

Resident Energy Survey – Analysis and Results

July 2019

Introduction

In order to gauge community interest in sustainability, the Sustainability Committee decided to design and distribute a community survey in December 2018. Regardless of the direction of the survey, the group agreed that the main goals in releasing a survey would be to validate and affirm community values, generate awareness for sustainability projects in the City, and educate residents on the urgency of issues related to climate change. While a variety of topics were discussed (general sustainability, water usage, transportation, energy, solid waste) the Committee agreed that the survey ought to zero-in on parallel initiatives being pursued by the group and City – namely, the Clean Energy Resolution (passed in March 2019).

Research Question

In recognizing a central, ambitious goal of the resolution – to satisfy 100% of residential and business energy demands via renewable energy by 2050, the Committee decided to narrow the scope of the survey to assess the current investment and potential interest in renewable energy and energy efficiency projects or campaigns by the Committee and City more broadly.

Methods

The survey was primarily distributed online, specifically on Facebook to Sustainable Monona’s page, on the City Website, Nextdoor page, and City of Monona Twitter. Multiple Committee members also distributed the survey in person by handing out QR code links to the survey. Physical copies of the survey were made available at City Hall, the Public Library, and Community Center. The survey was open from February 27, 2019 – June 17, 2019.

Results & Analysis

In total, the survey garnered 314 responses, however 10 responses were deleted due to incomplete responses (did not answer any question outside of the demographic questions), bringing the total number of responses included in this analysis to 304. Due to the fact that all questions were optional, some individuals chose not to respond to questions throughout the survey. Some questions will therefore have a response number less than 304.

The survey was designed to ask respondents about their previous or current investment in renewable energy and energy efficiency, as well as their interest in participating in future programs. Because of this, the analysis of the survey groups responses according to the question at hand, and can be found in the Appendix.

- Demographic Data
- Priority of Energy Issues

- Current Investments
 - Describing the Lack of Current Investment
- Potential Interest

Summary Results & Analysis

As expected, almost all survey participants live in the city of Monona (99%), many for over 10 years (53%).

Primarily, respondents lived in houses (89%) that they owned (88%) as opposed to a rental.

When asked on the priority of energy efficiency, renewable energy, and the City’s role in pursuing the two, respondents were overwhelmingly supported these initiatives. Over 50% responded that they considered each of these issues a high priority.

More residents reported having invested in energy efficiency projects compared to renewable energy projects.

Many respondents were concerned about the cost of energy efficiency and renewable energy upgrades to their homes; 53% reported this for energy efficiency, and 65% for renewable energy. Uncertainty over future cost savings were also an issue, and to a lesser extent, questions about having enough information on particular upgrades or projects.

The majority of those interested in pursuing a renewable energy project, the vast majority of residents responded that they would prefer rooftop solar (93%) or purchasing green power for their home (38%). Less were interested in options or projects located in a place other than their home, such as shared solar, or community advocacy.

Appendix

Demographic Data

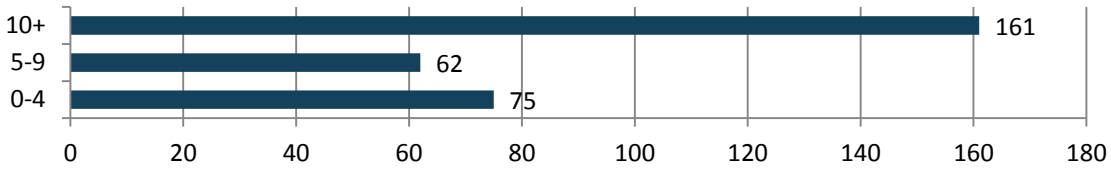
| Question 2 | Are you a resident of the City of Monona? | | |
|------------|---|-----|-----|
| | Yes | 296 | 99% |
| | No | 4 | 1% |

Responses: 300

| Question 3 | How many years have you lived in Monona? | | |
|------------|--|-----|-----|
| | 0-4 | 75 | 26% |
| | 5-9 | 62 | 21% |
| | 10+ | 161 | 53% |

Responses: 298

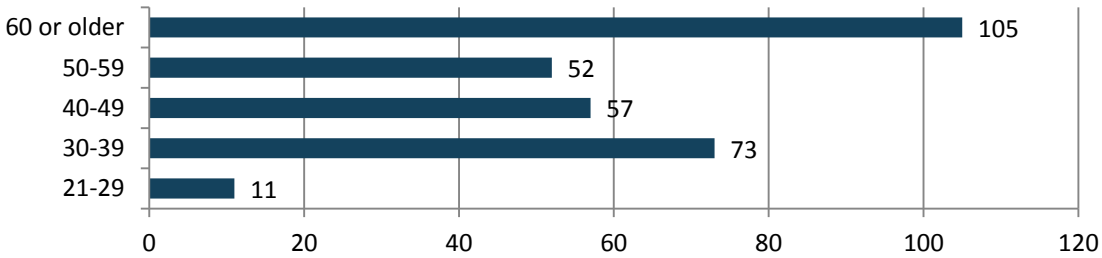
Years Lived in Monona



| Question 4 | | Age | |
|------------|-------------|-----|-----|
| | 21-29 | 11 | 4% |
| | 30-39 | 73 | 24% |
| | 40-49 | 57 | 19% |
| | 50-59 | 52 | 17% |
| | 60 or older | 105 | 35% |

Responses: 298

Age



| Question 5 | | Which best describes your residence? | |
|------------|-----------|--------------------------------------|-----|
| | House | 270 | 93% |
| | Apartment | 16 | 5% |
| | Other | 4 | 1% |

Responses: 290

| Question 6 | | Do you rent or own your place of residence? | |
|------------|------|---|-----|
| | Rent | 31 | 10% |
| | Own | 271 | 88% |

Responses: 302

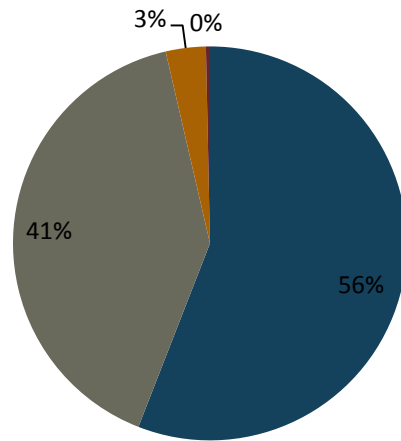
Priority of Energy Issues

| Question 7 | | How much of a priority is using less energy (energy efficiency)? | |
|------------|------------------------|--|-----|
| | High priority | 170 | 56% |
| | Somewhat of a priority | 123 | 40% |
| | Low priority | 10 | 3% |
| | Not a priority | 1 | 0% |

Responses: 304

How Important is Energy Efficiency?

■ High priority ■ Somewhat of a priority ■ Low priority ■ Not a priority

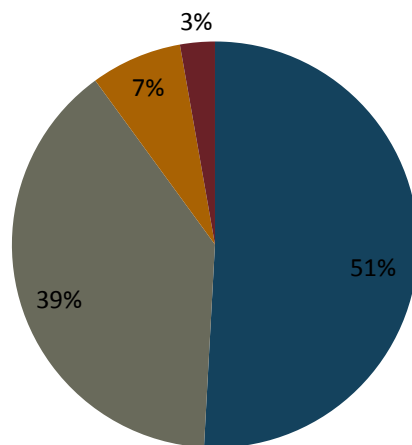


| Question 12 | How much of a priority is moving towards using more renewable energy? | | |
|-------------|---|-----|-----|
| | High priority | 147 | 48% |
| | Somewhat of a priority | 113 | 37% |
| | Low priority | 21 | 7% |
| | Not a priority | 8 | 3% |

Responses: 289

How Important is Renewable Energy?

■ High priority ■ Somewhat of a priority ■ Low priority ■ Not a priority

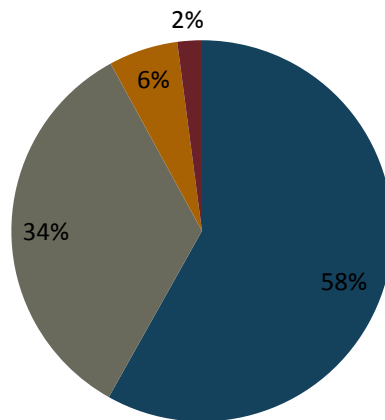


| Question 15 How much of a priority should investments in energy efficiency and renewable energy projects be for operating the City of Monona? | | | |
|---|------------------------|-----|-----|
| | High priority | 168 | 55% |
| | Somewhat of a priority | 98 | 32% |
| | Low priority | 17 | 6% |
| | Not a priority | 6 | 2% |

Responses: 289

Should Energy Efficiency / Renewable Energy be a Priority for the City of Monona?

■ High priority ■ Somewhat of a priority ■ Low priority ■ Not a priority



Current Investments

| Question 8 What investments have you made to reduce the use of energy or improve energy efficiency? Select all that apply. | | |
|--|-----|-----|
| CFL or LED lighting | 270 | 89% |
| Smart metering system or energy management software | 22 | 7% |
| Light switches detecting room occupancy, motion, or daylight to turn on/off | 32 | 11% |
| Smart thermostat or HVAC system with programmable controls | 193 | 63% |
| Energy Star rated equipment and/or appliances | 231 | 76% |
| Windows or door retrofit or replacement | 161 | 53% |
| Window treatments or exterior shading devices | 117 | 38% |
| Increased wall, attic, or roofing insulation | 145 | 48% |
| Sealing of attic floors, basement sills, or ducts | 82 | 27% |
| Residential renovation to increase the volume of natural light | 47 | 15% |
| Residential energy audit | 68 | 22% |
| None of the above | 10 | 3% |
| Other | 19 | 6% |

Responses: 304

Question 13 What investments have already been made to your residence to employ or

| increase the use of renewable or alternative energies? Select all that apply. | | |
|---|-----|-----|
| Solar power for overall electrical needs | 4 | 1% |
| Solar lighting | 12 | 4% |
| Solar hot water generation | 0 | 0% |
| Wind power | 1 | 0% |
| Geothermal heating and cooling | 4 | 1% |
| Purchase of alternatives like solar and/or wind through my utility company | 68 | 24% |
| None of the above | 186 | 65% |
| Don't know | 13 | 5% |
| Other | 10 | 4% |

Responses: 285

| Question 10 What strategies have you employed to reduce your use of energy for transportation? Select all that apply. | | |
|---|-----|-----|
| Use of public transit | 38 | 13% |
| Ride sharing or car pools to get to work or more regular commitments | 44 | 15% |
| Purchase of smaller or more fuel-efficient vehicle(s) | 134 | 44% |
| Purchase of electric vehicle(s) | 23 | 8% |
| Frequently ride a bicycle to work, do errands or visit friends | 83 | 27% |
| Frequently walk or run to work, do errands or visit friends | 67 | 22% |
| None of the above | 81 | 27% |
| Other | 19 | 6% |

Responses: 303

Describing the Lack of Current Investment

| Question 9 If you have struggled to make significant changes to your energy consumption, which of the following represents a reason why? Select all that apply. | | |
|---|-----|-----|
| I don't own my residence so have little to no control over upgrades | 24 | 8% |
| Upfront cost | 157 | 53% |
| Unsure about future cost savings | 69 | 23% |
| Not enough information on energy efficiency technologies | 39 | 13% |
| My home or lifestyle does not support them | 14 | 5% |
| Not applicable | 51 | 17% |
| Don't know | 21 | 7% |
| Other | 21 | 7% |

Responses: 299

| Question 14 If you have not invested in any renewable or alternative energy, which of the following represents a reason why? Select all that apply. | | |
|---|-----|-----|
| Upfront cost | 188 | 65% |
| Unsure about future cost savings | 91 | 32% |
| Not enough information on renewable energy technologies | 68 | 24% |
| My home or lifestyle does not support them | 21 | 7% |
| Not interested in renewable energy | 6 | 2% |
| Not applicable | 16 | 6% |

| | | |
|------------|----|-----|
| Don't know | 26 | 9% |
| Other | 32 | 11% |

Responses: 288

Potential Interest

| If you were to participate in advancing the residential use of renewable energy in Monona, which options appeal most to you? Please select your top three choices. | | |
|--|---|---------|
| Question 16 | Installing solar panels on my individual home | 117 40% |
| | Participation in a residential group purchase of rooftop solar | 137 47% |
| | Purchasing green power (wind and solar) | 104 36% |
| | Enrollment in new shared solar projects | 56 19% |
| | Subscribing in a community solar garden or farm | 64 22% |
| | Investment in solar bonds via a co-operative | 54 19% |
| | Joining a community campaign to advocate for renewable energy | 39 13% |
| | Joining a community campaign to advocate for solar leasing in Wisconsin | 25 9% |
| | I am not interested in any of the above | 32 11% |
| | Unsure | 61 21% |

Responses: 290

Analysis

| Question 16A | Assessed Level of Interest | | |
|--------------|----------------------------|-----|-----|
| | Interested | 272 | 94% |
| | Not Interested | 32 | 11% |

Responses: 290

| Question 16B Level of Interest, from those Interested | | |
|---|---|---------|
| | Installing solar panels on my individual home | 117 43% |
| | Participation in a residential group purchase of rooftop solar | 137 50% |
| | Purchasing green power (wind and solar) | 104 38% |
| | Enrollment in new shared solar projects | 56 21% |
| | Subscribing in a community solar garden or farm | 64 24% |
| | Investment in solar bonds via a co-operative | 54 20% |
| | Joining a community campaign to advocate for renewable energy | 39 14% |
| | Joining a community campaign to advocate for solar leasing in Wisconsin | 25 9% |

Responses: 272

Level of Interest in Expanding Renewable Energy

