City of Austin

Community Climate Plan Public Feedback

Prepared for the City of Austin's Office of Sustainability

February 2015

PRR

Executive Summary

What was the purpose of the survey?

One of the Office of Sustainability's major aims is to transform Austin into a national leader in the fight against climate change. Public feedback was deemed as essential in order to get a better understanding, and an improved sense of direction, for possible community outreach to help achieve climate goals set by the city. The major areas in which the feedback was directed included: residential energy usage, transportation choices, and waste reduction.

The City of Austin's Office of Sustainability hired PRR, Inc. to help obtain local community feedback on climate change in the City of Austin. The goals of the survey were to include:

- As representative a sample of Austin residents as possible
- As many respondents as possible
- Geographically dispersed respondents
- In-depth analysis of survey responses
- Recommendations based on analysis

How was this survey conducted?

The Office of Sustainability (OOS) made available, via their website, a 33 question survey for the Austin public in early November of 2014 (Questions in Appendix B). This online, mobile friendly, survey based on *GetFeeback* software was provided to the Austin public in both English and Spanish versions.

PRR was tapped to aid in garnering additional responses from the Austin public via an identical survey (available again in both English and Spanish versions) through the *Research Now* online panel. This survey method was chosen as a cost-effective and time-efficient way to increase the response rate to the survey. This method was also a way to efficiently targeted underrepresented zip codes and demographics (including Hispanics and those in younger age groups).

The survey was made available to the *Research Now* online panel on January 13th, 2015 and was available up until January 19rd. In the end, the survey was completed by 1065 Austin residents.

The final sample was somewhat skewed toward females, older respondents, Caucasians, and homeowners. It is believed that the Hispanic population was significantly underrepresented, but we cannot be entirely sure about this statement. The question in the survey used to identify Hispanic ethnicity was not asked of roughly half of the respondents (was not included in the initial survey). The data was not weighted to adjust for these demographics because the sampling was non-random (anyone could take it) and because of the limited demographics collected (e.g. Hispanic ethnicity was only collected for half the sample). Therefore, to weight the data would be misleading. Nevertheless, the survey results provide important insights for the Office of Sustainability and ultimately their goal of fighting climate change in the city of Austin.

The results are presented in the following report. Note that that the totals in some charts add up to somewhat less or somewhat more than 100% due to rounding, and in some cases where respondents were allowed to provide multiple responses. All reported relationships between variables are statistically significant and have correlations >= .10.

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Executive Summary: Key Findings

Willingness to Take Action Regarding Energy

- Easy behaviors that anyone can partake in (regardless of home ownership) are more enticing to respondents to reduce greenhouse gas emissions. At least three-fourths or more (75%+) of respondents were most willing to turn off light bulbs, use fans to cool rooms, adjust their thermostats, and turn off electronics.
- Unless you are a home owner, respondents are less willing to engage in more difficult practices such as installing solar panels and weatherizing. However, for home owners, the main reason they are unwilling to engage in these practices is from a lack of budget or a need for a financial incentive.
- Overall respondents are more likely to weatherize, use energy efficient appliances, and install solar panels if they are home owners, age 35 to 74, and have incomes above $100,000. However, the most significant factor for willingness to engage in these activities is home ownership.

Willingness to Take Action Regarding Transportation

- As with energy saving practices, easy actions that anyone can partake in are more enticing to respondents such as maintain their cars, walking, adjusting their driving, or telecommuting. Just around half of the respondents (46-53%) were most willing to use a combination of walking, transit, and/or biking to travel for errands, fun, and work.
- Respondents were more likely to use a combination of methods (both for fun and work), carpool, and be a member of a car-share program if they are renters, younger (age 18-34), and have lower incomes (under $75,000).
- Respondents were most unwilling to become a member of a car-share program or carpool because they prefer to own, or have access, to their own car.

Willingness to Take Action Regarding Recycling and Waste

- About three-fourths or more (72%+) of respondents were willing to purchase locally raised meat, fruit/vegetable options, and purchase more products in bulk and fewer products with excessive packaging to reduce greenhouse gas emissions.
- About half the respondents were willing to compost, but the other half were unwilling to compost at home, mainly because they are either renting or simply do not want to compost.
- Respondents were more willing to purchase locally, in bulk, and from businesses that use renewable energy if they are female and younger (under age 44). Respondents are more willing to compost if they are homeowners and middle aged (age 35-44).

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Demographic Profile

Age

- 18 to 24 – 5%
- 25 to 34 – 26%
- 35 to 44 – 23%
- 45 to 54 – 18%
- 55 to 64 – 16%
- 65 to 74 – 10%

Income

- Less than $30,000 – 11%
- $30,000 to $50,000 – 24%
- $50,000 to $75,000 – 25%
- $75,000 to $100,000 – 12%
- $100,000 to $150,000 – 15%
- $150,000 and over – 11%
- Not shared/unknown – 3%

Gender

- Male - 41%
- Female - 59%

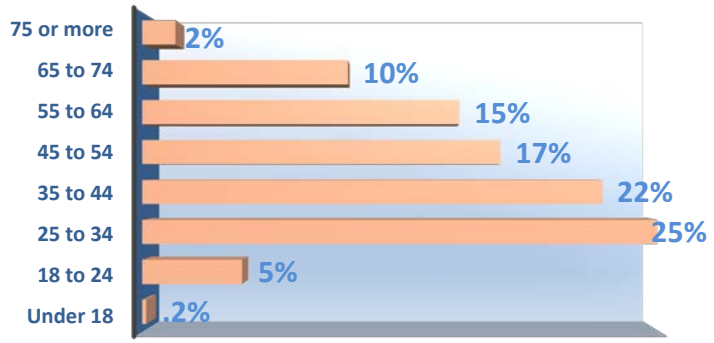
Race

- Black/African American – 2%
- White/Caucasian – 84%
- Native American – 1%
- Asian –5%
- Hispanic/Latino – 5%
- Refused – 2%

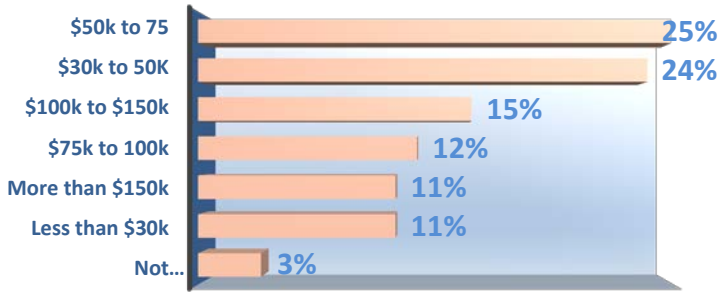
Demographic Profile Graphically

BASE: ALL SURVEY RESPONDENTS (N=1022)

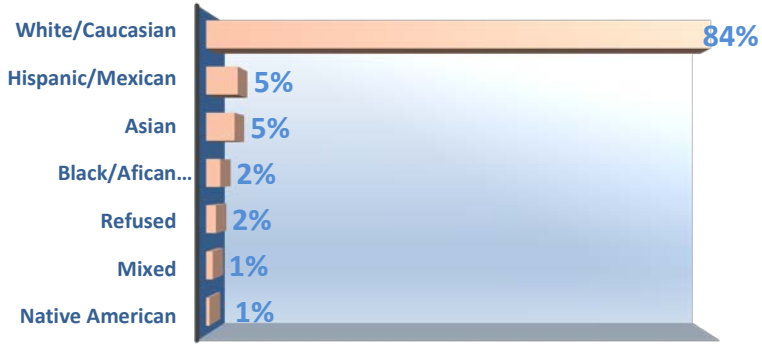
BASE: ALL SURVEY RESPONDENTS (N=1063)



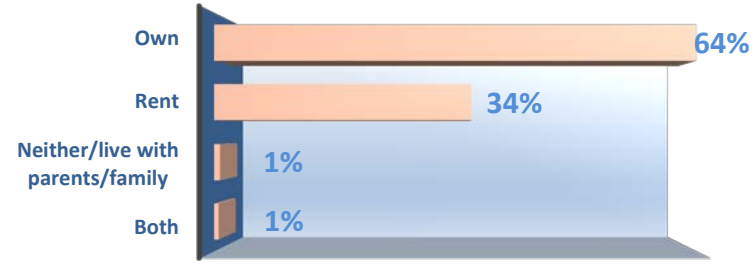
BASE: ALL SURVEY RESPONDENTS (N=863)



BASE: ALL SURVEY RESPONDENTS (N=551)



BASE: ALL SURVEY RESPONDENTS (N=1021)



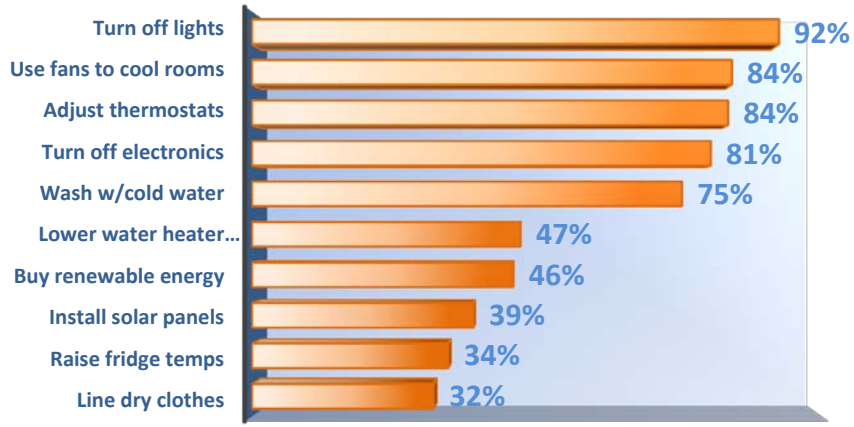
ENERGY: Willingness to Reduce Greenhouse Gas Emissions Due to Energy Practices

Respondents were asked to choose all the energy efficient practices or behaviors they were willing to engage in to reduce energy usage (Multiple Responses Allowed).

- *More than three-fourths or more (75%+) of respondents were most willing to turn off light bulbs, use fans to cool rooms, adjust their thermostats, and turn off electronics.*
- *When looking at home owners specifically, about three-fourths or more (75%+) of home owners are also most willing to turn off light bulbs, use fans to cool rooms, adjust thermostats, and turn off electronics.*
- *Respondents were allowed to choose any energy efficient practice, therefore it is hard to understand the main behavior they are most willing to change.*

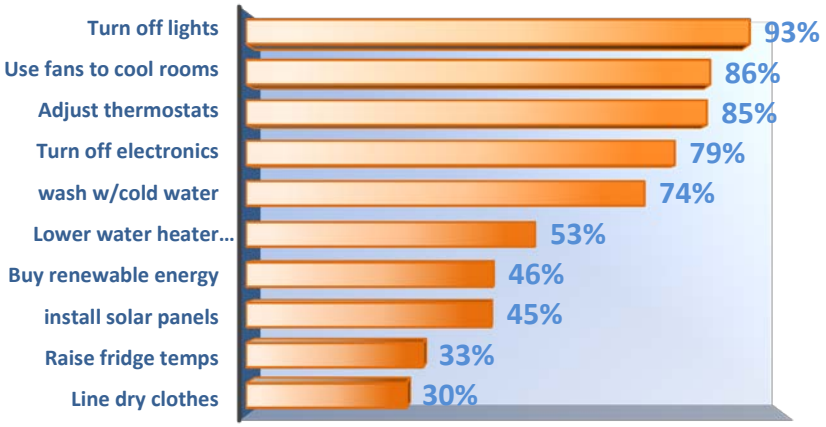
ALL: Actions willing to take to reduce greenhouse gas emissions from using energy (Multiple Responses Allowed)?

BASE: ALL SURVEY RESPONDENTS (N=1063)



HOME OWNERS: Actions willing to take to reduce greenhouse gases (Multiple Responses Allowed)?

BASE: HOME OWNERS (N=657)



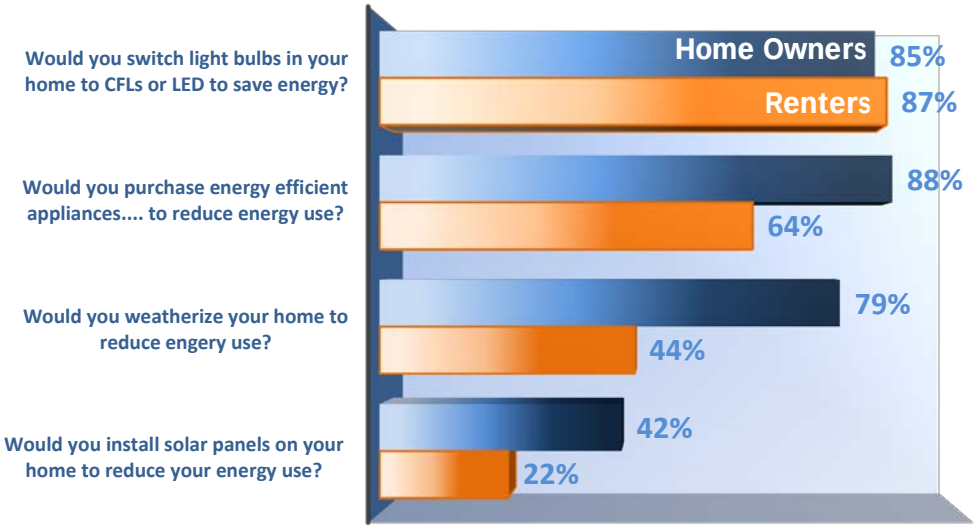
ENERGY: Willingness to Take Action

Respondents were asked to rate their willingness to engage in certain energy efficient practices or behaviors, where 1 is they were unable or not interested, and 5 they were already participating or very willing.

- *Regardless of home ownership, respondents were most willing to switch light bulbs, buy energy efficient appliances, and were least willing to install solar panels in their homes.*
- *As expected because of limitations when renting, home owners were also more willing to weatherize and install solar panels.*
- *Respondents that are home owners, mid-older aged, and with higher incomes, are more likely to weatherize, use/buy energy efficient appliances, and to install solar panels with home ownership being the most likely reason.*

Already or very willing to use energy efficient practices (rated 4 or 5, where 5 is 100% willing).

BASE: ALL SURVEY RESPONDENTS (N=1063)



Respondents are MORE likely to weatherize, and use energy efficient appliances, and install solar panels if they are:

- **Home owners**
- **Age 35 to 74**
- **Income is > $100K**

Biggest Factor for Willingness: Home Ownership

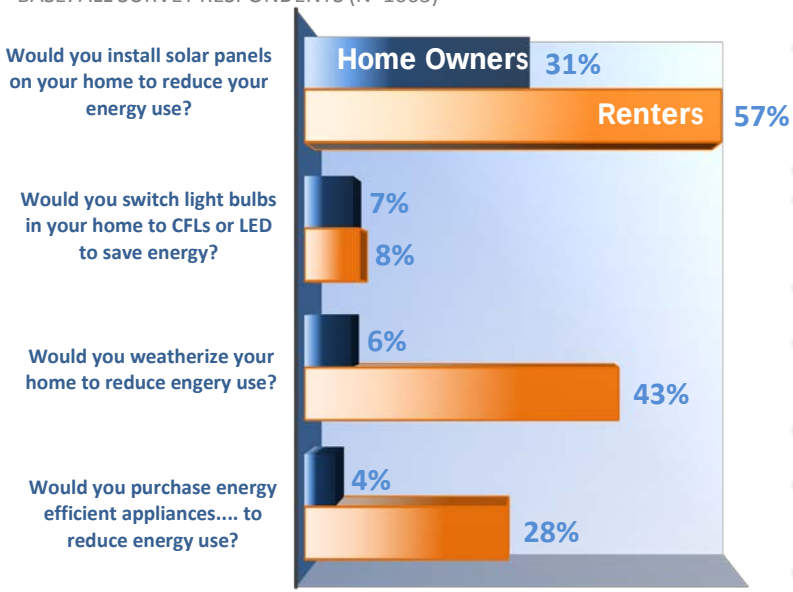
ENERGY: Unwillingness to Take Action

If respondents indicated they were unwilling or unable to practice certain energy efficient practices, they were then asked why.

- *Respondents are least willing to install solar panels, mostly because they either do not own their home (renters), or they need a financial incentive, or they don't have enough budget.*
- *Respondents are also less willing to weatherize, or purchase energy efficient appliances, mostly because they do not own (renters). If they do own, they are unwilling because they need a financial incentive, or it is not in their budget.*

Not able or very unwilling to use energy efficient practices (rated 1 or 2, where 1 is not able/very unwilling).

BASE: ALL SURVEY RESPONDENTS (N=1063)



WHY UNWILLING?

- **OWNERS: 51% Need financial Incentive**
- **RENTERS: 86% Because they don't own**

- **OWNERS: 67% Don't want to change bulbs**
- **RENTERS: 56% Don't want to change bulbs**

- **OWNERS: 60% Need a financial incentive**
- **RENTERS: 97% Because they don't own**

- **OWNERS: 94% Need a financial incentive**
- **RENTERS: 86% Because they don't own**

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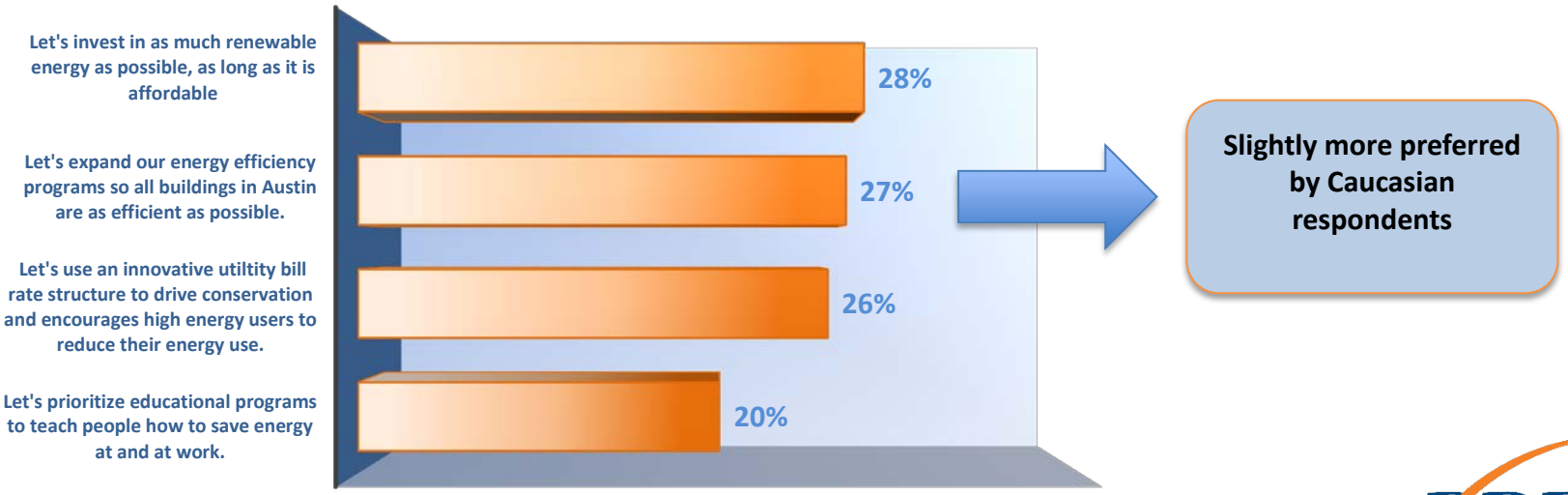
ENERGY: Prioritization of Action Preferences

Respondents were asked to prioritize four energy sector related statements (value of 1 most preferred and value of 4 least preferred).

- *Regardless of home ownership, respondents didn't have an overwhelming preference for one particular statement, thus the statements were fairly evenly distributed, but there was a slight preference for investing in renewable energy and expanding energy efficient programs.*
- *There were no significance demographic differences in preference for these statements, except Caucasian respondents preferred the statement about expanding energy efficiency programs in buildings.*

Respondents were asked to prioritize energy sector related statements in order of preference (value of 1 as most preferred).

BASE: ALL SURVEY RESPONDENTS (N=1063)



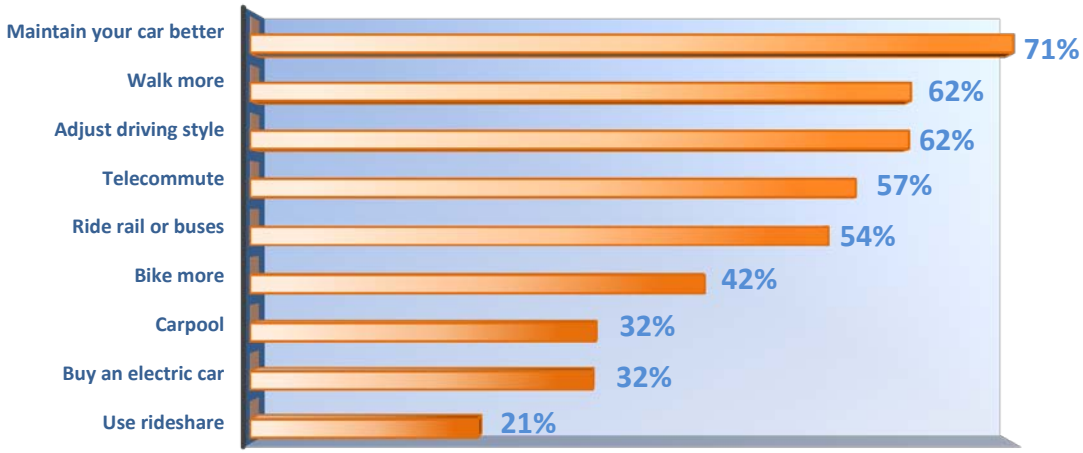
TRANSPORTATION: Willingness to Reduce Greenhouse Gas Emissions Due to Transportation Choices

Respondents were asked to choose all the transportation related choices they would be willing to engage in to reduce greenhouse gas emissions (Multiple Responses Allowed).

- *Respondents were most willing to maintain their car better, walk more, adjust their driving style, telecommute, and ride the rail or buses.*
- *Respondents were less likely to bike more, carpool, buy an electric car, or use rideshare.*

Which of the following actions are you willing to take to reduce greenhouse gas emissions due to transportation choices (Multiple Responses Allowed)?

BASE: ALL SURVEY RESPONDENTS (N=1063)



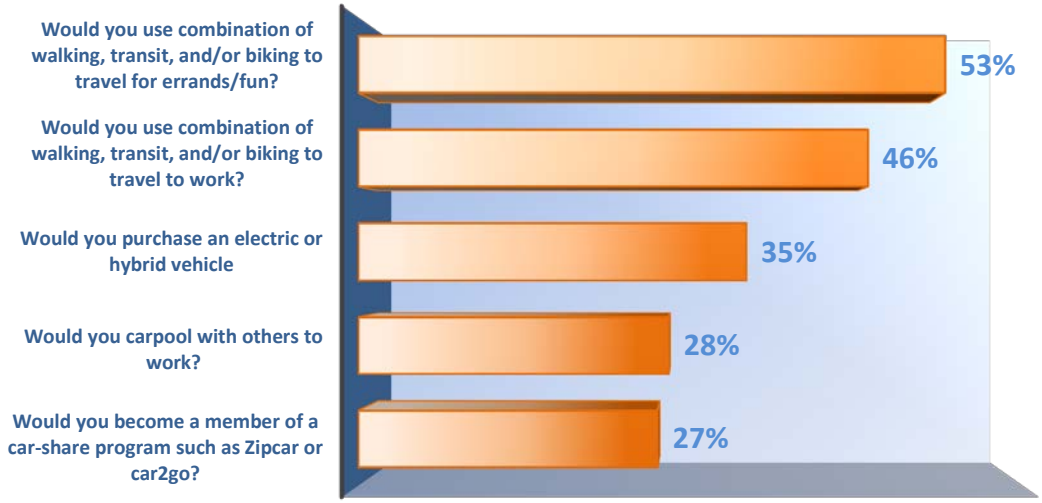
TRANSPORTATION: Willingness to Take Action

Respondents were asked to rate their willingness to engage in certain transportation related practices or behaviors, where 1 is they were unable or not interested, and 5 they were already participating or very willing.

- *Respondents were most willing to use a combination of walking, transit, and/or biking to travel for errands, fun, and work. Respondents were least likely to become members of a car-share program such as Zipcar or Car2go.*
- *Respondents are most willing to take these actions if they are renters or younger (age 18-34).*

Which of the following actions would you take to reduce your greenhouse gas emissions due to transportation choices (rated 4 or 5, where 5 is 100% willing)?

BASE: ALL SURVEY RESPONDENTS (N=1063)



Respondents were MORE Likely to use a combination of methods (both for fun and work), carpool, and be a member of a car-share program if they are:

- **Renters**
- **Younger (Age 18-34)**
- **Have lower incomes (under $75k)**

Biggest Factor for Willingness:

- **Being a Renter**
- **Age**

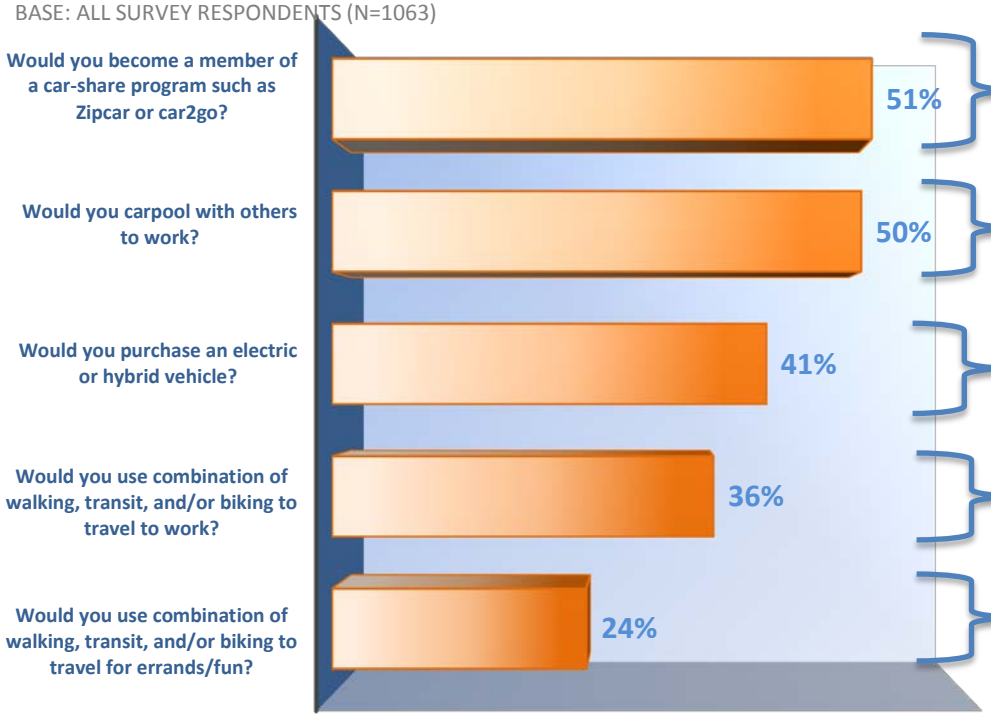
TRANSPORTATION: Unwillingness to Take Action

Respondents who indicated they were unwilling or unable to use alternative transportation, were then asked why.

- *Respondents were most unwilling to become a member of a car-share program and their stated reason the majority of the time was that they prefer to own, or have access, to their own car.*

Not Able or Very Unwilling to Use Alternative Transportation Choices to Reduce Greenhouse Emissions (Rated 1 or 2, Where 1 is Not Able/Very Unwilling).

BASE: ALL SURVEY RESPONDENTS (N=1063)



WHY UNWILLING?

- 78% prefer, own, or have access to a car
- 59% need to come and go as they please
- 45% need a financial incentive/not in my budget
- 39% don't want new car
- 64% takes too long if don't drive
- 57% takes too long if don’t drive
- 37% prefer to drive

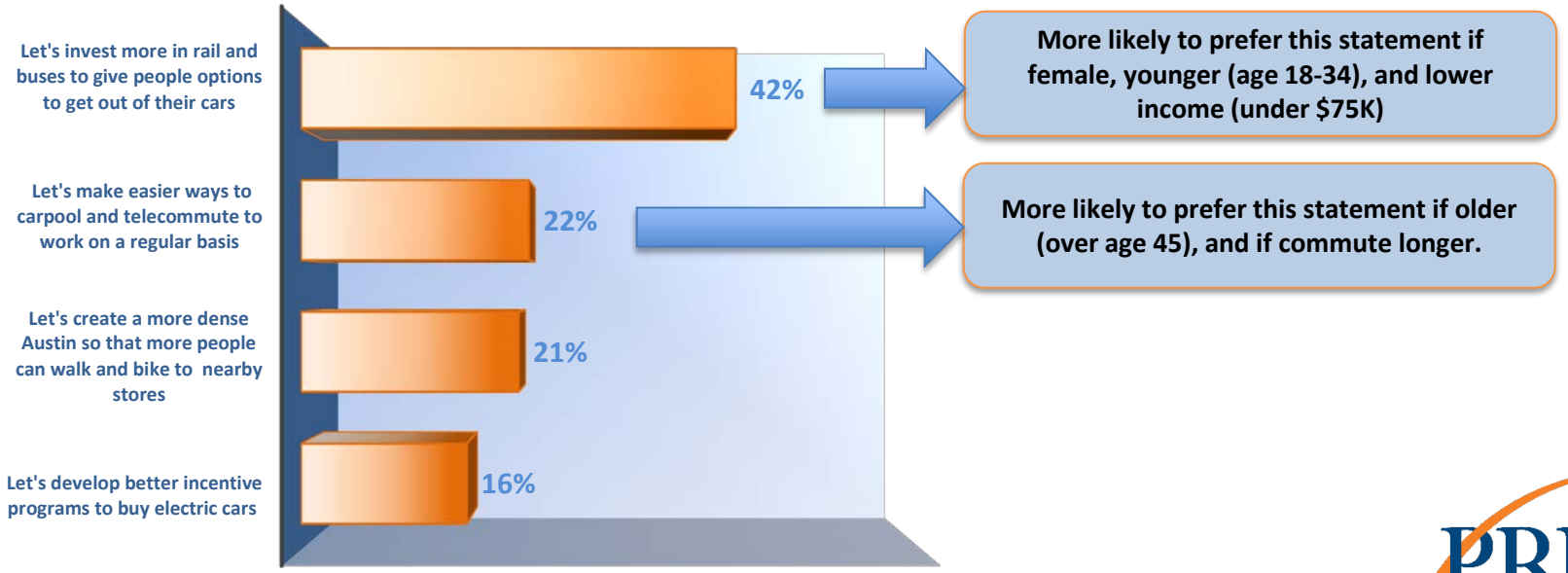
TRANSPORTATION: Prioritization of Action Preferences

Respondents were asked to prioritize four energy sector related statements (value of 1 most preferred and value of 4 least preferred).

- *Respondents preferred the statement of investing more in rail and buses to give people alternative options to their cars.*
- *Female, younger, lower income respondents are more likely to prefer the statement of investing in rail and buses.*

Respondents were asked to prioritize transportation sector related statements in order of preference (value of 1 as most preferred).

BASE: ALL SURVEY RESPONDENTS (N=1063)



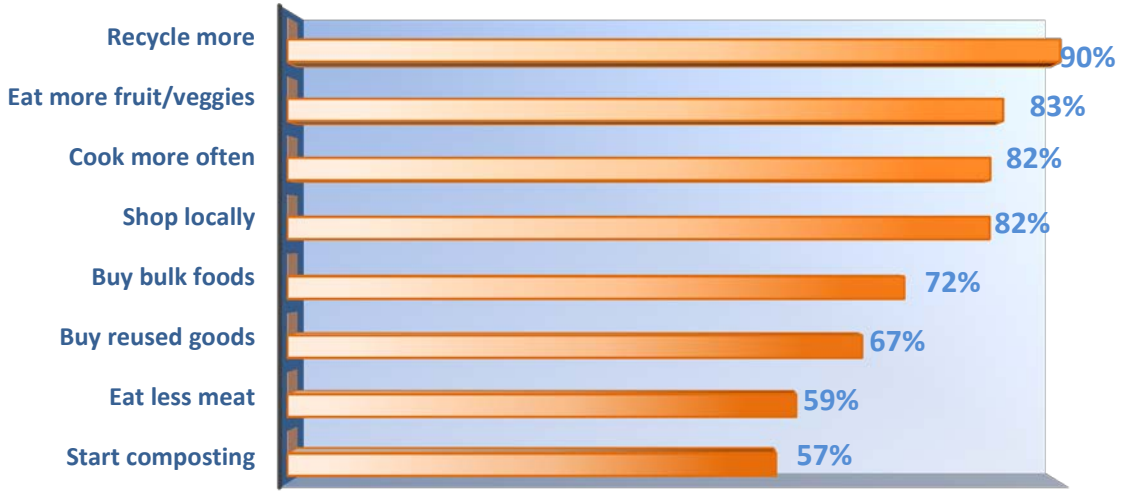
WASTE REDUCTION: Willingness to Reduce Greenhouse Gas Emissions Due to Materials Consumption and Waste Creation

Respondents were asked to choose all the materials consumption and waste creation actions they would be willing to practice in hopes of reducing greenhouse gas emissions (Multiple Responses Allowed).

- *At least half or more of respondents were willing to take all these actions to reduce waste.*
- *Respondents were most willing to recycle more, eat more fruit/veggies, cook more often, shop locally, and buy bulk foods.*

Which of the following actions would you take to reduce greenhouse gas emissions due to materials consumption and waste creation (Multiple Responses Allowed)?

BASE: ALL SURVEY RESPONDENTS (N=1063)



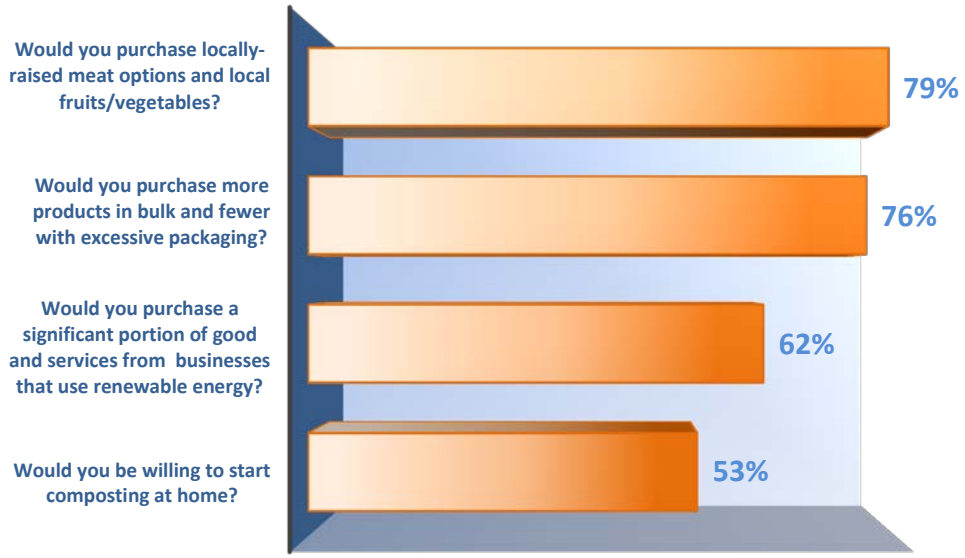
WASTE REDUCTION: Willingness to take Action

Respondents were asked to rate their willingness to engage in certain materials consumption and waste creation practices, where 1 is they were unable or not interested, and 5 they were already participating or very willing.

- *Respondents were most willing to purchase locally-raised meat, fruit/vegetable options, and purchase more products in bulk and fewer products with excessive packaging.*
- *Females and younger responders are more willing to purchase locally, in bulk, and from businesses that use renewable energy, whereas home owners and middle aged respondents are more willing to compost.*

Already or willing to take actions to reduce materials consumption and waste creations (where 4 or 5 is willing, 100% is willing).

BASE: ALL SURVEY RESPONDENTS (N=1063)



More willing to purchase locally, in bulk, and from businesses that use renewable energy if:

- **Female**
- **Younger (under age 44)**

More willing to compost if:

- **Home owner**
- **Age 35-44**

NO single motivating factor of willingness

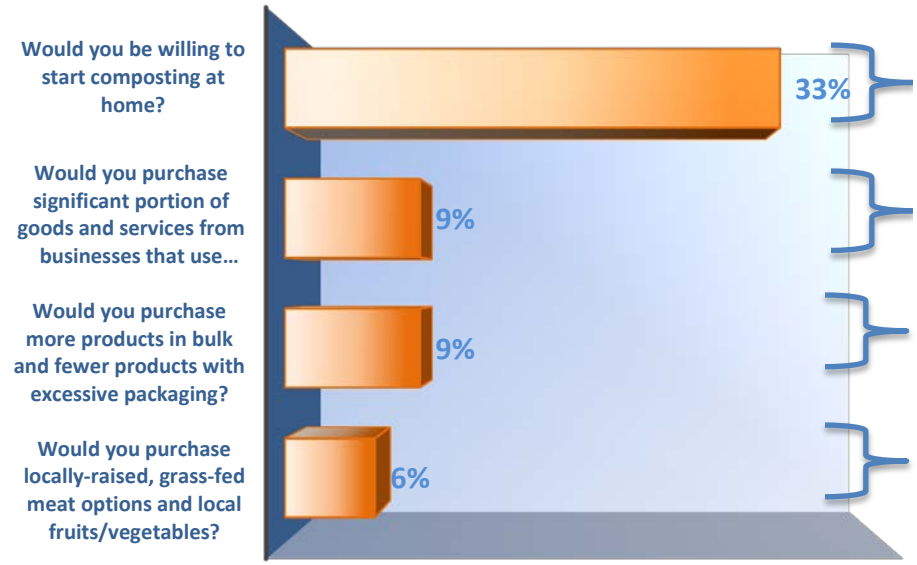
WASTE REDUCTION: Unwillingness to take Action

Respondents who indicated they were unwilling or unable to use reduce greenhouse gas emissions due to materials consumption and waste creations alternatives, were then asked why.

- *Respondents were most unwilling to compost at home, mainly because they are either renting or simply do not want to compost in their own home.*

Not Able or Very Unwilling to reduce greenhouse gas emissions due to materials consumption and waste creations alternative actions (Rated 1 or 2, Where 1 is Not Able/Very Unwilling).

BASE: ALL SURVEY RESPONDENTS (N=1063)



WHY UNWILLING

- 41% because they rent
- 35% aren't willing to compost in their own home
- 53% need financial incentive/these more expensive
- 38% no time for separate trip for this
- 57% need financial incentive/not in my budget

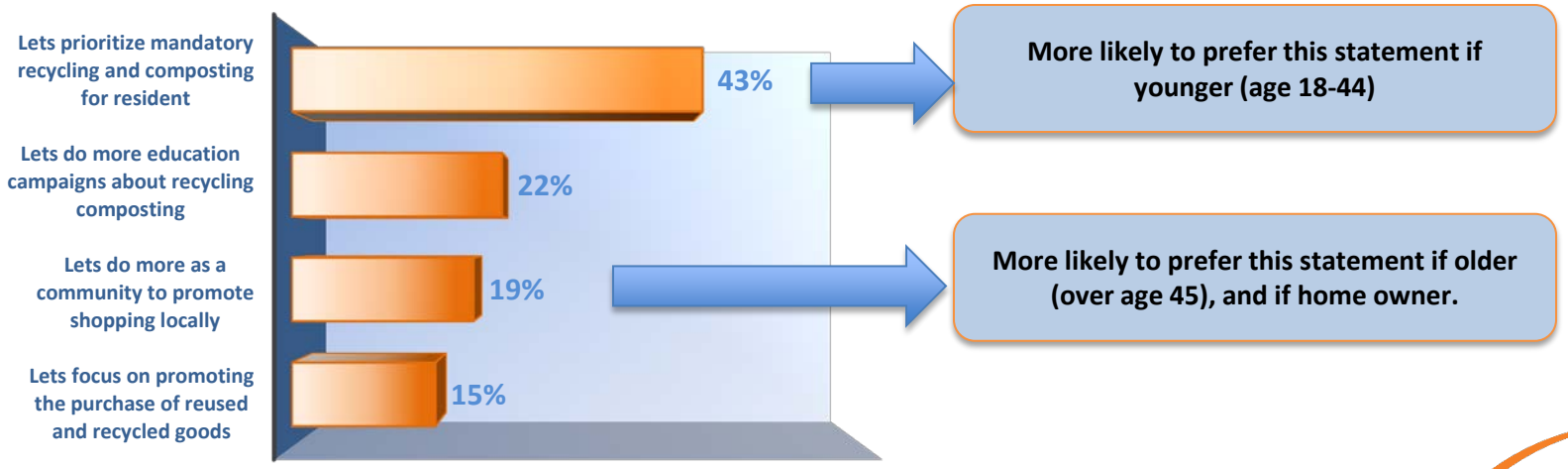
WASTE REDUCTION: Prioritization of Action Preferences

Respondents were asked to prioritize four materials consumption and waste creation related statements (value of 1 most preferred and value of 4 least preferred)

- *Respondents preferred the statement of prioritizing mandatory recycling and composting for residents. Seems to indicate that asking people to voluntarily do these things is thought not to work as well and that some type of regulation might be necessary.*

Respondents were asked to prioritize materials/waste sector statements in order of preference (value of 1 as most preferred).

BASE: ALL SURVEY RESPONDENTS (N=1063)



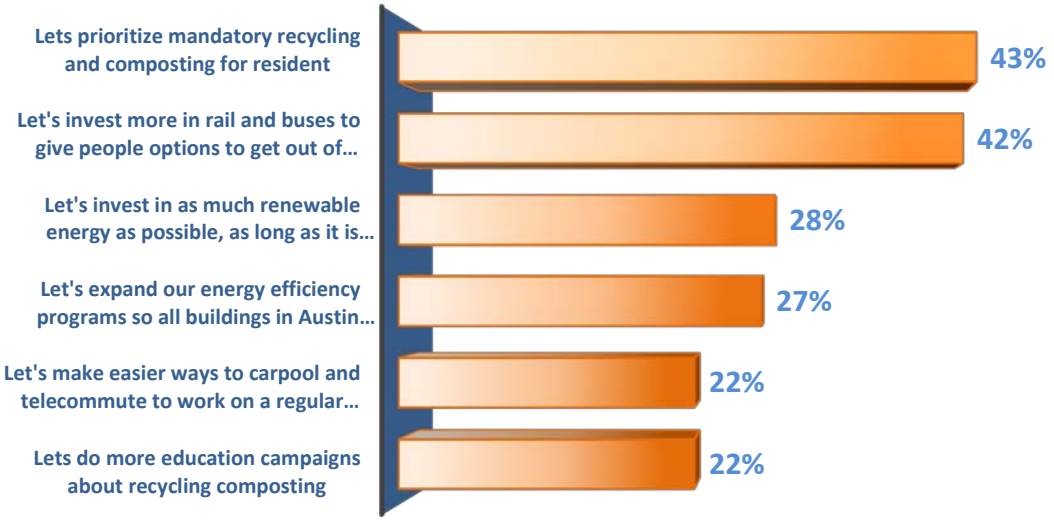
OVERALL: Prioritized Statements Most Preferred across Energy, Transportation, and Waste Sectors

Respondents were asked to prioritize energy, transportation, and materials consumption sector related statements (value of 1 most preferred and value of 4 least preferred). The chart below shows the six most preferred statements, across the three sectors of the survey.

- *Respondents preferred the statements of prioritizing mandatory recycling and composting for residents and investing in rail and buses to give people options to get out of their cars.*

Respondents were asked to prioritize energy, transportation, and waste related statements in order of their preference (value of 1 as most preferred).

BASE: ALL SURVEY RESPONDENTS (N=1063)



Analysis of Sample Type and District

- When looking at the differences between the *GetFeedback* survey sample and the *Research Now* survey sample, the *GetFeedback* respondents were overall more willing to improve their homes toward energy efficiency, to try transportation alternatives, and to reduce their waste
- The correlations are not strong, but there is a consistent pattern that respondents from the *GetFeedback* collected sample are slightly more willing to engage in these behaviors

Analysis of Sample Type and District

- When looking at the districts (note about 20% of the cases are missing zip code information due to lack of reporting), there are few differences
- However this analysis is limited because:
  - There are many missing cases and there are numerous categories (10 districts)
  - With categorical cross tabulation more categories tend to weaken the overall findings
    - Most of the correlations found were either weak (range of .10 to .15) or somewhat strong (range of .15 to .20)

District Breakdown

District 1:

- Become a member of a car-share program (somewhat strong correlation)
- Use a combination of walking, transit, and/or biking to travel to work and for errands/fun (somewhat strong correlation)
- Purchase locally raised, grass-fed meat options and local fruits/vegetables (weak correlation)
- Would be willing to compost (somewhat strong correlation)
- Would purchase significant goods from businesses using renewable energy sources…(weak correlation)

District 2:

- Install solar panels (weak correlation)
- Rank the statement "Let's make easier ways to carpool and telecommute to work…" as number one (somewhat strong correlation)

District Breakdown

District 3:

- Become a member of a car-share program (somewhat strong correlation)
- Use a combination of walking, transit, and/or biking to travel to work and for errands/fun (somewhat strong correlation)
- Purchase locally raised, grass-fed meat options and local fruits/vegetables (weak correlation)
- Would purchase more products in bulk (weak correlation)
- Would be willing to compost (somewhat strong correlation)
- Would purchase significant goods from businesses using renewable energy sources…(weak correlation)

District 6:

- Rank the statement "Let's prioritize educational programs to teach people how to save…" as number one (weak correlation)
- Rank the statement "Let's make easier ways to carpool and telecommute to work…" as number one (somewhat strong correlation)

District Breakdown

District 7:

- Rank the statement “Let’s use an innovative utility bill rate structure….” as number one (weak correlation)

District 8:

- Rank the statement “Let’s make easier ways to carpool and telecommute to work…” as number one (somewhat strong correlation).

District 9

- Rank the statement “Let’s use an innovative utility bill rate structure….” as number one (weak correlation)
- Would purchase more products in bulk (weak correlation)
- Would purchase significant goods from businesses using renewable energy sources…(weak correlation)

District 10:

- Rank the statement “Let’s prioritize educational programs to teach people how to save…” as number one (weak correlation)

Limitations

- The sample is not random, and roughly half may be from a slightly more captive audience (the *GetFeedback* collected sample). The sample is also only 5% Hispanic.
- The demographic data was not ideal because it included "open-ended" questions that required coding. Also, many respondents did not answer these open-ended demographic questions (left them blank). Thus, there are more missing cases than what would be considered ideal.

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Limitations cont.

- The data should probably have been weighted to match Austin Census demographics as it is slightly skewed, particularly towards females. However, because of the missing demographic data weighting was not used (note: when weighting, if missing data exists the case/response is not included, thus to weight this data would have reduced the sample by around 250-300 cases).
- Several of the questions in the survey are double barreled (can mean more than one thing), therefore it is unclear how respondents truly/singularly feel about the question. For example, when asked to rank the statement "Let's prioritize mandatory recycling and composting for residents," about 43% ranked this as number 1. However, composting was the least willing behavior respondents would engage in. When asking respondents about both recycling and composting, many more may have ranked this number 1 if the statement only asking them about "recycling" rather than both "recycling and composting" as they are different activities.

Validity Statement

- However, even with these survey limitations the findings have validity and are similar to previous studies/findings that PRR and other research has shown. There was a high response rate, numerous well-worded questions related to climate and behavior, and again, the findings are very akin to what other research has demonstrated.

Overall Conclusions & Recommendations

Energy

- Encourage actions everyone easily can undertake such as switching to CFL light bulbs, turning off lights and electronics, adjusting thermostats, and using fans to cool rooms.
- Offer financial incentives to home owners to encourage them to weatherize, buy energy efficient appliances, and to install solar panels.

Transportation

- Respondents like having access to a car, and are not likely to carpool or join a car-share program because they want flexibility to come and go as they please.
- Electric or hybrid cars are expensive and require further financial incentives to purchase.
- Encourage using a different kind of transportation such as transit or walking at least one to two days per week for both getting to work and for recreation.

Materials/Waste

- Encourage waste reduction actions that are easy to do such as recycling, eating more fruits/ veggies, shopping locally, and buying in bulk.
- Target younger women, most likely mothers, to purchase more locally and in bulk.
- Consider education on the benefits and requiring composting of homeowners.

Analysis

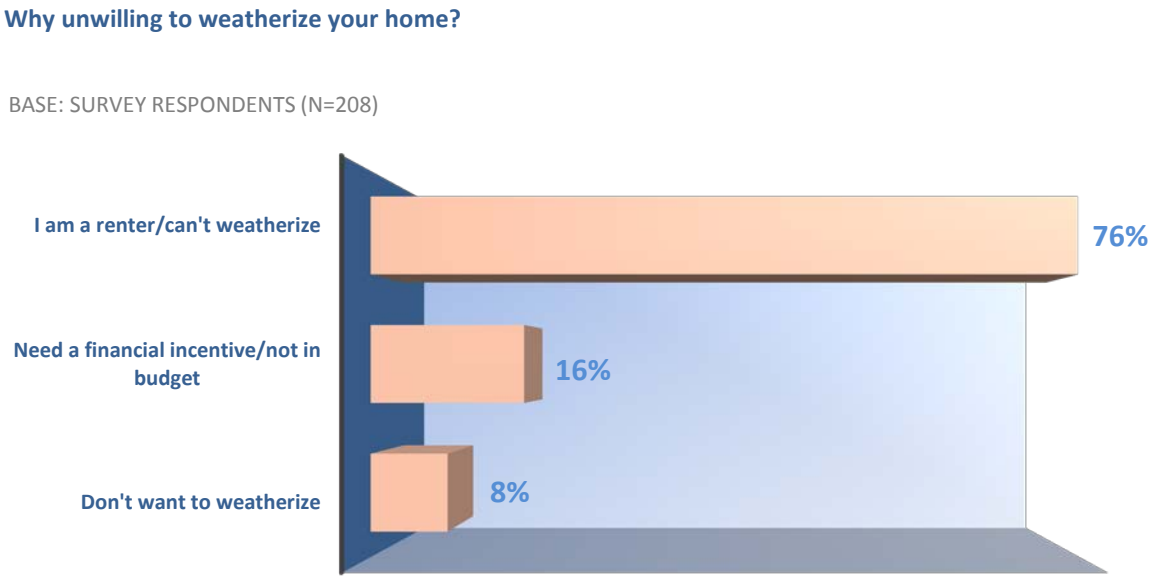
- Cross tabulation correlation and probability analysis was done for ALL demographic and relevant variables. If there is not a finding presented in this report, that means it was not statistically significant. Only significant findings were reported.

Appendix A: Detailed Responses to Unwillingness

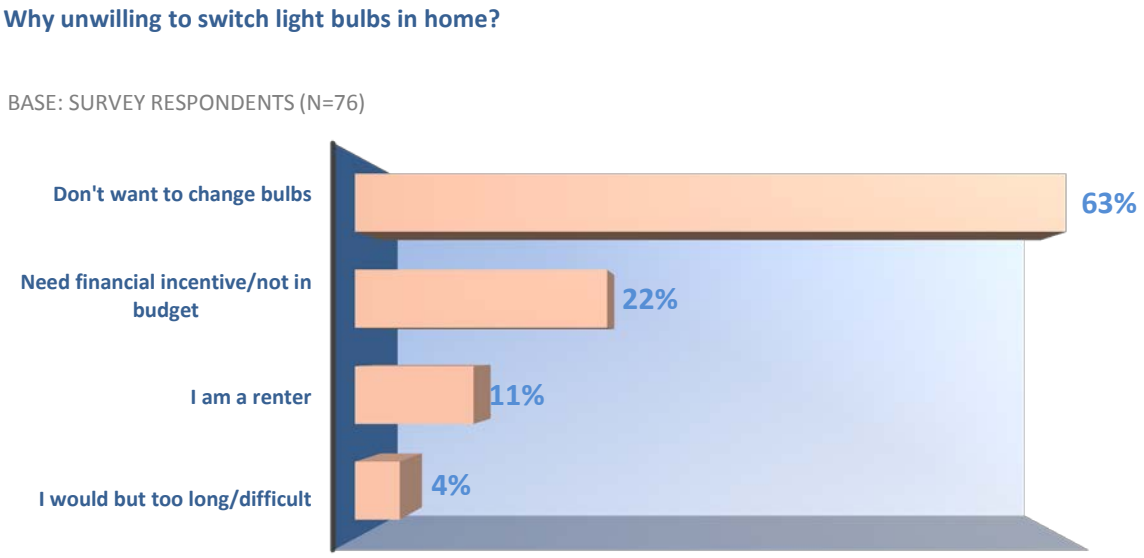
- Why unwilling to weatherize your home?
- Why unwilling to switch light bulbs in home?
- Why unwilling to use energy efficient appliances?
- Why unwilling to install solar panels?
- Why unwilling to buy an electric or hybrid vehicle?
- Why unwilling to carpool?
- Why unwilling to be member of car-share?
- Why unwilling to use combination travel to work?
- Why unwilling to use combination travel for errands/fun?
- Why unwilling to purchase locally-raised meat and fruits/vegetables?
- Why unwilling to purchase more in bulk and fewer with excessive packaging?
- Why unwilling to start composting at home?
- Why unwilling to purchase a significant portion of goods and services from businesses that use renewable energy, or sell sustainable products?

PRR

Why unwilling to weatherize your home?



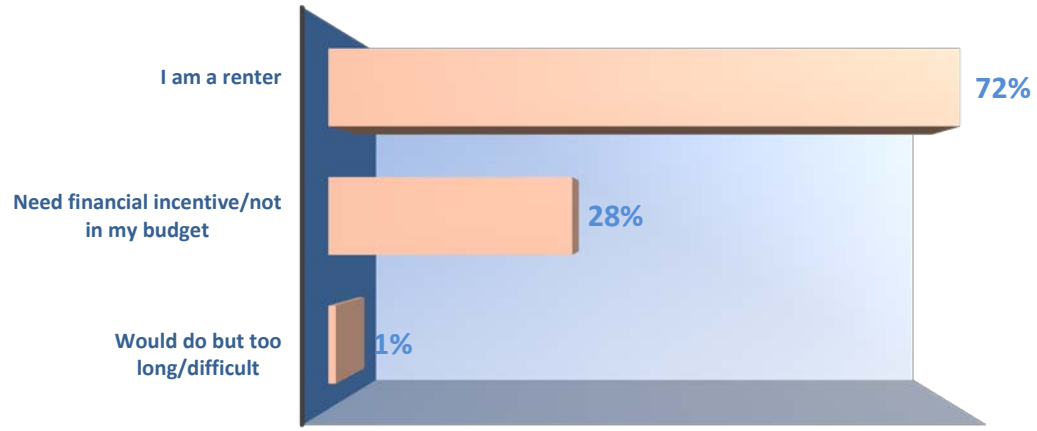
Why unwilling to switch light bulbs in home?



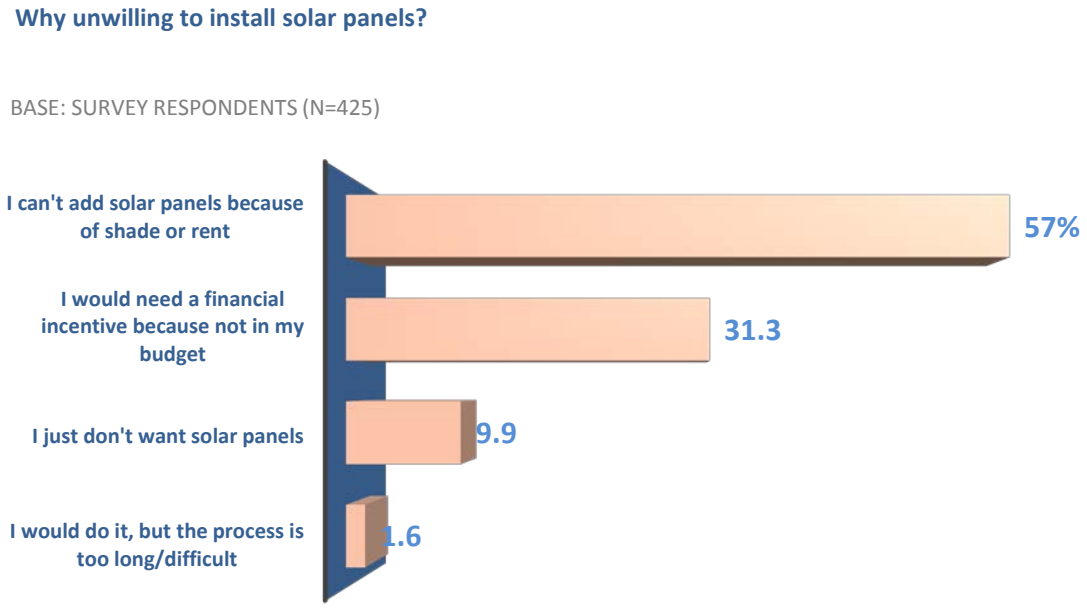
Why unwilling to use energy efficient appliances?

Why unwilling to use energy efficient appliances?

BASE: SURVEY RESPONDENTS (N=116)



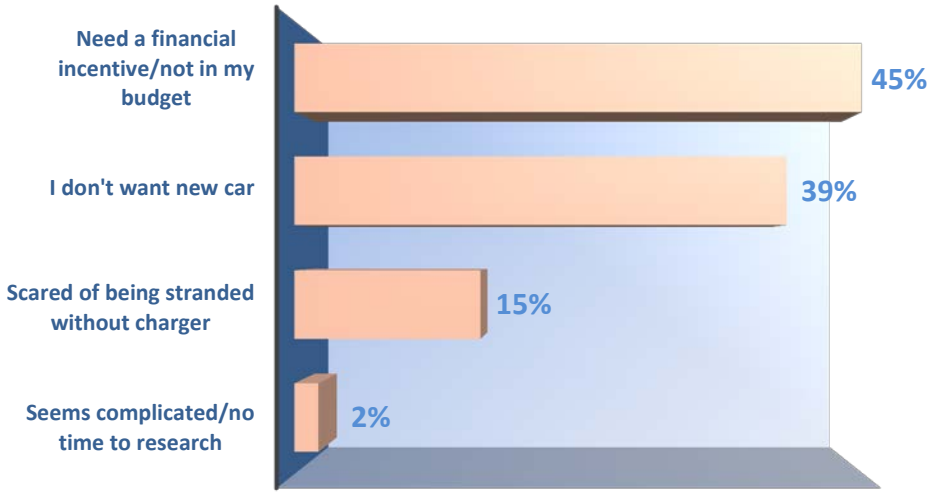
Why unwilling to install solar panels?



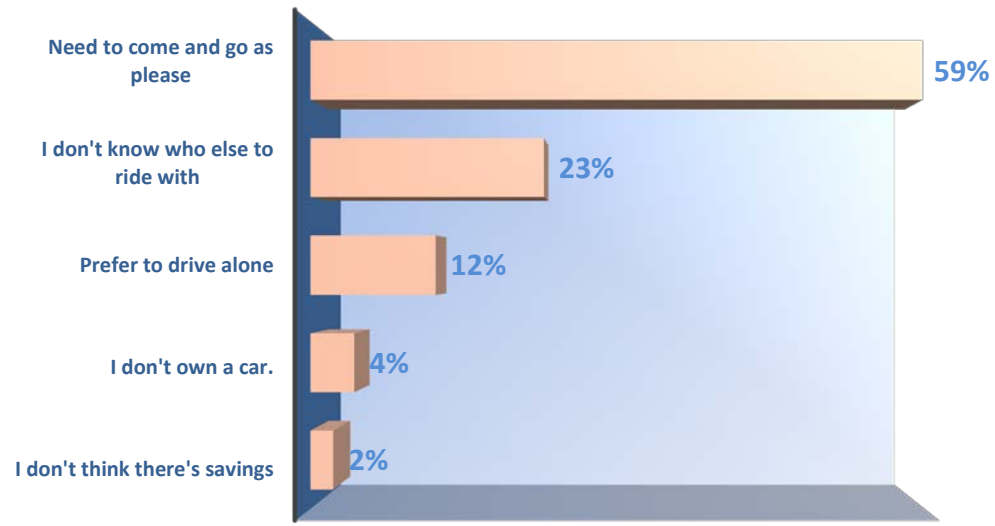
Why unwilling to buy an electric or hybrid vehicle?

Why unwilling to buy an electric or hybrid vehicle?

BASE: SURVEY RESPONDENTS (N=423)



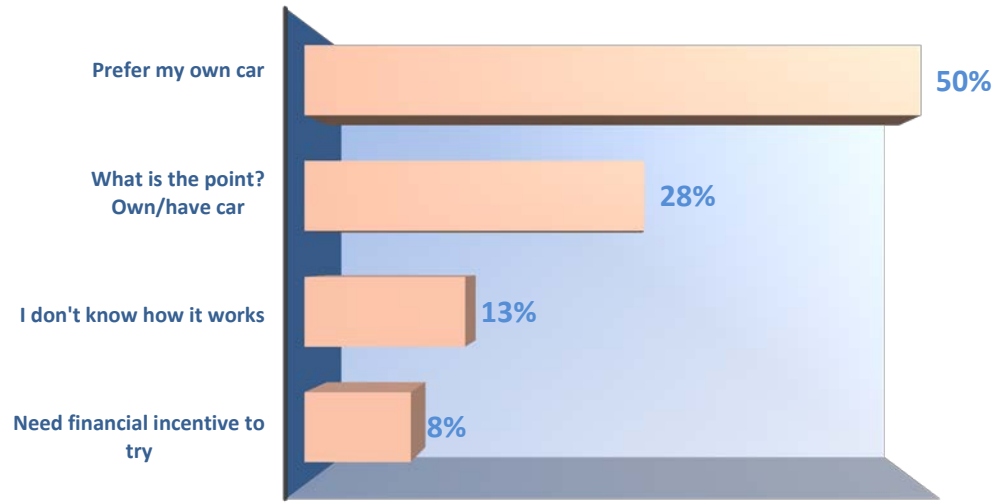
Why unwilling to carpool?



Why unwilling to be member of car-share?

Why unwilling to be member of car-share

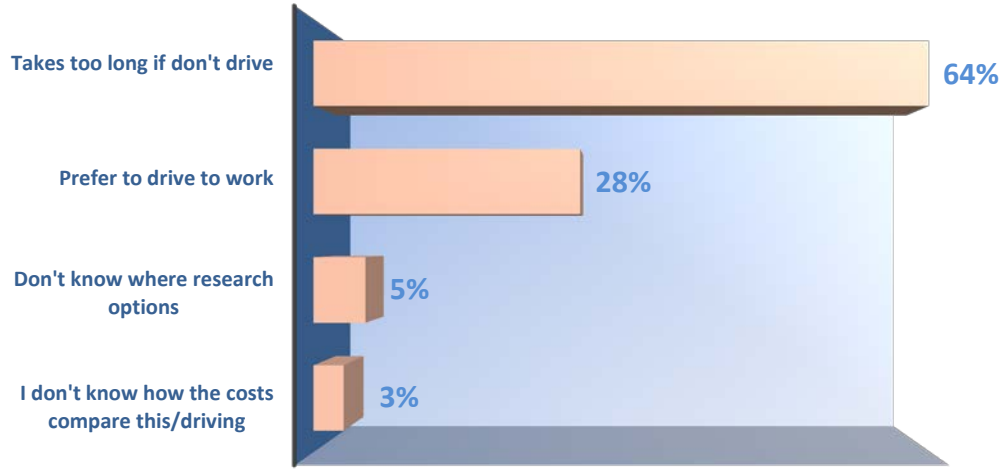
BASE: SURVEY RESPONDENTS (N=518)



Why unwilling to use combination travel to work?

Why unwilling to use combination travel to work?

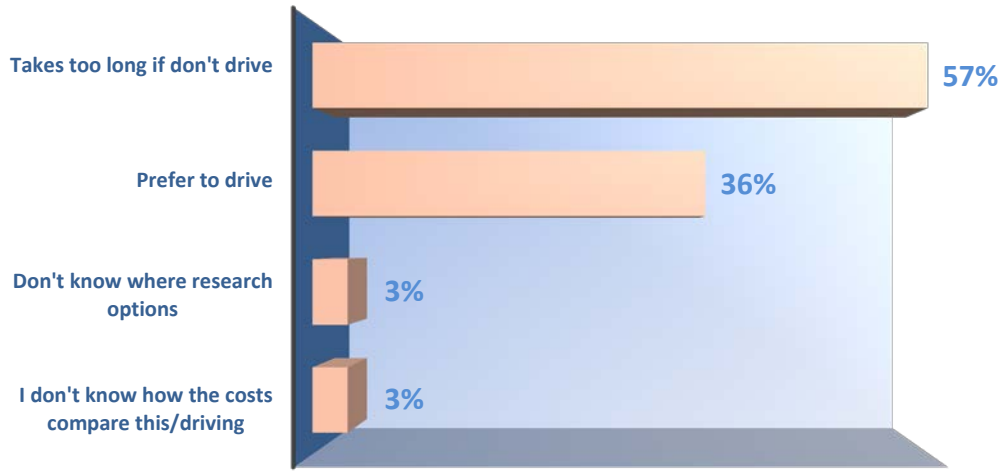
BASE: SURVEY RESPONDENTS (N=354)



Why unwilling to use combination travel for errands/fun?

Why unwilling to use combination travel for errands/fun?

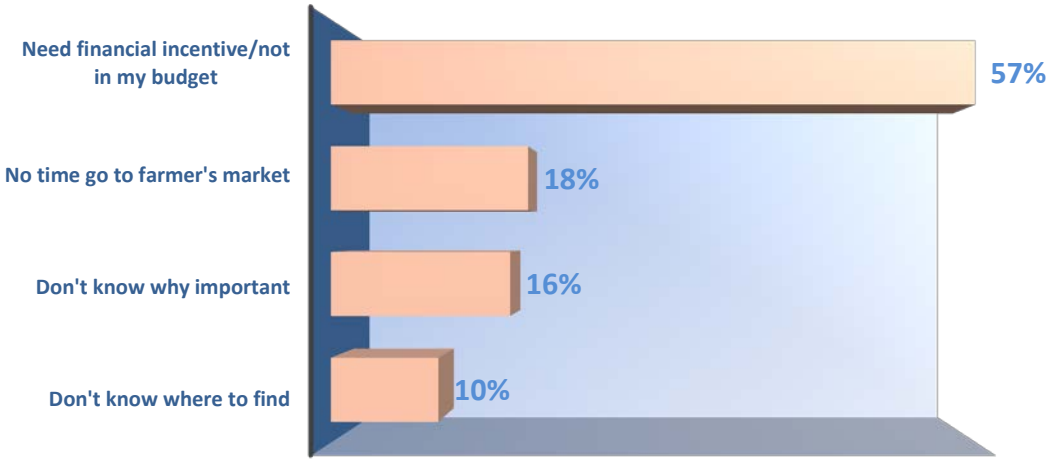
BASE: SURVEY RESPONDENTS (N=247)



Why unwilling to purchase locally-raised meat and fruits and vegetables?

Why unwilling to purchase locally-raised meat and fruits/vegetables?

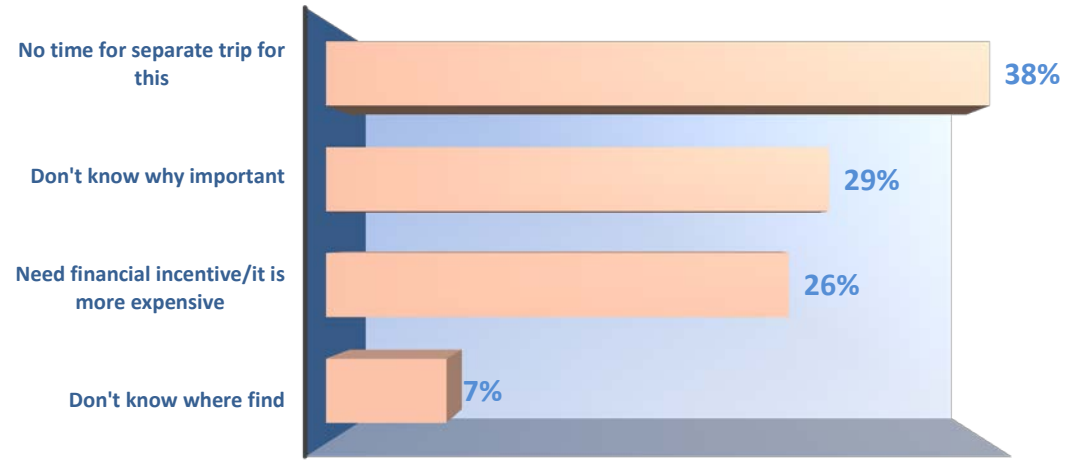
BASE: SURVEY RESPONDENTS (N=63)



Why unwilling to purchase more in bulk and fewer with excessive packaging?

Why unwilling to purchase more in bulk and fewer with excessive packaging?

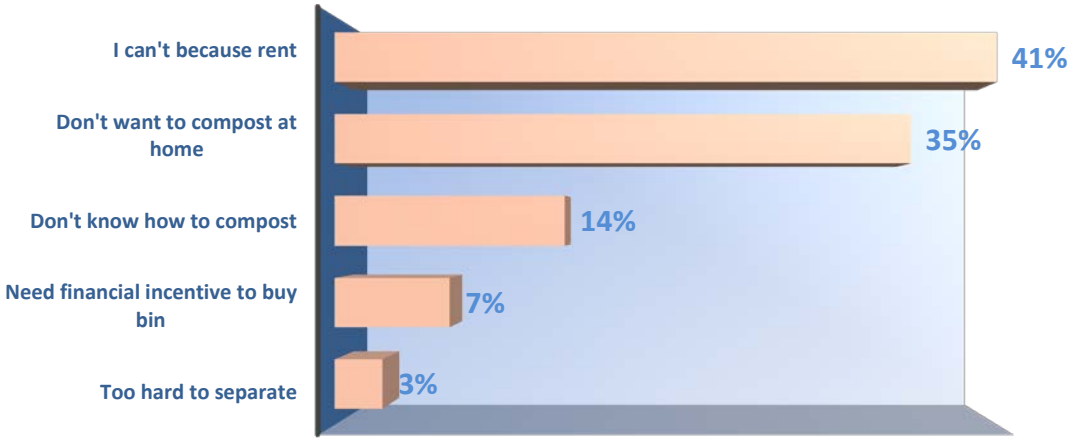
BASE: SURVEY RESPONDENTS (N=87)



Why unwilling to start composting at home?

Why unwilling to start composting at home?

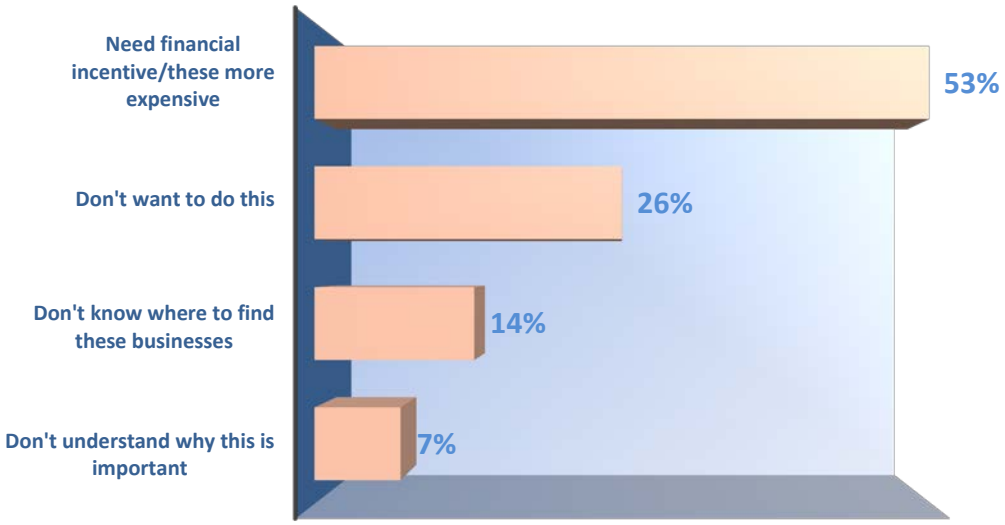
BASE: SURVEY RESPONDENTS (N=340)



Why unwilling to purchase a significant portion of goods and services from businesses that use renewable energy, or sell sustainable products?

Why unwilling to purchase a significant portion of goods and services from businesses that use renewable energy, or sell sustainable products?

BASE: SURVEY RESPONDENTS (N=95)



Appendix B: Survey Questions

Survey Questions

1. Which of the following actions are you willing to take to reduce greenhouse gas emissions from using energy?

- Raise fridge temps
- Adjust thermostats
- Turn off lights
- Turn off electronics
- Lower water heater temps
- Wash w/cold water
- Line dry clothes
- Use fans to cool rooms
- Install solar panels
- Buy renewable energy

PRR

Survey Questions

2. Would you install solar panels on your home to reduce your energy use?

3. You indicated you are unable or unwilling to install solar panels on your home; which choice best describes your reason?

4. Would you weatherize your home (add new caulking, add insulation, seal HVAC ducts, replace leaky windows, etc.) to reduce your energy use?

5. You indicated you are unable or unwilling to weatherize your home; which choice best describes your reason?

6. Would you switch the light bulbs in your home to compact fluorescent light bulbs or LED light bulbs to save energy?

7. You indicated you are unable or unwilling to switch the light bulbs in your home; which choice best describes your reason?

8. Would you purchase energy efficient appliances, such as Energy Star appliances, to reduce energy use?

9. You indicated you are unable or unwilling to purchase energy efficient appliances, which choice best describes your reason?

10. Please prioritize the following energy sector-related statements in order of preference:

- Let's use an innovative utility bill rate structure to drive conservation and encourage high energy users to reduce their energy use.
- Let's invest in as much renewable energy as possible, as long as it is affordable.
- Let's expand our energy efficiency programs so all buildings in Austin are as efficient as possible.
- Let's prioritize educational programs to teach people how to save energy at home and at work.

Survey Questions

11. Which of the following actions would you take to reduce your greenhouse gas emissions due to transportation choices?

- Walk more
- Bike more
- Ride rail or buses
- Carpool
- Use rideshare
- Telecommute
- Adjust driving style
- Maintain your car better
- Buy an electric car

Survey Questions

12. Would you purchase/lease an electric or hybrid vehicle?
13. You indicated you are unable or unwilling to purchase an electric or hybrid vehicle; which choice best describes your reason?
14. Would you carpool with others to work?
15. You indicated you are unable or unwilling to carpool to work; which choice best describes your reason?
16. Would you become a member of a car-share program such as Zipcar or car2go?
17. You indicated you are unable or unwilling to participate in a car-share program such as Zipcar or car2go; which choice best describes your reason?
18. Would you use a combination of walking, public transportation, and/or biking to travel to work?
19. You indicated you are unable or unwilling to use a combination of walking, public transportation, and/or biking to travel to work; which choice best describes your reason?
20. Would you use a combination of walking, public transportation, and/or biking to travel to places for personal errands or going out for fun?
21. You indicated you are unable or unwilling to use a combination of walking, public transportation, and biking to travel for personal errands or going out for fun; which choice best describes your reason?
22. Please prioritize the following transportation sector-related statements in order of preference:
    - Let's invest more in rail and buses to give people options to get out of their cars.
    - Let's develop better incentive programs to buy electric cars.
    - Let's create a more dense Austin so that more people can walk and bike to nearby stores.
    - Let's make easier ways to carpool and telecommute to work on a regular basis.

PRR

Survey Questions

23. Which of the following actions would you take to reduce greenhouse gas emissions due to materials consumption and waste creation?

- Eat more fruit/veggies
- Eat less meat
- Cook more often
- Start composting
- Buy bulk goods
- Shop locally
- Buy reused goods
- Recycle more

Survey Questions

24. Would you purchase locally-raised, grass-fed meat options and local fruits/vegetables?

25. You indicated you are unable or unwilling to purchase locally-raised, grass-fed meat options and local fruits/vegetables; which choice best describes your reason?

26. Would you purchase more products in bulk and fewer products with excessive packaging?

27. You indicated you are unable or unwilling to purchase more in bulk and fewer products with excessive packaging; which choice best describes your reason?

28. Would you be willing to start composting at home?

29. You indicated you are unable or unwilling to start composting at home; which choice best describes your reason?

30. Would you purchase a significant portion of goods and services from businesses that use renewable energy or sell sustainably made products?

31. You indicated you are unable or unwilling to purchase a significant portion of goods and services from businesses that use renewable energy or sell sustainably made products; which choice best describes your reason?

32. Please prioritize the following materials and waste sector-related statements in order of preference:

- Let's prioritize mandatory recycling and composting for residents and businesses as soon as economically feasible.
- Let's do more as a community to promote shopping locally.
- Let's focus on promoting the purchase of reused and recycled goods and products in our community.
- Let's do more education campaigns about recycling, composting, and where and how food is produced.

Survey Questions

33. Tell us about yourself!

- Age
- Gender
- Zip code where you live
- How long does it take you to get to work?
- Approximate annual income
- Do you rent or own?
- Is there any additional insight you would like to provide about the actions we have proposed in this survey?