

**CITY OF SEBASTOPOL
CLIMATE ACTION COMMITTEE
WORKING GROUP AGENDA ITEM**

Meeting January 11, 2023

To: Climate Action Committee

From: Energy Working Group

Subject: Electrification Survey

Recommendation: That the Climate Action Committee review and discuss the updated electrification survey and a postcard sized promotional piece. The Committee recommends that the survey goes live in mid-February and runs through the end of April, and that the results will be compiled with assistance of volunteers.

Funding:

Funding Needs: Not Determined (TBD by staff)

Funding Source(s): Existing budget for Planning Department

GOALS:

We will measure public awareness and interest in the new highly efficient electric appliances. The survey will also help capture the awareness of the available electrification incentives and the barriers to installation.

The electrification survey will help the Climate Action Committee make informed recommendations to the city as to how to increase residential electrification. With the results of the survey, we will be able to target our education efforts and design programs to help residents in their electrification efforts.

The following Goals of the Sebastopol General Plan are potentially supported by getting the results of this survey.

COS1: Make Proactive, Forward-Thinking Environmental Protection and Resource Management the Cornerstone of Sebastopol's Identity

COS7: Improve Air Quality in Sebastopol and Reduce Air Quality Impacts from Future Development

COS8: Reduce Emissions of Greenhouse Gasses from City Operations and Community Sources

COS9: Promote Conservation of Energy and Other Natural Resources

The following Goals of the Sebastopol Climate Action Framework are potentially supported by getting the results of this survey:

BE1. Reduce GHG emissions from buildings and support better community health by electrifying existing structures.

BE2. Support low-income residents, renters, and others who face barriers to electrification or energy efficiency upgrades.

BACKGROUND/DISCUSSION:

At the meeting on September 14, 2022, the Climate Action Committee recommended that the City of Sebastopol issue a public electrification survey that explores residents' views and understanding about electrification options.

PUBLIC COMMENT:

As of the writing of this staff report, the City has not received any public comment. However, staff anticipates receiving public comment from interested parties following the publication and distribution of this staff report. Such comments will be provided to the City Council as supplemental materials before or at the meeting. In addition, public comments may be offered during the public comment portion of the agenda item.

PUBLIC NOTICE:

This item was noticed in accordance with the Ralph M. Brown Act and was available for public viewing and review at least 72 hours prior to the scheduled meeting date.

FUNDING NEEDS:

To be determined, dependent on staff time positing the survey and posting the results.

ATTACHMENT(S):

- Sebastopol Electrification Survey
- Draft postcard



Sebastopol Electrification Survey

The City of Sebastopol Climate Action Committee is conducting a survey to learn more about residents' views and needs related to switching from natural gas to electricity in their homes. We are pursuing this with the intention of reducing greenhouse gases and improving air quality. Your input will help guide the City's efforts on this issue.

If you have any questions or issues with the survey, please contact ClimateActionCommittee@cityofsebastopol.org. You can learn more about the Climate Action Committee on the [City website](#).



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Are you aware that highly efficient electric heat pump options are available for water heating and space heating/cooling?

- Yes
- No

Are you aware of highly efficient induction cook top stoves?

- Yes
- No

Are you aware that rebates and incentives are available for these energy efficient products?

- Yes
- No

Have you been considering any changes in your home to shift from natural gas to electricity?

- Yes
- No

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Sebastopol Electrification Survey



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If so, what kind of obstacles have you encountered? Check all that apply.

- It's too confusing.
- It's too expensive.
- I don't own the building.
- I may not have enough electric power going to my home.
- I may not have enough electric power going to the appliance I want to replace.
- I can't find a contractor.
- I don't like the electric options.
- Other: _____

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Sebastopol Electrification Survey



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If you have not been considering changes, why not?

- I don't know enough about it.
- It's too expensive.
- I don't like the electric options.
- I have concerns about power outages.
- I might consider making the change when my appliances have to be replaced.
- I have already electrified my biggest energy consuming appliances.
- Other: _____

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Would you be interested in participating if there were an assistance program to help homeowners and tenants navigate the process of shifting from gas to electric in their homes?

- Yes
- No
- Maybe

What kind of assistance would be the most helpful to you?

- Financial assistance
- Technical/logistical assistance
- Educational assistance
- Installer referral
- Program referral
- Other: _____

Are you considering adding or replacing any of the following within the next five years?

- Water heater
- Space heater/furnace
- Air conditioner
- Stove/oven
- Clothes dryer
- Rooftop solar
- Battery storage
- Other: _____

Do you rent or own your home?

- Rent
- Own

Where do you live?

- Within Sebastopol City limits
- Sebastopol Unincorporated (within 95472 zip code but outside City limits)
- Other: _____

If you would like to get the results of the survey sent to you, or would like to receive more information on electrification, please enter your email address.

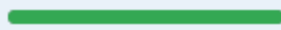
Your answer _____

Do you have any additional comments that you would like to share on the topic of electrification?

Your answer _____

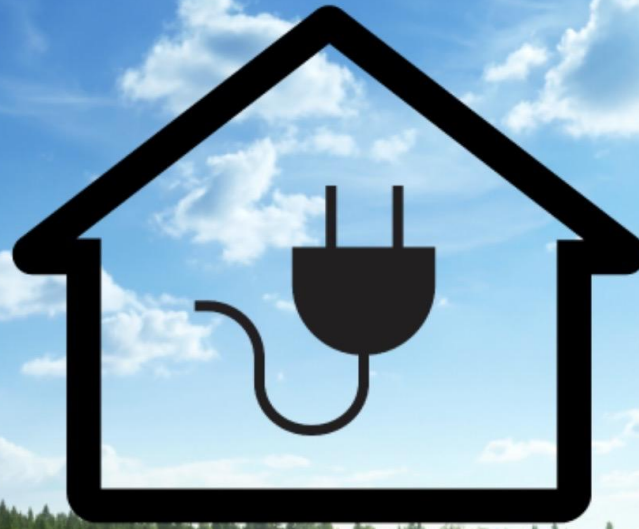
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Electrify Sebastopol

Photo: Electrify Now

The City of Sebastopol wants to hear from you!

Switching our energy use in buildings from natural gas to electricity is a major part of helping us meet our climate goals. Money is available now to help us do this.

Gas appliances contribute to poor indoor air quality. When those appliances need to be replaced, it is a good opportunity to make the transition to cleaner electric power.

[Link here for Survey](#)



Help us reach our climate goals by filling out a short survey on electrifying our homes.