

Community Survey #1 Results

CARP Vision and Goals + Climate Hazard Awareness

Community Survey Background

This survey was designed to gather information about community members' opinions about the CARP vision and goals for climate action, resilience, zero waste, and to better understand climate hazard awareness to inform the Local Hazard Mitigation Plan update happening as part of the CARP update. Responses will also help to inform development of the City's Zero Waste Implementation Plan (ZWIP). The CARP update will reevaluate community greenhouse gas (GHG) emissions, revise the CARP vision, goals, and strategies, and develop detailed action plans for priority strategies. The Local Hazard Mitigation Plan aims to help Alameda adapt to climate change, reduce the impact of future disasters on the community and help to recover more quickly when disasters do occur.

The survey was open to community members online from April 18, 2024 – May 13, 2024. It was advertised at Alameda's Spring Shindig, Bike Festival, and stakeholder meetings, as well as promoted in the City's sustainability newsletter and using the City's social media channels. The survey received 147 responses.

Survey Results

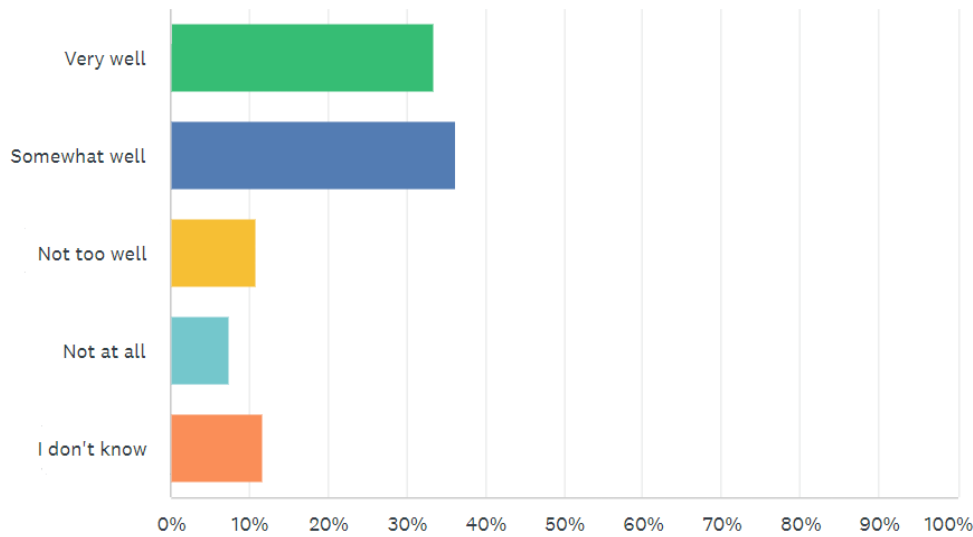
Participants were asked several demographic questions during the survey. These questions are intended to help City staff determine whether survey respondents generally matched the profile of Alameda and/or whether any groups were over- or underrepresented. Key takeaways are summarized below:

- Almost all respondents (94 percent) are residents of the City of Alameda.
- Out of the respondents that live in Alameda, 74% of respondents own their home and 26% rent. The survey results overrepresented homeowners (49 percent of the city population) compared to renters (51 percent of the city population).
- 70 percent of survey respondents identified as Non-Hispanic White or Caucasian (compared to the citywide average of 42 percent) followed by 12 percent identified as Asian or Asian American (compared to the citywide average of 32 percent). Thirteen percent of respondents preferred not to answer.
- People aged 55 and above comprised 42 percent of respondents, while youth aged under 18 and young adults 18-24 accounted for only 3 percent of respondents combined.

Vision and Goals

Question 1 asked respondents to evaluate the CARP's existing vision statement and goals to see how well they reflected the community's opinion on climate action. Nearly 70 percent of respondents agreed that the vision statement very well or somewhat well continues to reflect the vision of the community.

Figure 1: How well the CARP vision statement reflects the community’s vision for climate action



Question 2 asked respondents to explain how they think the vision has changed, if applicable. The main takeaways are summarized below:

- Need more specificity; add a date rather than “as soon as possible”
- Want to know how the City will achieve the vision
- Need to recognize marginalized populations and low-income community members
- Uncertainty about how Alameda is being a leader

Question 3 asked respondents to describe the physical, cultural, or community qualities of Alameda that need to be preserved as climate changes. The main takeaways are summarized below:

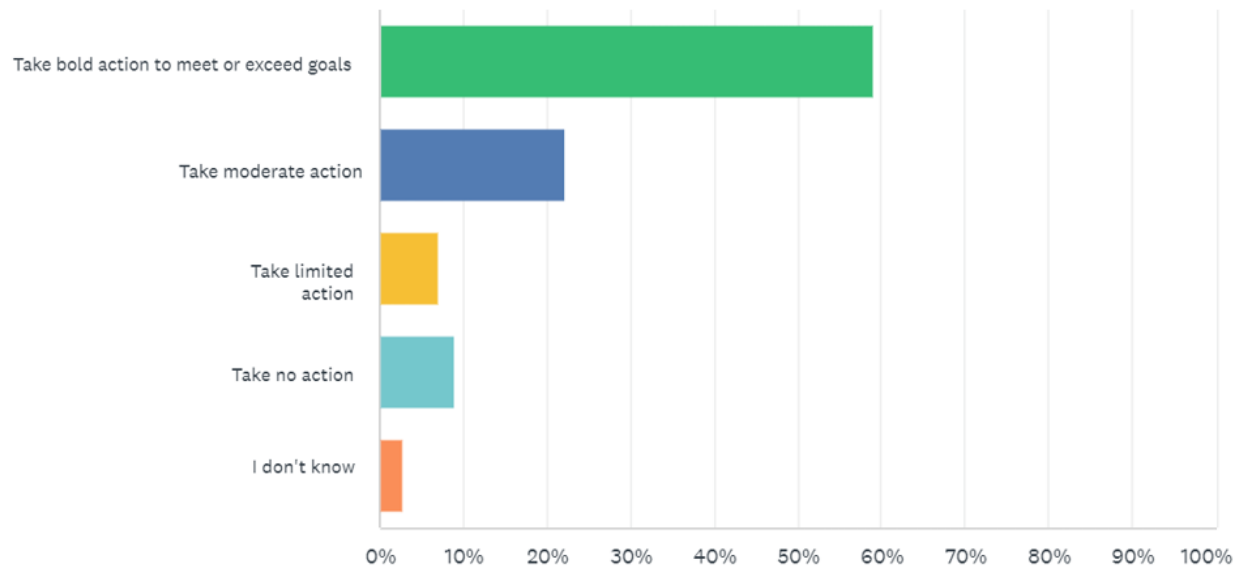
- Diversity and affordability
- The walkability and bikeability of the community
- The city’s green spaces and trees and shoreline and beach access
- Alameda is a very cohesive community
- Historic buildings
- Small town feel
- Preparing for sea level rise

Figure 2: Word cloud representing the most common qualities mentioned in responses.



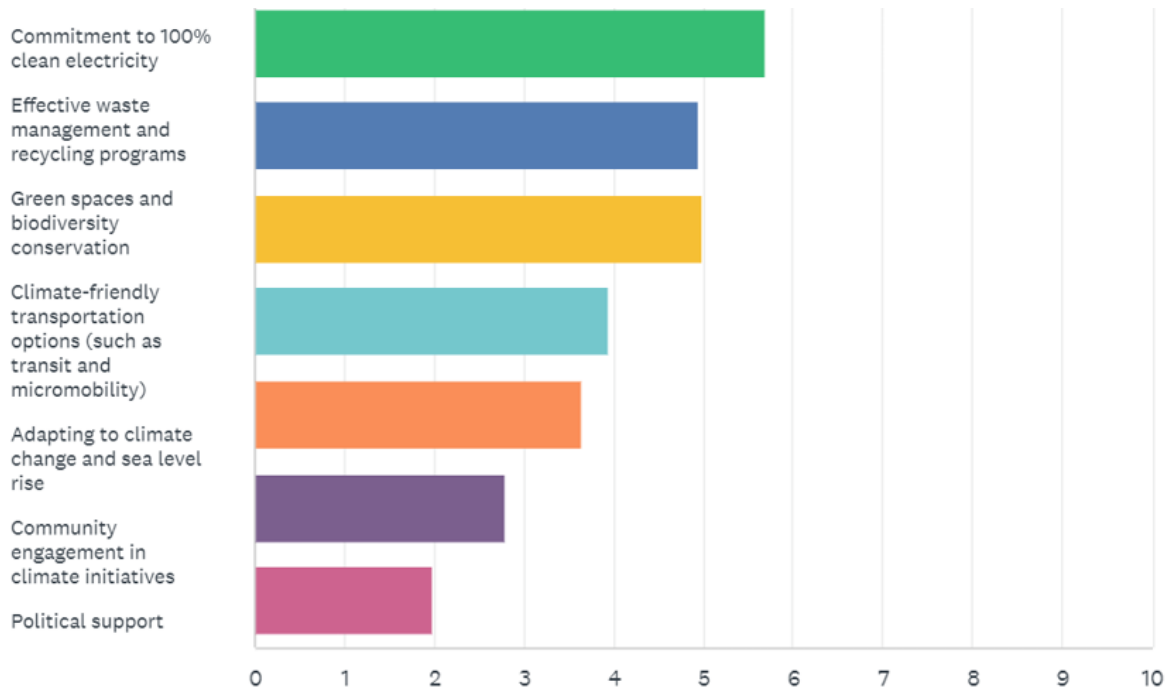
Question 4 asked the community how actively the City should work to achieve its greenhouse gas reduction goals. Eighty-one percent of respondents said the City should take bold or moderate action to meet or exceed goals. Nine percent responded that the City should take no action.

Figure 3: The level of action the City should take to meet its GHG goals



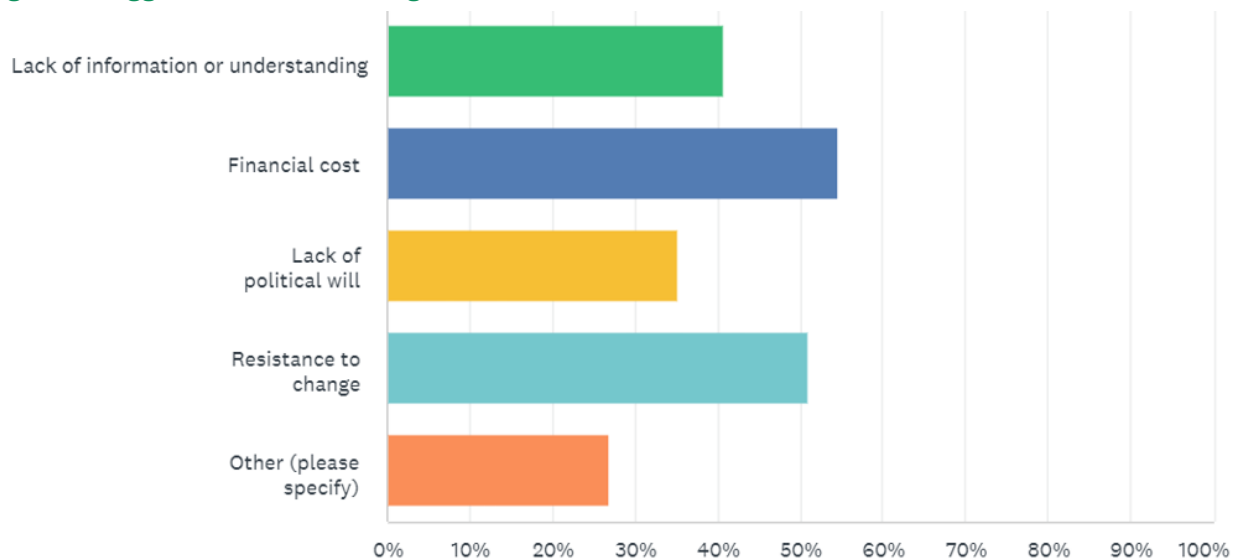
Question 5 asked respondents to rank what they think are Alameda’s greatest strengths in terms of climate action. Commitment to 100 percent clean electricity ranked the highest and political support ranked the lowest.

Figure 4: Alameda’s strengths in terms of climate action



Question 6 asked the community to identify the biggest barriers to taking climate action in Alameda. Financial cost was the biggest barrier followed by resistance to change. Many “other” responses noted that they don’t want to lose their personal freedoms to fight climate change.

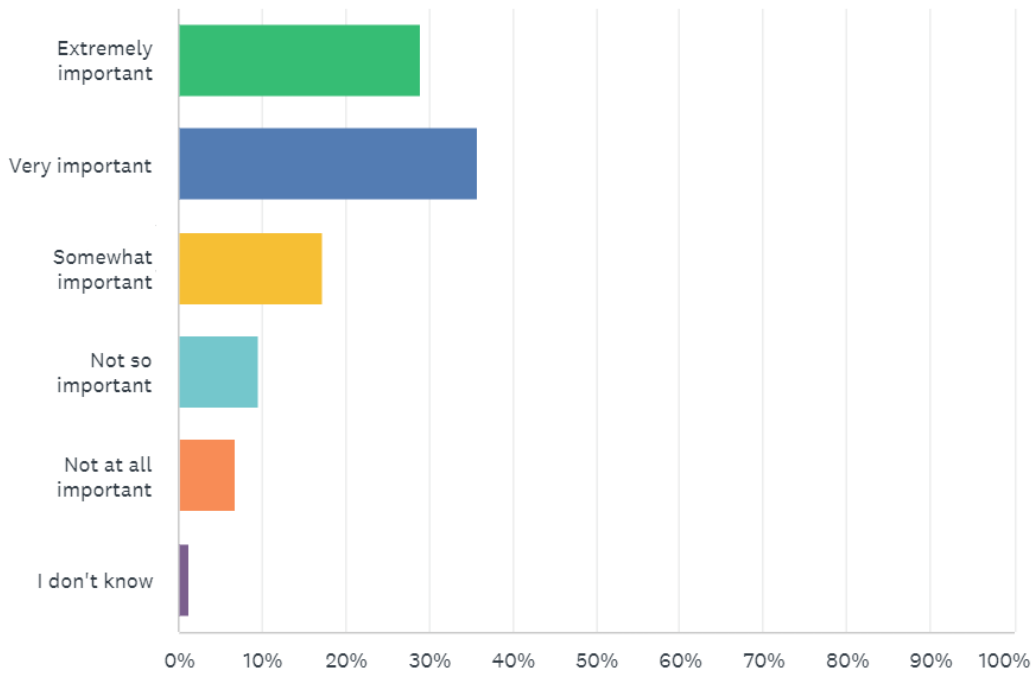
Figure 5: Biggest barriers to taking climate action in Alameda



Zero Waste

Question 7 asked the community how important it is for the City to achieve its zero waste goals. Zero waste is defined as diverting at least 90 percent of waste from landfill. Almost 65 percent of respondents believed it was extremely or very important to achieve zero waste goals.

Figure 6: The importance of achieving zero waste in Alameda



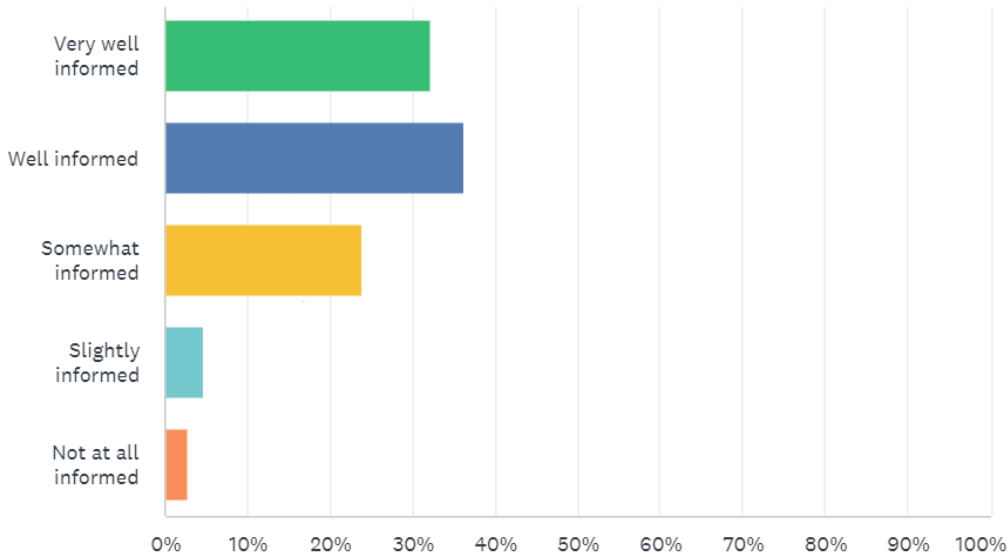
Question 8 asked the community what types of programs they believe are most effective to achieve zero waste. The top four most effective programs include incentives for reducing waste (e.g. discounts for bringing a reusable cup, green business recognition), promotion of citywide reuse programs, mandatory reuse/recycling/composting services and programs, and requiring producers who make packaging to pay for recycling or organics programs. A summary of “other” responses include:

- Normalizing the circular economy
- Banning single-use plastics
- Ensuring that sorted waste is actually recycled
- Zero waste is not needed and the City shouldn't focus resources on it.

Climate Change Hazards and Preparedness

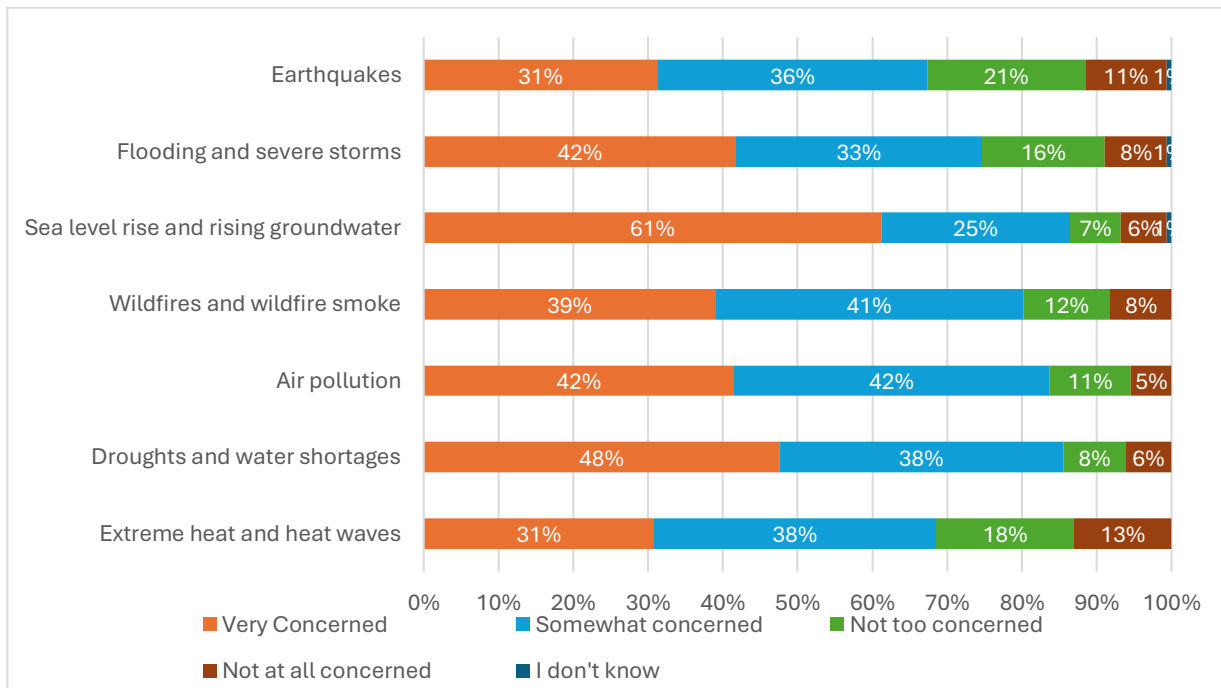
Question 9 asked the community about how informed they are about the effects of climate change in Alameda. The majority of respondents (69 percent) replied that they are very well or well informed about the effects of climate change.

Figure 7: How informed the community is about the effects of climate change in Alameda



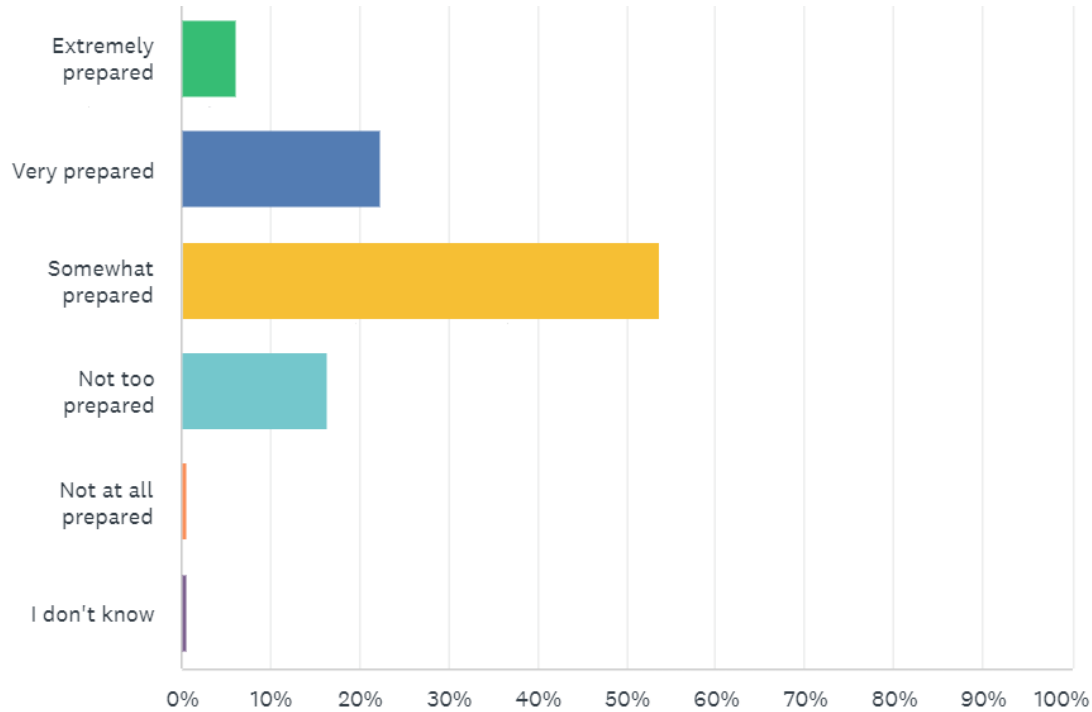
Question 10 asked the community how concerned they are about the following climate hazards: extreme heat and heatwaves, droughts and water shortages, air pollution, wildfires and wildfire smoke, sea level rise and rising groundwater, flooding and severe storms, and earthquakes. Sea level rise and rising groundwater are the most concerning hazard with 61 percent of respondents responding “very concerned.”

Figure 8: How concerned the community is about climate hazards in Alameda



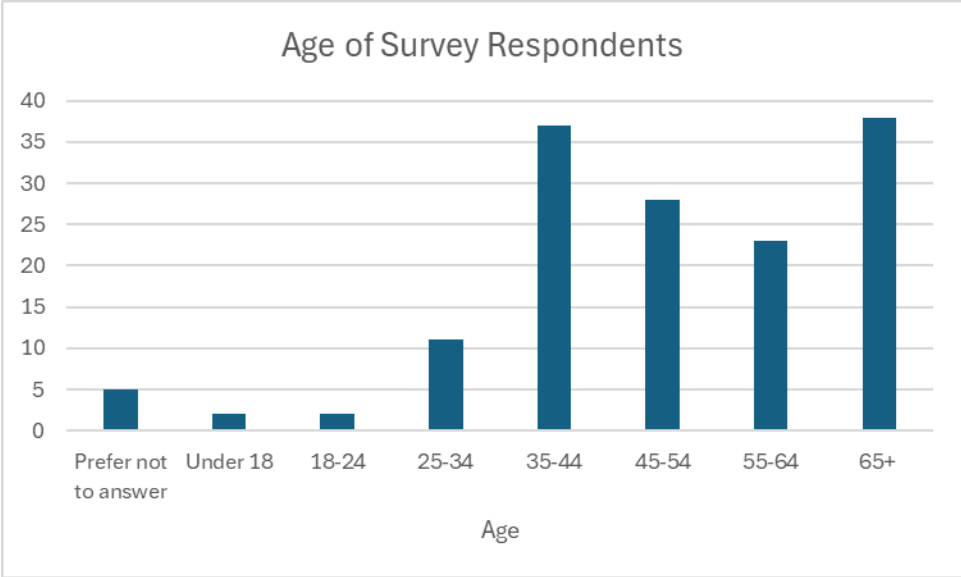
Questions 11 and 12 asked the community how well prepared they themselves are for disasters and how well the City is prepared to respond to disasters. Over half of the respondents (54 percent) replied that they are only somewhat prepared for disasters. Similarly, nearly half of respondents (48 percent) replied that they think the City is only somewhat prepared for disasters.

Figure 9: How prepared the community is for disasters

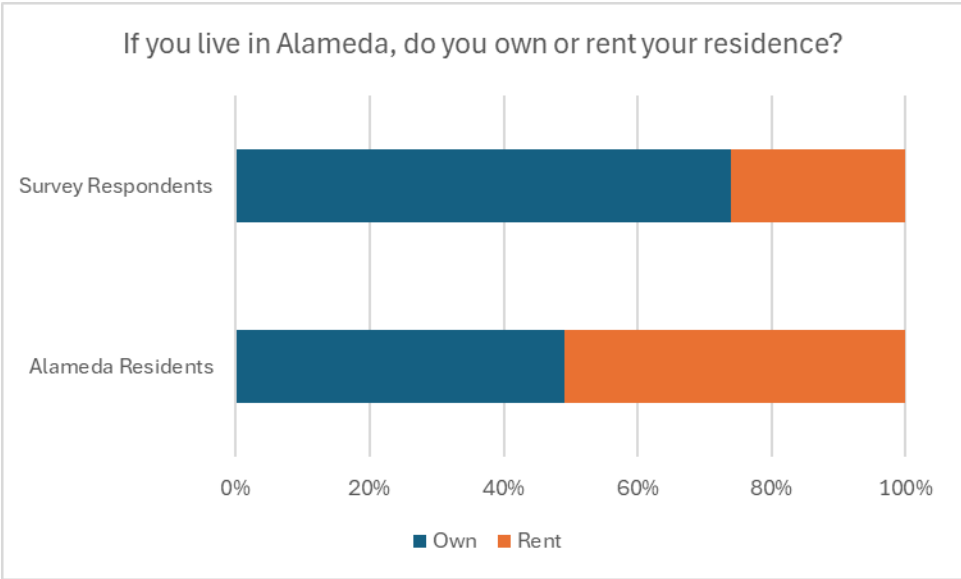


Demographics

Question 13 asked the age of survey respondents. People aged 55 and above comprised 42 percent of respondents, while youth aged under 18 and young adults 19-24 accounted for only 3 percent of respondents combined.



Questions 14 and 15 asked respondents if they lived in Alameda, and whether they owned or rented their residence. 95% of respondents lived in Alameda, and 5% live elsewhere but work or spend time in Alameda. Out of the respondents that live in Alameda, 74% of survey respondents own their home and 26% rent, compared to the City as a whole which is comprised of 51% renters and 49% homeowners.



Question 16 asked the race or ethnic group(s) respondents identified with. 70 percent of survey respondents identified as Non-Hispanic White or Caucasian (compared to the citywide average of

42 percent) followed by 12 percent identified as Asian or Asian American (compared to the citywide average of 32 percent). Thirteen percent of respondents preferred not to answer.

