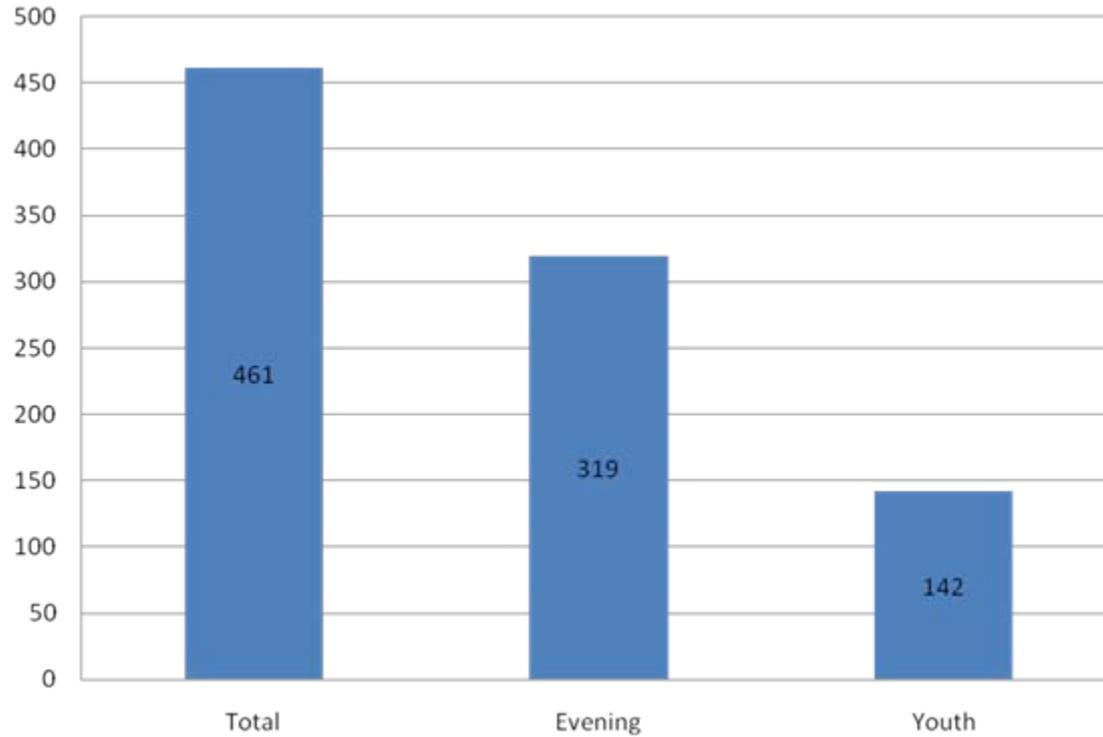


# Boston CAP Public Workshop Results

Dr. Jonathan Raab and  
Cynthia Silva Parker  
March 23, 2010



# Participation

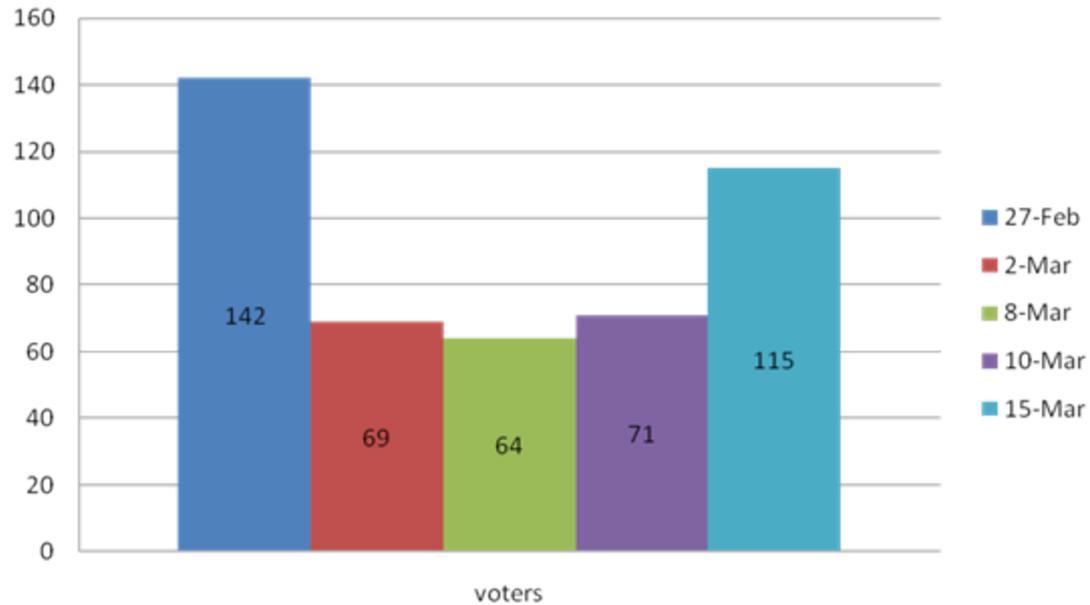


event voters	Total	Evening	Youth
	461	319	142



# Participation

## Participation by Event



event	27-Feb	2-Mar	8-Mar	10-Mar	15-Mar
voters	142	69	64	71	115

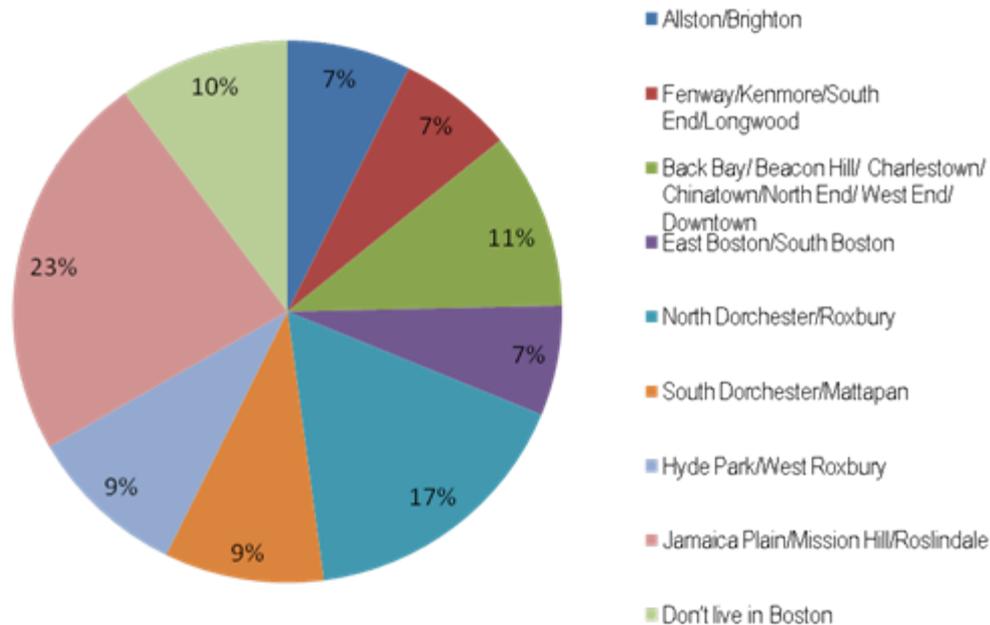


# Participant Demographics

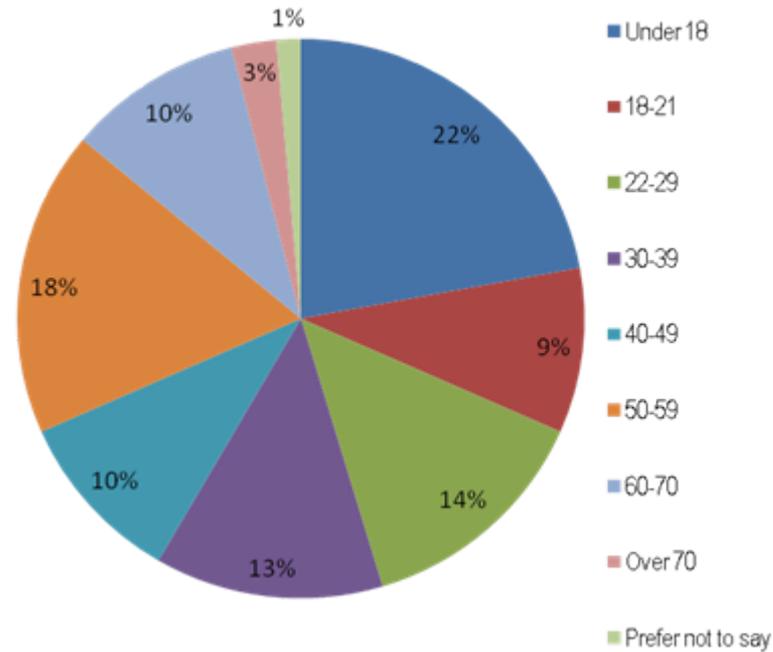


# In which Boston neighborhood do you currently live? (All)

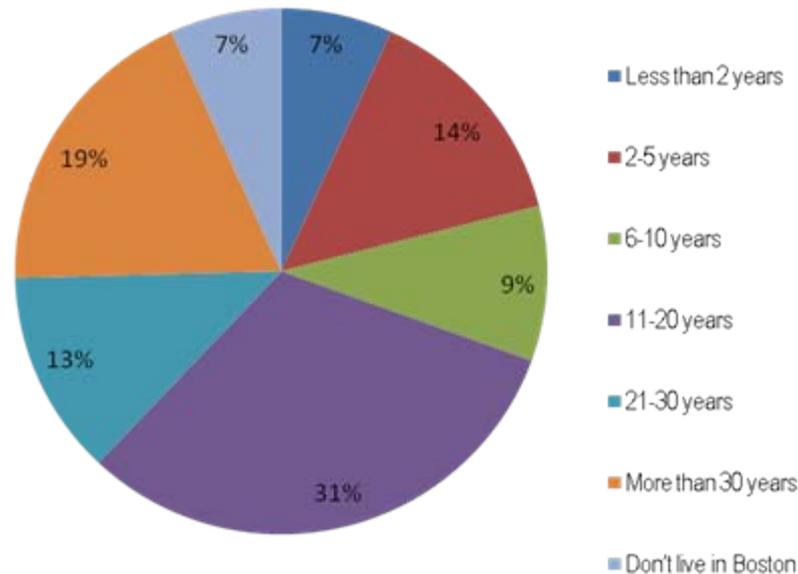
?



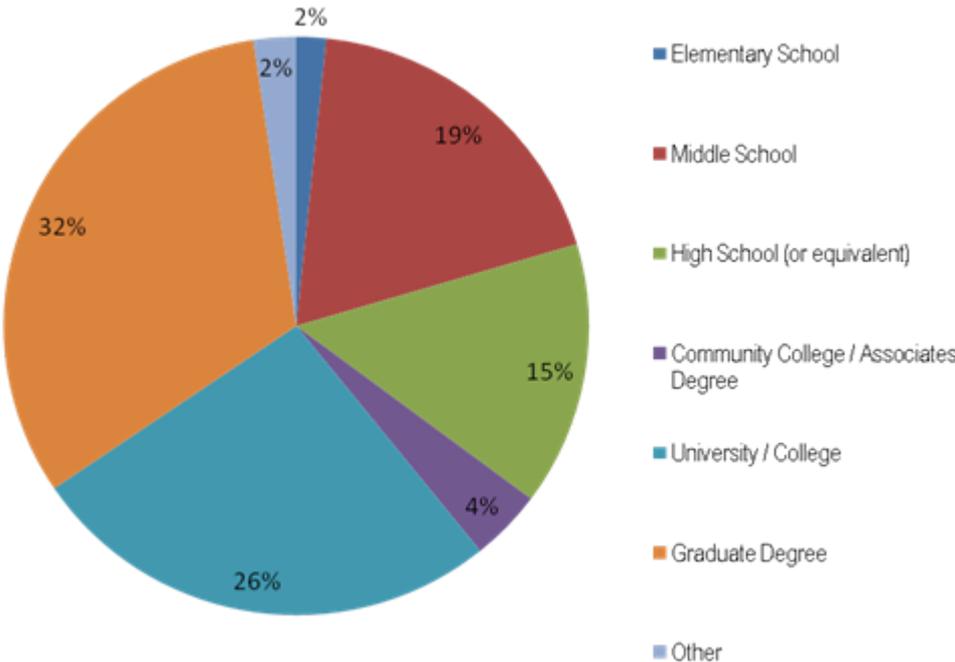
# How old are you? (All)



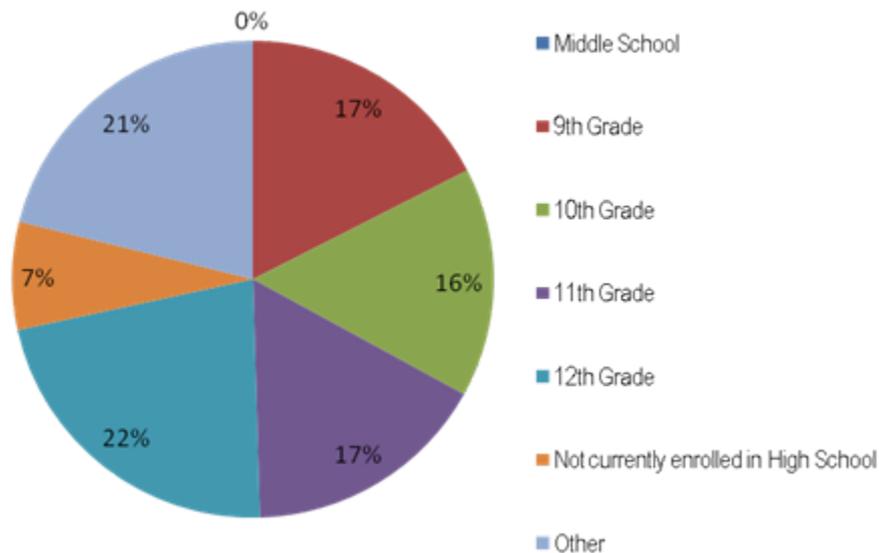
# How long have you lived in Boston? (All)



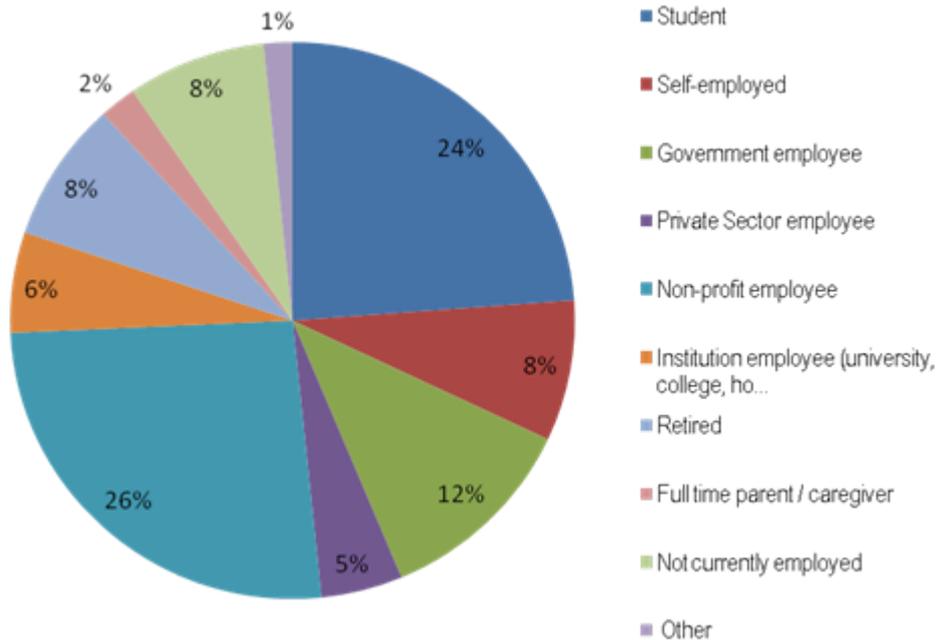
# Which of the following best describes the highest level of education you have completed? (All)



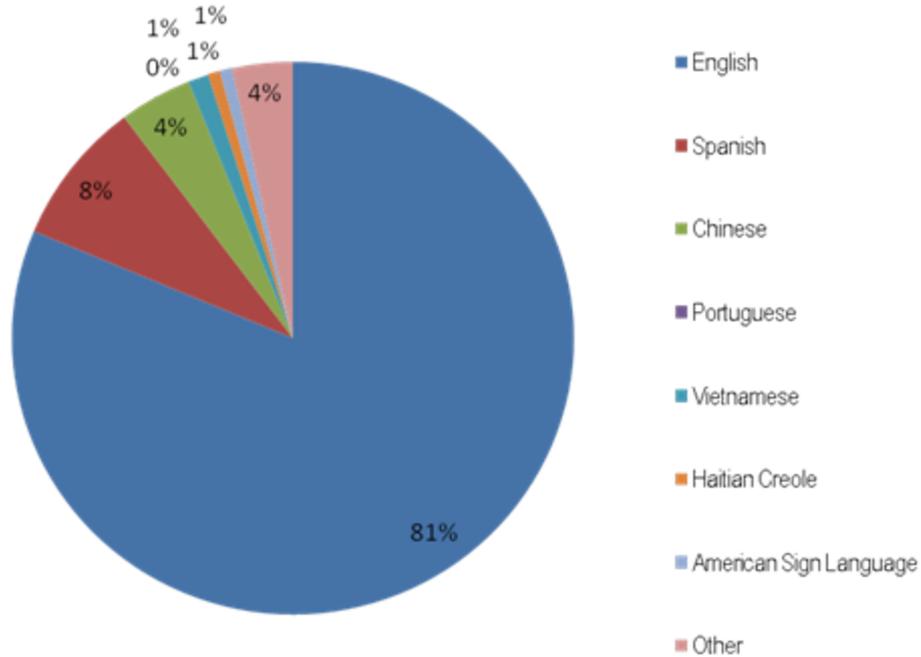
# What grade are you currently in? (Youth)



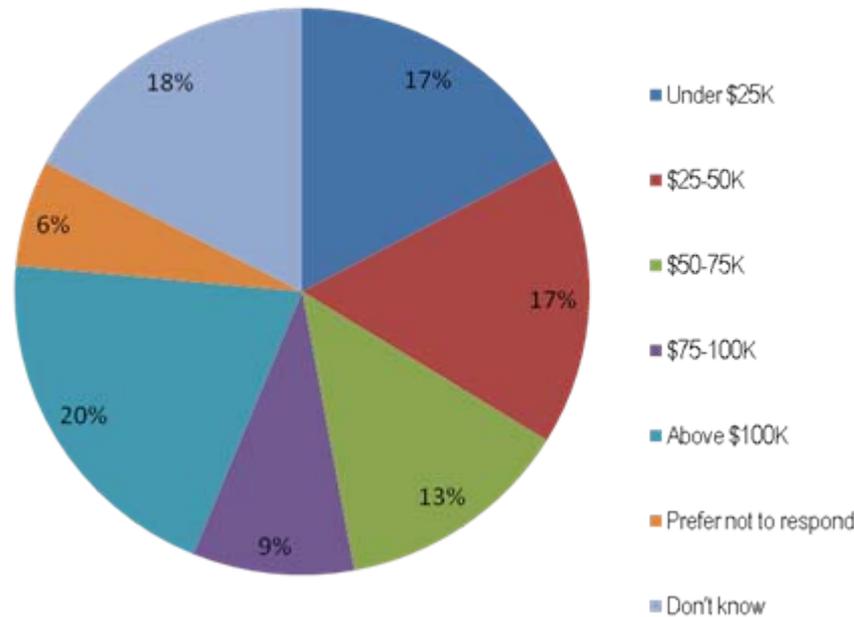
# Which best describes your current employment? (All)



# What is your primary language? (All)



# What best describes the annual income of your household? (All)



# Comparing Participants to Boston

## Boston (2000 census)

- 48% men 52% women
- Median age 31.1
- Median income 38,629
- 21% with MA or above
- (33%) own home/ condo

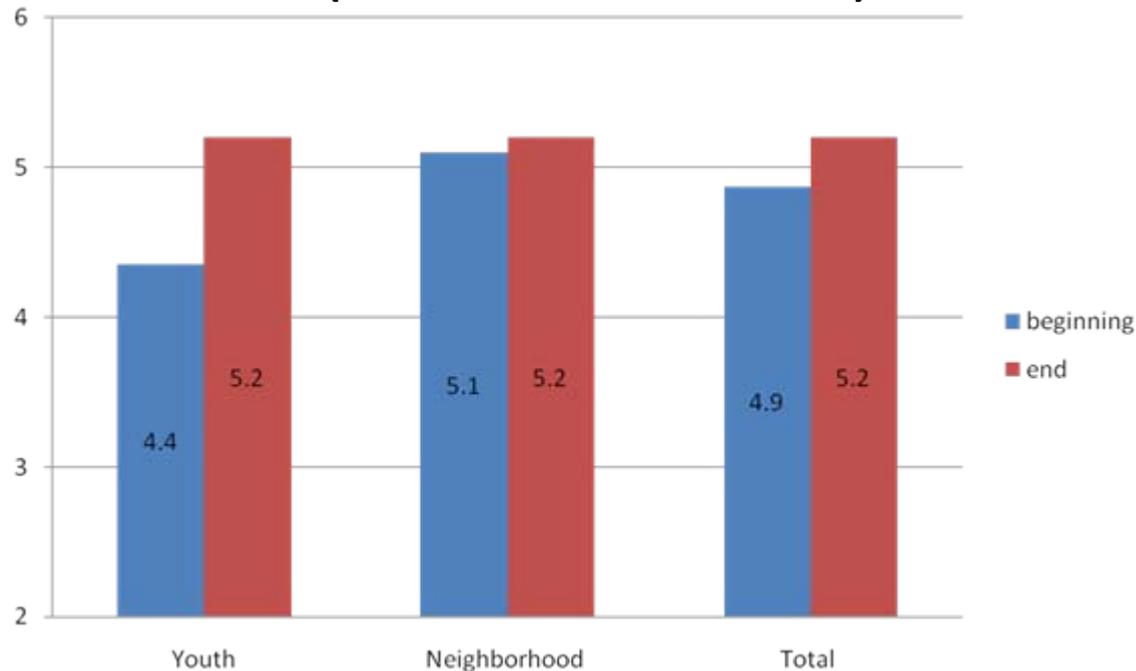
## Workshop Participants

- 41% men 56% women
- Median age between 30-39
- Median income between 50-75,000
- 32% with MA or above
- 60% own home/condo

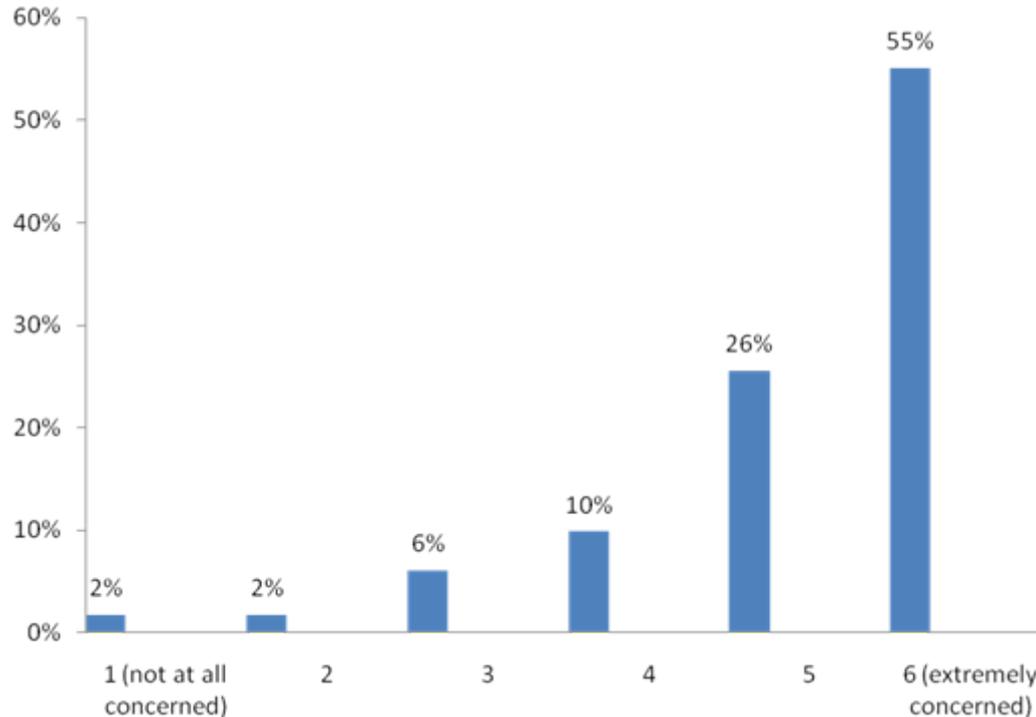
# Attitudes and Values



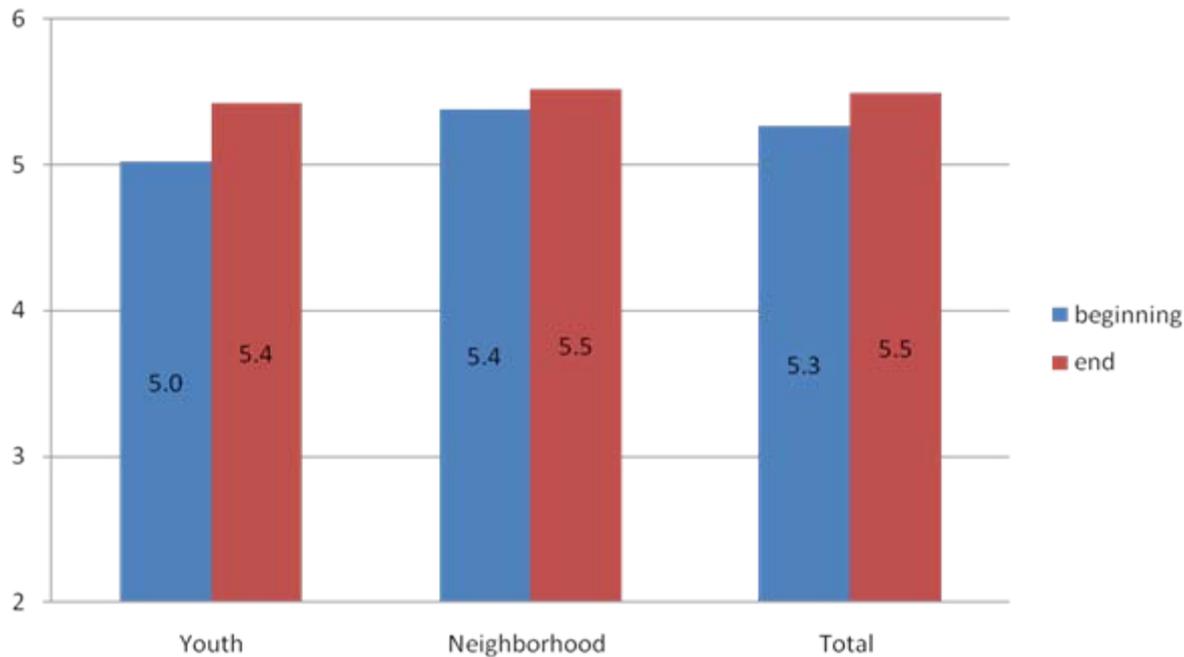
# How concerned are you the potential impacts of climate change on Boston and the people who live and work here? (Before and After)



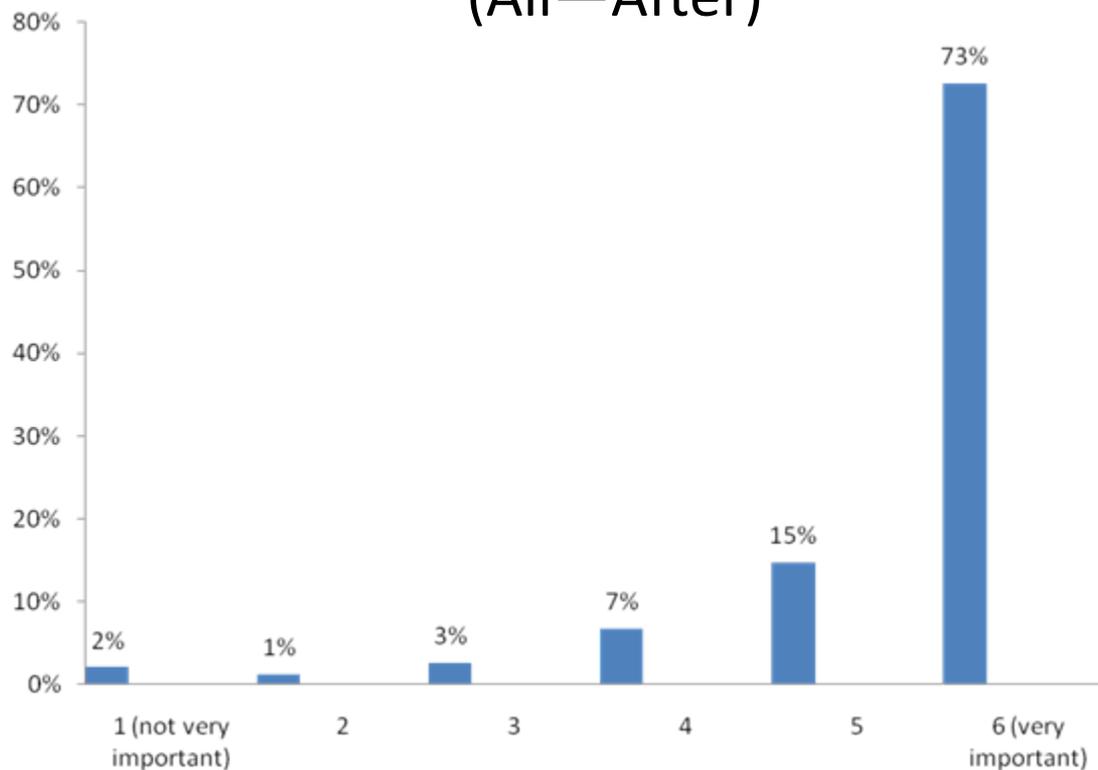
# How concerned are you about the potential impacts of climate change on Boston and the people who live and work here?(All--After)



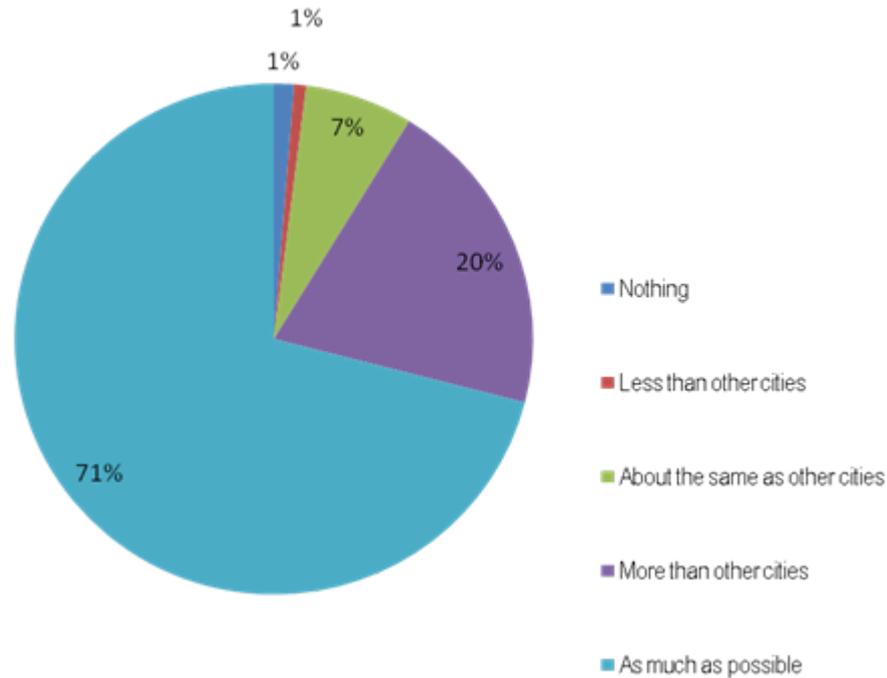
How important do you think it is for the Boston City Government to take action now to make the people who live and work here reduce (mitigate) the greenhouse gases that cause climate change?  
(Before and After)



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?  
(All—After)

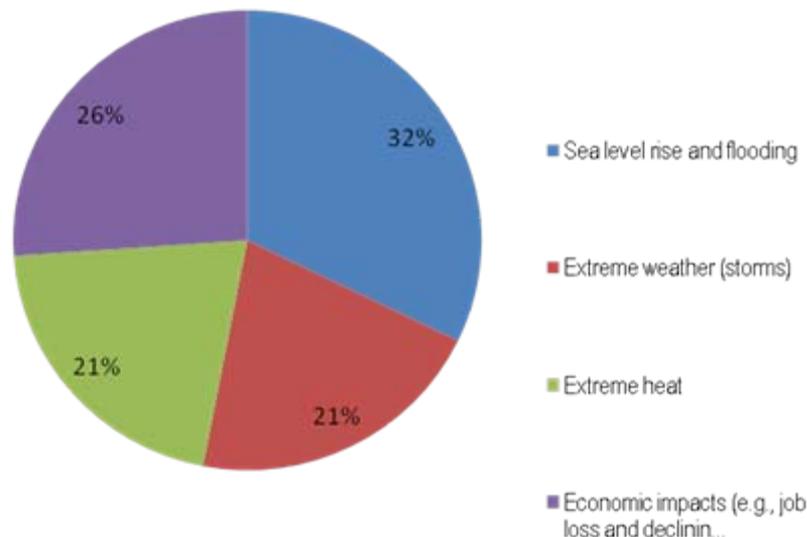


How aggressively do you think Mayor Menino should tackle climate change issues here in Boston, compared to how other large cities are addressing the issue? I believe the Mayor and Boston should do:?  
(All)



# Which 2 potential impacts from climate change on Boston and the people who live and work here concern you the most?

(All)



# Mitigation Measures



# Equity Issues (written comments)

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 (written comments)

## 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

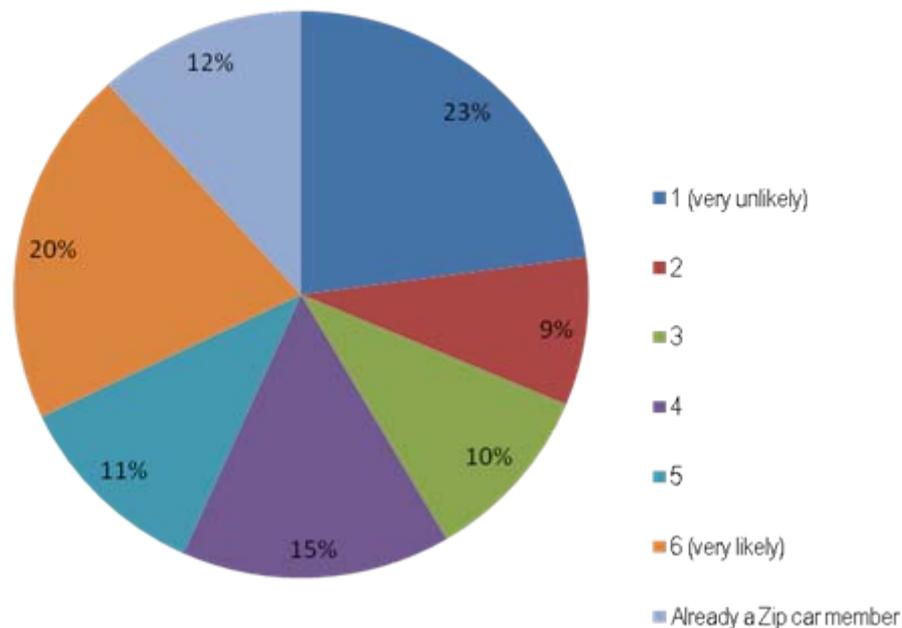


# Mitigation--Transportation



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?

(All)

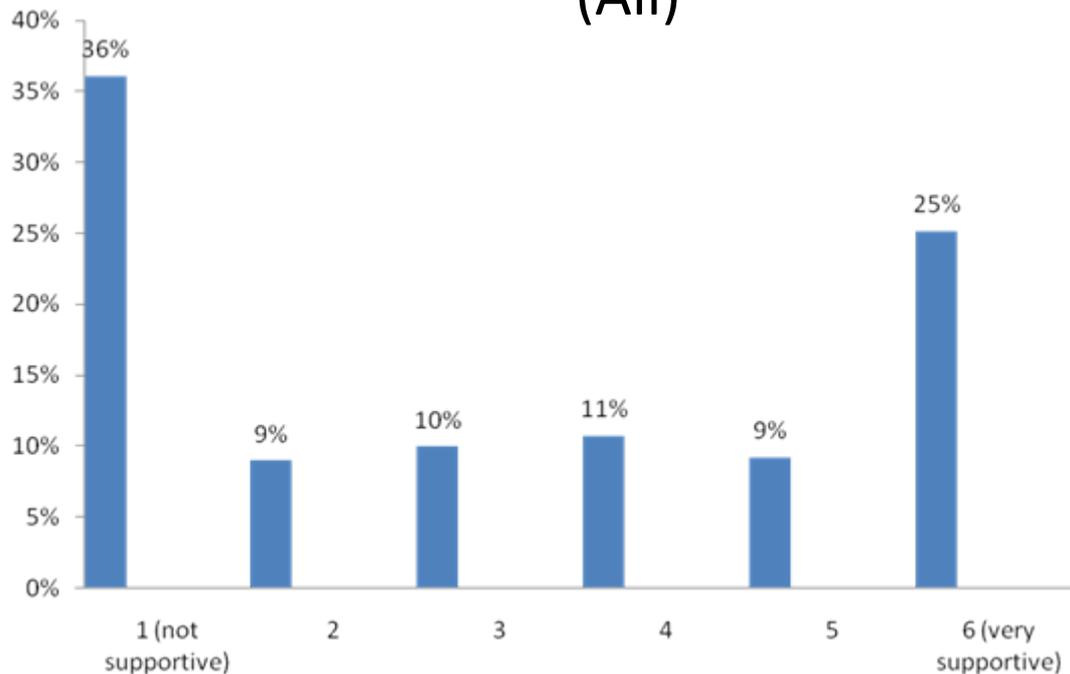


# Car sharing (written comments)

- 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 transportation?”
- If neighbors know each other—car sharing can work better

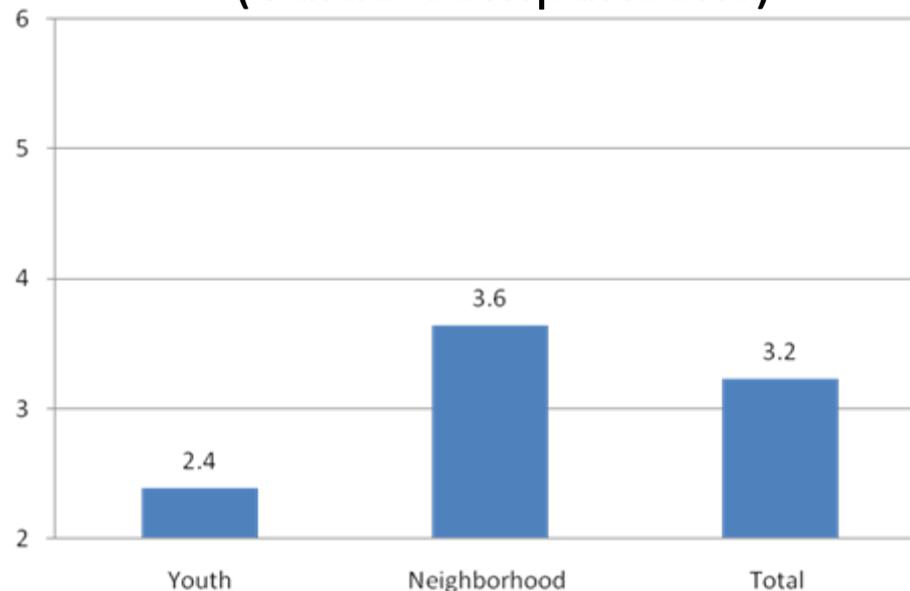
Boston City Government currently does not charge for Residential Parking Permits. How supportive would you be of the City imposing a charge for Parking Permits to discourage car ownership and driving within the City?

(All)



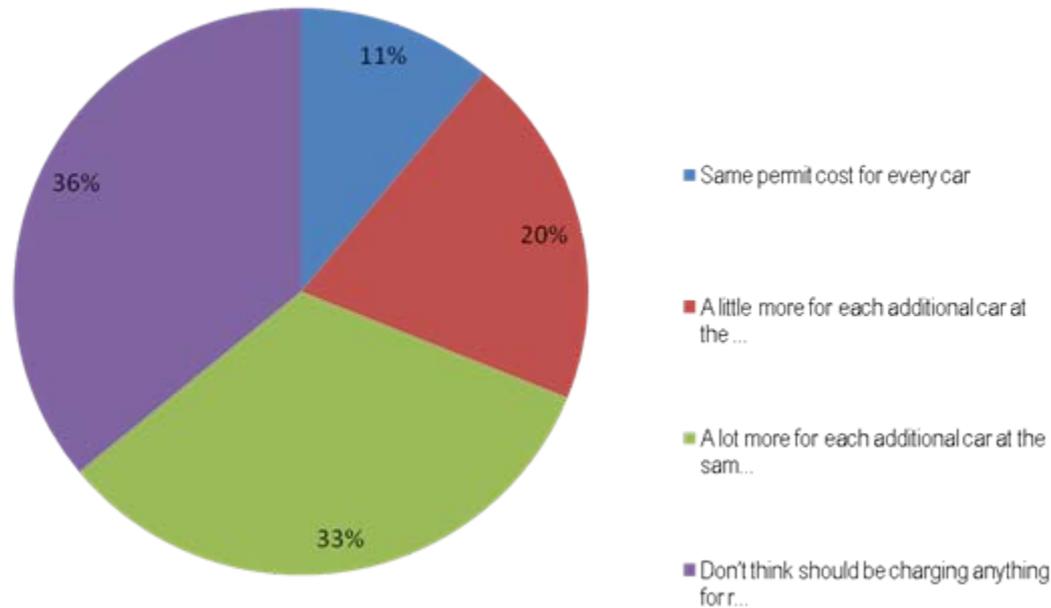
Boston City Government currently does not charge for Residential Parking Permits. How supportive would you be of the City imposing a charge for Parking Permits to discourage car ownership and driving within the City?

(Value Comparisons)

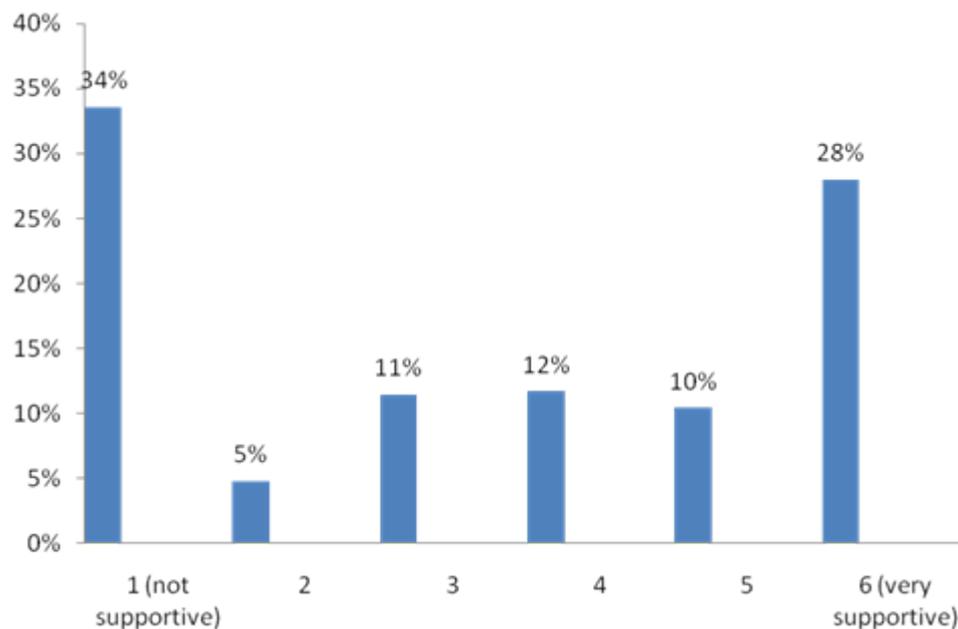


# If a Residential Parking Permit program was instituted, how should it be structured for multiple cars at the same address??

(All)



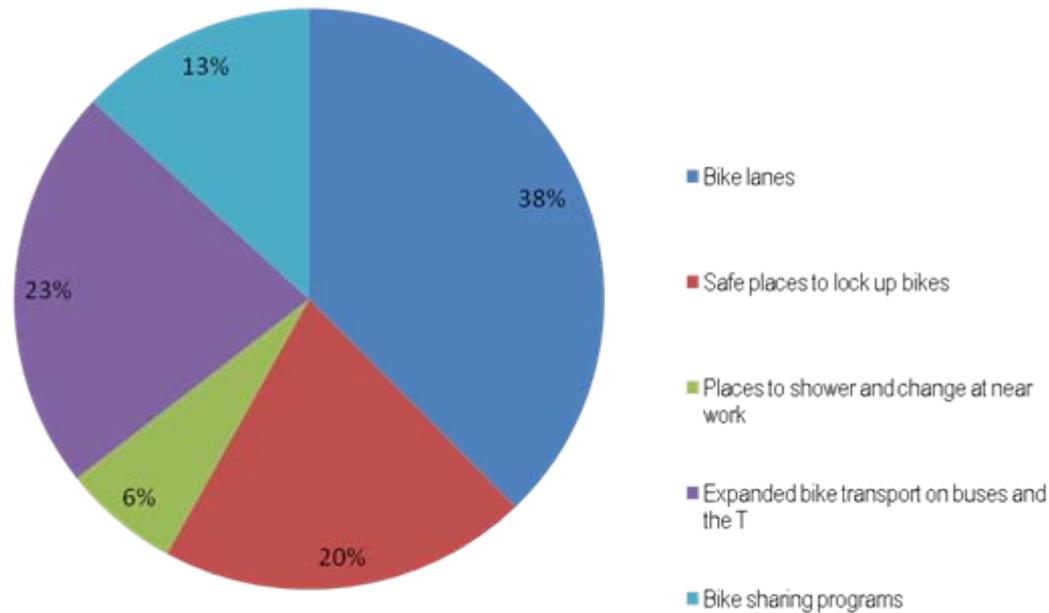
# How supportive would you be of raising parking meter fees as a way of discouraging driving downtown and encourage use of mass transit, biking, and walking? (All)



# Parking Permits and Meters (written comments)

- 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

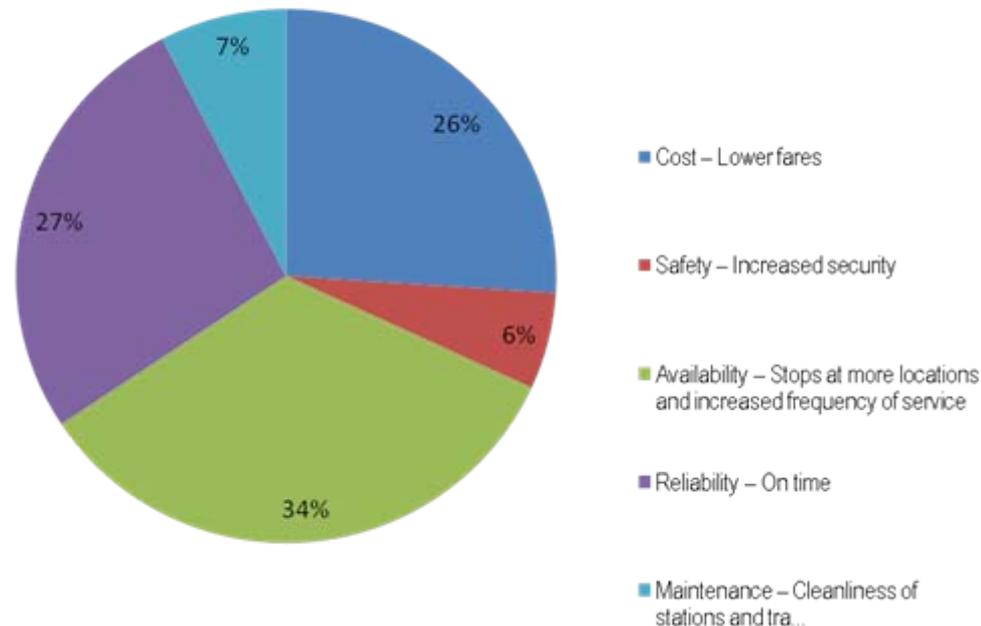
# Which 2 factors would most increase your willingness to ride a bike in the City of Boston (to work, to school, for errands, for pleasure)? (All)



# Bikes (written comments)

- 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); “10 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

# 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)? (All)



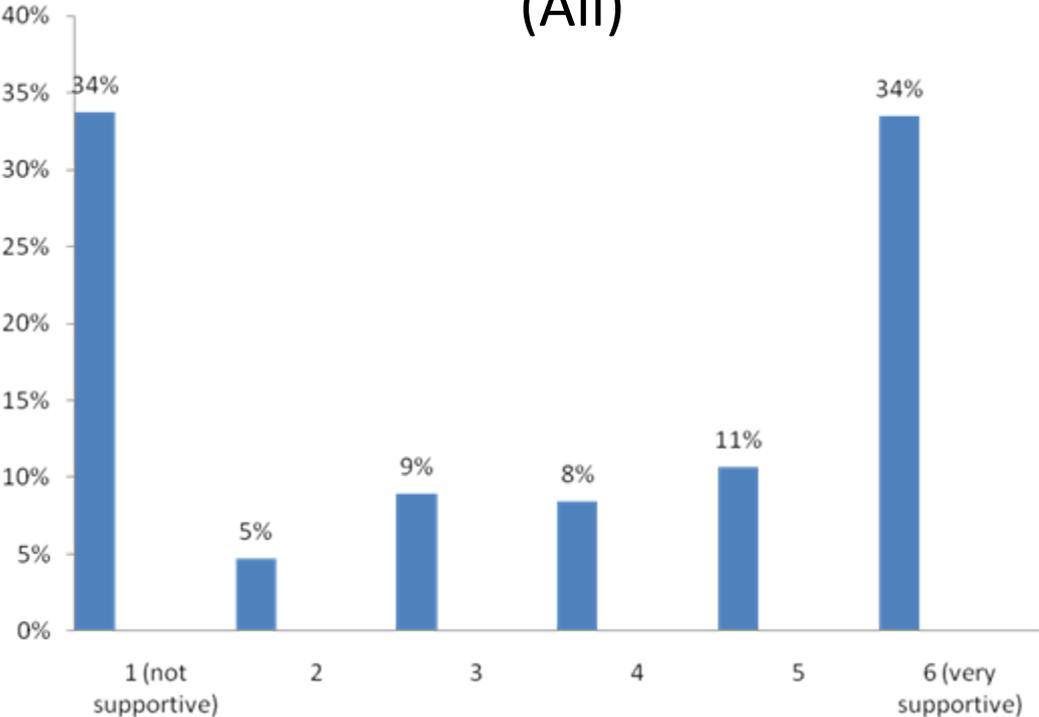
# Mass Transit (written comments)

- 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

# Mitigation—Solid Waste

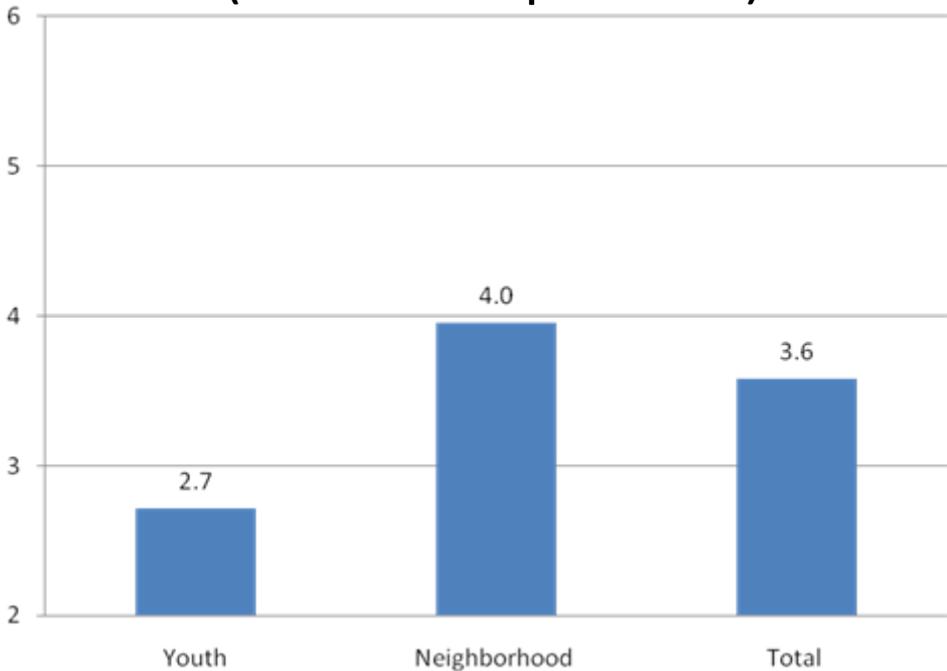
Currently Boston residents are not charged for trash removal. How supportive would you be of a Pay-As-You-Throw system where there is unlimited free recycling, food, and yard waste pick-up and a fee for each bag or barrel of trash?

(All)



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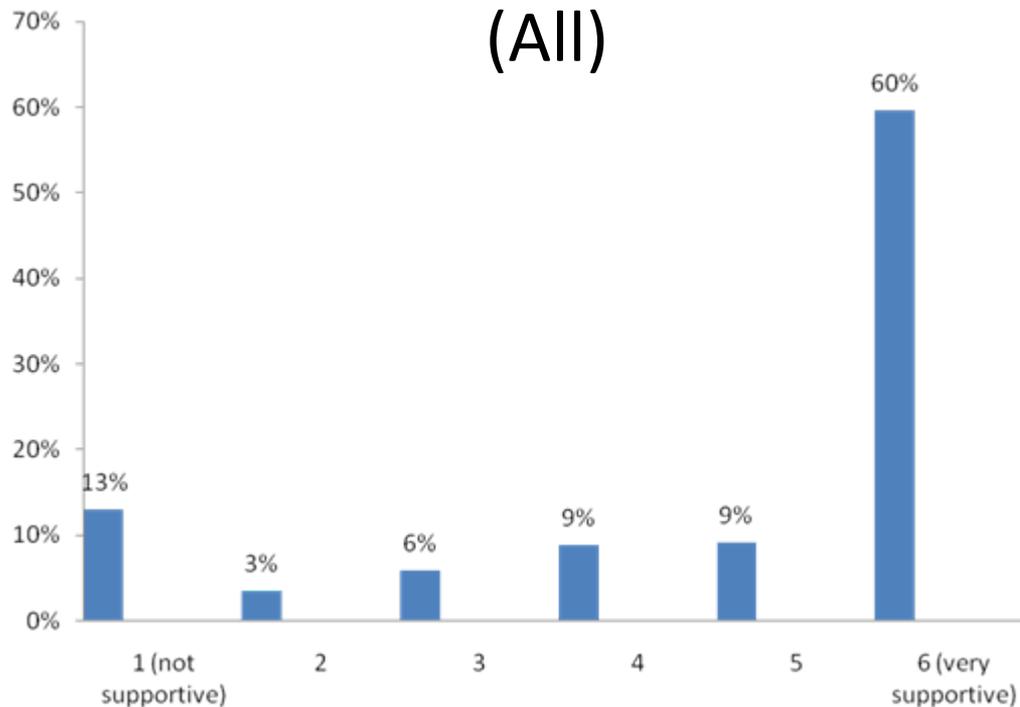
(Value Comparisons)



# Recycling and Trash (written comments)

- “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 who recycle, instead of just penalties

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?



# Food Waste (written comments)

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

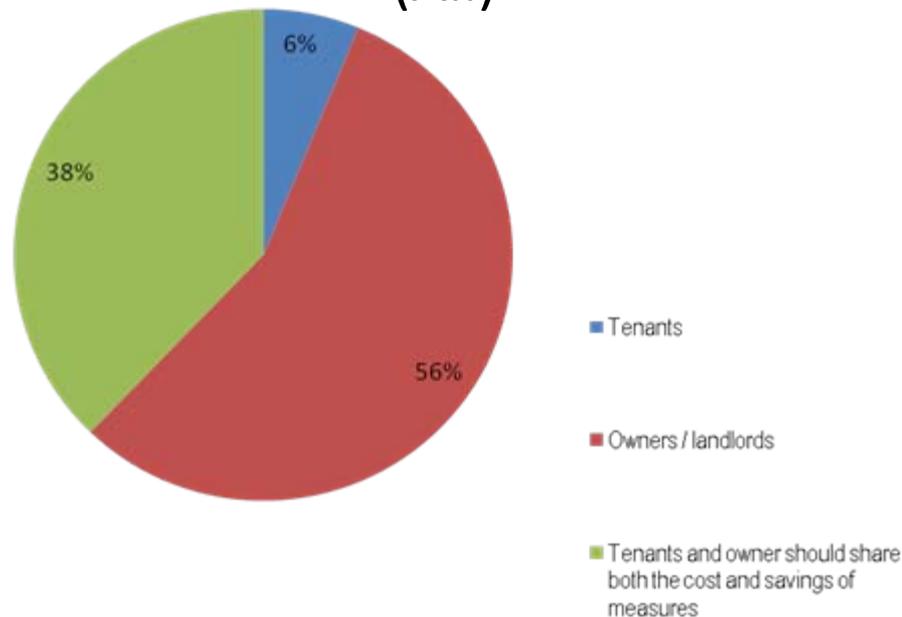


# Mitigation– Residential Buildings



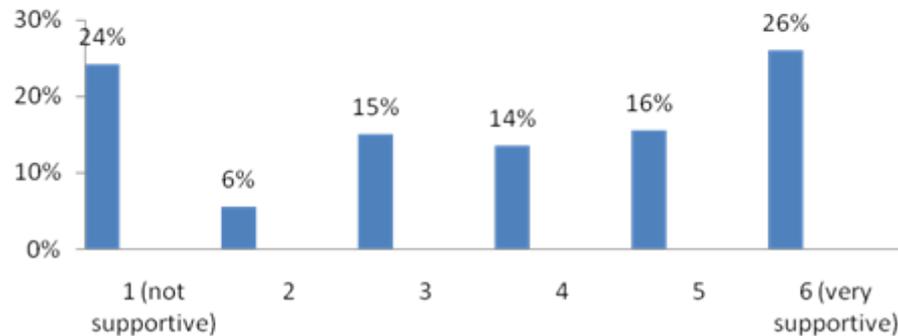
Nearly 2/3 of Boston's housing is rental housing where tenants usually pay the cost of heating and lighting directly to energy suppliers or indirectly through their rents. Who do you think should be responsible for paying for energy efficiency improvements?

(All)

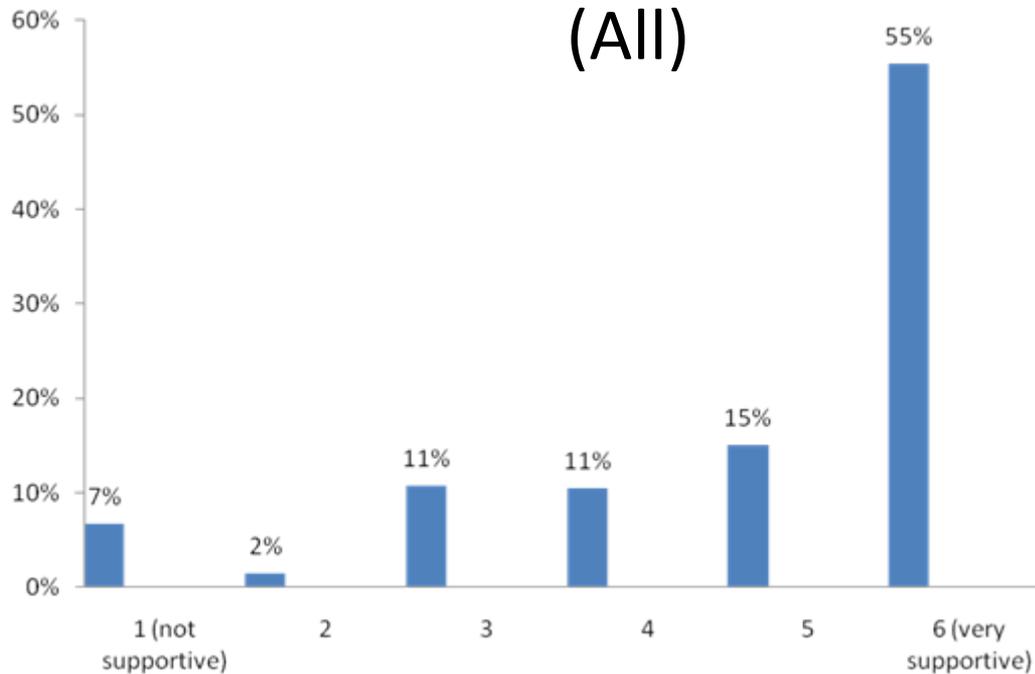


How supportive would you be of the City advocating for a surcharge on heating oil and propane sales for the purpose of offering energy efficiency programs to customers, similar to what currently exists for gas and electric utilities?

(All)



# 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?

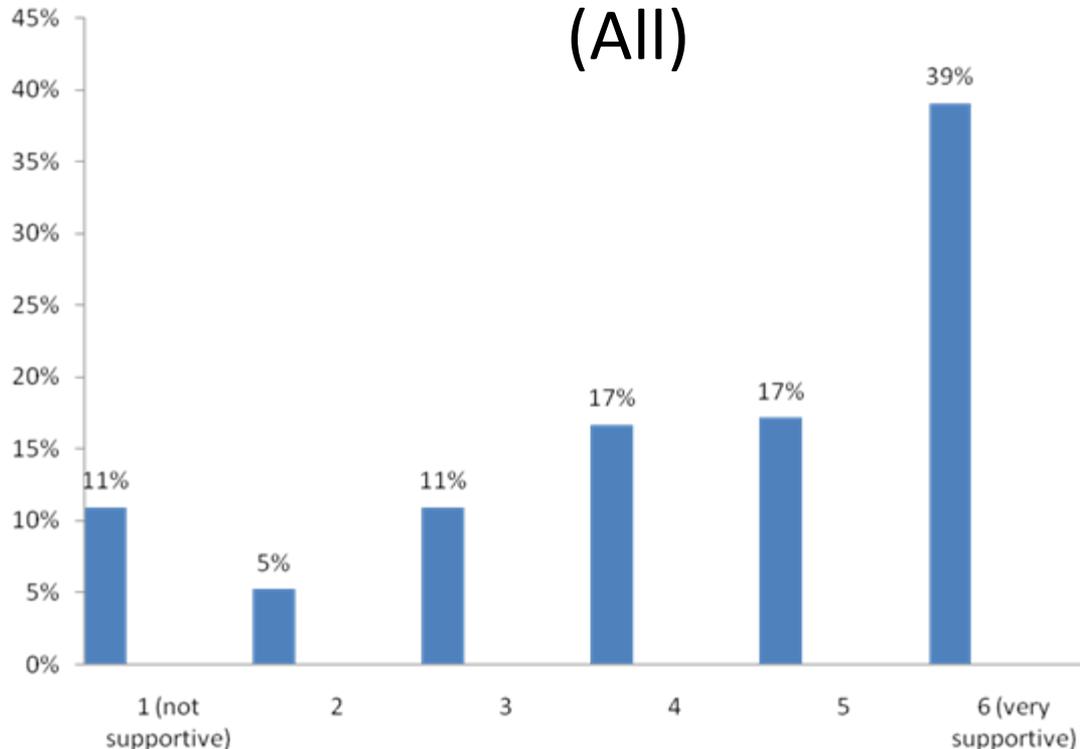


# Energy Labeling

## (written comments)

- 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

# 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?



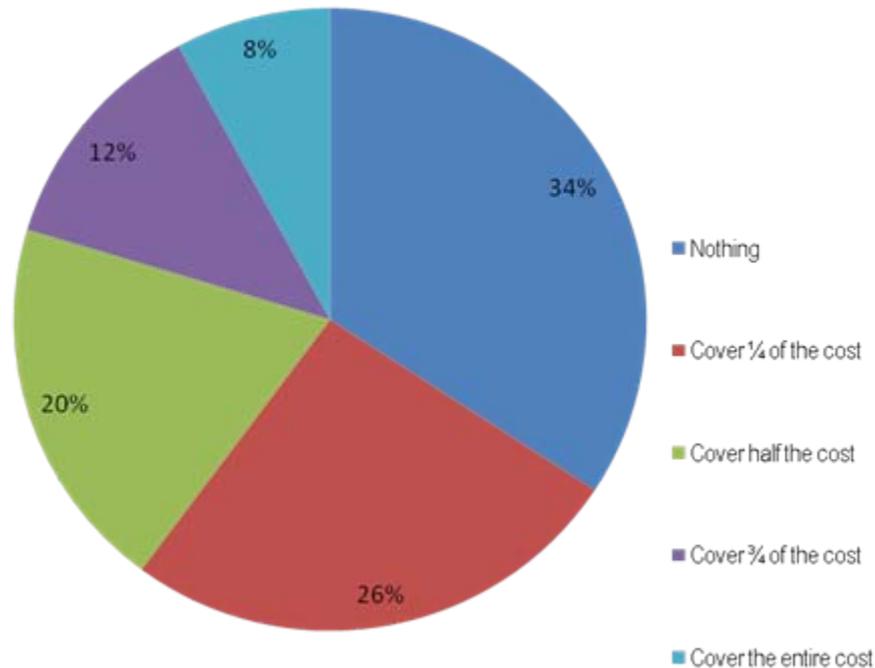
# Minimum efficiency standard before sale (written comments)

- “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 (written comments)

- 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

How much money do you think is currently available from your utilities to help you improve the energy efficiency (insulate, weatherstrip, air sealing, etc.) where you currently live?  
(All)



# Buildings Financing and Billing (written comments)

- 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

# Other Mitigation Options (written comments)

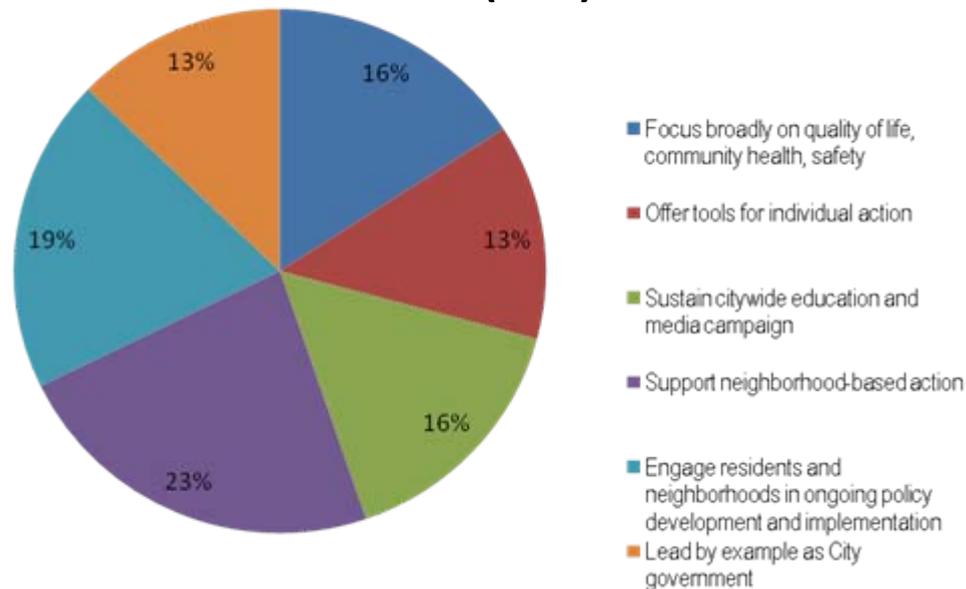
- Promote community gardens
- Promote local food production/local food economy
- More green roofs and tree planting

# Public Engagement Strategy



# 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?

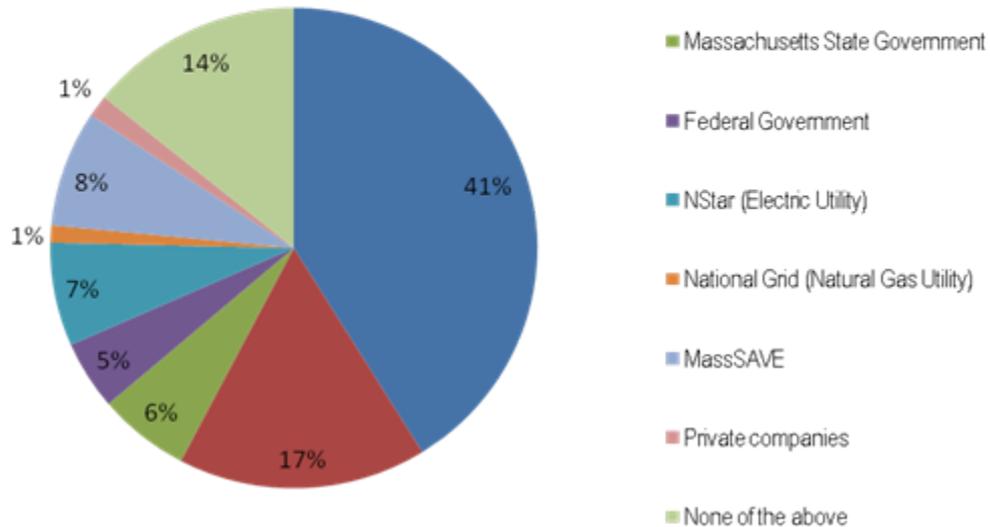
(All)



# Climate Questions

## All

Whom do you most trust about getting information on energy efficiency program?



# 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



# 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 greenwashing

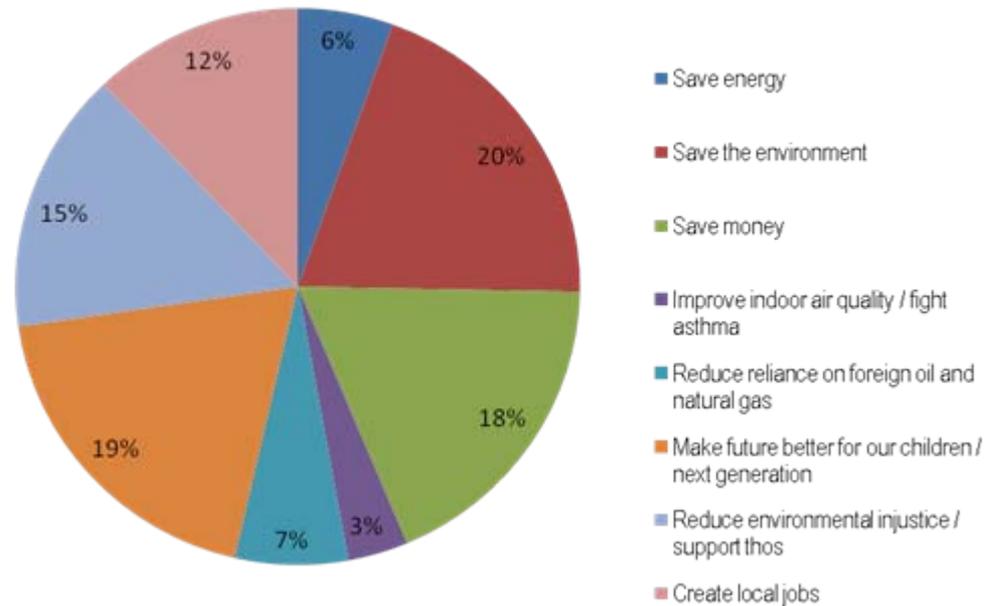


# Green Jobs (written comments)

- 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

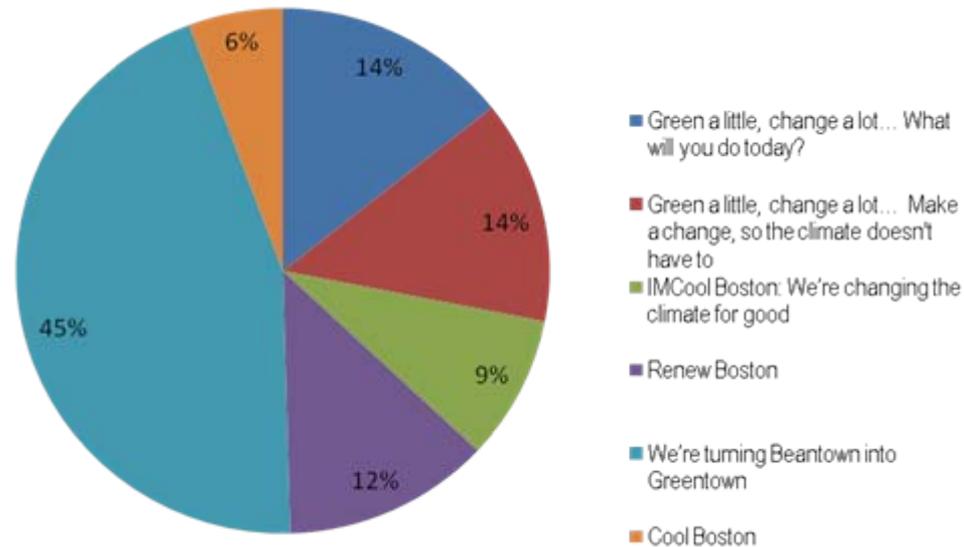


# Select the top 2 reasons for getting involved with climate action that would most motivate you to act? (All)



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.

(All)



# Citywide Media & Education Campaign

## Tag Line

### Changes to 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 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?



# Tools for Individual Action & Influence

## **Additional resources to include:**

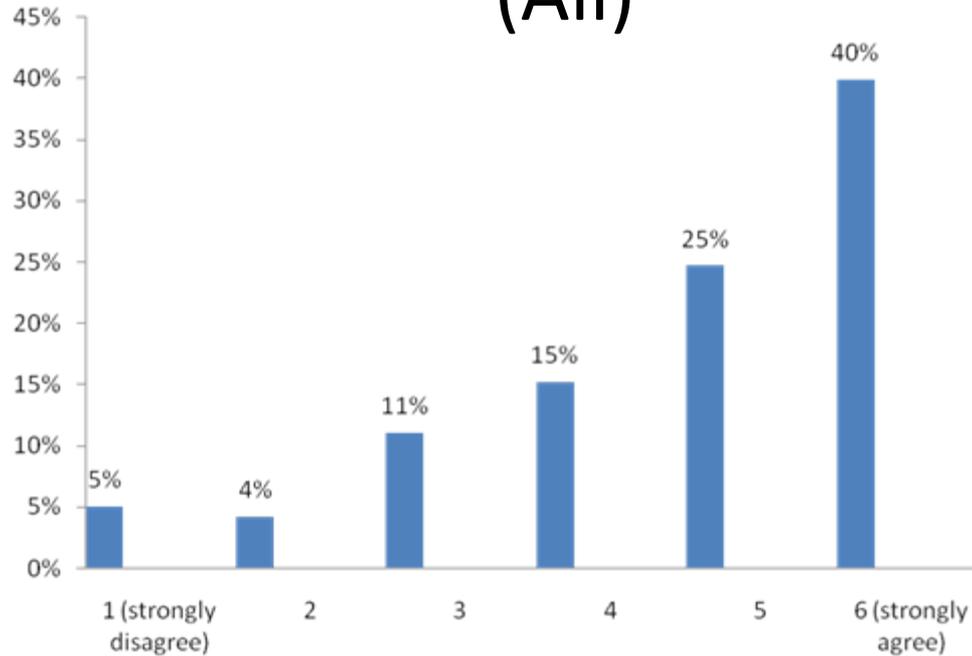
- Green hotline run by the city to answer questions
- Increase internet accessibility to reduce paper consumption
- Coupons to farmer's markets, cooking classes, bike + T discounts, info DVD, seeds
- Tools for calculating energy consumption, percentage of energy from renewables, carbon footprint
- Information 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.

# Wrap-Up and Evaluation



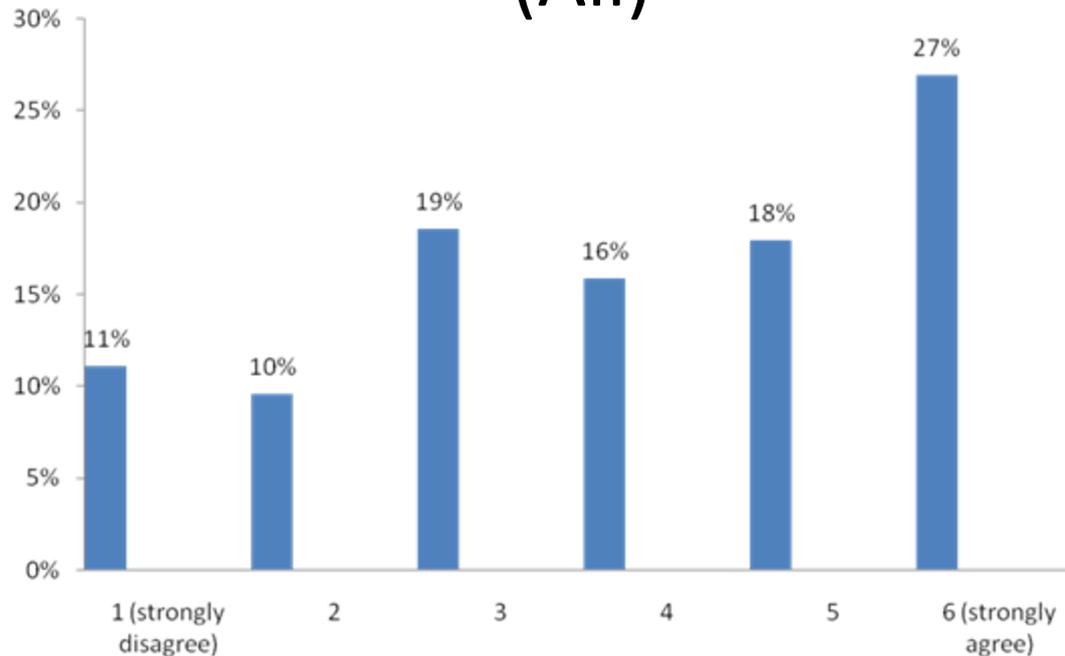
I am leaving this workshop more inspired to take action around climate issues than when I arrived.

(All)

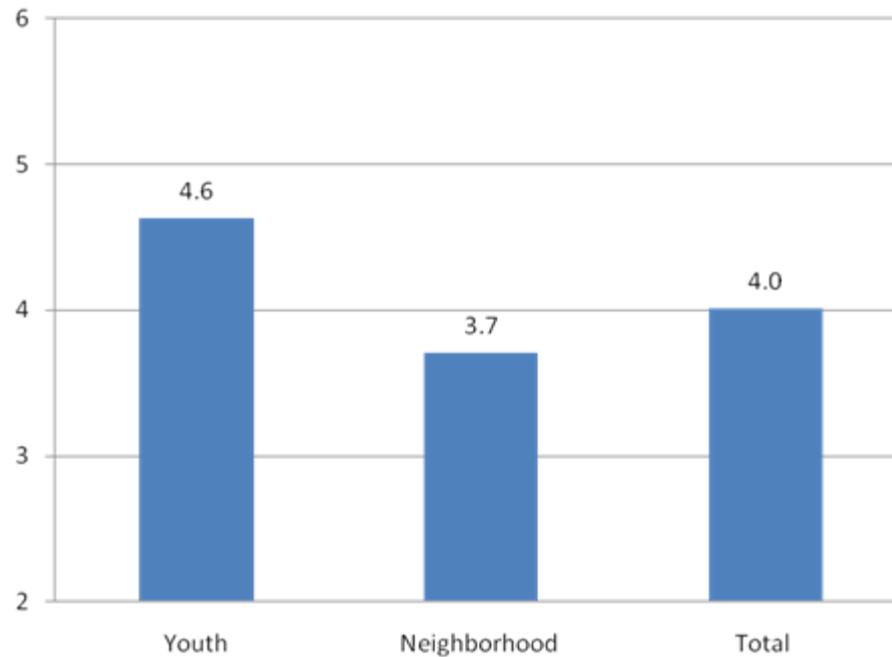


I am leaving this workshop with a better understanding of ways to reduce my own greenhouse gas emissions.

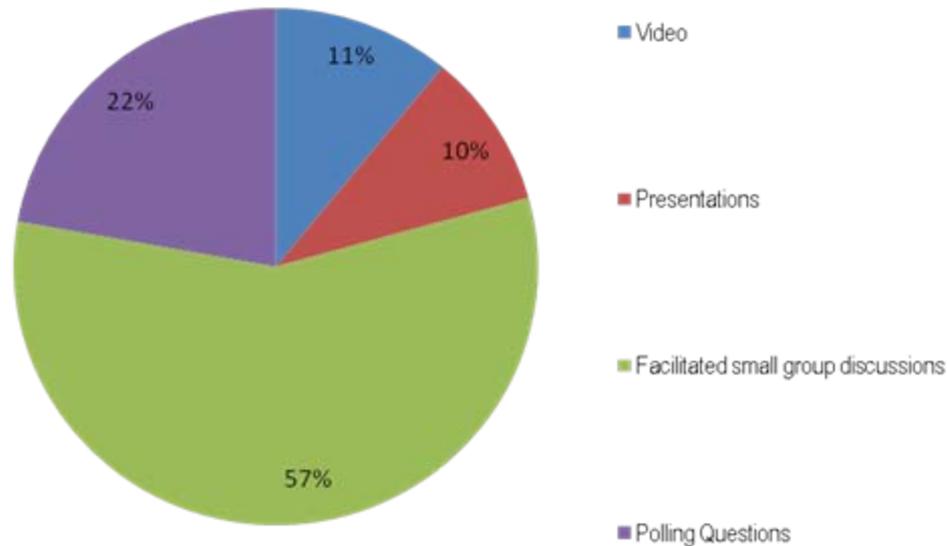
(All)



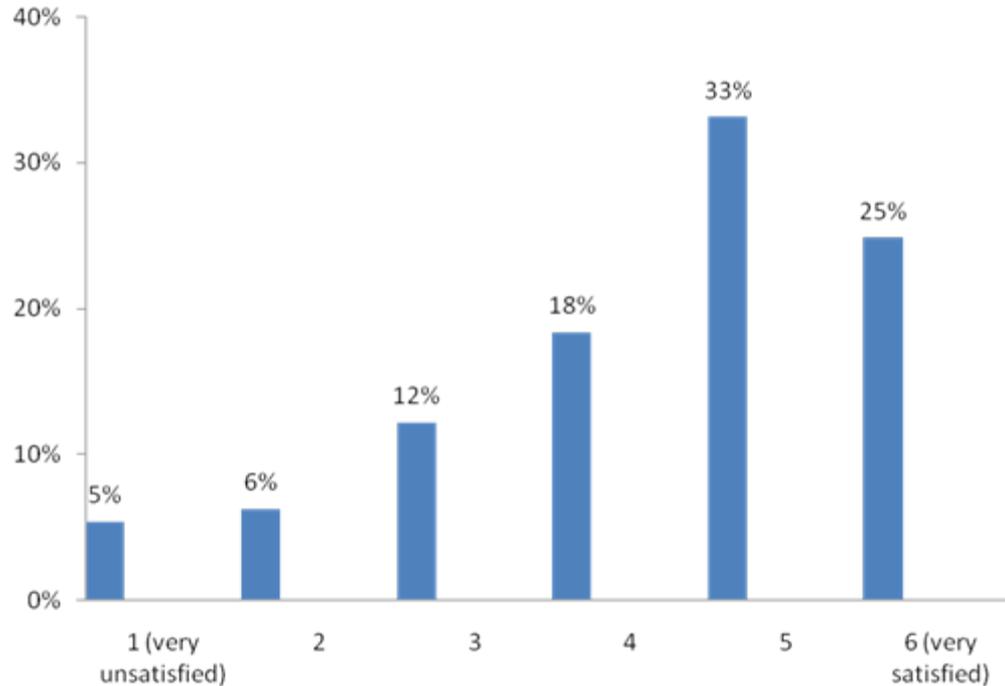
I am leaving this workshop with a better understanding of ways to reduce my own greenhouse gas emissions  
(Value Comparisons)



# What was the single most valuable part of this workshop for you? (All)



# Overall, how satisfied were you with this workshop? (All)



# 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