



First A²Zero Survey Results

Month 1: 11/13/19 – 12/23/19

One-Page Summary (270 responses)

These are the highlights and key takeaways from the first A²Zero survey.

Demographic Info of Responders

- **Race:** 79.6% white; 0.4% black; 1.5% Hispanic; less than 3% for all other.
- **Gender:** 55.7% women; 34.9% men; 2.3% transgender or non-binary.
- **Income:** Range from <\$25,999 to >\$200,000; Median income is \$75,000-\$99,999; 80% make more than \$50,000/year.
- **Age:** No one under 15; one individual between 15-19; median age is 50-69 years old.
- **Residence:** Two-thirds of respondents live or work in Ann Arbor; 7.14% are students.
- **Rent/own status:** 80.5% own; 15.8% rent; 3.7% other or prefer not to say.

Answers to Categorical Questions

- **Greatest concern:** The public was most concerned about *impacts to water quality and quantity* (48%), followed by *impacts to the Great Lakes* (31%), *more intense storms* (26%), and *rising temperatures* (23%).
- **Barriers:** According to the public, large barriers to achieving carbon neutrality include *lack of political* (72%) and *public* (60%) *support*. People were also weary of *opposition from important partners* (67%), and *limited financial resources* (59%). People reported the least concern about *historical inequities* in achieving carbon neutrality (31%).

Common themes across open-ended responses

Suggestions offered by >15 people

What should we be working on?

- Greater use of solar and wind energy (45)
- Expanded and electrified public transit (43)
- More education and community involvement (26)
- More walkable and bike-able city (25)
- Better waste management – recycling, composting, plastic bans (23)
- Focus on energy efficiency and building standards (20)
- Zoning reform – increased density, affordability, mixed-use (17)

What are the barriers, concerns, and fears in the way of Ann Arbor's carbon neutral future?

- Gentrification and increased cost of housing (45)
- Over-development, congestion, sprawl / lack of character (41)
- Others' resistance to change and giving up lifestyle (24)
- Intrusion of government – high expense, taxes, or control (17)
- Unrealistic timeline or overall difficulty (17)

What would make it easier for you and others to participate? – suggestions by >5 people included

- More publicity, communication, and education through many channels (28)
- Have town halls and public meetings more often, in more places – PM and weekends (22)

- Give people concrete ways to help that they can do on their own time (11)
- Streamlined community message board so updates are in one place (11)
- Opportunities that aren't cost-intensive – many people mentioned tax incentives (9)
- Host events online, through interactive video meetings (8)

Ideas

Below are ideas extracted from the public survey responses, organized by A²Zero topic area.

Energy

- Install solar on new buildings
- Buy carbon offsets for new construction
- Community solar
- Work with state and utilities to power the grid more cleanly
- Create programs for landlords that encourage energy efficiency in rented residences
- Mandate energy efficiency standards in construction
- Tax breaks for solar and wind
- Reduce outdoor lighting in public spaces
- Create our own public energy utility
- Offer job-training in renewable energy
- Implement a city-wide carbon millage
- Create programs for landlords that encourage energy efficiency in rented residences

Resource Reduction

- Enact a plastic ban
- Year-round city composting
- Library should lend electric yard tools so people don't have to buy individually
- Do recycling locally?
- More farmer's markets that improve access for local and sustainable food
- Provide incentives for using reusable bags
- Increased education and awareness about resource use

Mobility

- Increase high-density development to reduce commuting
- Increase mixed-use zoning
- Adopt 4-day work-week and let people work from home
- More (and safer!) bike lanes and side-walks
- Enforce no-idling law
- Free public transit
- Increase parking capacity at periphery instead of downtown (more Park-n-Rides)
- Set up commuter shuttles to major places of work
- Expanded EV charging stations
- AATA should run for longer hours
- Electrify city public transit
- More regional transit via commuter light rail
- Expanded bus routes
- Have car-free days in downtown area

Resilience and Adaptation

- Urban planning to moderate heat (shade trees, lighter concrete, more rain gardens)
- More education in community about what is necessary and why
- Plant more trees
- Strong neighborhood community networks that support local efforts
- Redevelop vacant space as green space
- Provide support for emotional resilience
- Have more local workshops and space for public input

