

Fairfax 2030 Climate Action Plan Community Survey

Conducted September-December 2020

Questions on: Community Engagement
 Energy Efficiency
 Renewable Energy
 Transportation
 Waste Reduction and Recycling
 Water Conservation
 Carbon Sequestration

111 Responses were collected

Community Engagement

Fairfax is in a position to play a more significant role in addressing the global climate change problem than many communities of its size. To start with, our region emits an outsized portion of greenhouse gases per capita. At the same time, Fairfax has been a leader in environmental consciousness (ie, Marin Clean Energy and Safe Routes to Schools), and we value a vibrant, small-town community life. Based on these shared values, Fairfax has the opportunity to become an example of a community making a real difference in our ecological footprint.

Q1: Which personal actions are you willing to take to engage with community on climate-related actions?

	NOT PLANNING TO DO	LOW TO MODERATE INTEREST	HIGH INTEREST	HAVE DONE SOME BUT WANT TO DO MORE	HAVE ALREADY DONE IT!	TOTAL
Attend a workshop(s) on the Town's climate change strategies and initiatives	20.37% 22	29.63% 32	34.26% 37	11.11% 12	4.63% 5	108
Learn about online tools to assess my carbon footprint and ways to reduce my greenhouse gas emissions	11.21% 12	18.69% 20	34.58% 37	14.95% 16	20.56% 22	107
Complete a Resilient Neighborhoods program with a team of community members	24.07% 26	23.15% 25	37.96% 41	0.93% 1	13.89% 15	108
Create a zero carbon strategy and timeline for my household	23.15% 25	19.44% 21	37.96% 41	16.67% 18	2.78% 3	108
Support a community funding initiative (similar to GoFundMe) for a local project to reduce emissions and increase resiliency	26.42% 28	32.08% 34	34.91% 37	5.66% 6	0.94% 1	106

Q2: Which actions should the Town take on community engagement?

	NOT A PRIORITY	LOW TO MODERATE PRIORITY	HIGH PRIORITY	MAKE THIS HAPPEN!	TOTAL
Highlight Fairfax Climate Action Committee activities in Town communications including newsletters, the website, and public meetings	10.00% 11	16.36% 18	34.55% 38	39.09% 43	110
Explore funding strategies to support individual and community actions to reduce greenhouse gas emissions	13.76% 15	14.68% 16	35.78% 39	35.78% 39	109
Dedicate staff resources to support climate action goals	18.52% 20	20.37% 22	33.33% 36	27.78% 30	108
Work closely with the San Anselmo Sustainability Commission and hire a shared sustainability coordinator	24.07% 26	21.30% 23	27.78% 30	26.85% 29	108

Energy Efficiency

Increasing the efficiency of buildings is often the most cost-effective approach for reducing greenhouse gas emissions. Energy efficiency upgrades, such as adding insulation and sealing heating ducts, have demonstrated energy savings of up to 20 percent, while more aggressive “whole house” retrofits can result in even greater energy savings. New construction techniques and building materials, known collectively as “green building,” can significantly reduce the use of resources and energy in homes and commercial buildings. The State of California requires green building energy efficiency through the Title 24 Building Codes, updated every three years, with a long-term goal to require all new buildings to be zero net energy by 2030.

Q3: Which personal actions are you willing to take to increase energy efficiency?

	NOT PLANNING TO	LOW TO MODERATE INTEREST	HIGH INTEREST	HAVE DONE SOME BUT WANT TO DO MORE	HAVE ALREADY DONE IT!	TOTAL
Switch to LED light bulbs at home and workplace	7.48% 8	5.61% 6	6.54% 7	19.63% 21	60.75% 65	107
Purchase electric Energy Star appliances	4.67% 5	4.67% 5	14.02% 15	18.69% 20	57.94% 62	107
Get a home energy audit to identify and prioritize energy efficiency upgrades such as improved insulation, duct sealing, and new windows	13.08% 14	16.82% 18	28.97% 31	13.08% 14	28.04% 30	107
Unplug appliances and electronics when not in use	14.02% 15	21.50% 23	10.28% 11	31.78% 34	22.43% 24	107
Install smart thermostats	22.43% 24	14.95% 16	26.17% 28	6.54% 7	29.91% 32	107

Q4: Which actions should the Town take to increase energy efficiency?

	NOT A PRIORITY	LOW TO MODERATE PRIORITY	HIGH PRIORITY	MAKE THIS HAPPEN!	TOTAL	WEIGHTED AVERAGE
Provide Town-funded monetary incentives for energy efficiency projects	19.81% 21	31.13% 33	25.47% 27	23.58% 25	106	2.53
Require new and remodeled homes and commercial buildings to be more energy efficient than mandated by State law	18.10% 19	12.38% 13	35.24% 37	34.29% 36	105	2.86
Require energy audits at time of sale of homes and commercial buildings	22.64% 24	17.92% 19	30.19% 32	29.25% 31	106	2.66
Require simple energy efficiency retrofits at time of sale of homes and commercial buildings (ie, seal leaks, replace incandescent light bulbs with LEDs)	20.00% 21	12.38% 13	31.43% 33	36.19% 38	105	2.84

Renewable Energy

Energy that comes from renewable sources, including solar, wind, geothermal, and small hydroelectric, are the cleanest and most-environmentally friendly energy sources. Solar provides about 6% of Marin's electricity needs. When solar is not an option, due perhaps to a shady roof or a reluctant landlord, residents and business owners can purchase 100% renewable electricity from MCE or PG&E. The Town government was one of the first MCE customers to sign up for MCE's Deep Green electricity. Today, about 14% of the electricity MCE supplies in Fairfax is Deep Green. MCE's goal is to provide 100% renewable and GHG-free electricity to all its customers by 2025. Over the next decade, electrification of existing appliances and heating systems will be one of the most important ways we can reduce our greenhouse gas emissions. The County of Marin currently offers rebates – up to \$4,500 per household – through its Electrify Marin program to upgrade to electric furnaces and heating systems, stoves, cooktops and water heaters.

Q5: Which personal actions are you willing to take to utilize renewable energy?

	NOT PLANNING TO	LOW TO MODERATE INTEREST	HIGH INTEREST	HAVE DONE SOME BUT WANT TO DO MORE	HAVE ALREADY DONE IT!	TOTAL
Opt up to 100% renewable electricity such as MCE Deep Green	19.81% 21	9.43% 10	21.70% 23	10.38% 11	38.68% 41	106
Replace my gas clothes dryer with a electric dryer	25.24% 26	11.65% 12	16.50% 17	0.00% 0	46.60% 48	103
Replace my gas stove with an electric or induction stove	50.48% 53	17.14% 18	14.29% 15	0.00% 0	18.10% 19	105
Replace my gas hot water heater with an electric and/or solar thermal water heater	41.90% 44	20.00% 21	23.81% 25	3.81% 4	10.48% 11	105
Replace my gas heating system with an electric one	48.54% 50	17.48% 18	22.33% 23	0.97% 1	10.68% 11	103
Install solar panels at home	31.43% 33	14.29% 15	36.19% 38	4.76% 5	13.33% 14	105
Install battery storage with my solar panels	32.38% 34	11.43% 12	48.57% 51	4.76% 5	2.86% 3	105

Q6: Which actions should the Town take to utilize renewable energy sources?

	NOT A PRIORITY	LOW TO MODERATE PRIORITY	HIGH PRIORITY	MAKE THIS HAPPEN!	TOTAL
Install solar energy + battery systems at all Town facilities	7.62% 8	24.76% 26	32.38% 34	35.24% 37	105
Promote county rebates for replacing gas appliances and heating systems with electric alternatives	13.21% 14	16.04% 17	31.13% 33	39.62% 42	106
Require homeowners to install electric appliances at time of replacement	35.24% 37	34.29% 36	21.90% 23	8.57% 9	105
Replace gas appliance and heating systems in Town buildings with electric alternatives	19.05% 20	31.43% 33	31.43% 33	18.10% 19	105
Require new residential and commercial buildings to be all-electric	25.71% 27	33.33% 35	15.24% 16	25.71% 27	105

Transportation

About one-half of Fairfax's emissions comes from transportation. Things are changing with the viability of electric vehicles (EVs), especially here in Marin where electricity is pretty clean and expected to get cleaner. Marin County is a leader in EV adoption rates – second only to Santa Clara County – and EVs already comprise about 4% of all registered automobiles in Marin. However, we can't rely on EVs alone to reduce transportation emissions. The Town has made significant improvements to the bicycling and pedestrian network and works with the transit agencies to improve and promote service. We can also significantly reduce vehicle miles traveled by working from home, car sharing and combining trips.

Q7: Which personal actions are you willing to take to increase use of low-carbon transportation?

	NOT PLANNING TO DO	LOW TO MODERATE INTEREST	HIGH INTEREST	HAVE DONE SOME BUT WANT TO DO MORE	HAVE ALREADY DONE IT!	TOTAL
Carpool, take public transportation, or combine errands to reduce number of trips	17.14% 18	9.52% 10	7.62% 8	26.67% 28	39.05% 41	105
When using a service such as Uber or Lyft, choose to share the ride with other people whenever possible	52.04% 51	20.41% 20	5.10% 5	13.27% 13	9.18% 9	98
Ride a bike or scooter instead of driving a car	33.33% 34	4.90% 5	14.71% 15	25.49% 26	21.57% 22	102
Drive an electric vehicle	19.81% 21	12.26% 13	39.62% 42	9.43% 10	18.87% 20	106
Install an electric vehicle charger in my home or business	34.29% 36	17.14% 18	31.43% 33	2.86% 3	14.29% 15	105

Q8: Which actions should the Town take to promote use of low-carbon transportation?

	NOT A PRIORITY	LOW TO MODERATE PRIORITY	HIGH PRIORITY	MAKE THIS HAPPEN!	TOTAL
Host an electric bike and vehicle event for test riding and driving	19.23% 20	28.85% 30	30.77% 32	21.15% 22	104
Incentivize a transition from gas-powered vehicles to electric vehicles	25.00% 26	10.58% 11	45.19% 47	19.23% 20	104
Install more EV chargers in public parking lots and require workplaces / multi-family buildings to also install more EV chargers	18.27% 19	21.15% 22	33.65% 35	26.92% 28	104
Install more pathways and sidewalks	15.38% 16	17.31% 18	32.69% 34	34.62% 36	104
Install more bike lanes	23.30% 24	19.42% 20	26.21% 27	31.07% 32	103

Waste Reduction and Recycling

The things we buy, consume, and throw away generate a significant amount of greenhouse gas emissions during manufacturing, transport, distribution, and disposal. You can reduce emissions by limiting your purchases and consuming less stuff in the first place, and then giving away or selling what you no longer need. Recycling or disposal should be a last resort. When reuse is not an option, it's important to properly sort your recyclables. If you have questions about sorting, you can use Marin Sanitary Service's new app and online tool "Where Does it Go Joe?" It is especially important to keep all food waste and other organic material out of the landfill. That's because the decomposition of organic material in the landfill creates methane, which is 28 times more potent as a greenhouse gas than carbon dioxide. Unfortunately, about half of our food waste ends up in the landfill. For this reason, Fairfax prohibits residents from putting food waste in the grey landfill cart. Instead, food waste can be composted at home or simply placed in your green curbside cart along with your yard waste.

Q9: Which personal actions are you willing to take to reduce landfill waste?

	NOT PLANNING TO DO	LOW TO MODERATE INTEREST	HIGH INTEREST	HAVE DONE SOME BUT WANT TO DO MORE	HAVE ALREADY DONE IT	TOTAL
Evaluate each purchase I make to determine if it is necessary, or if there is a less wasteful option	6.54% 7	4.67% 5	9.35% 10	40.19% 43	39.25% 42	107
Shop locally whenever possible	4.67% 5	1.87% 2	10.28% 11	26.17% 28	57.01% 61	107
Donate used items before throwing them in the trash	4.63% 5	2.78% 3	6.48% 7	23.15% 25	62.96% 68	108
Prevent food waste by buying only what my household will eat	4.67% 5	1.87% 2	8.41% 9	28.97% 31	56.07% 60	107
Practice backyard composting, and/or put food waste in my green curbside cart	6.60% 7	3.77% 4	2.83% 3	7.55% 8	79.25% 84	106
Refuse single-use plastics and bring my own reusable bags and food/drink containers when permitted	5.61% 6	8.41% 9	6.54% 7	21.50% 23	57.94% 62	107

Q10: Which actions should the Town take to reduce landfill waste?

	NOT A PRIORITY	LOW TO MODERATE PRIORITY	HIGH PRIORITY	MAKE THIS HAPPEN!	TOTAL	WEIGHTED AVERAGE
Educate the community on how to properly sort recyclables and compost waste	7.55% 8	15.09% 16	32.08% 34	45.28% 48	106	3.15
Enforce the current food waste composting and recyclables ordinance	17.14% 18	11.43% 12	32.38% 34	39.05% 41	105	2.93
Enforce the ordinance requiring businesses to utilize Marin Sanitary organic collection services	13.21% 14	13.21% 14	33.96% 36	39.62% 42	106	3.00
Encourage state laws that require businesses to take back packaging	11.32% 12	7.55% 8	38.68% 41	42.45% 45	106	3.12

Water Conservation

Marin County is no stranger to periodic droughts and the need to conserve water, and MMWD customers have responded by reducing per capita water use by about 23% since 2005. In addition to installing low-flow fixtures (showerheads, faucets, and toilets) and water-efficient appliances (clothes washers and dishwashers), residents and businesses are planting native, drought-tolerant species and replacing lawns with attractive, low-water use gardens. Good thing, because as temperatures continue to rise, we will experience more droughts and more intense heat waves than before.

Q11: Which personal actions are you willing to take to conserve water?

	NOT PLANNING TO DO	LOW TO MODERATE INTEREST	HIGH INTEREST	HAVE DONE SOME BUT WANT TO DO MORE	HAVE ALREADY DONE IT!	TOTAL	WEIGHTED AVERAGE
Install water-efficient appliances such as clothes washers and dishwashers and only run them when full	5.71% 6	5.71% 6	6.67% 7	21.90% 23	60.00% 63	105	4.25
Install low-flow shower heads, faucets, and toilets	5.61% 6	5.61% 6	9.35% 10	20.56% 22	58.88% 63	107	4.21
Practice water-efficient behavior such as turning off faucets when washing hands, taking efficient showers, strategically watering plants and washing cars	2.80% 3	1.87% 2	3.74% 4	25.23% 27	66.36% 71	107	4.50
Replace my water-intensive landscape or lawn with drought-tolerant and low-water use plants	8.49% 9	2.83% 3	13.21% 14	33.02% 35	42.45% 45	106	3.98
Capture and utilize rainwater and/or install a greywater system	18.87% 20	16.98% 18	38.68% 41	9.43% 10	16.04% 17	106	2.87

Q12: Which actions should the Town of Fairfax take to conserve water?

	NOT A PRIORITY	LOW TO MODERATE PRIORITY	HIGH PRIORITY	MAKE THIS HAPPEN!	TOTAL
Promote countywide incentives for water-efficient appliances, fixtures, and landscapes	6.48% 7	12.96% 14	38.89% 42	41.67% 45	108
Install water-efficient toilets and faucets at Town facilities	5.61% 6	11.21% 12	28.04% 30	55.14% 59	107
Install water-efficient landscaping at Town facilities	6.54% 7	11.21% 12	32.71% 35	49.53% 53	107
Require homeowners to replace lawns with low water-use plants	32.41% 35	30.56% 33	19.44% 21	17.59% 19	108

Carbon Sequestration

One way to sequester carbon (or remove it from the atmosphere) is to incorporate carbon-rich compost in gardens and yards. In addition, the carbon sequestration benefits of planting trees can be critically important. Trees can store carbon dioxide, provide habitat for wildlife, reduce ambient temperatures, and reduce energy use by shading buildings.

Q13: Which personal actions are you willing to take to sequester carbon?

	NOT PLANNING TO DO	LOW TO MODERATE INTEREST	HIGH INTEREST	HAVE DONE SOME BUT WANT TO DO MORE	HAVE ALREADY DONE IT!	TOTAL
Purchase carbon credits to offset my carbon footprint	46.08% 47	19.61% 20	16.67% 17	9.80% 10	7.84% 8	102
Utilize compost in my garden	14.29% 15	8.57% 9	14.29% 15	12.38% 13	50.48% 53	105
Take advantage of free compost provided by Marin Sanitary and the Town several times per year	21.15% 22	11.54% 12	18.27% 19	13.46% 14	35.58% 37	104
Plant trees or shrubs in my yard according to FireSafe guidelines	11.43% 12	7.62% 8	24.76% 26	23.81% 25	32.38% 34	105
Utilize a community garden	51.89% 55	17.92% 19	20.75% 22	4.72% 5	4.72% 5	106

Q14: Which actions should the Town take to sequester carbon?

	NOT A PRIORITY	LOW TO MODERATE PRIORITY	HIGH PRIORITY	MAKE THIS HAPPEN!	TOTAL
Develop a plan to plant more trees on Town-owned properties and apply compost to Town-owned landscapes	14.02% 15	15.89% 17	33.64% 36	36.45% 39	107
Investigate potential sites for the creation of no-till community gardens on Town-owned property	13.08% 14	27.10% 29	30.84% 33	28.97% 31	107
Create standards to maximize carbon sequestration on Town properties	17.14% 18	22.86% 24	26.67% 28	33.33% 35	105
Hold a tree giveaway event or provide low-cost, fire-safe trees to the public through a bulk purchasing program	16.67% 18	29.63% 32	25.00% 27	28.70% 31	108
Investigate a Fairfax carbon offset program to fund local projects	23.30% 24	18.45% 19	29.13% 30	29.13% 30	103