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CLIMATE ACTION PLAN

COMMUNITY ACTION STUDY

FOOTPRINT FOR THE FUTURE

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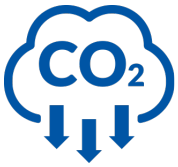
I. Introduction

Climate change is one of the defining challenges of the 21st century. The City of Mesa (City) recognizes the consensus among leading scientists that without action to reduce greenhouse gas (GHG) emissions the average temperature of the earth's surface will continue to rise. The Mesa community collectively possesses the skills, knowledge, and resources that can be harnessed to create solutions to mitigate Mesa's climate impact. Taking action needs to include all local community partners, as well as support at the state and national levels. Everyone has a role, and everyone must do their part, both on a personal level and at the community level. If we think globally and act locally, we can collaboratively address the impacts of climate change together.

In June 2021 the City took a critical step in affirming its commitment to protect and conserve Mesa's environment with the adoption of its first Mesa Climate Action Plan (MCAP). The MCAP is a Mayor and Council priority initiative to reduce GHG emissions, build resilience in the community and address the negative outcomes of a changing climate. The MCAP establishes policy directive, sets targets, and describes strategies that will increase sustainability in City operations.

The MCAP includes four 'Aspirational Goals' to provide a vision and guide for the future:

Carbon Neutrality



Achieve carbon neutrality by 2050 by reducing greenhouse gas emissions and enhancing carbon sinks

Strive to reduce the carbon footprint of City Operations by 50% by 2030

Renewable Energy

Prioritize the use of renewable, resilient energy to achieve 100% rewnewable energy by 2050

Materials Management

Manage material ressponsibility and divert 90% waste from the landfill by 2050

Community Action

Develop community based action items to be incorporated into the Plan

This supplemental Community Action Study (Study) seeks to support Aspirational Goal 4, to gain understanding on the community-based action that can be taken to reduce GHG emissions. Through a robust community engagement process, the Study seeks to discover initiatives built on community values.

Study Objective

The primary objective of this study is to enhance the MCAP with community-based action items, striving to reflect the viewpoints, priorities and needs of all Mesa residents, neighborhoods, businesses, and stakeholders. Through this effort, the City is seeking a pathway of equitable and inclusive initiatives based on data, best practices, and proposed community-based actions that will reduce GHG emissions each year.

II. Study Approach

To maximize the opportunities and reach of community engagement the City combined aspects of this Study with the development of the Parks, Recreation and Community Facilities (PRCF) Comprehensive Plan. Both efforts seek to develop a collective vision to make Mesa a more vibrant, prosperous, and thriving city for generations to come. The aligned endeavor provides efficiency and effectiveness in marketing, and staff resources. This combined effort is branded "Footprint for the Future."

This Study commenced in August of 2021 and concluded with findings and final recommendations at the start of 2022. A Project Team comprised of staff from the City Manager's Office and the Department of Environmental Management and Sustainability was assembled to guide the development and implementation of outreach opportunities.

Community engagement efforts included:

- Community Workshops
- On-line Engagement through an interactive platform
- Virtual Public Meetings
- Climate Action Prioritization Survey

The MCAP is organized into six (6) focus areas to guide City efforts to ensure a healthy environment. Reduction targets have been established for each focus area. Where possible, engagement opportunities were planned around the six focus areas.

Community Workshops

Community workshops provide an opportunity to inform, consult, involve, and collaborate. The City hosted six community workshops between September 14, 2021 – September 23, 2021 with the goal to gather input on climate action as well as PRCF services from resident stakeholders. The collective attendance for the workshop series was 127 community members.

Dot voting, also known as “sticker voting”, “dotmocracy” or “voting with dots” was the facilitation method used throughout the workshop series. It is an established form of cumulative voting. Dot-voting is a technique to identify problems or prioritize a long list of options or ideas. It allows participants to express a preference for more than one option at the same time.
At each workshop participants were asked to use dot voting to reflect the level of importance each of the following climate change impacts are to them:

- Drought/ Decreased seasonal rainfall
- Extreme Heat/Temperatures (Temps above 110, Heat-Related Illness, etc.)
- Hardship on Future Generations
- Human Health Impacts (Allergies, Mental Health, Diseases, etc.)
- Impacts on Agriculture and Food Production (Water and Food Supply)
- Loss of Biodiversity such as Wildlife, Species, and Ecosystems
- Power Outages, Availability of Electricity and Natural Gas Supply
- Reduced Air Quality (Asthma, Cardiovascular Disease)
- Severe Weather Events (Increased Flooding, High Winds, Monsoons, Dust Storms, etc.)

Four climate change impacts received the most interaction at 75 or more votes marked “very important”:

- Drought/Decreased seasonal rainfall
- Reduced Air Quality (Asthma, Cardiovascular Disease)
- Extreme Heat/Temperatures (Temps above 110, Heat-Related Illness, etc.)
- Impacts on Agriculture and Food Production (Water and Food Supply)

Workshop participants were next asked to evaluate a list of community actions they are currently taking or are willing to take to limit climate impacts.

Four community actions received the most interaction at 50 or more total votes:

- Plant trees
- Eat locally grown fruits and vegetables
- Buy greener products and avoid single use items (i.e., water bottles, etc.)
- Repair and reuse items

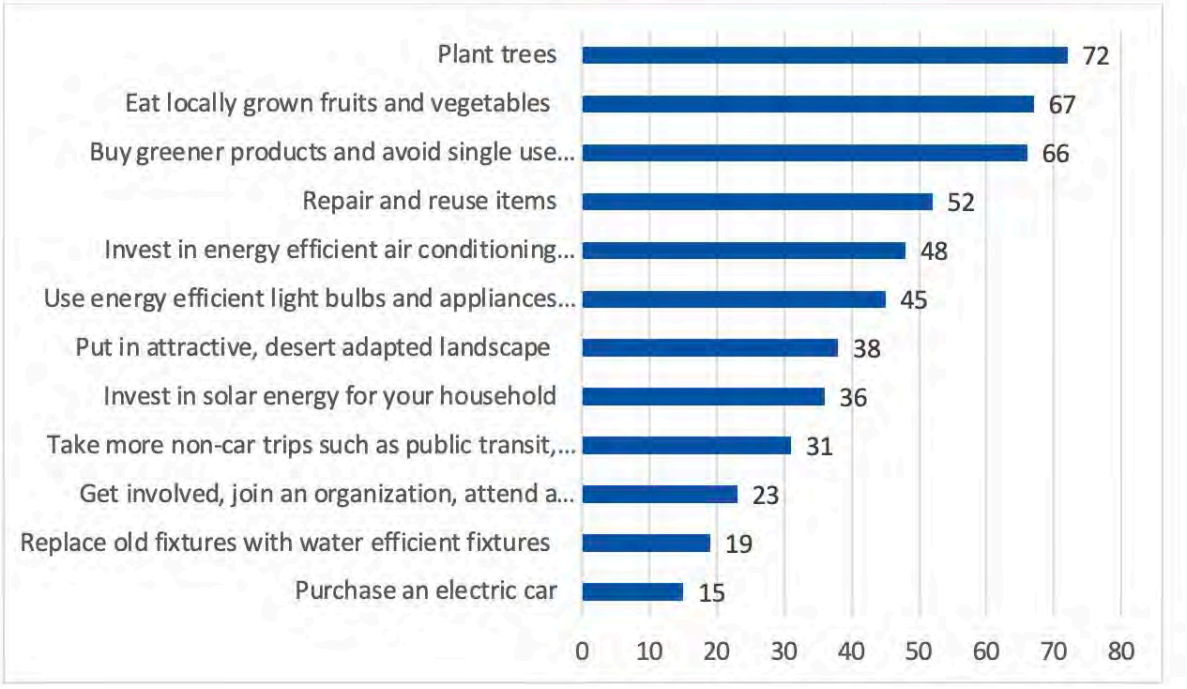


Figure 1: Workshop Outcomes – Community Action

Online Engagement

Bang the Table was used to host the project website, footprintfuturemesa.com. The multilingual online platform provided information about the MCAP and offered a mechanism for community members to contribute their ideas. The website utilized polls, an ideas board, and an online survey to gather community thoughts, priorities, and perspectives. The website launched in early September and remained in use through February 2022. During that time the website had over 6,000 visits and 2,297 "Engaged Visitors". A visitor is considered 'engaged' if they contribute or provide feedback to on the site. Appendix A provides a summary of site engagement.

Polls

Polls encourage people to provide a quick answer to one question, selecting from multiple choice answers. They are able to instantly see the poll results, piquing their interest and giving real-time insight. For this study two polls were used to gauge sentiment for reducing the effects of climate change. The results showed community members believe if the community works together the negative effects of climate change can be reduced (74% agree or strongly agree).

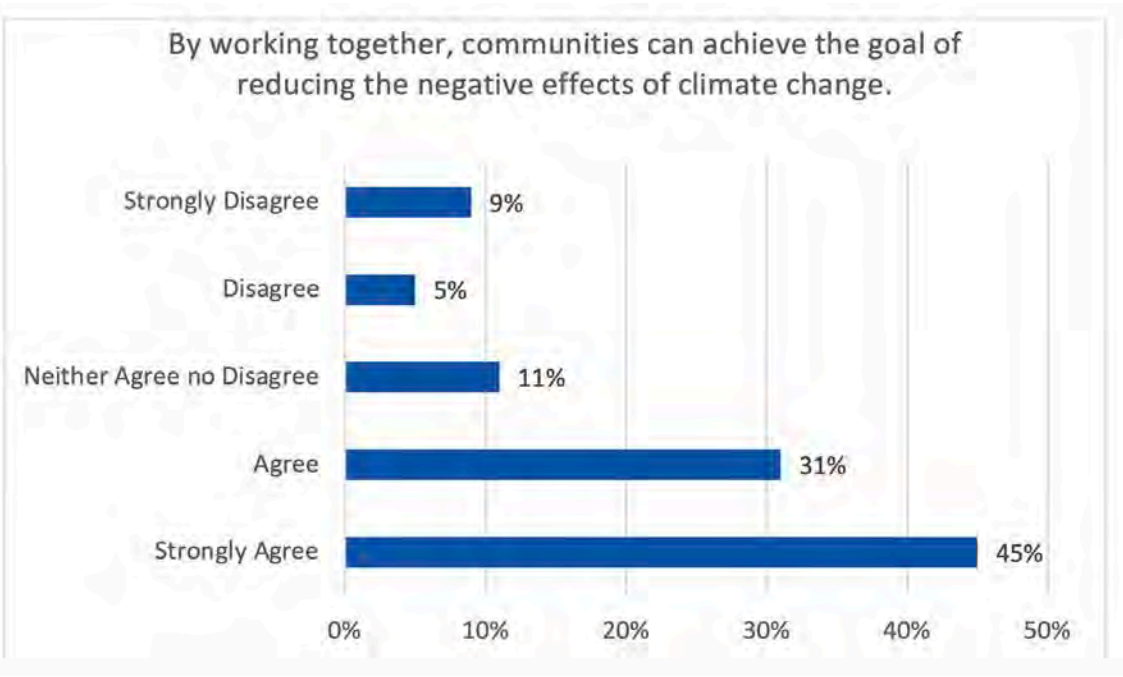


Figure 2: Quick Poll One Results

A second poll showed respondents are already considering what they can do to reduce their personal carbon footprint (75% agree or strongly agree).

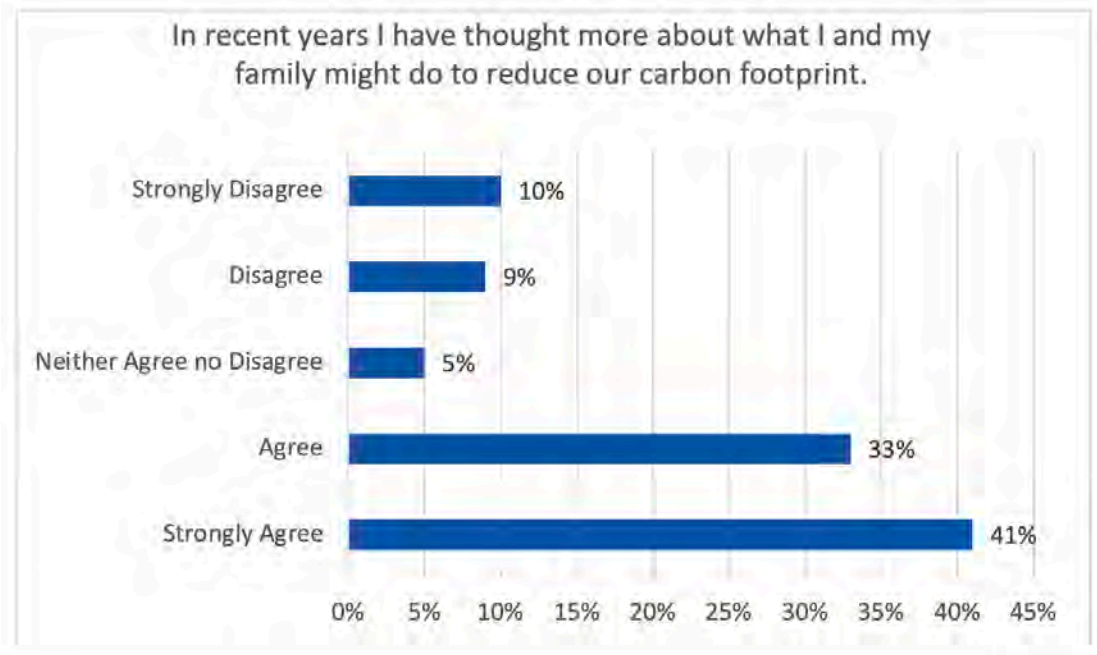


Figure 3: Quick Poll Two Results

Ideas

Community members were asked to contribute ideas related to the six (6) Focus Areas of the MCAP. Through the Bang the Table 'Ideas Tool', participants can post ideas or contribute by voting or commenting on other people's ideas. The MCAP Focus Area that generated the most interest and ideas was Energy.

Idea Category	Unique Visitors	Contributors	Ideas	Likes	Comments
Energy	80	33	13	37	6
Food Systems	22	11	5	10	1
Heat Mitigation	23	10	7	11	1
Air Quality	15	9	5	8	1
Materials Management	17	8	6	8	0
Water Stewardship	12	5	4	1	1

Table 1: Focus Area Ideas

The idea that received the most traffic and support is to "Promote Teleworking".

> **"If local governments and local companies offered more days of teleworking there would be less automotive travel on a daily basis."**

Another idea that received heavy visitor traffic and support was Solar Shade.

> **"More parking lots, playgrounds, outdoor areas, etc. with shade structures that have solar panels on top of them. We have sun almost every day of the year, its a shame to waste it."**

Appendix B includes all visitor generated ideas.

Virtual Public Meetings

In October and November 2021, a virtual lunchtime meeting series was conducted over six (6) consecutive weeks. The goal was to carry out focused engagement targeted at each of the MCAP Focus Areas. Each session included a brief overview of the MCAP and its goals, a short presentation on an MCAP Focus Area and an open forum for participants to share ideas and values.

Meeting registrations ranged from 69 – 90 individuals with an overall attendance rate of 33%. According to ON24 Webinar Benchmarks Report: COVID-19 Special Edition the typical webinar conversion rate for this size audience is approximately 35%. Additionally, the report found one-third (34%) of registrants access the on-demand version only, demonstrating the need to make webinars available to audiences on their terms. Videos from the meeting series were emailed to all registrants and uploaded on to project website. A review of registration, percentage of attendance rates, and YouTube views finds the focus area that received the most interest was Energy.

Topic	Registered	Attended	Percent Attended	YouTube Views
Energy	69	28	41%	30
Heat Mitigation	74	30	41%	21
Air Quality	80	28	35%	18
Water Stewardship	83	24	29%	16
Materials Management	90	23	26%	8
Food Systems	88	25	28%	21
Totals:	484	158	33%	114

Table 2: Virtual Public Meetings Participation

Climate Action Prioritization Survey

An online Climate Action Prioritization Survey (Survey) was conducted to garner feedback for the prioritization of climate action initiatives. Questions were drafted based on information gathered through the Community Workshop series, and project website.

The Survey was publicized through email lists, newsletters, ads on social media, public meetings, etc. A total of 2,221 responses were received. It is important to note that the survey is not random, so is not a statistically-valid survey. Therefore, it is not solely relied upon for determining recommendations, but did help shape and inform the key findings.

The Survey was open from mid-October through January 2022. Thirteen (13) questions asked about climate action priorities and potential community initiatives to reduce GHG emissions. The Survey report (provided in ***Appendix C***) includes a wealth of information to help guide the prioritization of climate action initiatives.

In regard to the climate related hazards surveyed, the majority of respondents viewed all threats as very concerning.

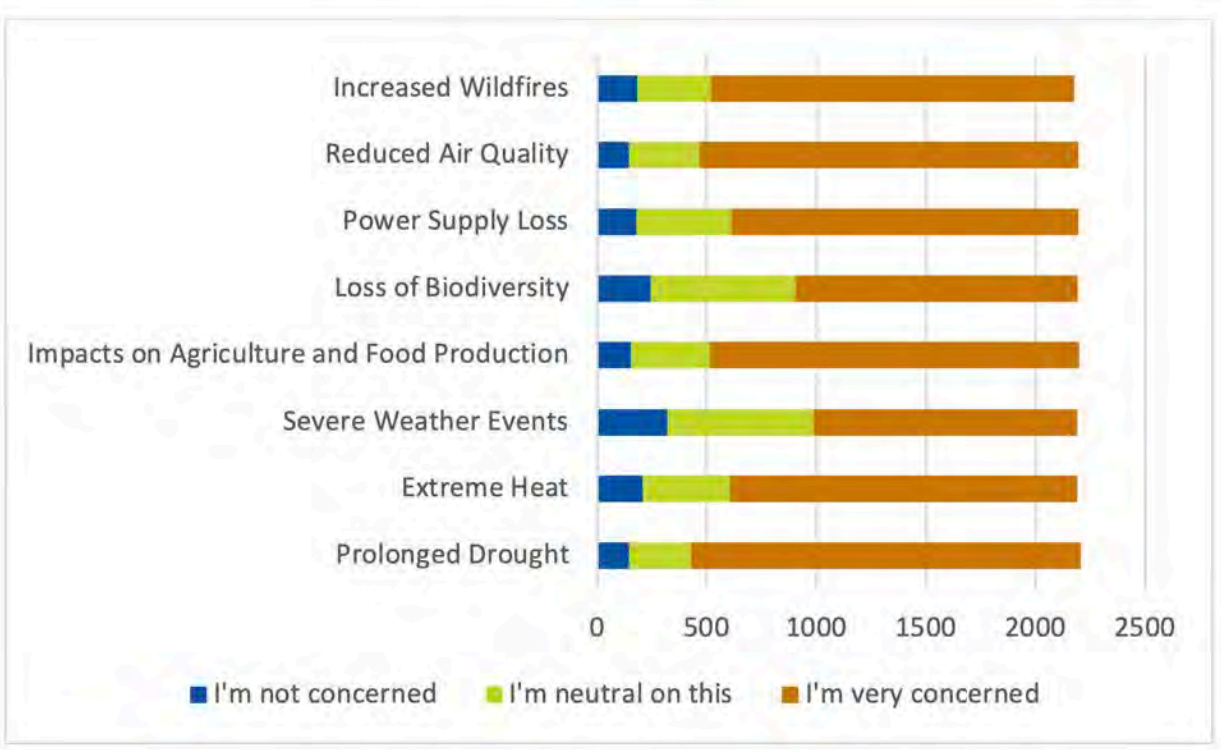


Figure 4: Prioritization Survey: Climate Hazard Concerns

Survey Highlights

The top priorities identified by respondents to help reduce climate change include:

Responsible Water Management: 25%

Transition to Renewable Energy: 18%

Improve Air Quality: 16%

Respondents identified the following City initiatives as providing the most benefit to mitigating the effects of climate change:

Resilient water supply: 23%

Tree and shade plan: 20%

Increase renewable energy infrastructure: 19%

On the subject of alternative modes of transportations, respondents would consider other modes of transportation if:

More stores within walking/biking distance: 16%

Enhanced bike and pedestrian paths: 16%

More shaded sidewalks and transit stops: 15%

The top three energy reducing actions participants are currently taking, or are willing to take include:

Maintain air conditioning system for efficiencies with filter changes and regular inspections: 24%

Energy efficiency upgrades, such as appliances, windows, and smart thermostats, etc.: 24%

Plant shade trees to reduce cooling costs: 18%

As it relates to purchases, the actions respondents are currently taking, or are willing to take include:

Reusable containers, rather than disposable: 23%

Locally produced items: 20%

Products made from renewable materials, or little or no packaging: 20%

Relative to waste management actions, respondents are currently taking, or are willing to take include:

Donate electronics, appliances, and other usable items for reuse : 22%

Dispose of end-of-life electronics, and appliances at recycling facilities: 19%

Managing shopping, use, and storage practices to reduce food waste: 19%

The top three water conservation actions respondents are currently taking, or are willing to start taking include the following:

Monitor water bill and water usage regularly: 21%

Install a desert-adapted landscape: 19%

Repair leaks to reduce water loss: 18%

Respondents expressed the following needs in order to eat more locally grown, lower impact foods:

Farmer's market or similar events: 26%

More farm-to-table restaurants near me: 12%

Access to a local farmers CSA (community supported agriculture) close to my home or workplace: 12%

The following actions received the strongest support for urban heat mitigation/reduction methods:

Tree planting initiatives and urban forest management programs: 22%

Solar covered parking at public buildings and businesses: 21%

Use of alternative asphalt types and paving materials to absorb less heat: 17%

Respondents felt they would be more likely to participate in climate solution activities if:

They saved me money: 25%

There was a tax break, incentive, or rebate: 22%

I knew that the City of Mesa was also taking action: 18%

PRCF Comprehensive Plan Survey

Similar questions related to views on climate action were included as part of the PRCF Comprehensive Plan statistically-valid survey. The PRCF survey was conducted using three primary methods: 1) a mailed invite survey to 4,200 households in Mesa, 2) an online, password protected invitation website, 3) an open link survey for all other residents who were not included in invitation sample. Results are kept separate to maintain the statistical validity of the invitation sample. A total of 2,402 responses for the PCRF survey were received.

Through the statistically-valid survey respondents rated all 12-actions identified to limit climate change as important or very important. The overall respondent rating reveals that a resilient water supply and a tree and shade plan are of the highest importance to respondents.

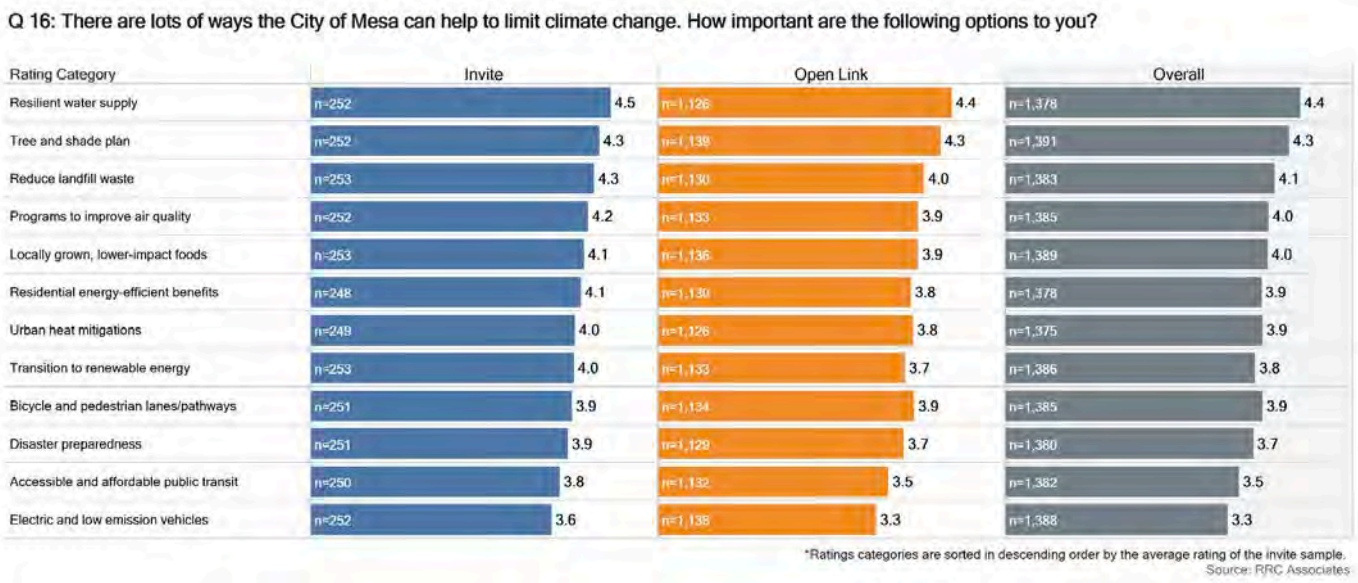


Figure 5: Statistically-Valid Survey: Important City Actions to Limit Climate Change

A follow-up question asked respondents to select their top three most urgent climate actions for the City to address. The overall responses show a resilient water supply was the top choice for nearly half of all respondents. There is also strong interest in programs to improve air quality and a tree and shade plan.

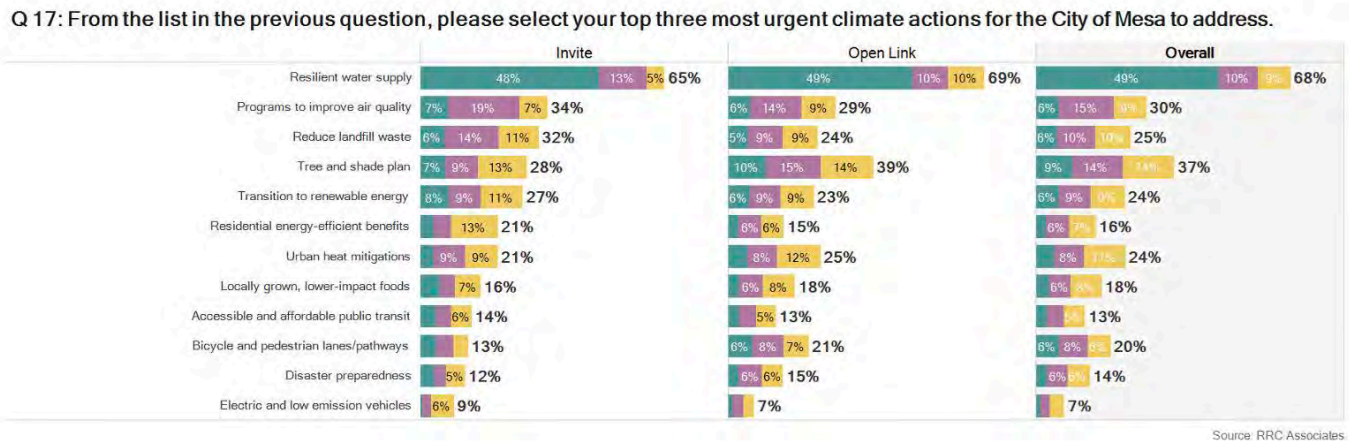


Figure 6: Statistically-Valid Survey: Top Three Climate Actions for the City to Address

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III. Equitable Engagement

Understanding the demographics of Mesa residents is important because it is reflective of the diverse history, and values of the community. This type of information can assist the City in outreach opportunities that are relevant and meaningful to all City residents. Knowing that an estimated 30 percent of Mesa's population identifies as Hispanic, designing an inclusive engagement approach is a priority in developing community-based actions that will reduce GHG emissions each year.

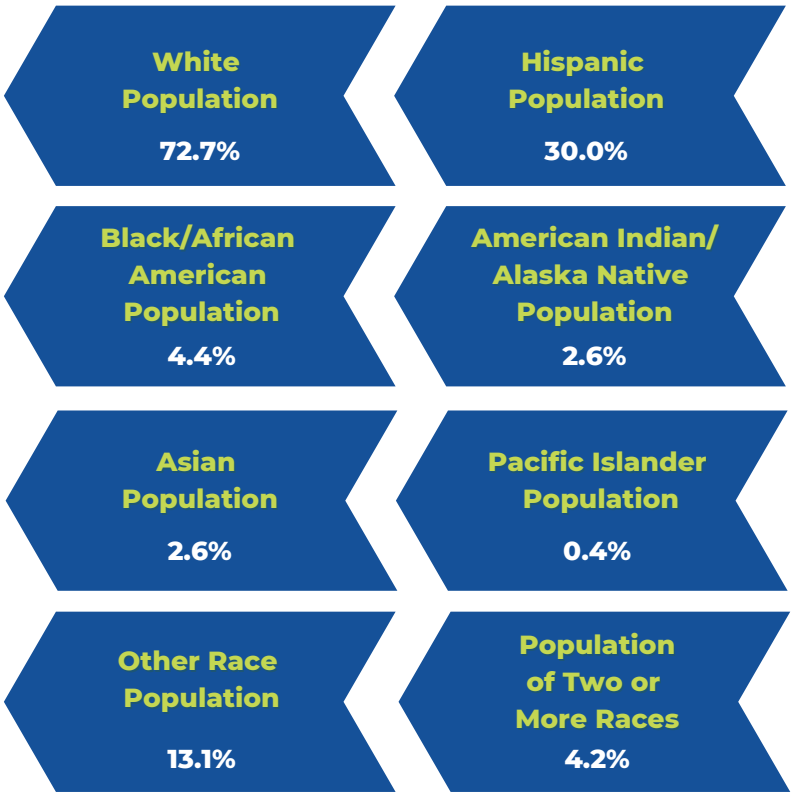


Figure 7: Race Comparison for Total Population in Mesa
Source: Esri Business Analyst, 2021

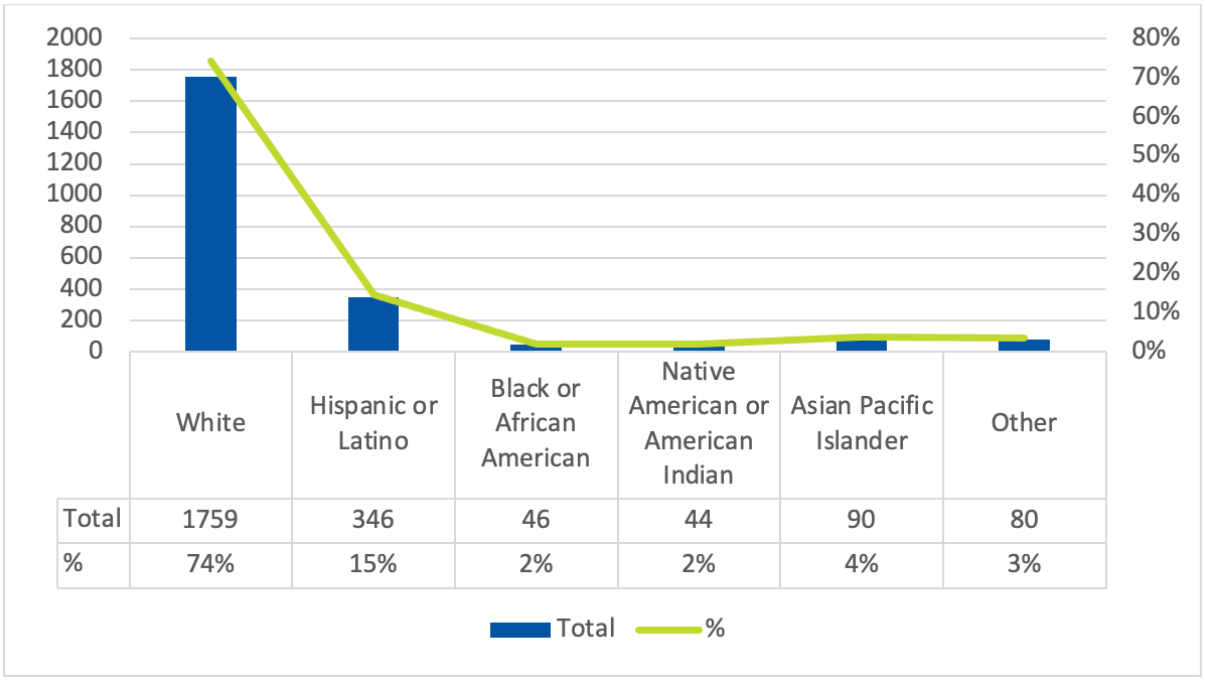
Equitable and inclusive engagement is not only about ensuring that diverse perspectives are at the table but also that deliberate actions and targeted strategies are taken to ensure that underrepresented communities participate and contribute. To validate inclusive participation, where appropriate, participants were asked to provide demographic information.

Throughout the Study providing equitable opportunities was at the forefront. Marketing material for outreach activities were developed in English and Spanish, bi-lingual staff were present at each of the six Community Workshops, and the project website was multilingual. For a complete list of marketing channels used in the Study see ***Appendix D***.

Who Participated?

During the Virtual Public Meeting series participants self-reported their ethnicity, their connection to Mesa, and area of Mesa they live, or frequent. The Survey provided another opportunity to gain demographic information by asking respondents about their age.

Through the Virtual Public Meeting series and Survey seventy-four percent of participants identified as White, while 15 percent identified as Hispanic/Latino. ***Table 9*** reflects the collective ethnicity reported by participants.



	White	Hispanic or Latino	Black or African American	Native American or American Indian	Asian Pacific Islander	Other
Total	1759	346	46	44	90	80
%	74%	15%	2%	2%	4%	3%

Figure 8: Participant Ethnicity

Figure 9 below shows the majority of participants of the Virtual Public Meetings and Survey live and/or study in Mesa. Nearly half the participants live in Mesa.

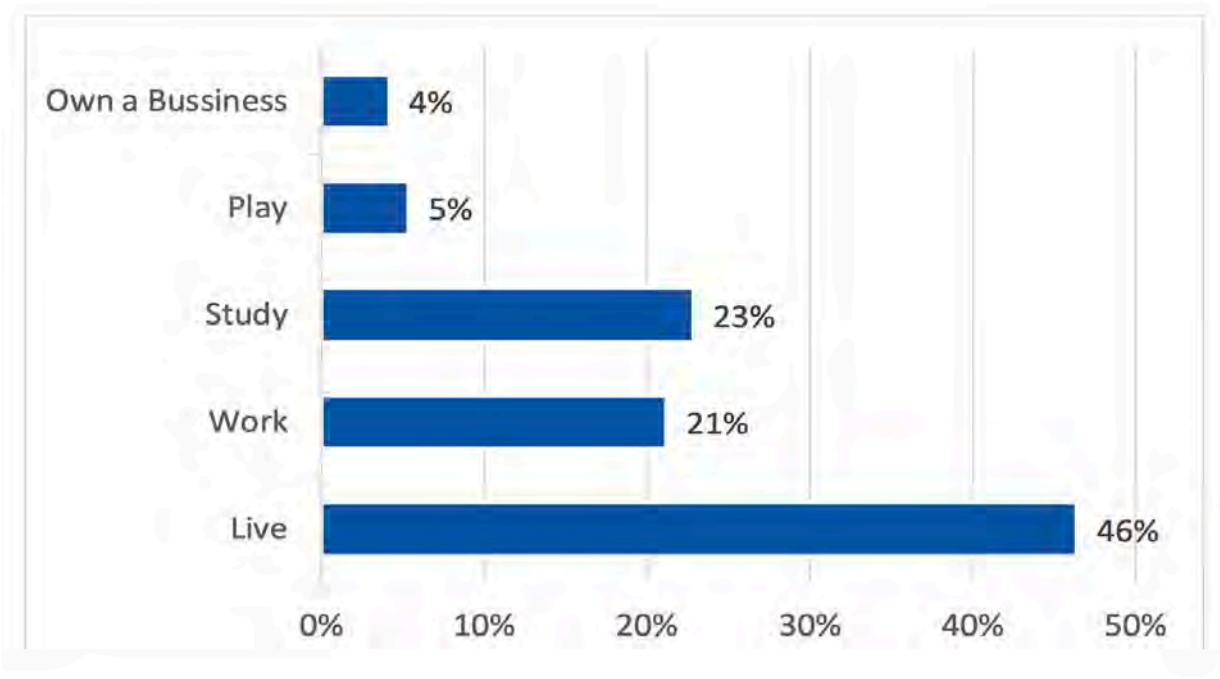


Figure 9: Participant Connection to Mesa

During the Virtual Public Meeting series participants were asked to select the Council District where they live or most frequently visit. Respondents could only select one option. Overall, the Council Districts were equally represented, with the exception of a slightly higher number of respondents selecting Council District 6.

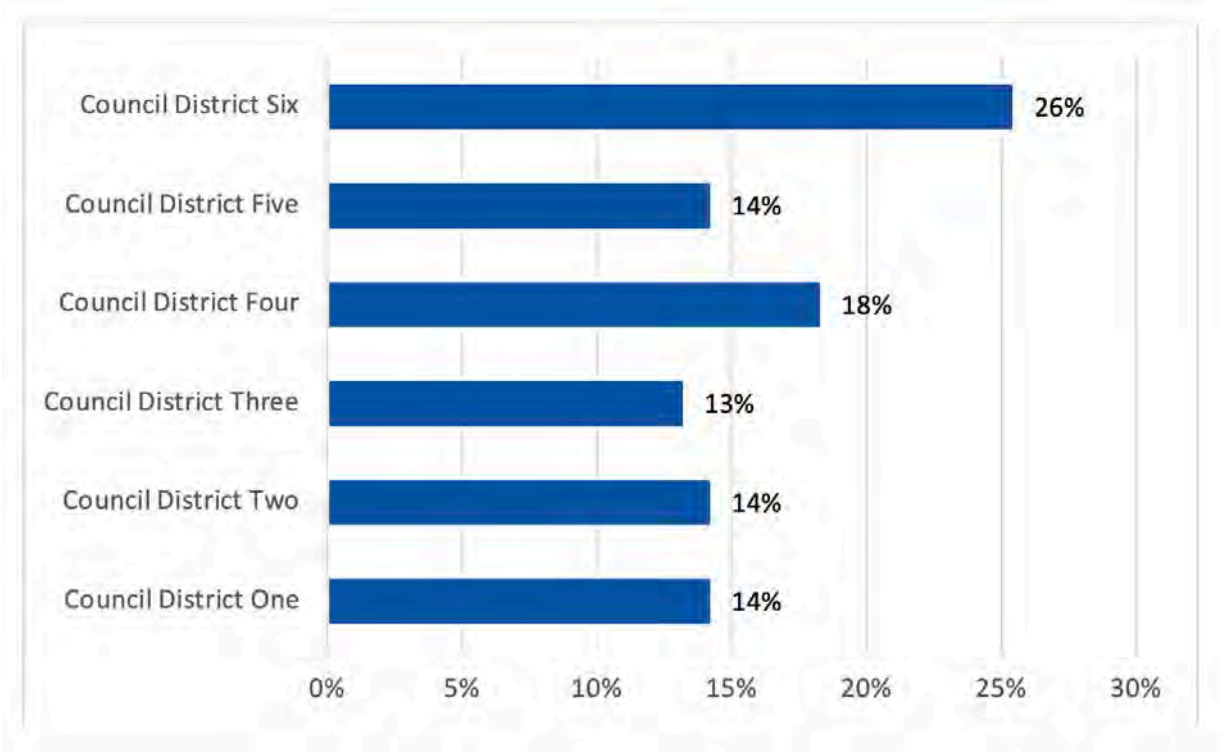


Figure 10: Virtual Public Meeting Participant by Council District

For the Survey respondents were asked to identify the Zip Code they live or most frequent in Mesa. The map below shows most respondents were from West Mesa, but overall participation was strong across the City.

Survey Response by Zip Code

Mesa, Arizona

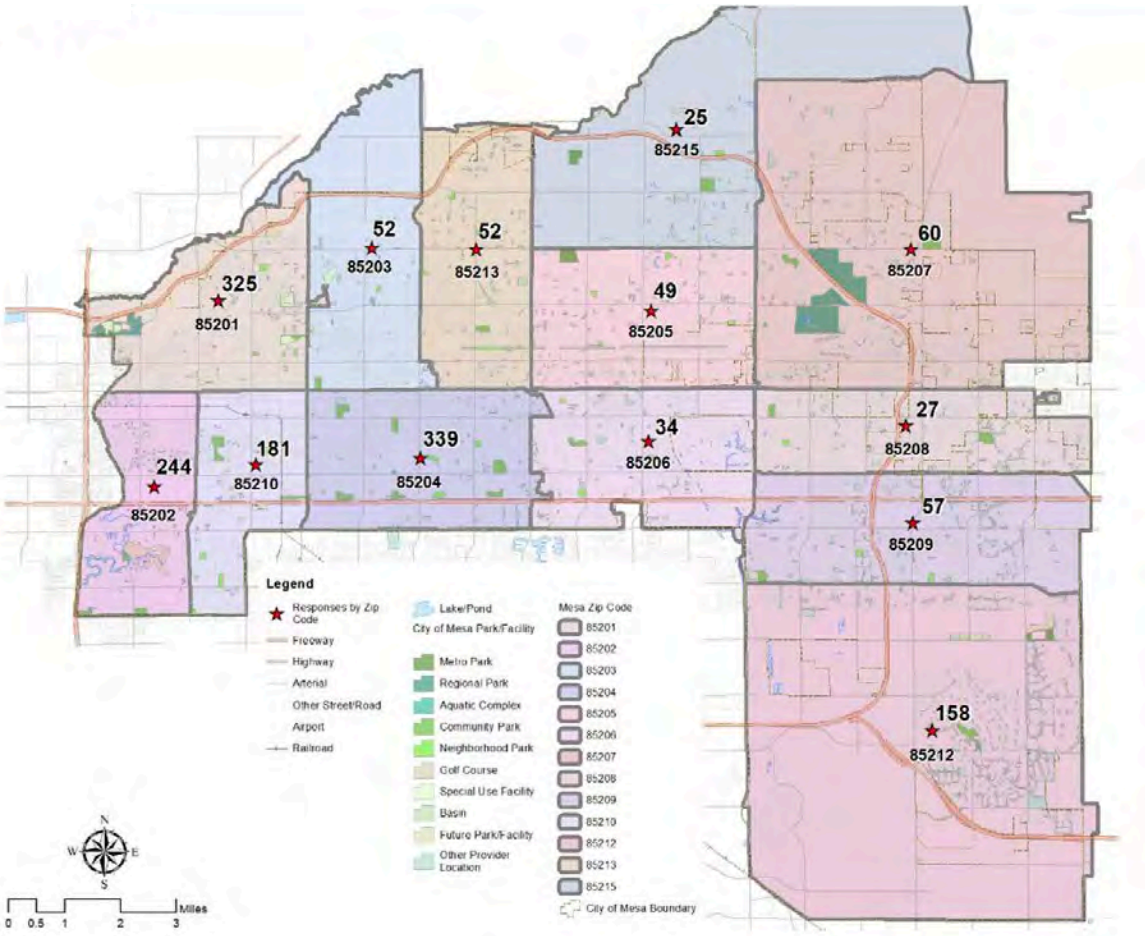
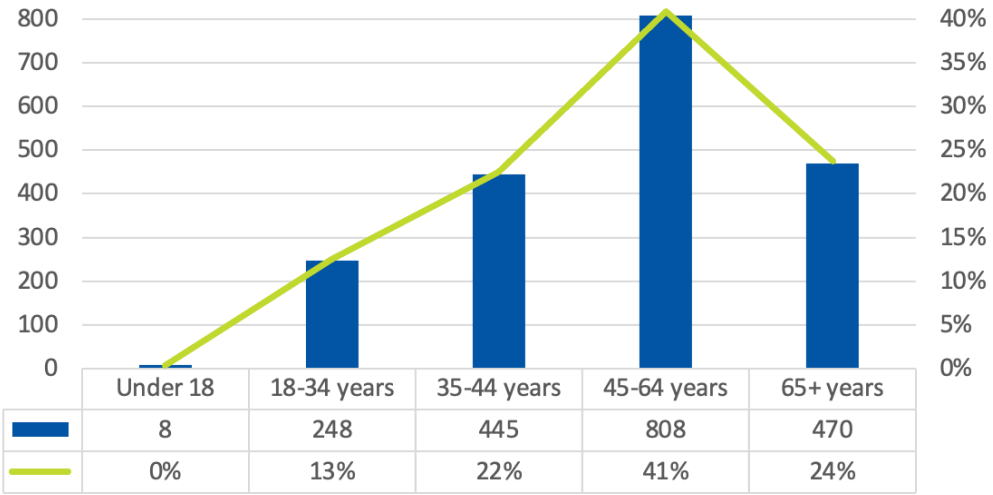


Figure 11: Survey Respondent by Zip Code

The final demographic question posed on the Survey was related to age.



	Under 18	18-34 years	35-44 years	45-64 years	65+ years
	8	248	445	808	470
	0%	13%	22%	41%	24%

Figure 12: Survey Respondent by Age

IV. Community Climate Action Implementation Strategies

Climate action depends on successfully communicating information about the MCAP to the wider Mesa community and encouraging broader participation in climate-related activities as the plan moves into implementation. GHG emissions reductions goals will not be met without the community playing a major role. This chapter outlines strategies to assist with an inclusive approach to implementing community action within the MCAP.

Partnerships

Community partnerships have been emerging as an important pathway to various types of local solutions. As the MCAP continues in its implementation, it will be important to map out and align the general roles and responsibilities of the City, the community as a whole, and potential key partners that will support MCAP. Community climate action is a collaborative, all-hands-on effort, and all partners in the community are needed to engage, support, and implement the MCAP together.

The City and community stakeholders will need to periodically assess their own roles and make pivots or shifts as needed. By continuing to reflect on how implementation approaches are progressing, the Mesa community can take lessons learned and apply them in implementing other planned strategies moving forward. Understanding the role of the City and of the community can provide a foundation for maximizing the collective impact on climate change. These ongoing partnerships can also optimize implementation actions and communications to support resilience and equitable outcomes.

Education and Outreach

Education and outreach will be vital as the MCAP moves through it's implementation and beyond. Continued education with schools (early education, primary, community colleges and universities), community organizations who have large networks of members, and other partners are essential to move climate efforts forward. Strategies in this area will include continuing to build partnerships with thought leaders, technical experts, non-profits, youth, and community leaders for climate action.

Education will work to create positive community-led action, broad-based support, and a sense of ownership for the MCAP. One of the most effective ways to educate the public on climate change impacts is the use of storytelling. The City and its partners may use narrative text grounded in the real-world experiences and concerns of the Mesa community to effectively communicate about climate change impacts in the area.

Tracking and Ongoing Communications

Ongoing communication, tracking performance, benchmarking, providing storytelling, and sharing lessons learned related to action implementation are vital to the success of MCAP. As part of the Prioritization Survey 18% of respondents expressed, they would be more likely to participate in climate solution activities if they knew the City was also taking action.

Some of the ways the City can demonstrate their ongoing action is through regular website and social media updates, continued education programs and news releases on large scale projects. Additionally, MCAP stakeholder feedback will keep the community informed about the implementation of the plan's actions and strategies, and progress toward climate goals. Moreover, monitoring provides concrete data to document the City's progress in reducing GHG emissions. Cities across the country are implementing annual reports and Open Data Portal to track progress on climate mitigation activities.

V. Recommendations

The main purpose of this endeavor has been to develop a pathway of equitable and inclusive community-based initiatives that will support the City's goal of achieving carbon neutrality by reducing GHG emissions by 2050. The extensive effort undertaken during this Study has brought to light key findings that are critical to addressing potential community actions that can be encouraged and applied in Mesa.

Individuals and community groups have an important role to play in reaching the MCAP climate action goals. Through collective, committed, and caring actions from all, Mesa can achieve carbon neutrality goals and become a more vibrant, prosperous, and carbon-neutral community for generations to come. Through a diverse and comprehensive outreach effort priorities to reduce climate change and viewpoints on City led initiatives to mitigate the effects of climate change emerged:

Priorities

Responsible Water Management
Improve Air Quality
Transition to Renewable Energy

City initiatives viewed as providing the most benefit to mitigating the effects of climate change

Resilient water supply
Tree and shade plan
Increase renewable energy infrastructure

Community-based initiatives should align with identified priorities. Importance is placed on initiatives that the community has identified as providing the highest benefit in mitigating the effects of climate change.

The tables below present key recommendations to drive community action for the MCAP. Recommendations have been developed and grouped into the following four focus areas:

1. Education
2. Ongoing Communication
3. Strategic Partnerships
4. Funding and Incentives

The recommendations are intended to act as a catalyst and internal work plan. As the MCAP implementation begins and continues over time, engagement and leadership will be vital to MCAP success.

Table 3: Recommendations

Focus Area One: Education

Strategy: Identify opportunities to educate the Mesa community on green living, cost savings, and climate education.	
1.1	Develop education and outreach that offers information on areas such as money saving tips, energy savings, transportation options, food, and recycling; while educating and connecting individual health with environmental quality and providing tools for taking action.
1.2	Create and continue to promote and update community resources, training, and educational material related to climate action; utilize partnerships to increase impact.
1.3	Storytelling as an effective way to educate the public on climate change impacts. Use narrative text grounded in the real-world experiences and concerns of the Mesa community to effectively communicate about climate change impacts in the area, mitigation strategies and action options
1.4	Sponsor periodic outreach events to directly inform and solicit the input, suggestions, and participation of the community at large.

Focus Area Two: Ongoing Inclusive Communication

Strategy: Provide ongoing communications to keep the community informed about the progress toward climate goals.	
2.1	Gauge perceptions about MCAP progress and shifting perceptions on climate-related issues over time. Administer a survey regularly to allow the City to evaluate trends and understand how perceptions change over time.
2.2	Create a system to track events and presentations that incorporate climate action activity to ensure you are reaching a broad and inclusive audience. The tracking system should include the number of briefings and presentations, visits to the project webpage, articles or other media coverage, and demographics where applicable (ethnicity, income, age, gender) for participants.
2.3	Utilize an environmental justice mapping tool to enhance understanding of environmental inequities and identify potential options for mitigation.
2.4	Increased engagement and knowledge sharing with the private sector to understand more about how it approaches and implements climate actions.
2.5	Ensure necessary resources to provide ongoing inclusive and bilingual communication on the MCAP implementation and GHG mitigation efforts.
2.6	Develop an environmental awareness campaign, such as a climate action challenge, to increase mindfulness of the effect of climate change and potential solutions. A. Engage the schools and other City programming to be inclusive of school age children. B. Engage community colleges and universities to be inclusive of students who are training for careers in relatable fields.

Focus Area Three: Strategic Partnerships

Strategy: Build community partnerships with thought leaders, technical experts, youth, and other community leaders for climate action outreach and education.	
3.1	Partner with community-based organizations on climate-related programming to address environmental justice, resilience, climate impacts, and empowerment of youth.
3.2	Develop an ongoing network and platform to engage with youth to spark community climate action from their perspective.
3.3	Partner with local technical and community leaders to embed climate action information into existing outreach and education.
3.4	Partner with key stakeholders to identify opportunities and technologies to innovate in areas such as energy, transportation, waste, water, resilience, health, equity, etc.

Focus Area Four: Funding and Incentives

Strategy: Provide ongoing communications to keep the community informed about the progress toward climate goals.	
4.1	Investigate and leverage public financing opportunities at the local, state, and federal levels to support MCAP implementation and a public awareness campaign. There may be opportunities to leverage funding in government agencies that may not traditionally be seen as climate-related, such as housing, health and human services, general services, economic development, emergency response, and transportation.
4.2	Seek to embed sustainability and climate action into existing funding and grant programs, including private foundation grants and private financing.


Mesa Fire Station No. 219

VI. Conclusion

This Study has been an examination of viewpoints, priorities and needs of Mesa residents, neighborhoods, businesses, and stakeholders to identify community-based action items to support GHG reduction goals. Climate change is a global challenge that the City cannot overcome alone. Successful implementation of the MCAP will rely heavily on the collective action of everyone in the Mesa community.

It has been our pleasure to assist the City and to work with the Environmental Management and Sustainability Department to develop a pathway of equitable and inclusive initiatives to reduce GHG emissions each year. As a living plan, the MCAP will evolve with the community over time to effectively support the City in achieving the MCAP aspirational goal of carbon neutrality through GHG emission reduction by 2050.

Appendices

Appendix A: Online Engagement Summary Report

Appendix B: Online Engagement Ideas Report

Appendix C: Prioritization Survey Report

Appendix D: Marketing Channels

Appendix A: Online Engagement Summary Report

Summary Report

18 August 2021 - 03 March 2022

Footprint Future Mesa

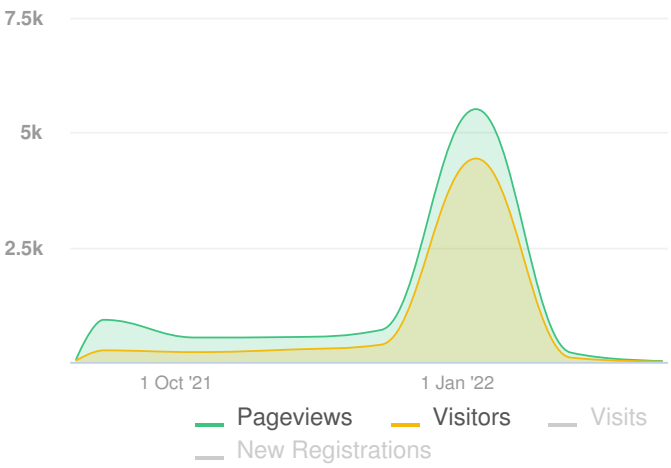
PROJECTS SELECTED: 1

Climate Action Plan

FULL LIST AT THE END OF THE REPORT

BANG THE TABLE engagementHQ

Visitors Summary



Highlights

TOTAL VISITS	MAX VISITORS PER DAY	NEW REGISTRATIONS
6.2 k	1.4 k	5

ENGAGED VISITORS	INFORMED VISITORS	AWARE VISITORS
2.3 k	2.5 k	4.9 k

PARTICIPANT SUMMARY

ENGAGED
INFORMED
AWARE

2,297 ENGAGED PARTICIPANTS

	Registered	Unverified	Anonymous
Contributed on Forums	0	0	0
Participated in Surveys	9	18	2,190
Contributed to Newsfeeds	0	0	0
Participated in Quick Polls	6	12	87
Posted on Guestbooks	0	0	0
Contributed to Stories	0	0	0
Asked Questions	0	0	0
Placed Pins on Places	0	0	0
Contributed to Ideas	4	25	23

** A single engaged participant can perform multiple actions*

(%)

Climate Action Plan	2,297 (46.8%)

** Calculated as a percentage of total visits to the Project*

ENGAGED
INFORMED
AWARE

2,460 INFORMED PARTICIPANTS

	Participants
Viewed a video	0
Viewed a photo	0
Downloaded a document	0
Visited the Key Dates page	191
Visited an FAQ list Page	0
Visited Instagram Page	0
Visited Multiple Project Pages	179
Contributed to a tool (engaged)	2,297

** A single informed participant can perform multiple actions*

(%)

Climate Action Plan	2,460 (50.1%)

** Calculated as a percentage of total visits to the Project*

ENGAGED
INFORMED
AWARE

4,912 AWARE PARTICIPANTS

	Participants
Visited at least one Page	4,912

** Aware user could have also performed an Informed or Engaged Action*

Climate Action Plan	4,912

** Total list of unique visitors to the project*

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INFORMED
AWARE

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INFORMED
AWARE

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Climate Action Plan	4,912

** Total list of unique visitors to the project*

Appendix B: Online Engagement Ideas Report

Energy			
Title	Description	Votes	Visitors
Promote teleworking	If local governments and local companies offered more days of teleworking there would be less automotive travel on a daily basis.	8	26
Solar and encourage reusing		1	8
True Energy Independence	Any plans to discuss clean energy needs to include nuclear. If you do not consider nuclear energy as a viable option to achieve clean energy with minimal environmental impact then you are not actually serious about this issue. Nuclear is clean, produces zero carbon emissions, produces zero air pollutants, is highly containable to a small geographic region, and is energy rich. These things need to be considered since the technology for safe, clean power from nuclear already exists. We do not need to wait for decades for efficient solar or wind technologies to be made readily available to the public. We do not need to waste large amounts of land for gigantic solar or wind fields where nothing else can develop. We also do not need to fill our landfills with the dead equipment of solar and wind technologies with their own environmentally toxic components.	5	26
Don't blame humans	I disagree! Human activity is not largely responsible for climate change. It's due to divine design of natural physical forces of the Earth.	3	37
GHG Impact Assessments for future development proposals.	Pavement, sprawl, construction materials, induced traffic all has GHG consequences. In the development of Mesa's land use patterns/ decisions and transportation options have largely ignored these impacts and let concerns of traffic congestion and level of service mandate certain development outcomes. GHG Impacts should be considered to balance the Traffic Impacts that only see more pavement as a positive. See Smart Growth guidance, green infrastructure, and energy-efficient development design as long been advised by the EPA.	1	10
Corridors for high-quality transit	Prioritize corridors of the city that are prime for infill along key routes for transformative land-use and transportation morphology for sustainable outcomes.	2	14

Energy			
Title	Description	Votes	Visitors
Seek Co-Benefit Solutions: The Built Environment, Climate Change, and Health	ajpmonline.org/article/S0749-3797(08)00682-X/fulltext Quoting the abstract: "The earth's climate is changing, due largely to greenhouse gas emissions resulting from human activity. These human-generated gases derive in part from aspects of the built environment such as transportation systems and infrastructure, building construction and operation, and land-use planning. Transportation, the largest end-use consumer of energy, affects human health directly through air pollution and subsequent respiratory effects, as well as indirectly through physical activity behavior. Buildings contribute to climate change, influence transportation, and affect health through the materials utilized, decisions about sites, electricity and water usage, and landscape surroundings." In terms of the local government responsibility, transportation policy is largely in the government's hands. Local control of right-of-way is a public asset, but it's also a liability when it's impacts generate long-term harm to the climate/ecosystem, harm human lives, and burden economic sustainability with heavy tax burdens for unfunded maintenance projections. No private investment can alter the transportation system in the ways that public policy and transportation systems design can. THIS MAKES IT THE CITY'S RESPONSIBILITY TO PRIORITIZE THE CLIMATE RESPONSE IN TRANSPORTATION."	1	9
Solar shade	More parking lots, playgrounds, outdoor areas, etc. with shade structures that have solar panels on top of them. We have sun almost every day of the year, its a shame to waste it.	5	8
Wire New Construction to be EV Ready	All new construction in Mesa (houses and multi-family dwellings with garages) should including appropriate wiring to be electric vehicle-ready. Negligible cost compared to having to re-wire an existing dwelling later which might be a deterrent to purchasing an EV.	3	7

Energy			
Title	Description	Votes	Visitors
Changing building codes	We need to update building codes to ensure that new constructions are not utilizing natural gas or oil for heating, and perhaps are required to be prepared for or already have on-site renewable energy generation. I also think that any open parking lots should be covered with solar structures, shading and protecting vehicles from sun damage and excessive heat while also providing power to the grid. Solar won't be the answer for all our energy needs, but covering vacant space and rooftops will significantly help lower our fossil fuel dependence while providing the city with other benefits like shade.	2	4
Ban personal fireworks except for holidays	Personal fireworks should be banned except for holidays and enforce no burn days. People near downtown shoot fireworks very late at night.	4	2
Corporate and Household Food Waste Policy	Invest in prevention and keep waste out of landfills and enable better food diversion/donation programs. Each year, between 30-40% of all food in the US is unsold or uneaten. That's $408 billion worth of food—roughly 2% of US GDP—and about 4% of US GHG emissions. Most becomes food waste, heading straight to landfill, incineration, down the drain, or it's left in the fields be tilled back under. All while millions face hunger and our ecosystems are degraded.	3	3
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Recycling	The recycling center has been burned down for years so nothing is actually getting recycled. The fees we paid for "recycling" should rebuilt.	1	4
Less water	We have to plan for less water. Lawns everywhere, except parks, need to go, and houses should be using recycled water.	1	2
Hot water recirc pumps	whole-house hot H20 recirc pumps required in ALL new homes being built could save THOUSANDS of gallons of H20 every year during the life of every home, simple AND inexpensive if installed during construction	0	0

Energy			
Title	Description	Votes	Visitors
Replace trees along public areas	It would be nice to see Mesa implement incentives or fines (depending on motivation) to property owners that remove trees along public areas without replacing them. We've watched hundreds of trees be removed in the last 3 years, with very little effort made to replace them. Trees are good for our community both aesthetically and environmentally.	1	3
Electric Vehicles	Add electric vehicle charging stations.	0	0
Comment response to “Promote teleworking “	Each company needs to decide if this is possible. However, incentives such as tax breaks would encourage companies to offer this.	0	0
Comment response to "Solar and encourage reusing"	Solar energy is extremely expensive and highly inefficient. They use rare earth minerals to build and will fill up our landfills. There are better ways, such as nuclear. Until someone comes up with a better solar panel that is affordable and actually produces energy that can be reserved for later use, nuclear and natural gas are clean and make more sense.	0	0
Comment response to "True Energy Independence"	Surely you are not advocating building another nuclear plant. Solar panels providing shaded spots on parking lots and on rooftops is not "wasting" land. Waste from solar technology is easier to recycle than nuclear waste.	0	0
Comment response to "True Energy Independence"	Solar panels are extremely expensive and still not at all efficient. They will create a lot of waste in landfills, use rare earth minerals to build, and give a tiny of fraction of energy compared to nuclear energy. Yes, build a second plant and we can get rid of coal, oil and natural gas and replace it with clean nuclear energy.	0	0
Comment response to "I disagree! Human activity is not largely responsible for climate change. It's due to divine design of natural physical forces of the Earth."	Unless you can provide real evidence that this is true, there is no reason to take this opinion seriously.	0	0
Comment response to "I disagree! Human activity is not largely responsible for climate change. It's due to divine design of natural physical forces of the Earth."	Whatever your beliefs and sources are about the cause of climate change, we all agree it is happening and we have to do something about it so that our community and futures can live in safer, more resilient and smarter environments. Try to contribute to solutions and we will be a better community for it.	0	0

Air Quality			
Title	Description	Votes	Visitors
Restraints	Limit use of leaf blowers by landscapers and prohibit use of consumer fireworks.	8	26
Prohibit consumer fireworks	They are loud, polluting, destructive, and wasteful.	3	3
Encourage Telecommuting	Give tax breaks to companies that encourage telecommuting.	1	0
Plant more trees.	Plant native trees, bushes and flowers.	2	2
Climate change is a hoax. Its nonsense. If you want to help environment have China and India stop. They are responsible for 80% of problem.	It's a cycle per 6. Research Vostok ice samples.	0	1
Comment response to "Limit use of leaf blowers by landscapers and prohibit use of consumer fireworks."	Not sire how leaf blowers hurt air quality permanently. That seems like wanting to outlaw dust storms.	0	0

Materials Management			
Title	Description	Votes	Visitors
Recycle and Compost	Have a better recycling system, have a community compost area.	3	6
Recycling in apartment complexes	We should change the law banning apartment complexes from recycling in Maricopa County. Or provide community recycling bins so those in apartments can recycle if they want to.	2	7
Improved Recycling Program	The city should improve the current recycling program. Almost nothing is accepted anymore and something should be added to be able to recycle plastic bags with the city.	2	4
Reduce Consumption of Plastic and Consumption Overall	Take to heart the 3 Rs - reduce, reuse, recycle. We somehow have to get over our addiction to buying plastic water bottles for daily use. Encourage purchase or facilitate a giveaway of reusable water bottles, or reuse a plastic one. Reuse other products rather than throw away after a single use. Before you purchase a product in a plastic container, determine if that product can be found in another form.	0	2
Consider Surcharge on Each Plastic Beverage Bottle Sold	A surcharge of ten cents on each plastic beverage bottle sold in any venue could be designated to used to develop a recycling program. It might influence some to not buy over and over again that bottle of water or soda.	1	1

Materials Management			
Title	Description	Votes	Visitors
Teach people HOW to recycle PROPERLY	The problem with recycling is that people don't know how to do it properly, which causes recycling centers to take on the expenses incurred because of it, and their machines to get messed up from plastic in the recycle bins in Mesa. I would suggest LARGE and CLEAR visual instructions NEXT to the recycling bins (not on the lids which nobody sees). Most people don't want to put effort into looking up what items can be recycled and instead "wishcycle" with the hope that whatever they throw into the containers will be recycled, but they are causing more harm than good. The city could educate people about alternative recycling drop-offs too, such as the local Household Hazardous Materials Facility, styrofoam center in Tempe, clothing & textile bins, and store drop-offs for certain plastics. When people have the proper knowledge, see how easy it can be to collect and drop off their items (pair it with an errand for example), and understand the benefits of doing so, they may be more likely to do recycle the right way. They can lead by example. I'm the type of person that will drive to Scottsdale to drop off my recycling (locations on their website) because they accept so many more items, and I'll drop things off at all the places mentioned above. It did take some time to research it all, but now that I know exactly what to do, I'm set for all my future recycling needs, and it can be this easy for everyone else too if the information is provided to them, minus the upfront research!	0	1

Food Systems			
Title	Description	Votes	Visitors
Less animal products	Reduce consumption of animal products - many scientists have said this is the main way we can help decrease greenhouse gas emissions.	5	8
Community vegetable gardens	People contribute time, money or resources and in return have fresh food for their families.	3	8
Preserve farm land along irrigation infrastructure	Join MARCo, codify food system health into the General Plan update, zoning code, and subdivision regulations.	0	3
Seek Co-Benefit Solutions: The Built Environment, Climate Change, and Health	ajpmonline.org/article/S0749-3797(08)00682-X/fulltext Quoting the abstract: "The earth's climate is changing, due largely to greenhouse gas emissions resulting from human activity. These human-generated gases derive in part from aspects of the built environment such as transportation systems and infrastructure, building construction and operation, and land-use planning. Transportation, the largest end-use consumer of energy, affects human health directly through air pollution and subsequent respiratory effects, as well as indirectly through physical activity behavior. Buildings contribute to climate change, influence transportation, and affect health through the materials utilized, decisions about sites, electricity and water usage, and landscape surroundings." In terms of the local government responsibility, transportation policy is largely in the government's hands. Local control of right-of-way is a public asset, but it's also a liability when it's impacts generate long-term harm to the climate/ecosystem, harm human lives, and burden economic sustainability with heavy tax burdens for unfunded maintenance projections. No private investment can alter the transportation system in the ways that public policy and transportation systems design can. THIS MAKES IT THE CITY'S RESPONSIBILITY TO PRIORITIZE THE CLIMATE RESPONSE IN TRANSPORTATION.	1	4

Food Systems			
Title	Description	Votes	Visitors
Urban Aeroponic Farming	Companies such as Bowery and AeroFarms have revolutionized farming of staples such as lettuce, arugula, and spices like basil, oregano, cilantro, etc. By utilizing old warehouse and industrial buildings to build vertical aeroponic farms, massive quantities of food can be grown all year round with far greater efficiency than traditional farming. The best part is, not only does this utilize abandoned buildings and land and create jobs within the city, but it also significantly reduces the need for dangerous pesticides, and greatly reduces emissions related with the transport of the produce, as it is grown directly within the city. The City of Mesa should try to invite a company like this to our city to create a farm of this kind, that will use far less water and land but still provide essential food items to much of our city's population.	1	1
Sustainable Classes	Classes/resources of how to start and maintain a successful, sustainable square-foot garden. More seed sharing programs.	0	0
Comment response to "community vegetable gardens"	Increase consumption of plant based foods majority of meals	0	0

Appendix C: Marketing Channels

Help Shape Mesa's Footprint for the Future

SURVEY RESPONSE REPORT

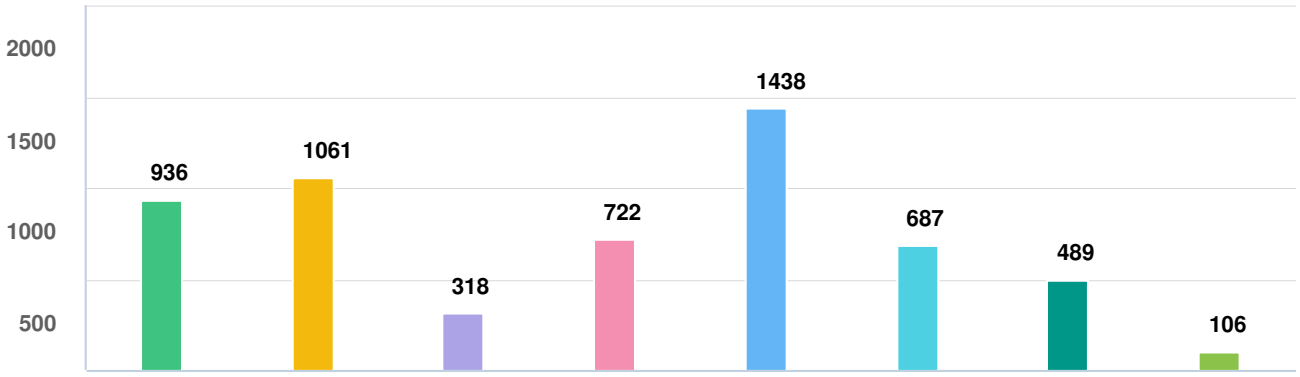
February 2022

PROJECT NAME:
Climate Action Plan

How important are the following climate-related hazards to you?

Optional question (2216 response(s), 5 skipped)
Question type: Likert Question

What are your top priorities to help reduce climate change impacts?

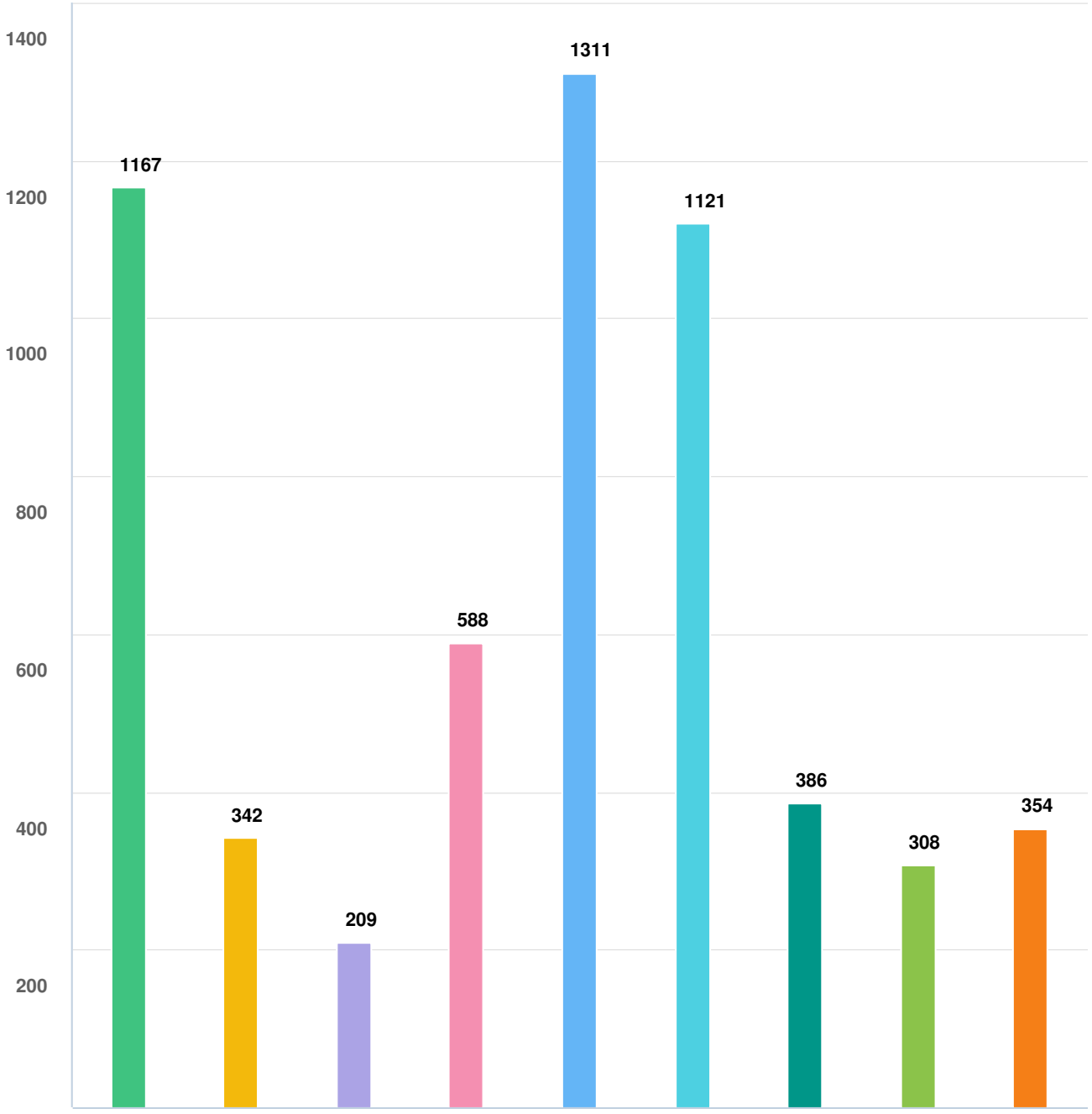


Question options

- Improve Air Quality
- Transition to Renewable Energy
- Improve Disaster Preparedness
- Reduce Landfill Waste
- Responsible Water Management
- Mitigate/Reduce Urban Heat
- More Sustainable Food Systems
- Other (please specify)

Optional question (2206 response(s), 15 skipped)
Question type: Checkbox Question

What City initiatives do you think would provide the most benefit?

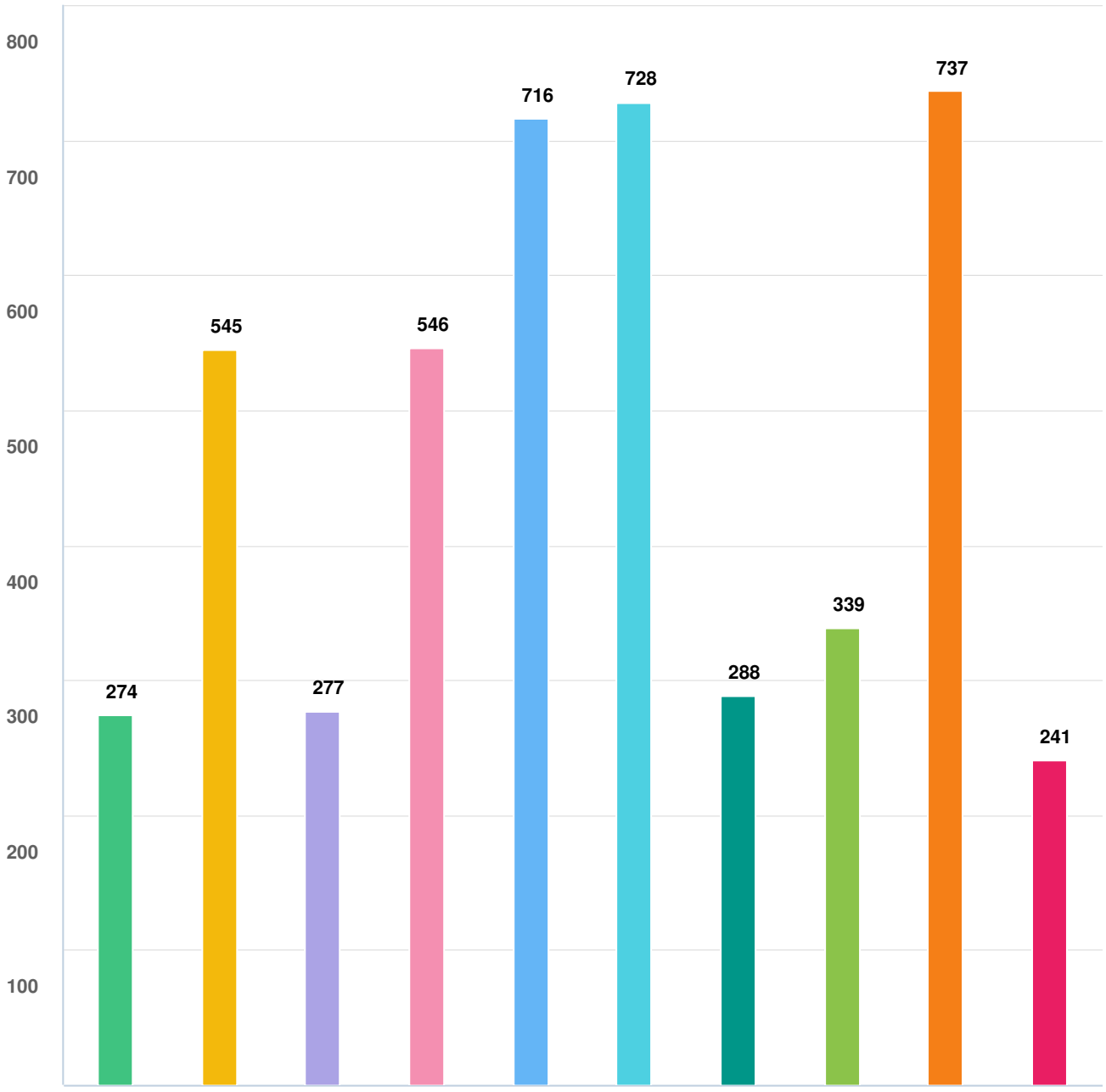


Question options

- Tree and shade plan
- Adopt advanced building standards
- Support for a carbon tax
- Producer waste solutions and/or policies
- Resilient water supply
- Increase renewable energy infrastructure
- Improve availability of electric and alternative vehicle options
- Conversion of vehicle fleets to natural gas or electric
- Increased bicycle and pedestrian lanes/pathways

Optional question (2188 response(s), 33 skipped)
Question type: Checkbox Question

What would make you consider modes of transportation other than a car?

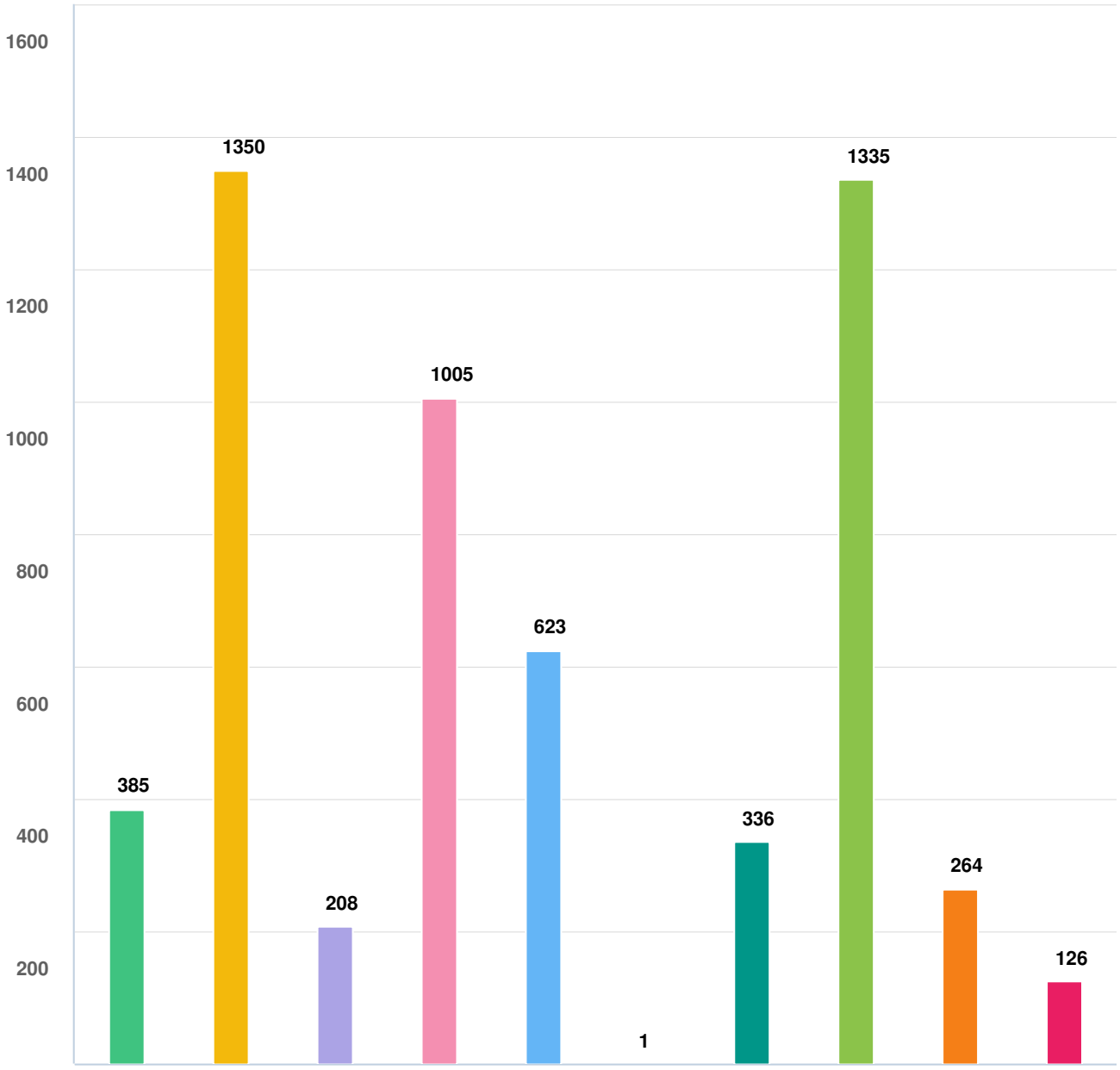


Question options

- More frequent bus service
- Bus or transit closer to my home, my business, or where I want to go
- Bus service later in the evening and better service on weekends
- More neighborhood routes (similar to the downtown Buzz)
- More shaded sidewalks and transit stops
- Enhanced bike and pedestrian paths like bike lanes, sidewalks, and crosswalks
- Electric bikeshare and/or scooter share programs
- Easier access to or employer supported carpools and vanpools
- More stores and services within walking/biking distance of my home
- Other (please specify)

Optional question (2092 response(s), 129 skipped)
Question type: Checkbox Question

Which of the top Energy reducing actions are you currently taking, or are you willing to start doing?

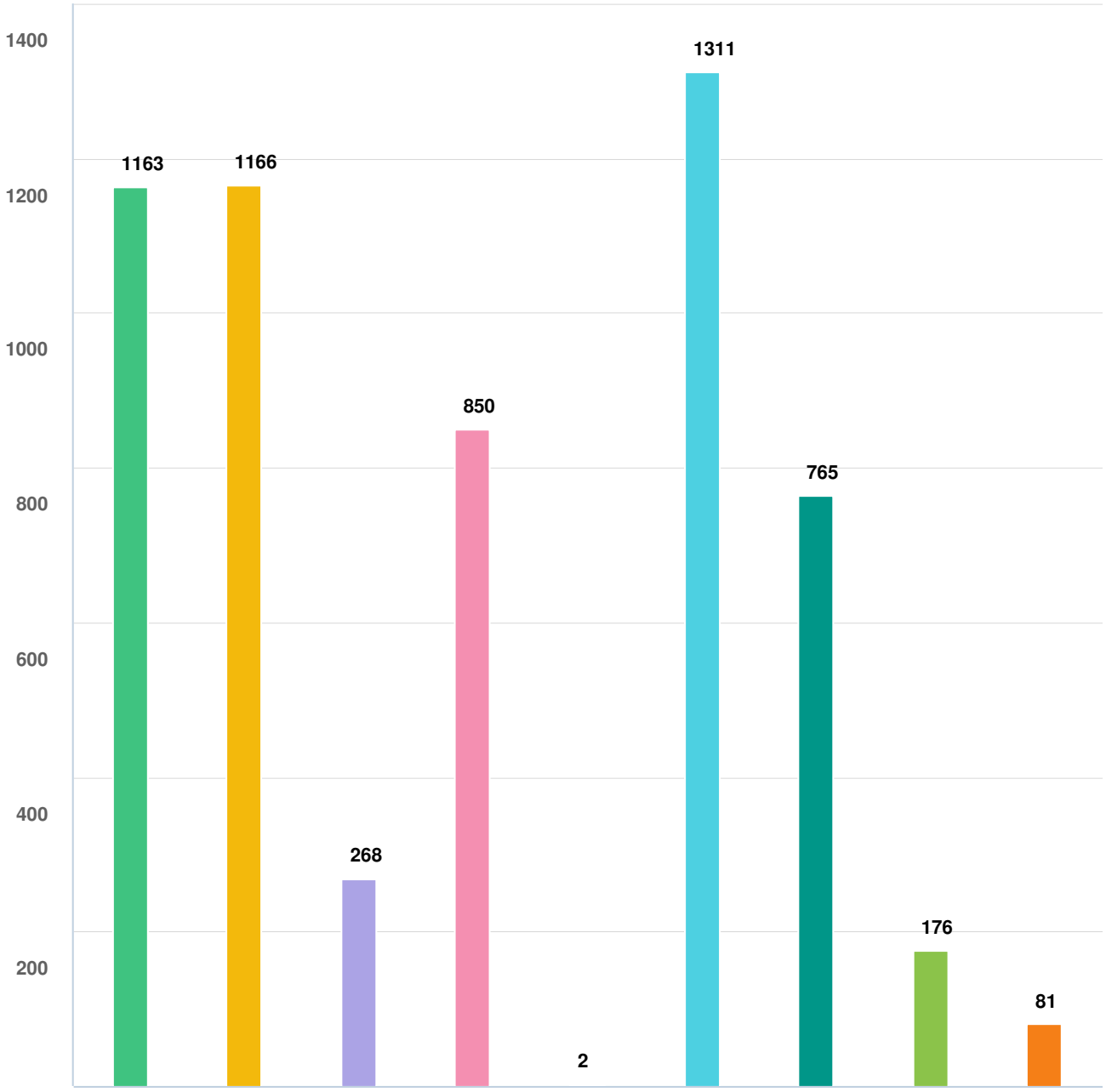


Question options

- Energy audit to evaluate best improvements to save energy
- Energy efficiency upgrades, such as appliances, windows, and smart thermostats, etc
- Plan, build, or renovate with net-zero energy concepts in mind
- Plant shade trees to reduce cooling costs
- Install solar energy
- Install a battery storage system for my solar photo-voltaic system to reduce peak energy usage
- Program to purchase solar energy
- Maintain air conditioning system for efficiencies with filter changes and regular inspections
- Programs to learn more about energy efficiency
- Other (please specify)

Optional question (2188 response(s), 33 skipped)
Question type: Checkbox Question

When making a purchase which actions are you currently taking, or are you willing to start doing?

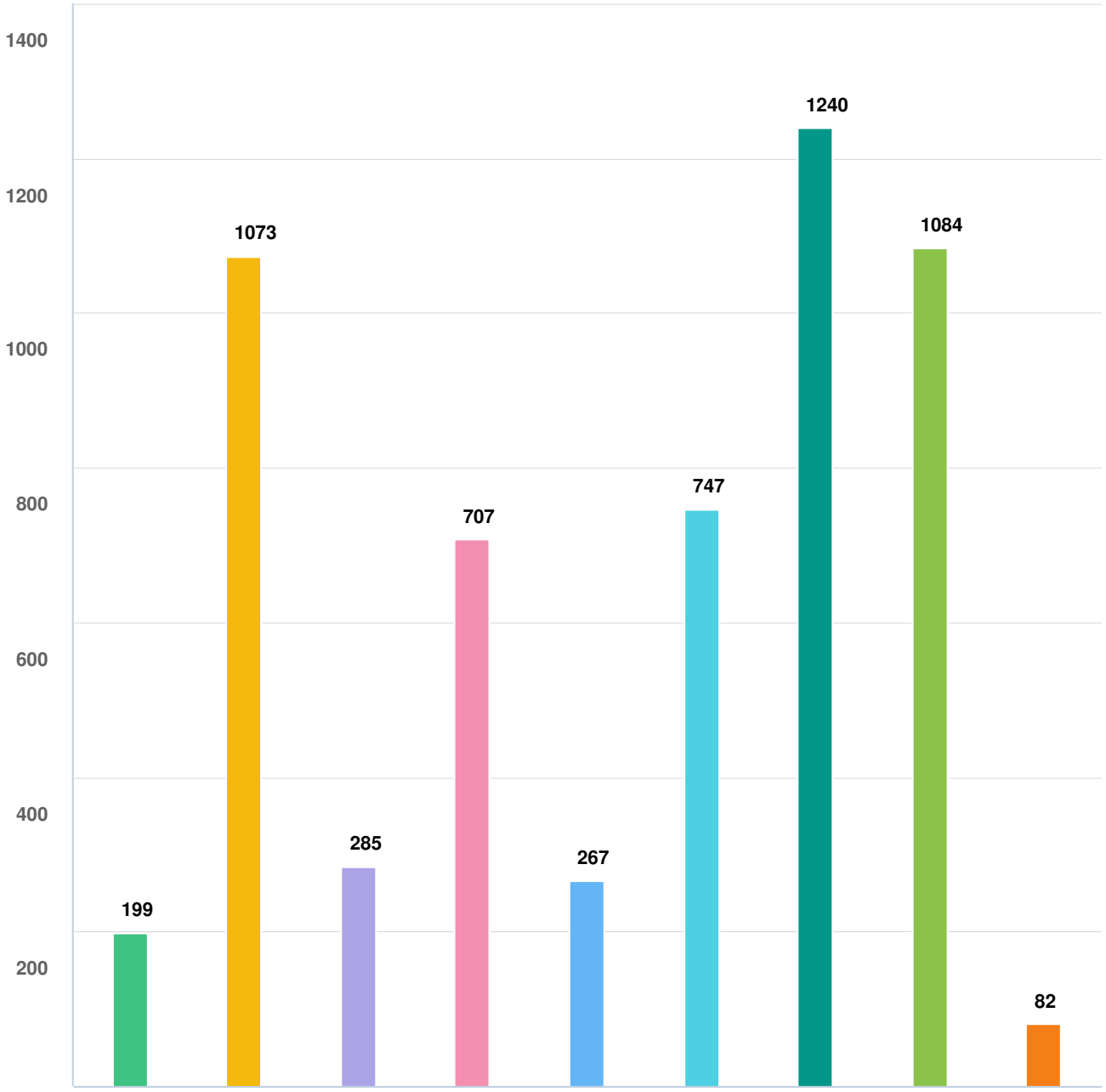


Question options

- Products made from renewable materials, or little or no packaging
- Locally produced items
- Carefully plan purchases to “right-size” orders
- Avoid single use items
- Buy products, including foods, with little to no packaging
- Reusable containers, rather than disposable
- Purchase repairable items/repair existing items
- Research manufacturer’s policies related to earth-friendly manufacturing
- Other (please specify)

Optional question (2186 response(s), 35 skipped)
Question type: Checkbox Question

Which actions are you currently taking, or are you willing to start doing to reduce waste at the landfill?

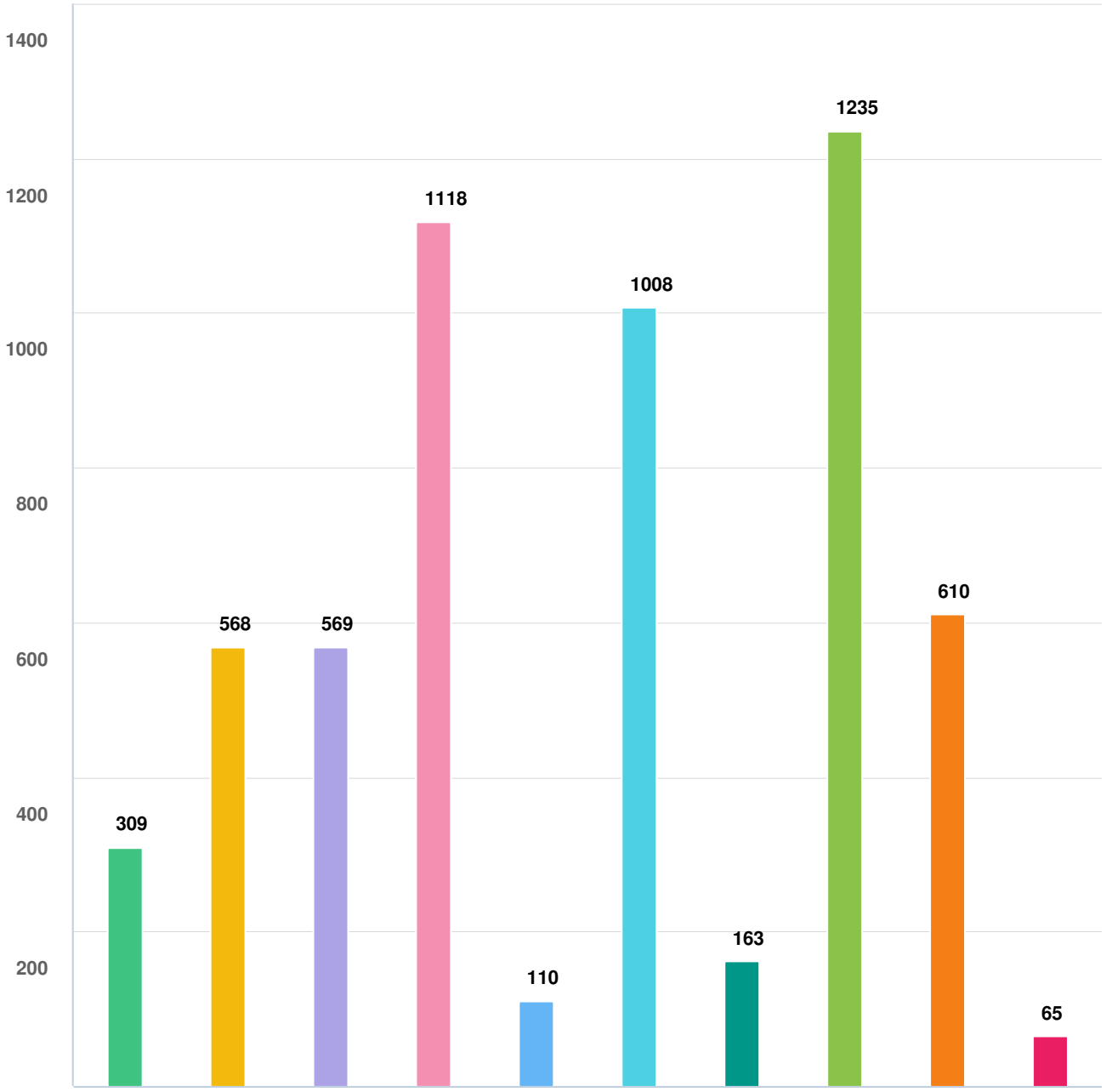


Question options

- Waste audit at your home or business
- Managing shopping, use, and storage practices to reduce food waste
- Food waste collection program at my home or work
- Compost food and landscaping waste
- 'Grasscycle' with a mulching lawn mower instead of bagging clippings
- Look for 'greener' and safer alternatives to products
- Donate electronics, appliances, equipment, and other usable items for reuse
- Dispose of end-of-life electronics, appliances, and equipment at recycling facilities or businesses
- Other (please specify)

Optional question (2179 response(s), 42 skipped)
Question type: Checkbox Question

Which water conservation actions are you currently taking or are you willing to start doing?

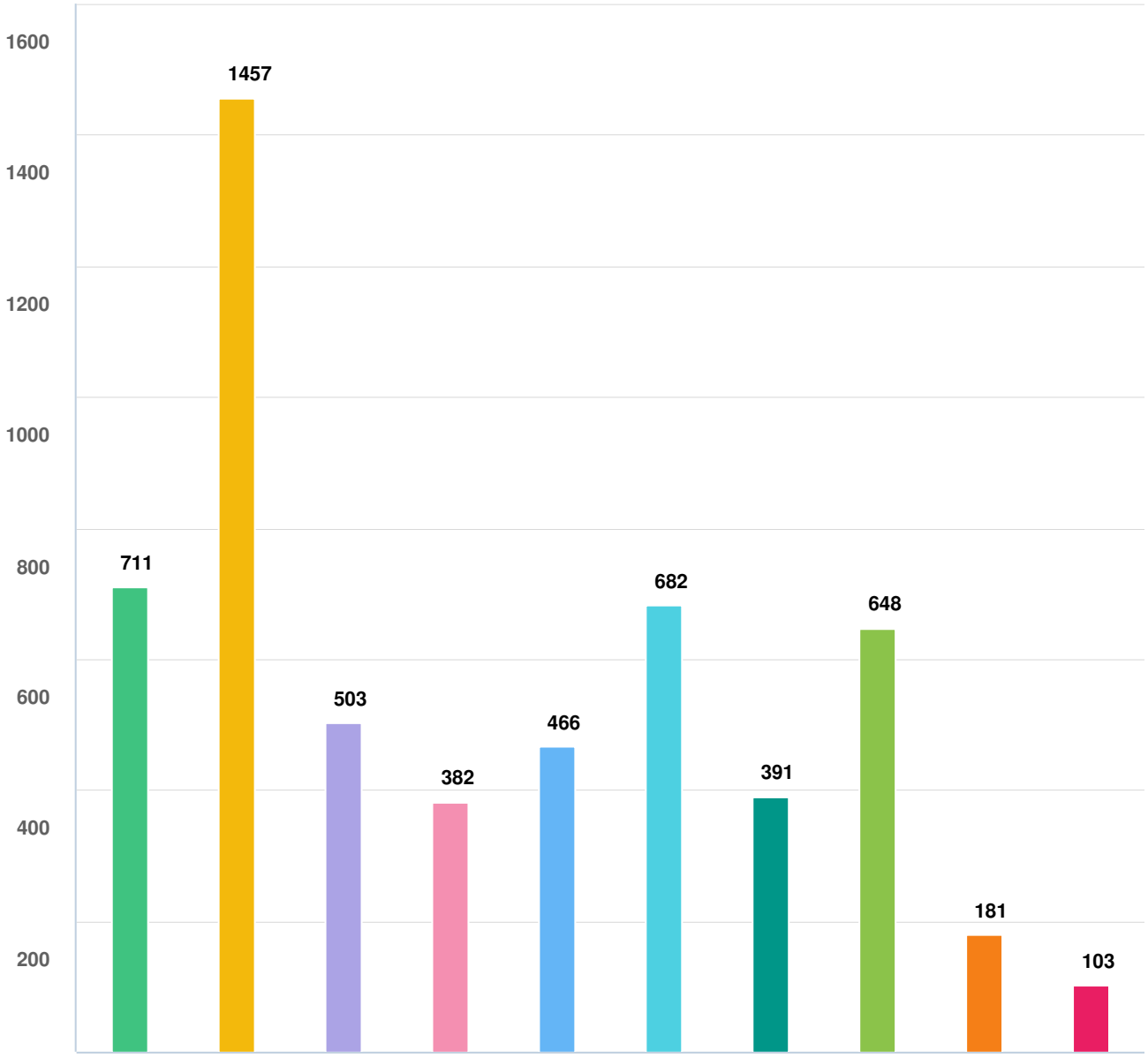


Question options

- Water audit to evaluate improvements to save water
- Install “WaterSense” labelled fixtures for toilets and showerheads
- Install smart irrigation equipment that adjusts watering seasonally
- Install a desert-adapted landscape
- Remove a pool or hot tub from the property
- Repair leaks to reduce water loss
- Add a cover to a pool or hot tub to reduce evaporative water losses
- Monitor water bill and water usage regularly
- Look for ways to harvest rainwater and greywater for the landscape
- Other (please specify)

Optional question (2190 response(s), 31 skipped)
Question type: Checkbox Question

What would encourage you and your family to eat more locally grown, lower impact foods?

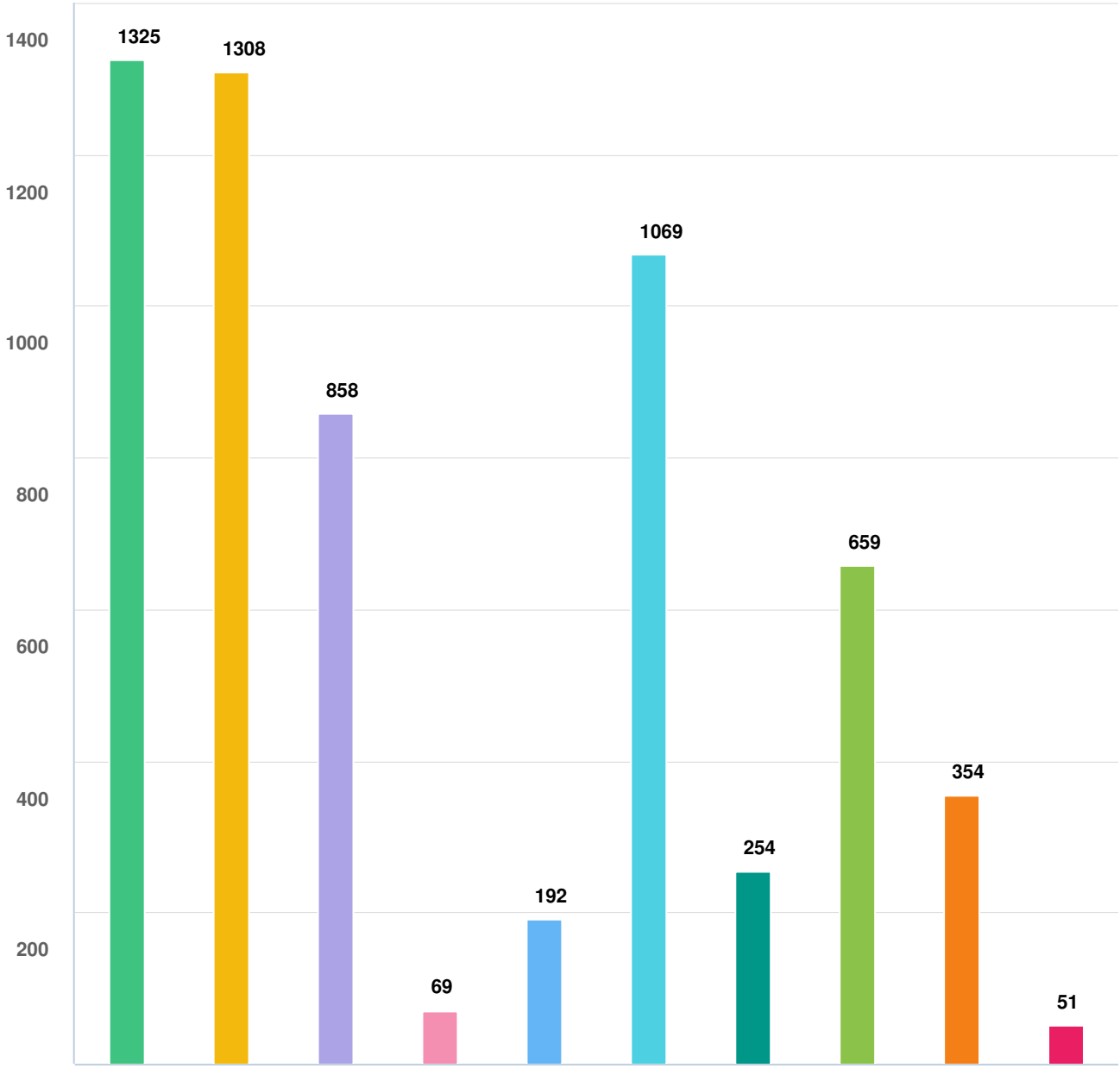


Question options

- Community garden close to my home or work
- Farmer's market or similar events
- Tasty and affordable alternatives to meat and dairy products
- Grocery store within walking distance
- Signage and labels to recognize organic or local produce
- More farm-to-table restaurants near me
- Educational workshops on how to grow and cook healthy foods
- Access to a local farmers CSA (community supported agriculture) close to my home or workplace
- A climate change food calculator app to measure my carbon impact, and change my buying and eating habits
- Other (please specify)

Optional question (2162 response(s), 59 skipped)
Question type: Checkbox Question

Which urban heat mitigation/reduction actions do you support?

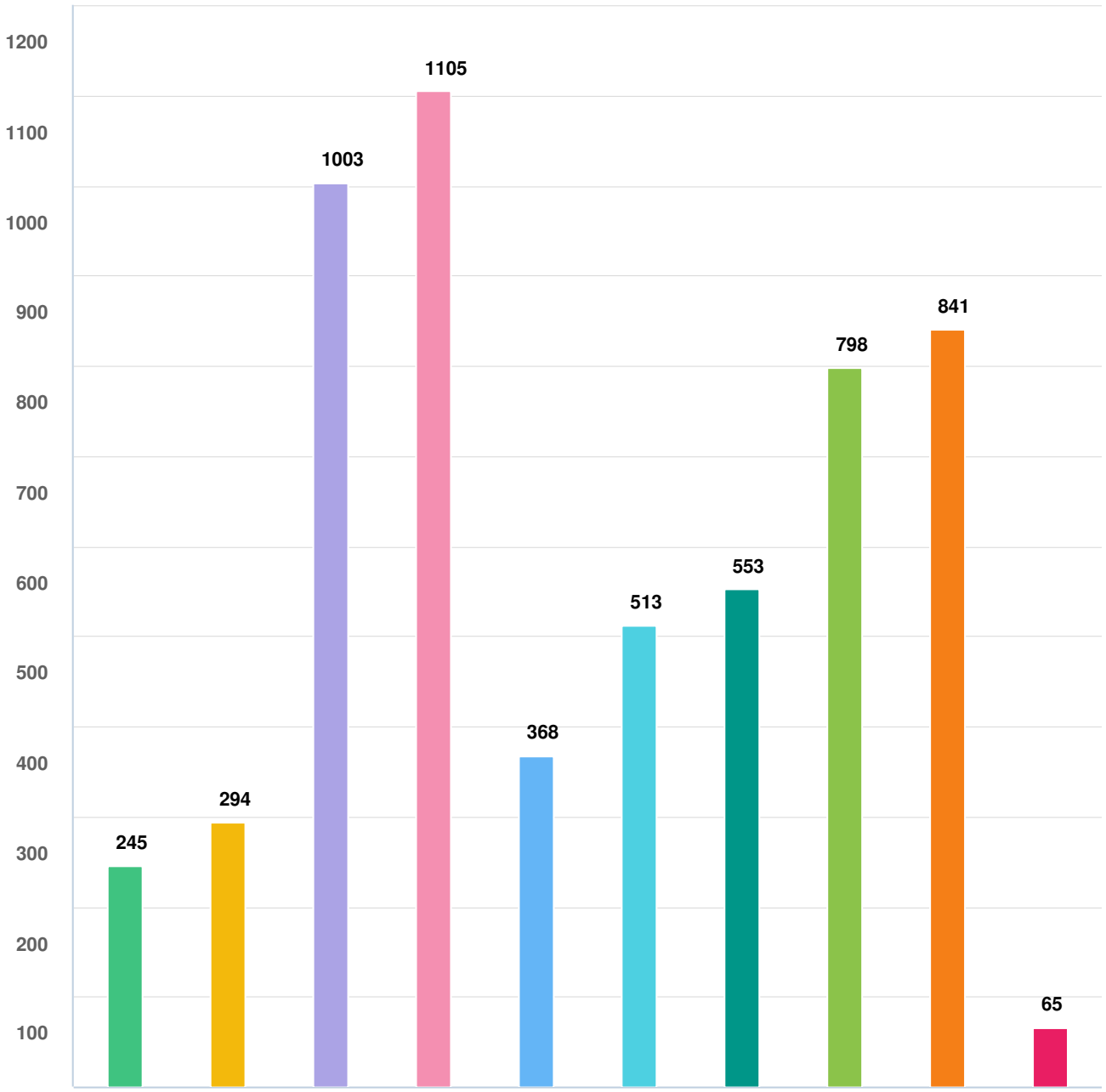


Question options

- Tree planting initiatives and urban forest management programs
- Solar covered parking at public buildings and businesses
- Conservation and preservation of natural areas and open space
- Preparation of the workforce for climate risks at work sites
- Community programs that educate and encourage checking on neighbors
- Use of alternative asphalt types and paving materials to absorb less heat
- Use of permeable paving and rain gardens
- Use of “cool roofs” that reflect sunlight and absorb less heat
- Cooling stations at public spaces during extreme heat events
- Other (please specify)

Optional question (2195 response(s), 26 skipped)
Question type: Checkbox Question

Which air quality improvement actions are you currently taking or are you willing to start doing?

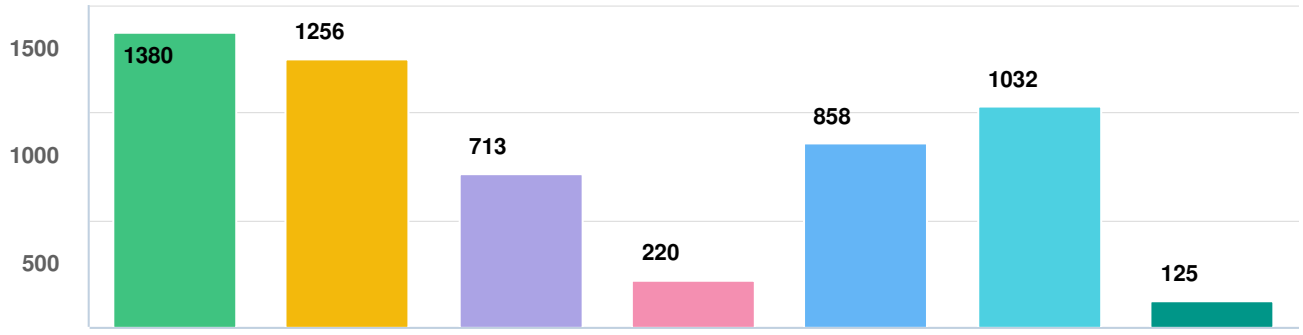


Question options

- Take a bus, carpool or work-from-home on high-pollution advisory days
- Walk or ride your bike to work
- Teleworking/work-from-home policies
- Plant more trees
- Replace or eliminate wood burning fireplaces and firepits
- Electric vehicle for personal or business use
- Use electric lawn equipment and reduce the use of leaf blowers
- Support restrictions of individual firework displays
- Drive smarter by accelerating and stopping gradually, combining errands, and limiting idling
- Other (please specify)

Optional question (2188 response(s), 33 skipped)
Question type: Checkbox Question

I would be more likely to participate in climate solution activities if:

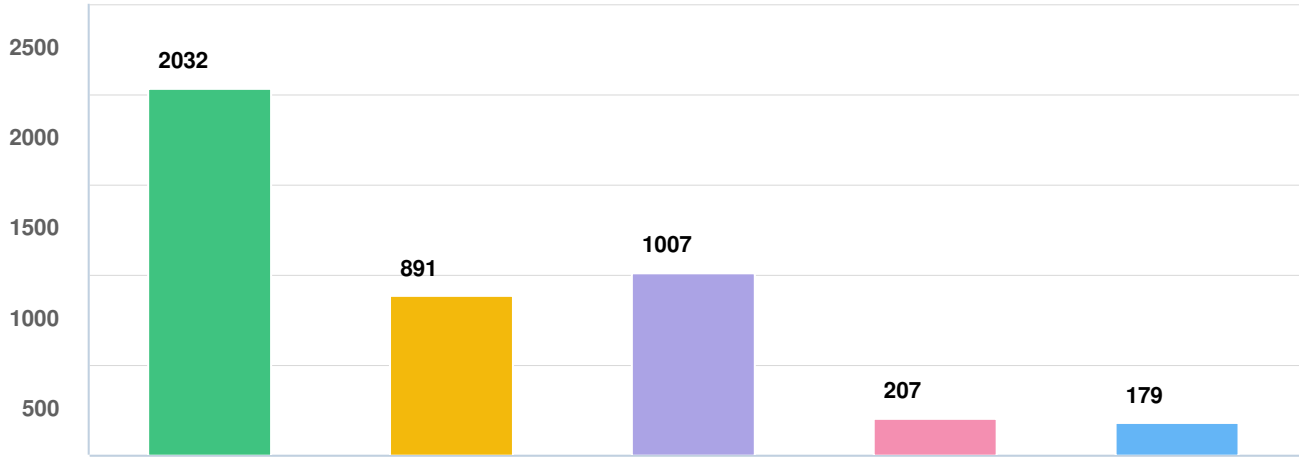


Question options

- They saved me money
- There was a tax break, incentive, or rebate
- If I better understood how I could help and how my actions make an impact
- The activities were something my friends, co-workers, or family members did
- They took place in my own neighborhood
- I knew that the City of Mesa was also taking action
- Other (please specify)

Optional question (2176 response(s), 45 skipped)
Question type: Checkbox Question

Select which of these describe you.



Question options

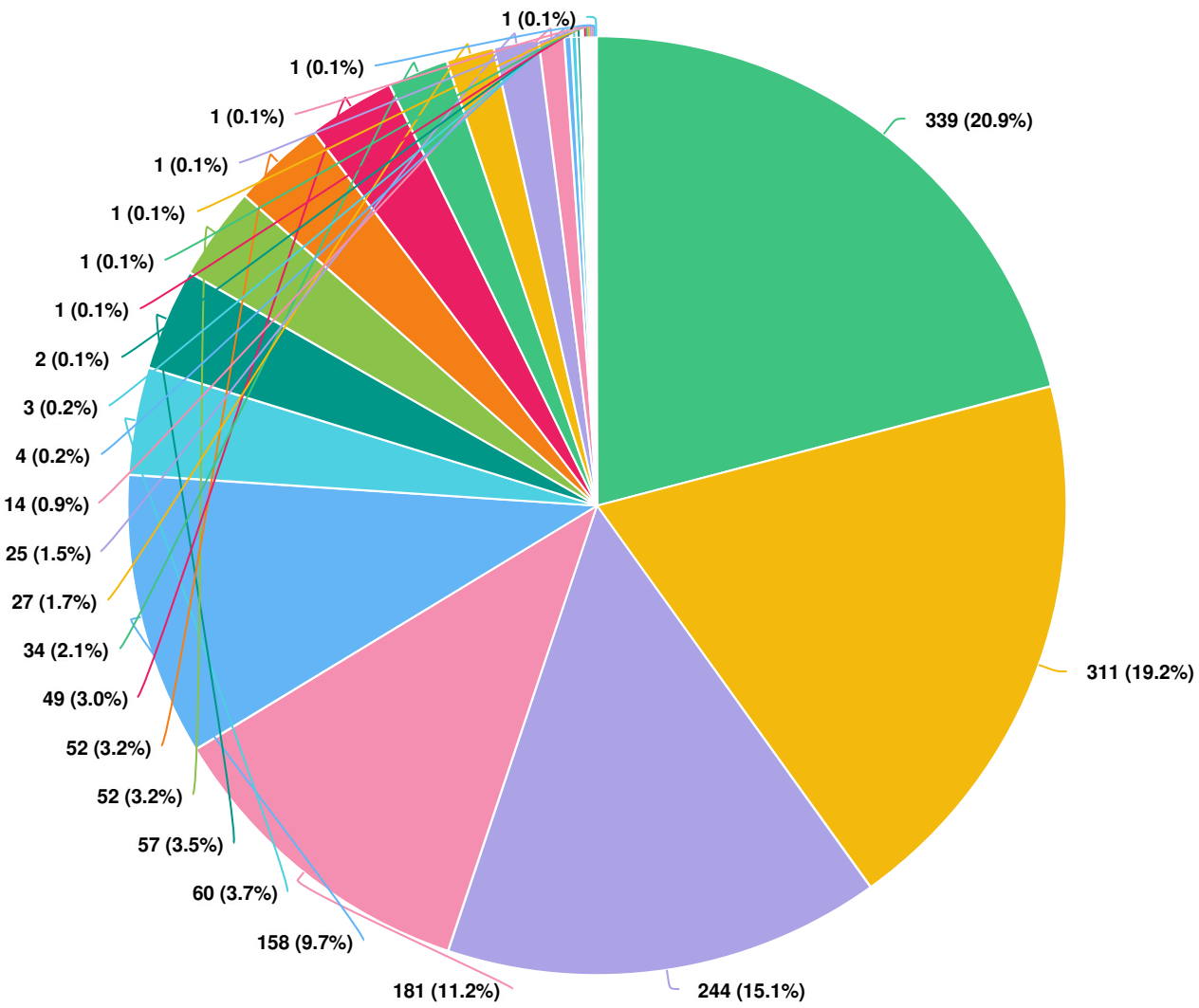
- Live in Mesa
- Work in Mesa
- Play in Mesa
- Study in Mesa
- Own a business in Mesa

Optional question (2207 response(s), 14 skipped)
Question type: Checkbox Question

How important to you are the following individual and community benefits provided by the implementation of climate solutions?

Optional question (2202 response(s), 19 skipped)
Question type: Likert Question

Enter the Zip code that you live or mostly frequently visit in Mesa.

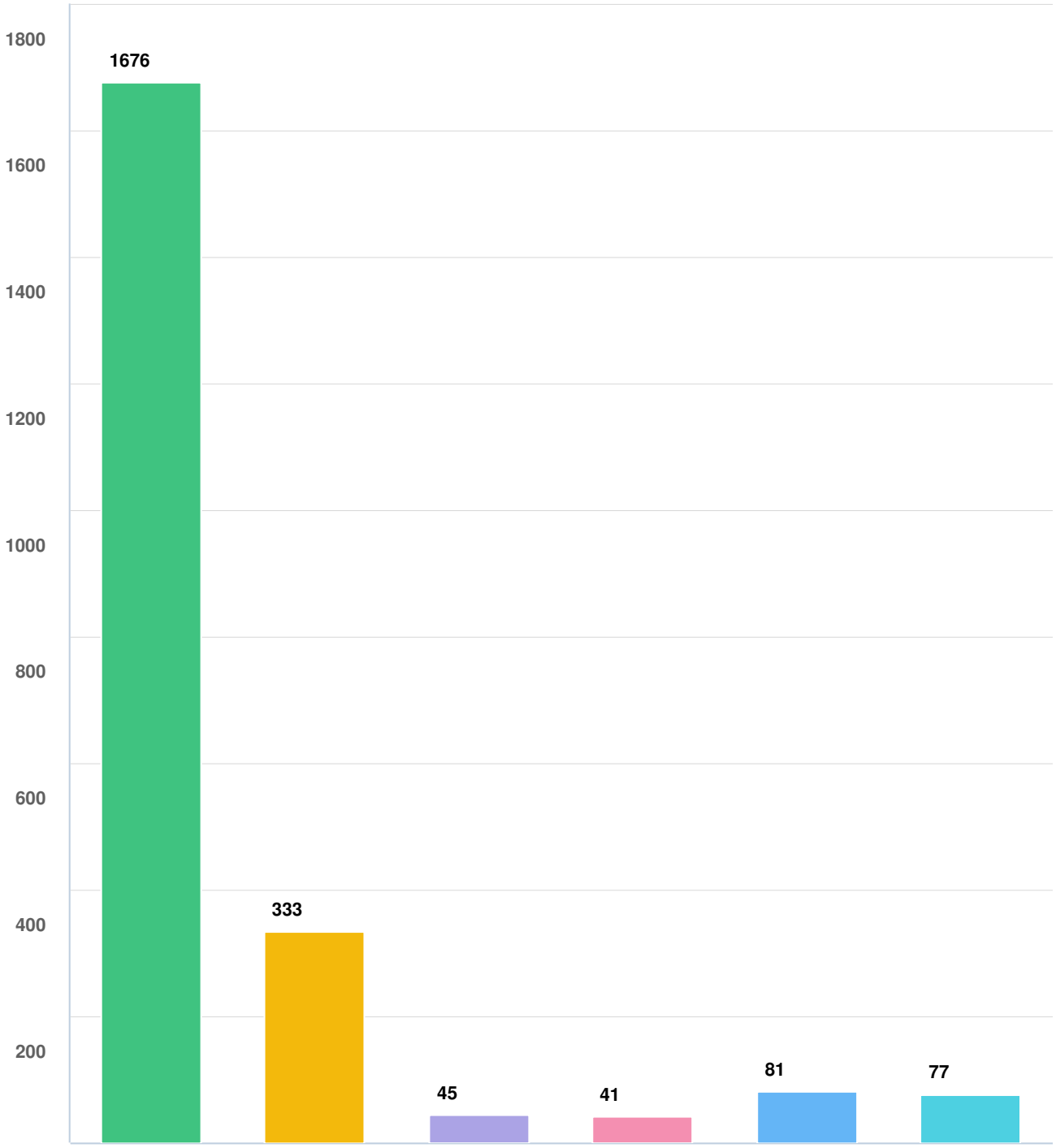


Question options

Mesa, AZ 85204 | Mesa, AZ 85201 | Mesa, AZ 85202 | Mesa, AZ 85210 | Mesa, AZ 85212
Mesa, AZ 85207 | Mesa, AZ 85209 | Mesa, AZ 85213 | Mesa, AZ 85203 | Mesa, AZ 85205
Mesa, AZ 85206 | Mesa, AZ 85208 | Mesa, AZ 85215 | Mesa, AZ 85211 | skipped
Queen Creek, AZ 85140 | Chandler, AZ 85224 | Gilbert, AZ 85234 | Tempe, AZ 85282 | Gilbert, AZ 85296
Gilbert, AZ 85298 | Queen Creek, AZ 85143 | Gilbert, AZ 85233 | Tempe, AZ 85283
Gold Canyon, AZ 85218 | Chandler, AZ 85249

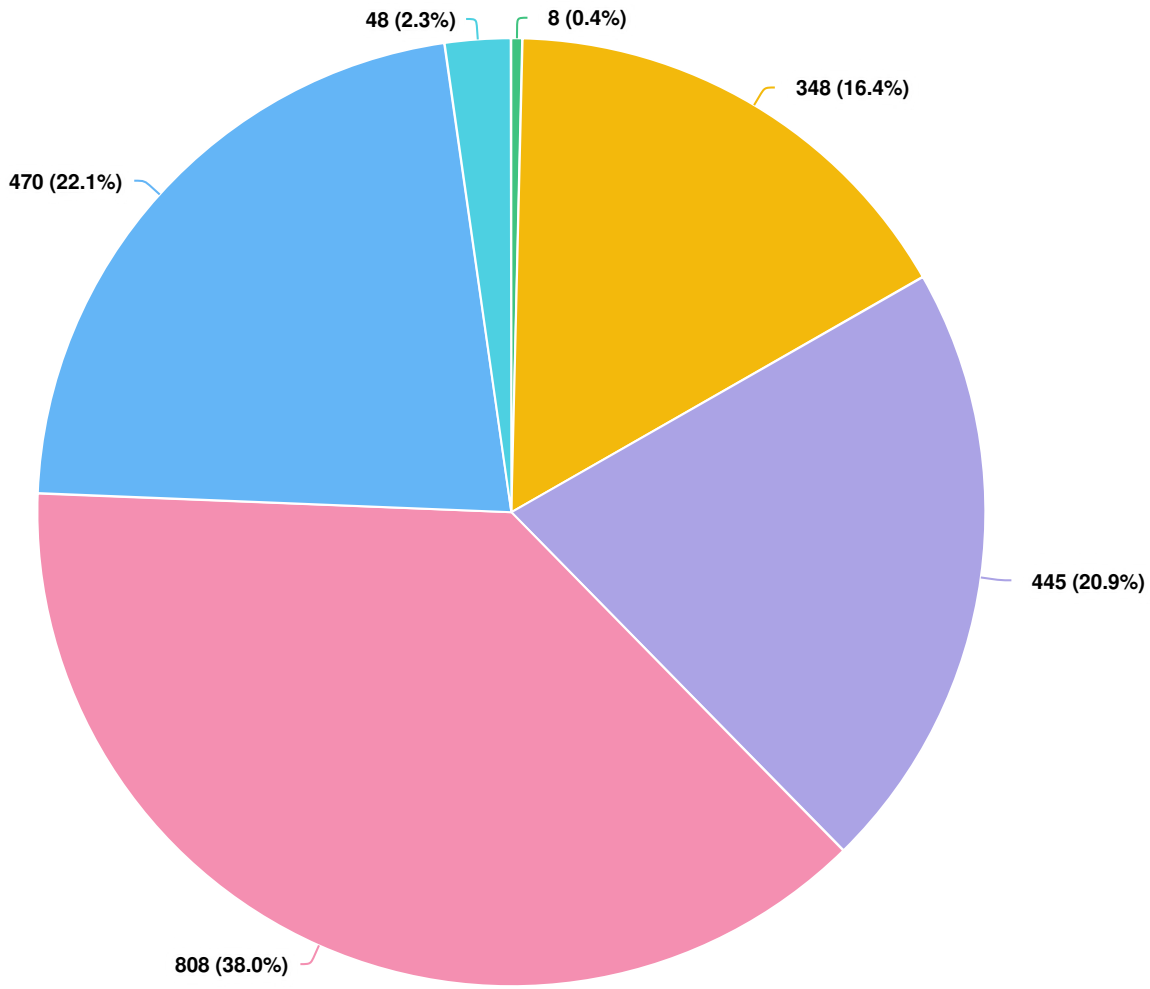
Optional question (1617 response(s), 604 skipped)
Question type: Region Question

What is your ethnicity?



Optional question (2145 response(s), 76 skipped)
Question type: Checkbox Question

What is your age?



Question options

Under 18 | 18-34 years | 35-44 years | 45-64 years | 65+ years | I prefer not to answer

Optional question (2127 response(s), 94 skipped)
Question type: Dropdown Question

Appendix D: Final Survey Responses Report

Mesa Climate Action Plan: Community Engagement Strategies	
Newsletters	• COM Email Blast - Targeted Zip Codes • Community Engagement eNewsletter • Economic Development Small Business eNewsletter • Green Living Magazine email blast • Library eNewsletter • Living Green Events eNewletter • OpenLine eNewsletter • Parks eNewsletter • Watering Reminder eNewsletter
Virtual Promotions	• Climate Action Plan Webpage • COM My Utility Portal • COM Social Media Accounts • COM Social Mesa Accounts for Councilmembers • COM Website Homescreen Banner • Community Webpages for neighborhoods: Dobson Ranch, Eastmark • Footprint for Future Mesa Website • Inside Mesa Webpage to City Employees • Sustainability Webpage
Digital Media	• COM Facebook • COM Facebook - Paid Ads (Targeted Audience) • COM Facebook en Espanol • COM Facebook en Espanol - Paid Ads (Targeted Audience) • COM Instagram Story (Contact Delia) • COM Twitter • Digital Billboards Around Mesa • Living Green Mesa Twitter • Mayor Facebook & Twitter • Mesa City Plaza TV in Lobby (web banner) • Mesa Public Schools Peach Jar – Paid Post (Flyer) • Next Door – 'Let's Get Quizzical' feature • Next Door - Posts (general messaging) • Other Councilmember Facebook & Twitter • Social Posts for Dobson Ranch Community (Nancy Roggio) • Social Posts for Eastmark Community (Stephanie Madden)
	"COM" Refers to City of Mesa

Mesa Climate Action Plan: Community Engagement Strategies	
Print Media	• Green Living Magazine Ad • Mesa Tribune Ads • Spoke Life Magazine Ad • Utility Paper Bill Text Message
Press Release	• Mesa Now Press Release
Specialty Groups	• Asian Chamber of Commerce • Downtown Mesa Association • East Valley Hispanic Chamber • East Valley NAACP • LISC • Local First Arizona • Mayor's Youth Committee • Mesa Association of Hispanic Citizens • Mesa Chamber of Commerce • Mesa Hispanic Network • RAIL Mesa
A-Frame Boards	• Arizona Museum of Natural History • IDEA Museum • Mesa Arts Center
Events	• Asian Festival • Celebrate Mesa • Human Relations Advisory Board Meeting
"COM" Refers to City of Mesa	

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