

# Lane County Climate Action Plan Survey - Key Takeaways

Updated: 10/20/2020

## Key Takeaways

### Distribution

- The survey was distributed through the Lane County website, various email lists, a press release, social media, partner organizations and in-person outreach to three food banks in rural areas of the County.
- The survey received 901 responses, 711 from the online survey and 190 from in-person outreach with paper surveys.

### Education and Engagement

- Respondents noted that they are interested in learning more about climate change, specifically about the impacts of climate change on Lane County and ways individuals and the County can take actions to mitigate and adapt to climate change. They were significantly less interested in learning about the causes of climate change.
- Respondents indicated that they preferred to learn about climate change and the Climate Action Plan and provide feedback on that plan through digital resources. They were specifically interested in learning through a website, email updates, and social media updates and providing feedback through online surveys. These preferences were generally consistent across age groups.
- In order to make it easy for people to engage in the process of developing the plan, respondents suggested that the County embrace online education and engagement methods, provide a variety of ways for people to engage, provide flexibility in and ample notice of engagement opportunities, and make sure all communications and engagement materials are written in clear and accessible language.

### Priorities

- Respondents were provided with multiple categories and asked where Lane County should focus its climate action efforts. They generally thought all the categories listed were important except “infrastructure retrofits.” The other categories (listed from most frequently chosen to least) were:
  - Economic Development for Agriculture, Forestry, and Fisheries
  - Stuff We Buy and Use
  - Buildings and Energy
  - Transportation
  - Emergency Response and Public Health
- Respondents thought that Lane County should primarily focus on using a combination of adjusting regulations and incentives to encourage climate action. Other suggested methods of

climate action (including voluntary actions, creating new regulations, removing barriers to climate action, and giving financial incentives) were significantly less popular.

- Respondents were given five benefits that could come from the actions in the Climate Action Plan that are not strictly related to climate adaptation or mitigation and asked to rank their importance. Collectively, they ranked them as follows (from most important to least important)
  1. Natural resource conservation
  2. Public health
  3. Equity
  4. Regional economic development
  5. Cost savings

## Demographics

- Geography: The majority of respondents came from the Eugene/Springfield Metropolitan Area. The second most came from the Western region of the County (partially because in-person outreach in Florence, Oregon, received many responses).
- Age: 31% of respondents are 44 or younger, 65% are 45 or older, 3% preferred not to say, and 1% did not respond to the question.
- Home ownership: About two thirds of respondents owned their home while less than one third of respondents rent their homes.
- Gender: About two-thirds of respondents identified as female and just under a third of respondents identified as male. Other options including trans male, trans female, gender non-confirming, non-binary, prefer not to answer, and prefer to self-describe comprised the remaining responses.
- Race: The racial breakdown of survey respondents was as follows:

Black/African American	0.8%
American Indian/Alaska Native	2.5%
Asian	1.5%
Hispanic/Latino	3.4%
Middle Eastern/North African	0.2%
Native Hawaiian or other Pacific Islander	0.4%
White	74.6%
Prefer to self-describe	6.2%
Prefer not to answer	10.3%