



Cupertino Climate Action Plan

Results from the Community Survey #1

The Cupertino Climate Action Plan (CAP) provides a roadmap for the City of Cupertino and its citizens to reduce greenhouse gas emissions and achieve their climate goals with community solutions and individual actions.

The City of Cupertino is updating the CAP to better meet the needs and goals of the community. As part of this process, we asked Cupertino's residents to complete a survey to identify visions, priorities and barriers to the CAP process.

This survey was open from July 23rd to September 19th, 2021.

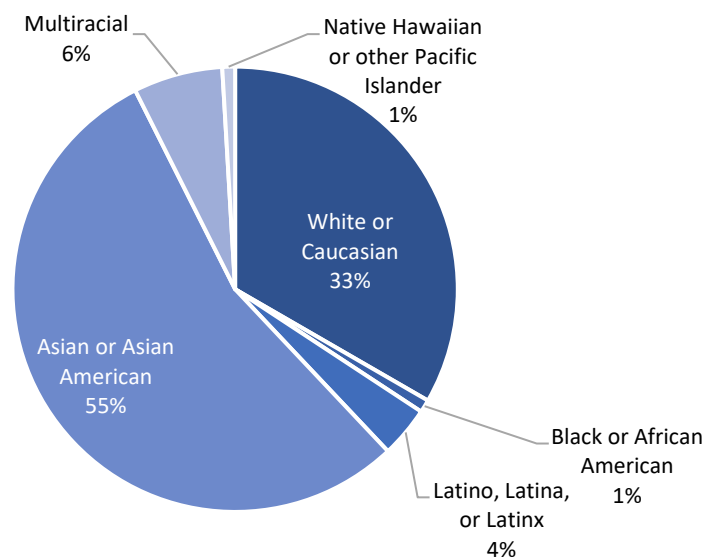
Summary

In total, we received a total of **111 responses**. We received 107 English responses, 1 Spanish, and 3 Chinese. Some additional demographic information about the survey responses are below:

- Most respondents live in Cupertino (80 people, 72%)
- Majority of respondents have received an advanced degree (52 people, 47%)
- Majority of respondent do not work for a Cupertino based company (87 people, 78%)
- 62% of respondents own their home

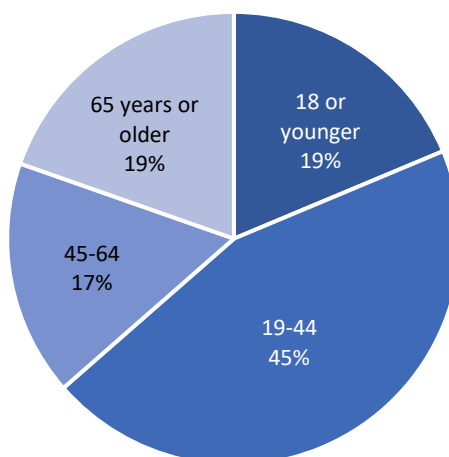
Demographic Results

Race and Ethnicity (n = 108)	
White or Caucasian	36
Black or African American	1
Latino, Latina, or Latinx	4
Asian or Asian American	59
Multiracial	7
Native Hawaiian or other Pacific Islander	1

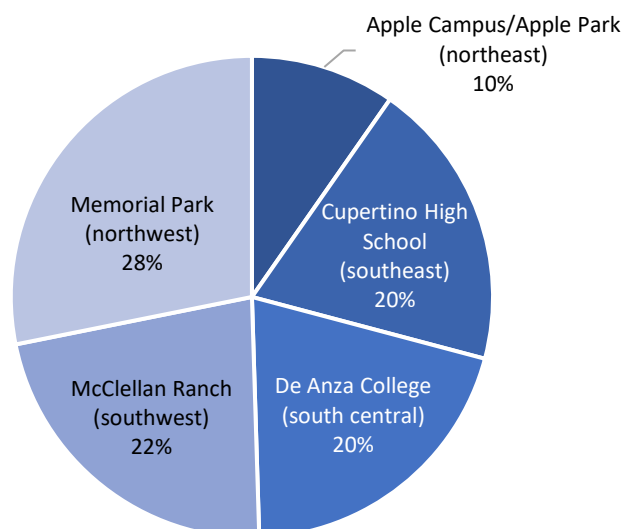




Age (n = 107)	
18 or younger	20
19-44	48
45-64	18
65 years or older	21



Area you spend most of your time around (n = 103)	
Apple Campus/Apple Park (northeast)	10
Cupertino High School (southeast)	20
De Anza College (south central)	21
McClellan Ranch (southwest)	23
Memorial Park (northwest)	29
Apple Campus/Apple Park (northeast)	10



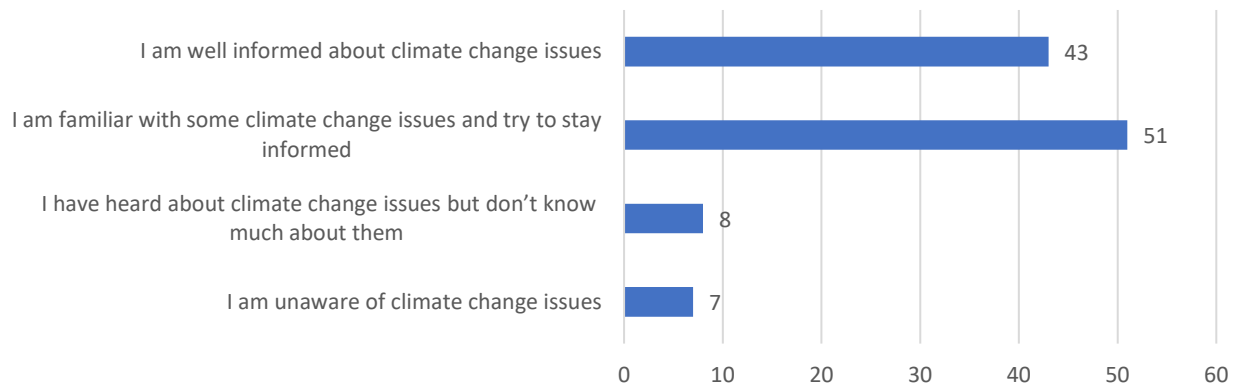
Survey Results

The tables below highlight the results of the survey. They do not provide an interpretation of the results. Key or significant results are highlighted in blue cells.

Climate change awareness

Respondents were asked “How would you best describe your awareness and understanding of climate change issues?” **Majority of respondents are familiar with some climate change issues and try to stay informed.**

Level of Awareness	# of Responses (n=109)
I am unaware of climate change issues	7
I have heard about climate change issues but don't know much about them	8
I am familiar with some climate change issues and try to stay informed	51
I am well informed about climate change issues	43

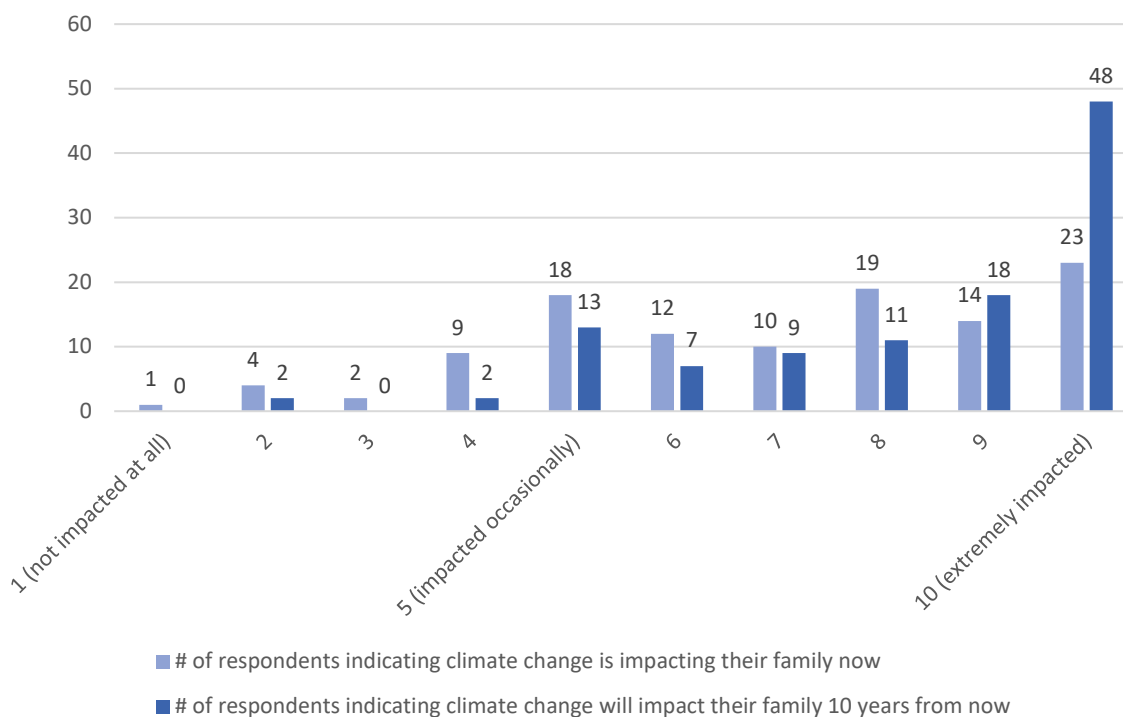


Concern about climate change

Regional climate impacts

Respondents were asked “How much do you think climate change will impact you and your family’s personal wellbeing and safety **10 years from now?**” and “How much do you think climate change impacts you and your family’s personal wellbeing and safety **today?**”. **Majority of respondents indicate climate change is already impacting their family and will continue to worsen in the next 10 years.**

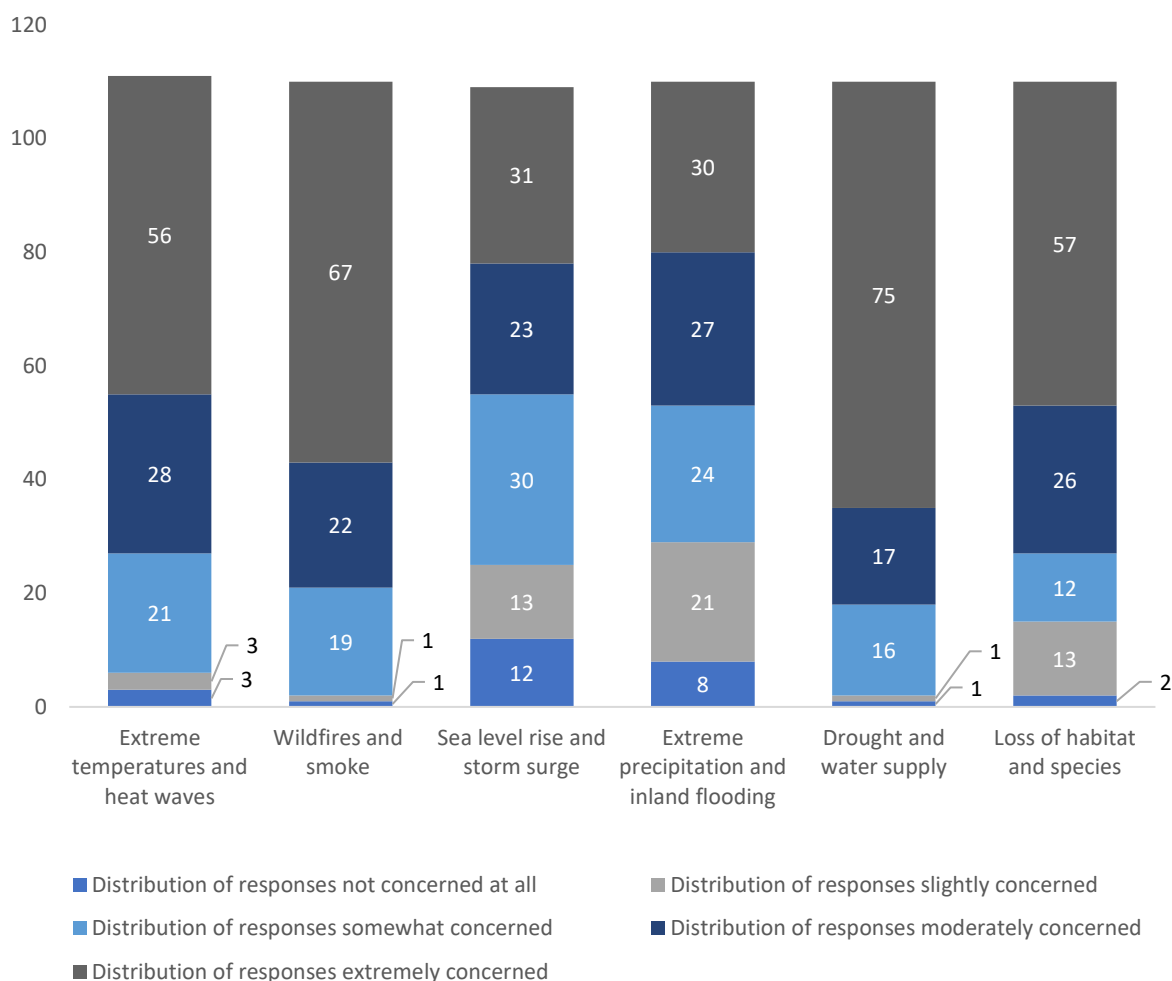
Level of Awareness	# of respondents (n = 108)	
	Now	10 years from now
1 (not impacted at all)	1	0
2	4	2
3	2	0
4	9	2
5 (impacted occasionally)	18	13
6	12	7
7	10	9
8	19	11
9	14	18
10 (extremely impacted)	23	48



Local climate impacts

Respondents were asked “How concerned are you about the following events taking place in Cupertino?”. **Respondents are extremely concerned about drought and water supply**, wildfires and smoke, and loss of habitat and species.

Local Climate Impact	Distribution of Responses				
	Not concerned at all	Slightly concerned	Somewhat concerned	Moderately concerned	Extremely concerned
Extreme temperatures and heat waves (n = 111)	3	3	21	28	56
Wildfires and smoke (n = 110)	1	1	19	22	67
Sea level rise and storm surge (n = 109)	12	13	30	23	31
Extreme precipitation and inland flooding (n = 110)	8	21	24	27	30
Drought and water supply (n = 110)	1	1	16	17	75
Loss of habitat and species (n = 110)	2	13	12	26	57



Climate action priorities

Respondents were asked “Climate action has many benefits beyond reducing greenhouse gas emissions. Which of the following are most important to you? Select your top three (3) priorities.” Respondents indicate that **ensuring a high quality of living for future generations is the most important co-benefit**, followed closely by improving air quality and preserving natural spaces, and habitats.

Climate action benefits	# of responses (n = 111)
Ensuring a high quality of living for future generations	52
Improving air quality	49
Preserving natural spaces, and habitats	42
Increasing green space and tree canopy cover	33
Improving water quality	25
Building strong communities that are prepared for natural disasters	24
Improving human health and lowering medical costs	21
Creating a more compact and walkable/bikeable community	20
Reducing traffic congestion	20
Reducing utility bills	18
Attracting new businesses and creating jobs	10

CAP strategy priorities

Respondents were asked “Which strategies do you think are most needed to reduce greenhouse gas emissions in Cupertino? Please rank from most needed (#1) to least needed (#9).” Majority of respondents want to **improve energy efficiency in homes and businesses**, followed by transitioning homes and businesses from natural gas to clean electricity and building a more walkable and bikeable city. Respondents who answered to this question through the Chinese or Spanish translated survey totaled 4 people (3 Chinese, 1 Spanish). Thus, while the distribution of responses is varied among language, the overall weighting of priorities is indicated above. The top 3 responses for each survey type are highlighted in blue below.

Local Climate Impact	Distribution of Responses (n = 107)		
	English	Chinese	Spanish
Improve energy efficiency in homes and businesses	4.32	5.33	6
Transition homes and businesses from natural gas to clean electricity for space/water heating	4.47	6.67	4
Building a more walkable and bikeable city	4.52	3.67	2
Create rules that curb pollution and limit polluting activities	4.82	5	9
Encouraging use of electric vehicles and electric vehicle infrastructure	4.88	7	8
Encourage rooftop solar panels and local renewable energy	4.95	4	3
Restore thriving natural spaces and plant trees	4.99	3	5
Increasing accessibility to public transit	5.17	4.67	1
Provide access to composting and encouraging mindful purchasing habits	5.71	5.67	7

Climate action barriers

Respondents were asked “What do you foresee as the most significant barriers to taking climate action in Cupertino? Select the top three (3) barriers?” Respondents indicate **cost and competing economic demands on the City and residents**, and **lack of agreement on the issues or how to prioritize them** as the biggest barriers to climate action.

Local Climate Impact	# of Responses (n = 108)
Cost and competing economic demands on the City and residents	52
Lack of agreement on the issues or how to prioritize them	44
Resistance to new mandates and requirements	42
Level of education and understanding about climate change in the community	39
Lack of local government leadership	31
Level of care or interest in the community	27
Equitable systemic climate change is difficult to implement at a local level	22
Level of local versus regional control	16
Uncertainty about climate risk	16
Technology has not been developed yet	10

Open ended questions

Respondents were asked, **“Please describe in one to two sentences what a climate-friendly Cupertino would look like to you.” (n = 76)** Below are some key findings:

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| ✓ Prioritize pedestrian and bike friendly behaviors and infrastructure | ✓ Prioritize solar panel installation on residential and commercial properties |
| ✓ Invest in better and more accessible public transit | ✓ Strive to be a national leader on climate actions |
| ✓ Prioritize EVs and build charging infrastructure around the City | ✓ Houses highly informed, educated and engaged citizens |
| ✓ Reduce lawns and artificial turf | ✓ Prioritize equitability and inclusivity |
| ✓ Increase tree cover and drought tolerant plants around City | ✓ Collaborate with other governments |
| ✓ Adhere to sustainable design standard | ✓ Preserve parks and natural areas and promote biodiverse green spaces |
| ✓ Be a Zero Waste, Circular Economy | ✓ Promote green jobs |
| ✓ Strive for carbon neutrality | ✓ Conserve valuable resources (e.g. water) |
| ✓ Provide affordable EVs and home electrification options | ✓ Encourage grassroots political action |
| ✓ Ban fossil fuels and transition to renewable energy | ✓ Prioritize density housing located near jobs, transit, and amenities |
| | ✓ Build affordable housing |

Respondents were asked, **“What specific strategies or actions do you feel would most help the Cupertino community reduce greenhouse gas emission that are not listed above?” (n = 64)** Below are some key findings:

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|--|---|
| ✓ Plant more trees around City | ✓ Prioritize vulnerable communities |
| ✓ Provide more climate education | ✓ Encourage use of public transit |
| ✓ Incentivize solar panels to homeowners | ✓ Hold largest emitters responsible (Stevens Creek Quarry and Kaiser Cement Plants) |
| ✓ Prioritize education and outreach | ✓ Consider local tax on carbon |
| ✓ Ban plastic bags | ✓ Subsidize electricity |
| ✓ Protect water and reduce water usage | ✓ Reduce consumerism |
| ✓ Include more adaptation actions | ✓ Encourage reduced meat diet |
| ✓ Include actions to address reducing energy usage in existing homes | |

Respondents were asked, **“Are there any additional barriers you would consider significant to taking climate action in Cupertino?” (n = 35)** Below are some key findings:

- ✓ Lack of responsibility, education, and personal action in the part of citizens
- ✓ Societal resistance to change
- ✓ Cost
- ✓ Fear
- ✓ Inconvenience
- ✓ Zoning requirements
- ✓ Competing priorities in local government
- ✓ Consensus building
- ✓ Lack of volunteers