

The SOU Office of Sustainability and the Ashland Climate Action Project of Southern Oregon Climate Action Now are partnering to understand residents' perceptions and use of home energy efficiency and conservation measures, solar energy, and natural gas. Policymakers at all levels are exploring how best to reduce building energy use to reduce greenhouse gas emissions while taking into account the needs of residents. We will use this survey to inform policymakers. It will be open until January 1, 2022.

If you live or work in Ashland or in a neighboring community, please take the survey! It takes approximately 20 minutes to complete. You may sign up to receive the report or more information on climate topics, or volunteer to get involved in climate action.

Section I: Home Energy Efficiency

Using energy efficiently in our buildings can reduce energy use, save money, and reduce greenhouse gas emissions. Energy efficiency strategies can be as minor as adjusting your thermostat, using LED light bulbs, and unplugging devices to larger-scale home improvements such as improving insulation and installing energy-efficient windows, appliances, and heating/cooling systems.

1. When the outdoor air is smoky, does smoke enter your home even when the doors and windows are closed?

- Yes, so I use HEPA filters to clean the air
- Yes, and I don't have any way to filter the air
- No

2. When it's very hot outside, are you able to keep your home cool?

- Yes, because I use a fan, air conditioner, or mini-split
- Yes, my home stays cool without using an air conditioner
- No, I am unable to keep my home cool

3. Have you or your landlord done any of the following to save energy?

	Yes	No, but I'm interested	Not interested	Not sure
Installed LED light bulbs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduced the use of heating or air conditioning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Limited clothes dryer use in favor of line-drying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Replaced HVAC air filters (or cleaned mini-split filters)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sealed drafts with weather-stripping or caulk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Had a home energy audit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed energy-efficient windows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed energy-efficient insulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installed a mini-split unit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchased energy efficient appliances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Switched to a more efficient heating or cooling system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Switched to a more efficient water heater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

4. Below are some benefits of home energy efficiency measures. Please rank them in the order of interest or importance to you (i.e., 1 is the most important, 4 is the least important)



Reduced greenhouse gas emissions



Health benefits



Reduced energy costs



Local job creation

5. What are the barriers for you in adopting energy saving measures? (Check all that apply.)

- I don't own my own home
- It's too expensive
- It takes too long to recoup the costs
- I'm not familiar with available incentives
- I don't think energy efficiency is important
- I need more information
- I need someone with expertise to help me
- None of the above
- Other (please explain)

6. Feel free to tell us more about your perspectives about home energy efficiency.

Section II: Residential Solar

Local generation of solar energy can reduce greenhouse gas emissions. When coupled with energy storage (batteries), local solar generation can also increase our resilience if our power grid goes down.

7. Are you interested in obtaining your electricity supply from solar power?

- I already do
- Yes
- No
- Not sure

8. If no or not sure, why? (Check all that apply)

- I don't own my own home
- The up front costs are too expensive
- It takes too long to recoup the expense
- My roof doesn't get enough sun
- I'm concerned about the environmental impact of solar panels
- I'm concerned that solar isn't reliable
- I don't think solar energy is important
- I need more information
- None of the above

Other (please explain)

9. Below is a list of potential benefits of solar energy. Please rank them in the order of interest or importance to you (i.e., 1 is the most important, 8 is the least important)



Reduced greenhouse gas emissions



Energy independence



Greater resilience



Decreased fire risk



Reduced energy costs



Local economic development and job creation



Not supporting fossil fuel companies



Ashland should be a leader in solar

10. Community solar programs are large solar installations that residents invest in together rather than having solar panels on their own roof. "Virtual Net Metering" (VNM) is a policy that enables solar energy produced at one location to be credited to another electric account. How familiar are you with these programs?

	Very familiar	Somewhat familiar	Not familiar
Community solar programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Virtual net metering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

11. Feel free to add any additional comments about solar energy.

Section III: Energy Used for Home Heating/Cooling, Water Heating, and Cooking

Many homes use natural gas for home heating and cooling, water heating, cooking, fireplaces, and more. In this section, we'd like you to share your opinions about using natural gas.

12. Does your home currently use natural gas for any of the following?

	Yes	No	Not sure
Home heating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water heating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cooking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fireplace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clothes washer or dryer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please explain)

13. What are your views on electric appliances compared to gas appliances?

	Better than gas	Same as gas	Worse than gas	Not sure	Not familiar with this
Electric induction cooktops/stoves	<input type="radio"/>				
Electric heat pump hot water heater	<input type="radio"/>				
Electric heat pump home heating system	<input type="radio"/>				

14. When thinking about home appliances, please rank the following factors in terms of importance to you (i.e., 1 = most important, 7 = least important)



Greenhouse gas emissions/ climate impact



Performance/effectiveness



Purchase price



Long-term costs



Reliability



Appearance



Noise

15. When thinking about switching from gas to electric equipment for cooking, home heating, or water heating, which of the following statements do you agree with? (check all that apply)

- I don't see a reason to switch
- I don't own my own home
- It's expensive
- It takes too long to recoup the costs
- I'm not familiar with available incentive programs
- I don't believe in replacing something that still works
- I need more information
- None of the above
- Other (please explain)

16. Would you consider replacing any of the following gas appliances or equipment with a high-performance electric alternative when it needs replacing?

	Yes, I would consider switching	No, I would not consider switching	Not applicable	Not sure
Gas water heater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gas furnace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gas cooktop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gas clothes washer or dryer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Feel free to add any additional comments about using gas or electricity to power your appliances

Section IV: Tell us More About Yourself

18. Which choice below best describes your feelings about climate change?

- Alarmed
- Very concerned
- Somewhat concerned
- Not concerned
- Not sure

19. What types of changes have you made or would you be willing to make to reduce your climate impact?

- Change driving habits (i.e., bike or walk or use more public transportation)
- Drive an electric car
- Reduce home energy use (e.g. unplug appliances when not in use)
- Switch off natural gas
- Purchase fewer new consumer goods
- Purchase more locally produced goods
- Consider sustainability when making food choices
- Increase use of reusable products
- Contact my elected representatives about climate issues
- Purchase carbon offsets for my greenhouse gas emissions
- None of the above
- Other (please specify)

20. How supportive would you be of the following local policies (check all that apply):

- A moratorium on all new residential and commercial natural gas hookups
- A requirement that all newly purchased appliances and household systems be electric (rather than gas)
- A requirement that all natural gas-powered appliances and household systems be replaced with electric systems by a certain date
- A requirement that all natural gas appliances be retired when they reach their end of life.
- Other (please explain)

21. Approximately what percent of your household income do you spend on utilities (electricity, natural gas, firewood)?

- Less than 5%
- Between 5-10%
- More than 10%
- Not sure
- None of the above

22. Approximately what percent of your household income do you spend on rent or mortgage?

- Less than 20%
- 20 - 35%
- 35 - 50%
- More than 50%
- Not sure

Other (please specify)

23. How familiar are you with City of Ashland incentives and rebates for energy-efficient appliances and conservation measures?

- Very familiar
- Somewhat familiar
- Not very familiar
- Not at all familiar

24. Which of the following climate events or actions would you be likely to participate in? (check all that apply)

- Webinars or educational sessions
- Local social media
- Local rallies and events
- Signing petitions or writing letters to state and federal representatives
- Writing letters to City Council, County Commission, and local utilities
- Participating in solar and gas-free advocacy campaigns
- None of the above

Other (please specify)

25. Are you a registered voter?

- Yes
- No
- Not sure

26. How would you describe your level of engagement in local issues?

- Very engaged
- Somewhat engaged
- Not very engaged
- Totally disengaged

27. Zipcode

- 97520

Other (please specify)

28. Age

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- Over 74

29. Which of the following best describes your gender?

- Female
- Male
- Other/nonbinary
- Prefer not to say

30. Which of the following best describes your ethnicity?

- Native American /Alaskan Native
- Asian American/ Asian
- Pacific Islander
- African American/ Black
- Hispanic / Latino/a/x
- White

Other (please specify)

31. Which of the following best describes your employment status?

- Employed, working full time
- Employed, working part time
- Not employed, looking for work
- Not employed, NOT looking for work
- Retired
- Disabled, not able to work

32. Which of the following best describes your housing status?

- Renter
- Homeowner
- Unhoused

33. Would you like to participate in or learn more about any of the following (check all that apply)

- Sign up for emails from the Ashland Climate Action Project of Southern Oregon Climate Action Now to learn about local programs and opportunities for action
- Opportunities for local climate action
- Opportunities for local political advocacy
- Energy efficiency measures
- Solar energy
- City of Ashland incentives for energy efficiency measures
- Electrification/reducing natural gas usage

Other (please specify)

34. If you checked any boxes in the previous question, or you would like to receive a copy of the survey report, please provide your name and email address