Appendix A:

Roadmap Outreach and Engagement

Contents

1 Overview 3
2 List of Outreach and Engagement Events and Meetings for the Roadmap 4
3 CBO Outreach 6
4 Regional Workshops 9
4.1 July 2024 Workshop Summary Report 9
4.2 February 2025 Workshop Summary Report 15
5 Public Survey 18
Attachment 1: Full Survey Response Results 24

1 Overview

As discussed in Chapter 2 of the Roadmap, SANDAG undertook extensive outreach and engagement so that stakeholders would be informed, involved, and empowered through both the planning process and the Roadmap itself. Below are the main outreach methods that SANDAG used to seek input during the Roadmap development process.

- **Interagency Meetings:** Bi-monthly meetings where SANDAG shared progress updates and sought input from local jurisdictions, regional agencies, and tribal governments. This outreach category also includes regular meetings with the California Air Resources Board and other California Metropolitan Statistical Areas to coordinate on complementary approaches to CPRG deliverables.
- **Sector Advisory Meetings:** Four meetings held in October 2024 with staff from local jurisdictions and regional agencies with expertise in specific emissions sectors (e.g., transportation, electricity, etc.).
- **SANDAG Working Groups (WGs) and Policy Advisory Committees (PACs):** SANDAG staff presented to various SANDAG WGs and PACs at key milestones during Roadmap development. This allowed WG and PAC members—which include local jurisdiction staff, elected officials, tribes, and CBOs—to provide input on the draft GHG reduction measures and other elements of the Roadmap.
- **Regional Workshops:** SANDAG held two regional workshops which convened local jurisdictions, regional agencies, tribes, CBOs, non-governmental organizations, and other stakeholders to provide input and feedback on the draft GHG reduction measures.
- **Community Outreach Events:** SANDAG partnered with 11 Community-Based Organizations (CBOs) in the region that work in low-income communities to conduct outreach community meetings, farmer's markets, and other local events.
- **Business and Trade Association Meetings:** SANDAG engaged San Diego Gas & Electric (SDG&E), Cleantech San Diego, and the Industrial Environmental Association to get key input on sectors relevant to these stakeholders' expertise.
- **Public Survey:** SANDAG conducted a regional survey to learn which measures and benefits were most important to the public.

This appendix lists the outreach and engagement SANDAG conducted for the Roadmap and provides more detail on many of the elements listed above, including CBO outreach, the regional workshops, and the public survey.

2 List of Outreach and Engagement Events and Meetings for the Roadmap

Staff met with various stakeholders throughout the Roadmap's development through workshops, interagency meetings, technical meetings, working groups, and committees. SANDAG also partnered with community-based organizations (CBOs) to conduct additional outreach at community events like farmers markets and resource fairs. Table A.1 below lists SANDAG's and its CBO partners' outreach efforts to develop the Roadmap.

Table A.1: Outreach Events and Meetings

Date	Description
Outreach Focus: Early Input on Roadmap Development	
12/14/2023	Community-Based Organization (CBO) Taskforce
2/22/2024	SANDAG Working Group
5/3/2024	SANDAG Policy Advisory Committee
6/11/2024	Interagency Meeting
7/31/2024	Regional Workshop
9/25/2024	SANDAG Working Group
9/26/2024	SANDAG Working Group
10/8/2024	Interagency Meeting
11/3/2024	Community Outreach Event
11/6/2024	Community Outreach Event
11/8/2024	Community Outreach Event
11/14/2024	Community Outreach Event
12/18/2024	Community Outreach Event
Outreach Focus: Feedback on GHG Reduction Measures	
10/16/2024	Sector Advisory Meeting
10/22/2024	Sector Advisory Meeting
10/23/2024	Sector Advisory Meeting
10/30/2024	Sector Advisory Meeting
1/9/2025	SANDAG Working Group
1/14/2025	Interagency Meeting
1/16/2025	SANDAG Working Group
1/23/2025	SANDAG Working Group
1/30/2025	Community Outreach Event
2/5/2025	Community Outreach Events (2)

Date	Description
2/7/2025	SANDAG Policy Advisory Committee
2/12/2025	Regional Workshop
2/13/2025	Community Outreach Event
2/15/2025	Community Outreach Event
2/19/2025	Community Outreach Event
2/26/2025	Community Outreach Event
2/27/2025	Community Outreach Event
2/28/2025	Community Outreach Event
3/3/2025	Community Outreach Event
3/5/2025	SANDAG Working Group
3/5/2025	Community Outreach Event
3/5/2025	Community Outreach Event
3/5/2025	Community Outreach Event
3/7/2025	SANDAG Policy Advisory Committee
3/10/2025	Community Outreach Event
3/14/2025	Community Outreach Events (2)
3/15/2025	Community Outreach Event (3)
Outreach Focus: Roadmap Refinement	
4/5/2025	Community Outreach Events (2)
4/15/2025	Interagency Meeting
4/22/2025	Community Outreach Event
4/24/2025	Community Outreach Event
4/26/2025	Community Outreach Event
5/8/2025	Community Outreach Event
5/22/2025	Community Outreach Event
5/29/2025	Community Outreach Event
5/31/2025	Community Outreach Event
6/10/2025	Interagency Meeting
6/14/2025	Community Outreach Event
6/18/2025	Community Outreach Event
6/26/2025	Community Outreach Event
6/28/2025	Community Outreach Event
7/24/2025	Community Outreach Event

3 CBO Outreach

SANDAG regularly works with 11 CBOs throughout the San Diego region to ensure community voices inform key planning activities. For the Roadmap, SANDAG contracted with three of these CBOs[1] to conduct outreach in their local communities to inform the development of the Roadmap (listed as Community Outreach Events in Table A.1.). SANDAG collaborated with CBO partners to develop outreach materials that included a fact sheet, educational and interactive poster boards about the sources of GHG emissions and ways to reduce emissions, and a digital presentation that could be used at community meetings. CBO partners used these materials to help increase their communities' awareness of the sources of GHG emissions, strategies to reduce emissions, and as a means to gather feedback on the GHG reduction measures. Altogether, CBO partners conducted more than 40 outreach events and activities in their communities, including farmers markets, resource fairs, community clean ups, celebrations, and community meetings.

Figure A.1: Community Members Taking the Public Survey

Source: Bayside Community Center

[1] SANDAG offered this partnership opportunity to the 11 CBOs in our Partner Network and received three responses.

Figure A.2: Outreach Materials on Display

Source: Urban Collaborative Project

Figure A.3: CBO Staff Distributing Roadmap Outreach Materials

Source: Mid-City CAN

Using these materials, CBO partners were able to gather important input that has shaped the Roadmap, particularly when considering the types of GHG reduction measures included and how these measures could deliver environmental and economic benefits to communities. For instance, CBO partners used an interactive poster board that asked community members whether they wanted more incentive programs, more infrastructure projects, or more local laws and actions in the region to combat climate pollution. Most community members wanted to see more incentive programs, which is reflected in the Roadmap, which includes a range of incentive programs in the supporting actions for the measures. In addition to these outreach efforts, CBO partners were also a key part of the outreach strategy for key milestones like the public survey (described in more detail in "Public Survey" section below).

4 Regional Workshops

4.1 July 2024 Workshop Summary Report

Overview and Purpose

This workshop was held July 30, 2024, at the Mission Valley Branch Library Community Room. The goals of the workshop were to:

1. Provide an update on the Priority Climate Action Plan (PCAP)
2. Introduce the Roadmap
3. Share examples of GHG reduction measures
4. Hear from attendees on ways to reduce GHG emissions by 2050

Participants

Over 90 organizations were invited to the workshop. Nearly 50 people attended, representing 36 of those organizations including local governments, regional agencies, tribal nations, CBOs, and environmental groups.

Process

July's workshop consisted of two segments: presentations and breakout sessions. The workshop began with opening remarks and a presentation from SANDAG staff.

The presentation started with an update on the completed PCAP, which was submitted to the EPA on March 1, 2024. Staff shared that SANDAG did not receive an EPA award for the regional grant proposal that we submitted to implement 7 PCAP programs. SANDAG was hopeful that elements of the proposal could be repurposed when other funding opportunities arise.

Next, staff introduced the concept of the Roadmap, its requirements, and SANDAG's approach to completing it by December 2025. Staff then gave an overview of the breakout sessions where different sectors would be discussed. Attendees were invited to participate in two breakout sessions, which each included 3-4 different sectors to choose from, as shown in the table below.

Table A.2: July 2024 Workshop Breakout Session Format

Session	Sector Choices		
Breakout Session 1	Transportation	Natural & Working Lands	Solid Waste & Materials Management
Breakout Session 2	Commercial & Residential Buildings	Agriculture & Industry	Electricity

The following discussion questions were asked at each breakout table:

1. What are some examples (e.g., projects, programs or policies) that you see already making an impact to reduce GHG emissions in this sector?
2. What are some measures that you think are important and can be implemented between now and 2050 to reduce emissions in this sector?

The purpose of the first question was to learn about what GHG reduction measures attendees viewed as successful that were already underway in the region so that these could be included, replicated, or expanded upon in the Roadmap. The second question was intended to gather suggestions for other measures that could help reduce GHG emissions from each sector in both the near-term and the long-term.

Each discussion table included a moderator and notetaker. Participants were encouraged to submit their comments via hardcopy and/or digital comment cards. After the workshop, SANDAG staff incorporated input from stakeholders where appropriate during the development of the Roadmap GHG reduction measures. The input received at this workshop is summarized below by sector.

What We Heard

Table A.3: Themes from July 2024 Workshop

Sector	Question #1: What are some examples that you see already making an impact to reduce GHG emissions in this sector?	Question #2: What are some measures that you think are important and can be implemented between now and 2050 to reduce emissions in this sector?

Transportation	• Increased electric vehicle (EV) adoption
	  ○ EV incentives
	  ○ EV charging infrastructure
	  ○ Electrification of heavy and medium duty trucks
	  ○ Municipal fleet electrification
	• High-occupancy vehicle (HOV) lanes
	• Expanded transit routes with increased frequency
	• Blue Line extension
	• Increased Trolley use
	• Youth Opportunity Pass (YOP)
		• Provide more incentives for EVs
		  ○ Focus on low-income residents and multi-unit dwellings
		  ○ Expand scrap-and-replace programs for used gas vehicles
		• Increase access to EV charging
		  ○ Focus on low-income residents and multi-unit dwellings
		• Electrify buses and trains
		• Increase transit use by improving:
		  ○ Affordability

Sector	Question #1: What are some examples that you see already making an impact to reduce GHG emissions in this sector?	Question #2: What are some measures that you think are important and can be implemented between now and 2050 to reduce emissions in this sector?
	• City-wide and transit employee passes • Flexible fleets • First Mile Last Mile Programs • Active transportation • Bike infrastructure • Promoted teleworking • Immediate incentives	○ Expand YOP to college students ○ Frequency of service and number of routes ○ Accessibility of stations and stops ○ Reliability ○ Commuter education and outreach • High speed rail • Safe Routes to School programs and infrastructure • Explore charging roads (wireless EV charging) • Support transit-oriented development and land use changes • Close 1st- and last-mile gaps • Increase Flex Fleet projects
Electricity	• Residential solar batteries • Community Choice Aggregators (CCAs) • Community microgrids • Utility scale solar storage • SDG&E Neighbor to Neighbor, which provides financial assistance to residents who are unable to pay their electricity bill • Off-shore wind energy (like on the East Coast) • San Diego Regional Energy Network	• Increase battery storage tied to renewables ○ Make battery storage more affordable through subsidies, other mechanisms, etc. ○ Improve battery technology through research & development • Install community solar and increase solar installations • Conduct outreach and education to renters about solar opportunities

Sector	Question #1: What are some examples that you see already making an impact to reduce GHG emissions in this sector?	Question #2: What are some measures that you think are important and can be implemented between now and 2050 to reduce emissions in this sector?
		• Change CCA default option to 100% renewable energy and have cities/region pay for it • Expand Time-of-Use programs and incentives • Expand alternative energy forms, such as tidal, wind, and geothermal
Buildings	• Statewide Energy Reach Codes Program • Local benchmarking programs • Electrification of appliances	• Implement a regional approach to reach codes • Conduct benchmarking to track progress over time • Decarbonize existing buildings through pilots and incentive programs • Financially disincentivize use of gas to promote electrification • Streamline permit processes • Automate light systems to reduce energy use • Prioritize multifamily and large-scale upgrades • Establish a labor certificate and incentivize contractors to complete it
Industry	N/A – no responses were recorded for this question.	• Work with military on emissions reductions • Electrify industrial equipment
Solid Waste & Materials Management	• Support of state laws for waste and materials management • Local government initiatives	• Explore sustainable construction and demolition waste programs • Create school and community education on

Sector	Question #1: What are some examples that you see already making an impact to reduce GHG emissions in this sector?	Question #2: What are some measures that you think are important and can be implemented between now and 2050 to reduce emissions in this sector?
		waste diversion and recycling best practices

Agriculture	• Grants/incentives for sustainable agriculture
	• Outreach and education about composting
	• Composting fertilizer programs
	• Creating urban gardens in communities and schools
	  ○ Focusing on economic development within urban garden initiatives
	• Uplifting local farmers through education on regenerative agricultural practices, such as carbon farming
	• Incentivizing commercial businesses to embrace/utilize local agriculture
	• Tying agriculture to natural and working lands
		• Conduct outreach and education about food systems, GHG emissions from different foods, and consumption mindfulness
		  ○ Food education at schools
		  ○ Identify sustainability champions
		• Assess emergency preparedness related to agricultural sustainability
		• Incentivize sustainable agriculture to make it the most favorable
		• Electrify farming and gardening equipment that is powered by fossil fuels
		• Install agrivoltaics
		  ○ Institute energy buy-back programs for agrivoltaics
		• Incentivize local businesses to use local agriculture
		• Create grant programs for carbon farming
		• Energy efficiency improvements for stores and businesses related to agriculture
		• Increase soil organic matter through composting, crop rotation, etc.

Sector	Question #1: What are some examples that you see already making an impact to reduce GHG emissions in this sector?	Question #2: What are some measures that you think are important and can be implemented between now and 2050 to reduce emissions in this sector?
Natural & Working Lands	• Rewilding initiatives • Restoration of natural waterways by Pala Tribe • Variety of dedicated nonprofits in San Diego, such as Wildcoast, Rewild Mission Bay, Surfrider Foundation, San Dieguito River Valley Conservancy, and Tree San Diego • Urban forestry projects	• Preserve and restore wetlands • Protect and restore kelp farming • Increase permeable ground cover • Leverage traditional ecological knowledge • Explore reforestation opportunities/incentivize reforestation

Other	• Supporting legislation, such as:
	  ○ SB 1383
	  ○ SB 1393
	  ○ SB 54
	• Tribal Energy and Climate Collaborative
	• Coordination with/support for San Diego Regional Climate Collaborative and other groups
	• Climate bond
		• Continue to support legislation, such as:
		  ○ AB 1992
		• Establish business working hours that are aligned with energy conservation
		• Support a circular economy/sharing economy
		  ○ Create lending libraries for goods/products
		  ○ Outreach and education on overconsumption
		• Develop climate action plans for schools

Next Steps

SANDAG used the input gathered at the workshop, along with research on the Regional Decarbonization Framework and local climate action plans to draft a list of GHG reduction measures for inclusion in the Roadmap. Staff announced plans to hold another workshop on the draft measures in February 2025.

4.2 February 2025 Workshop Summary Report

Overview and Purpose

This workshop was held February 12, 2025, at the Mission Valley Branch Library Community Room. The goals of the workshop were to:

1. Provide an update on Roadmap development
2. Share the draft Roadmap GHG reduction measures and actions
3. Seek feedback on the draft GHG reduction measures

Participants

Over 100 organizations were invited to the workshop. In total, 61 people attended representing 43 of those organizations, including local governments, regional agencies, tribal nations, community-based organizations, and environmental groups.

Process

February's workshop consisted of presentations and breakout sessions. SANDAG presented an update on Roadmap development, outreach, and draft GHG reduction measures. Attendees were invited to participate in two breakout sessions, each including three different sector stations, as shown in Table D.4 below. SANDAG also announced the launch of a public regionwide survey open through March 26, 2025.

Table A.4: July 2024 Workshop Breakout Session Format

Session	Sector Choices		
Breakout Session 1	Transportation	Natural & Working Lands	Solid Waste & Materials Management
Breakout Session 2	Commercial & Residential Buildings	Agriculture & Industry	Electricity

Participants could rotate to multiple sectors during each breakout session. Every station had a poster that depicted the draft measures, objectives, and supporting actions for reducing GHG emissions in one sector. Two facilitators were at each station to present on the poster, respond to questions, and gather feedback from participants. Facilitators asked participants questions related to how the measures and actions aligned with community priorities, how well they would meet their intended goals, and any additional feedback that they had to improve the measures.

Participants were encouraged to submit hardcopy (sticky notes) and/or digital comment cards, and over 400 comments were received. SANDAG reviewed the notes and comment cards that are summarized below.

What We Heard

Table A.5: Themes from February 2025 Workshop

Sector	Question #1: Would these objectives and supporting actions achieve this measure? If not, what would get us there?	Question #2: What other feedback would you like to share?
Transportation	• Add more bike and e-bike storage to improve safety and accessibility • Expand EV charging stations at park and ride locations and in unincorporated areas • Expand BRT routes • Prioritize active transportation • Implement the Vision Zero Action Plan to improve the safety of cyclists and pedestrians	• Define curb management strategies and include commercial uses • Expand bus rapid transit (BRT) routes through traffic-dense areas • Explore the connection between green infrastructure and transportation infrastructure • More regional Flexible Fleet programs
Electricity	• Include emerging technologies, such as virtual power plants (VPPs)	• CCAs have a proven record for lowering GHG emissions and electricity rates at the same time • Outreach is needed to address skepticism over battery safety
Buildings	• Build on existing building stock analysis from Community Power	• Technical assistance needed by local jurisdictions • Workforce development opportunities
Industry	• Coordinate with power suppliers and CCAs on cleaner energy mix and rate programs	• Connect with policy advisors and industry stakeholders on the measures
Solid Waste & Materials Management	• Include innovative technology for waste and wastewater • Recognize existing waste diversion efforts in the region	• Include outreach and best practices of organic waste programs for apartment complexes

Sector	Question #1: Would these objectives and supporting actions achieve this measure? If not, what would get us there?	Question #2: What other feedback would you like to share?
		• Address emissions from transporting waste and recovered food
Agriculture	• Incentives for agricultural land conservation • Consider utilizing public agency land for urban farming/ community gardens	• Incentives for regenerative agriculture • Traditional Ecological Knowledge • Define soil management practices and provide examples • Workforce training for managing soil health and regenerative agriculture
Natural & Working Lands	• Expand workforce development programs for land management • Finalize and implement the North County Multiple Species Conservation Plan • Income low-income and hotter areas when expanding urban canopy • Include the tracking and monitoring of conservation progress	• Consider fire management • Expand urban forestry • Tie urban canopy improvements with transportation projects

Next Steps

SANDAG used the input gathered at the workshop, along with feedback from other meetings and the public survey to finalize the GHG reduction measures for inclusion in the Roadmap. Staff plan to hold another workshop when the draft Roadmap is published for public comment in fall 2025.

5 Public Survey

5.1 Overview

SANDAG sought broader public feedback through a regional survey. This section describes the approach to developing the survey, marketing and outreach conducted for the survey, analysis of the results, as well as how the results of the survey were incorporated into the Roadmap.

The survey launched on February 12, 2025. It was open for 6 weeks and closed on March 26, 2025. .Key objectives were to:

- Share with the public what is included in the GHG reduction measures for the Roadmap
- Understand which of these strategies are of highest priority for community members
- Learn which community benefits are most important to the public

In total, SANDAG received nearly 700 survey responses. The Roadmap GHG reduction measures and objectives were organized into "strategies" for the survey to ensure they were easy to understand and responses would be quick to complete. The survey results showed strong support across all strategies, with planting more trees and protecting natural habitats rated most important to respondents overall. The highest rated strategies that reduce GHG emissions were those related to improving public transit, reducing pollution from warehouses, and reducing energy use in buildings. More information is included in the "Analysis and Results" section below.

5.2 Survey Development Process

To begin the survey development process, SANDAG reviewed other survey examples, including recent surveys by the City of San Diego, County of San Diego, County of Ventura and the California Air Resources Board (CARB). Staff also utilized guidance provided in the Technical Assistance Forums (TAFs) and resources offered by the U.S. EPA as part of the CPRG program to develop the survey questions.

To share the comprehensive list of GHG reduction measures effectively, staff created a pared-down list of strategies based on the measures and objectives using more concise and accessible language. This process enabled respondents to be able to quickly understand the types of actions covered in each sector and mark their importance using the following scale: very important, important, not important, don't know. The simplified strategies constituted the first portion of the survey.

For the second portion of the survey, staff considered other potential benefits associated with GHG reduction measures and identified five key types of benefits for respondents to rank in order of importance relative to one another. These were:

- Cleaner air and better public health
- More job and education opportunities
- Transportation that is more affordable and easier to use
- Electricity that is more affordable and reliable

- Being more prepared for rising temperatures, natural disasters, and other effects of climate change

Lastly, the survey asked voluntary demographic questions including zip code, age, number of people living in the respondent's household, annual household income, and race/ethnicity. These questions were included so that SANDAG could better understand how priorities vary across populations and communities, to ensure that the Roadmap is responsive to the needs of residents throughout the region. These questions were also offered as optional to accommodate different levels of comfort with demographic questions and to collect as many responses as possible.

After finalizing the survey questions with support from internal and external collaborators, SANDAG used Social Pinpoint as the online platform for the survey, based on the success of past surveys conducted using the platform. SANDAG provided the survey in multiple languages using the built-in translation feature in Social Pinpoint, which includes 10 languages.[2] In addition to the online survey platform, SANDAG supplied printed copies of the survey at various community events. Staff provided a translated Spanish version of the printed survey for use at community events, and one CBO also offered a translated Vietnamese version to better serve their community.

5.3 Survey Outreach and Marketing

SANDAG was able to leverage its various networks of Roadmap engagement to share the survey. This included the February 2025 regional workshop, presentations to SANDAG Working Groups and Policy Advisory Committees, social media posts, interagency emails, and as a task for the CBOs in our regional partner network.

All 11 CBOs shared the digital and paper versions of the survey at local events and community meetings, as well as through social media and newsletters. The 3 CBOs with Roadmap-related contracts conducted extra outreach for the survey by pairing the survey with educational activities on the Roadmap and climate.

SANDAG also planned the survey launch to align with our February 2025 regional workshop on the Roadmap, which included attendance from local governments, public agencies, CBOs, tribal nations, and environmental groups. Workshop attendees were asked to take the survey, and SANDAG made a follow-up request for these organizations to share the survey with their networks. A similar request was made at SANDAG Working Groups and Policy Advisory Committees, which are made up of staff-level representatives and elected officials from SANDAG's member agencies (i.e., the 18 cities in the San Diego region and the County of San Diego).

5.4 Analysis and Results

The following sections describe the results by question.

[2] Social Pinpoint integrates translation software into their platform, offering translations into Spanish, Arabic, Persian, Japanese, Korean, Russian, Tagalog, Vietnamese, Simplified Chinese, and Traditional Chinese.

Question 1 - Climate Strategies

Q1 asked respondents to indicate the importance of 17 different GHG reduction strategies. The response options included "Very Important, Important, or Not Important," or "Don't Know." Most of the strategies focus on ways to reduce the sources of GHG emissions, while some were about removing GHGs from the atmosphere through trees and other plants (i.e., carbon sinks).

Analysis

To compare the relative importance of each strategy across the survey responses, SANDAG staff assigned values of 3 (Very Important), 2 (Important), 1 (Not Important) and 0 (Don't Know) to each response, and then calculated a weighted score by multiplying the number of responses by the respective values. These values were added together for each strategy, then divided by the total number of responses. The resulting score for each strategy is displayed in Figure A.2.

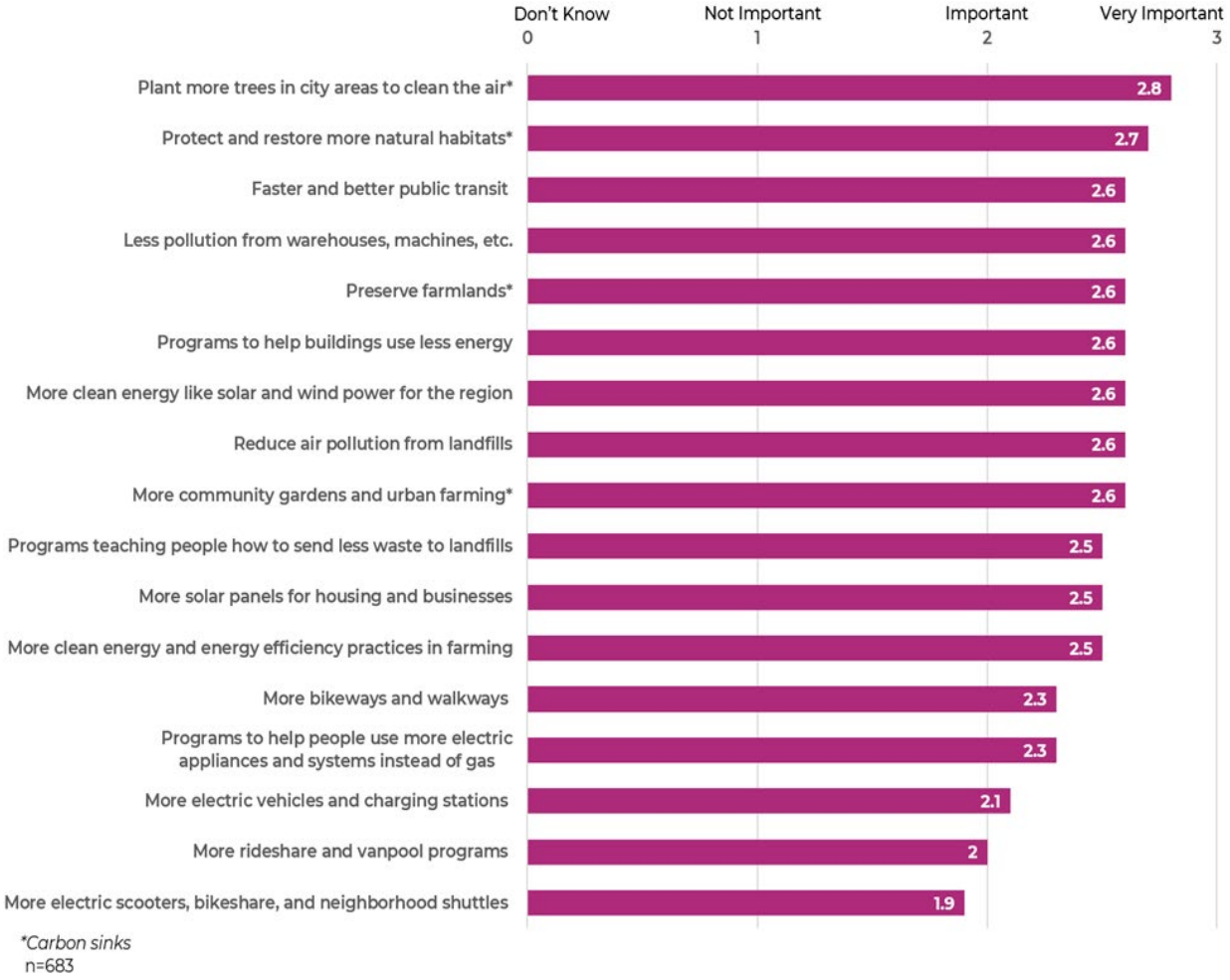
Results

The survey collected a total of 683 responses. Based on the analysis of the results, the top three highest rated strategies for respondents were:

1. Plant more trees in city areas to clean the air;
2. Protect and restore more natural habitats; and
3. Faster and better public transit.

When narrowing the analysis to only the strategies that reduce sources of GHG emissions (i.e., excluding carbon sinks), faster and better public transit, less pollution from warehouses, machines, etc., and programs to help buildings use less energy were the top three highest rated strategies. The weighted scores for each strategy showed that overall, there is less than a one-point difference (0.9) between the highest-ranked strategy at 2.8, and lowest-ranked strategy at 1.9 (see Figure A.4 below). This indicates that for most respondents, all the strategies were important.

Figure A.4: Survey Strategy Weighted Scores



In complement to the weighted scores, it is also useful to highlight which strategies respondents felt most strongly about. As shown in Table A.6, below the three strategies with the highest rates of "Very Important" responses emphasize nature-based solutions and improved public transit.

Table A.6: Strategies with Highest Rates of "Very Important" Responses

Strategy	Percentage of "Very Important" Responses
Plant more trees in city areas to clean the air	78%
Protect and restore more natural habitats	74%
Faster and better public transit	69%

In contrast, high rates of "Don't Know" responses point to strategies where public awareness is limited. Table A.7 shows the four strategies with the highest rates of "Don't Know" responses, suggesting a need for expanded outreach and education to build public understanding of their benefits. For all survey responses, see Attachment 1 to this report.

Table A.7: Strategies with Highest Rates of "Don't Know" Responses

Strategy	Percentage of "Don't Know" Responses
TIE: More electric vehicles and charging stations Programs to help people use more electric appliances and systems instead of gas	8%
TIE: More electric scooters, bikeshare, and neighborhood shuttles More rideshare and vanpool programs	7%

Question 2 - Community Benefits

Question 2 asked respondents to rank five different benefits associated with the strategies in question 1 in order of most to least important. Some respondents who completed the survey on paper did not rank all five benefits in order of most to least important; for example, some individuals wrote check marks in all the boxes or assigned "1" to multiple benefits. To ensure the analysis accurately reflects the respondents' input, only the 576 correctly completed responses were included in this analysis.

Analysis

To compare the results of question 2, staff went through a weighted scoring process by assigning a weight of 5 to the highest-ranked benefit, a weight of 4 to the second-highest ranked benefit, etc. This pattern continued through the remaining response options, with a weight of 1 assigned to the lowest-ranked benefit. Then, the weighted values were added together and divided by the total number of respondents to develop the score.

Results

As shown in Table A.8, cleaner air and public health were most important to most respondents.

Table A.8: Community Benefit Average Ranking

Community Benefit	Average Ranking*
Cleaner air and public health	3.64
Transportation that is more affordable and easier to use	3.03
Being more prepared for rising temperatures, natural disasters, and other effects of climate change	2.92
More job and education opportunities	2.75

Community Benefit	Average Ranking*
Electricity that is more affordable and reliable	2.66

*Scale of 1 to 5 (1=Ranked least important, 5=Ranked most important)

5.5 Survey Takeaways

The survey findings informed the Roadmap in several ways, including shaping the GHG reduction measures and elevating strategies that respondents prioritized. Table A.9 lists the five highest-ranked strategies, and how they are reflected in the Roadmap, though many of the survey strategies have been included in the Roadmap.

Table A.9: Top 5 Highest-Ranked Survey Strategies and Corresponding Roadmap Measure(s)

Strategy	Corresponding Roadmap Measure(s)
Plant more trees in city areas to clean the air	Increase the amount of trees and green spaces in urban areas *(Measure NWL-3)*
Protect and restore more natural habitats	Conserve coastal, wetland, forest, shrublands, and chapparal ecosystems *(Measures NWL-1 and NWL-2)*
Faster and better public transit	Increase the frequency of transit routes and improve transit stop amenities *(Measure T-1)*
Less pollution from warehouses, machines, etc.	Reduce the use of high-polluting substances and use less electricity at industrial facilities *(Measures IND-1 and IND-2)*
Preserve farmlands	Preserve agricultural land in the region *(Measure AG-4)*

Where survey responses revealed a lack of awareness, outreach and education were incorporated into the measures to address these gaps. The survey results could also provide insight into community priorities that can be useful to local governments, regional agencies, and other organizations taking action to reduce GHGs in the San Diego region.

Attachment 1: Full Survey Response Results

Table A.9: Number and Percent of Responses by Importance for Each Strategy

Strategy	Response Options	Number of Responses	Response Percentage
Plant more trees in city areas to clean the air	Very Important	530	78%
	Important	131	19%
	Not Important	17	2%
	Don't Know	5	1%
Protect and restore more natural habitats	Very Important	504	74%
	Important	148	22%
	Not Important	20	3%
	Don't Know	11	2%
Faster and better public transit	Very Important	468	69%
	Important	171	25%
	Not Important	34	5%
	Don't Know	10	1%
Less pollution from warehouses, machines, etc.	Very Important	439	64%
	Important	182	27%
	Not Important	38	6%
	Don't Know	24	4%
Preserve farmlands	Very Important	415	61%
	Important	194	28%
	Not Important	38	6%
	Don't Know	36	5%
Programs to help buildings use less energy	Very Important	418	61%
	Important	199	29%
	Not Important	39	6%
	Don't Know	27	4%
More clean energy like solar and wind power for the region	Very Important	431	63%
	Important	186	27%
	Not Important	45	7%
	Don't Know	21	3%
Reduce air pollution from	Very Important	402	59%

Strategy	Response Options	Number of Responses	Response Percentage
landfills	Important	219	32%
	Not Important	32	5%
	Don't Know	30	4%
More community gardens and urban farming	Very Important	416	61%
	Important	189	28%
	Not Important	54	8%
	Don't Know	24	4%
Programs teaching people how to send less waste to landfills	Very Important	396	58%
	Important	221	32%
	Not Important	49	7%
	Don't Know	17	2%
More solar panels for housing and businesses	Very Important	387	57%
	Important	212	31%
	Not Important	54	8%
	Don't Know	30	4%
More clean energy and energy efficiency practices in farming	Very Important	386	57%
	Important	215	31%
	Not Important	56	8%
	Don't Know	26	4%
More bikeways and walkways	Very Important	323	47%
	Important	244	36%
	Not Important	97	14%
	Don't Know	19	3%
Programs to help people use more electric appliances and systems instead of gas	Very Important	289	42%
	Important	217	32%
	Not Important	125	18%
	Don't Know	52	8%
More electric vehicles and charging stations	Very Important	206	30%
	Important	256	37%
	Not Important	164	24%
	Don't Know	57	8%
More rideshare and vanpool	Very Important	189	28%

Strategy	Response Options	Number of Responses	Response Percentage
programs	Important	253	37%
	Not Important	190	28%
	Don't Know	51	7%
More electric scooters, bikeshare, and neighborhood shuttles	Very Important	166	24%
	Important	266	39%
	Not Important	203	30%
	Don't Know	48	7%