

## Climate Mobilization Strategy Survey on Key Measures and Actions



The City of Healdsburg has developed a draft Climate Mobilization Strategy (CMS) in support of State and Regional greenhouse gas (GHG) reduction goals. The Strategy identifies key measures and actions that will be most impactful in reducing GHG emissions, are equitable, feasible, and community driven. Implementing the CMS will have many other benefits as well, such as health and safety, improved air and environmental quality, and better quality of life for residents.

The draft Strategy includes 18 measures and 92 actions. This survey focuses on specific aspects of key measures and actions to better understand community support for some of the actions that will require more changes or cost impacts. The survey also asks about which measures and actions should be addressed first.

If fully implemented by 2030, the CMS is expected to reduce annual city-wide GHG emissions by 31,675 metric tons carbon dioxide equivalent (MT CO<sub>2</sub>e). This would meet, and exceed, the State efficiency target to reduce per capita emissions by 40% compared to 1990 levels. This would also support the County's regional target to be carbon neutral by 2030.

Community, City Council, and City Staff feedback has been gathered and incorporated throughout the CMS development process and all measures have been designed to include equity benefits. The results from this survey will be used to better understand community support for some of the key actions and to focus the implementation.

For more information on the Climate Mobilization Strategy and to view the full draft document, visit [www.healdsburg.gov/cms](http://www.healdsburg.gov/cms).

Please note: Comments may be requested and shared publicly. Do NOT include personal or sensitive information in your comments.

**1. To meet State requirements, City of Healdsburg Electric Department must provide 60% renewable electricity by 2030. The CMS proposes a goal of 85% renewable and carbon-free electricity by 2030, which would reduce GHG emissions by 2,000 MT CO<sub>2</sub>e (7% of the CMS reductions). This could result in a \$50-\$100 annual increase in household electric bills (\$35-\$75 for low-income customers), pending further analysis of electricity needs and costs.**

**How willing are you to pay this additional cost in order to achieve this goal?**

- I am not willing
- I am somewhat unwilling
- Neutral
- I am somewhat willing
- I am very willing
- Not applicable

**2. The City already requires new construction to use electric appliances for space and water heating. Using electric appliances, instead of natural gas, reduces GHG emissions and provides other health and safety benefits. The CMS proposes to require upgrading any existing gas appliances with electric appliances for existing buildings during large renovation projects (over \$250,000 residential, and over \$500,000 commercial). Some City, State or Federal incentives may be available with potential additional incentives for low-income residents, but would likely not cover all upfront costs.**

**To what extent do you agree or disagree with this policy?**

- I strongly agree
- I somewhat agree
- Neutral
- I somewhat disagree
- I strongly disagree
- Not applicable or I am not a property owner

**3. The CMS proposes multiple measures to reduce the amount of individual driving. If you replace some of your driving with another method, which of the following would you use most often?**

**Select one.**

- Biking and walking
- Public transit
- Ride/car share programs
- None, or I do not want to reduce my individual driving

**4. To further reduce the amount of individual driving and decrease car traffic downtown, the CMS proposes to investigate options for downtown parking fees. This would require consultant, staff time, and parking meter equipment costs to develop and implement. The parking fees are not yet determined, but an example could be \$3.50 per hour to \$24 daily maximum with alternative options for vulnerable communities.**

**How willing are you to pay this additional cost in order to reduce individual driving in downtown and reduce GHG emissions from transportation?**

- I am not willing
- I am somewhat unwilling
- Neutral
- I am somewhat willing
- I am very willing
- Not applicable

**5. Replacing gas- and diesel-powered vehicles with electric vehicles for residential use can result in substantial GHG reductions. Upfront costs can include the comparative initial vehicle purchase and optional charging infrastructure, with expected maintenance and fuel cost savings. If you do not currently own an EV, which of the following resources would be most likely to encourage you to replace your current vehicle with an EV? If you already own an EV, which of the following resources would be most important to support your EV usage?**

**Select up to 3.**

- Public charging opportunities
- Multi-family housing charging opportunities
- Workplace charging opportunities
- Discounts, rebates, or incentives to offset initial costs
- Incentives for charging (or not charging) at certain times
- Affordable public charging rates
- Expedited process to install chargers
- Opportunities to participate in an EV car share program
- None, I do not want to switch to an EV
- Not applicable or I do not own a car

**6. In order to meet state mandated waste diversion goals, our entire community must adopt sorting practices for organic waste (e.g., food scraps, yard waste). Countertop bins and curbside bins are available for free to support this effort.**

**Which statement best describes your participation in this effort?**

- I currently sort organic waste or compost in my home/business
- I do not currently sort organic waste or compost, but I have a plan to move to composting
- I do not currently sort organic waste or compost, and have no plan to

The CMS proposes addressing the following 16 measures first (and 61 associated actions), in the next 1 to 3 years. The remaining measures would be addressed as there are resources, budget, staff capacity, or opportunities to leverage.

Some of the measures are proposed to have more substantial actions implemented (such as ordinances or building code updates) in the next 1 to 3 years and some will have preliminary actions implemented (such as feasibility studies or plan updates). These are noted below in green for substantial actions to be implemented and orange for preliminary actions to be implemented in the next 1 to 3 years.

**Measures to start in next 1 to 3 years:**

- **Increase renewable and zero-carbon electricity (BE-1)**
- **Require all electric appliances in new construction as part of 2025 Building Code update (BE-2)**
- **Increase all electric and efficient appliances in existing buildings - including residential, commercial, and municipal buildings (BE-3, BE-4 + BE-4A)**
- **Implement programs and infrastructure to increase walking and biking (T-1)**
- **Explore development of a micro-mobility and/or car-share program (T-2A)**
- **Develop programs/policies to discourage individual driving (T-3)**
- **Increase electric vehicle use and adoption for residents and City municipal fleet (T-4 + T-5A)**
- **Reduce water usage (W-1)**
- **Increase amount of solid waste diverted from the landfill (SW-1)**
- **Preserve existing trees and plant new trees and maintain restoration projects (CS-1 + CS-2)**
- **Increase compost application to increase organic waste diversion and carbon sequestration (CS-3)**
- **Identify Administrative Needs for Successful CMS Implementation (F-1)**

**Measures to start as resources are available in next 4+ years:**

- **Implement programs to increase public transit (T-2)**
- **Increase electric vehicle use and adoption for businesses (T-5)**

**7. Do you support this proposed implementation plan?**

- I do not support this plan
- I somewhat do not support this plan
- Neutral
- I somewhat support this plan
- I highly support this plan

**8. Provide any further comments about your level of support for this implementation plan. (Optional)**

**9. The full draft Strategy is located [here](#). Do you have any overall comments on the Climate Mobilization Strategy or the draft document? (Optional)**

**10. From participating in the development or providing input on the CMS, have you become more engaged in climate topics?**

- Yes, I have become more engaged in climate topics
- Yes, But I was already very engaged in climate topics
- No, My engagement in climate topics has not changed
- Not applicable, This is my first time participating or providing input on the CMS

**Thank you for sharing your input! Please visit [www.healdsburg.gov/cms](http://www.healdsburg.gov/cms) for more information.**

**11. Please provide your email address to be added to the email list for climate updates.**

Name

Email Address