
Community Engagement Preferences Survey Results

— City of Santa Cruz Climate and
Energy Action Plan —

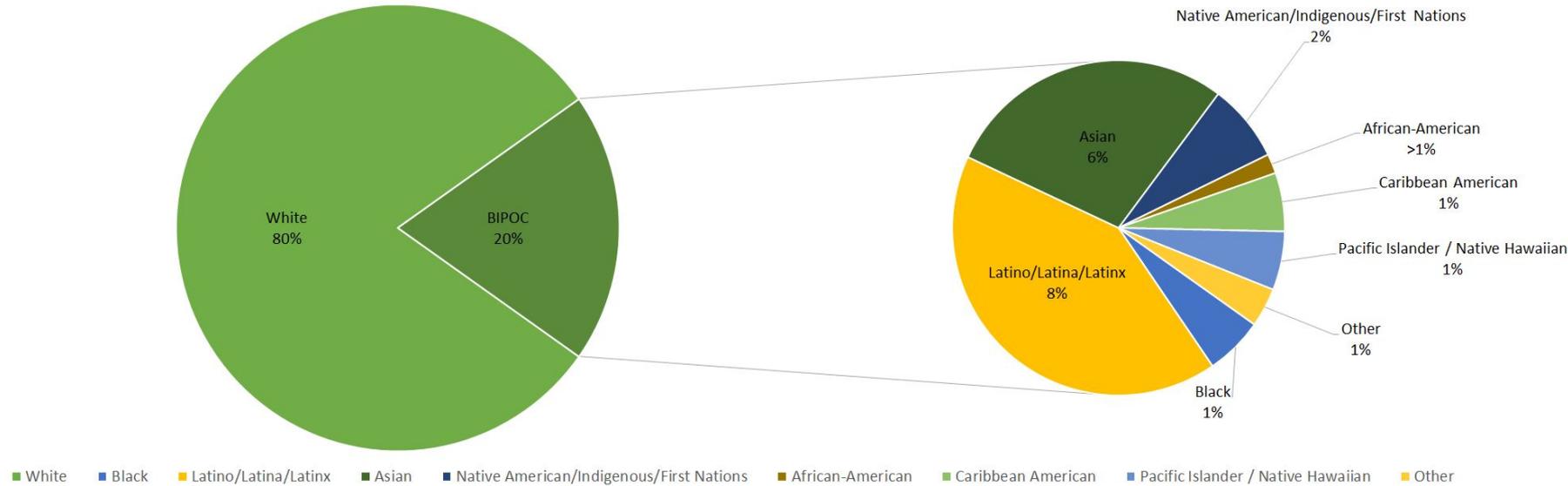
This slide deck summarizes the findings from the City's first community engagement survey on community engagement preferences conducted between December 2020 and February 2021.



CITY OF SANTA CRUZ
2030 CLIMATE
ACTION PLAN

Survey Results: Demographics of Respondents (n=299)*

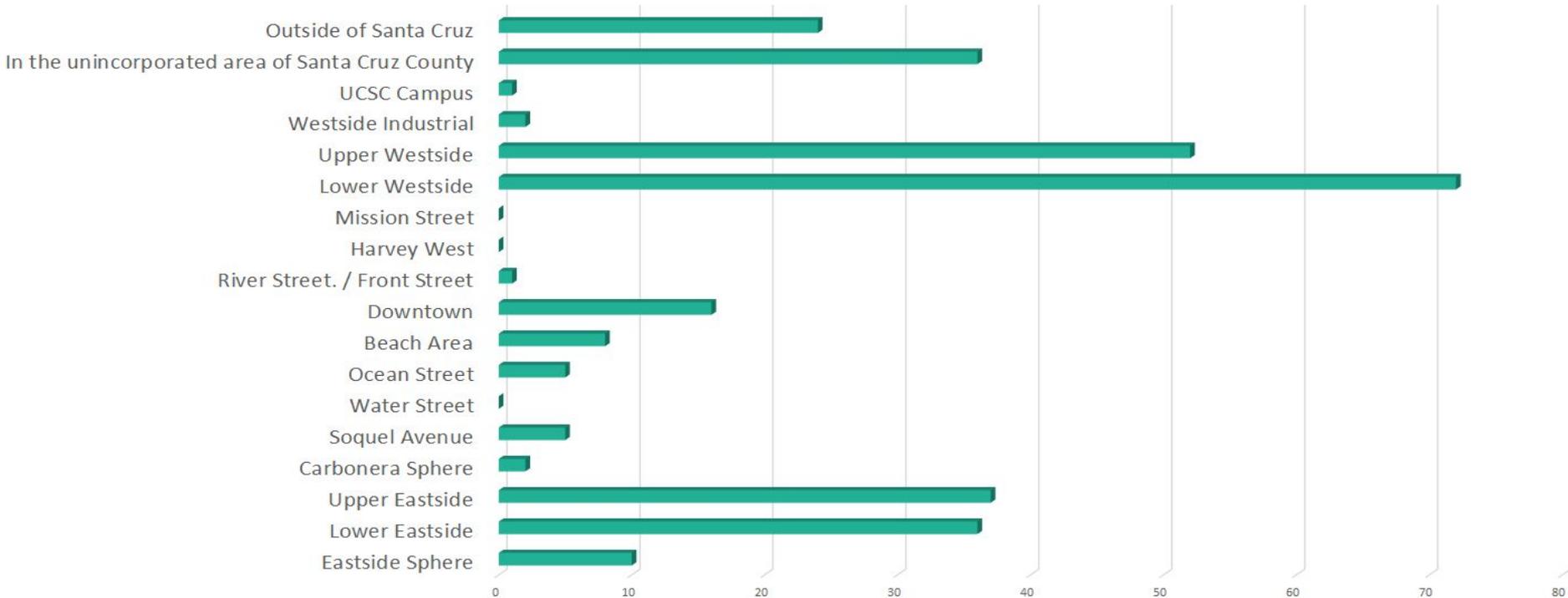
Demographic Breakdown



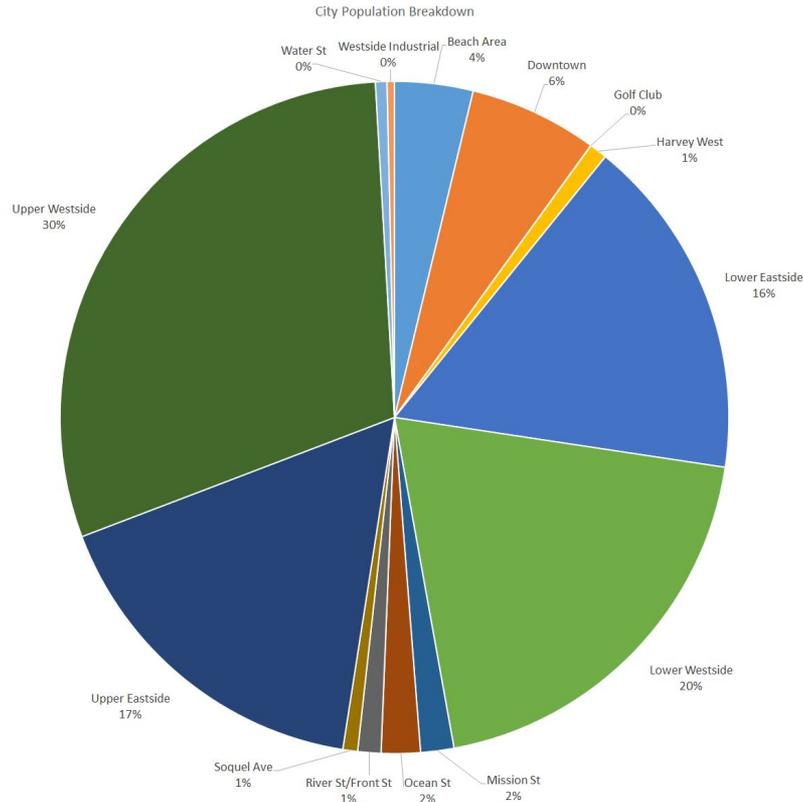
*A * indicates that multiple responses were allowed.*

Survey Results: Areas Where Respondents Live (n=324)

Breakdown of area



Population Proportion by Neighborhood

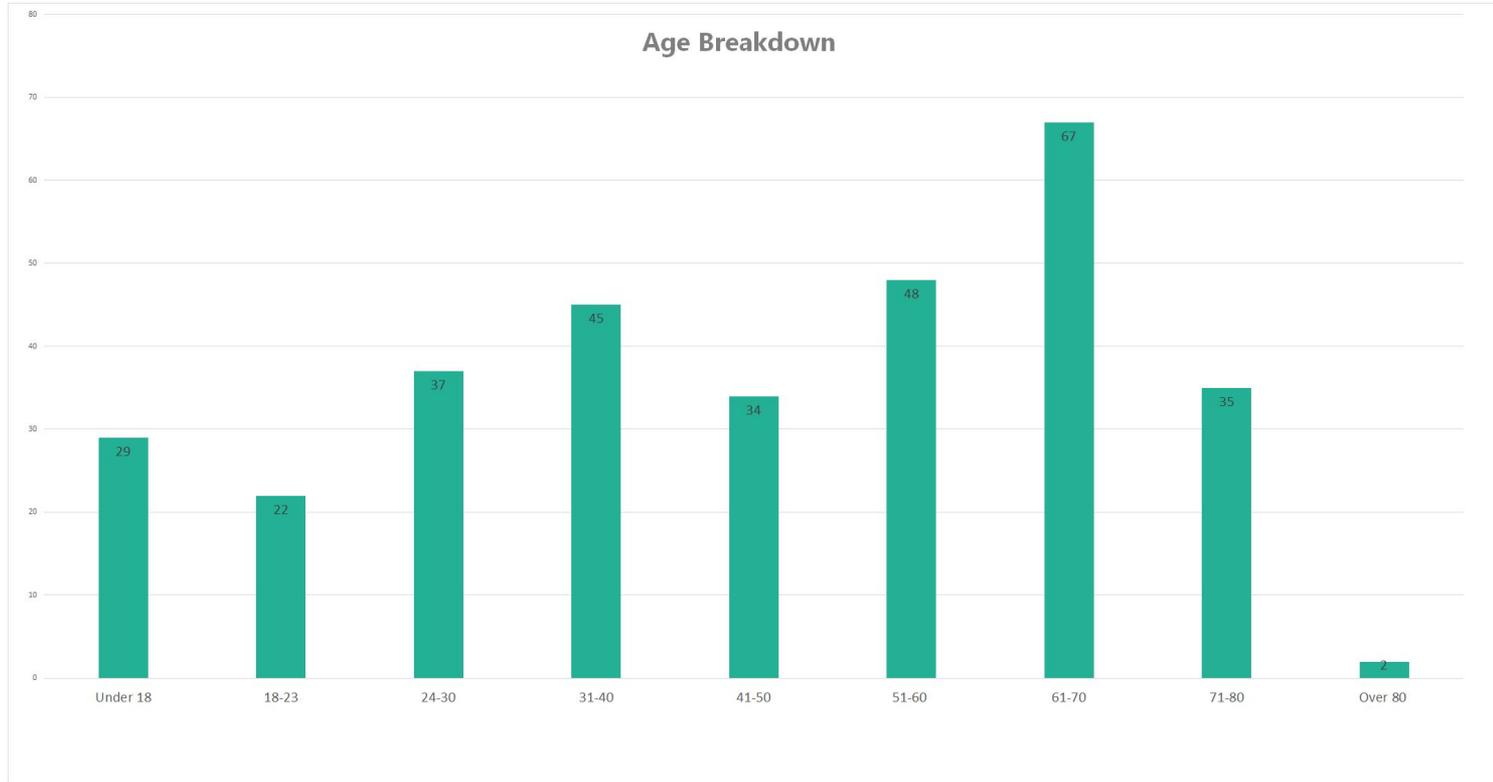


Neighborhoods



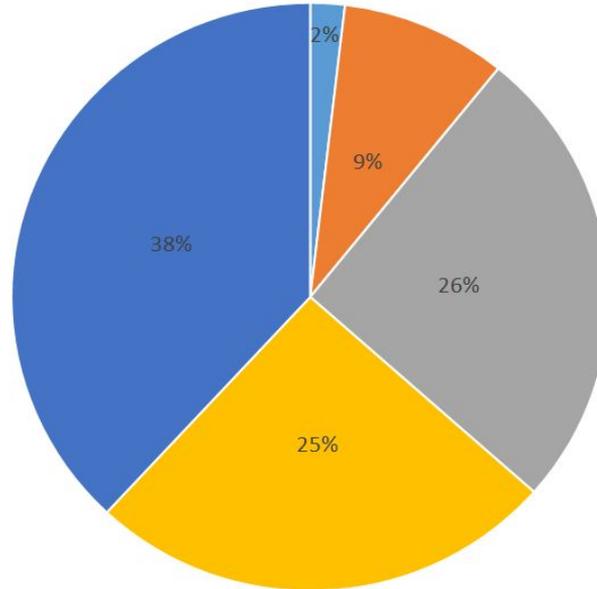
The neighborhood map source is the City's 2030 General Plan. The source of population data is the 2010 census.

Survey Results: Age Distribution of Respondents *(n=323)*



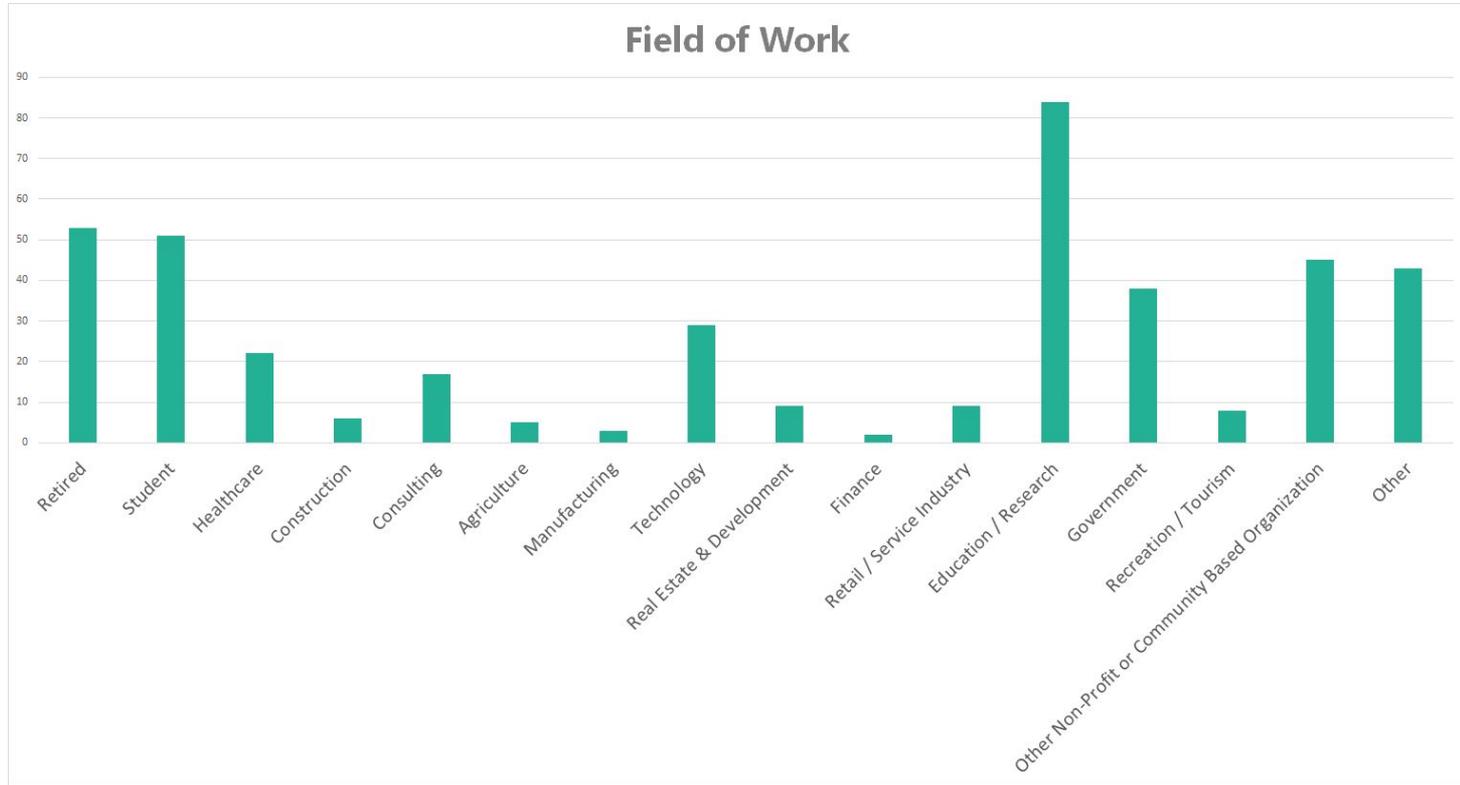
Survey Results: Respondents' Climate Knowledge *(n=324)*

Climate Knowledge



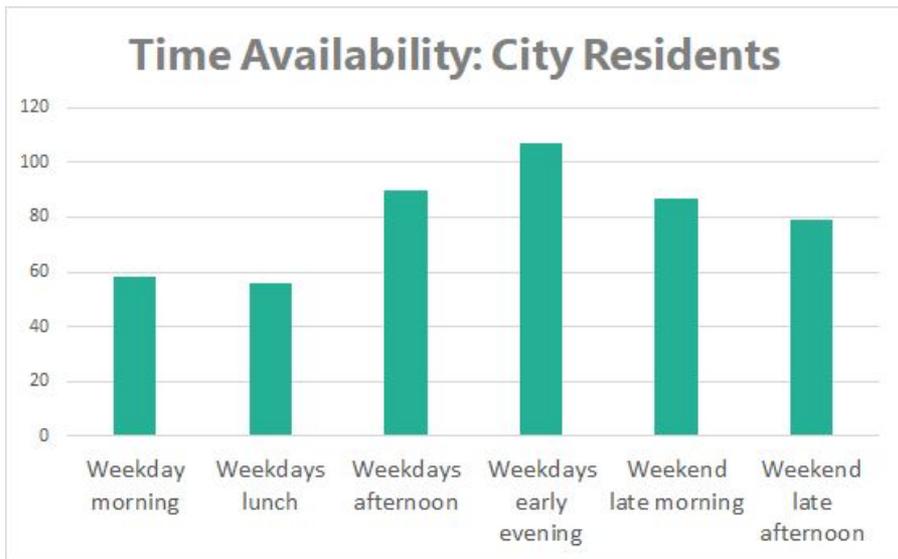
- 1 - This is a new area for me
- 2 - I am learning about climate and/or sustainability issues
- 3 - I understand most of the information about climate and/or sustainability issues
- 4 - I have a wholistic understanding of climate and/or sustainability issues
- 5 - I am well versed in the area of climate and/or sustainability issues

Survey Results: Respondent's Field of Work (n=467)*



*A * indicates that multiple responses were allowed.*

Survey Results: Respondents' Time Availability (n=562)*



*A * indicates that multiple responses were allowed.*

Survey Results: Respondents' Time Availability (n=562)*



*A * indicates that multiple responses were allowed.*

Survey Results: Respondents' Time Availability (n=562)*



*A * indicates that multiple responses were allowed.*

Survey Results: Respondents' Preferred Involvement

(n=844)*

Involvement: City Residents



Involvement: BIPOC



*A * indicates that multiple responses were allowed.*

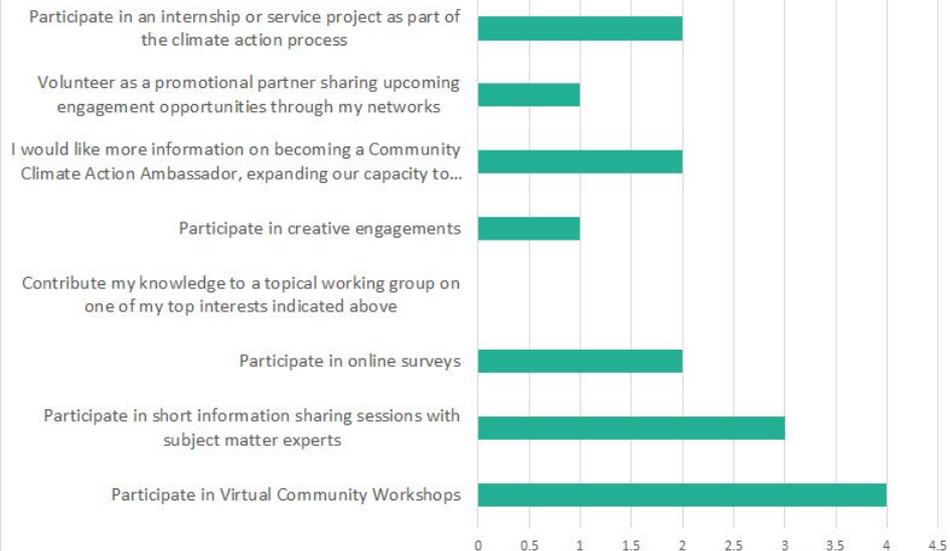
Survey Results: Respondents' Preferred Involvement

(n=844)*

Involvement: Youth (under age of 23)



Involvement: Beach Area Residents



*A * indicates that multiple responses were allowed.*

Survey Results: Respondents' Preferred Involvement

(n=844)*



*A * indicates that multiple responses were allowed.*

Survey Results: Interests - City Residents (n=1153)*

Interests: City Residents

Tools and Dashboards for Public Engagement and Community Activation



Greenhouse Gas Emissions Tracking, Emissions Forecasting, and Emissions Reduction Goal Setting



Environmental Racism and Environmental Justice



Environmental Legislation and the California Environmental Quality Act



Green Jobs and the Green Economy



Connections between Sustainability, Health and Equity



Circular and Regenerative Economies (Recycling and Reusing Products)



Waste and Organic Materials



Sustainable Food Systems and Diet



Biodiversity, Tree Canopy and Carbon Sequestration



Transportation



Energy in Buildings and Infrastructure



The Concept of Carbon Neutrality

Progress on the 2020 Climate Action Plan



0 20 40 60 80 100 120

Axis Title

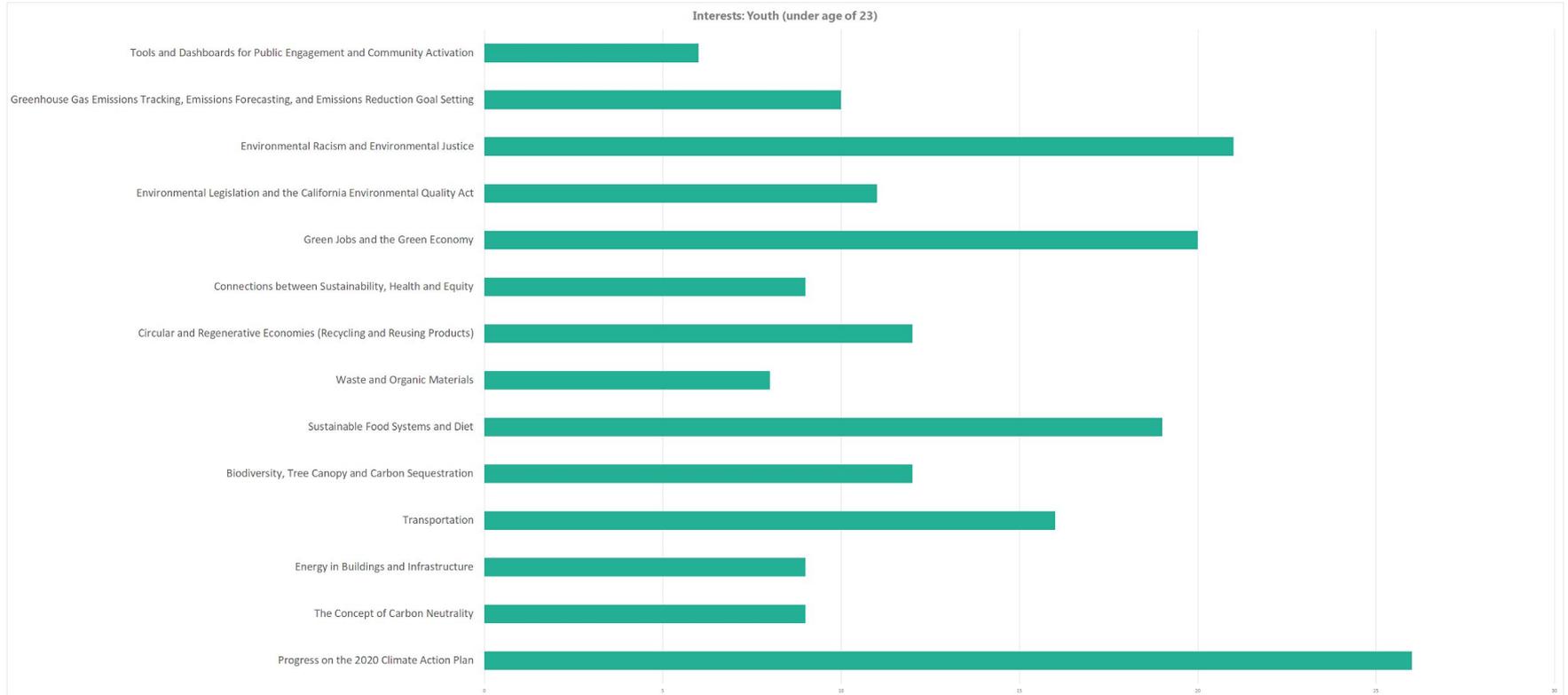
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Survey Results: Interests - BIPOC (n=1153)*



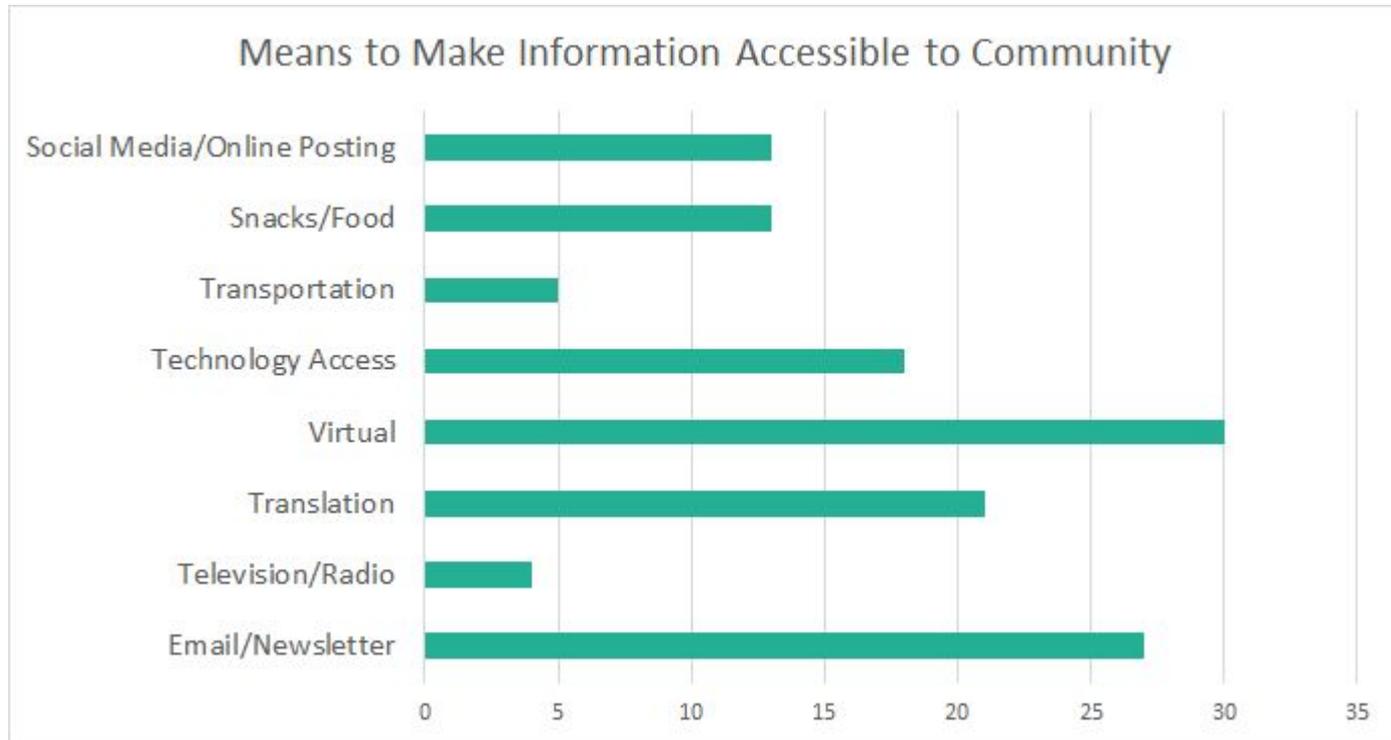
*A * indicates that multiple responses were allowed.*

Survey Results: Interests - Youth ($n=1153$)*



*A * indicates that multiple responses were allowed.*

Survey Results: Information Accessibility (n=151)



Respondent's Communication Preferences

