

Ashland Survey on Climate and Energy

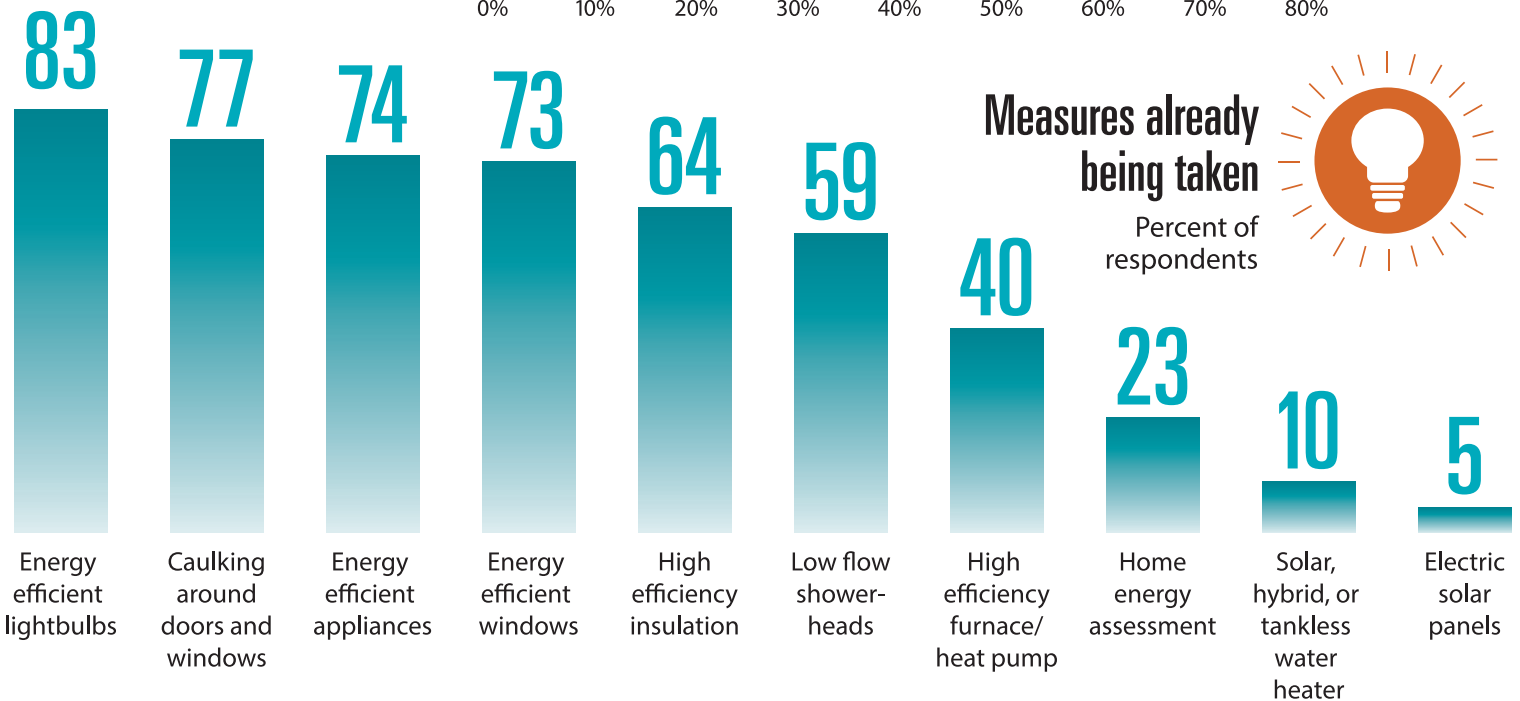
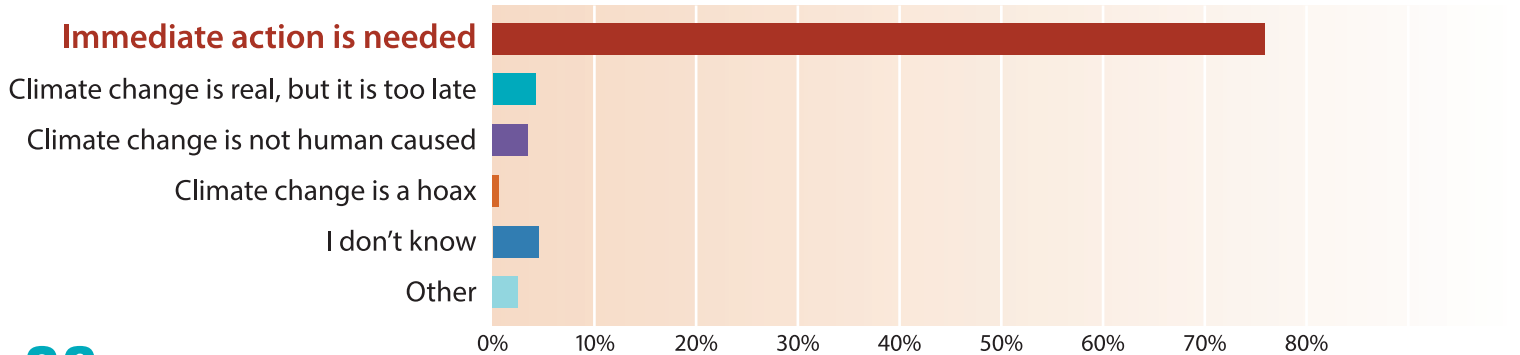
This summer, you may have received a survey in the mail about your attitudes and actions related to energy and climate change. Southern Oregon University Research Center (SOURCE) and the Geos Institute mailed surveys to 2,000 randomly selected residences in Ashland. We had an incredible response, with 1049 valid surveys returned.

What did we hear?

We heard loud and clear that a majority of respondents understand that climate change is a threat that needs immediate action. We also heard that many residents are already saving energy in their homes and daily lives, but they often hit barriers that keep them from doing more. Renters, for instance, have limited options for energy upgrades compared to homeowners. And many people find alternative transportation to be too inconvenient to meet their needs. Respondents expressed interest in having the city provide more support for weatherization, alternative transportation and renewable energy.

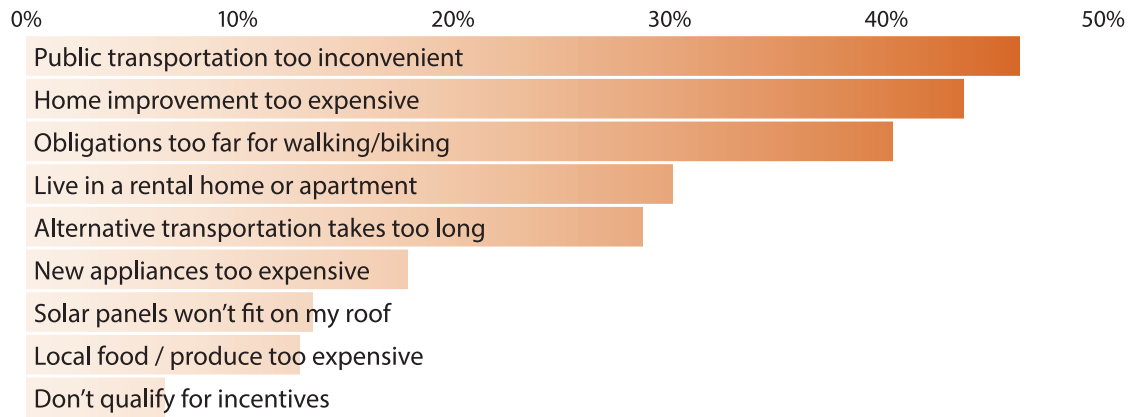


Respondents' views on climate change

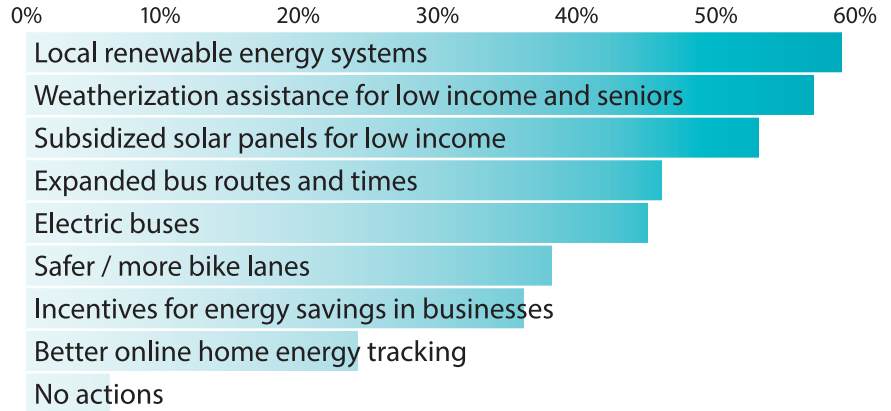


Barriers to conservation and renewable energy

Percent of respondents



The City of Ashland already does a lot to support conservation and renewable energy. When asked what additional actions residents would like the City to take, respondents said they would like the city to invest in:



A majority of survey respondents support aggressive action on climate change!

Cities around the nation are setting greenhouse gas emissions targets and taking action on climate change. How aggressive should Ashland be compared to others? We asked residents this question, and this is what we heard.

