

Actions Survey Summary

Prepared for the Ames Climate Action Plan



March 2022

SSG *whatIf?*

Disclaimer

Reasonable skill, care and diligence has been exercised to assess the information acquired during the preparation of this analysis, but no guarantees or warranties are made regarding the accuracy or completeness of this information. This document, the information it contains, the information and basis on which it relies, and factors associated are subject to changes that are beyond the control of the author. The information provided by others are believed to be accurate but have not been verified.

This report presents analysis of public survey results. The public survey was released with the intent to receive public feedback on greenhouse gas emissions reduction actions. The authors do not accept responsibility for the use of this analysis for any purpose other than that stated above and does not accept responsibility to any third party for the use, in whole or in part, of the contents of this document. This analysis applies to Ames and cannot be applied to other jurisdictions without analysis. Any use by the Ames, its sub-consultants or any third party, or any reliance on or decisions based on this document, are the responsibility of the user or third party.

About the Survey

The Ames Climate Action Plan (CAP) Actions Survey is a component of the broader project engagement plan that is aimed at collecting broad public input on the CAP.

The survey provided an opportunity for members to be involved in of the community to shaping the development of actions for the Climate Action Plan (CAP), submit feedback on the Big Moves being proposed to reach the greenhouse gas (GHG) emissions reduction target for the CAP, voice their concerns, and provide the City of Ames with insights on how they want to participate in reducing emissions in the community.

As part of the Ames Climate Action Plan, Ames City Council set a target of reducing greenhouse gas emissions by 83% below 2018 levels by 2030 and reaching net-zero emissions by 2050.

Reaching that target will require action by the City, residents, and businesses, and support from other levels of government.

Survey Summary

- Open from March 2nd 2022 - March 20th 2022
- Available online and as a printed copy
- Promoted via a press release, City social media, City-led community outreach (in-person), and via Supplemental Input Committee member distribution to sectors
- 626 responses

Note that this summary provides an overview of the preliminary survey analysis. This includes aggregated results for each question (e.g. not broken down by demographics collected). During the next phase of the project survey results will be further disaggregated to inform program, policy, and incentive suggestions.

SECTION ONE RESULTS

Big Moves

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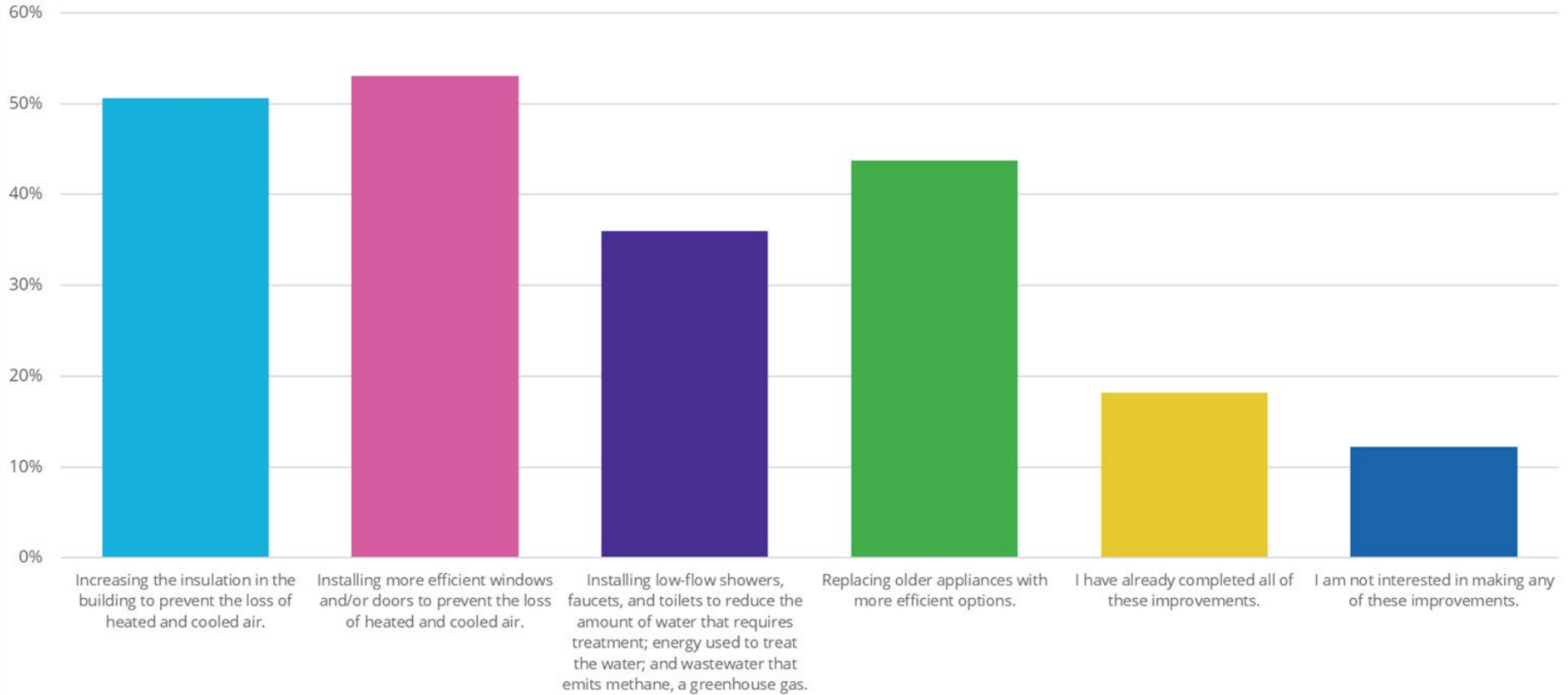
BIG MOVE ONE

Building Retrofits

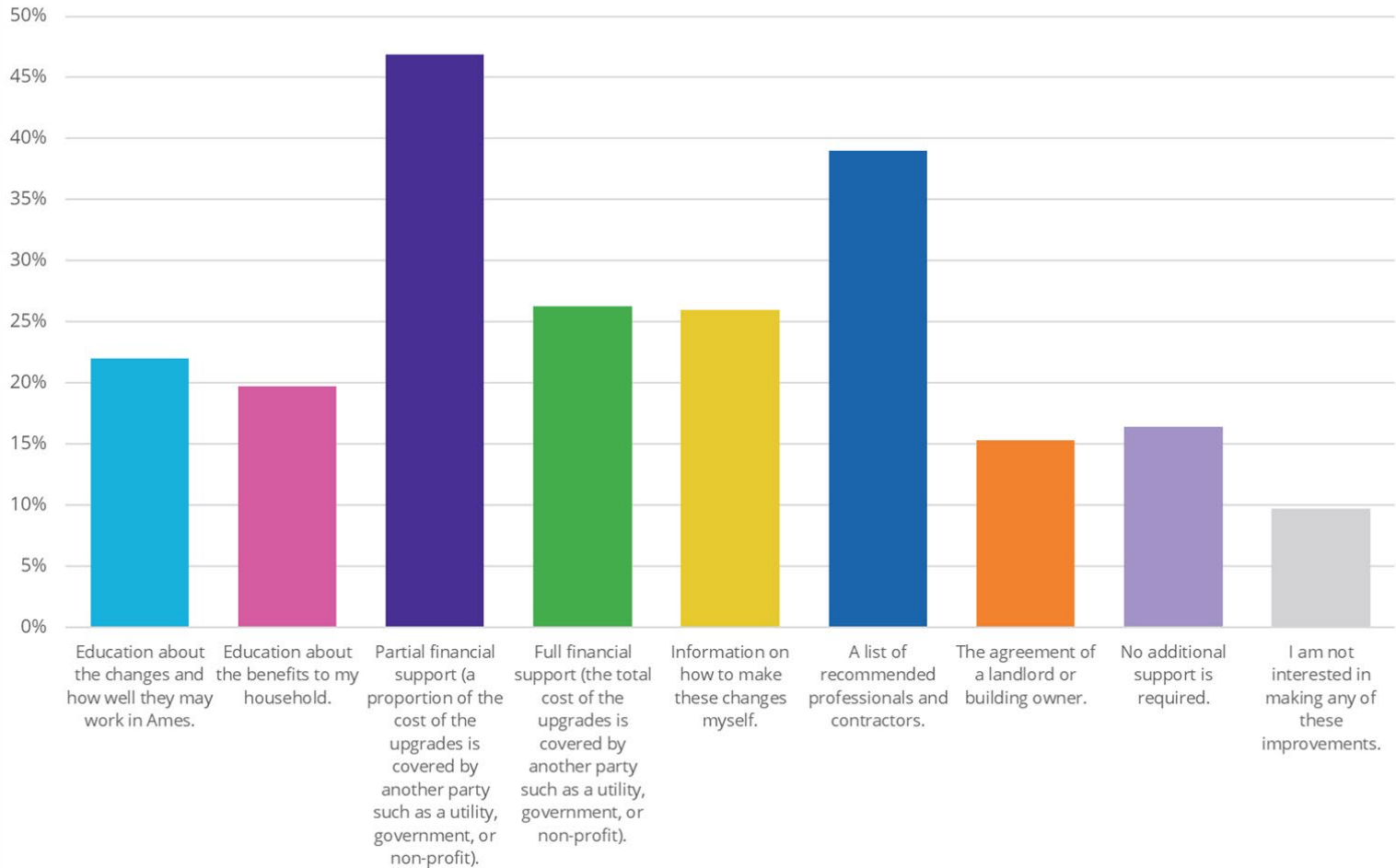
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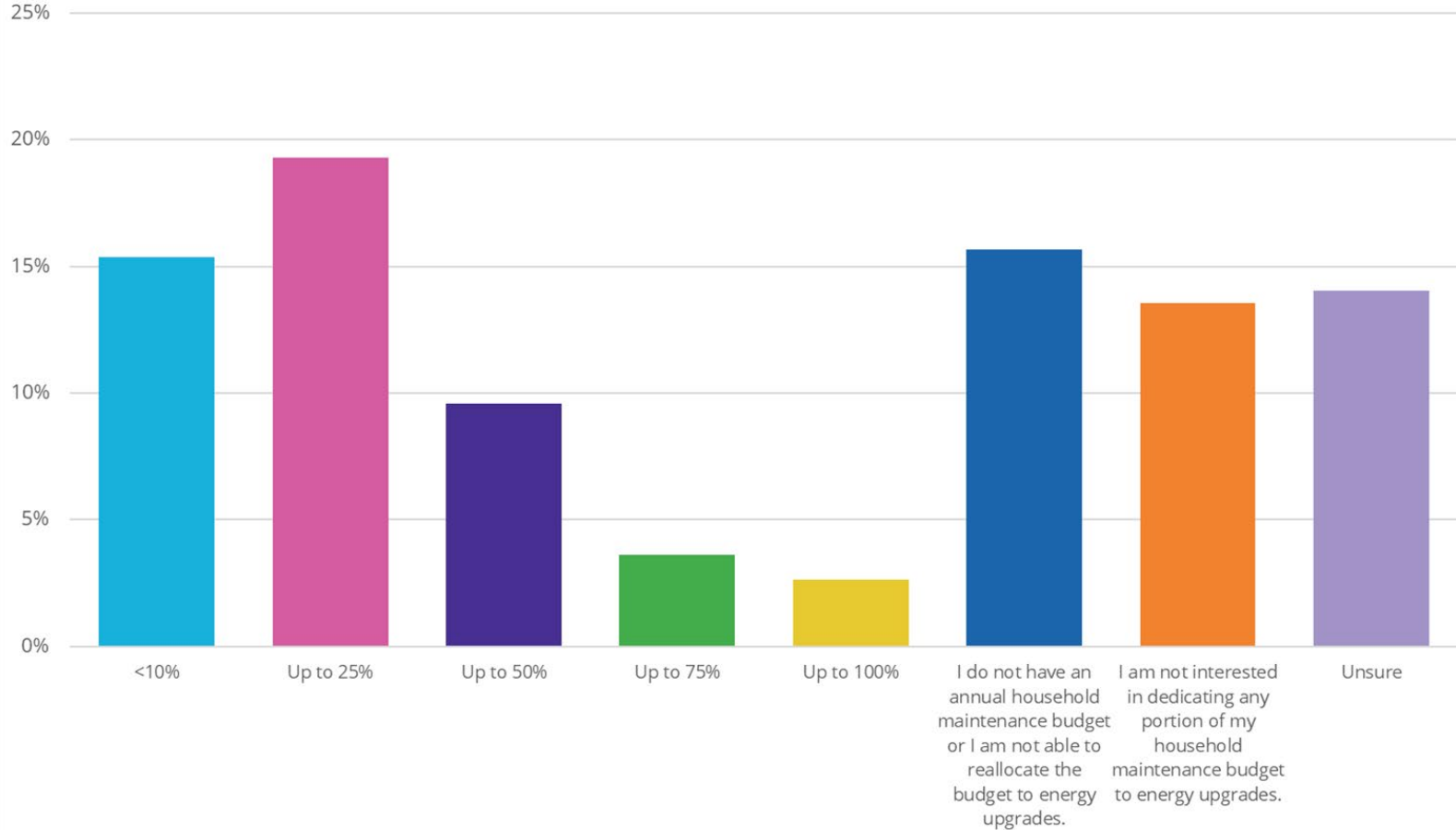
Which of the following energy efficiency improvements are you interested in making to your home or business? (n=615)



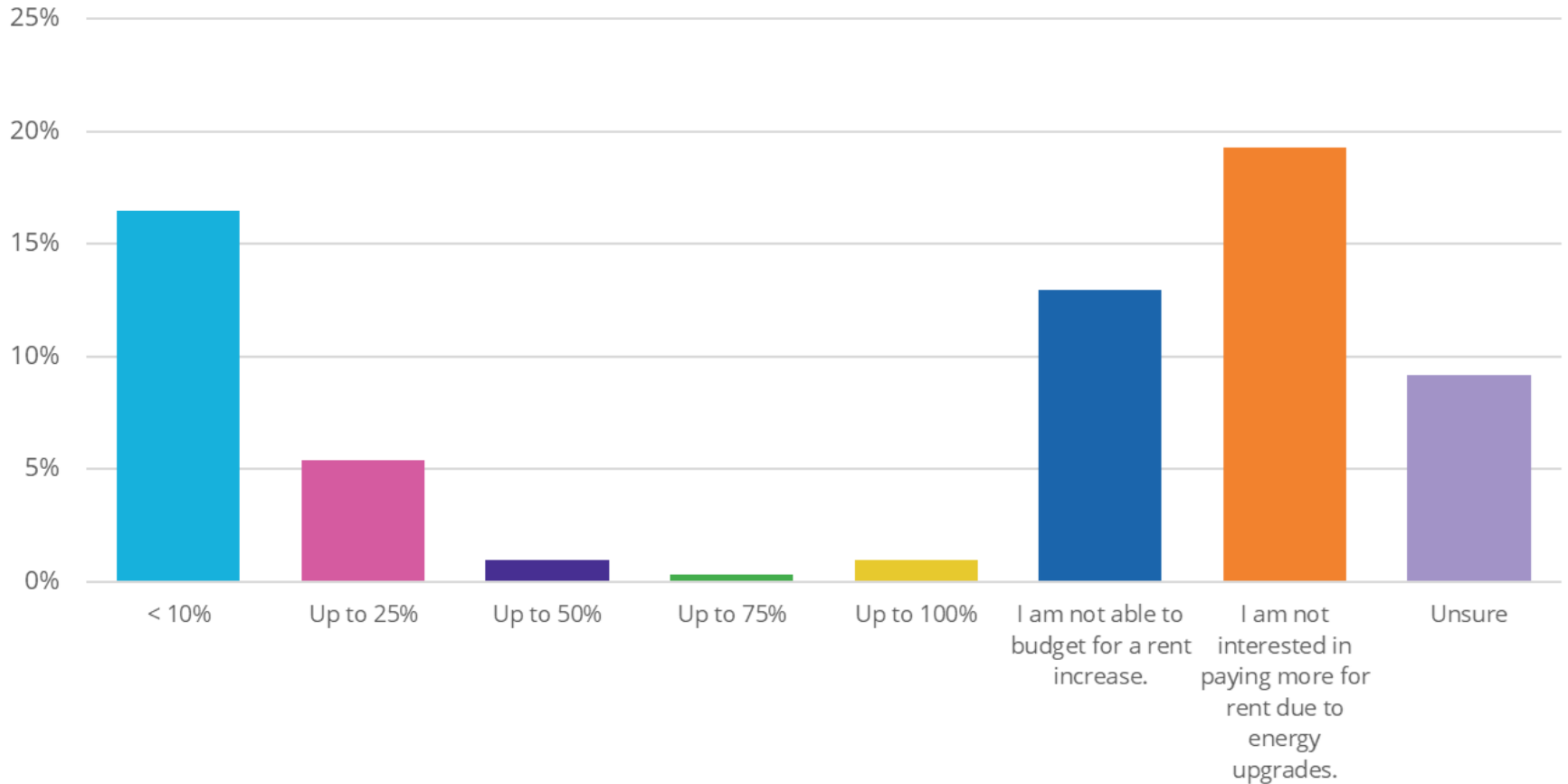
What support would you need to make the above changes? (n=608)



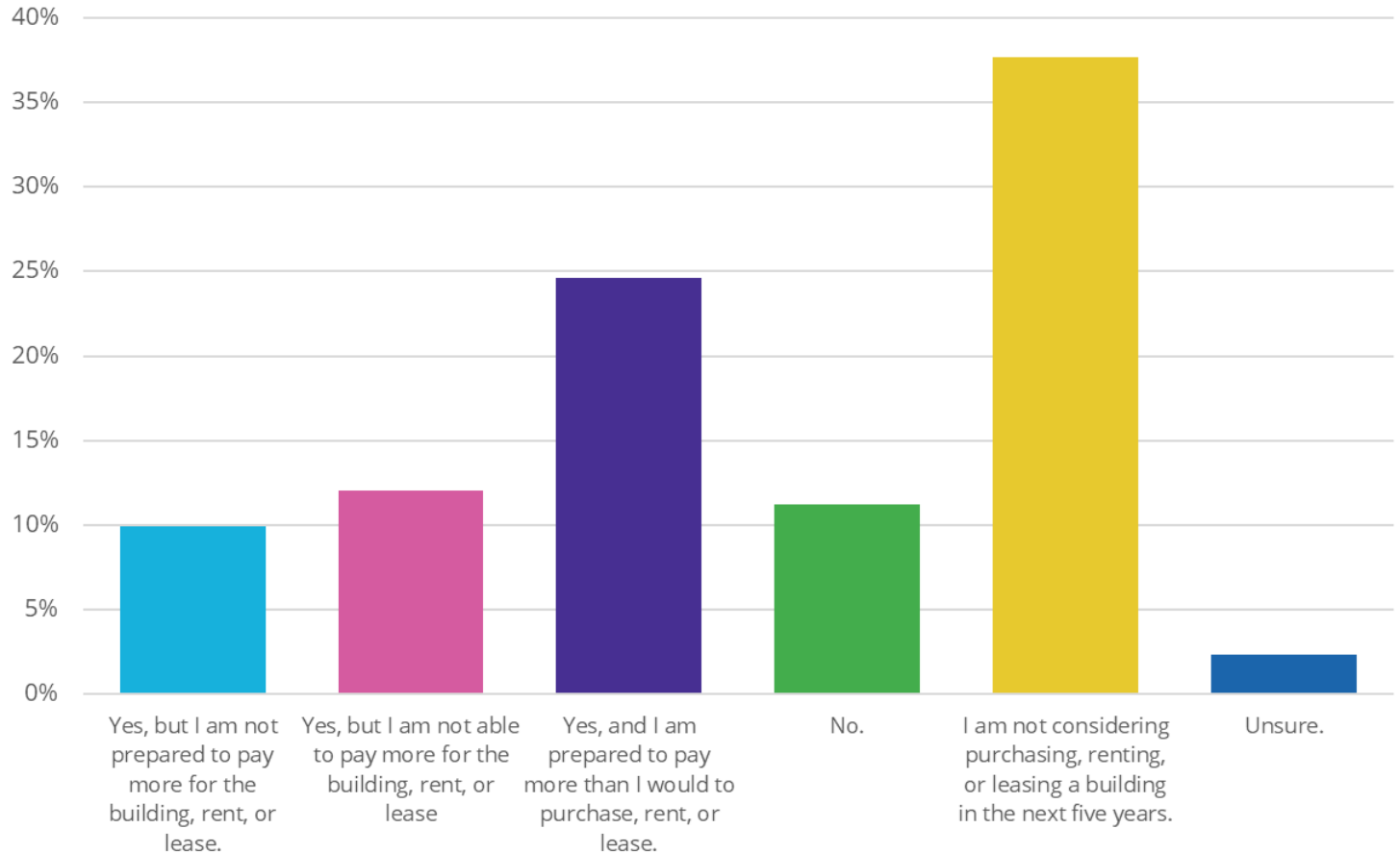
If you own a home, how much of your annual household maintenance budget would you be willing to allocate to energy efficiency upgrades? (n=606)



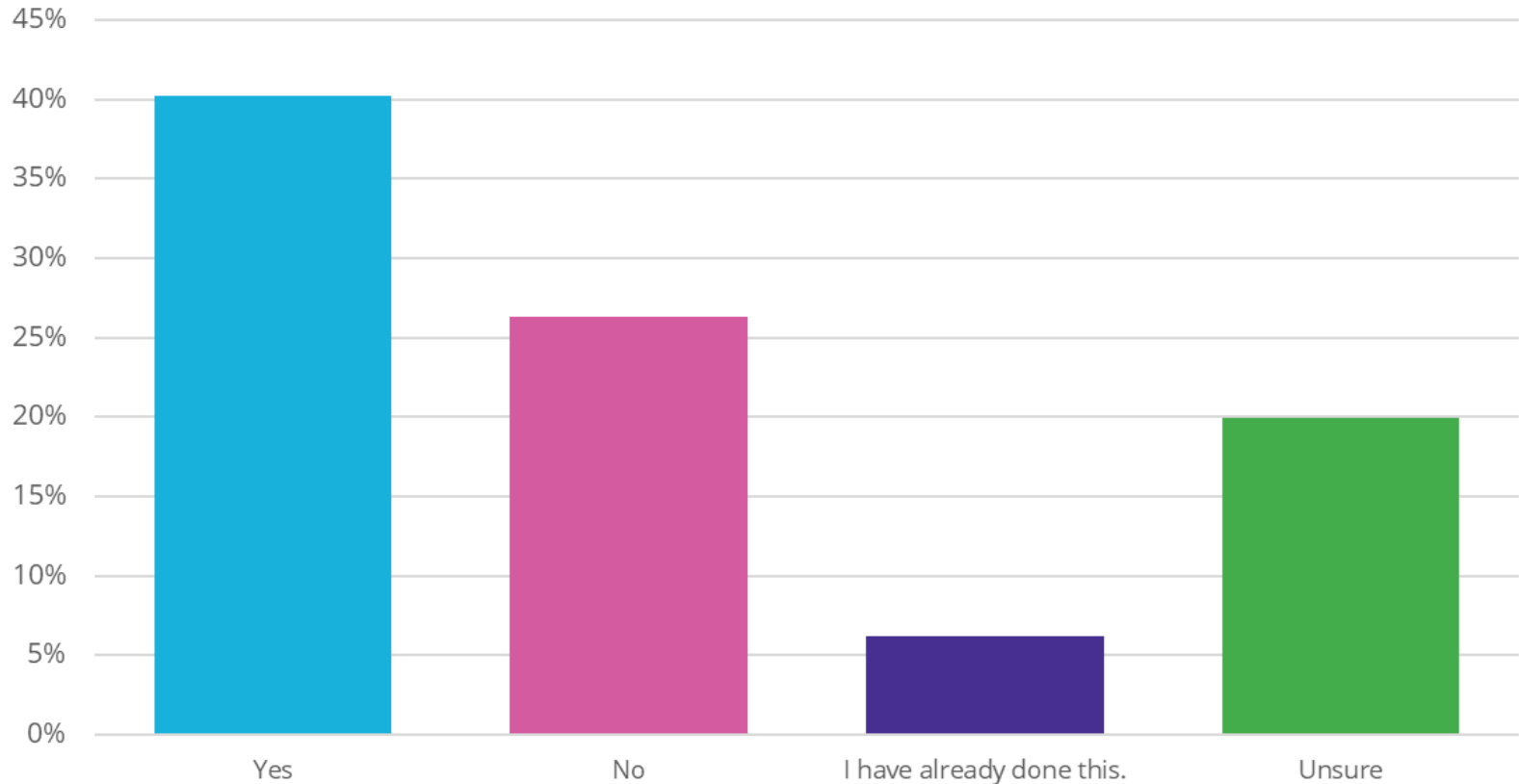
If you are renting, how much of a monthly rent increase are you willing to accept if energy efficiency upgrades are completed? (n=316)



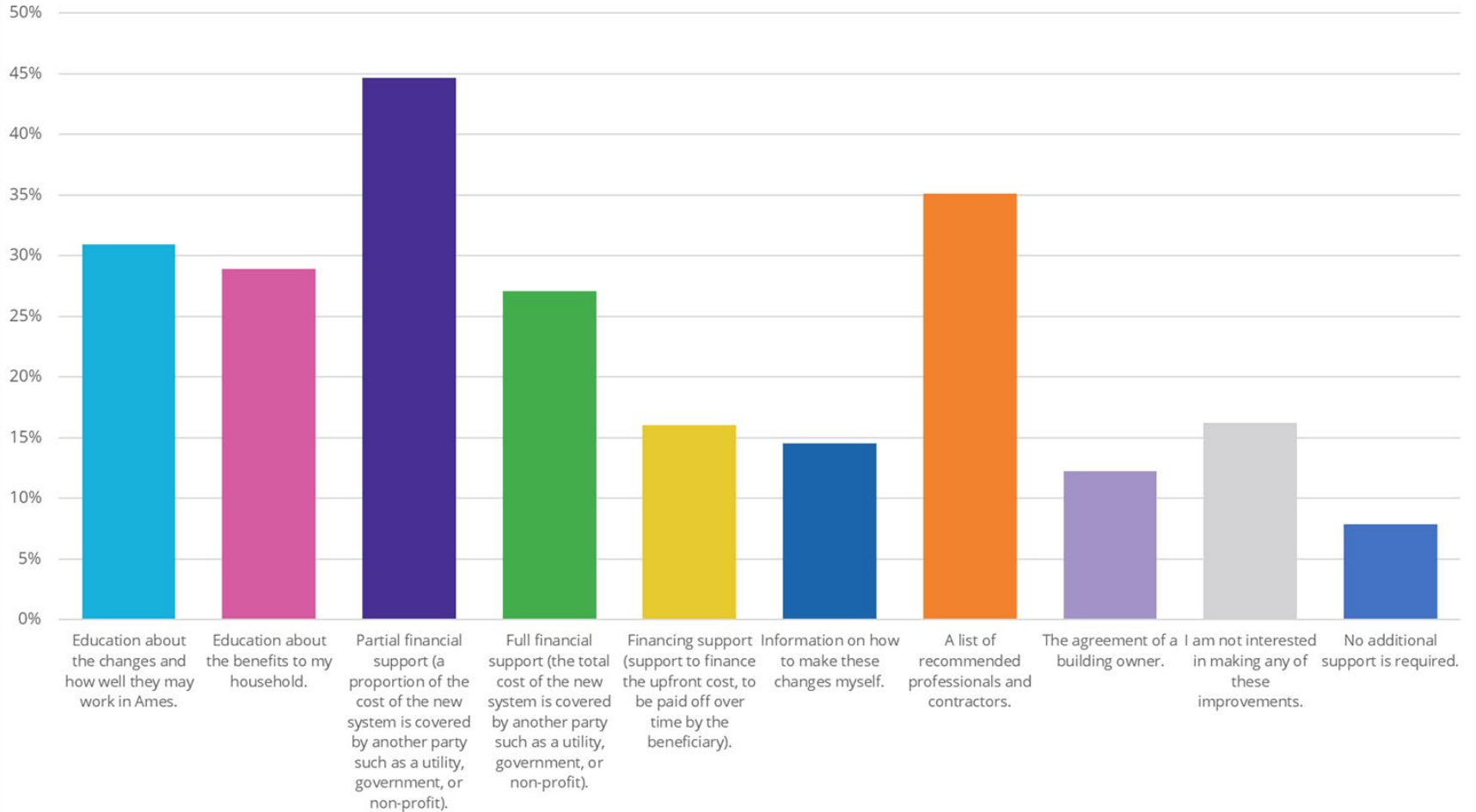
If all else is equal, are you more likely to purchase, rent, or lease a building that discloses energy efficiency upgrades? (n=605)



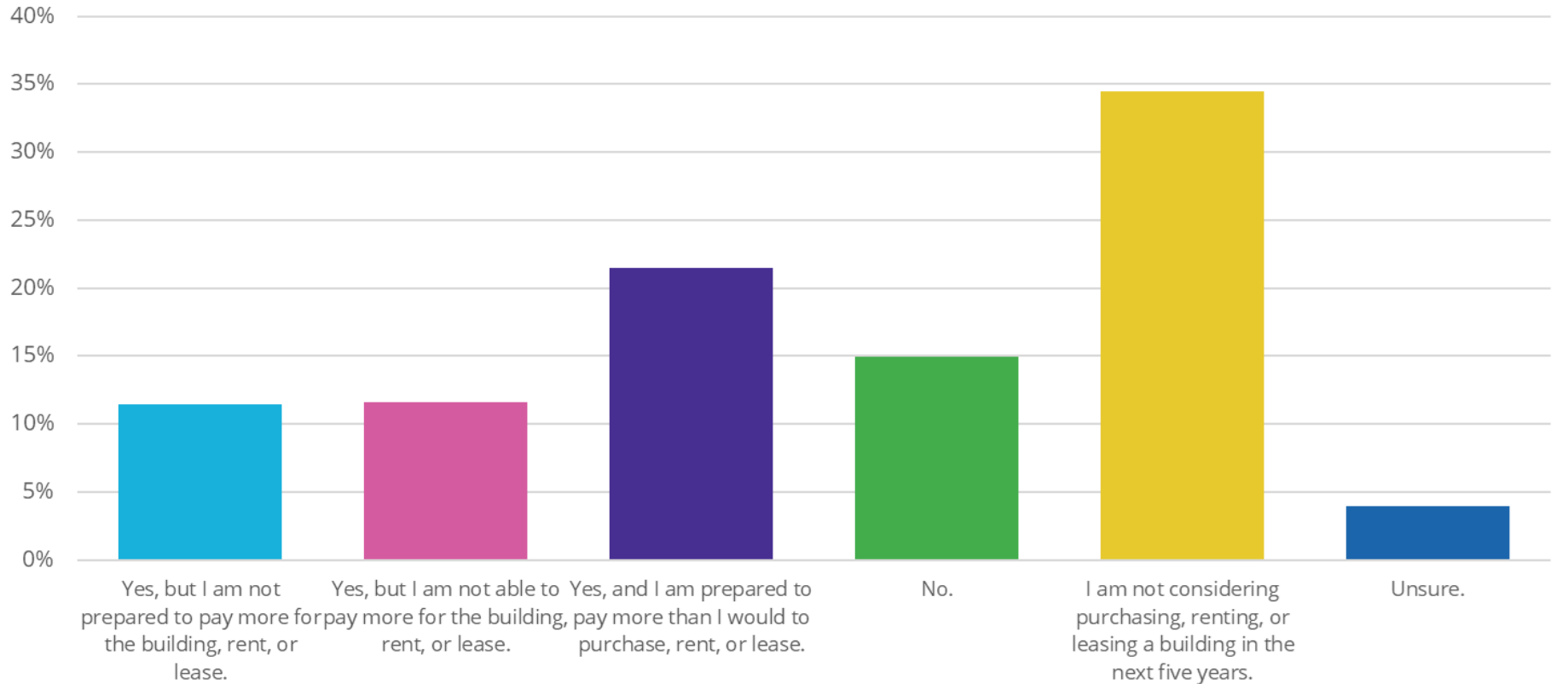
Are you willing to replace or modify your current heating system with a heat pump? Or, if you are considering a new build, would you consider a ground source heat pump? (n=611)



What support would you need to consider a new or modified heating system? (n=598)



If all else is equal, are you more likely to purchase, rent, or lease a building that makes use of a heat pump or other efficient heating system? (*n*=601)



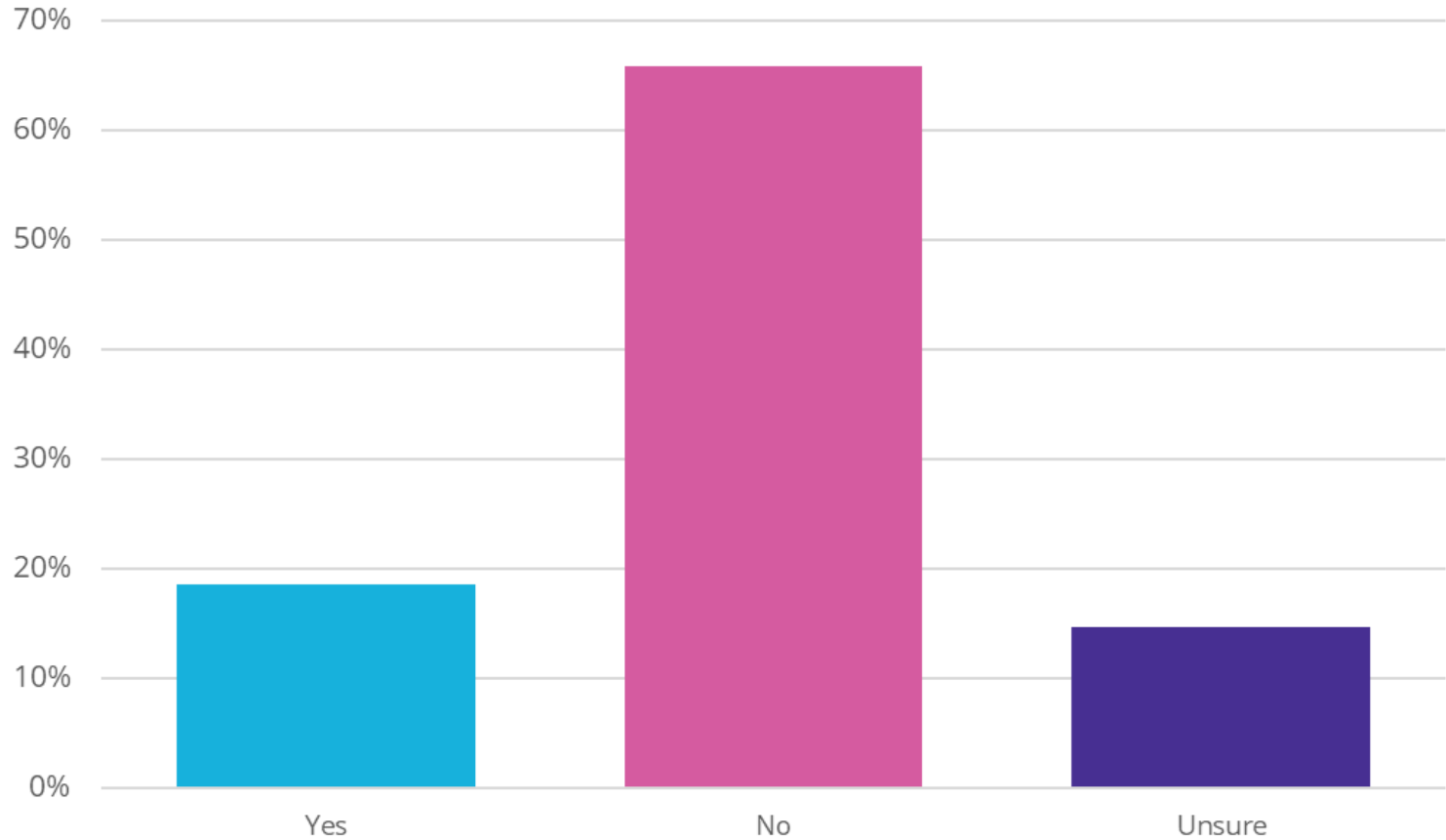
BIG MOVE TWO

Net Zero New Construction

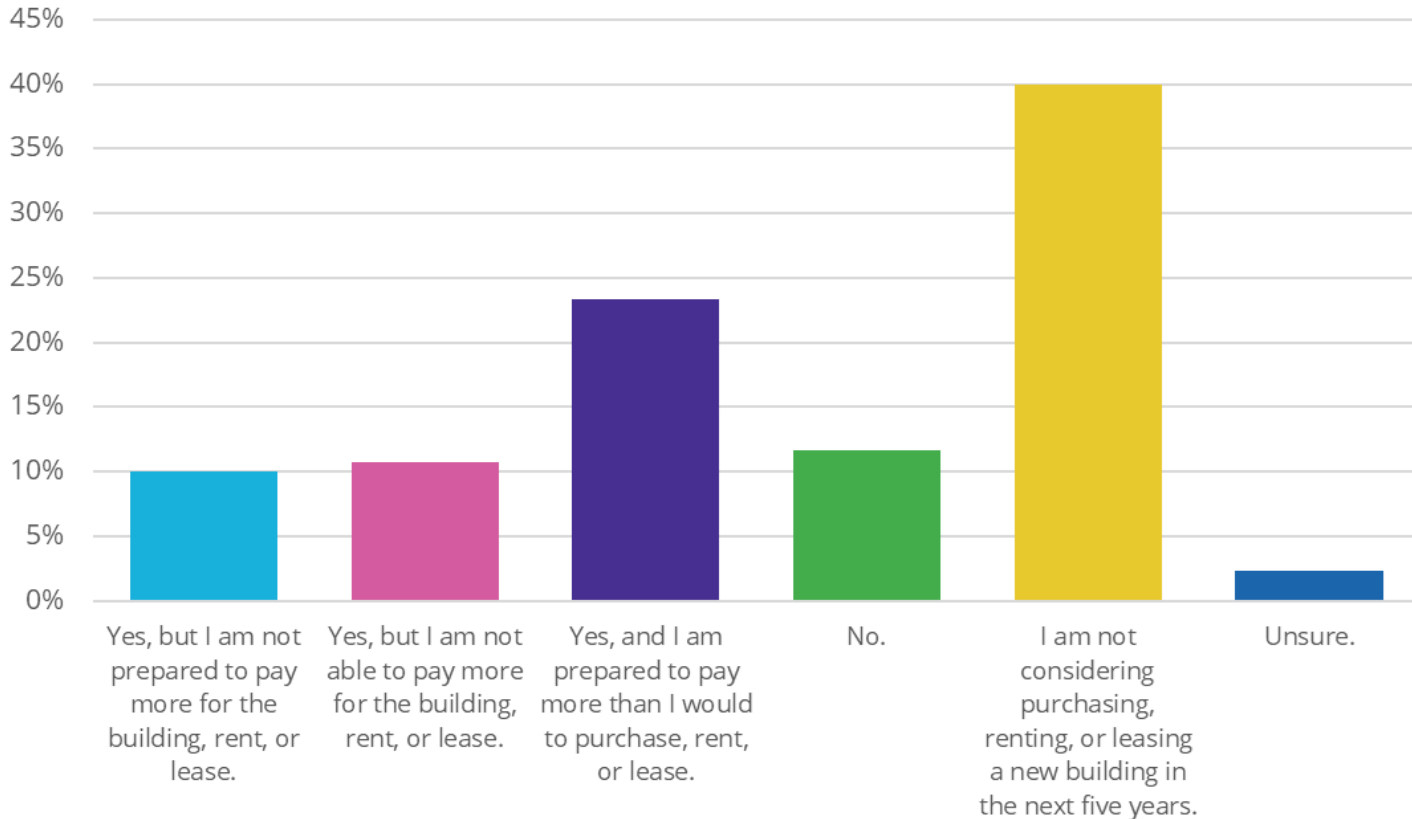
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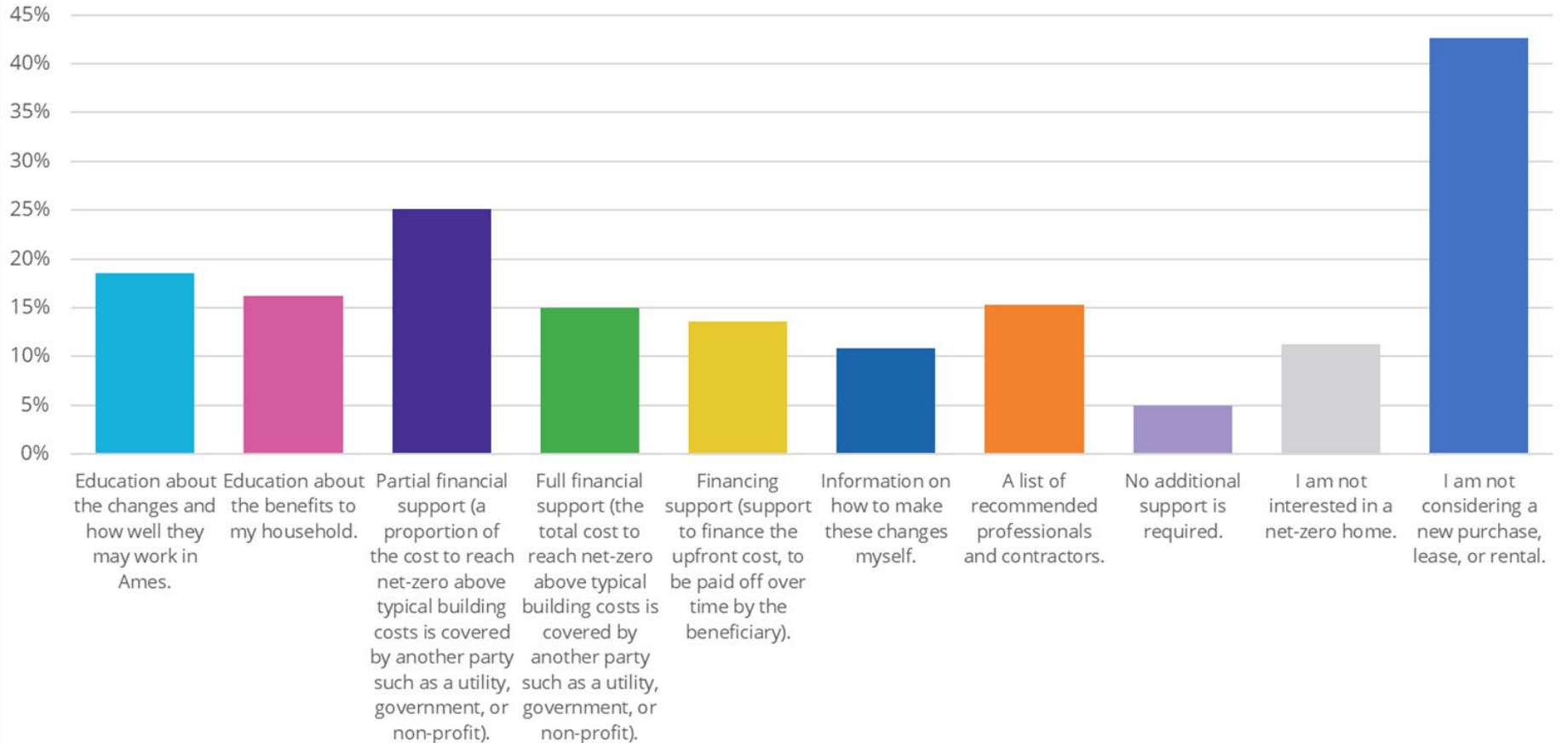
Are you considering purchasing, renting, or leasing a new building or building unit in the next five years? (n=612)



If all else is equal (e.g., size, finishes), are you more likely to purchase, rent, or lease a building that is net-zero energy or net-zero energy ready?
(n=608)



If you are considering purchasing, leasing, or renting a new building or building unit in the next five years, what support would you need to consider a net zero or net-zero energy ready building? (n=564)



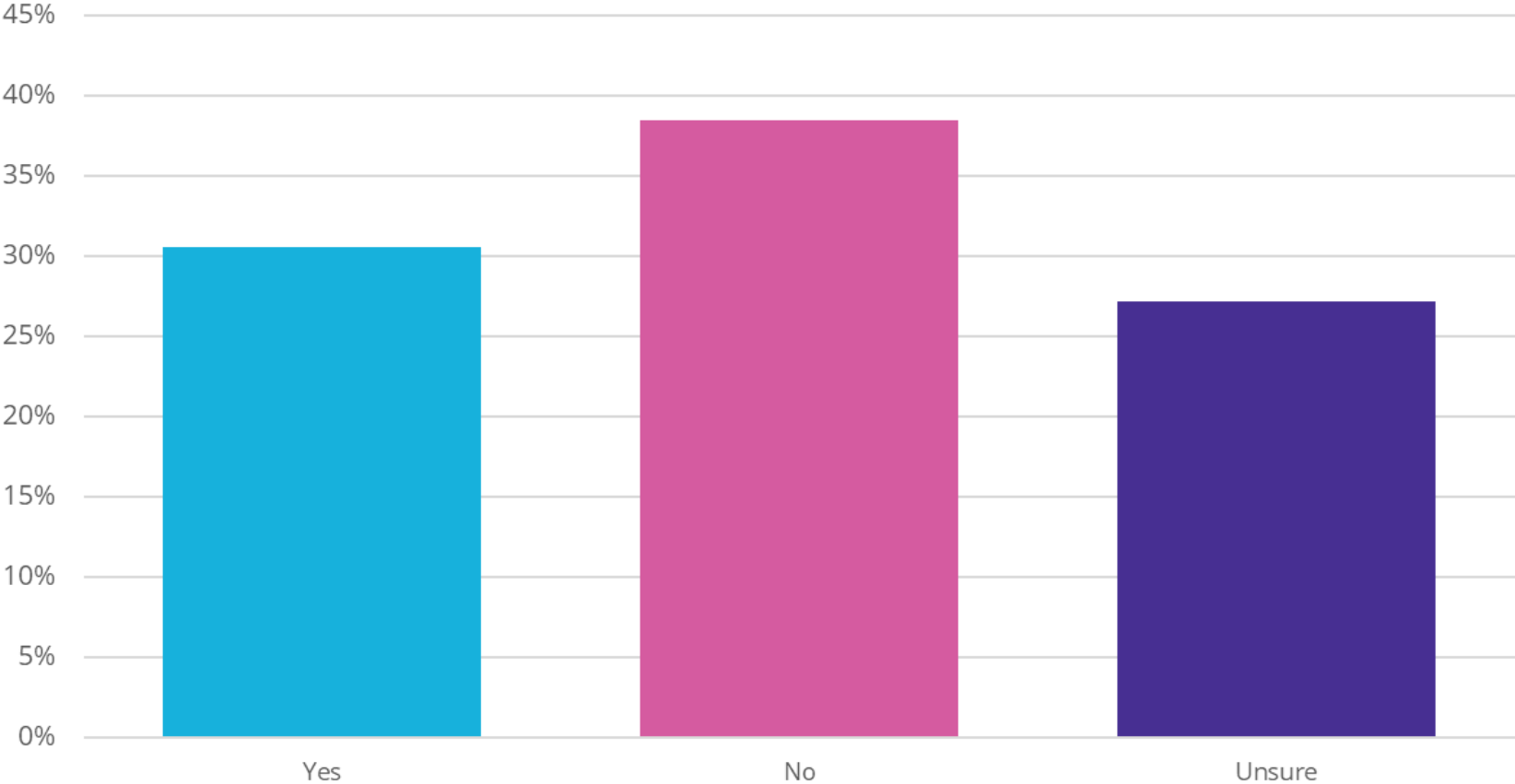
BIG MOVE THREE

Renewable Energy Generation

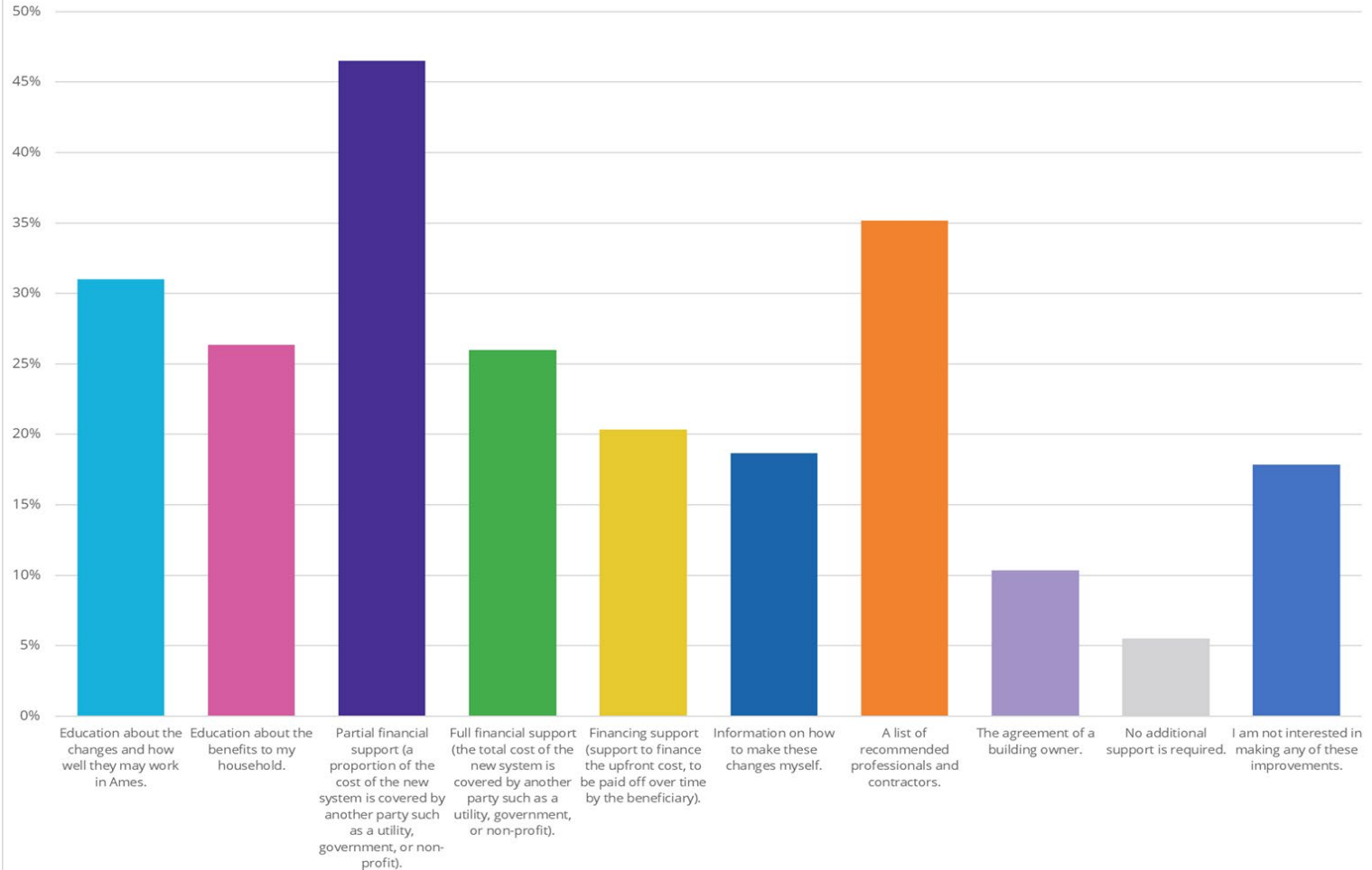
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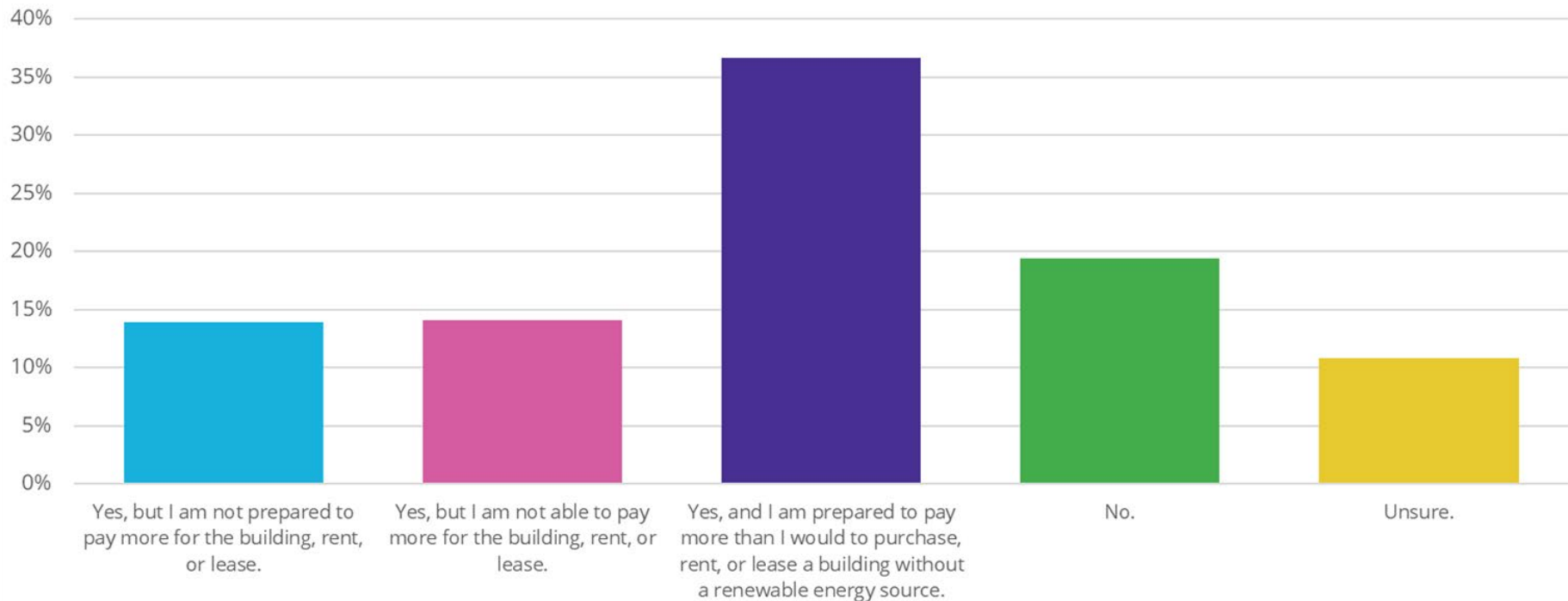
Are you considering adding solar photovoltaic (PV) or other renewable energy sources to a building or property you own or lease in the next five years? (n=612)



What support would you need to consider adding renewable energy to your building or property? (n=600)

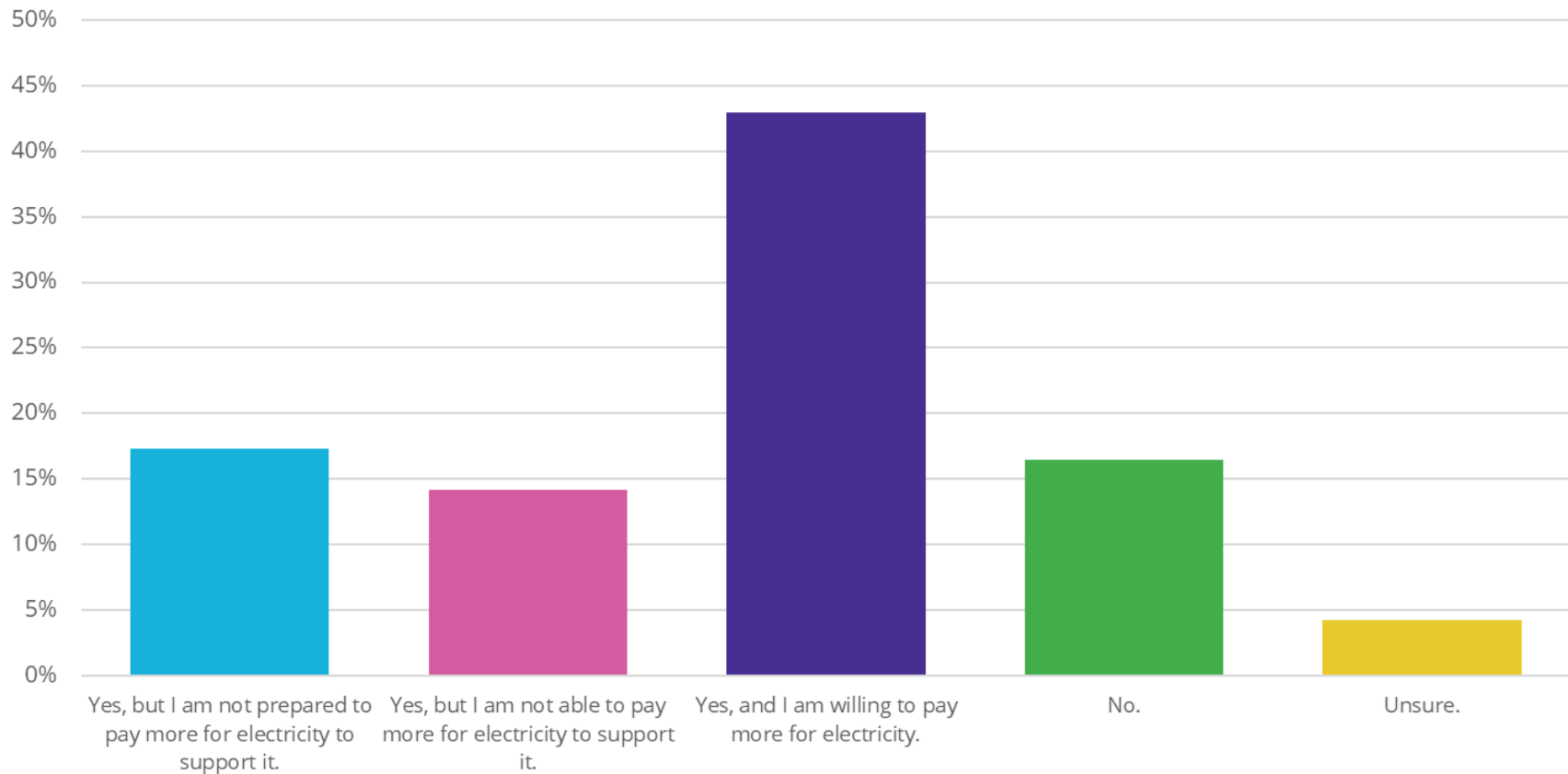


If all else is equal, are you more likely to purchase, rent, or lease a building that already makes use of a renewable energy source? (n=603)



Adding community-scale wind and solar ensures that electricity is lower in emissions for everyone in the community. Do you support an increase in community-scale wind and solar projects?

(n=613)



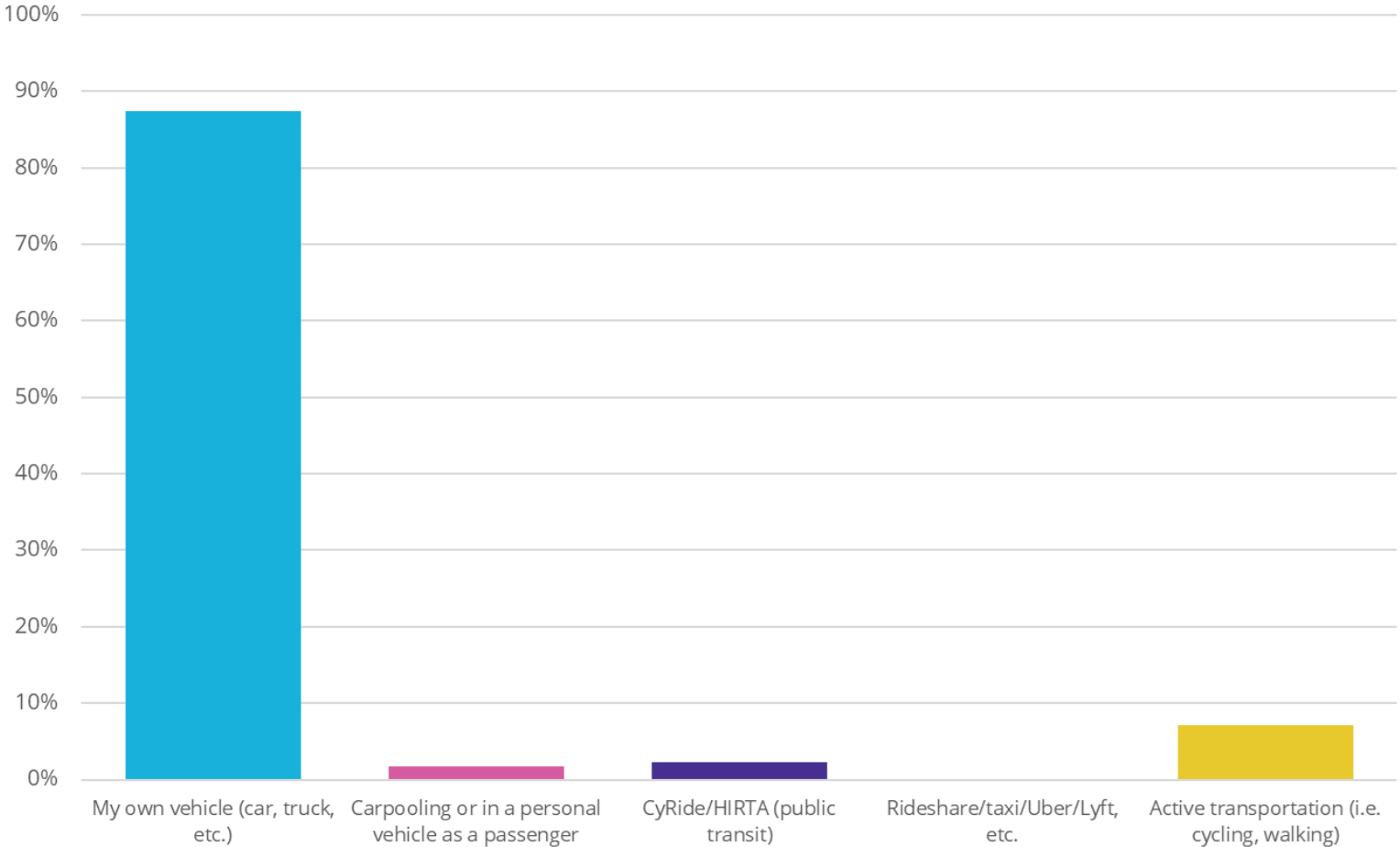
BIG MOVE FOUR

Reducing Vehicle Emissions

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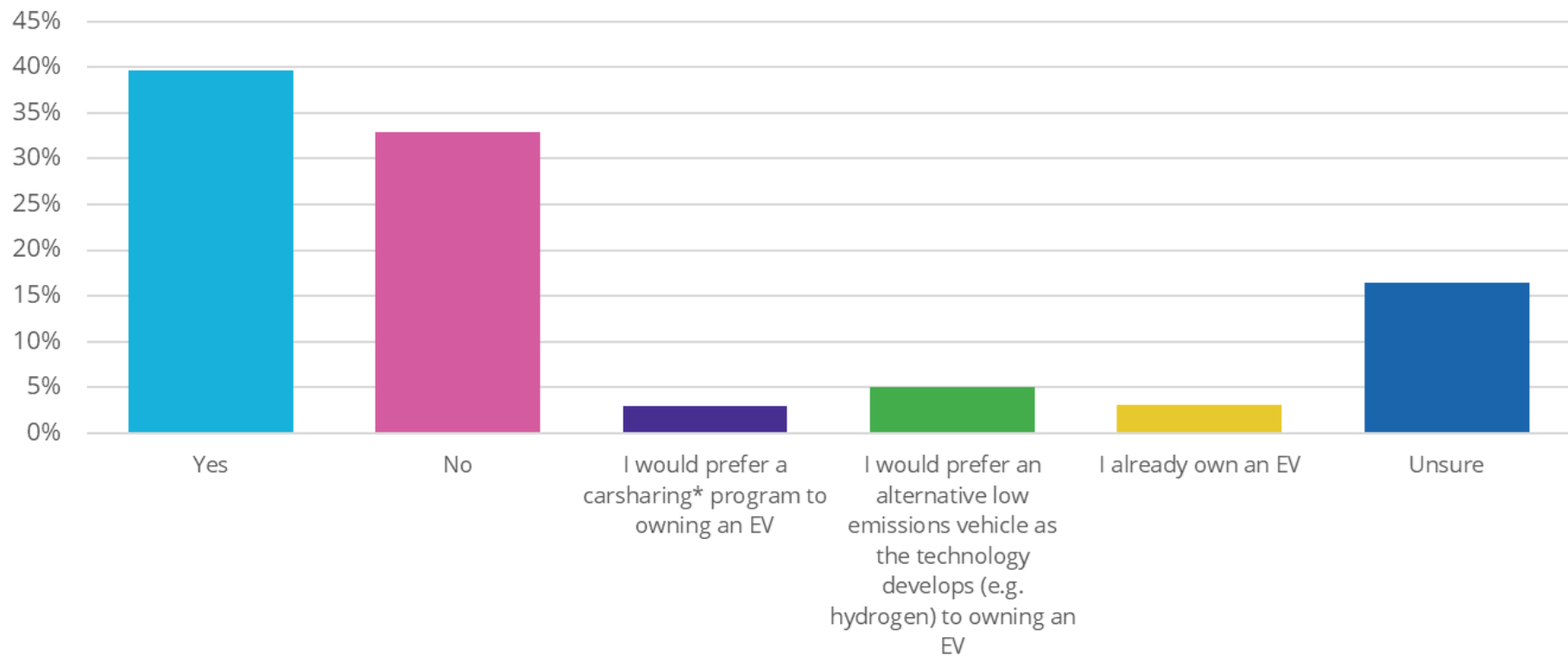


What is your main mode of transportation to get around Ames? (n=616)

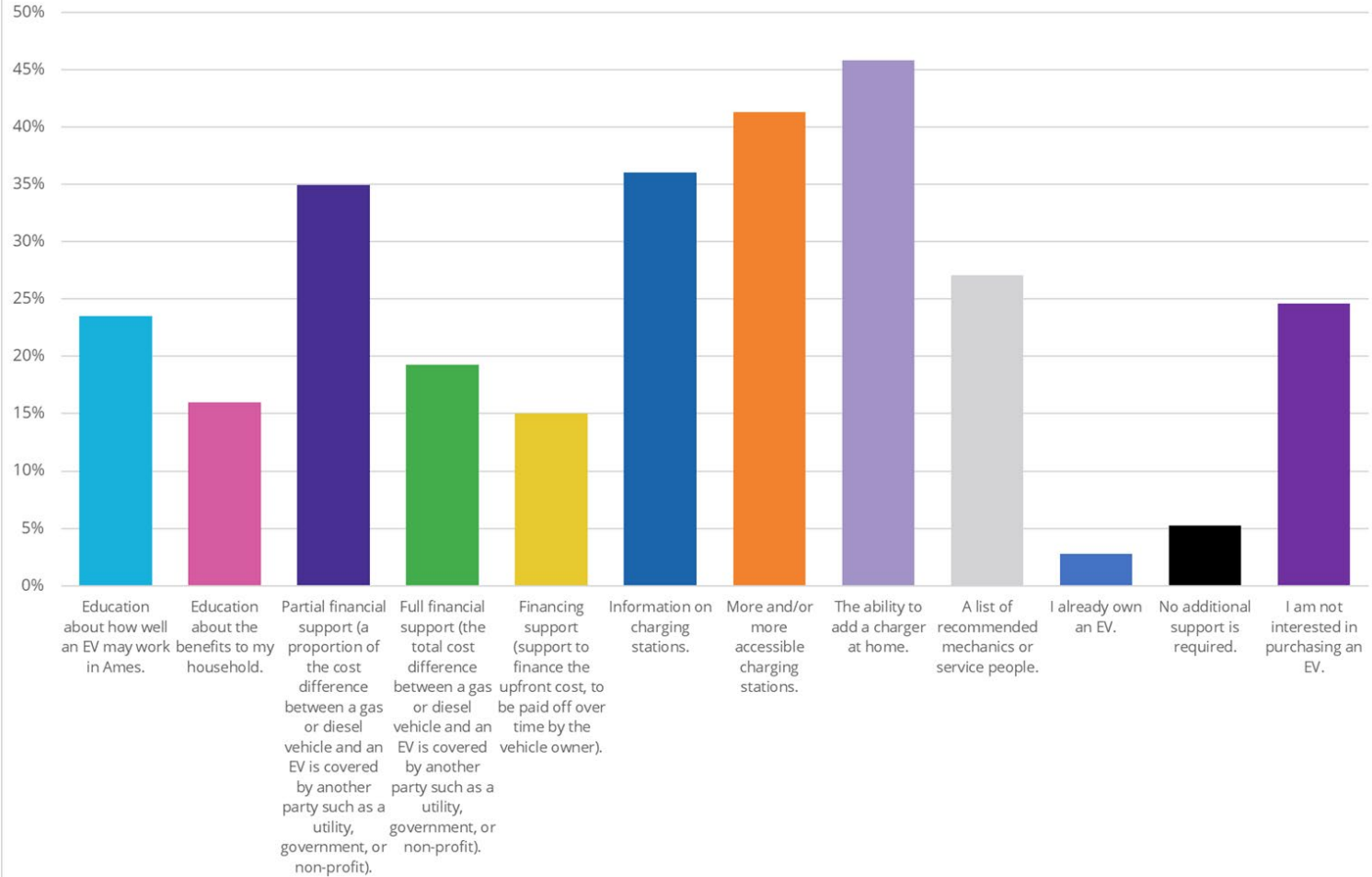


Are you interested in purchasing or leasing an electric vehicle (EV) in the next five years?

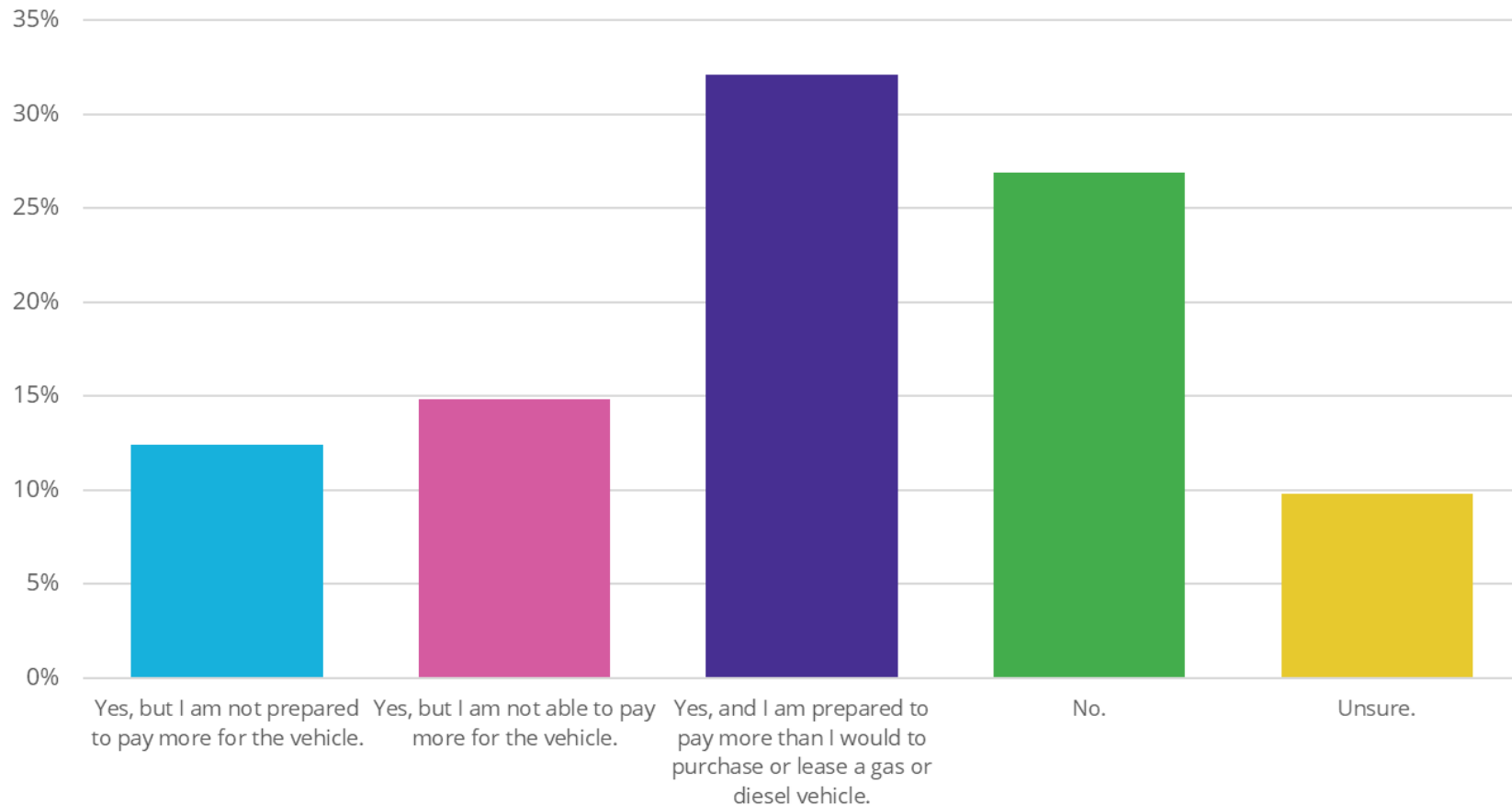
(n=616)



What support would you need to purchase or lease an electric vehicle? (n=613)



If all else is equal (e.g., comfort, features, etc.), are you more likely to purchase or lease an EV compared to a gas or diesel vehicle? (n=613)



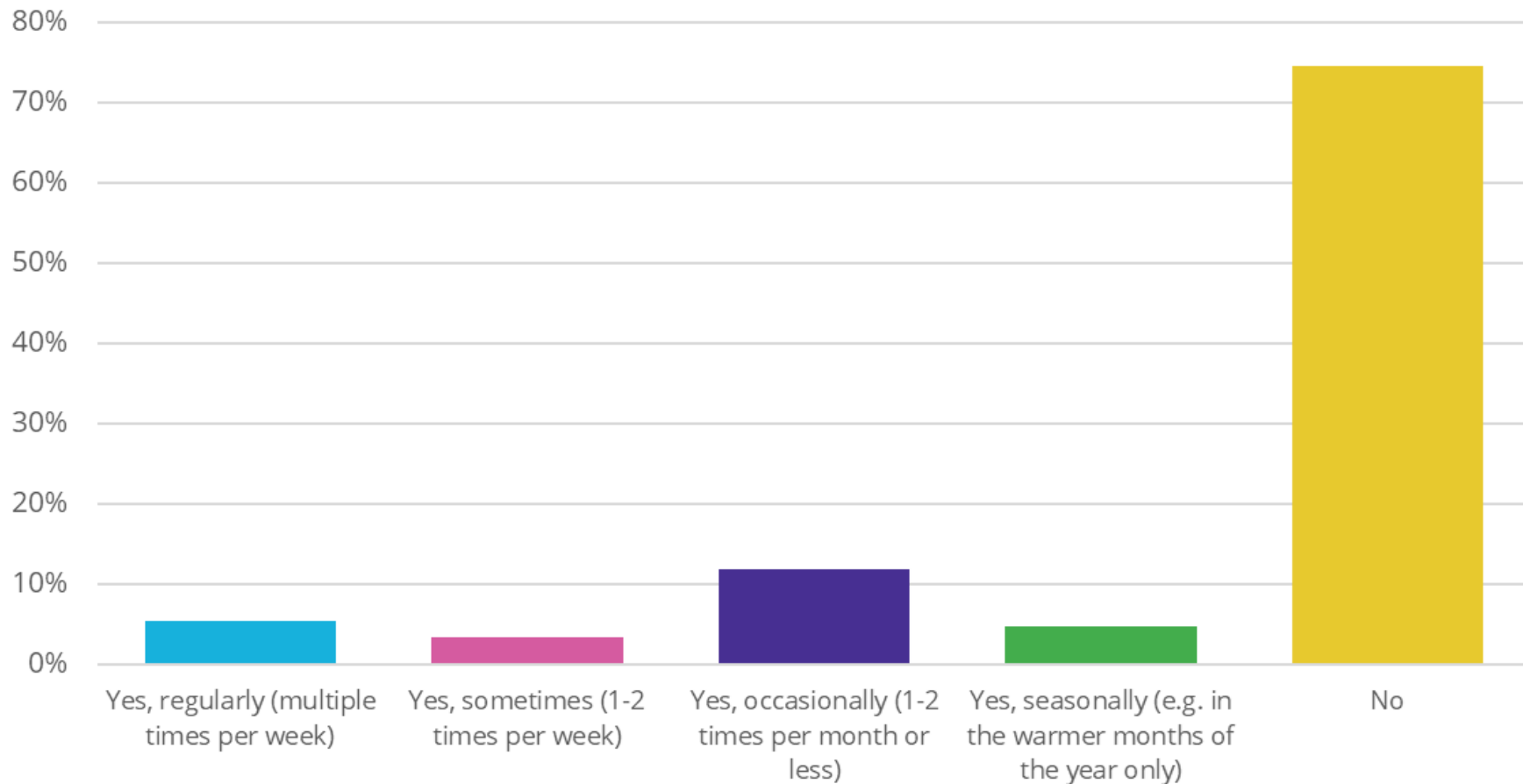
BIG MOVE FIVE

Increasing Active Transportation and Transit Use

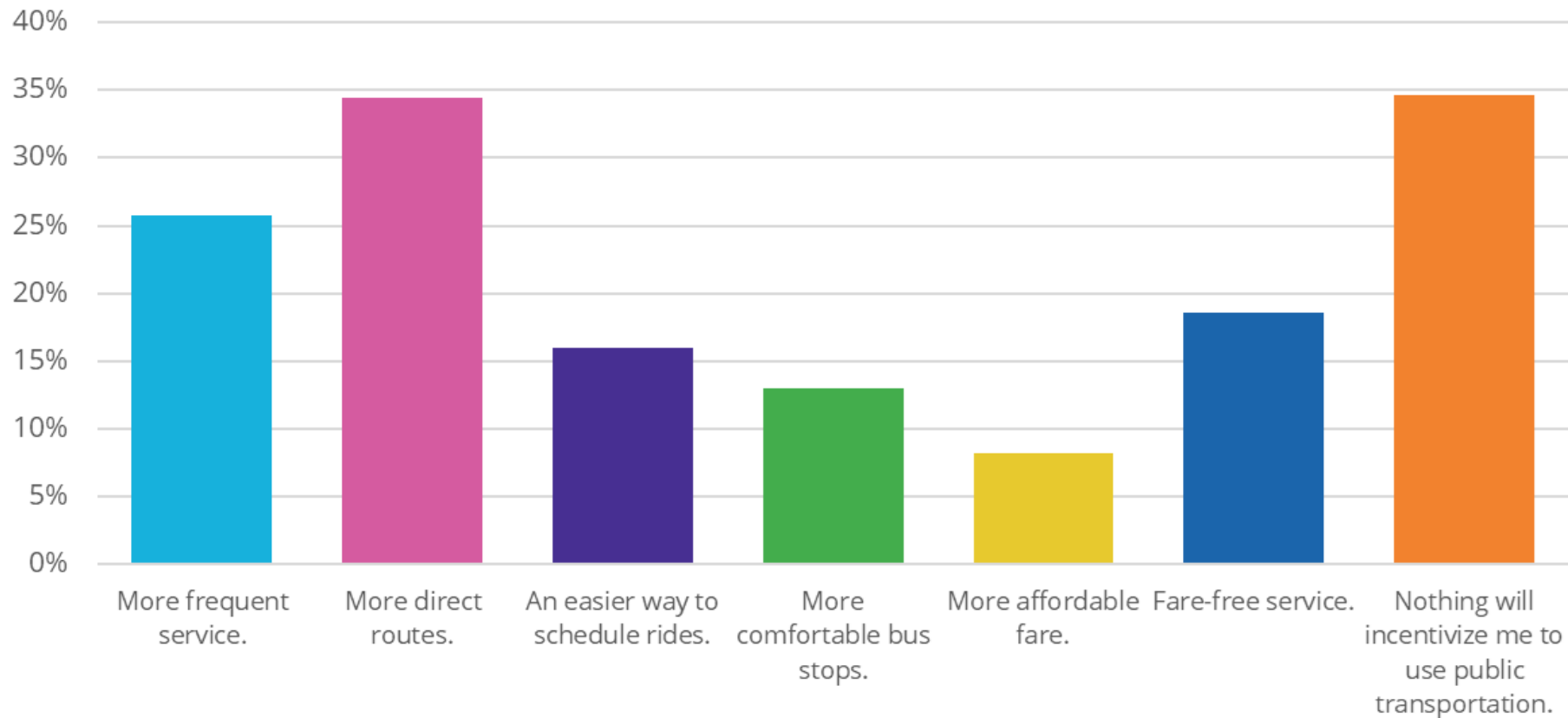
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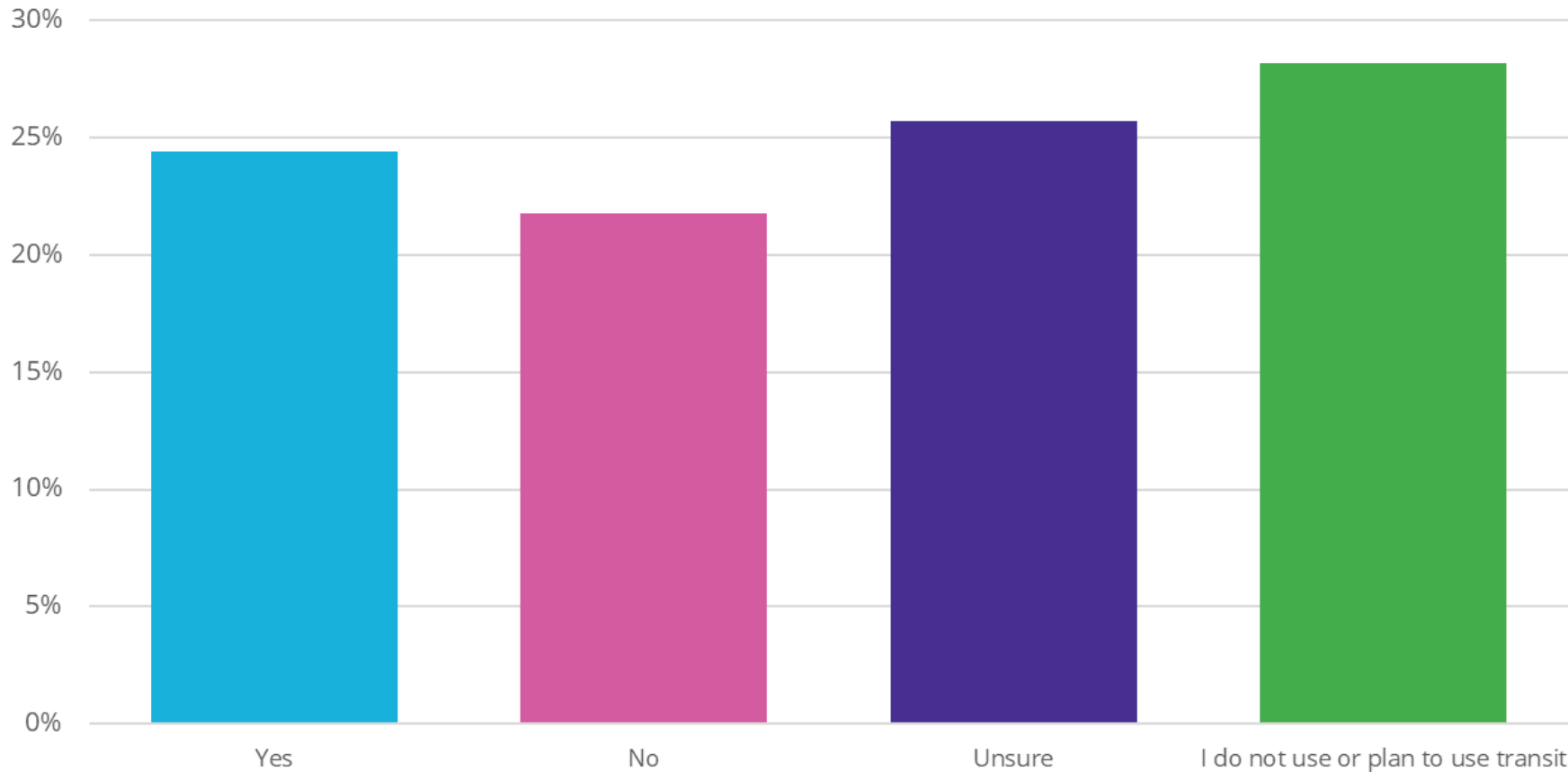
Do you take CyRide/HIRTA (public transit) in Ames? (n=614)



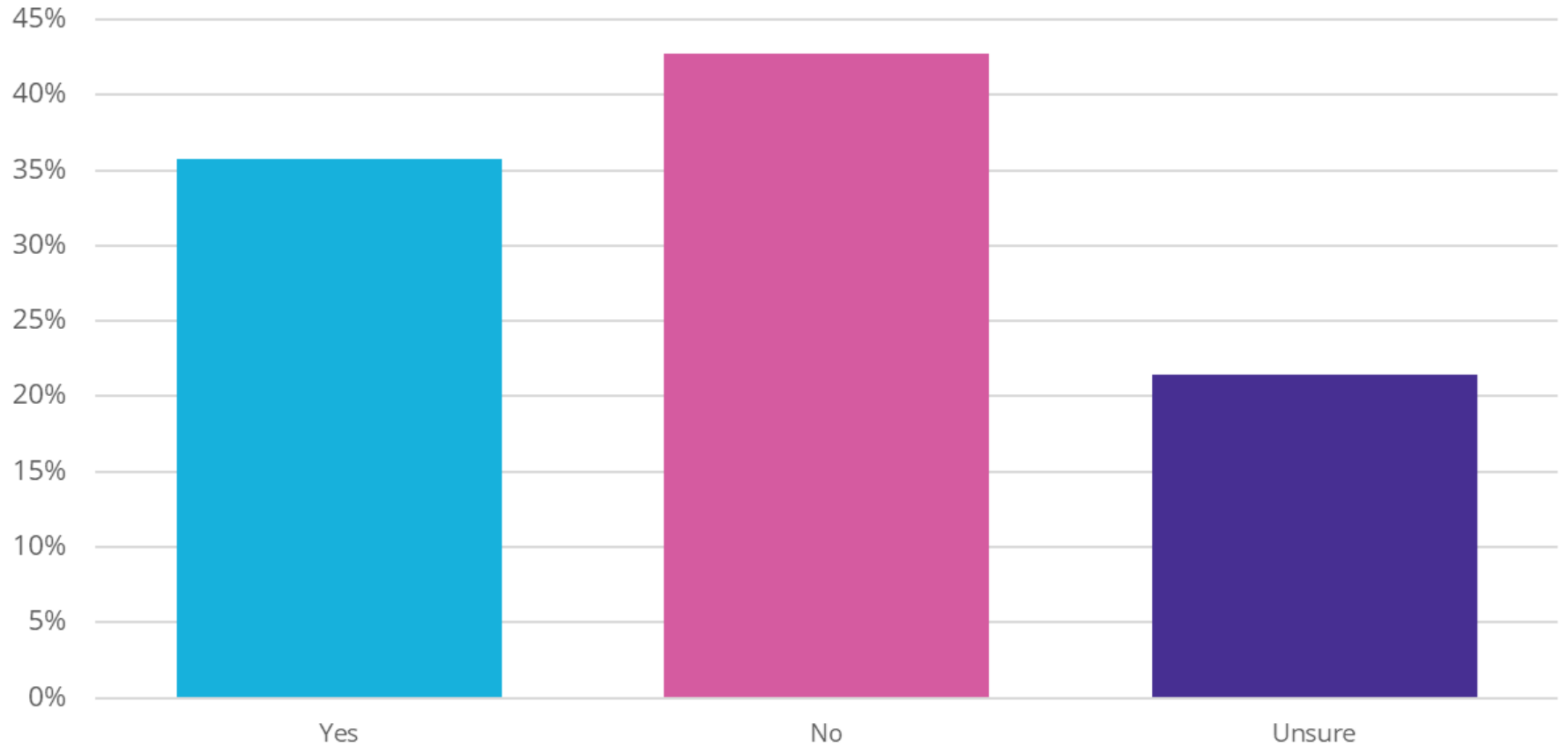
If you do not take CyRide/HIRTA regularly, what would encourage you to use this form of transportation more often? (n=575)



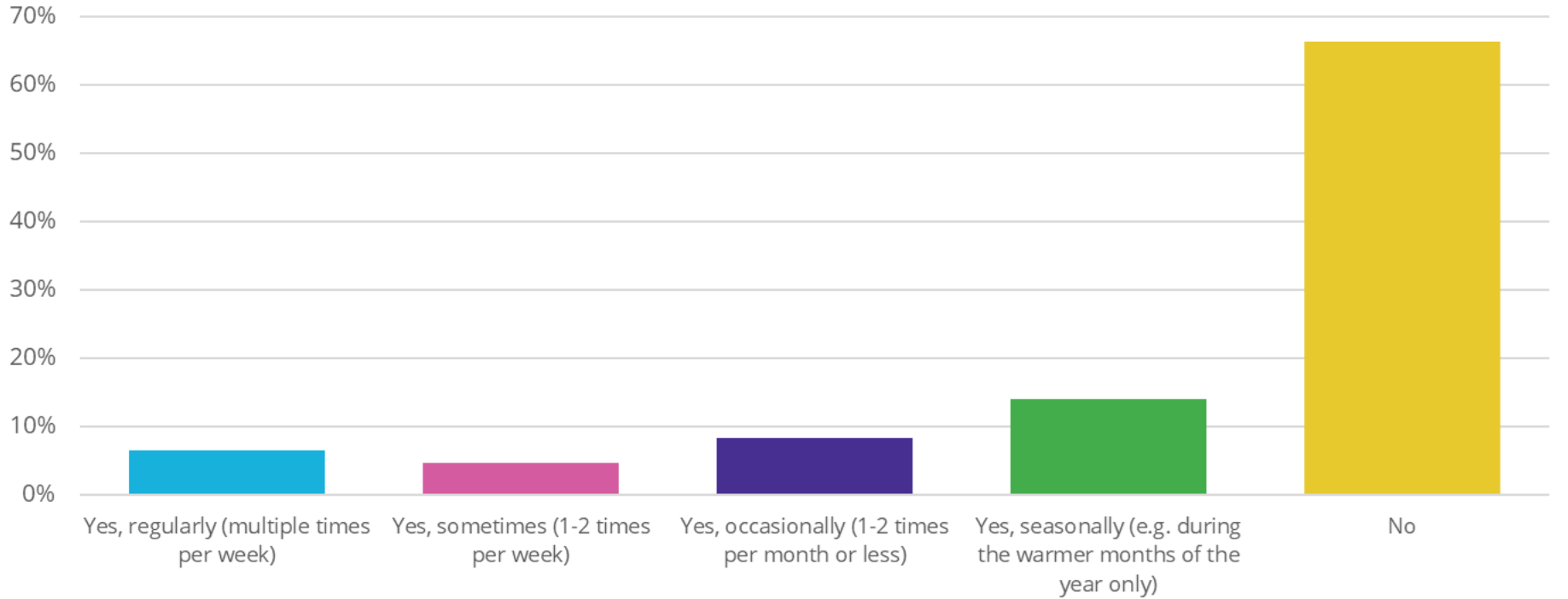
Would you be willing to pay more per ride for a transit service with more frequent service or more direct routes? (n=611)



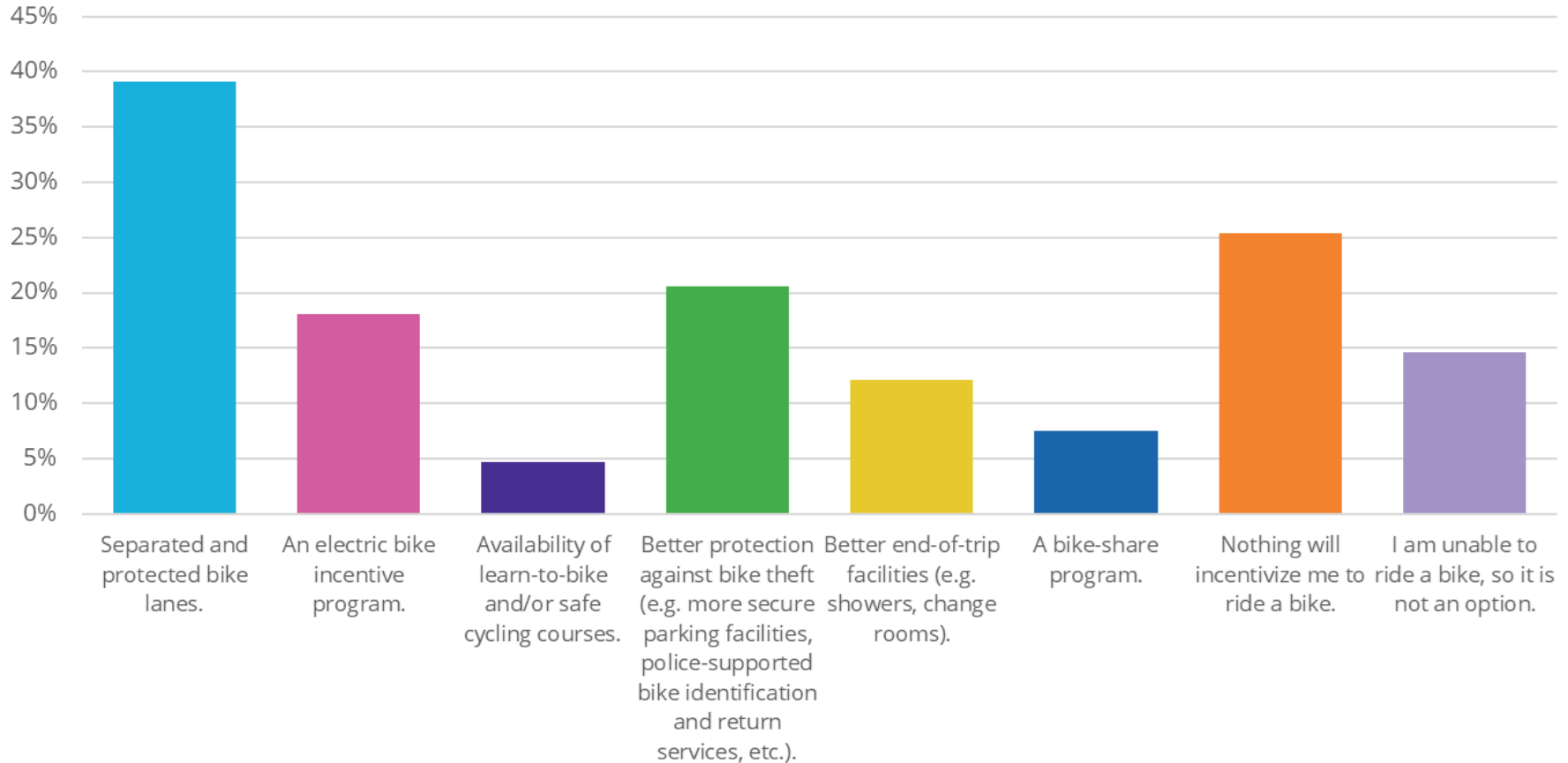
Would you be willing to pay a higher property tax levy for a transit service with more frequent service or more direct routes? (n=615)



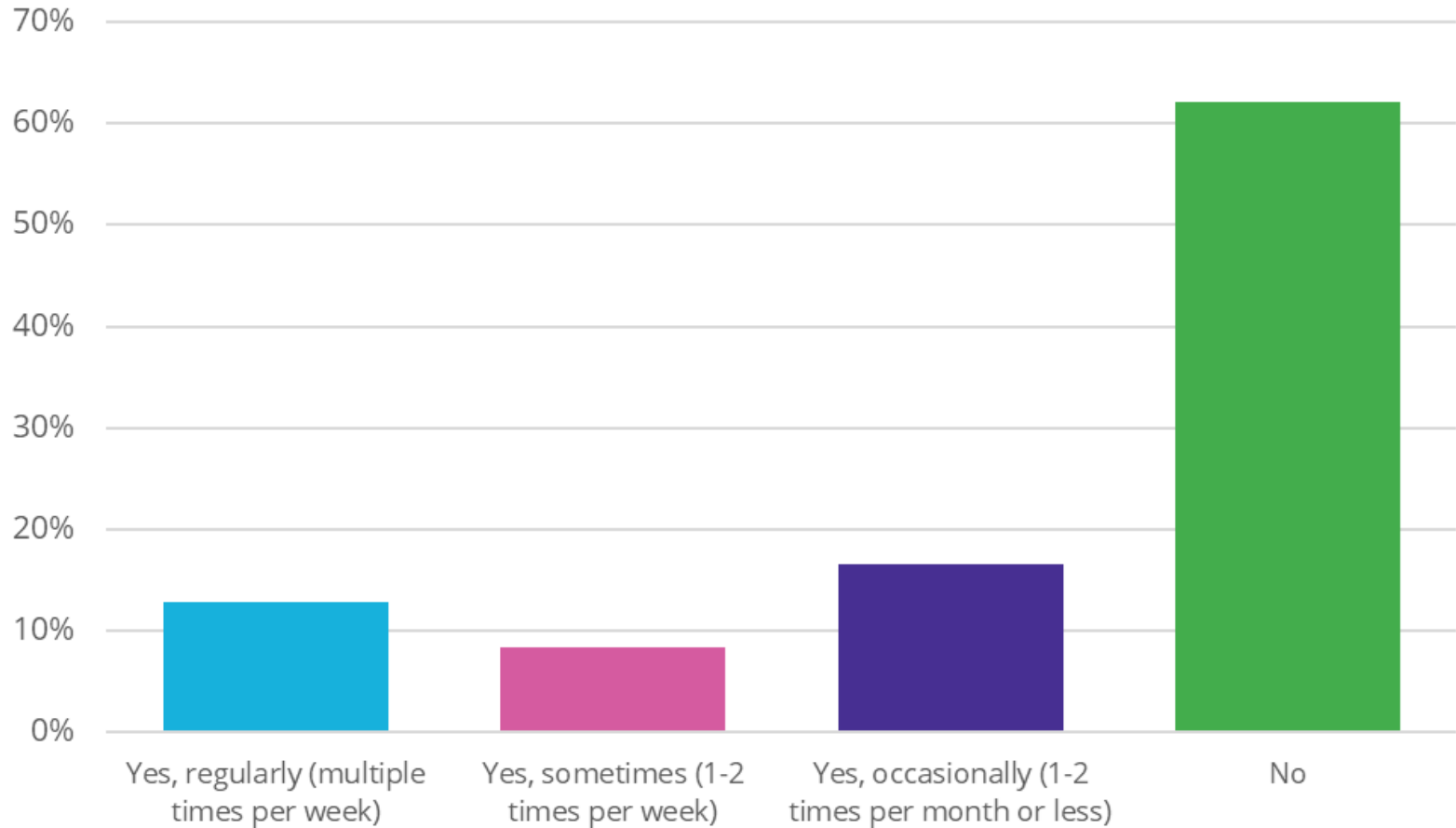
Do you ride a bike to commute (i.e. to reach a destination rather than for recreation or leisure) in Ames? (n=613)



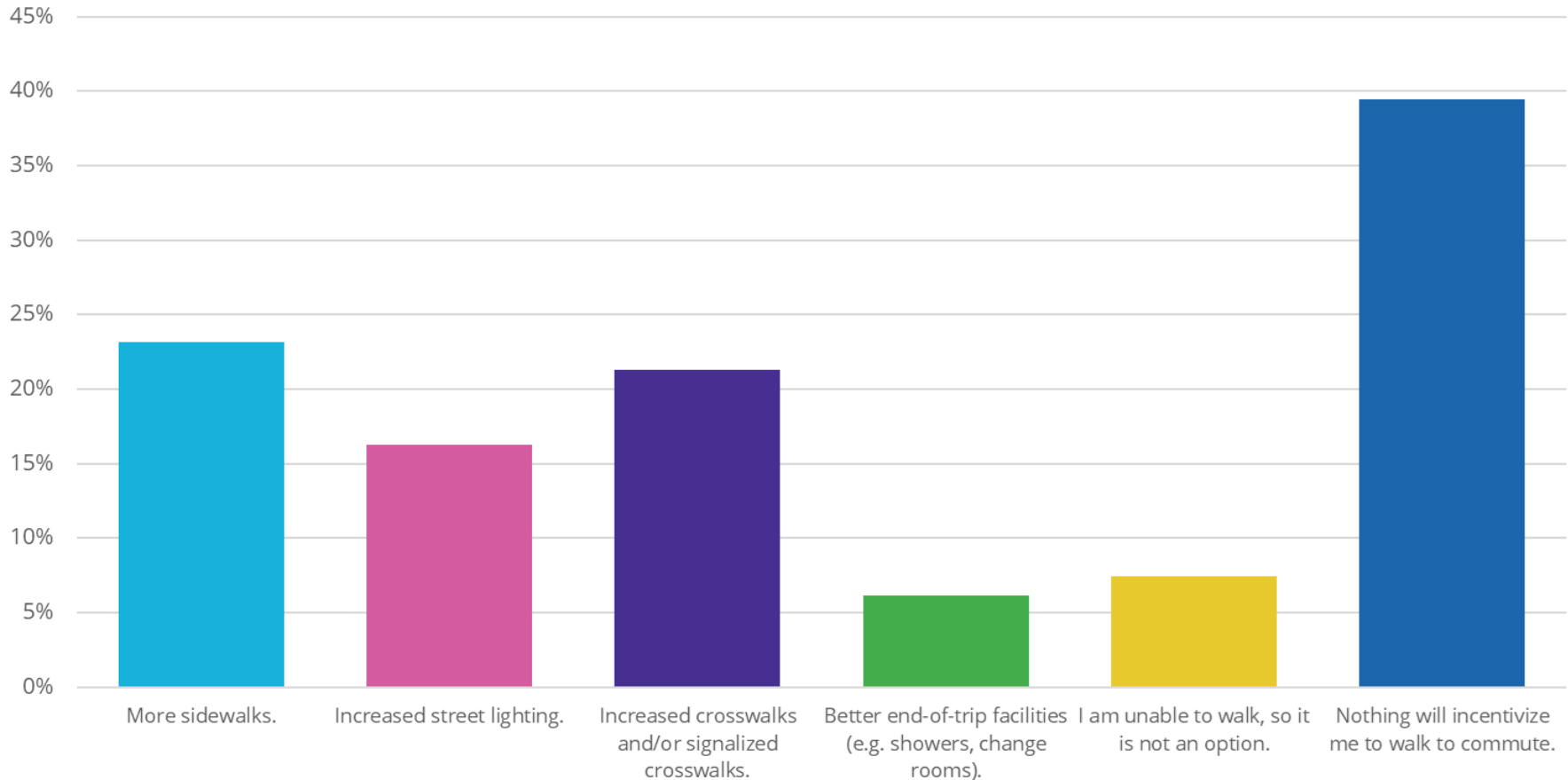
If you do not ride a bike to commute in Ames regularly, what would encourage you to use this form of transportation more often? (n=560)



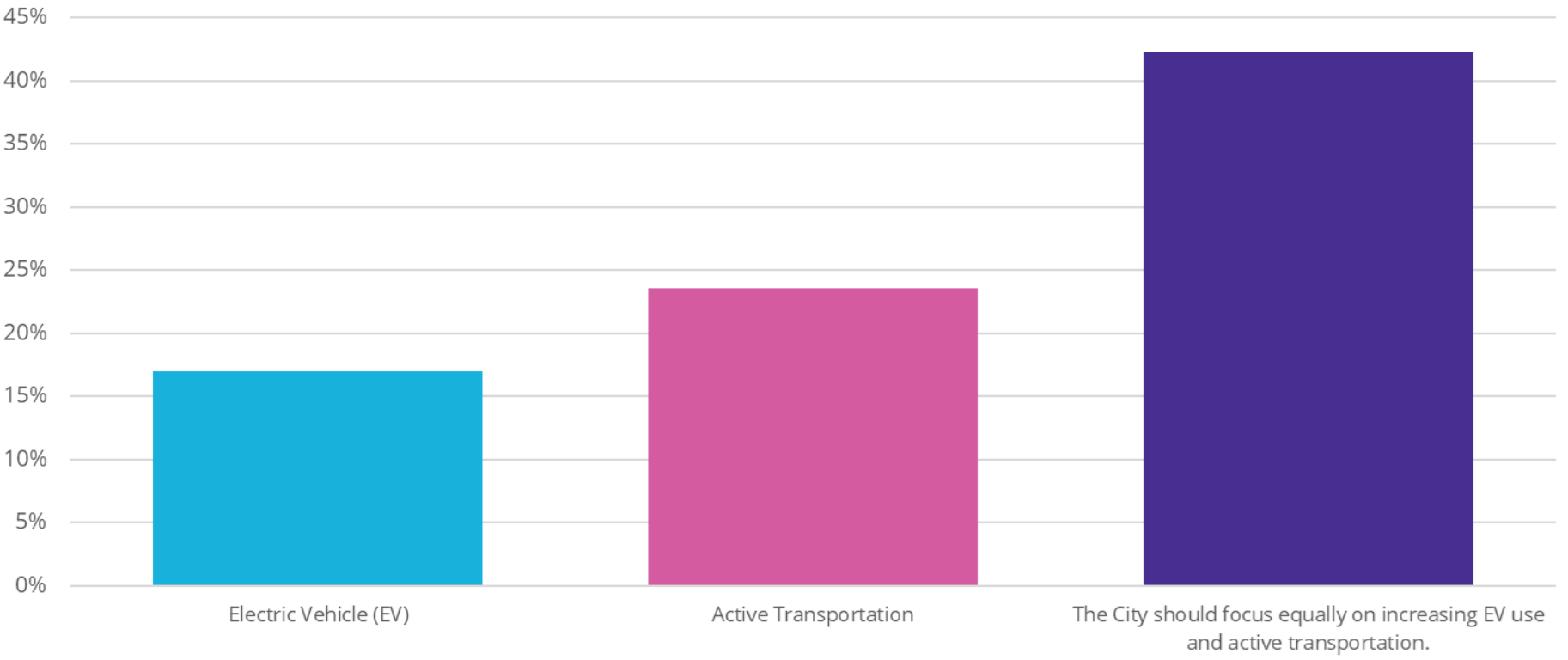
Do you walk to commute in Ames? (n=608)



If you do not walk to commute in Ames regularly, what would encourage you to use this form of transportation more often? (n=522)



Would you rather the City focus on helping to increase the use of electric vehicles in Ames (e.g. by installing charging stations) or on increasing activetransportation opportunities (e.g. by adding and improving infrastructure forwalking, cycling, in-lin



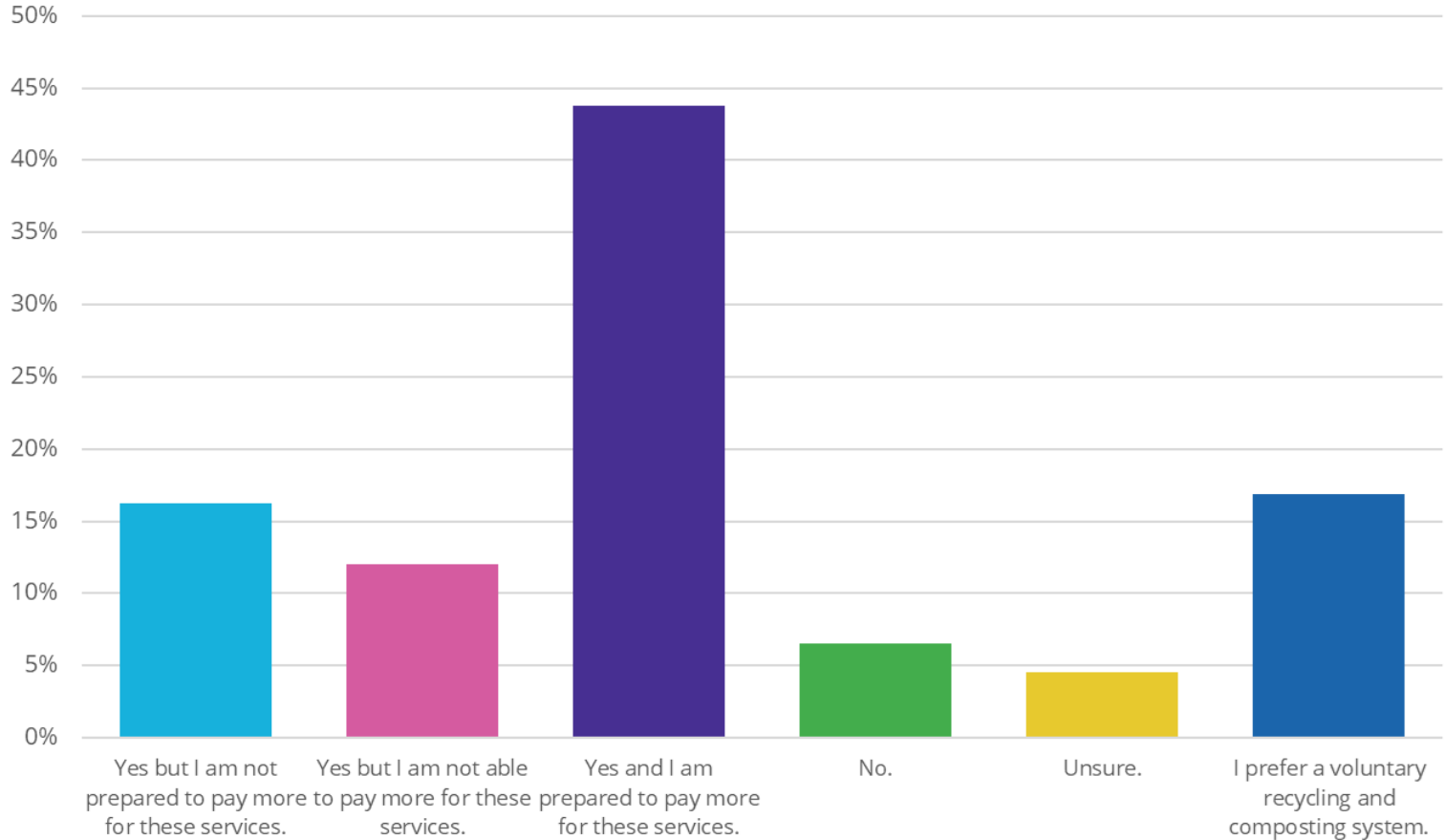
BIG MOVE SIX

Reducing Waste Emissions

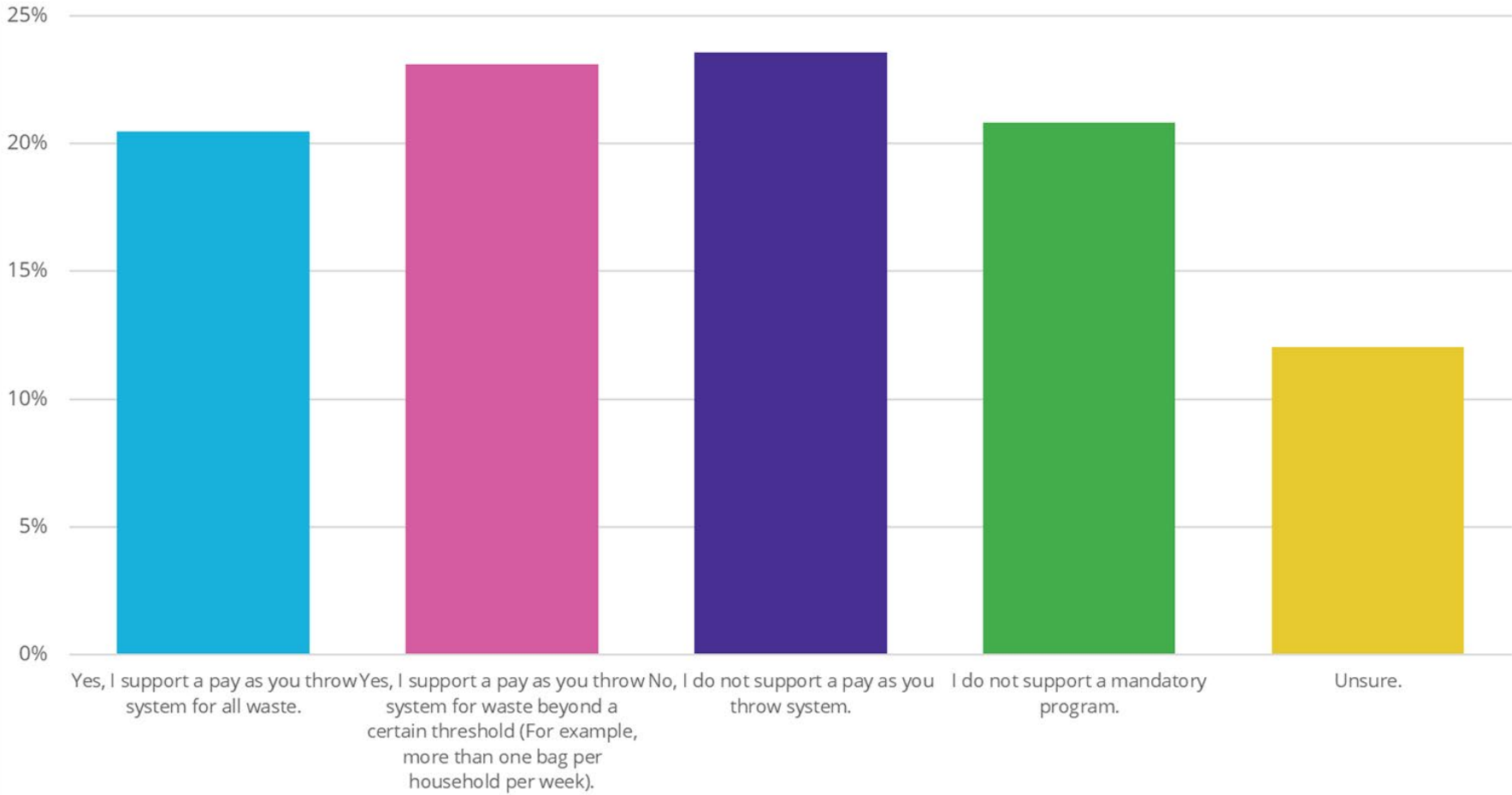
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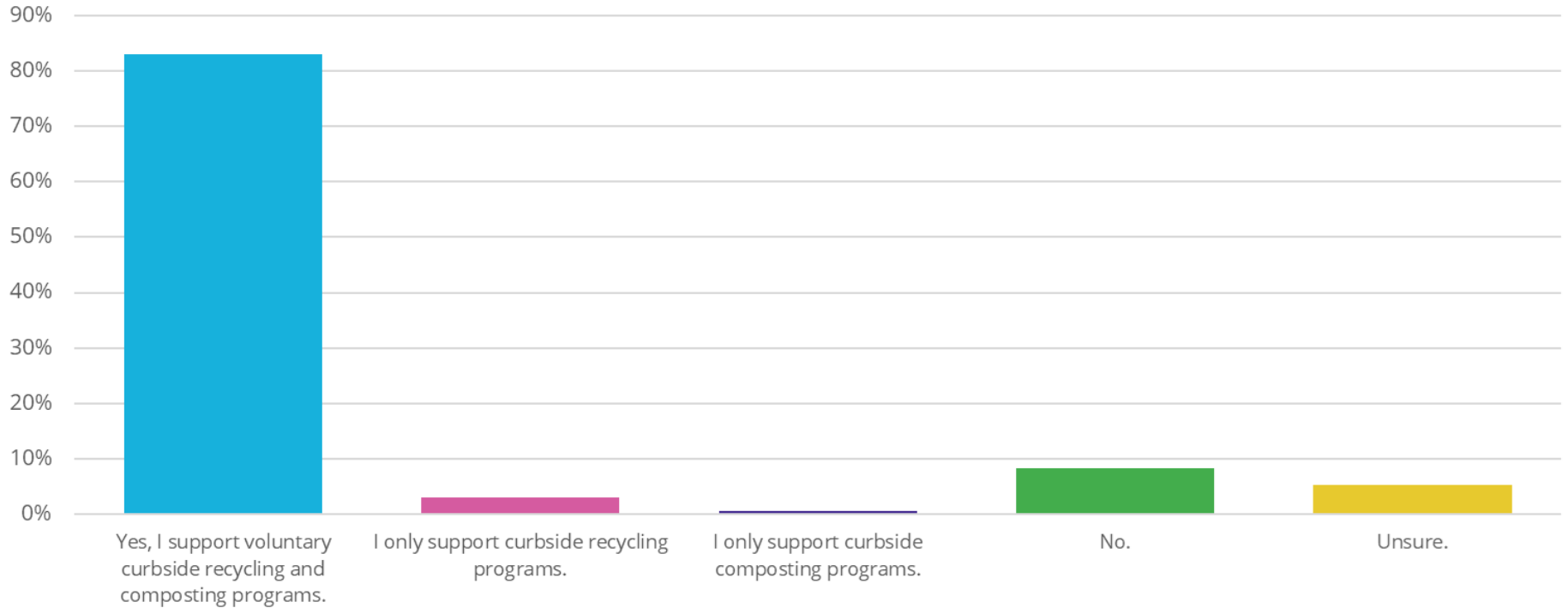
Would you participate in enhanced programs and services that allow you to divert more waste (e.g. curbside recycling and composting programs)? (n=615)



Do you believe residents should 'pay as they throw' for garbage? For example, should households pay for some or all of their waste that goes into the waste bin instead of recycling or composting? (n=615)

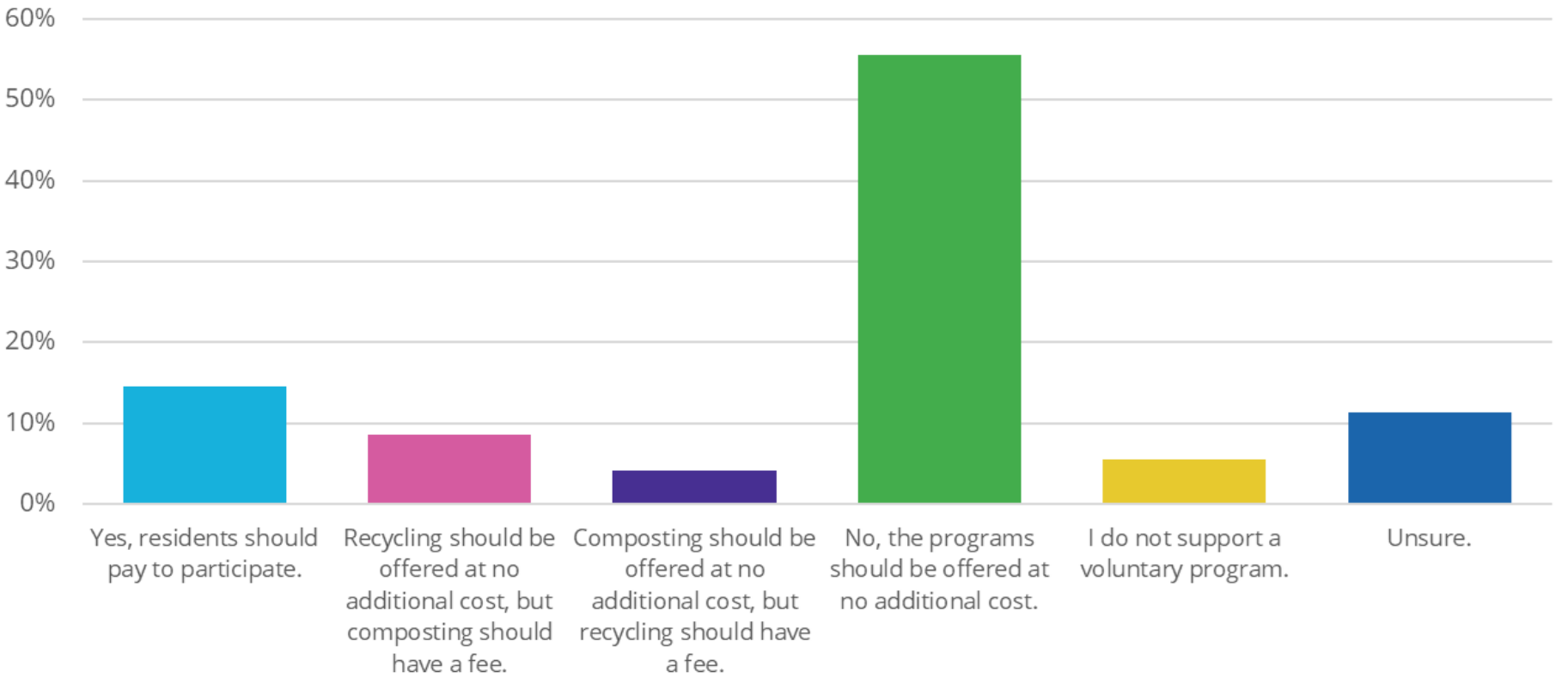


Do you support voluntary curbside recycling and compost programs that allow residents to compost or recycle if they choose to? (n=610)

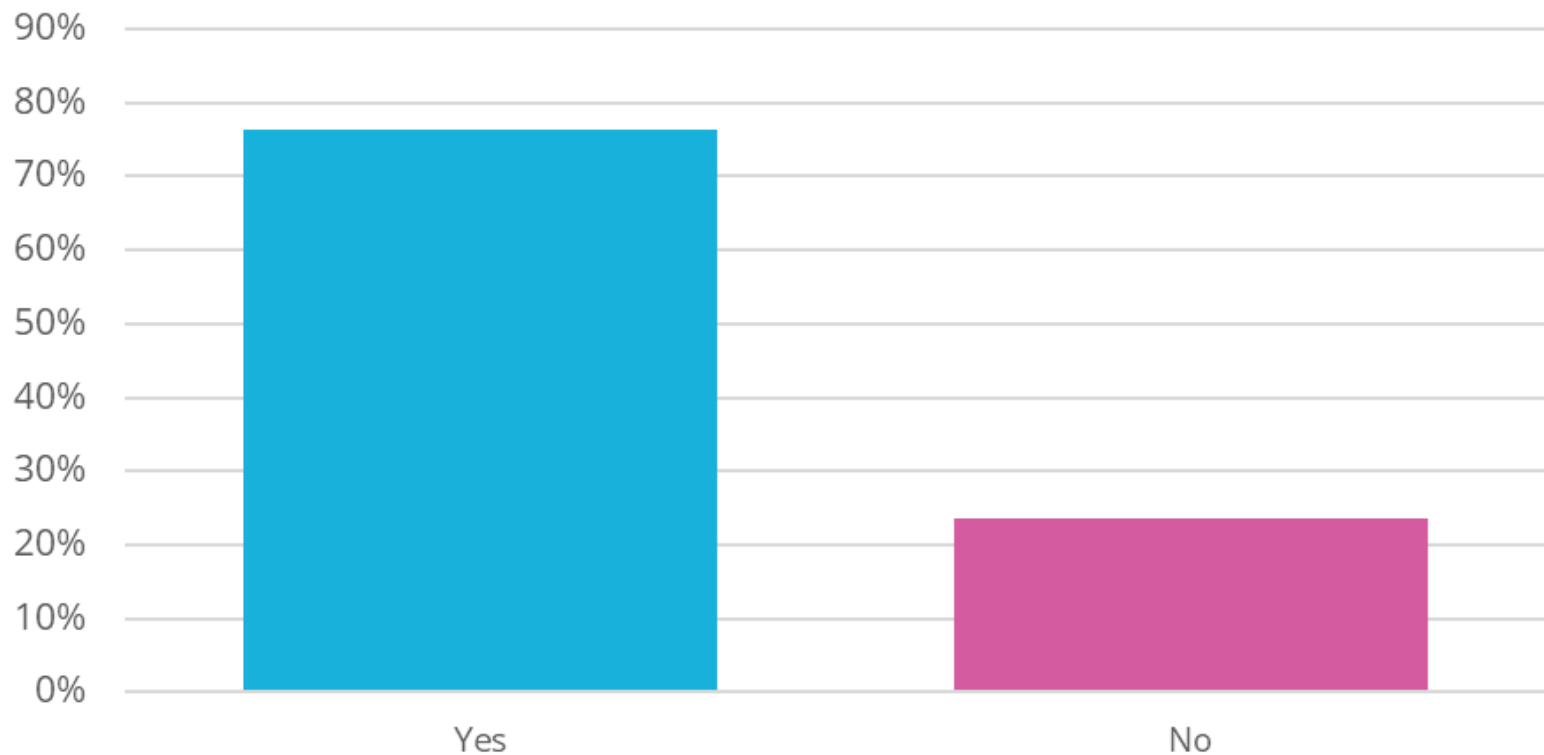


Do you believe residents should pay for curbside composting and recycling programs?

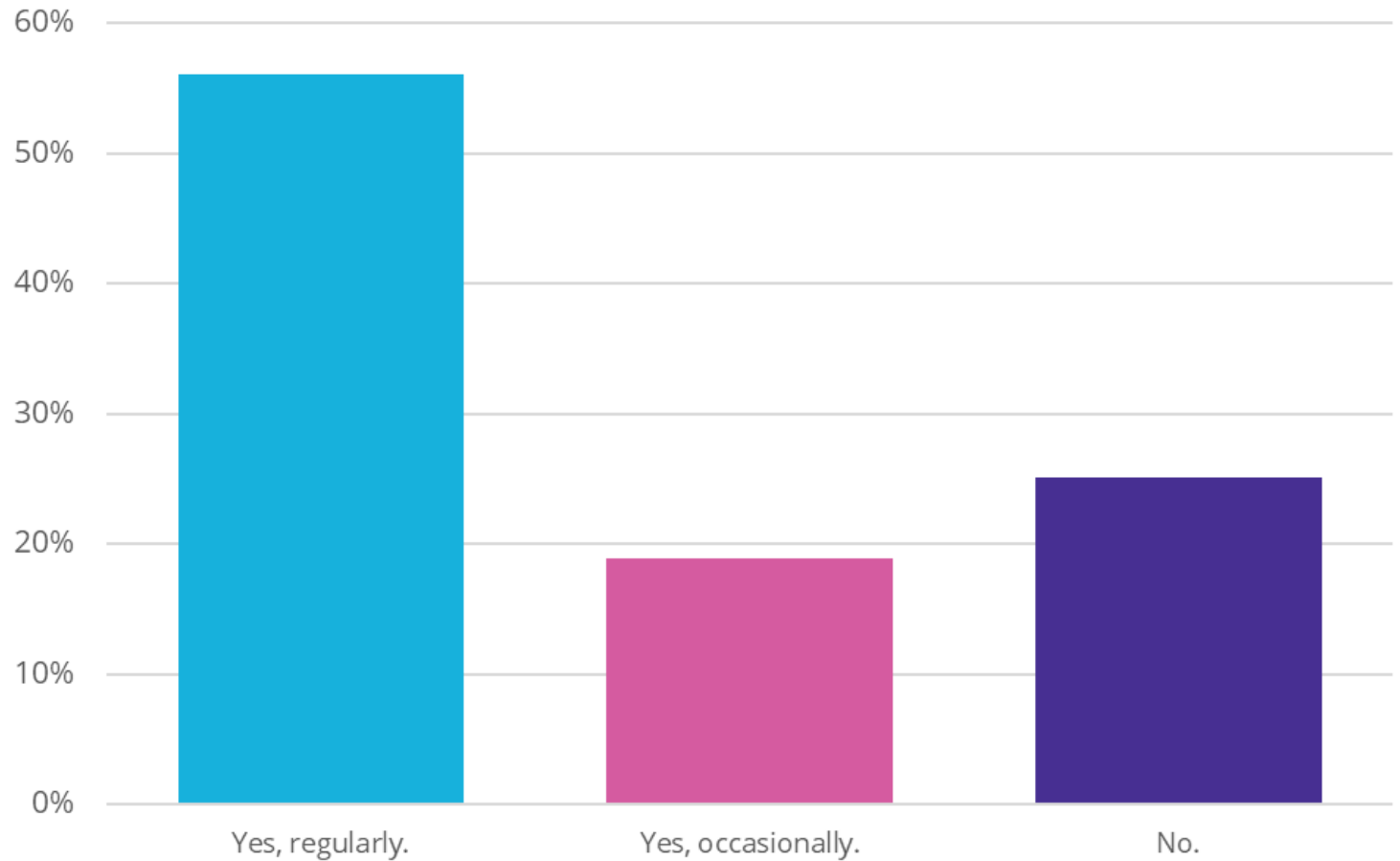
(n=615)



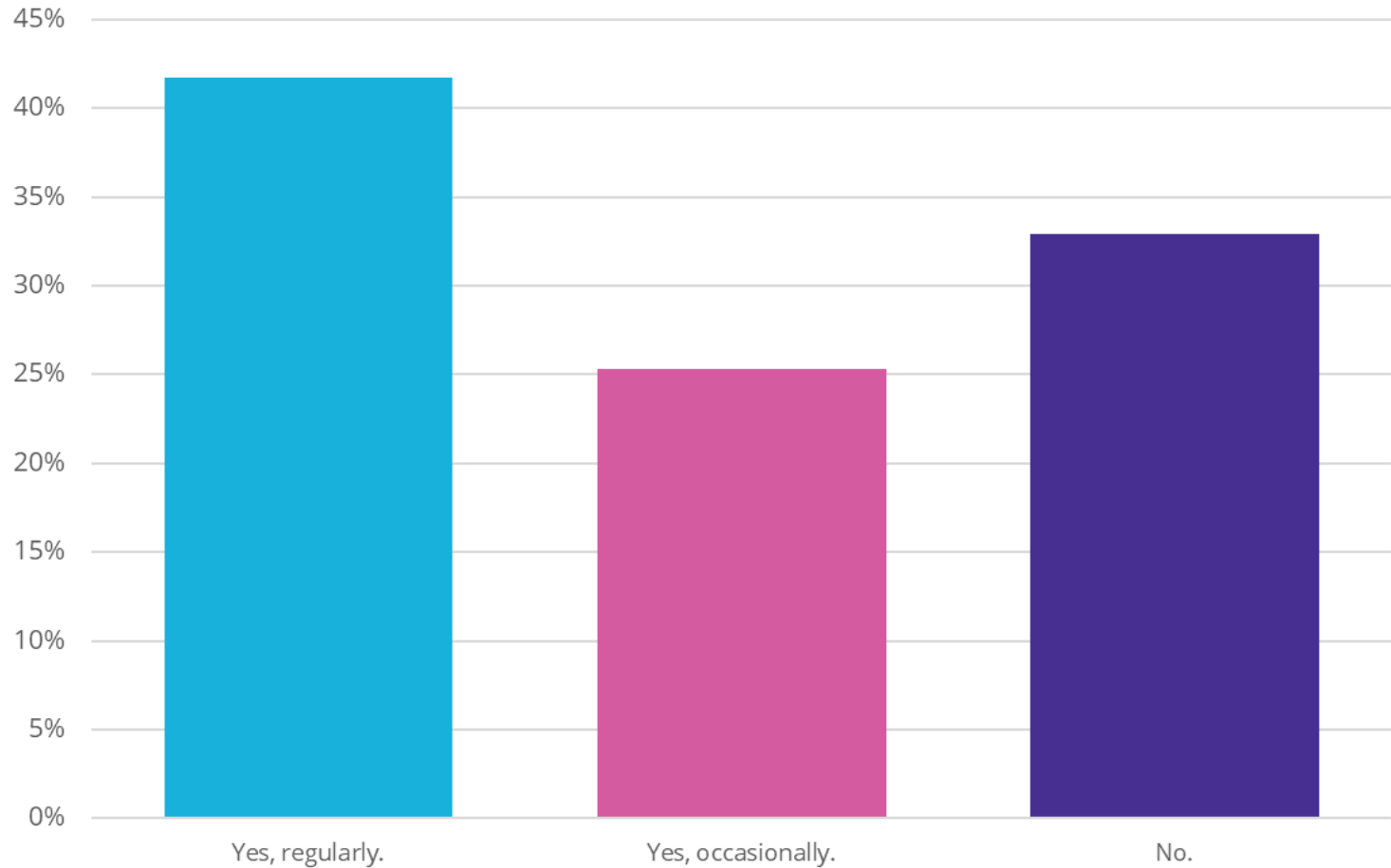
Did you know that glass food containers can be recycled by dropping them into yellow recycling bins at local grocery stores? (n=614)



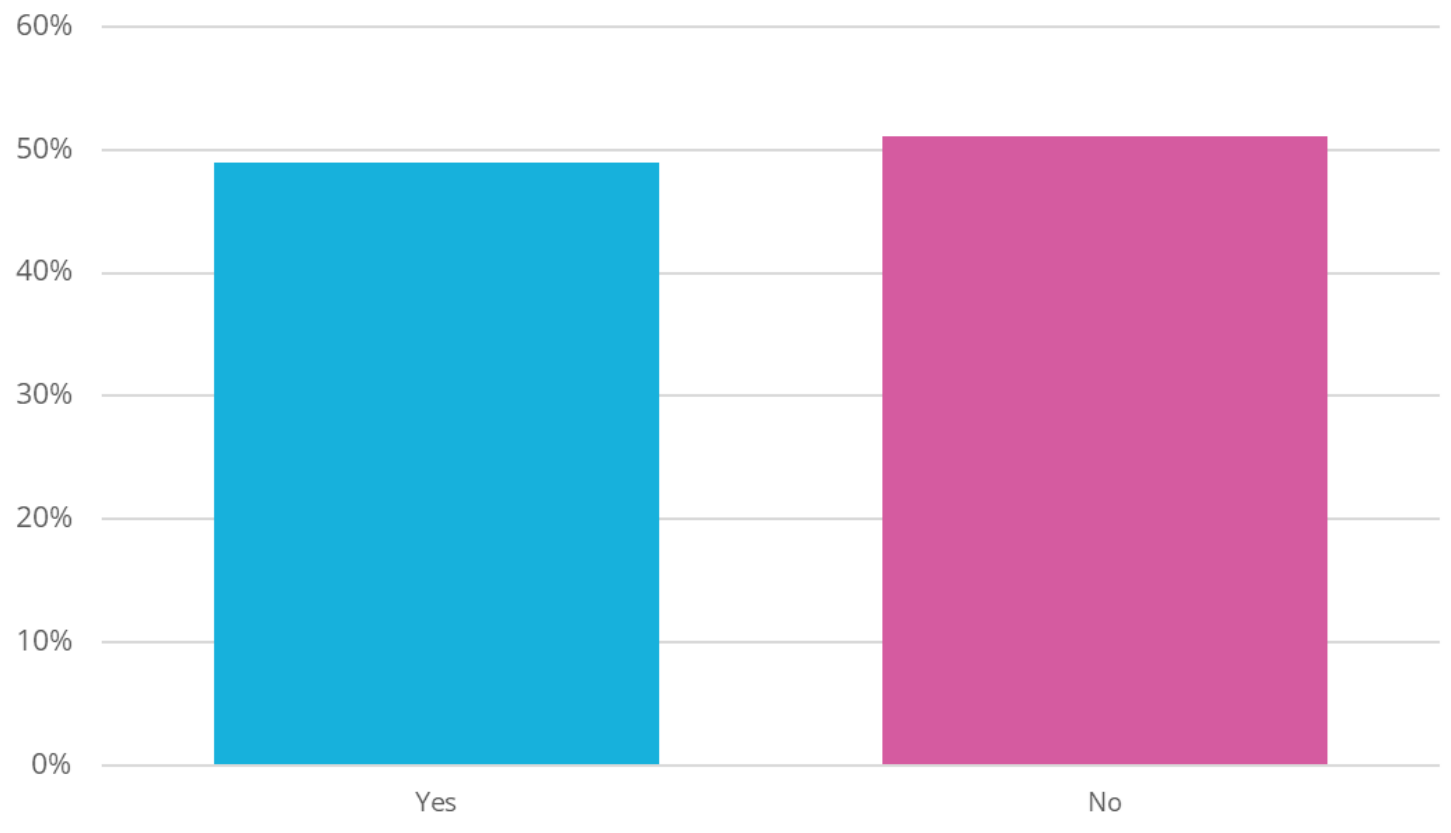
Do you participate in glass recycling? (n=614)



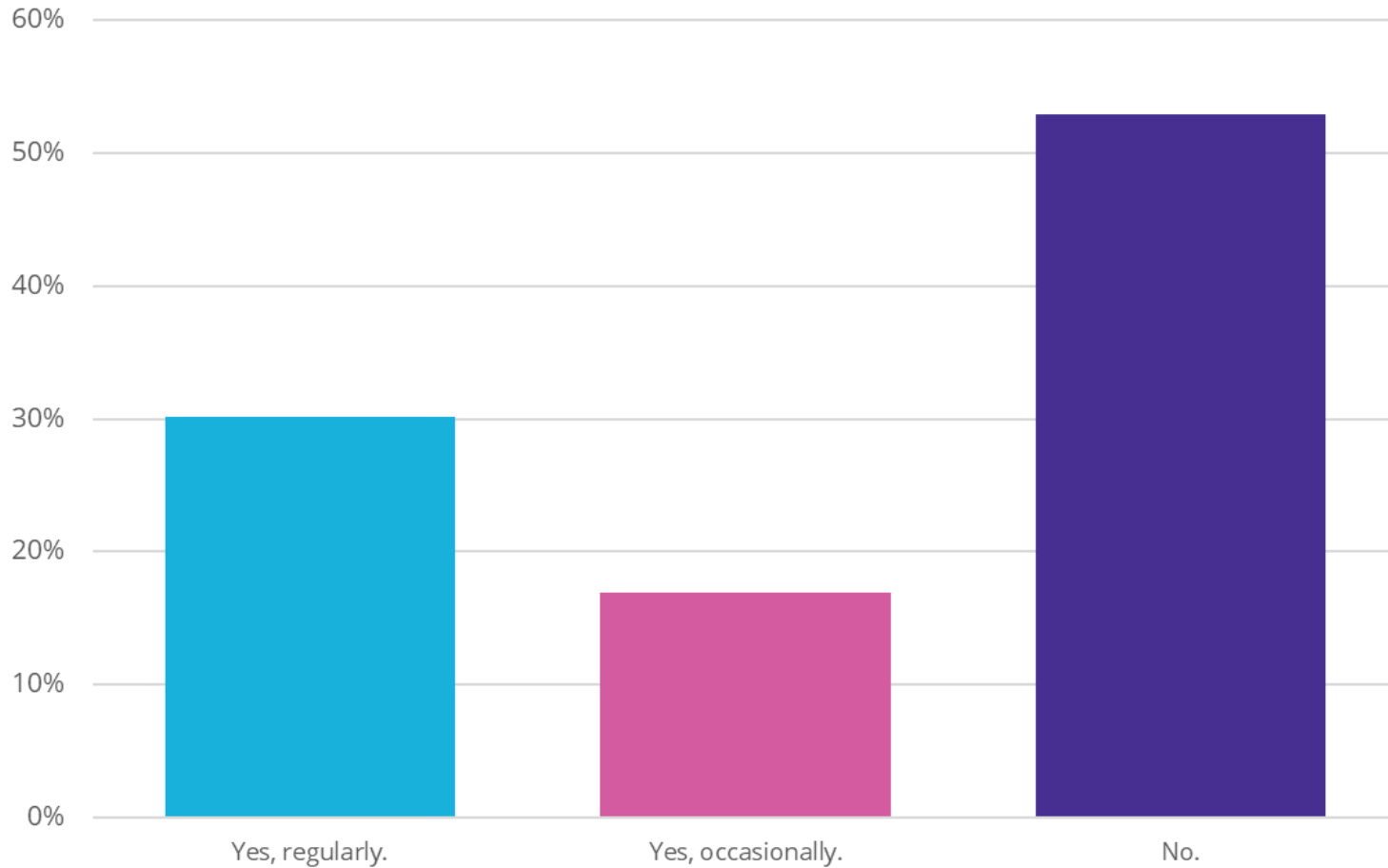
Do you recycle other recyclable items other than glass? (n=613)



Did you know that food waste can be diverted from the landfill and dropping it at the red food composting bin located at Resource Recovery Plant, 110 Center Ave? (n=613)



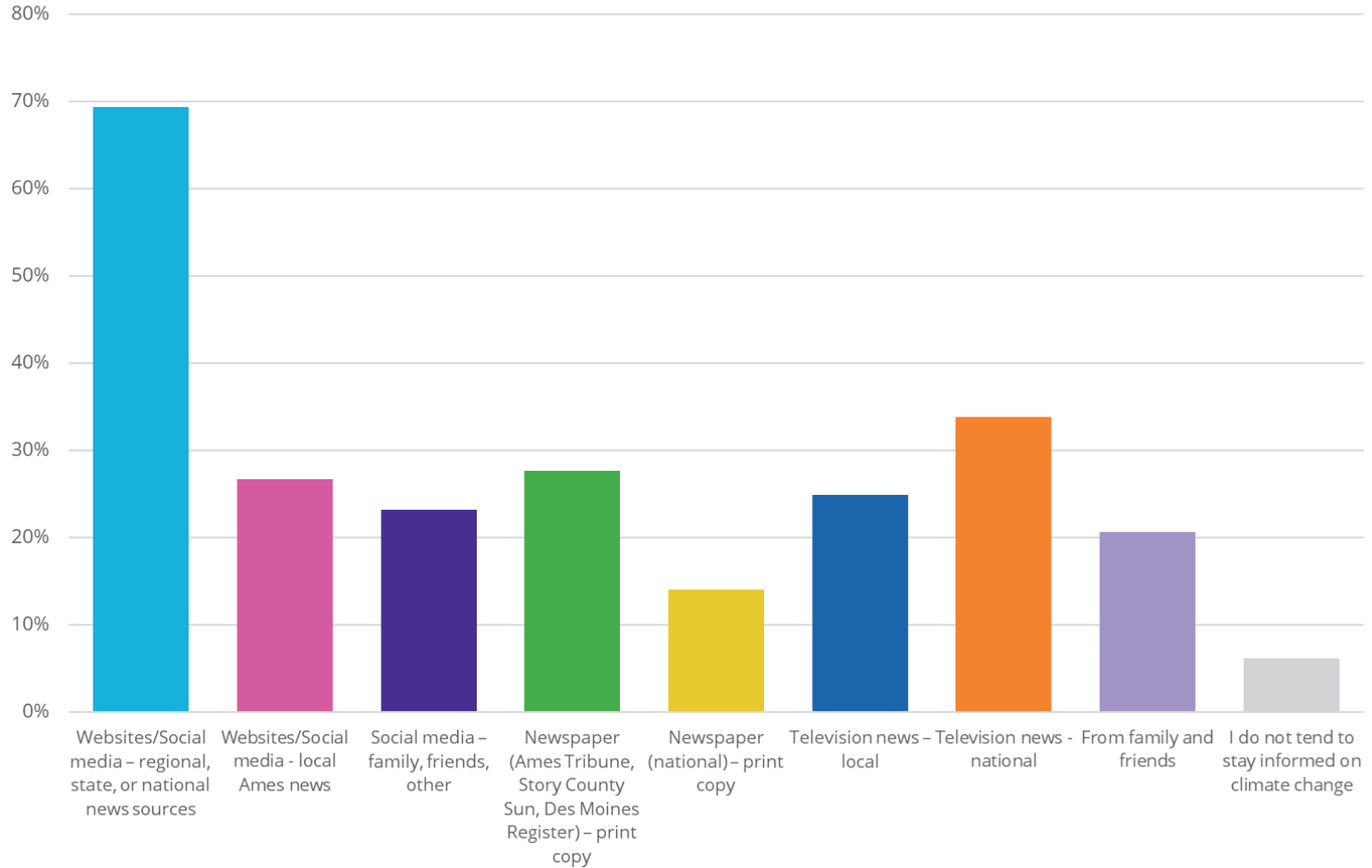
Do you participate in composting? (n=614)



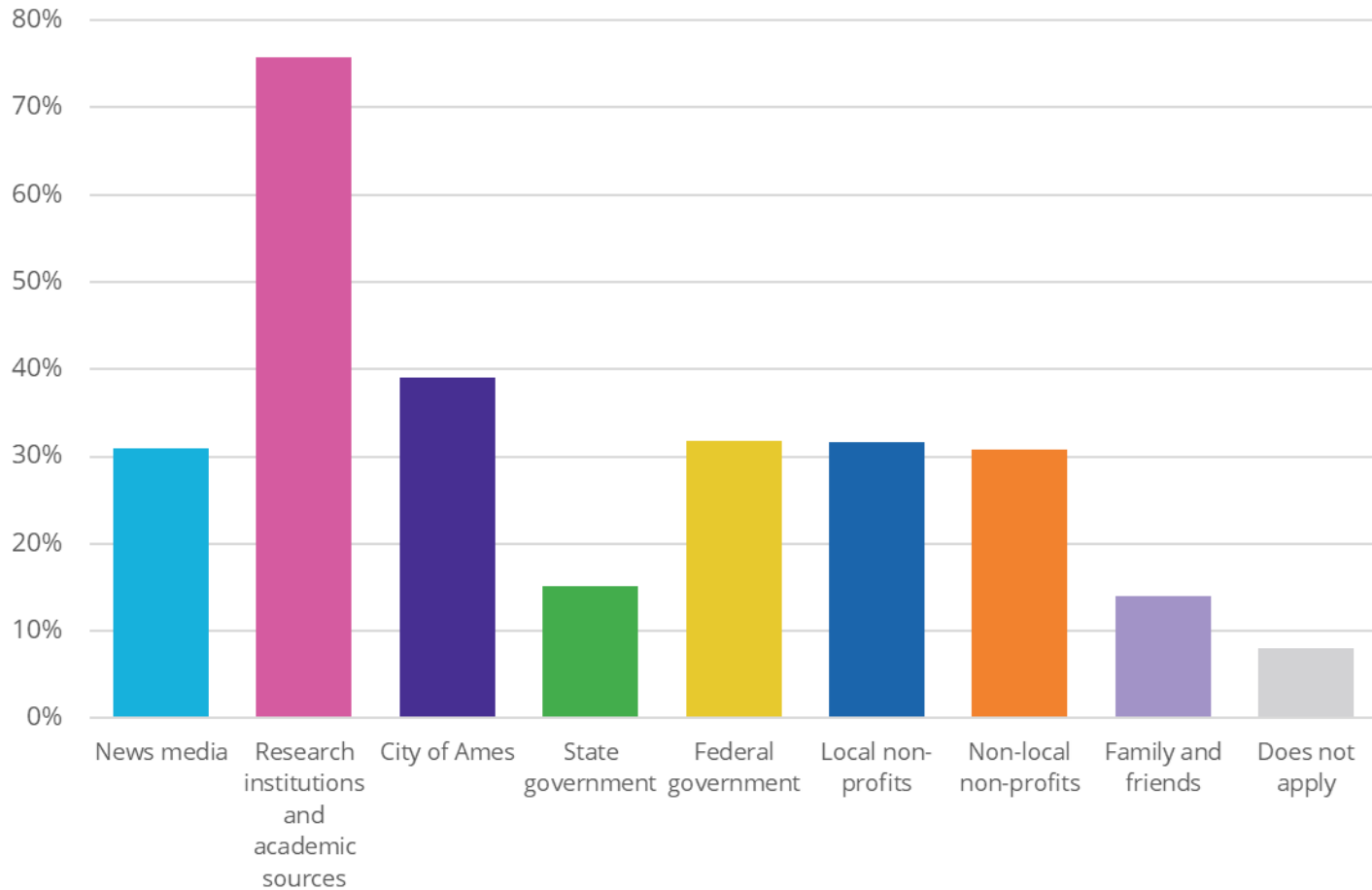
SECTION TWO RESULTS

Information and Resources

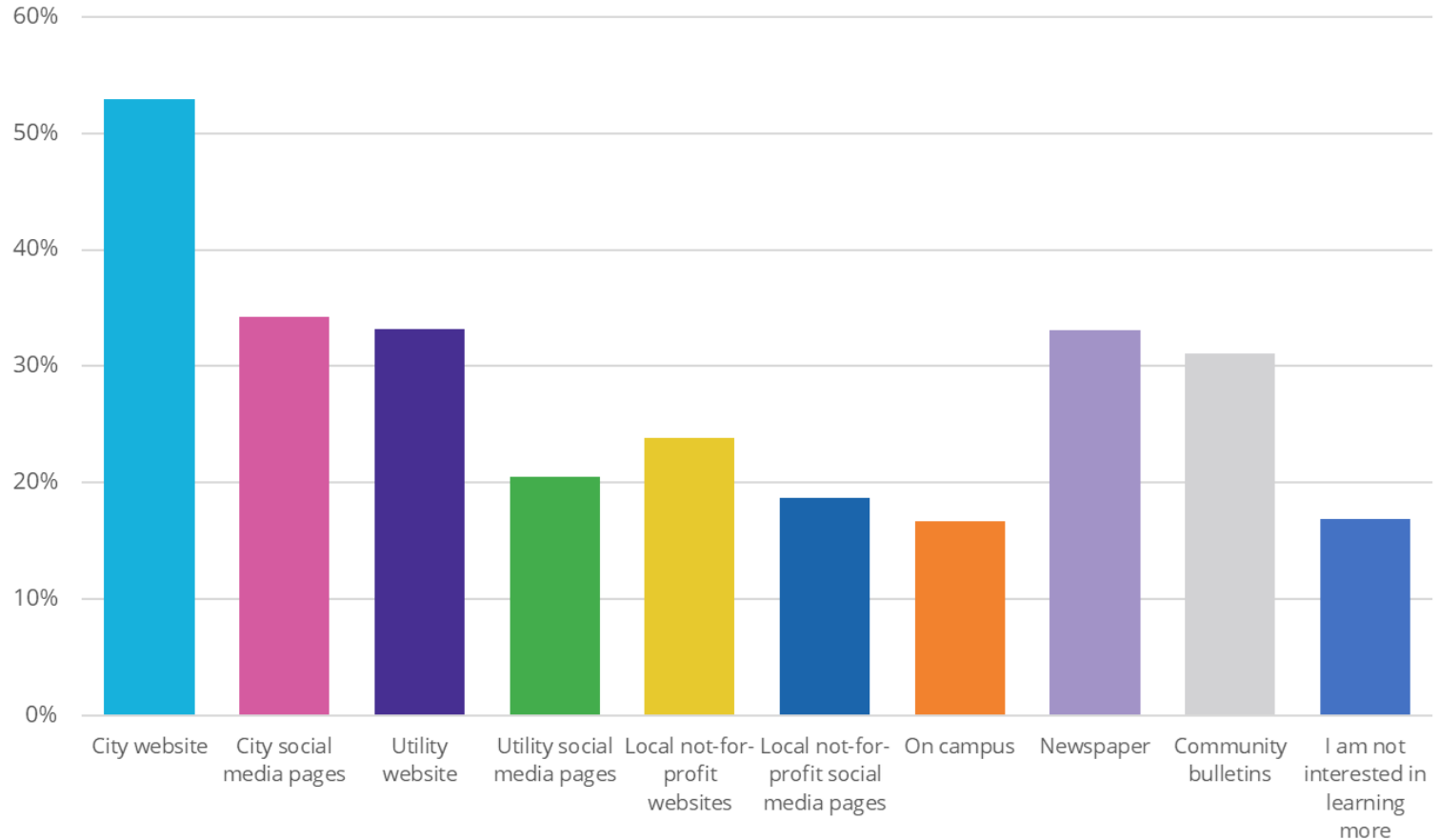
How do you currently learn about climate change? (n=611)



Who do you trust to provide information about climate change? (n=607)



How would you like to learn more about local climate change initiatives, resources, and opportunities to take action (e.g. workshops, community events, initiatives)? (n=599)



SECTION THREE RESULTS

Additional Input

SSG



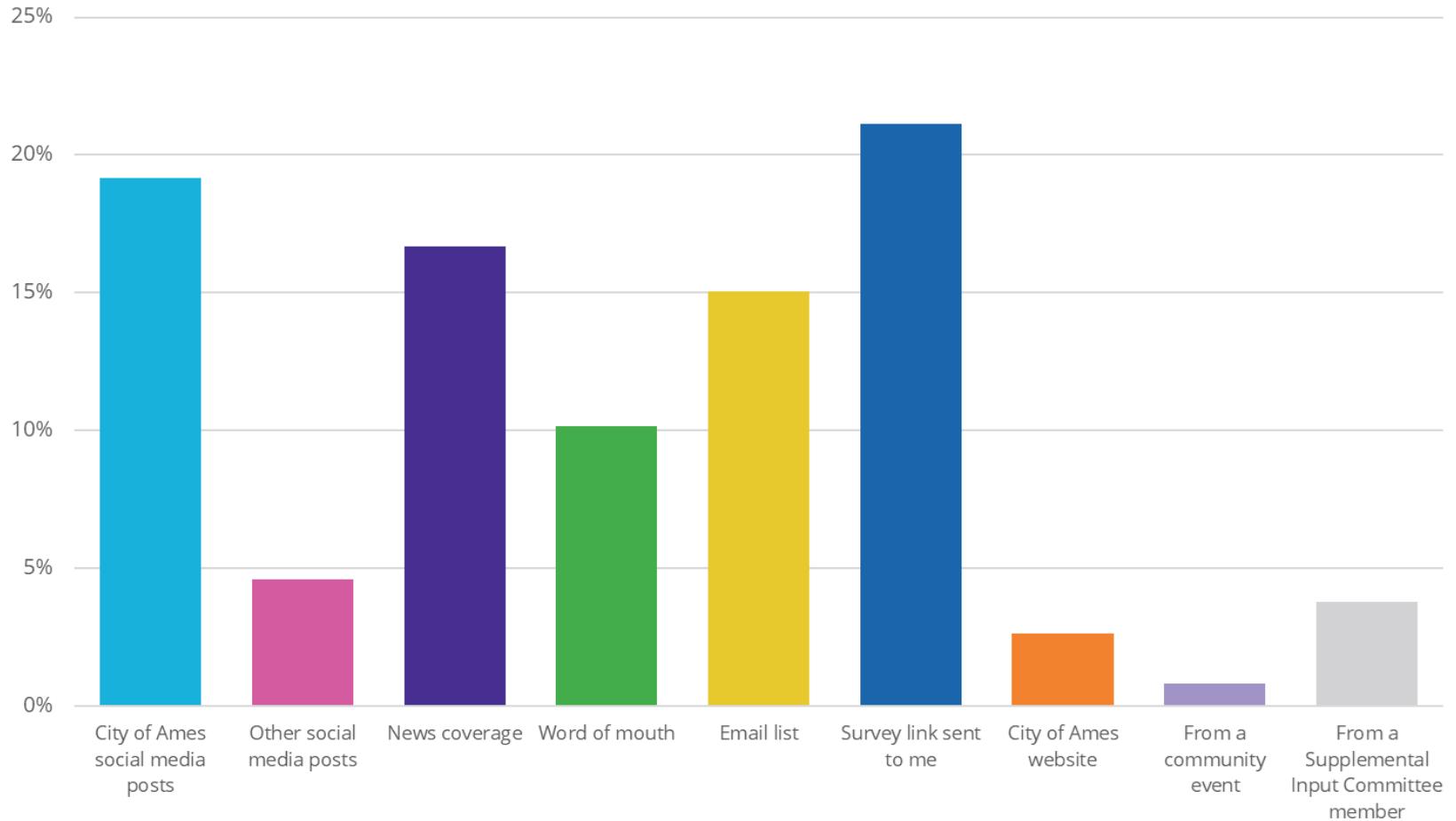
SECTION FOUR RESULTS

Demographics

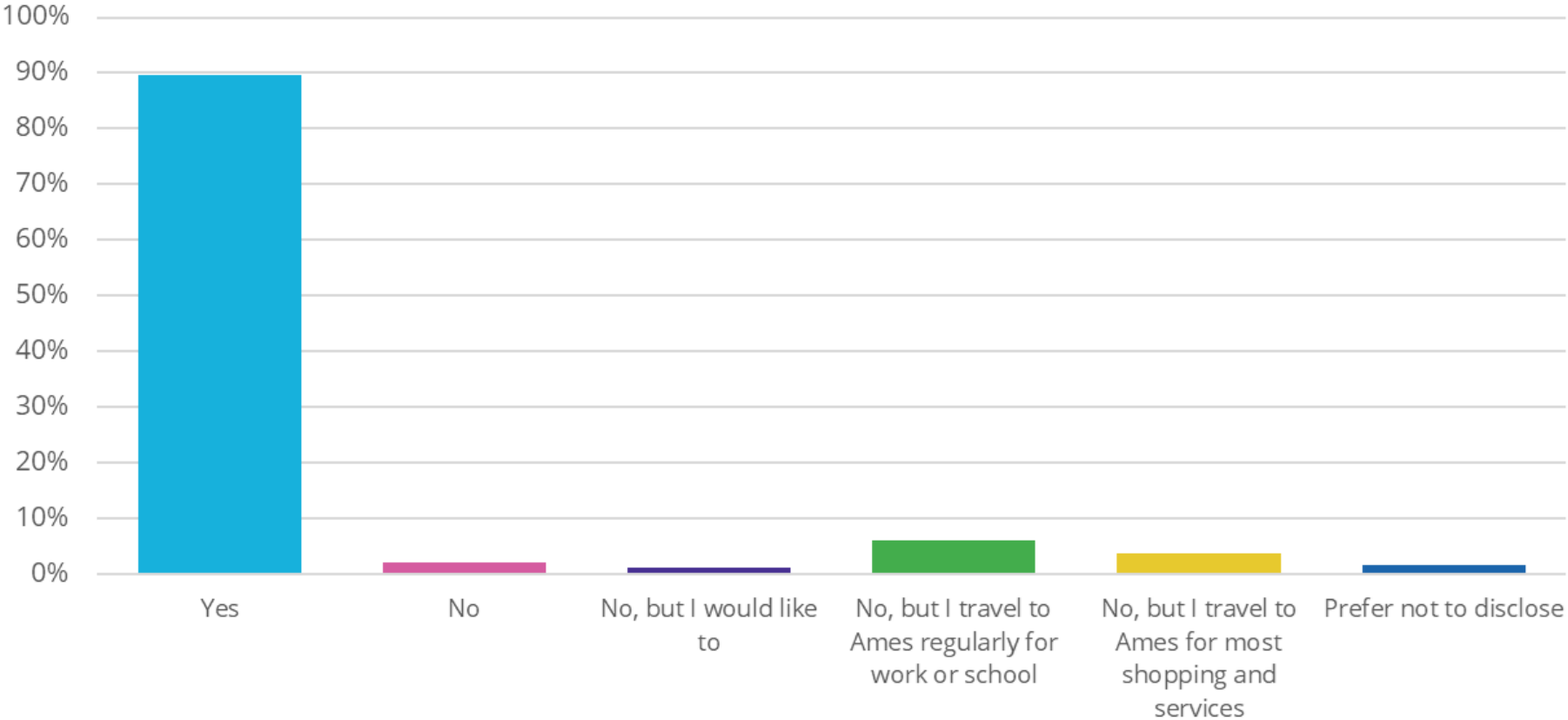
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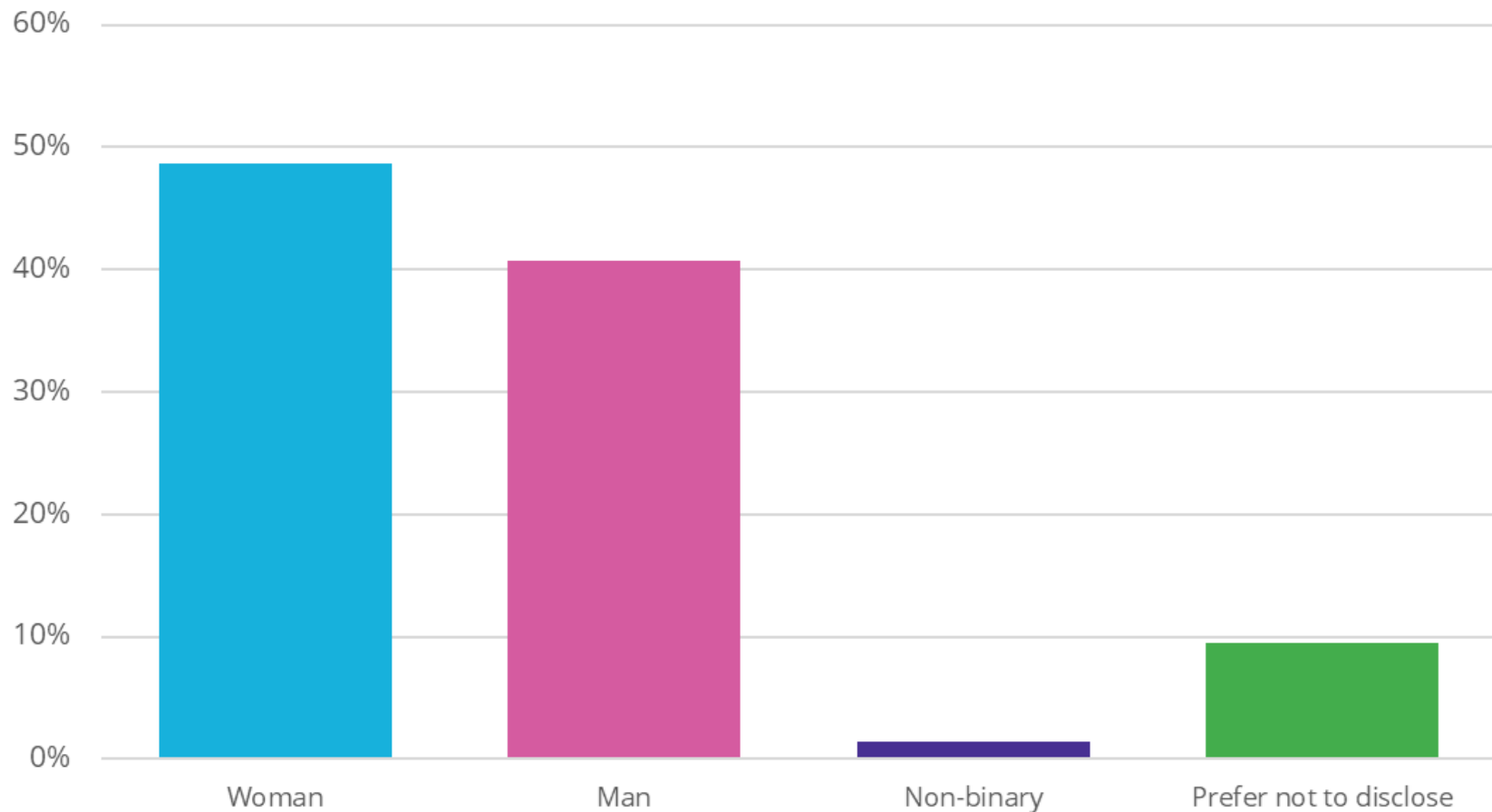
What brought you to this survey? (n=611)



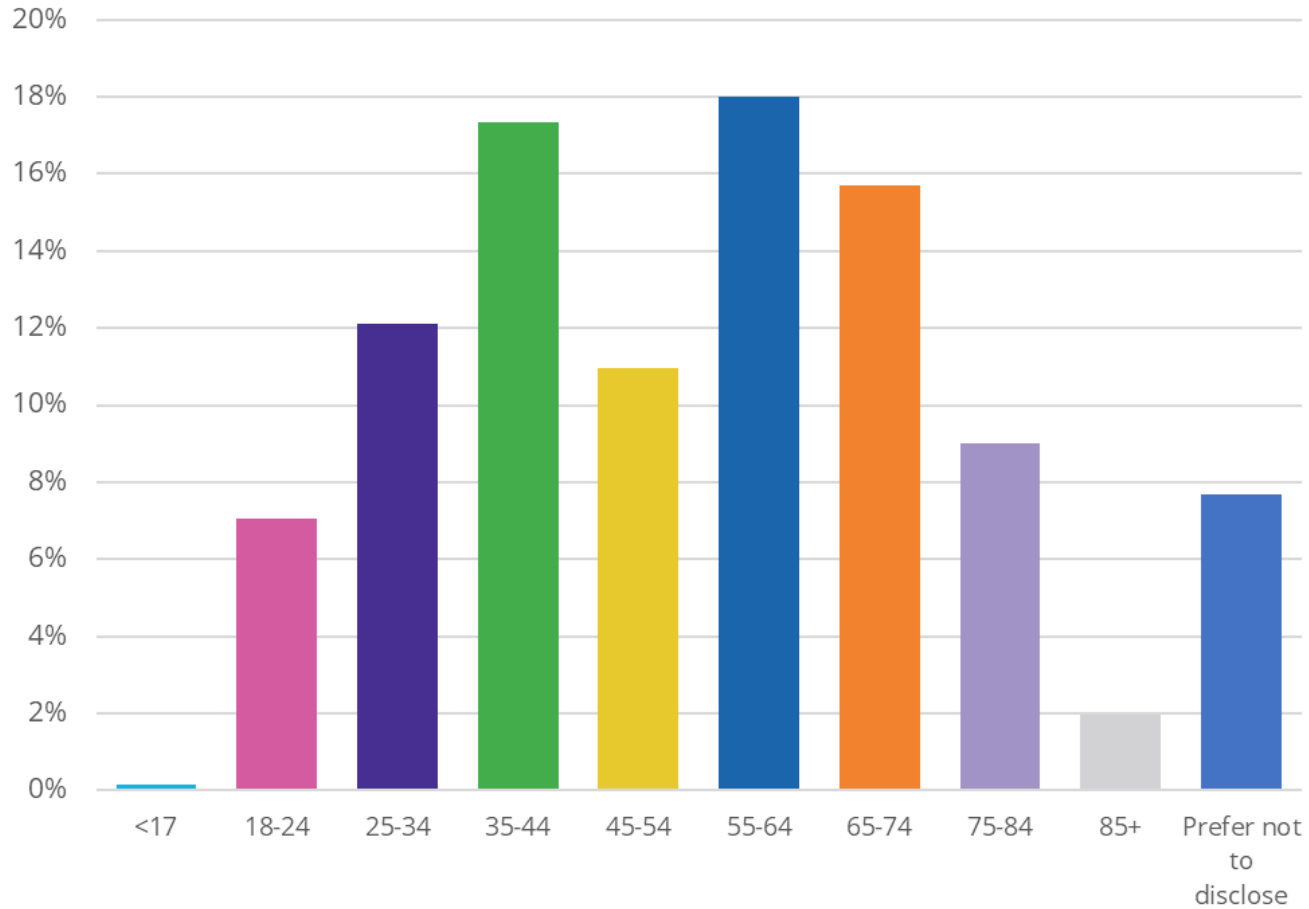
Do you live in Ames? (n=614)



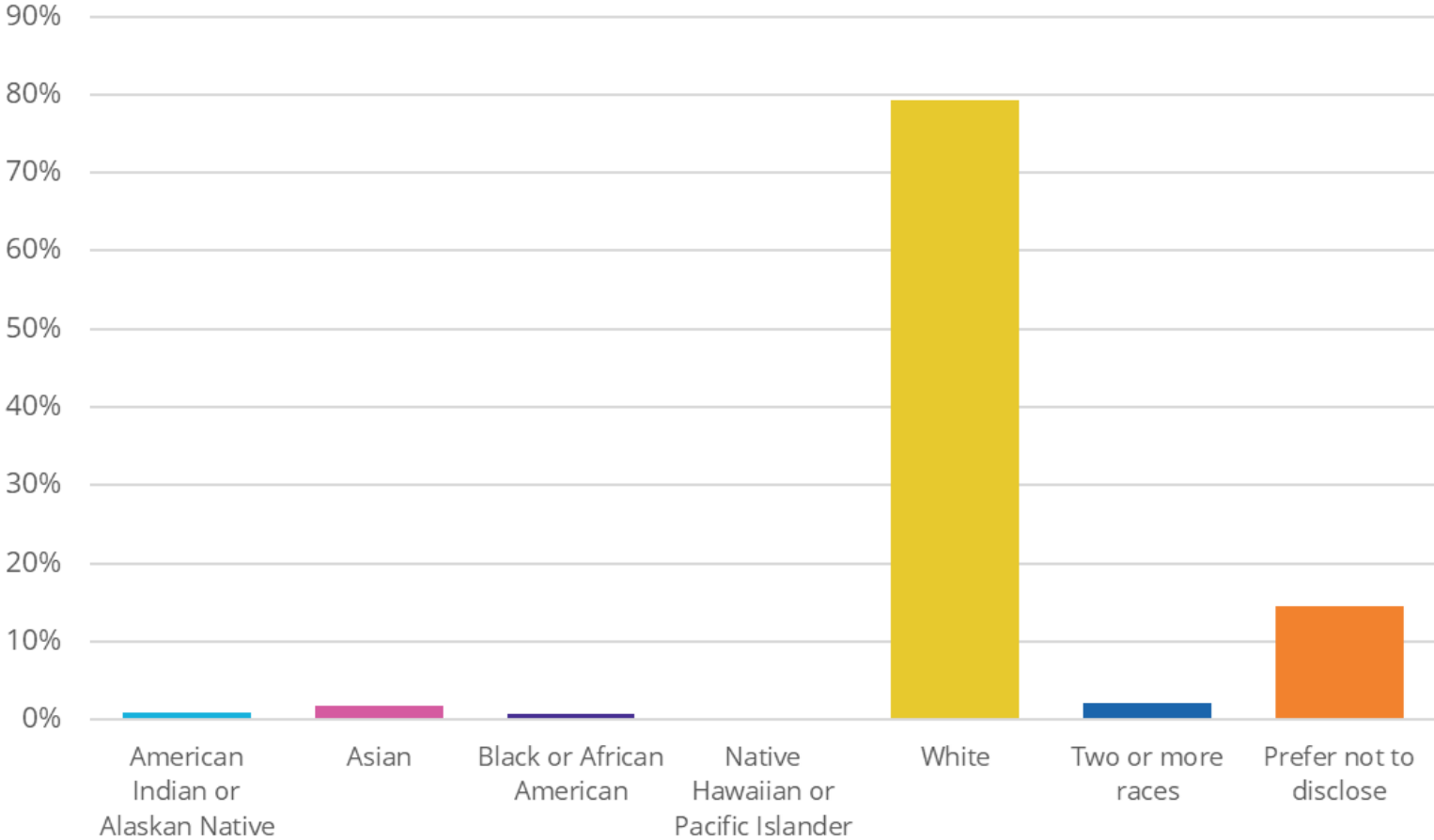
Gender (n=610)



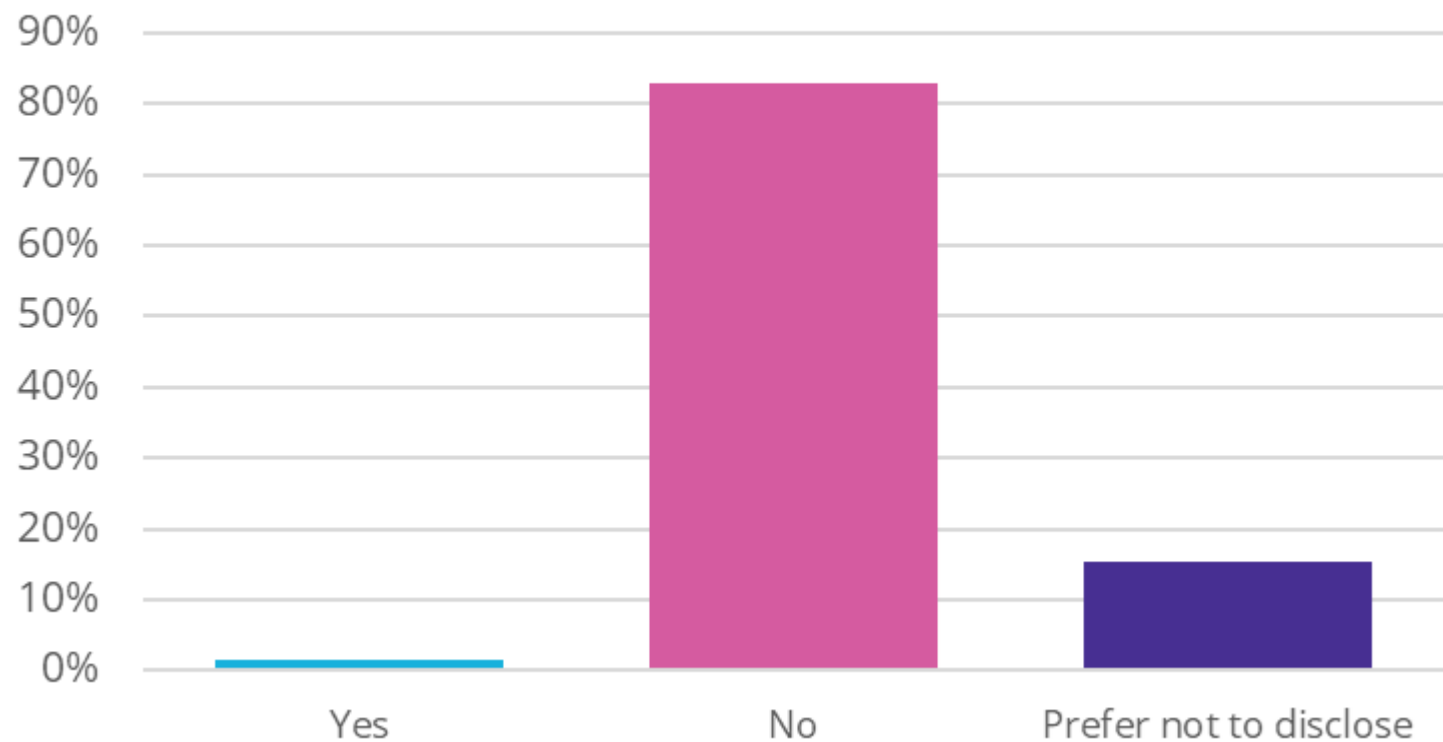
Age group (n=611)



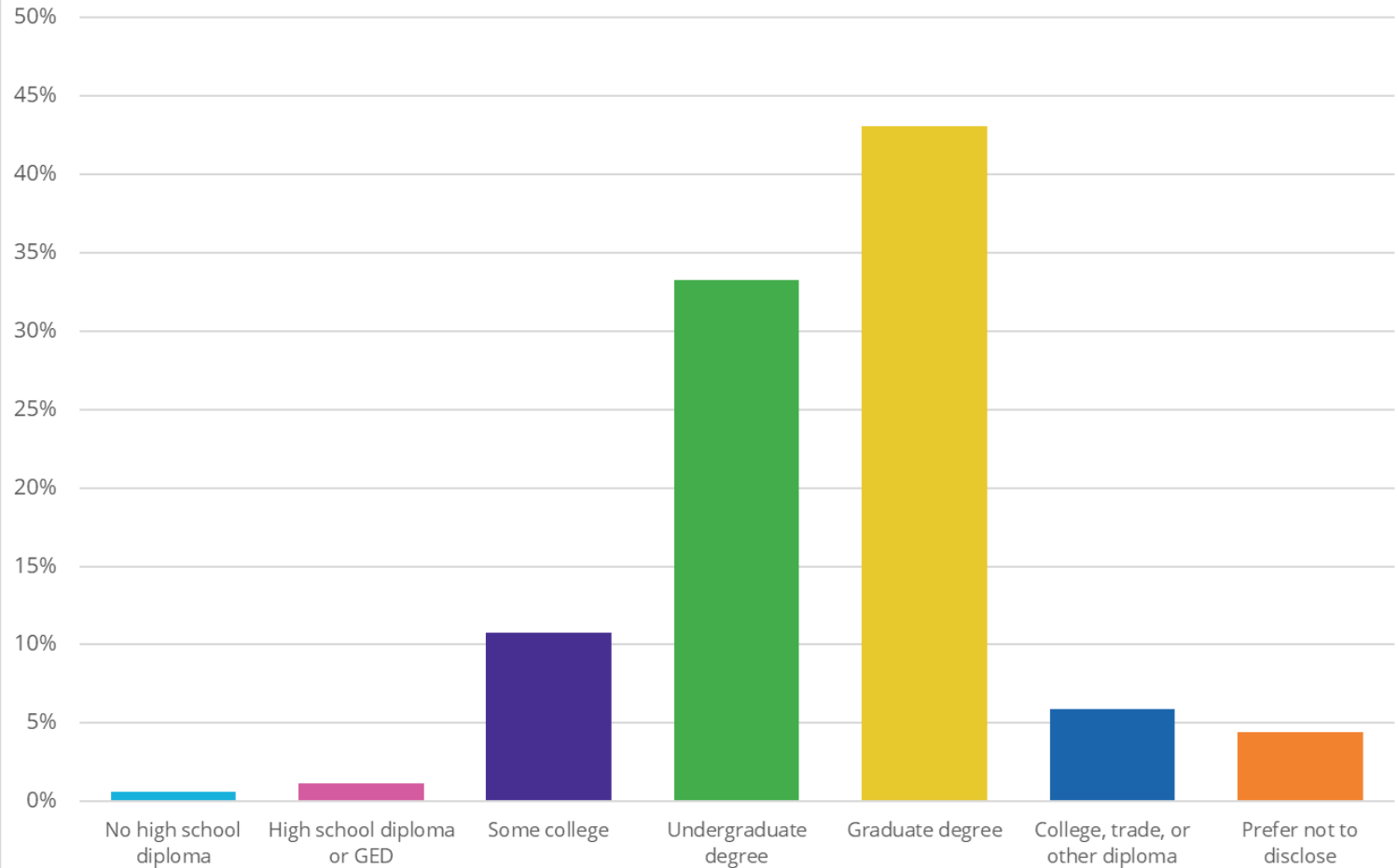
Race (n=611)



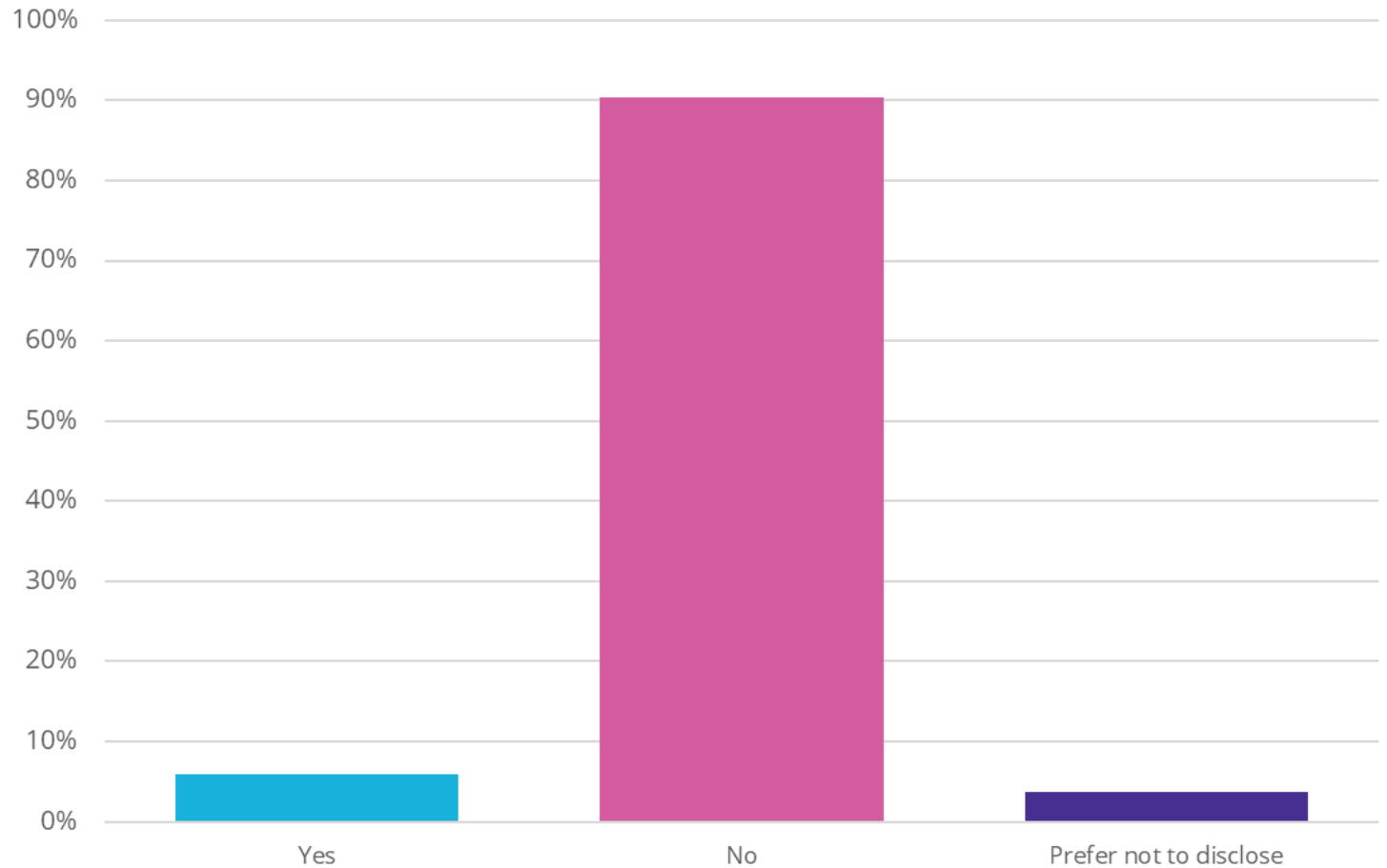
Are you of Hispanic or Latino origin? (n=606)



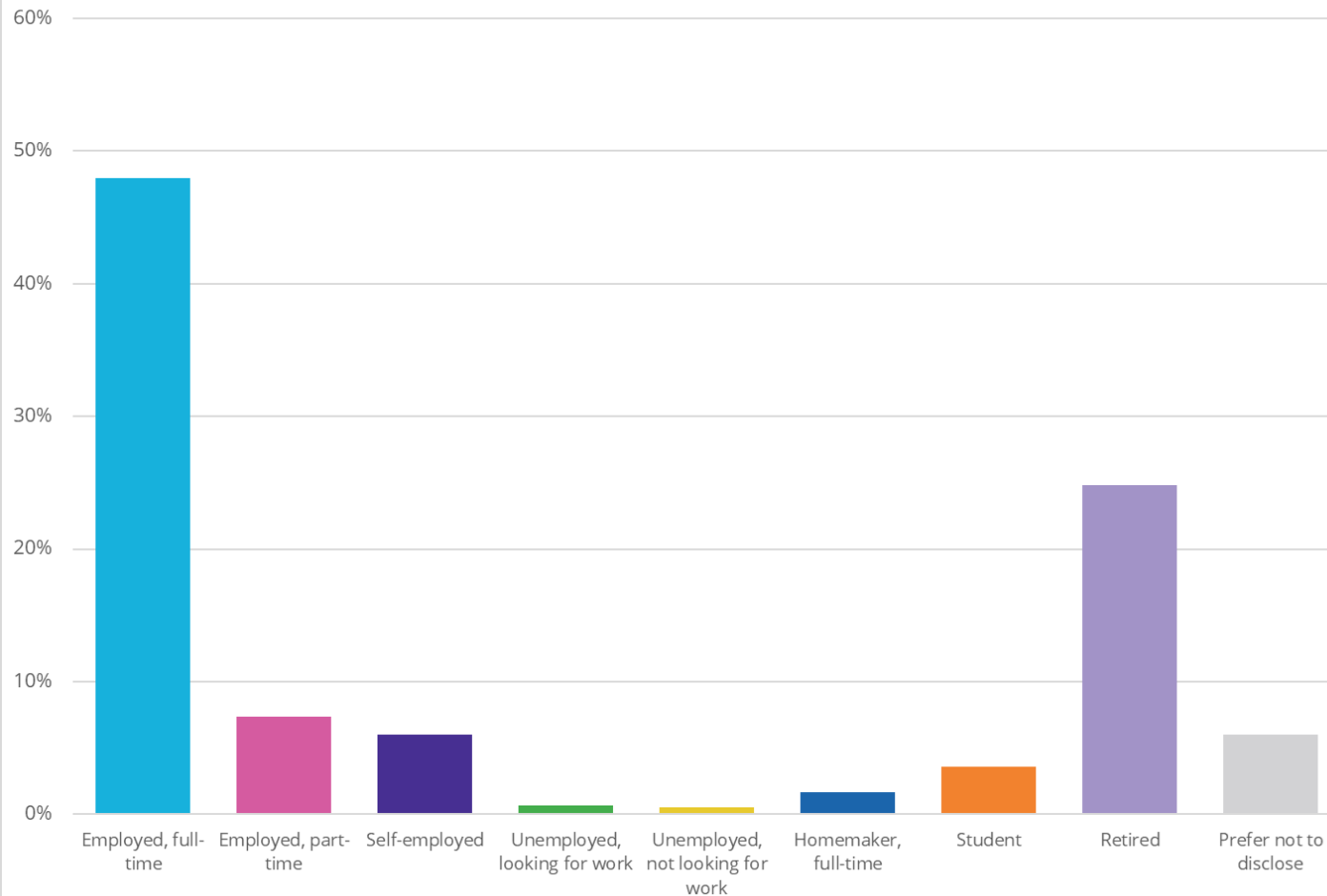
Highest level of education completed (n=613)



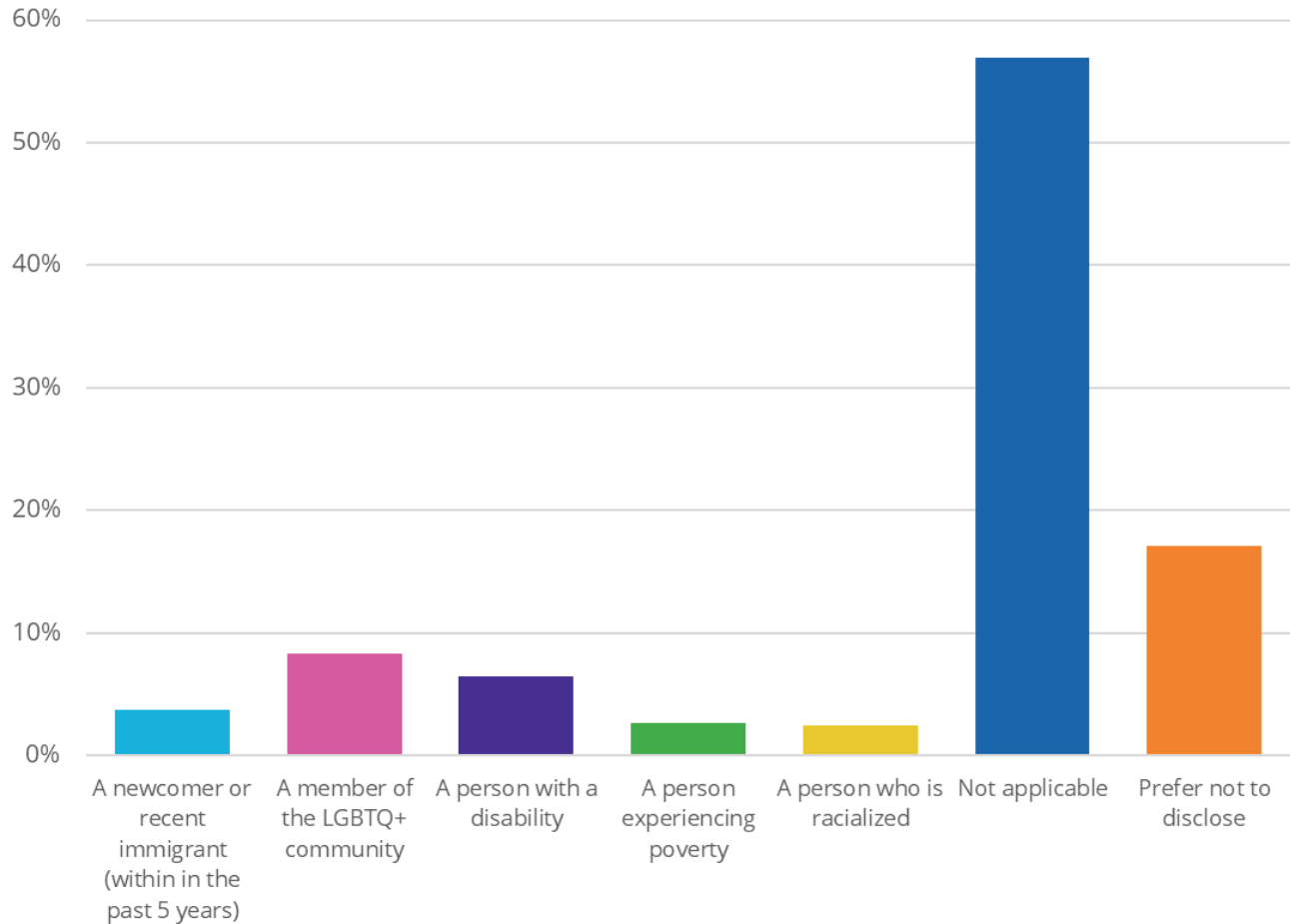
Are you currently a full-time student at Iowa State University? (n=612)



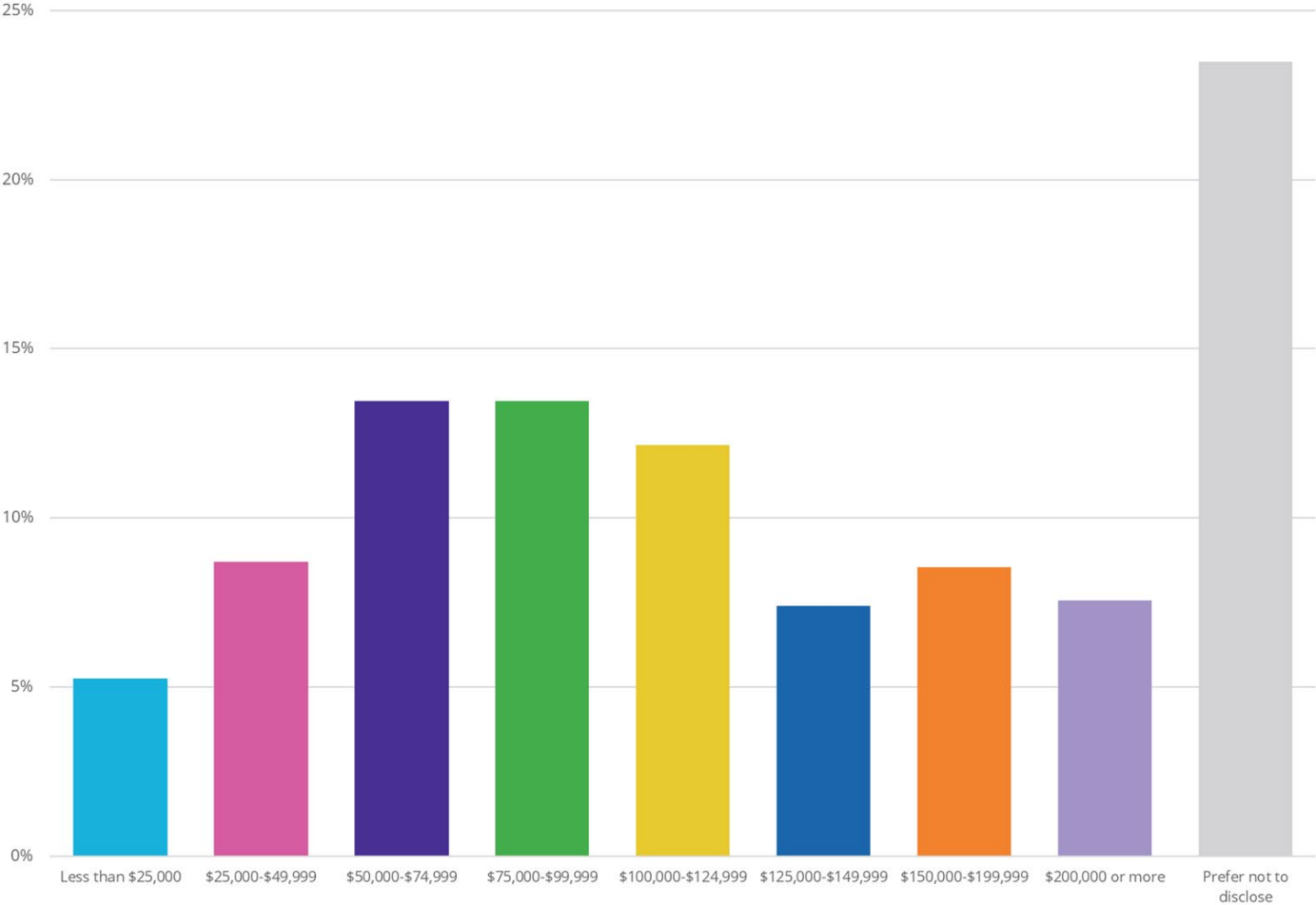
What is your employment status? (n=613)



I self-identify as... (n=555)



Gross annual family/household income (n=609)



Do you own or rent your home? (n=614)

