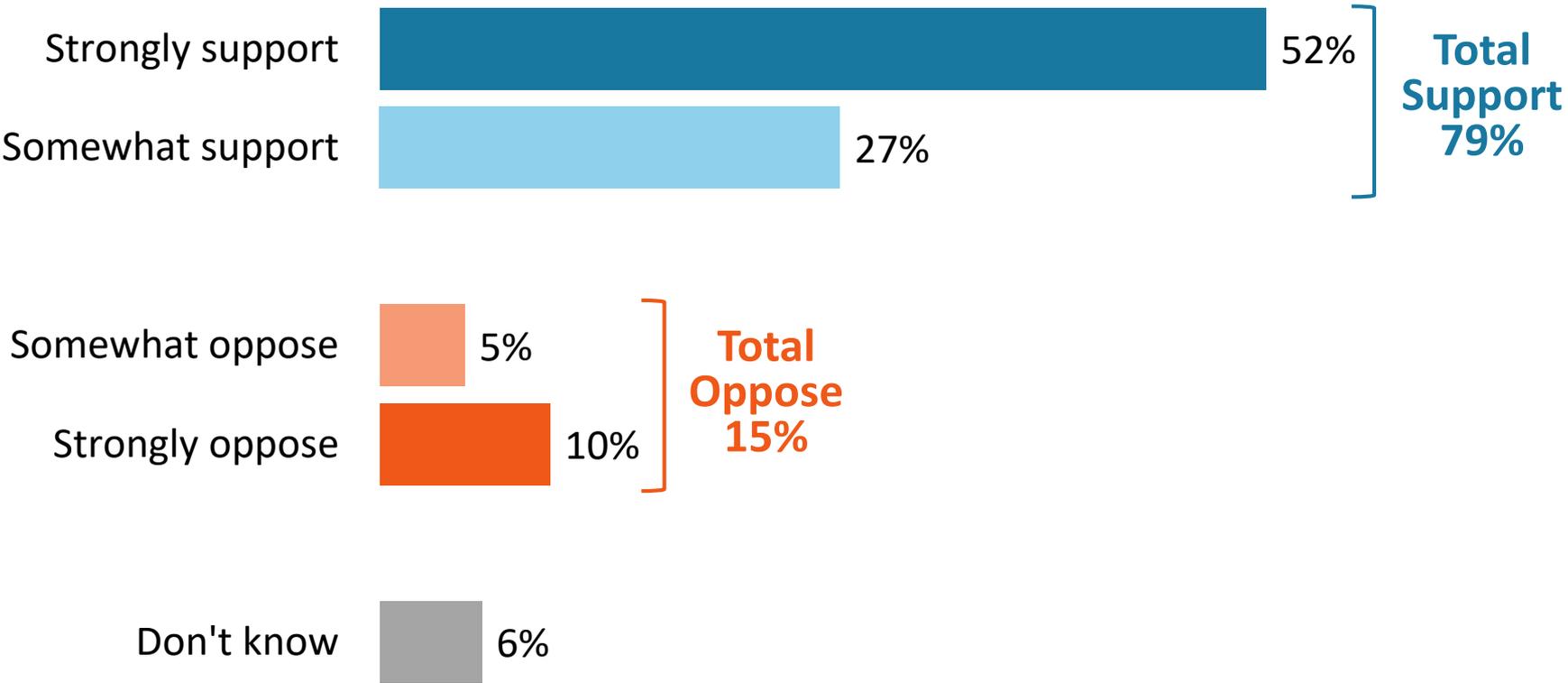
I don't understand why people cannot charge their cars at their own homes, when their cars are parked. Parking near the park, for example, is already so limited in Piedmont.

The only one that is not good is the one by Ace Hardware on Grand Ave. That one will cause congestion. The other ones are fine.

I own an EV and it's highly convenient to charge at home. Public chargers are not a good use of community time and resource.

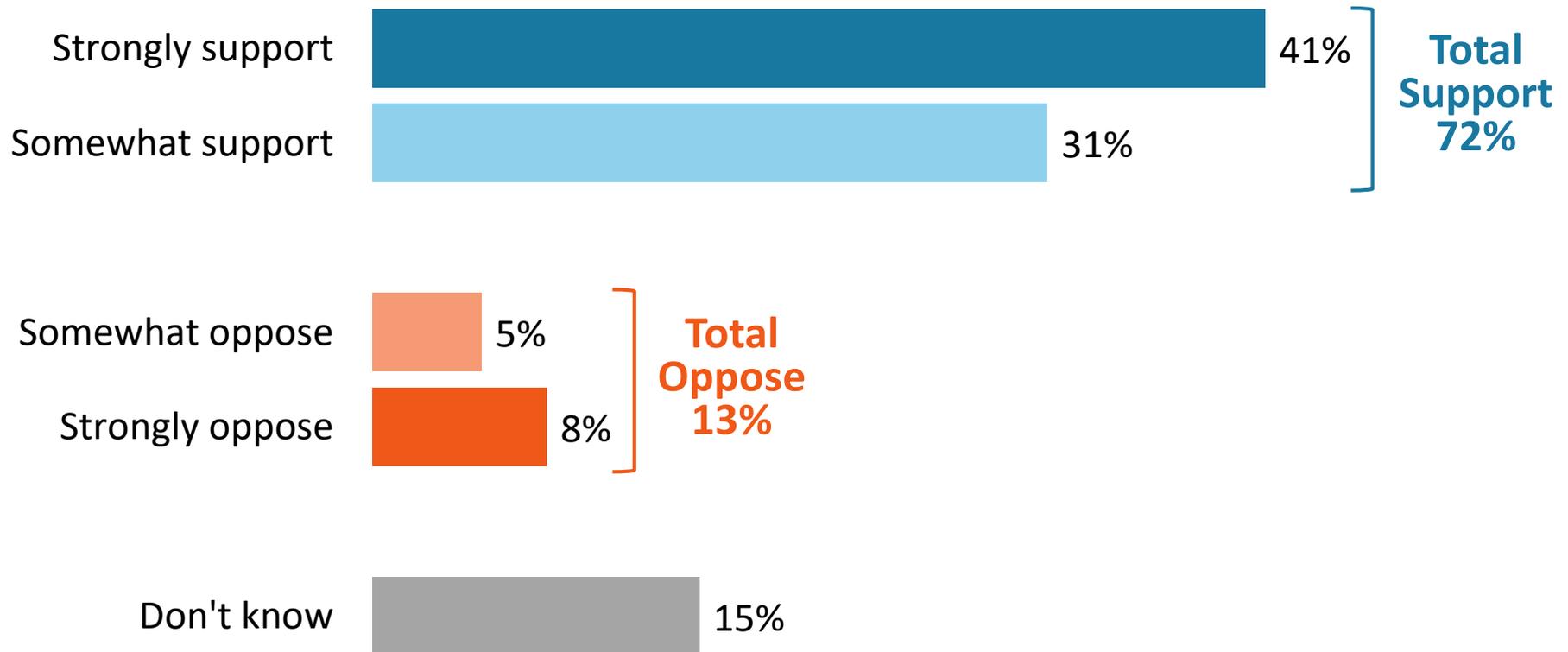
Four in five support an ordinance to ticket and tow vehicles parked illegally in EV charging spots.

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?



More than seven in ten support structuring rates to encourage charger turnover.

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?

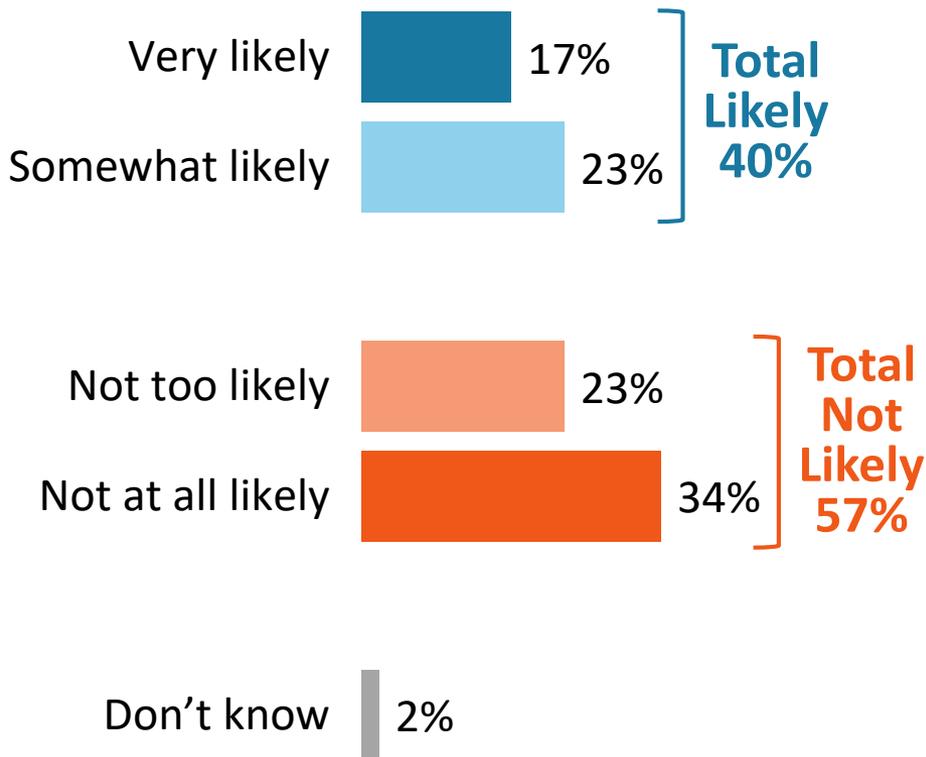




Attitudes Toward Building Reach Codes

Two in five say they are likely to remodel a property in the next five years.

How likely are you to build or remodel a property in Piedmont during the next five years?



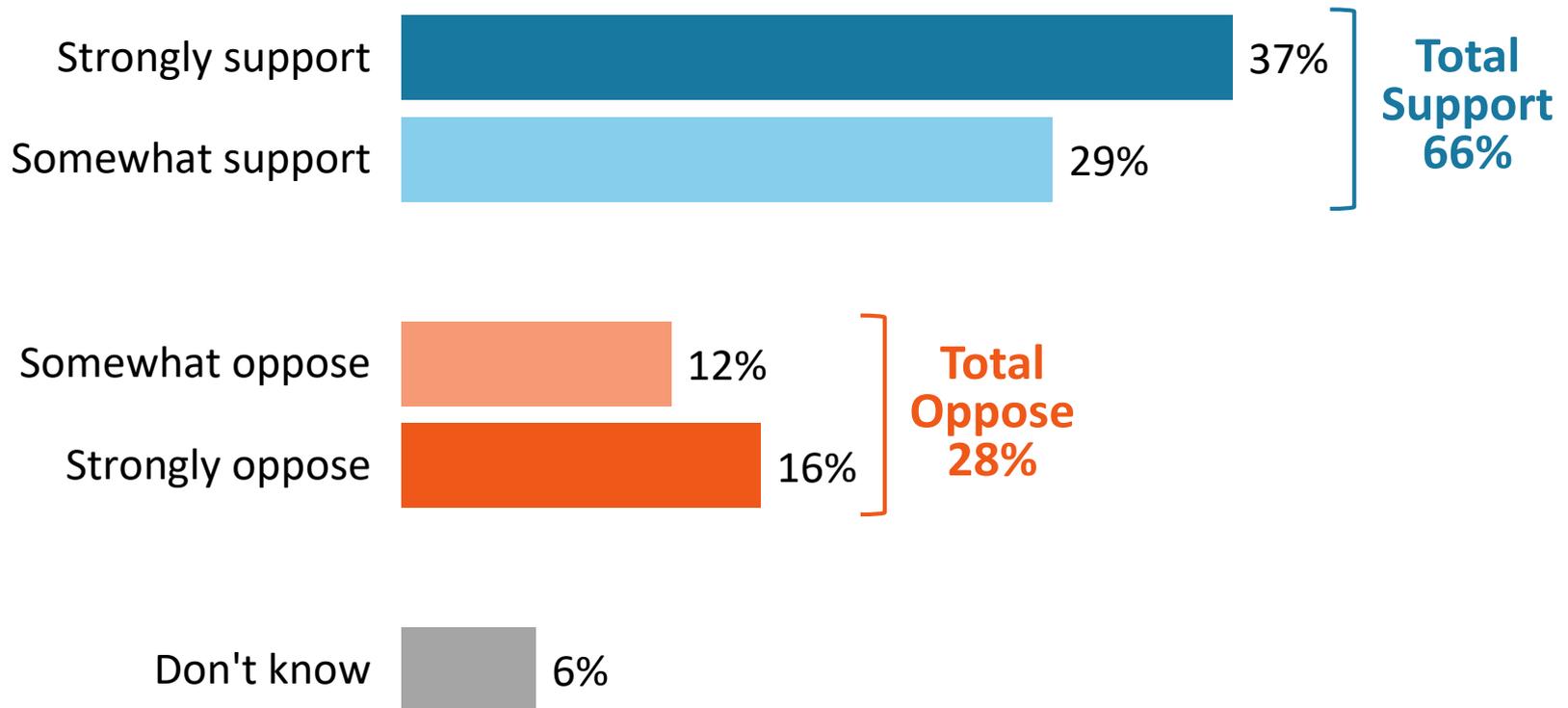
Total Likely	Total Not Likely
40% of Respondents	57% of Respondents
Ages 40-49	Lived 21+ Years in Piedmont
Independent Women	Ages 65+
Lived 6-10 Years in Piedmont	Ages 65-74
Lived 11-20 Years in Piedmont	Ages 18-29
Independents	Women Ages 50+
Men Ages 18-49	Democrats Ages 50+
Born and Raised in Piedmont	Ages 50+
Independent Men	Republicans
Ages 50-64	Democratic Women
Under 5 Years in Piedmont	Democrats
HH Income \$250,000+	Men Ages 50+

Description of Emissions Reduction and Reach Codes Plan Tested

“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 revising the City's building codes to reduce gas use.

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?

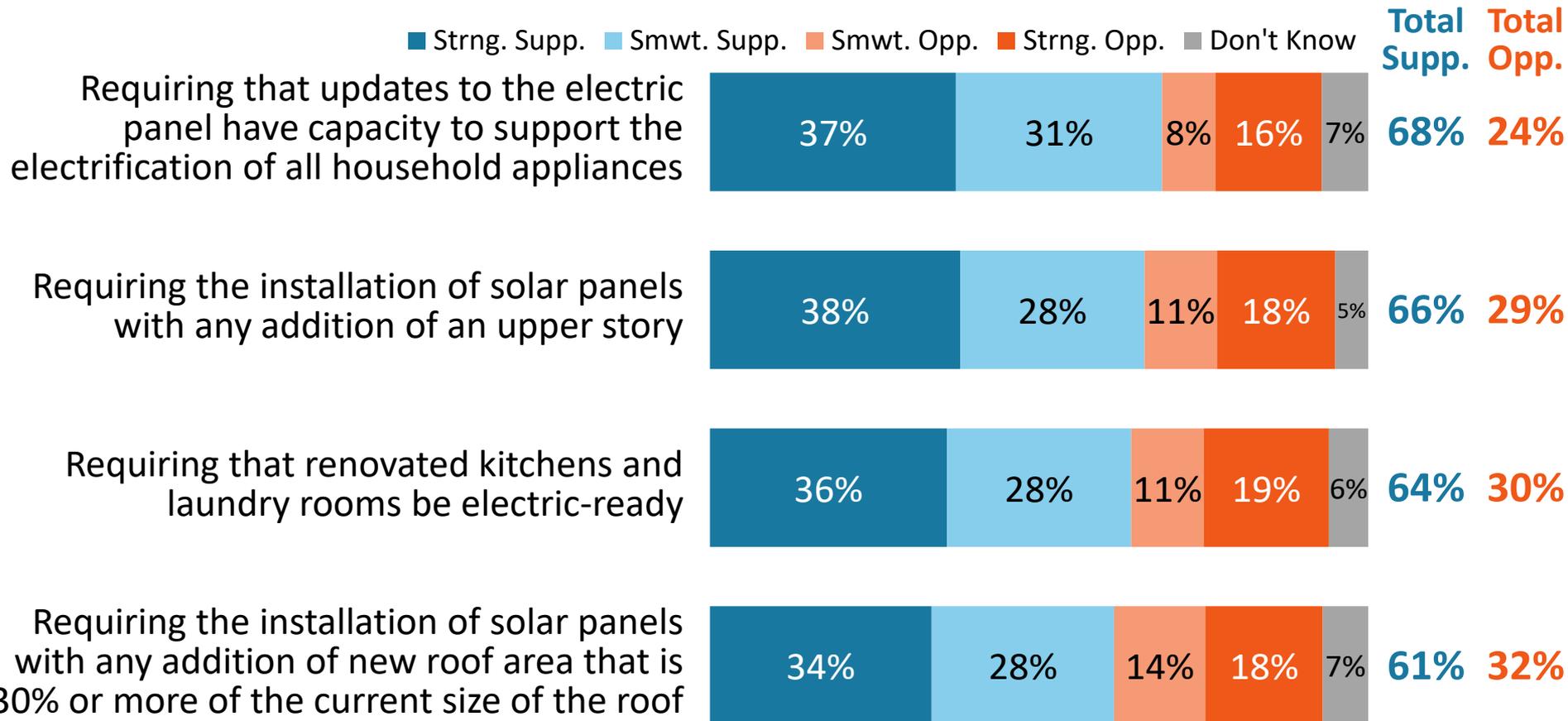


Support for changing the building codes cuts across subgroups of the population; renters are more supportive than homeowners.

Demographic Group	Total Support	Total Oppose	Don't Know
<i>All Voters</i>	66%	28%	6%
Time in Piedmont			
Born and Raised	74%	21%	4%
0-5 Years	68%	24%	9%
6-10 Years	71%	23%	6%
11-20 Years	69%	29%	2%
21+ Years	61%	33%	7%
Residence			
Homeowners	64%	31%	6%
Renters	74%	13%	13%
Household Income			
<\$250,000	74%	21%	5%
\$250,000+	68%	28%	5%

Voters offer the strongest support for requiring electrification for household appliances, solar panels and electric-ready renovations.

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



A majority of voters supports additional electrification and audit requirements.

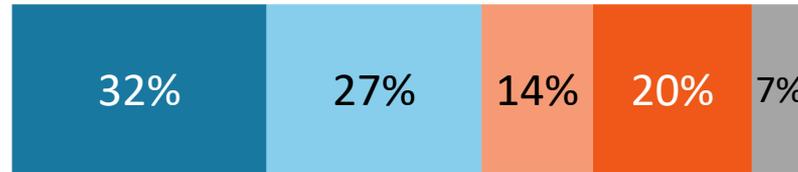
■ Strng. Supp. ■ Smwt. Supp. ■ Smwt. Opp. ■ Strng. Opp. ■ Don't Know **Total Supp.** **Total Opp.**

Requiring that home renovations costing between \$25,000 and \$100,000 include at least one insulation or electrification upgrade from a pre-determined list to reduce the use of natural gas



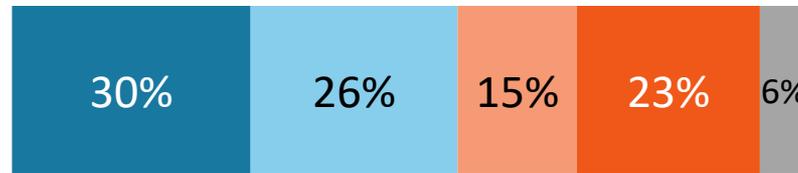
61% **32%**

Requiring that home renovations costing over \$100,000 include at least two upgrades from the same pre-determined list to reduce the use of natural gas



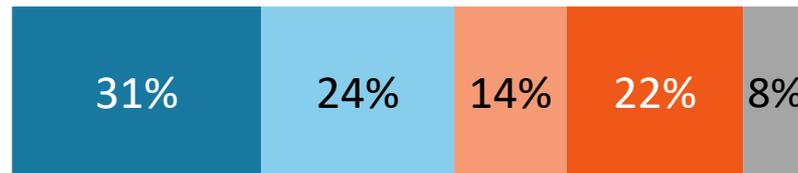
59% **34%**

Requiring that new buildings be designed to use only electric appliances, powered by low-carbon renewable electricity such as wind and solar



56% **38%**

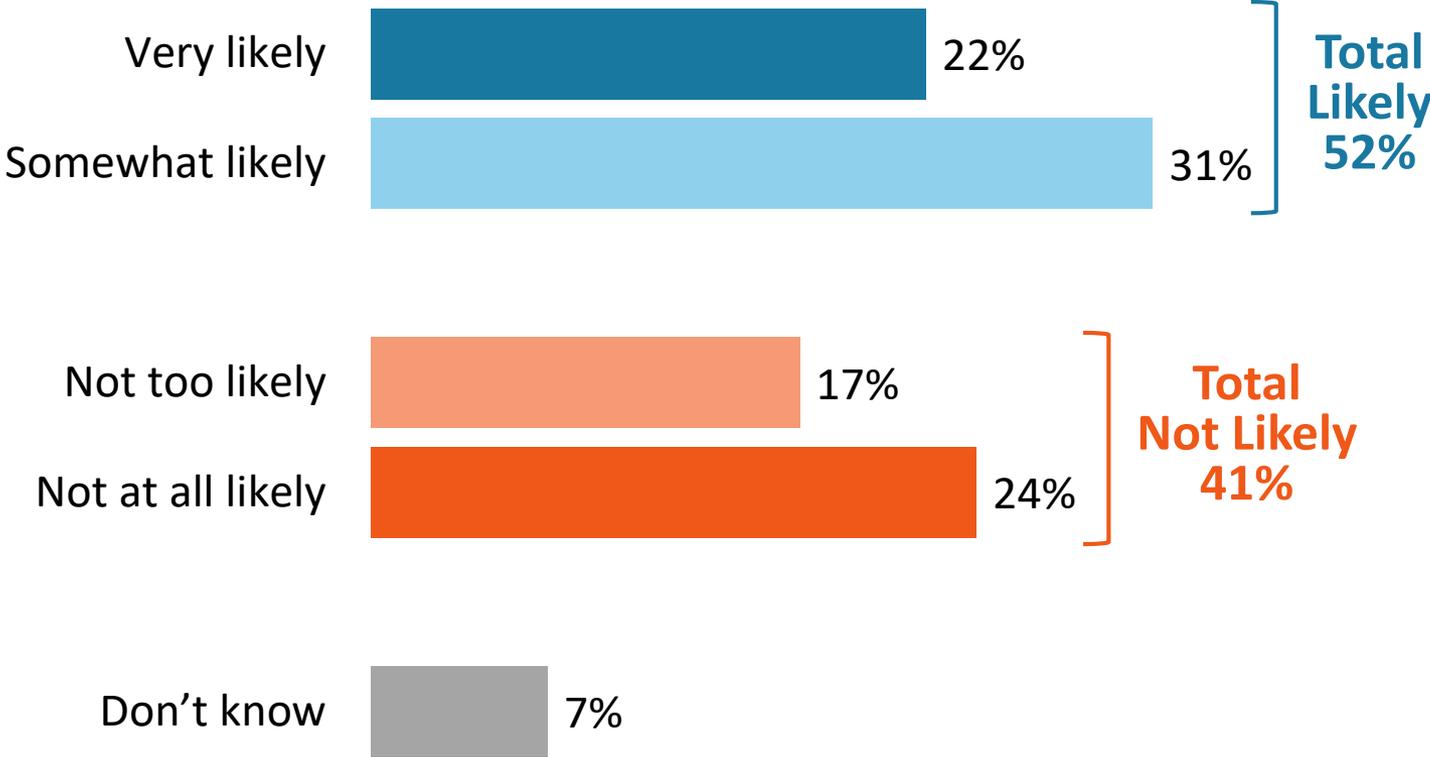
Requiring residents to complete a Home Energy Score or Home Energy Audit when listing a property for sale or submitting building plans to the City, unless a Score or Audit has been completed within the past 5 years



55% **37%**

Voters are divided on how likely they would be to make upgrades to be all-electric if incentives were available.

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?





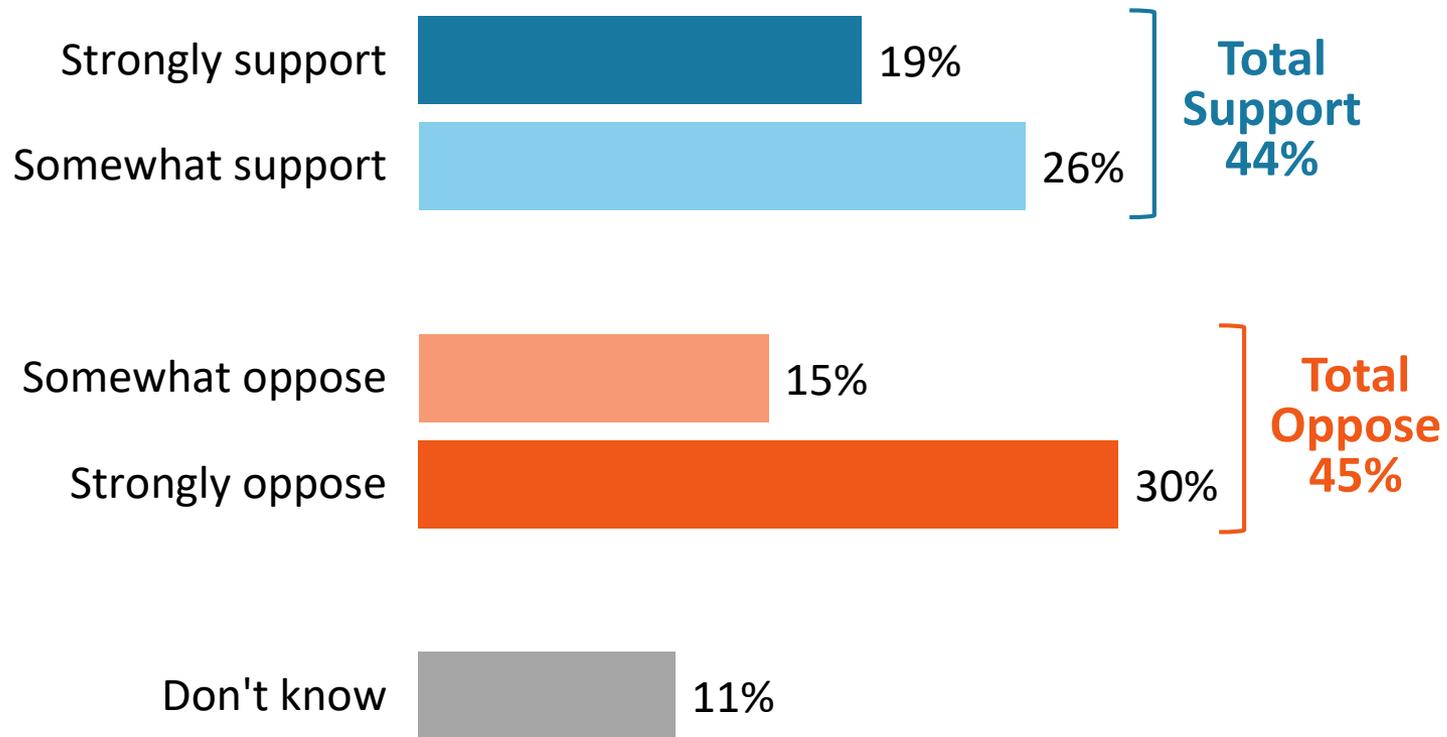
Support for the Proposed Gas User Tax

Background Provided on Gas User Tax

“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.”

Voters are divided on the gas user tax proposal.



Renters are more supportive of the proposal than are homeowners.

Demographic Group	Total Support	Total Oppose	Don't Know
All Voters	44%	45%	11%
Time in Piedmont			
Born and Raised	46%	39%	15%
0-5 Years	45%	49%	6%
6-10 Years	51%	42%	7%
11-20 Years	47%	43%	11%
21+ Years	41%	46%	13%
Residence			
Homeowners	43%	47%	10%
Renters	60%	29%	11%
Household Income			
<\$250,000	56%	36%	8%
\$250,000+	43%	48%	8%



Conclusions

Conclusions

- Piedmont voters broadly agree that climate change is real, caused by human activities, and likely to impact them and future generations.
- Only about one-third have heard of the City's Climate Action Plan, but three-quarters say its objectives are very important.
- Voters strongly support the idea of offering public EV chargers, and a majority approves of the proposed locations.
 - Those opposed tend to worry about traffic and already limited parking availability in those areas.
 - Approximately half of non-EV drivers say they would be more likely to acquire an EV if EV chargers were more widely available.
- Two-thirds support the proposal to upgrade Reach Codes.
 - A majority supports each of the proposed individual changes, with proposals for electrification of appliances and expanding solar panels receiving the most support.
- Views on the proposed Gas User Tax are mixed, with voters evenly divided on the concept.

For more information, contact:



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