Wastonville Climate Vision 2030 Survey
From November 5 to December 24, 2020, the City of Watsonville used a climate visioning survey in order to empower their residents to help shape their community’s future. The survey sought input in both English and Spanish on specific strategies and initiatives under consideration by the City, to be included in their 2030 Climate Action Plan. These strategies and initiatives would have the aim of reducing the community’s greenhouse gas emissions and protecting the community from the impacts of climate change.

The process effectively educated residents on both the effects of climate change, and the City’s proposed adaptation and mitigation strategies, in addition to allowing them to weigh in on what they'd like for the future of their community.
Participation

- Number of visitors: **1915**
- Number of respondents: **1,099**
- Page views: **12,189**
- Average time on platform: **6.75 minutes**
Participation

Breakdown of respondents based on selected language.

- English: 80%
- Spanish: 20%
Survey Analysis
Do you live or work in Watsonville?

- I live and work in Watsonville: 26%
- I live in Watsonville: 54%
- I work in Watsonville: 15%
- Neither: 5%
Transportation

If you do not bike, please share why.*

* Respondents were asked to select all that applied

- I don’t own a bike
- I don’t know how to ride a bike
- I don’t feel safe biking
- It takes too long to get where I need to go
- There are not enough places to lock my bike
- I don’t use my bike for transportation

0% 8% 15% 23% 30%
Transportation

If you do not take public transportation, please share why.*

* Respondents were asked to select all that applied
Transportation

Are you able to work from home?

- Yes: 53%
- No: 47%
Transportation

If you are not able to work from home, what is the reason?

- My job can't be done remotely: 50%
- My employer doesn't allow it: 38%
- I don't have access to high speed internet or the necessary technology: 25%
- I don't have space or quiet at home: 13%
- I don't want to: 0%
In 5 years, how would you like to get around from one place to another?

- Electric bike or electric scooter
- Using a shared electric bike/scooter (rented)
- Automated self-driving taxi/rideshare
- Public transportation
- Electric car
- My current car
- My current bicycle
- Walking

0% 5% 10% 15% 20%
Transportation

What would make it easier for you to drive your car less often?*

- More bus routes and at more frequent times
- Bus stops closer to my home or where I want to go
- A free local shuttle program
- More bike lanes, trails, sidewalks, and crosswalks
- Better designed and maintained bike and walking infrastructure
- More bicycle parking
- More grocery stores, banks, and pharmacies in my neighborhood

* Respondents were asked to select all that applied
Transportation

Which incentives would encourage you to use alternative modes of transportation?*

* Respondents were asked to select all that applied
Transportation

Would you support closing certain streets to all vehicle traffic one day a week, allowing people to walk, bike, skate, and perform outdoor activities?

- Yes: 66%
- No: 34%
Energy
Energy

How important is it to you that the City invest in electric grid improvements so that we don’t lose power during a public safety power shutoff which occurs in response to severe weather or during an emergency?
Energy

Which personal actions are you willing to take to move from fossil fuels to renewable energy?

- Use rebates to switch to electric appliances: 23%
- Use rebates and incentives to switch to an electric vehicle: 15%
- Use rebates to install solar panels and energy storage: 30%
- Bike or walk as means of transportation: 23%
- Use more public transportation: 8%
- Neither: 0%
Local Food and Agriculture
What prevents you from growing your own food?*

* Respondents were asked to select all that applied

- I don't have space to grow food
- I don't know how to grow food/garden
- I can't afford it
- I don't have time
- I'm not physically able to do it
- There isn't a community garden close to my home
- No barriers/I grow my own food

* Respondents were asked to select all that applied
Local Food and Agriculture

What would encourage you to buy more healthy, local food?*

- Expand hours of local farmer’s market
- Expand locations of local farmer’s markets
- ***Expand the use
- **Information on Community
- Information on the benefits of eating locally grown food
- ****More information within
- No barriers/I grow my own food

* Respondents were asked to select all that applied
**Full title: Information on Community Supported Agriculture subscriptions (CSA) to purchase a vegetable box from local farmers
***Full title: Expand the use of Food Stamps at farmer’s markets and other local grocery stores
****Full title: More information within grocery stores to know which products are local
Local Food and Agriculture

What would encourage you to participate in a community garden?*

* Respondents were asked to select all that applied

- A community garden within walking distance of my home
- More information on how they work and how to get involved
- Classes and workshops on how to garden and compost
- Free, shared gardening tools at the community garden
Local Food and Agriculture

What would encourage you to plant and care for more trees in your yard, on your street, or in your neighborhood, even if you do not own your home?*

* Respondents were asked to select all that applied

- Free tree planting program: 34%
- Permission from the landlord: 26%
- Permission/support from the City: 17%
- Information on how to care for trees: 9%

* Respondents were asked to select all that applied
Neighborhood and Community
Neighbourhood and Community

How is your relationship with your neighbors?

- I interact with my neighbors regularly and can turn to them for help (31%)
- I know my neighbors, but we do not interact regularly (52%)
- I don’t know my neighbors (17%)
Neighbourhood and Community

Are you interested in becoming a community leader for your block, street, apartment complex, or neighborhood to help your neighbors with support from the City on creating a stronger sense of community, discuss how to save money on food and utility bills, prepare for climate change, and work together to make Watsonville a safer and more beautiful place?
Neighbourhood and Community

Are you interested in joining a neighborhood group on your block, street, apartment complex, or neighborhood to work with your neighbors with support from the City on creating a stronger sense of community, discuss how to save money on food and utility bills, prepare for climate change, and work together to make Watsonville a safer and more beautiful place?
Neighbourhood and Community

Would you support and make use of a repair center where people can use necessary tools to fix and make improvements to personal items, such as bikes, appliances, etc. or pay youth in training to do it for you?
Building Codes and Ordinances
Building Codes and Ordinances

Which City building codes (or change to current ones) and ordinances would you support?*

* Respondents were asked to select all that applied

** Full title: Develop a local purchasing policy that gives preference to local businesses that promote sustainable and fair labour practices

***Full title: Limit downtown parking to encourage public transit and active transportation

****Full title: Mandate more trees to be planted as a requirement for new development

*****Full title: Allow for more compact and taller buildings to accommodate more people
Thank you!