Sparking Boston's Climate Revolution

Recommendations of the Climate Action Leadership Committee and Community Advisory Committee

Full Report, April 2010

APPENDIX

III. Community workshop results



Community workshop results

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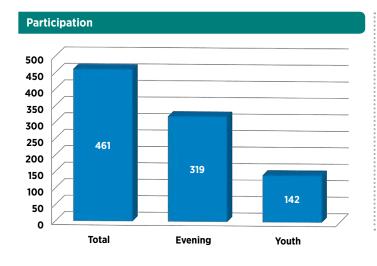
Overview and summary

The City of Boston received supplemental funding from the Barr Foundation to conduct five community workshops for Boston residents. The primary purpose of these workshops was to engage residents in a conversation about climate change and Boston, and to provide feedback to the Leadership Committee and the Community Advisory Committee on the proposed residential mitigation strategies and community engagement plan.

A working group that included members of both committees assisted the facilitation team in designing the workshops, identifying target workshop locations and facilities, and scoping out a set of polling questions. The workshops were promoted on the City's website, through e-mails and newsletters, and by committee members and community organizations across Boston.

The final design included one citywide workshop for high school students, and four neighborhood-based workshops located in different parts of Boston. The five workshops were held during the last week of February and first three weeks of March.

Five Community Workshops One Citywide Youth Workshop Four Neighborhood-Based Workshops for Residents **Citywide Youth Workshop** Saturday, February 27 For high school and middle school age youth from all over Old South Church the city 645 Boylston St. Back Bay **Neighborhood-Based Workshops Old South Church** Tuesday, March 2, 2010 Target Neighborhoods: East Boston, Charlestown, South 645 Boylston St. Back Bay Boston & Downtown, Chinatown, North End, Leather District West End Boston Lodge of Elks No. 10/ Monday, March 8, 2010 Target Neighborhoods: West Roxbury, Hyde Park, West Roxbury Elks Club Roslindale, Jamaica Plain 1 Morrell St., W. Roxbury **Metcalf Ballroom** Target Neighborhoods: Allston, Brighton, Fenway, Back Wednesday, March 10, 2010 **George Sherman Union** Bay/Beacon Hill, Kenmore, South End **Boston University** 775 Commonwealth Ave. **Roxbury Center for the Arts** Monday, March 15, 2010 Target Neighborhoods: Robury, Dorchester, Mattapan, Hibernian Hall Jamaica Plain 184 Dudley St., Roxbury



Over 140 high school and middle school students attended the citywide youth workshop, which included a welcome by Mayor Menino. Over 300 residents attended the four neighborhood-based, evening workshops.

Comparing Participants To Boston Population

Boston (2000 census) Workshop Participants

- Median age 31.1
- 21% with MA or above

- 48% men 52% women 41% men 56% women
 - Median age 30-39
- Median income 38,629 Median income between 50-75,000
- (33%) own home/condo 32% with MA or above
 - 60% own home/condo

The workshops attracted a diverse mix of self-selected Boston residents. Relative to the Boston population as a whole, the participants, on average, tended to be a little older, wealthier, more educated, and more likely to be owners than renters.

Each four-hour workshop followed the same agenda, which included:

- Brunch for the youth workshop, dinner for the neighborhood workshops
- A short video on climate change and Boston produced specifically for the workshops
- Short presentations on mitigation measures, Renew Boston, and community engagement strategies
- Two-rounds of small-group facilitated discussion,
- Keypad polling

The keypad polling results were projected during the workshops, so that all participants could immediately see the results.

Boston Climate Action Community Workshops Agenda

- 4:30 Registration, dinner
- 5:30 Welcome—City official and community partners
- Overview of Workshop Agenda 5:35
- 5:40 Keypad Polling—Demographics, Initial Climate Opinions
- 6:00 Video: Facing Climate Change in Boston
- 6:10 Climate Change; Boston's Greenhouse Gas Reduction Goals and Strategies Presentation: Residential Greenhouse Gas Reduction Strategies Small-Group Discussion (30 min)
 - 1. What are your greatest concerns about climate change and Boston?
 - 2. Thinking about the proposals to reduce greenhouse gas emissions, which make the most sense for Boston?
 - 3. What else might the City do to reduce energy use and greenhouse gas emissions?

Keypad Polling: Greenhouse Gas Reduction Strategies (15 min)

- 7:10
- 7:25 **Engaging the Community in Climate Action**

Presentation: Community Engagement Strategies/Renew Boston (15 min) Small-Group Discussions (30 min)

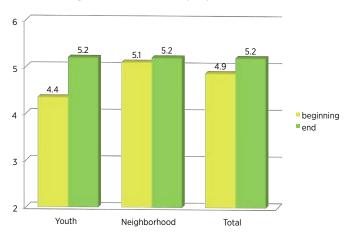
- 1. What are effective ways to get people in your community involved in climate action?
- 2. What are the advantages of neighborhood-based actions rather than just focusing on individual or household level actions?

Keypad Polling: Public Engagement Strategy, Renew Boston, and Workshop Evaluation (15 min)

- 8:25 Wrap-Up
- 8:30 Workshop Ends

Level Of Concern

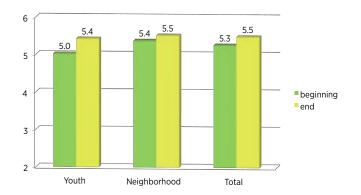
Question: How concerned are you about the potential impacts of climate change on Boston and the people who live and work here?



The participants were, on average, very concerned about climate change, and registered even greater concern when queried again at the end of the workshop. Increased concern about climate change from initial polling at the start of the workshop to final polling at the close of the workshop was more pronounced at the youth workshop than in the four neighborhood-based workshops.

Need To Take Action Now

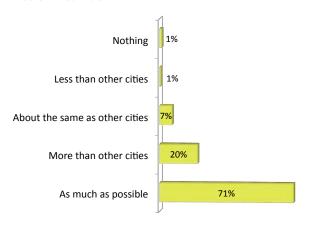
Question: How important do you think it is for the Boston City Government to take action now to make the people who live and work here reduce (mitigate) the greenhouse gases that cause climate change?



The participants, on average, also felt strongly that Boston City Government should take action to reduce greenhouse gases. This inclination tended to increase by the close of each workshop.

Level Of Response To Climate Change

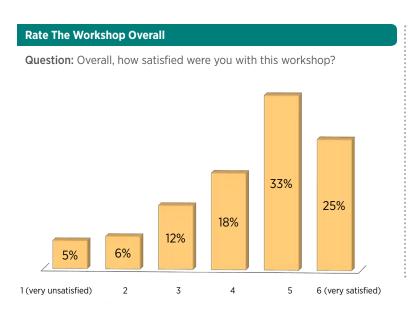
Question: How aggressively do you think Mayor Menino should tackle climate change issues here in Boston, compared to how other large cities are addressing the issue? I believe the Mayor and Boston should do:



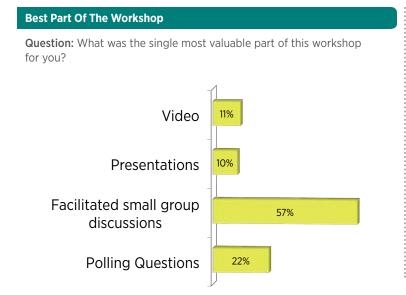
When asked how aggressive Mayor Menino should be in addressing climate change in Boston, in comparison with how other large cities are dealing with the issue, 91% of the participants said that the Mayor should do more than is being done in other cities or as much as possible.

After collecting detailed demographic information, we polled the workshop participants about specific residential mitigation measures under consideration by the Leadership Committee and Community Advisory Committee. We followed with questions relating to the draft community engagement strategy and to the development of Renew Boston. Detailed responses are shown at the end of this chapter in tabular form—broken down by individual workshop. We have also included graphs showing total participant response across workshops. Additionally, answers can be cross-tabulated in numerous ways (by gender, income, neighborhood, etc.) enabling further study of the effect of demographic criteria in differing responses to both substantive and attitudinal questions.

We asked our facilitators to capture any additional mitigation measures suggested by participants in the small-group discussions, and we invited participants to write any additional suggestions they had about topics that were covered in the workshops (but not in the polling) on note cards placed on each table. A compilation of these two sets of notes can be found toward the end of this appendix.



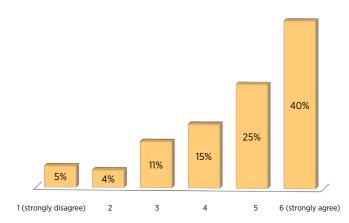
The workshops were well received by the participants.



The participants rated the small-group facilitated discussions most favorably, followed by the keypad polling.

Workshop's Ability To Motivate

Respond To This Statement: I am leaving this workshop more inspired to take action around climate issues than when I arrived.



Finally, 80% of the participants said they were more inspired to take action on climate issues at the end of the workshop than they were when they arrived.

Please see the following tables, graphs, and summary of written comments, for additional detail on participants' polling responses.

Workshop polling data table

	27-Feb	2-Mar	8-Mar	10-Mar	15-Mar	
1. How old are you?	Back Bay - Youth	Back Bay	West Rosbury	Allston	Roxbury	All Workshops
Under 18 18-21 22-29 30-39 40-49 50-59 60-70 Over 70 Prefer not to say	64% 21% 8% 1% 0% 2% 1%	2% 11% 15% 15% 111% 29% 12% 6% 0%	2% 0% 11% 19% 18% 37% 13% 0%	1% 3% 23% 16% 10% 23% 14% 4% 5%	6% 4% 15% 21% 18% 18% 15% 3% 1%	22% 10% 14% 13% 10% 18% 10% 3% 1%
2. What grade are you currently in? Middle School 9th Grade 10th Grade 11th Grade 12th Grade Not currently enrolled in High School Other	0% 17% 16% 17% 22% 7% 21%	x x x x x x	x x x x x x	x x x x x x	x x x x x	0% 17% 16% 17% 22% 7% 21%

	Back Bay - Youth	4	Namax			All Workshops
3. How long have you lived in Boston?	BackBa	Back Bay	West Roxbury	Allston	Postbury	All Won
Less than 2 years 2-5 years 6-10 years 11-20 years 21-30 years More than 30 years Don't live in Boston	3% 12% 8% 65% 5% 4% 3%	10% 19% 15% 9% 16% 21% 7%	6% 8% 8% 26% 16% 31% 5%	14% 23% 6% 8% 15% 14% 20%	4% 11% 12% 21% 15% 33% 3%	7% 14% 10% 31% 13% 19% 7%
Allston/Brighton Fenway/Kenmore/South End/Longwood Back Bay/ Beacon Hill/ Charlestown/ Chinatown/North End/ West End/ Downtown East Boston/South Boston North Dorchester/Roxbury South Dorchester/Mattapan Hyde Park/West Roxbury Jamaica Plain/Mission Hill/Roslindale Don't live in Boston	2% 5% 5% 11% 25% 14% 9% 23% 5%	4% 10% 30% 15% 3% 4% 0% 18%	2% 2% 3% 2% 2% 2% 26 59% 3%	33% 13% 14% 1% 0% 1% 4% 4% 29%	0% 6% 6% 1% 38% 17% 10% 18% 3%	7% 7% 11% 7% 17% 9% 9% 23% 10%
5. Which of the following best describes the highest level of education you have completed?						
Elementary School Middle School High School (or equivalent) Community College / Associates Degree University / College Graduate Degree Other	1% 61% 23% 1% 9% 4% 1%	2% 0% 18% 5% 35% 39% 2%	0% 0% 6% 5% 36% 53% 0%	0% 0% 5% 0% 30% 60% 4%	5% 2% 15% 10% 33% 29% 5%	2% 19% 15% 4% 26% 32% 2%
6. Which best describes your current employment?						
Student Self-employed Government employee Private Sector employee Non-profit employee Institution employee (university, college) Retired Full time parent / caregiver Not currently employed Other	49% 1% 6% 1% 38% 1% 1% 2% 2%	21% 9% 9% 9% 21% 6% 13% 1% 9%	3% 19% 21% 13% 16% 8% 6% 3% 11% 0%	12% 11% 18% 4% 15% 12% 12% 1% 14% 0%	14% 8% 10% 2% 28% 6% 12% 3% 9% 6%	24% 8% 12% 5% 26% 6% 8% 2%

7. What is your primary language?	Back Bay - Youth	Back Bay	West Roxbury	Allston	Roxbury	⁴¹¹ Worlshops
English Spanish Chinese Portuguese Vietnamese Haitian Creole American Sign Language Other	70% 18% 3% 0% 2% 1% 2% 5%	80% 2% 14% 0% 3% 2% 0% 0%	94% 3% 0% 0% 0% 0% 0% 0% 3%	89% 0% 1% 0% 1% 1% 0% 7%	84% 9% 4% 0% 0% 0% 1% 2%	81% 8% 4% 0% 1% 1% 1% 4%
Under \$25K \$25-50K \$50-75K \$75-100K Above \$100K Prefer not to respond Don't know	11%	25%	8%	20%	24%	17%
	14%	22%	11%	10%	25%	17%
	6%	13%	17%	19%	17%	13%
	5%	6%	23%	7%	9%	9%
	10%	26%	34%	34%	10%	20%
	9%	3%	3%	4%	7%	6%
	45%	4%	3%	6%	7%	17%
9. How do you identify your gender? Male Female Other Prefer not to answer	43%	48%	35%	35%	41%	41%
	52%	47%	63%	65%	56%	56%
	4%	3%	0%	0%	3%	2%
	2%	2%	2%	0%	0%	1%
10. What kind of housing do you live in? Apartment we rent House we own Condo, coop we own Student housing Other	50%	32%	18%	39%	42%	39%
	38%	26%	58%	29%	39%	38%
	5%	29%	17%	30%	14%	17%
	2%	9%	0%	1%	2%	3%
	5%	2%	6%	1%	2%	4%

11.What form of transportation do you use the most often in a typical week in Boston?	Back Bay - Youth	Back Bay	West Roxbury	Allston	Roxbury	^{AII} Workshops
Car MBTA Bus MBTA Subway or Trolley (green, red, orange, blue) MBTA Commuter Rail Bicycle Scooters / mopeds / motorcycles Feet (walking) Other	19% 33% 31% 2% 6% 0% 9%	9% 3% 36% 2% 8% 0% 39% 3%	51% 2% 13% 6% 13% 0% 14% 2%	21% 7% 24% 4% 14% 0% 25% 4%	37% 19% 18% 3% 5% 2% 14% 1%	27% 16% 25% 3% 8% 0% 18% 2%
12. Regarding cars, does the household you currently live in,						
Own 1 car Own 2 or more cars Zip car member with no cars of own Zip car member and own at least one car Borrow or rent car when need one Other Don't use a car	34% 42% 1% 4% 6% 1% 12%	35% 14% 11% 12% 6% 2% 21%	59% 30% 2% 6% 3% 0%	34% 26% 4% 4% 7% 1% 23%	44% 22% 3% 5% 4% 2% 19%	40% 29% 3% 6% 5% 1%
13. Who pays your heating bill?						
I (or other household member) pay directly Building owner or landlord and\or included in rent Condo association Don't know	69% 17% 2% 12%	49% 28% 15% 1%	92% 6% 2% 0%	56% 20% 21% 3%	79% 15% 5% 1%	70% 17% 8% 5%
14. How concerned are you about the potential impacts of climate change on Boston and the people who live and work here?						
not at all concerned 1 2 3 4 5 extremely concerned 6	7% 5% 12% 25% 24% 27%	1% 3% 4% 13% 31% 46%	2% 2% 3% 14% 25% 55%	3% 0% 6% 20% 31% 41%	4% 3% 5% 11% 22% 55%	4% 3% 7% 18% 26% 43%

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15. How important do you think it is for the Boston City Government to take action now to make the people who live and work here reduce (mitigate) the greenhouse gases that cause climate change?	Back Bay . Youth	Back Bay	West Roxbury	Allston	Poxbury	All Workshops
not important 1	4%	0%	3%	4%	4%	3%
2 3 4	3% 6% 13%	5% 3% 7%	2% 3% 5%	0% 1% 7%	2% 4% 7%	2% 4% 8%
extremely important 6	21% 53%	18% 67%	22% 65%	14% 73%	16% 68%	19% 63%
extremely important o	33%	07 /0	65%	73/0	00%	03%
16. How aggressively do you think Mayor Menino should tackle climate change issues here in Boston, compared to how other large cities are addressing the issue? I believe the Mayor and Boston should do:						
Nothing	1%	0%	0%	3%	2%	1%
Less than other cities About the same as other cities	0% 9%	0% 8%	2% 5%	0% 3%	2% 6%	1% 7%
More than other cities	23%	19%	18% 75%	23%	17% 72%	20% 71%
As much as possible	67%	73%	/5%	72%	72%	/1%
17 Which 2 retential impacts from all mate about an Dactor and the records who live and work have						
17. Which 2 potential impacts from climate change on Boston and the people who live and work here concern you the most?						
Sea level rise and flooding	38% 20%	33% 23%	32% 21%	32% 21%	25% 19%	32% 21%
Extreme weather (storms) Extreme heat	18%	17%	21%	21%	26%	21%
Economic impacts (e.g., job loss and declining property values)	24%	27%	26%	26%	30%	26%
18. How supportive would you be of the Boston City Government requiring that every residential property have an energy rating/label that provides information to renters and buyers?						
not supportive 1	6%	2%	11%	6%	10%	7%
2 3	3% 18%	2% 10%	0% 0%	0% 3%	1% 14%	2% 11%
4 5	16% 17%	2% 9%	9% 18%	7% 11%	12% 18%	11% 15%
very supportive 6	40%	76%	63%	73%	44%	55%

	Back Bay - Youth	à	West Roxbury		À	411 Workshops
19. How supportive would you be of the Boston City Government requiring that every residential property to be brought up to a minimum energy efficiency standard before it can be sold?	Backe	Back Bay	West	Allston	Roxbuny	4/ W ₀ 1
not supportive 1 2 3 4 5 very supportive 6	6% 4% 14% 19% 23% 34%	12% 7% 8% 8% 20% 44%	12% 7% 10% 21% 10% 40%	7% 6% 4% 15% 20% 48%	20% 5% 14% 17% 9% 36%	11% 5% 11% 17% 17% 39%
20. How likely would you be to participate in a shared car program (such as Zip Car) if cars were readily available within a 5 minute walk from where you live?						
very unlikely 1 2 3 4 5 very likely 6 Already a Zip car member	26% 13% 12% 17% 13% 14% 6%	16% 5% 9% 9% 12% 28% 22%	26% 10% 10% 17% 9% 17% 10%	15% 6% 9% 26% 10% 25% 9%	27% 5% 10% 8% 10% 23% 16%	23% 8% 10% 15% 11% 20% 12%
21. Boston City Government currently does not charge for Residential Parking Permits. How supportive would you be of the City imposing a charge for Parking Permits to discourage car ownership and driving within the City?						
not supportive 1 2 3 4 5 very supportive 6	50% 13% 11% 10% 7% 9%	18% 7% 4% 14% 11% 46%	21% 13% 13% 11% 13% 30%	19% 6% 15% 12% 13% 35%	49% 4% 7% 9% 7% 24%	36% 9% 10% 11% 9% 25%
22. If a Residential Parking Permit program was instituted, how should it be structured for multiple cars at the same address?						
Same permit cost for every car A little more for each additional car at the same address A lot more for each additional car at the same address Don't think should be charging anything for residential parking permits	13% 21% 15% 51%	9% 16% 58% 18%	11% 29% 38% 23%	11% 20% 49% 20%	10% 17% 25% 49%	11% 20% 33% 36%

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23. Which 2 factors would most increase your willingness to ride a bike in the City of Boston (to work, to school, for errands, for pleasure)	Back Bay - Youth	Back Bay	West Roxbury	Allston	Roxbury	All Workshops
Bike lanes Safe places to lock up bikes Places to shower and change at near work Expanded bike transport on buses and the T Bike sharing programs	38% 22% 6% 23% 11%	38% 16% 6% 19% 22%	37% 23% 5% 23% 13%	45% 13% 11% 18% 13%	32% 24% 5% 28% 11%	38% 20% 6% 22% 13%
24. Which 2 factors would most increase your willingness to take mass transit (bus, train, trolley) in the City of Boston (to work, to school, on errands, for pleasure)						
Cost – Lower fares Safety – Increased security Availability – Stops at more locations and increased frequency of service Reliability – On time Maintenance – Cleanliness of stations and trains	34% 5% 26% 25% 10%	23% 6% 34% 30% 6%	20% 4% 44% 23% 10%	16% 9% 39% 28% 7%	29% 6% 33% 29% 4%	26% 6% 34% 27% 8%
25. Nearly 2/3 of Boston's housing is rental housing where tenants usually pay the cost of heating and lighting directly to energy suppliers or indirectly through their rents. Who do you think should be responsible for paying for energy efficiency improvements not covered by utilities or other programs in rental housing?						
Tenants Owners / landlords Tenants and owner should share both the cost and savings of measures	8% 50% 41%	3% 57% 40%	2% 69% 29%	9% 47% 44%	7% 61% 32%	6% 56% 38%
26. How supportive would you be of the City advocating for a surcharge on heating oil and propane sales for the purpose of offering energy efficiency programs to customers, similar to what currently exists for gas and electric utilities?						
not supportive 1 2 3 4 5 very supportive 6	25% 7% 25% 17% 16% 10%	20% 5% 12% 10% 18% 35%	18% 4% 11% 14% 19% 35%	13% 4% 14% 14% 17% 37%	39% 7% 8% 10% 10% 26%	24% 6% 15% 14% 16% 26%

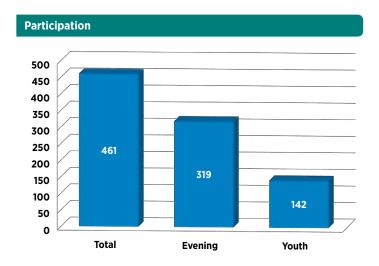
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	Back Bay , Youth		West Roxbury			All Workshops
	8	Back Bay	₹0	E	Porbury	Š
27. How supportive would you be of raising parking meter fees as a way of discouraging driving	ž	Ž	38	Allston	97	Ž
downtown and encourage use of mass transit, biking, and walking?	ď	43	2	₹	€.	4
not supportive 1	38%	19%	25%	19%	54%	34%
110t supportive 1	8%	0%	9%	3%	3%	5%
3	14%	10%	14%	11%	8%	11%
4	10%	16%	11%	14%	10%	12%
5	9%	12%	9%	19%	5%	10%
very supportive 6	21%	43%	32%	34%	20%	28%
28. Currently Boston residents are not charged for trash removal. How supportive would you be of a Pay-						
As-You-Throw system where there is unlimited free recycling, food, and yard waste pick-up and a fee for						
each bag or barrel of trash?						
not supportive 1	46%	25%	19%	19%	44%	34%
2	7%	3%	0%	4%	5%	5%
3	14%	7%	7%	7%	6%	9%
4 5	10% 8%	7% 5%	10% 16%	9% 17%	6% 10%	8% 11%
very supportive 6	15%	53%	48%	43%	29%	34%
very supportive o	1570	3370	4070	4570	2370	3470
29. How supportive would you be of the City requiring its residents to separate out food and yard waste						
from trash and recyclables, and place it in a separate container at the curb for weekly pick-up?						
not supportive 1	13%	15%	8%	6%	21%	13%
2	6%	2%	0%	3%	4%	3%
3 4	8% 14%	7% 3%	5% 10%	8% 8%	2% 5%	6% 9%
5	15%	10%	10%	3%	5%	9%
very supportive 6	45%	64%	67%	72%	62%	60%
30. Which 2 elements of Boston's proposed public engagement strategy do you think are the most						
essential to the City's success in implementing its climate action plan?						
Focus broadly on quality of life, community health, safety	21%	17%	18%	12%	10%	16%
Offer tools for individual action	11%	11%	19%	15%	13%	13%
Sustain citywide education and media campaign	16%	20%	17%	21%	7%	16%
Support neighborhood-based action	21%	18%	24%	19%	32%	23%
Engage residents and neighborhoods in ongoing policy development and implementation	21%	19%	12%	17%	24%	19%
Lead by example as City government	10%	15%	10%	16%	15%	13%

	Youth		À			sao
31. Select the top 2 reasons for getting involved with climate action that would most motivate you to act?	Back Bay. Youth	Back Bay	West Roxbury	Allston	Roxbury	411 Workshops
Save energy Save the environment Save money Improve indoor air quality / fight asthma Reduce reliance on foreign oil and natural gas Make future better for our children Reduce environmental injustice / support those most vulnerable to effects of climate change Create local jobs	3% 21% 20% 5% 5% 18% 15% 13%	8% 17% 22% 2% 3% 22% 14% 11%	6% 20% 17% 3% 11% 23% 16% 3%	6% 25% 16% 2% 8% 19% 15% 7%	6% 16% 16% 2% 7% 17% 15% 21%	5% 20% 18% 3% 6% 19% 15% 12%
32. We're working on a brand and "tag lines" for a citywide education and media campaign Pick the tag line that you think would work best to motivate Bostonians.						
Green a little, change a lot What will you do today? Green a little, change a lot Make a change, so the climate doesn't have to IMCool Boston: We're changing the climate for good Renew Boston We're turning Beantown into Greentown Cool Boston	9% 16% 5% 4% 65% 1%	19% 5% 21% 16% 30% 9%	16% 16% 11% 11% 38% 9%	18% 15% 10% 26% 24% 8%	17% 13% 7% 14% 41% 8%	14% 14% 9% 13% 45% 6%
33. What energy related improvement, do you think would save the most energy in your current residence?						
New heating system Insulation Air sealing (i.e. cutting down on drafts) New Windows New Refrigerator / Appliances New Lighting	14% 23% 28% 8% 13%	36% 26% 11% 19% 4% 4%	20% 24% 30% 15% 9% 2%	23% 16% 30% 16% 11% 5%	12% 45% 22% 9% 8% 4%	19% 27% 25% 12% 10% 7%
34. How much money do you think is currently available from your utilities to help you improve the energy efficiency (insulate, weatherstip, air sealing, etc.) where you currently live?						
Nothing Cover ¼ of the cost Cover half the cost Cover ¾ of the cost Cover the entire cost	41% 25% 18% 8% 8%	38% 16% 22% 11% 13%	31% 40% 13% 15% 2%	39% 27% 17% 15% 2%	19% 24% 26% 17% 14%	34% 26% 19% 12% 8%

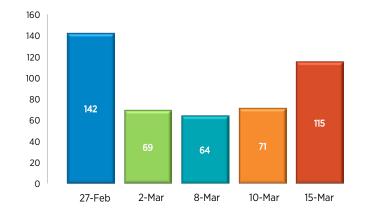
35. Whom do you most trust about getting information on energy efficiency program? 58.		s					
Neighborhood non-profit groups S3% 31% 22% 28% 58% 41% 78% 17% 18% 23% 9% 17% 18% 23% 9% 17% 18% 23% 23% 9% 17% 18% 23% 23% 9% 17% 18% 23% 23% 9% 17% 18% 23%		* Bay-You	* Bay	st Roxbury	ģ	A.mq.	Workshops
Neighborhood non-profit groups S3% 31% 22% 28% 58% 41% 78% 17% 18% 23% 9% 17% 18% 23% 9% 17% 18% 23% 23% 9% 17% 18% 23% 23% 9% 17% 18% 23% 23% 9% 17% 18% 23%	35. Whom do you most trust about getting information on energy efficiency program?	R.	8	Z	***************************************	€,	*
Save Energy 2% 2% 6% 8% 0% 3%	Boston City Government Massachusetts State Government Federal Government NStar (Electric Utility) National Grid (Natural Gas Utility) MassSAVE Private companies	53% 11% 3% 5% 11% 1% 0% 3%	31% 24% 7% 7% 2% 2% 13% 0%	22% 13% 11% 4% 2% 4% 20% 0%	21% 32% 10% 6% 8% 0% 8% 3%	9% 5% 1% 5% 0% 9% 0%	41% 17% 6% 5% 7% 1% 8% 1%
Save the Environment Save Money Save Money 74% 88% 69% 64% 64% 71%							
Iive and work here?	Save the Environment Save Money Improve indoor air quality / fight asthma Reduce reliance on foreign oil and natural gas	9% 74% 4% 2%	2% 88% 0% 0%	4% 69% 2% 4%	8% 64% 0% 6%	4% 64% 8% 8%	6% 71% 3% 4%
2 1% 4% 4% 0% 11% 2% 3 7% 7% 4% 3% 8% 6% 4 12% 4% 10% 14% 5% 10% 5 24% 31% 25% 33% 19% 26% extremely concerned 6 54% 53% 56% 47% 64% 55% 38. How important do you think it is for the Boston City Government to take action now to make the people who live and work here reduce (mitigate) the greenhouse gases that cause climate change? not very important 1 3% 0% 2% 3% 1% 2% 2 1% 2% 2% 2% 0% 1% 3 3% 0% 2% 3% 4% 3% 4 9% 5% 6% 6% 5% 7%	live and work here?	20/	00/	0%	70/	70/	29/
38. How important do you think it is for the Boston City Government to take action now to make the people who live and work here reduce (mitigate) the greenhouse gases that cause climate change? not very important 1 3% 0% 2% 3% 1% 2% 2% 2% 0% 1% 2 1% 2% 2% 2% 0% 1% 3 3% 0% 2% 3% 4% 3% 4% 3% 4 9% 5% 6% 6% 5% 7%	2 3 4 5	1% 7% 12% 24%	4% 7% 4% 31%	4% 4% 10% 25%	0% 3% 14% 33%	1% 8% 5% 19%	2% 6% 10% 26%
2 1% 2% 2% 0% 1% 3 3% 0% 2% 3% 4% 3% 4 9% 5% 6% 6% 5% 7%	38. How important do you think it is for the Boston City Government to take action now to make the						
5 15% 16% 17% 13% 14% 15% very important 6 70% 77% 70% 73% 75% 73%	2 3 4 5	1% 3% 9% 15%	2% 0% 5% 16%	2% 2% 6% 17%	2% 3% 6% 13%	0% 4% 5% 14%	1% 3% 7% 15%

	Back Bay. Youth		West Roxbury			^{All} Workshops
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39. I am leaving this workshop more inspired to take action around climate issues than when I arrived.	Qĭ	45	2	4	Q-	4
strongly disagree 1	6%	9%	4%	0%	6%	5%
2 3	4% 7%	5% 16%	9% 11%	6% 22%	0% 5%	4% 11%
4 5	16%	21%	24%	5%	14%	15%
strongly agree 6	24% 44%	21% 28%	27% 24%	33% 34%	19% 55%	25% 40%
40. I am leaving this workshop with a better understanding of ways to reduce my own greenhouse gas						
emissions.						
strongly disagree 1	9%	11%	19%	5%	14%	11%
2 3	2% 9%	4% 24%	17% 23%	17% 25%	13% 20%	10% 19%
4	15%	27%	17%	17%	9%	16%
5 strongly agree 6	27% 39%	16% 18%	13% 13%	13% 22%	14% 29%	18% 27%
41. What was the single most valuable part of this workshop for you?						
Video Presentations	20% 6%	2% 14%	7% 15%	5% 16%	10% 4%	11% 10%
Facilitated small group discussions	41%	60%	52%	67%	75%	57%
Polling Questions	32%	23%	26%	13%	11%	22%
42. Overall, how satisfied were you with this workshop?						
very unsatisfied 1	11%	2%	0%	3%	3%	5%
2 3	3% 8%	7% 14%	4% 17%	5% 11%	13% 15%	6% 12%
4	12%	26%	30%	16%	18%	18%
5 very satisfied 6	41% 25%	30% 21%	20% 28%	33% 31%	32% 19%	33% 25%
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Workshop polling graphs

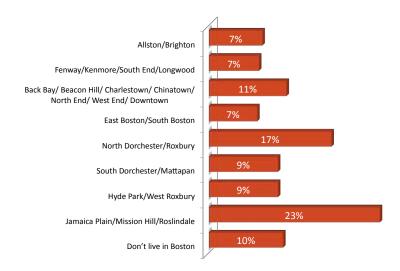


Participation By Event



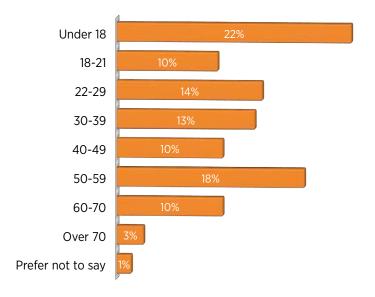
Neighborhood

Question: In which Boston neighborhood do you currently live?



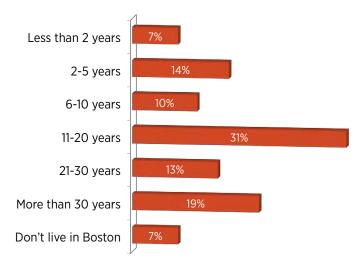
Age

Question: How old are you?



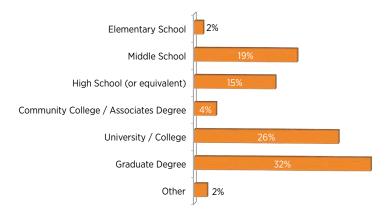
Length Of Residence

Question: How long have you lived in Boston?



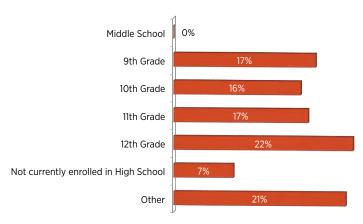
Level Of Education

Question: Which of the following best describes the highest level of education you have completed?



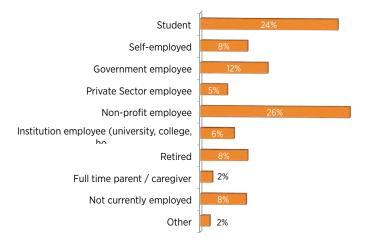
Grade Level (Youth Only)

Question: What grade are you currently in?



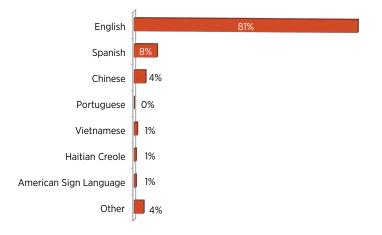
Employment

Question: Which best describes your current employment?



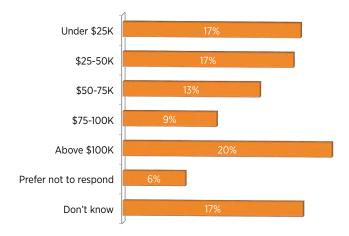
Language

Question: What is your primary language?



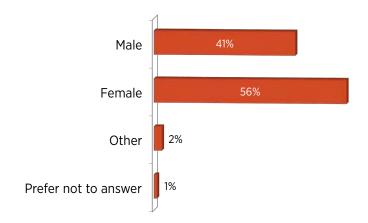
Annual Income

Question: What best describes the annual income of your household?



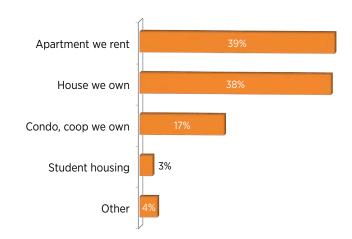
Gender

Question: How do you identify your gender?



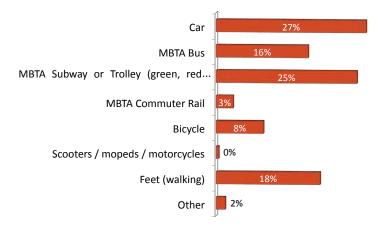
Kind Of Housing

Question: What kind of housing do you live in?



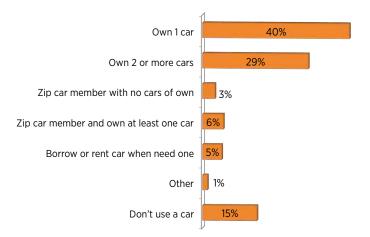
Transportation

Question: What form of transportation do you use the most often in a typical week in Boston?



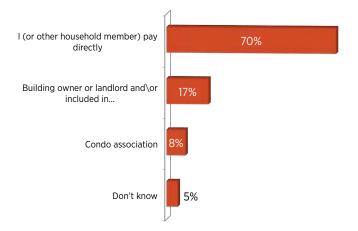
Cars

Question: Regarding cars, does the household you currently live in ...?



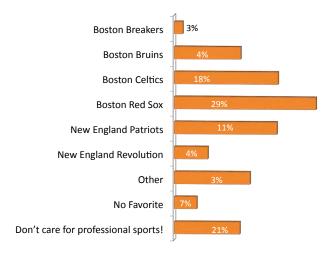
Heating Bills

Question: Who pays your heating bill?



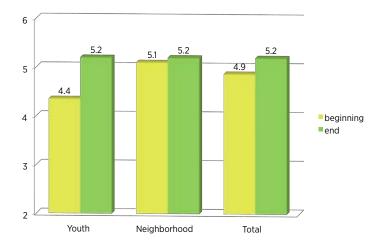
Sport Teams

Question: Which is your favorite professional local sports team?



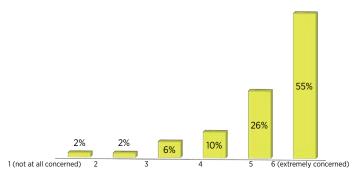
Level Of Concern

Question: How concerned are you about the potential impacts of climate change on Boston and the people who live and work here?



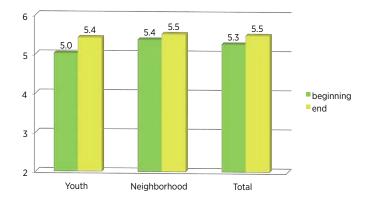
Level Of Concern (End Of Workshop)

Question: How concerned are you about the potential impacts of climate change on Boston and the people who live and work here? (end of workshop)



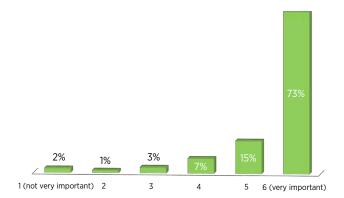
Need To Take Action Now

Question: How important do you think it is for the Boston City Government to take action now to make the people who live and work here reduce (mitigate) the greenhouse gases that cause climate change?



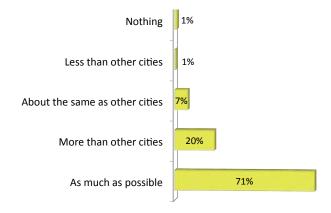
Need To Take Action Now (End Of Workshop)

Question: How important do you think it is for the Boston City Government to take action now to make the people who live and work here reduce (mitigate) the greenhouse gases that cause climate change? (end of workshop)



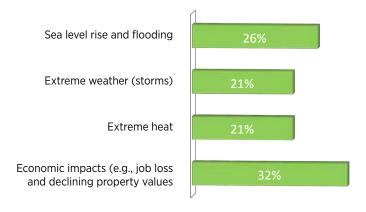
Level Of Response To Climate Change

Question: How aggressively do you think Mayor Menino should tackle climate change issues here in Boston, compared to how other large cities are addressing the issue? I believe the Mayor and Boston should do:



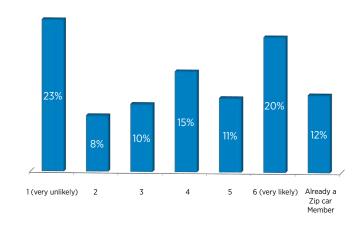
Biggest Concerns

Question: Which *two* potential impacts from climate change on Boston and the people who live and work here concern you most?



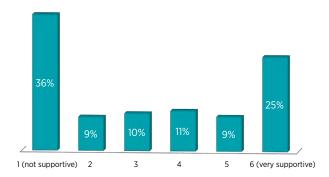
Shared Car Programs

Question: How likely would you be to participate in a shared car program (such as Zip Car) if cars were readily available within a 5 minute walk from where you live?



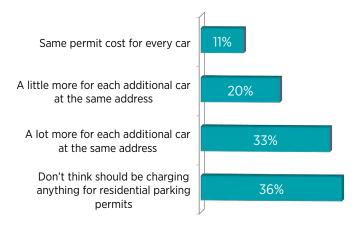
Residential Parking Permits

Question: Boston City Government currently does not charge for Residential Parking Permits. How supportive would you be of the City imposing a charge for Parking Permits to discourage car ownership and driving with the City?



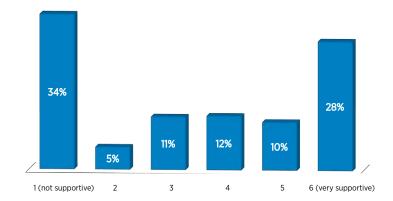
Residential Parking Permits For Multiple Cars At The Same Address

Question: If a Residential Parking Permit program was instituted, how should it be structured for multiple cars at the same address?



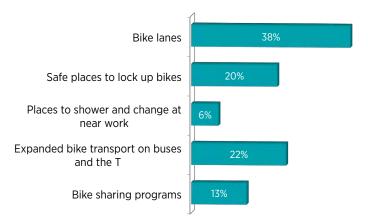
Parking Meter Fees

Question: How supportive would you be of raising parking meter fees as a way of discouraging driving downtown and encouraging the use of mass transit, biking, and walking?



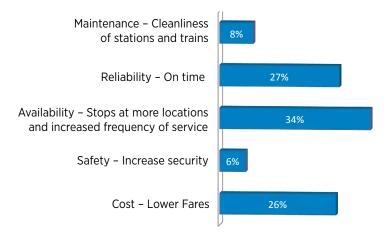
Biking

Question: Which *two* factors would most increase your willingness to ride a bike in the City of Boston (to work, to school, for errands, for pleasure)?



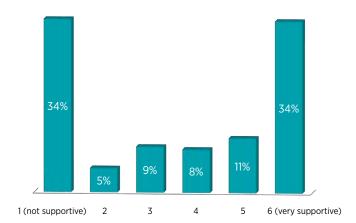
Mass Transit

Question: Which *two* factors would most increase your willingness to take mass transit (bus, train, trolley) in the City of Boston (to work, to school, on errands, for pleasure)?



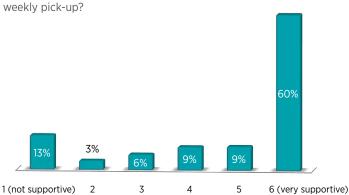
Pay-As-You-Throw

Question: Currently Boston residents are not charged for trash removal. How supportive would you be of a Pay-As-You-Throw system where there is unlimited free recycling, food, and yard waste pick-up and a fee for each bag or barrel of trash?



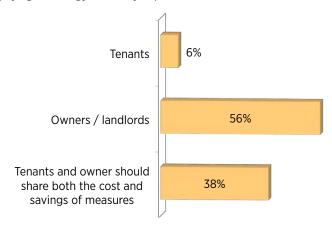
Recycling Food and Yard Waste

Question: How supportive would you be of the City requiring its residents to separate out food and yard waste from trash and recyclables, and place it in a separate container at the curb for



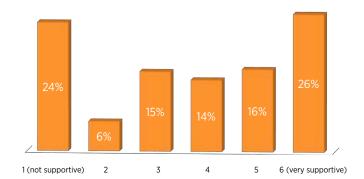
Energy Efficiency Improvements For Rentals

Question: Nearly 2/3 of Boston's housing is rental housing where tenants usually pay the cost of heating and lighting directly to energy suppliers or indirectly though their rents. Who do you think should be responsible for paying for energy efficiency improvements?



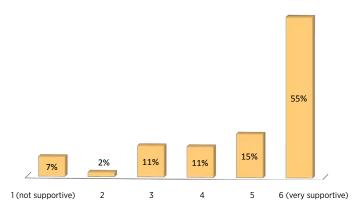
Surcharge On Heating Oil And Propane

Question: How supportive would you be of the City advocating for a surcharge on heating oil and propane sales for the purpose of offering energy efficiency programs to customers, similar to what currently exists for gas and electric utilities?



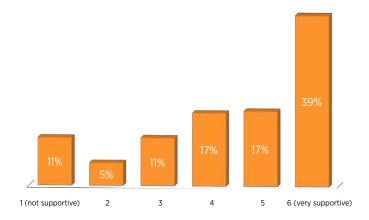
Energy Rating/Label For Residences

Question: How supportive would you be of the Boston City Government requiring that every residential property have an energy rating/label that provides information to the renters and buyers?



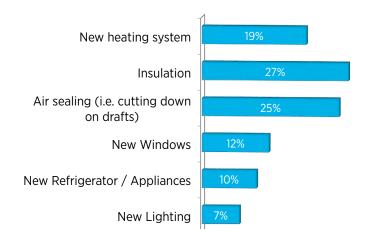
Requiring Minimum Energy Efficiency Standards

Question: How supportive would you be of the Boston City Government requiring that every residential property be brought up to a minimum energy efficiency standard before it can be sold?



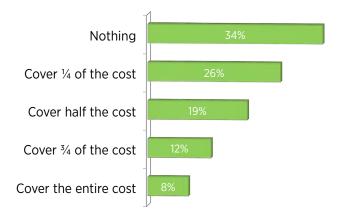
Most Effective Improvements

Question: What energy related improvements do you think would save the most energy in your current residence?



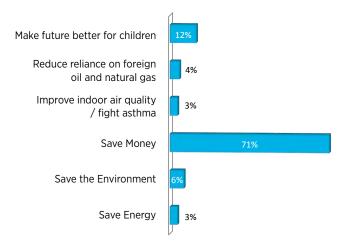
Money Available For Improvements

Question: How much money do you think is currently available from your utilities to help you improve the energy efficiency (insulation, weatherstripping, airsealing, etc.) where your currently live?



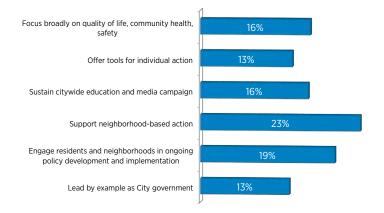
Motivation To Take Energy Audit Or Make Improvements

Question: What message by Mayor Menino's Renew Boston program is most likely to make your neighbors act and get an energy audit or commit to energy efficiency work at their residence?



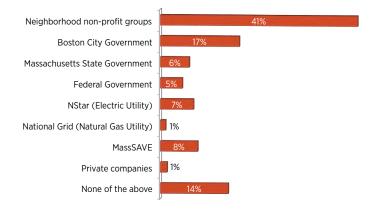
Most Essential Elements In Implementing A Plan

Question: Which *two* elements of Boston's proposed public engagement strategy do you think are the most essential to the City's success in implementing its climate action plan?



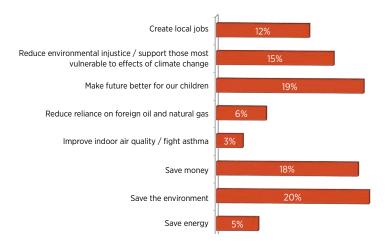
Trustworthy Information

Question: Whom do you most trust about getting information on energy efficiency programs?



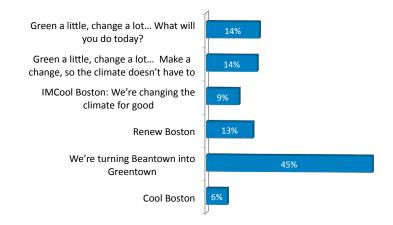
Personal Motivation

Respond To This Statement: Select the top *two* reasons for getting involved with climate action that would most motivate you to act.



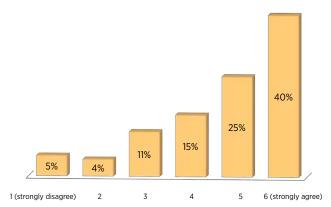
Campaign Tag Line

Question: We're working on a brand and "tag lines" for a citywide education and media campaign. Pick the tag line that you think would work best to motivate Bostonians.



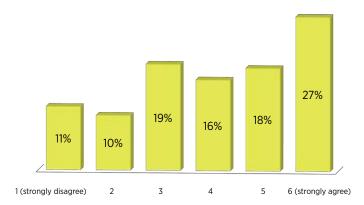
Workshop Motivate Me

Respond To This Statement: I am leaving this workshop more inspired to take action around climate issues than when I arrived.



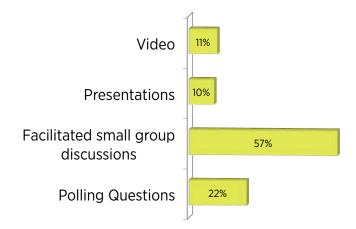
Workshop Created Better Understanding

Respond To This Statement: I am leaving this workshop with a better understanding of ways to reduce my own greenhouse gas emissions.



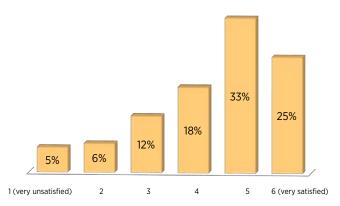
Best Part Of The Workshop

Question: What was the single most valuable part of this workshop for you?



Rate The Workshop Overall

Question: Overall, how satisfied were you with this workshop?



Summary of written comments

Mitigation Measures

Equity Issues

Fairness of program design and implementation:

- "Any measure has to be seen as fair." "Don't penalize people who have no alternative." "It's important that any penalties (trash, parking, heating) don't unfairly target low income communities or individuals who don't have the power or means to make changes (e.g., tenants who pay a fuel bill but don't have the means/power to overhaul a house they don't own)."
- Populations that could be unfairly affected: Low income people, working families, senior citizens, geographically isolated neighborhoods, people of color, people with respiratory illnesses who live near highways, handicapped people, tenants
- Programs called out for attention: oil surcharge, parking penalties and permit fees, pay as you throw

Jobs Concerns

Fair access to economic opportunities:

- Access to training and jobs for neighborhood residents, regardless of race, language, immigration status, CORI status, non-union workers
- Strong job standards/worker protections
- More opportunities for local contractors and minority businesses

Car Sharing

- Use social networking to enhance car sharing—an "ap" for that
- Need more Zip Cars in minority areas
- "Why will you promote to car pool for people instead of walking or taking public
- If neighbors know each other—car sharing can work better

Parking Permits and Meters

- Reduce parking permit fees more efficient vehicles (hybrids; lower weight, higher MPG)
- Charge for visitor permits
- Instead of charging for parking permits, limit the number of passes to the number of available spaces
- Instead of parking fees, try to lower bus/train transportation and lower costs of bikes
- Earmark fees (meters and permits) to advance climate change

Bikes

- Increase safety of bikers
 - Lanes separated from traffic, some roads just for bikes
 - Safety education for bikers and drivers
 - Reduce driving speeds, improve traffic enforcement
- Connect network of bike and walking lanes (coordinate with DCR); "Io miles/yr of new bike lanes isn't enough"
- Zip Bike or coop/bike sharing (use key or swipe card to access)
- · Bike sharing in the neighborhoods at public housing
- Bike maintenance>youth jobs; bike training programs for youth who can't ride a bike
- In East Boston, no way to bike to Boston
- Make it "cool" to ride bikes; Promote walking as exercise

Mass Transit

- Improve connections to all parts of cities
- Extend hours of the T; later hours so don't need to take cab
- Water transport—electric boats and/or alternative fuels
- Electric buses powered by renewable energy
- Reduce harassment of youth by MBTA police
- Reduce fares to increase ridership
- Have all commuter rail service costs in Boston neighborhoods equal to bus/subway T pass

Recycling and Trash

- "Pay-as-you-throw will encourage dumping".
- The first bag/barrel (or two) should be free to discourage dumping
- Reduce waste: Packaging ordinance; charge for disposable utensils, cups, etc; business incentives not to sell Styrofoam cups, fee for plastic bags
- Create more convenient ways to dispose of toxics/permanent neighborhood residential toxic drop-off centers
- Make recycling mandatory in apartments, schools, businesses health centers
- Provide direct financial incentives for those why recycle, instead of just penalties

Food Waste

- · Link separating food waste with pay-as-you-throw
- Municipal composting for home gardens and community gardens, etc.
- Rodent-proof large compost bins

Mitigation - Residential Buildings

Energy Labeling

- Energy rating and labeling needs to be done carefully given the age and range of
 housing stock; comparable stock should be grouped and compared to each other;
 for ratings below targets, there should be technical assistance and other incentives
 to improve
- Certification of apartments as green—competitive advantage in rental market (i.e., you pay less for energy)
- Energy labels for rental properties must be displayed with ad

Minimum Efficiency Standard Before Sale

- "I'm unsure about making it mandatory for all home owners to upgrade energy
 efficiency before selling their home, but I do think that all landlords should be required
 to make these upgrades."
- If properties had to be updated before sale, would be a burden on elderly and those
 who can't afford it. So maybe require improvement in the course of transaction—so
 either seller or buyer.

Building Codes

- Be more aggressive with codes ("stretch" code is not a stretch)
- Change building code to allow reuse of gray water in toilets
- Enforce green building codes; better enforcement of building codes/green/LEED certifications
- Historical districts—working with historic commissions to make more energy efficiency changes easier

Renew Boston

Messages (other than those polled)

- Success stories (personalizing) to build momentum
- Use humor, cartoons, fun
- Change the name for "Renew Boston." It sounds like spiritual renewal or historic preservation... nothing to climate change or energy

Outreach process

- Visible marketing; information in tax bills, utility bills, with small incentive
- Outreach through neighborhood institutions, including paid door-to-door work
- Call-in number staffed with volunteers
- Mentorship option
- Community organizing by tenants around energy efficiency, pressuring landlords to improve properties

Program design and oversight process

- Collaborative, interactive model for Renew Boston that can evolve as needs and practices change
- Create a Community Oversight Committee to offer feedback to shape program and oversee Renew Boston

Buildings Financing and Billing

- Need to provide more financing options for energy efficiency and renewable energy installation in buildings:
 - On- (utility) bill financing;
 - Grants; Up-front financing;
 - Make rebate simultaneous with completing the work;
 - Tax rebates or credits;
 - Interest-free loans
 - Solar system-energy bonds;
 - PACE Bond financing /property tax financing
- More innovative billing—show households how their energy use compares to a relevant peer group

Building Audits

- Energy audits should be part of home health and regular commercial inspections
- Free energy audits for home owners
- Regulation of private contractors; Need some system of regulating contractors
- Reserve energy audit and retrofit contracts for small businesses (< \$100,000) and provide list of screened small contractors
- Require contracts under Renew Boston to use local services, and make contract solicitation accessible to local contractors

Other Mitigation Options

- Promote community gardens
- Promote local food production/local food economy
- More green roofs and tree planting

Public Engagement Strategy

Framing

- Most comments emphasized a voluntary, positive, benefits-based approach with incentives; only a few said the approach needs to be intentional and coercive, with "monetary or moral" consequences
- Be careful not to use this as a way to just raise fees or people will feel ripped off and not supportive
- Dovetail adaptation with mitigation
- Make everything fun and entertaining, less gloom and doom
- Change "emissions" as in Greenhouse Gas Emissions to "contributions"
- Focus as much on big companies' effect on this problem as "small ideas"
- No "green-washing"

Tools for Individual Action and Influence

Additional resources to include:

- Green hotline run by the city to answer questions
- Increase internet accessibility to reduce paper consumption
- Coupons to farmer's markets, cooking classes, bike + T discounts, info DVD, seeds
- Tools for calculating energy consumption, percentage of energy from renewables, carbon footprint
- Information about:
- Local opportunities to avoid travel for shopping, etc.
- Financing options, feasibility and benefits of different actions
- Resources you trust: energy auditors, contractors who are certified to do EE work and who have track records in specific neighborhoods
- Information re: community energy use, recycling, etc.

Citywide Media and Education Campaign Tagline

Changes to tag line ideas we polled:

- Green a little, save a lot
- Old Boston > Renew Boston
- From Beantown to Greentown (not, "We're turning...")
- Renew Boston is not intuitive highlight city program cost and results

New tag line ideas

- Better Boston
- Commuting without polluting
- It's cool to bike to school
- Burn fat, not fuel
- Going green is a "cool thing"
- What's in it for you?

Citywide Media and Education Campaign

- Additional Campaign Elements
- Audio versions of text on website
- Comcast channel for climate action, plus scroll bars on all channels for first 5 minutes of each program hour
- Include a jingle, song, mascot, and logo that can appear on stickers, buttons, posters,
- Showcase taking of green pledge and examples of good behavior by diverse individuals, organizations and businesses—"Best of Boston" awards, recognition
- Publish rankings
- Link incentives directly in the proposed tag line e.g., "green a little, save a lot" (i.e. planet and \$)
- Developing and implementing the campaign
- Professional advertising/marketing involvement (pro bono?)
- Media and marketing expertise in house at City Hall and point people to oversee media campaign who understand and can achieve its goals
- Lots of input from key user groups

Neighborhood-Based Action

- Many ideas for specific activities and events
- · Community events, meetings, workshops and competitions
- Door knocking, mobile information truck, block-by-block organizing
- Visible images
- Outreach ideas for specific groups
- Climate deniers
- · Energy wasters in the neighborhood
- Universities and other large institutions
- All neighborhoods, demographic communities, and affiliations

Neighborhood-Based Action

- Roles for developing and implementing the work
- Liaison between city government and neighborhood groups
- Neighborhood committees to:
 - Identify existing groups and potential partners
 - Assess and select projects
 - Conduct outreach and work with neighbors (including paid outreach jobs)
 - Model/practice new behaviors
 - Support policy enforcement
- Neighbor-to-neighbor mentor/coaches to share and inspire people
- Neighborhood organizations/institutions to serve as green centers for technical assistance, information, site for new programs (e.g., bike maintenance center)

Policy Development and Implementation

- Strengthen ongoing relationships
- Neighborhoods need to have close contact with their reps in City Council, state legislature, etc.
- Need to rebuild trust with city government, including seeing equal services (e.g., street sweeping, plowing, trash removal, policing)
- Involve community in planning and implementation
- Community Oversight Committee to oversee Renew Boston and the implementation of the city's Climate Action Plan
- Increase opportunities for youth to participate in planning, not just providing feedback on the plan
- Mobilization of communities must happen before the city adopts any plan; grassroots, not top-down impositions

Policy Development and Implementation

- Regional and national involvement
- Keep the pressure on the State House, other state capitals; join consortium of cities
- Work with neighboring city governments to coordinate a regional plan; connect to MAPC Metro Futures effort
- Support the federal campaign by the Transit Riders for Public Transportation (TRPT) to prioritize expanding and improving mass transit instead of putting further investment in roads and highways

City Leading by Example

- Staff behavior changes
- City workers to model behavior changes, including not idling in city vehicles
- Give city employees time off for EE work (e.g., 4 hours for cancer screening)
- Buildings
- Decentralize heating/energy for schools and municipal buildings
- All government buildings should have solar panels
- Vehicles
- Hybrid or energy-efficient trash/recycle vehicles make it mandatory if they want the contract!
- Waste management and recycling
- Recycling at schools and in public housing
- All city events (e.g., workshops, etc.) carbon neutral, food composted, recycling

City Leading by Example

- Open space
- Create more green space (e.g., City Hall Plaza, schools)
- Use city-land to create permanent community gardens
- Other
- Energy efficient street lighting city-wide
- Treadmills/bikes in school classrooms instead of stationary desks
- Address water issues along with energy/climate; water withdrawal uses lots of energy
- Improved level of information; also needs to come from the "right" (i.e., trusted) source in order to be effective

Green Jobs

- Emphasize youth employment programs/opportunities
 - Bike maintenance
 - Use fees to fund youth conservation crews
- Increase environmental jobs
 - Bicycle taxis, "cleaning the town" jobs, community work
 - Attract cleaner companies
 - Neighborhood-based action-have them be paid jobs
 - Audits
 - Energy retrofits; Solar panels/wind turbines
- Access to training and jobs for neighborhood residents, regardless of race, language, immigration status, CORI status, non-union workers
 - Job training in energy retrofits (train those in prison)
- Strong job standards, livable wages, and worker protections
- More opportunities for local contractors and minority businesses

Additional Workshop Feedback

- "Value of bringing people together" and "depth of thought and planning"
- "More of a dialogue;" workshop "imposed solutions on them rather than really asking for their opinion"
- More community leadership: teens to lead the PowerPoint and voting; people from Roxbury to host
- Why only one workshop in a low income community?
- Request to send email reminder when report is issued

Note: A more detailed summary by topic and location is available on the website.