

FINAL

Fort Collins Climate Action Plan Survey Report

July 25, 2017

PRR

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Purpose and Methods

Purpose

- The City of Fort Collins conducted this survey to help inform the development of a communications and engagement plan that will help advance the goals of the Climate Action Plan, which was adopted by the City Council in 2015.
- In addition, the survey sought to get feedback from residents on potential messaging elements related to the Climate Action Plan campaign.
- Survey topics included:
 - Awareness of the Climate Action Plan
 - Support for the Climate Action Plan
 - Likelihood to behave in ways that are in accordance with the goals of the Climate Action Plan
 - Preferences for campaign names, logo, and taglines
 - Current environmentally friendly behaviors
 - Respondent demographics

Methods

PRR conducted the survey from June 5 through June 26, 2017, using the following methods:

- Wrote the survey questions with input from City of Fort Collins staff.
- Used the Precision Sample online panel targeted to panel members living in Fort Collins. Based on the demographics of these respondents (see page 4), this sample is considered to be representative of the Fort Collins adult population.
 - A total of 231 people completed the questionnaire.
- Another group of people was also invited to participate in the survey. Email addresses for this group of approximately 400 people was supplied by the City of Fort Collins. The data from this second group of people was not combined with the data from the Precision Sample online panel. But comparisons between the two groups of participant appear in **green** boxes throughout the report.
 - A total of 286 people completed this questionnaire.
- The completed survey data was downloaded into SPSS for in-depth analysis including descriptive and inferential statistics.
- The sample of respondents was skewed toward female respondents (69% female, 31% male). Consequently, the data was weighted by gender to adjust for this.
- All reported relationships are statistically significant at the 95% confidence level.
- Percentages may add up to more than 100 due to rounding or because the question allowed for multiple responses.

Respondent Demographics (weighted by gender)

Gender

- Male – 50%
- Female – 50%

Age

- 18 to 34 – 36%
- 35 to 54 – 30%
- 55 or older – 34%

Ethnicity

- Hispanic – 10%

Race

- White/Caucasian – 90%
- Asian – 3%
- Black/African American – 2%
- American Indian or Alaska Native – 1%
- Multiple Races or Other – 4%

Children under 18 in Household

- No children - 71%
- Yes, children – 29%

Employment status

- Working full-time for pay – 47%
- Working part-time for pay – 16%
- Unemployed, looking for paid work – 10%
- Unemployed, not looking for paid work – 6%
- Fully retired – 20%

Work inside the boundaries of Fort Collins

- Yes, outside the home -- 63%
- Yes, from home – 13%
- No, working outside of Fort Collins – 24%

Education

- Less than high school – 3%
- High school, some vocational education – 11%
- Some college – 27%
- College – 32%
- Post graduate degree or study – 28%

Student Status

- Not a college student – 86%
- Full or part-time student at a college or university in Fort Collins – 14%
 - Attend Colorado State University – 11%
 - Attend Front Range Comm College – 2%
 - Attend another local college/univ – 1%

Housing unit

- Own detached unit – 54%
- Own attached unit – 8%
- Rent detached unit – 13%
- Rent attached unit – 25%

Years living in Fort Collins

- 5 years or less – 29%
- 6 to 10 years – 15%
- 11 to 15 years – 11%
- 16 to 20 years – 10%
- More than 20 years – 35%

Geographic area of residence

- 80525 – 29%
- 80526 – 26%
- 80524 – 17%
- 80528 – 14%
- 80521 – 12%
- 80522 – 1%
- 80523 - <1%
- 80527 - <1%

Key Findings

- The majority of community members agree with the goals of the City to reduce greenhouse gas emissions, however, less than half are aware the City has a Climate Action Plan.
 - The biggest motivators to support the City's goals would be seeing clear cost savings, social and health benefits, and environmental benefits.
- The top ranked name for the campaign is "Climate Action Plan"
 - "Fortify" was ranked 5th of the name options given, and less than half of respondents like the campaign name. The logo received slightly higher ratings than the name, but still only half of respondents liked the logo. Negative feelings toward both the name and the logo are centered around respondents not feeling like either were related to the climate.
- The top ranked tagline is "Energy. Efficiency. Economy." However, it was not a clear winner. Multiple taglines performed similarly well.
 - Respondents feel it is important that taglines are simple and concise yet clearly communicate the goals of the campaign.
- Overall, community members are dedicated to the cause and are asking for more information on how to do their part in reducing greenhouse gas emissions.

DETAILED FINDINGS



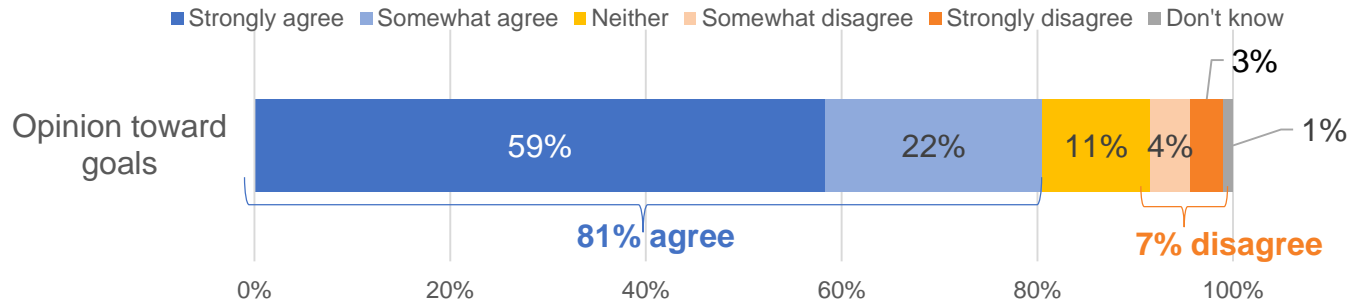
The majority agree with the City's goals to reduce GHG emissions.

- The City's greenhouse gas emission goals received strong support from nearly six out of ten respondents (59%) and less than one in ten (7%) disagree with those goals.

The City of Fort Collins has established Climate Action Plan goals to reduce greenhouse gas (GHG) emissions by 20% below 2005 levels by the years 2020, 80% below 2005 levels by the year 2030, and to be carbon neutral by the year 2050 (more information at www.fcgove.com/climateaction).

Do you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with these goals?

Base = all respondents (n=231)



Most of the Additional Sample strongly agrees (75%) or somewhat agrees (12%) with the City's goals.

Respondents who agree with Fort Collins goals were more likely than those who disagree to:

- Be 18 to 34 years old
- Be female
- Live in zip code 80528

Respondents who disagree with Fort Collins goals were more likely than those who agree to:

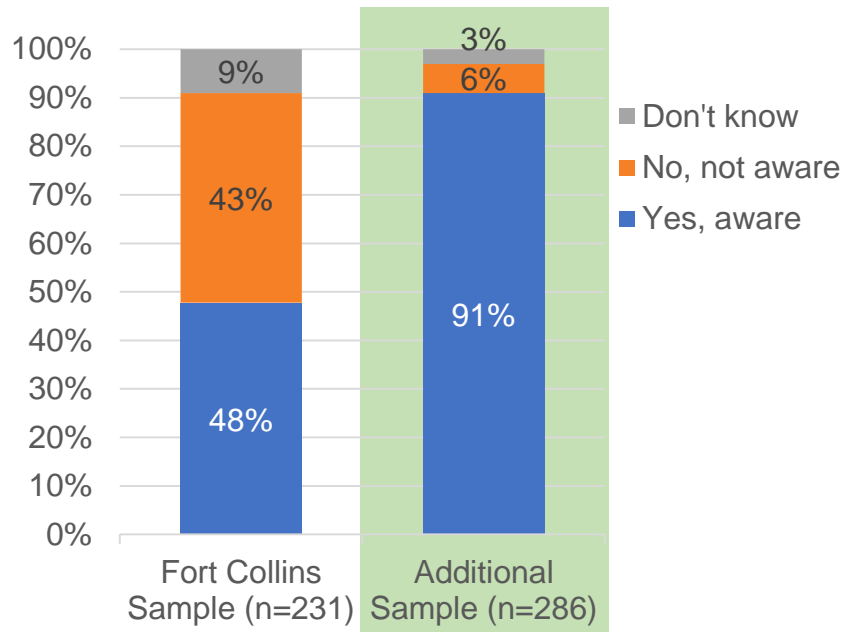
- Be 35 years old or older
- Be Male
- Rent their homes
- Live in attached homes

Less than half of respondents are aware the City has a Climate Action Plan.

- Just over half are either not aware (43%) or don't know if they were aware of the Climate Action Plan (9%).

Are you aware the City has a Climate Action Plan?

Base = all respondents (n=231)



The majority of the Additional Sample are aware the City has a Climate Action Plan (91%).

Respondents who are aware the city has a Climate Action Plan were more likely to:

Disagree with the city's goals
Not have children in the household
Be 55 years old or older
Live in Fort Collins for more than 6 years
Have post graduate work
Own their home

Top motivators for community buy-in are clear cost savings and health benefits.

- Residents are fairly committed to helping achieve the community's climate goals as more than half (58%) are likely to help even if it would cost their household more.

How likely or unlikely would you be to help achieve the community's climate goals...?

Base = all respondents (n=231)

The Additional Sample showed stronger support for each motivator listed. The highest motivator for the Additional Sample is the "clear environmental benefit for the community."

If there were clear cost savings for my household

If there was a clear social or health benefit

If there was a clear environmental benefit for the community

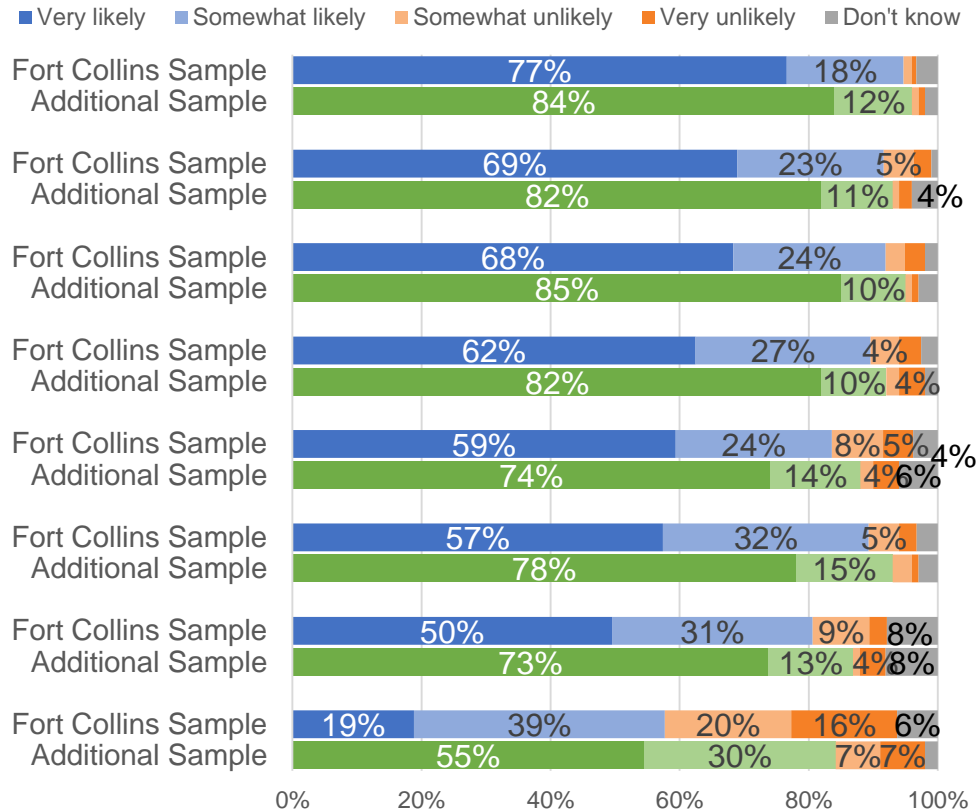
If I knew my actions were helping accomplish the goals

If doing my part would not take a lot of my time

If there was a clear economic benefit for the community

If my family or friends were also doing their part

Even if it would cost my household more



See next slide for demographic differences by activity.

Motivations differ by demographic subgroups

- Likelihood to be motivated to help achieve the community's climate goals by each of the following motivators is significantly more likely among the following demographic groups (if boxes are empty, there are no significant differences for those subgroups):

Activities	% Likely	Age	Gender	Time in FC	Education	Home Ownership	Home Type	Opinion on Fortify Logo	Children in home	Agree with City Goals	Employment
If there were clear cost savings for my household	98%	-	-	6 to 20 years	-	-	-	-	-	Agree with goals	-
If there was a clear environmental benefit for the community	95%	-	Females	-	-	Renters	Attached	-	-	Agree with goals	-
If I knew my actions were helping accomplish the goals	94%	18 to 34	Females	5 years or fewer	-	Renters	Attached	Like it	-	Agree with goals	-
If there was a clear social or health benefit	94%	-	Females	-	Post grad work	-	-	-	-	Agree with goals	-
If there was a clear economic benefit for the community	94%	-	Females	-	-	-	-	-	-	Agree with goals	-
If my family or friends were also doing their part	90%	-	Females	-	--	-	-	-	-	Agree with goals	Working
If doing my part would not take a lot of my time	90%	18 to 34	Females	-	-	Renters	Attached	-	-	Agree with goals	Working
Even if it would cost my household more	65%	-	Females	-	-	-	-	Like it	Yes	Agree with goals	-

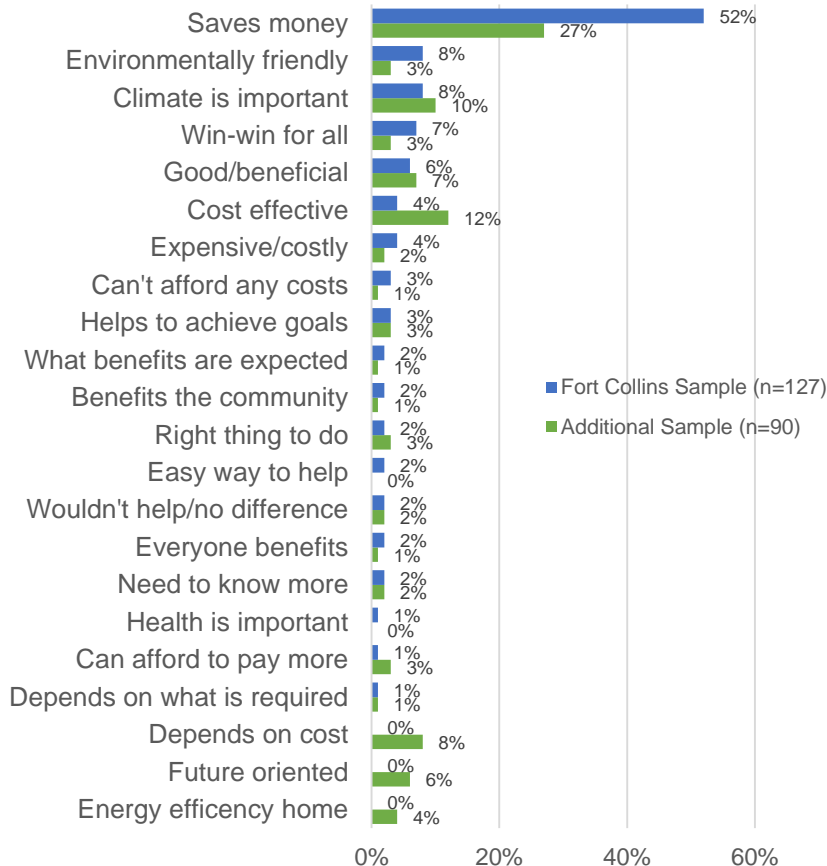
Those who oppose certain motivations are typically the opposite of the groups listed here (males vs females, owners vs renters, etc.).

Costs are motivators to achieve goals whether its saving or spending money.

Note: The next four slides (including this one) show the categorical responses to the question “why would this make you want to help achieve the community’s climate goals?” asked for each motivator shown on slide 9.

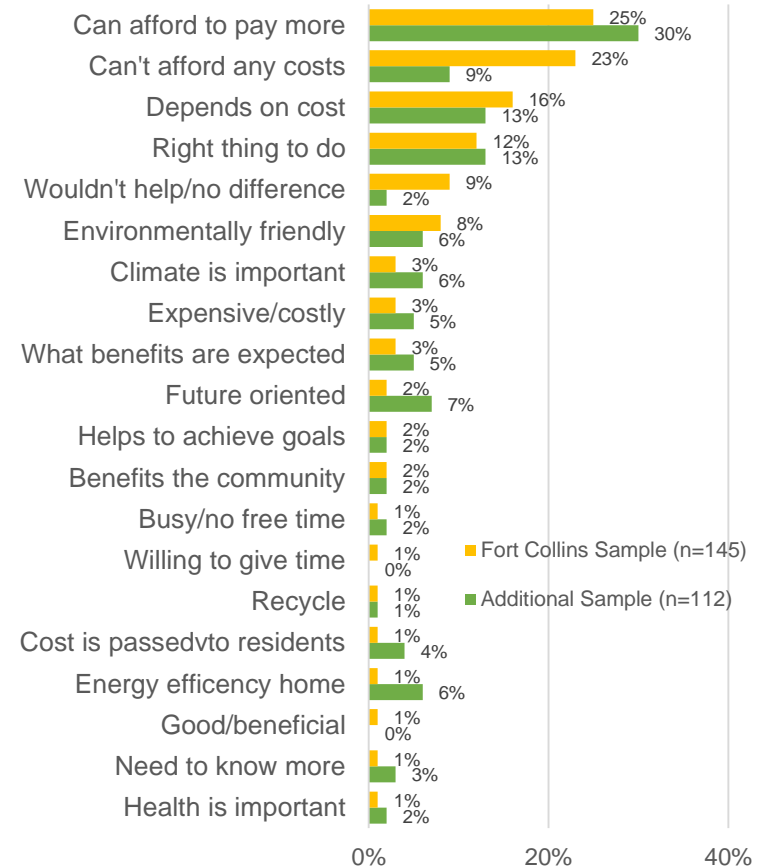
Why would you be likely or unlikely to help achieve the community’s climate goals according to each statement?

If there were clear cost savings for my household



Why would you be likely or unlikely to help achieve the community’s climate goals according to each statement?

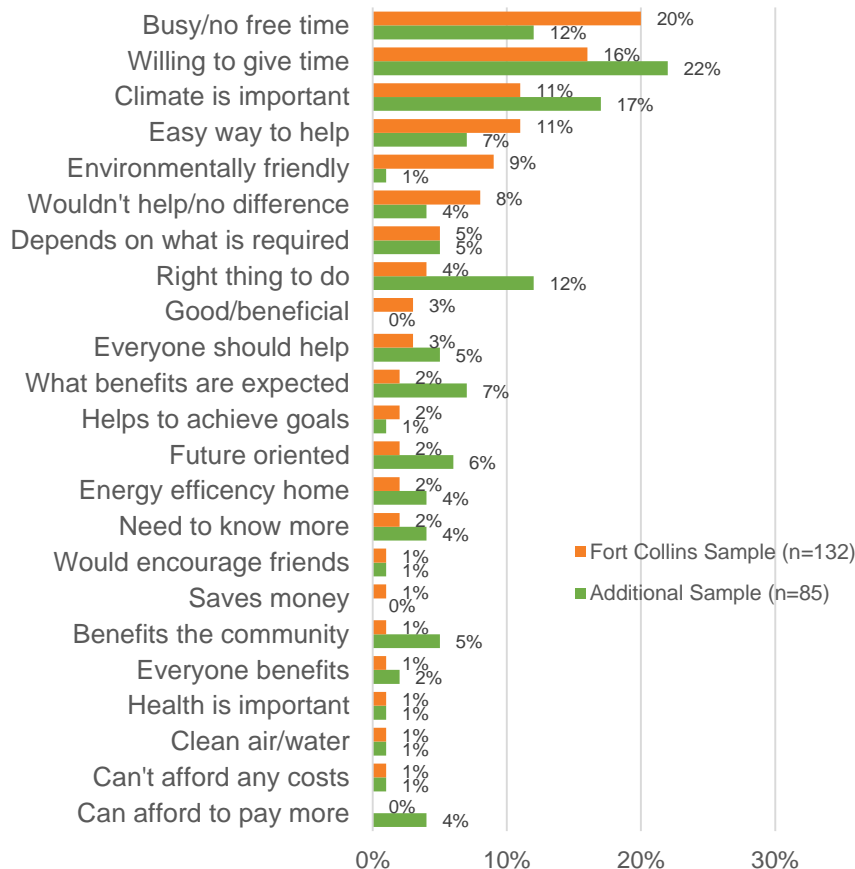
Even if it would cost my household more



Giving time can be difficult for members of the community and residents would expect everyone to do their part.

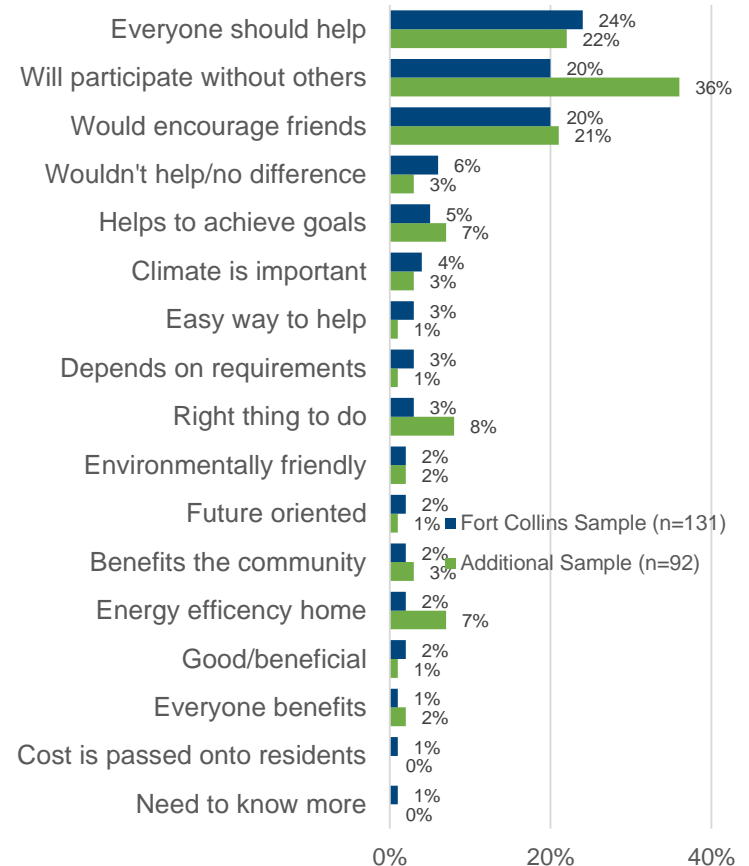
Why would you be likely or unlikely to help achieve the community's climate goals according to each statement?

If doing my part would not take a lot of my time



Why would you be likely or unlikely to help achieve the community's climate goals according to each statement?

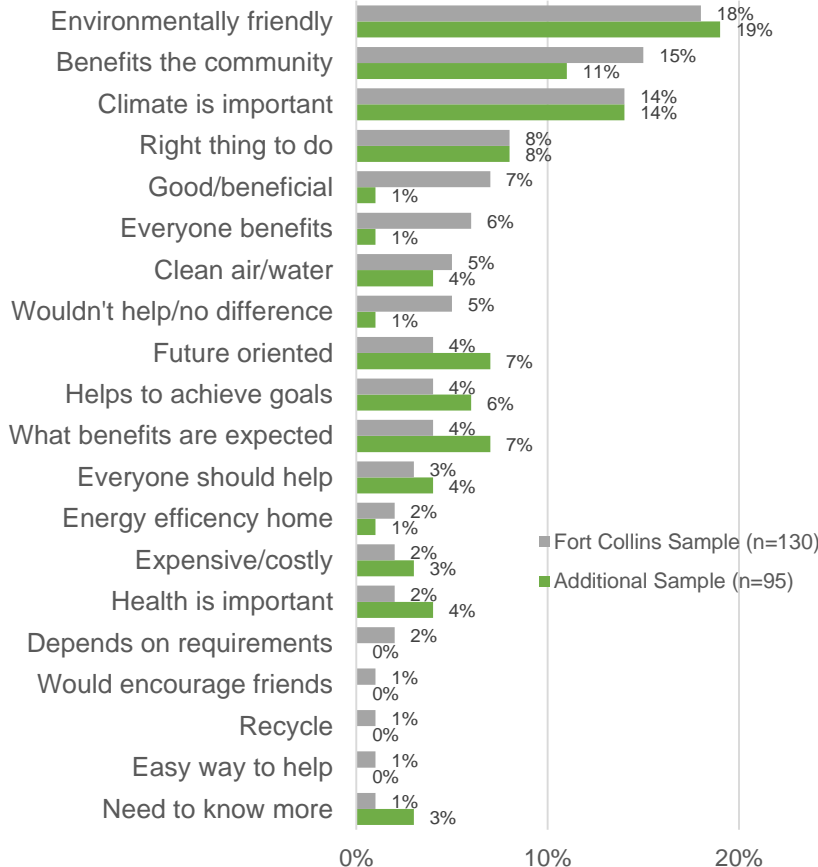
If my family and friends were also doing their part



The good of the community is a strong motivator for residents to get involved.

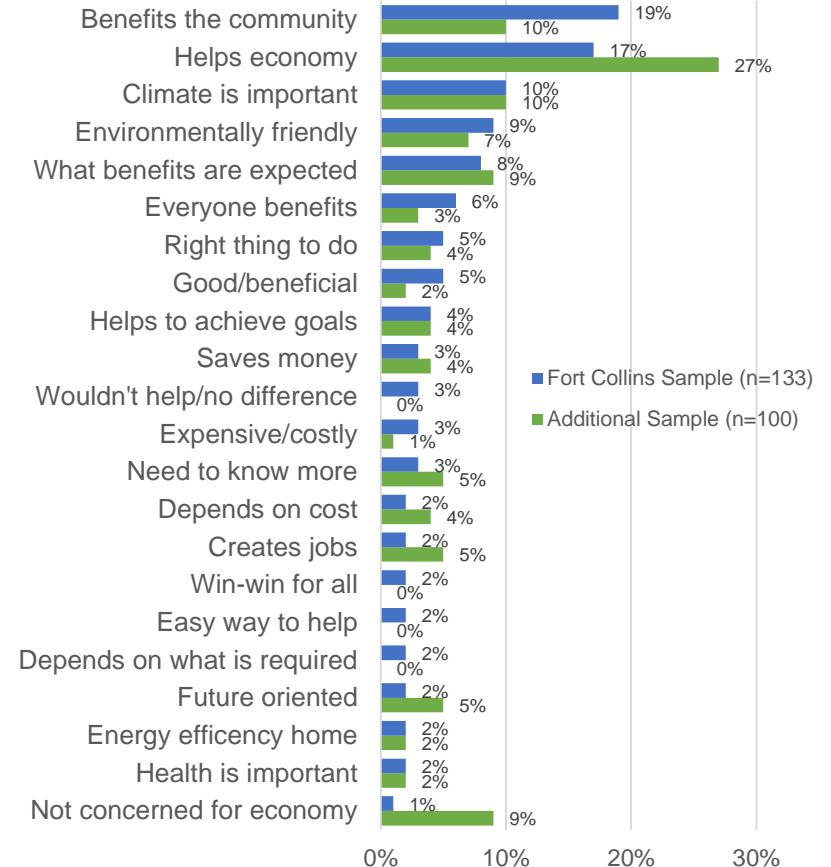
Why would you be likely or unlikely to help achieve the community's climate goals according to each statement?

If there was a clear environmental benefit for the community



Why would you be likely or unlikely to help achieve the community's climate goals according to each statement?

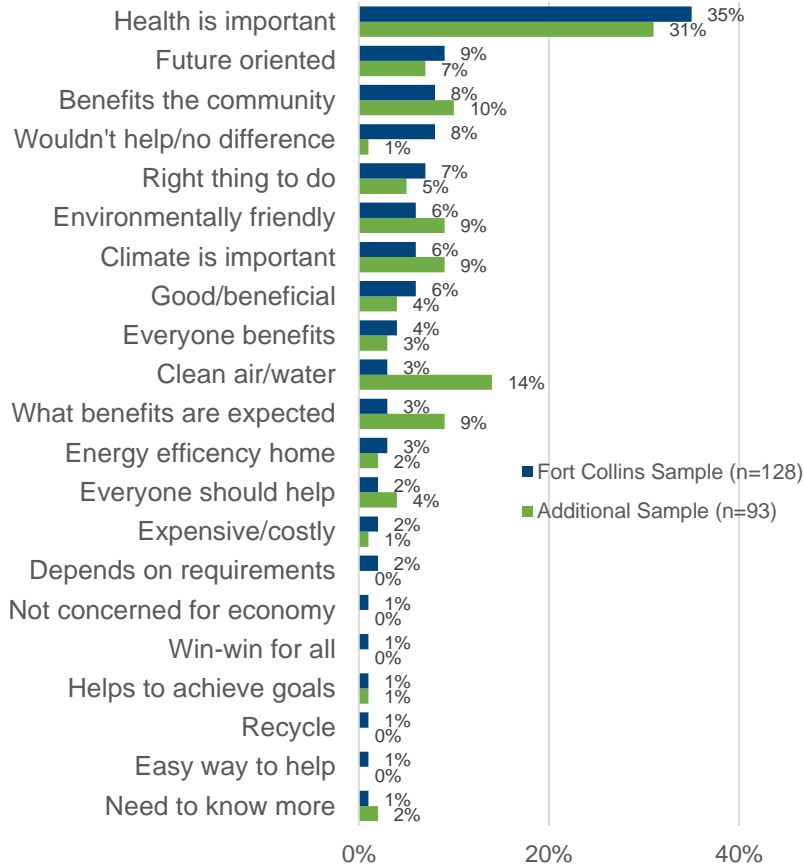
If there was a clear economic benefit for the community



Health benefits are a strong motivator for calls to action and residents want to know what benefits they can expect from their efforts.

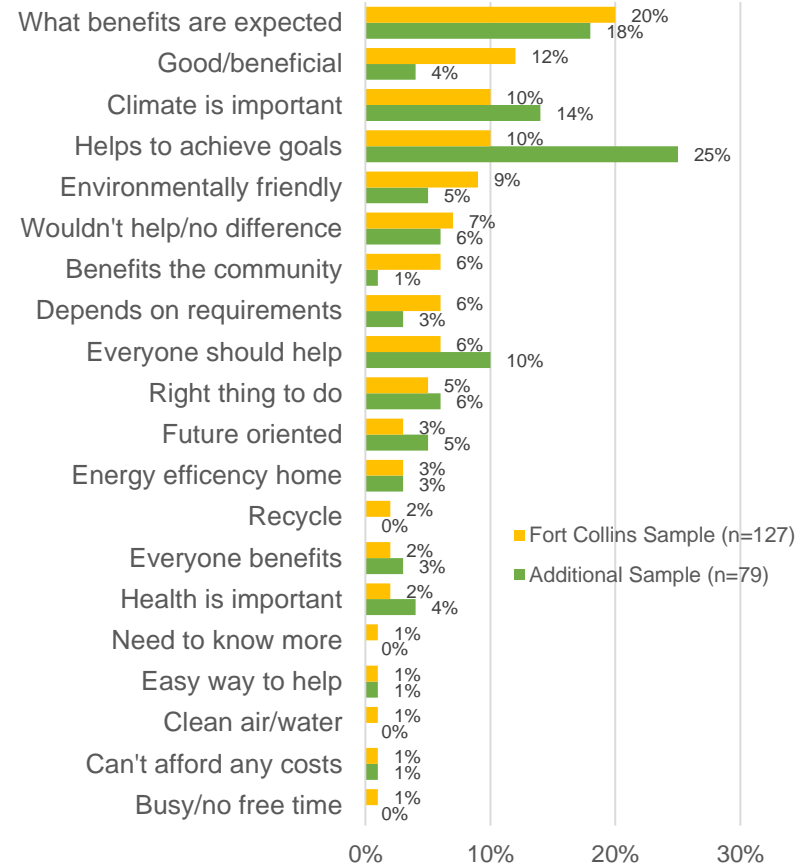
Why would you be likely or unlikely to help achieve the community's climate goals according to each statement?

If there was a clear social or health benefit



Why would you be likely or unlikely to help achieve the community's climate goals according to each statement?

If I knew my actions were helping accomplish the goals

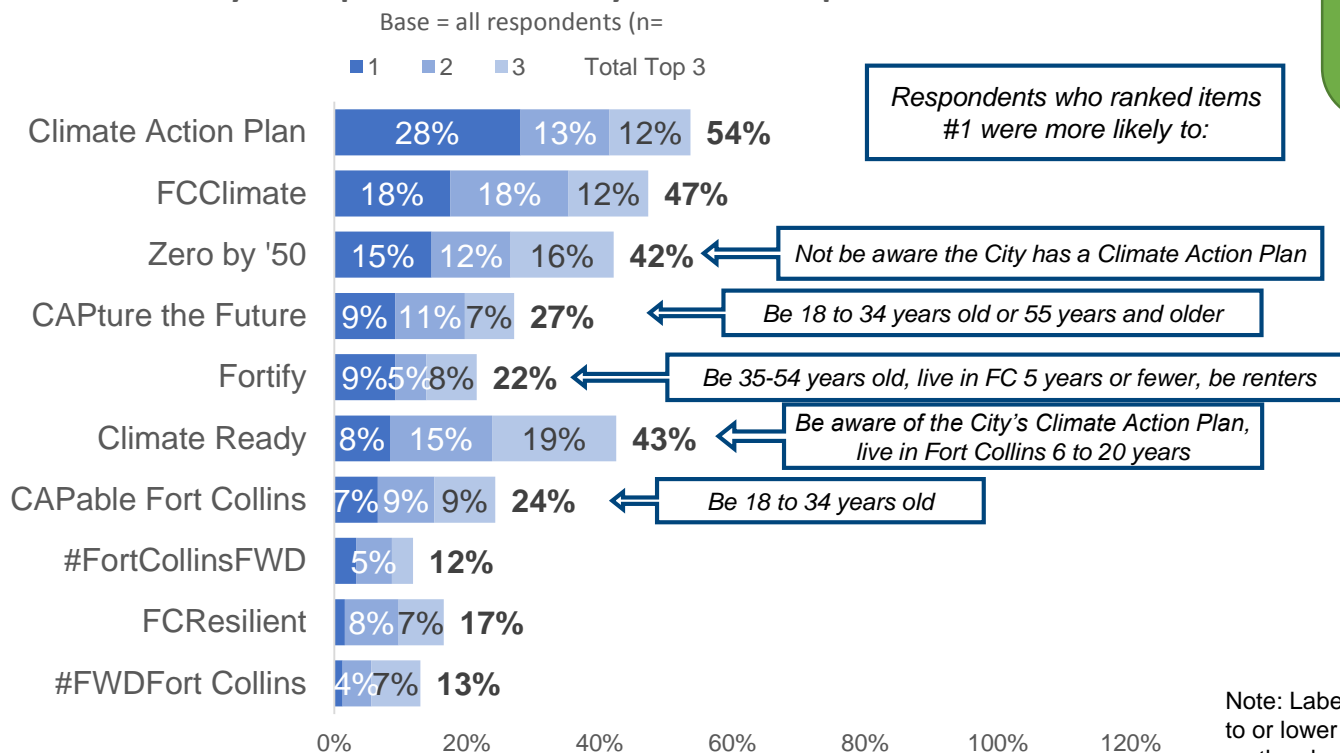


“Climate Action Plan” is the highest ranked campaign name.

- “Climate Action Plan” received the highest percentage of #1 rankings (28%) and top three rankings overall (54%). In a distant second is “FCClimate” and “Zero by ‘50” follows in third.
- “Climate Ready” received the third highest percentage of top three rankings (43%), but only 8% ranked it as their favorite.
- The hashtag names did not rank very well compared to other options.

The City of Fort Collins is considering names for the campaign to encourage residents to help meet these goals – specifically names that inspire people to take action.

Please rank your top three names in your order of preference.



“Climate Action Plan” was also the top result from the Additional Sample. Followed by “Zero by ‘50” and “Climate Ready.”

Note: Labels for percentages equal to or lower than 3% are not shown on the chart

Campaign names need to be clear and simple and grab attention.

- The responses below are not associated with a particular name, but represent the items that respondents find important in campaign names overall.
- Community members like names that communicate the goals of the campaign in the name. They also want something clear and simple that grabs their attention.

Please explain why this campaign name is your most preferred (#1) choice.

Base = all respondents (n=217)



Respondents saw different strengths in each suggested campaign name.

- For those who ranked each of the names below as their #1 preference, there are different reasons why that name is their favorite. For “Zero by ‘50” it is that the name states the goal, for “CAPture the Future” it’s that the name is catchy, for “Climate Action Plan” is it clear and easy to understand.

Climate Action Plan (n=51)

Clear & easy to understand - 37%

Describes action - 29%

Simple and to the point – 29%

Just like it best – 6%

FCClimate (n=39)

Refers to Fort Collins – 44%

Refers to climate – 26%

Clear & easy to understand - 23%

Simple and to the point – 21%

Catchy/grabs attention – 21%

CAPture the Future (n=22)

Catchy/grabs attention – 32%

Focuses on the future – 18%

States the goal – 14%

Like it best – 14%

Fortify (n=22)

Refers to Fort Collins – 27%

Catchy/grabs attention – 27%

Like it best – 23%

Easy to remember – 23%

Zero by ‘50 (n=33)

States the goal - 39%

Catchy/grabs attention – 30%

Simple and to the point – 12%

Climate Ready (n=21)

Like it best – 33%

Clear & easy to understand – 29%

Describes action – 19%

Simple and to the point – 19%

Respondents offered alternative ideas for campaign names.

Other suggestions for campaign names include:

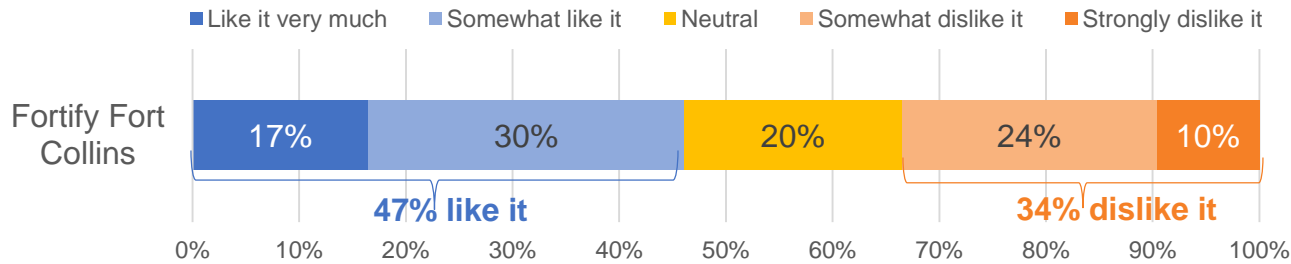
Clean Climate Ft Collins	FC Community in Action For a Better World	Forward FoCo
Cleaning up Fort Collins	FC Earth Force	FTC Saving The Planet
Climate Action Future	FCClimate Today and Tomorrow	Guardians of the Fort
Use “commitment”	FCGreen	Healthy Fort Collins
Do Your Part	FCTruth About Change	FC-CAP
Doing my part for our climate	FoCoClean	#FWDFC
Emissions Control	Fort Climate	Keep FoCo Clean
FC Ready for Climate Control	Fort Climate Aware	FOCO Zero by '50
FC Climate Future	Fort Collins Climate Plan	Free the Future
FC Climate in Action	ForTheClimate	Zero by 2050

About half of respondents support the campaign name “Fortify Fort Collins.”

- Half of respondents liked both the name “Fortify Fort Collins” (47%) and the logo (49%).
- Feedback on the Fortify Fort Collins logo was slightly more positive than feedback on the name “Fortify Fort Collins.”

One of the names being explored is Fortify. For example. If the name selected by the city were “Fortify Fort Collins” would you say you:

Base = all respondents (n=231)



The Additional Sample disliked “Fortify Fort Collins” more than the panel sample. Only 29% liked it overall and 56% disliked the name. Support for the logo was also lower than the panel sample.

Respondents who like “Fortify Fort Collins” were more likely to:

- Live in 80521
- Be 18 to 34 years old
- Not have a college degree
- Live in an attached home

Respondents who dislike “Fortify Fort Collins” were more likely to:

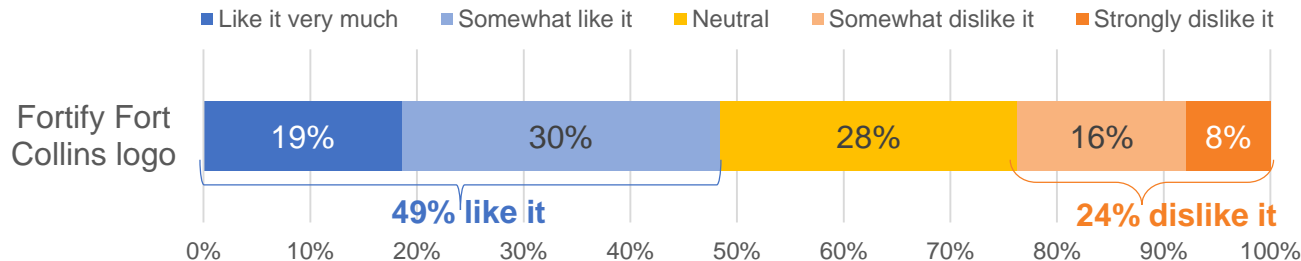
- Have no children in the household
- Be 55 years old or older
- Live in FC more than 20 years
- Have done post graduate work
- Not currently be working



Here is a draft logo for Fortify Fort Collins.

Would you say you:

Base = all respondents (n=231)



Those who like the “Fortify Fort Collins” logo were more likely to:

- Strongly agree with the City goals
- Live in 80528
- Be 18 to 34 years old
- Be female
- Live in FC less than 20 years
- Be a student/yet to complete college degree

Not have children in the home

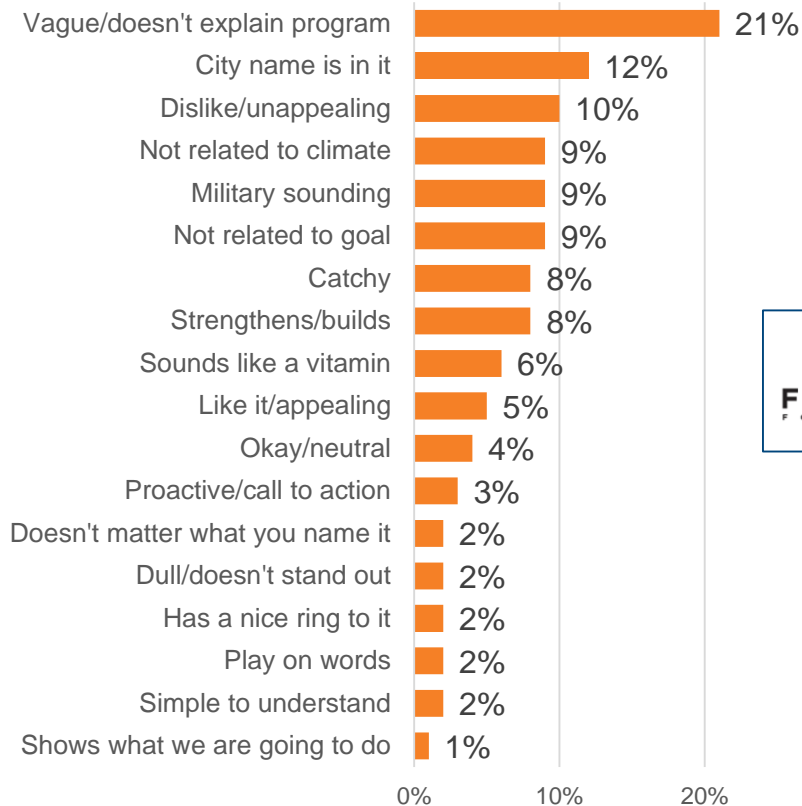
- Be 55 years old or older
- Live in FC for more than 20 years
- Have done post graduate work
- Live in an attached home

Respondents feel the Fortify name and logo have no association with climate.

- Positive feedback for “Fortify Fort Collins” includes having the city name in it and it may be catchy, but negative feedback shares that the name doesn’t seem to explain the program, is not related to climate, and sounds like a military defense term.
- The logo appears to be “clean and simple” with an appealing design, but many feel it has no association with climate and is vague and not descriptive of the campaign goals.

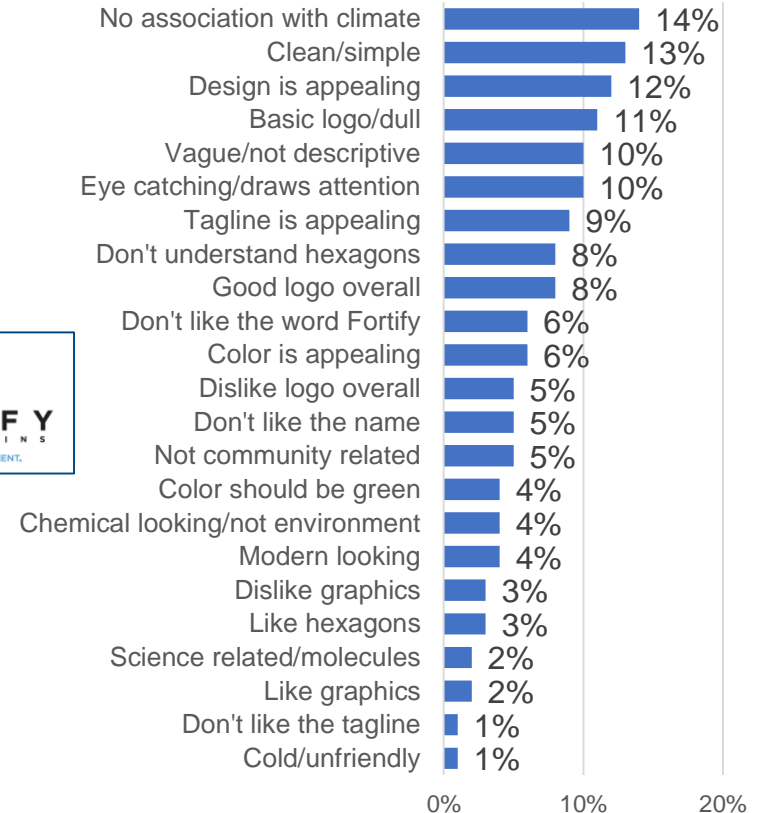
Please explain why you feel this way about the name “Fortify Fort Collins.”

Base = all respondents (n=205)



Please explain why you feel that way about the draft logo.

Base = all respondents (n=200)

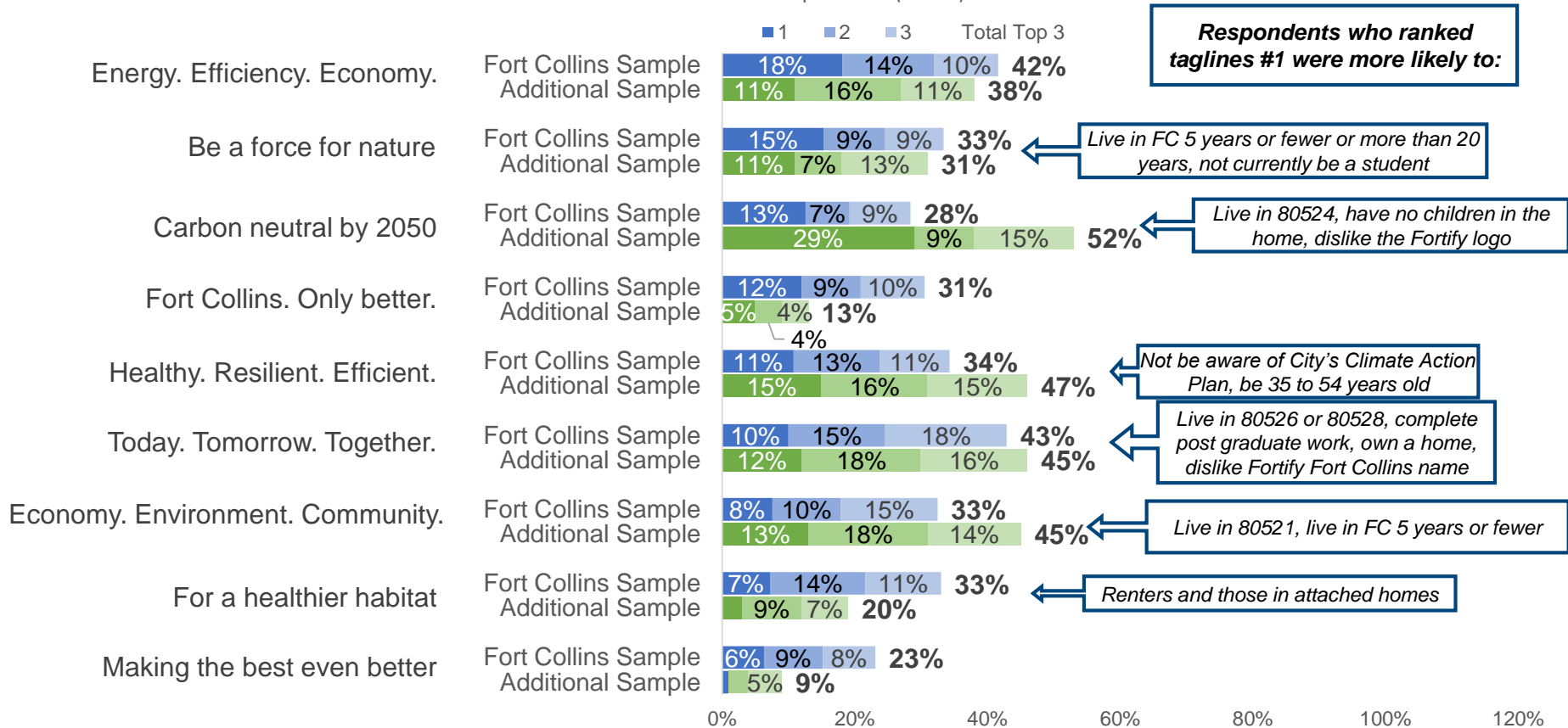


“Energy. Efficiency. Economy.” received the top support for taglines.

- Support is not overwhelmingly high for any one particular tagline. “Be a force for nature” received the second most support as a #1 choice, followed closely by “Carbon neutral by 2050.”
- “Today. Tomorrow. Together.” received more top three rankings overall, but only 10% ranked it as their first choice.

Below are potential taglines for the campaign.
Please rank your top three names in your order of preference.

Base = all respondents (n=231)

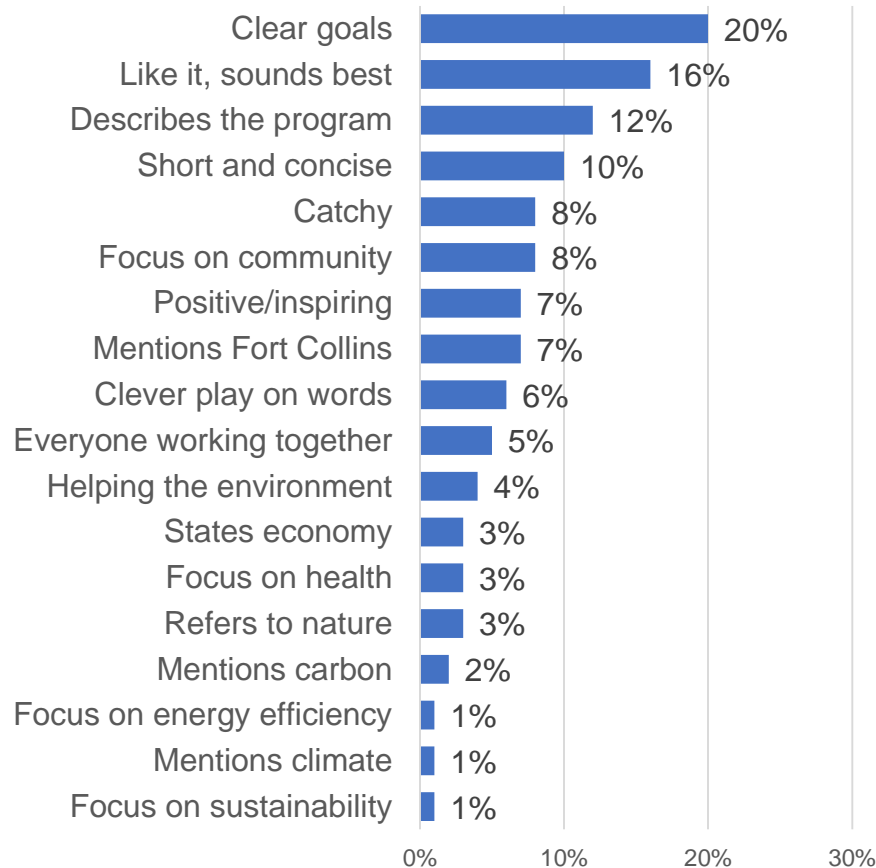


Respondents liked taglines that stated clear goals for the campaign.

- Community members like logos that communicate the goals of the program and describe the program, while staying short and concise.

Please explain why this is your preferred (#1) choice for a tagline.

Base = all respondents (n=201)



Respondents offered alternative ideas for campaign taglines.

Other suggestions for campaign taglines include:

A force for the future	Fort Collins. Leader for a better tomorrow.
Be real	Healthy earth
Clean-up Ft. Collins	Making our community better together
Environment. Energy. Economy.	Carbon Neutral by 2050 for Today and Tomorrow
FCCTT Fort Collins Climate Today Tomorrow	Protect the Fort Collins of the Future
For a Cleaner Future	Save the world for next generation
For our Future	Work today for a cleaner tomorrow
For the Fort	

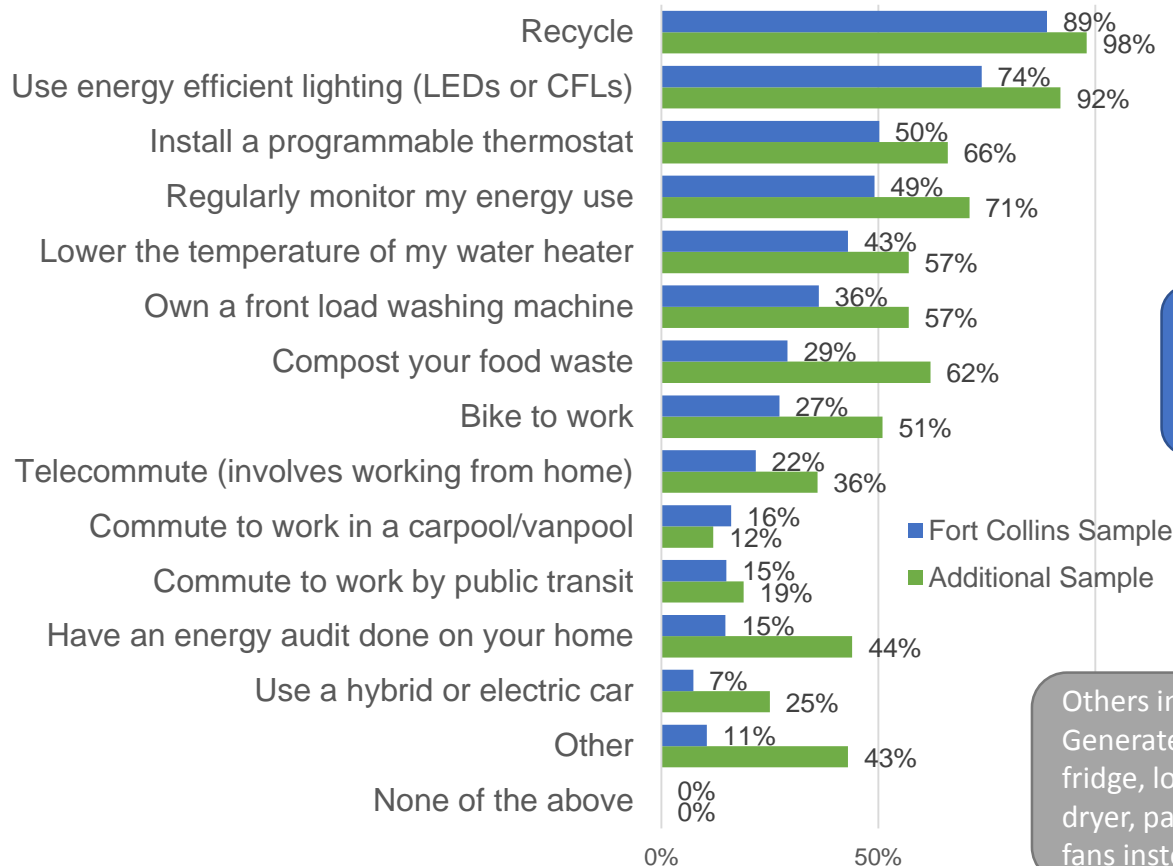
Community participation in recycling and energy efficient lighting is high.

- Respondents also participate in environmentally friendly commuting as they self-report -- 27% bike to work, 22% telecommute, 16% participate in a carpool, 15% use public transit, and 7% use a hybrid or electric vehicle.

Which of the following activities do/have you participated in?

Base = all respondents (n=231)

(Multiple response question, percentages sum to more than 100%)



Recycling and energy efficient lighting are also used by the majority of the Additional Sample members. However, participation is higher in each area among the Additional Sample, including 25% using a hybrid or electric car and half (51%) bike commuting to work.

A combined 53% indicated participating in an alternative commute to driving to work alone by using a bike, telecommute, carpool, public transit, or hybrid or electric car.

See next slide for demographic differences by activity.

Others include:

Generate less trash/waste, grow own food, energy star fridge, low flow toilets, hang clothes instead of using dryer, participate in the wind generation program, use fans instead of AC, have solar panels, walk to work.

Participation differs by demographic subgroups

- Participation in each activity is significantly more likely among the following demographic groups (if boxes are empty, there are no significant differences for those subgroups):

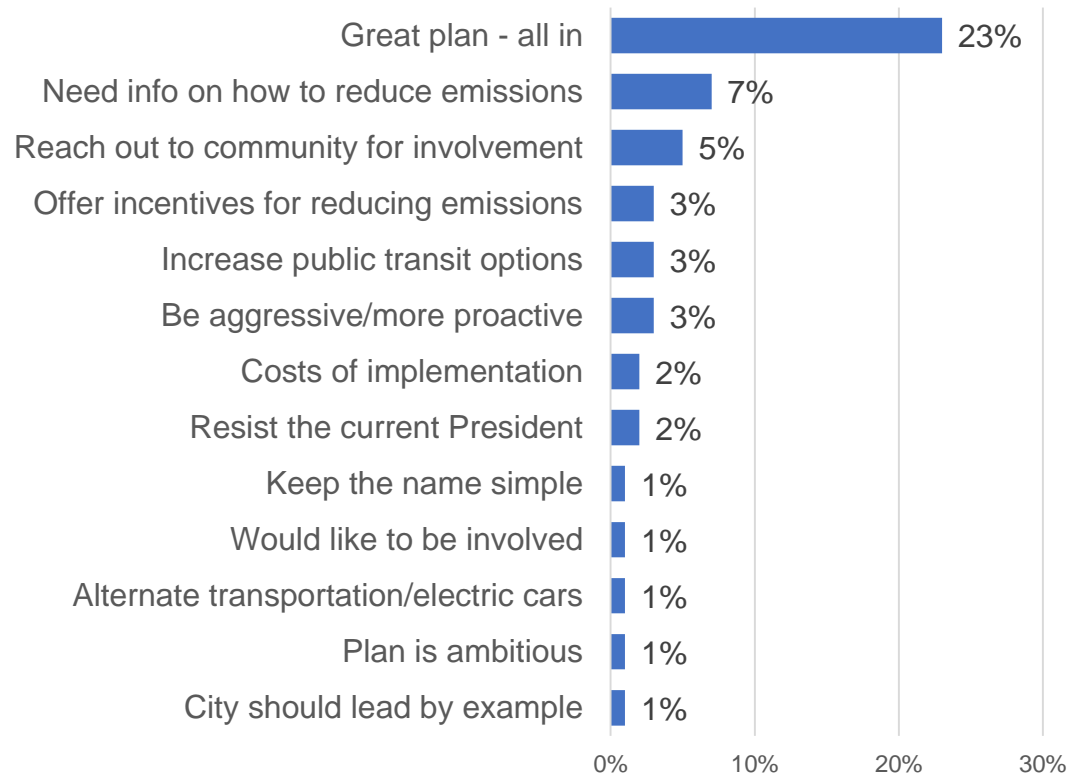
Activities	% Participation	Zip Codes	Age	Gender	Time in FC	Education	Home Ownership	Home Type	Opinion on Fortify Logo	Student Status	Kids in home	Race
Recycle	89%	-	-	Females	-	College/ post degree	-	-	Strongly dislike	-	-	-
Use energy efficient lighting	74%	80525, 80528	55 and older	-	> 20 years	Post grad work	-	-	-	Not a student	-	-
Install a programmable thermostat	50%		55 and older & 35 to 54	-	> 20 years	Post grad work	Owners	Detached	Strongly dislike	-	-	-
Regularly monitor energy use	49%	80525	55 and older	-	-	-	-	-	-	-	-	-
Lower the temperature of my water heater	43%	80526	55 and older	-	> 20 years	Post grad work	Owners	-	-	-	-	-
Own a front load washing machine	36%	80528	-	-	-	-	Owners	Detached	-	-	-	-
Compost your food waste	29%	80521, 80524, 80525	-	-	-	-	Owners	Detached	-	-	-	-
Bike to work	27%		-	-	5 years or fewer	-	-	-	-	Current student	-	-
Telecommute	22%		35 to 54	-	-	College degree	-	-	-	-	-	--
Commute regularly in carpool/vanpool	16%		18 to 34	-	5 years or fewer	-	-	-	Like it	-	Yes	-
Commute by public transit	15%	80526	18 to 54	-	5 years or fewer	-	Renters	Attached	-	Current student		Not white
Have an energy audit done on your home	15%		55+	-	> 20 years	Post grad work	Owners	Detached	-	-	-	-
Use a hybrid or electric car	7%		-	-	6 to 20 years	-	Owners	-	-	-	-	-

Community members are excited about the Climate Action Plan.

- In an open-ended question at the end of the survey, all participants were asked if there was anything else they wanted to share about their thoughts toward the Climate Action Plan.
- Overall, about one-quarter of respondents are on board with the City's Climate Action Plan. Others are asking for more information on how to participate and want the whole community involved.

Is there anything else you want to tell us about the Fort Collins Climate Action Plan to reduce greenhouse gas emissions?

Base = all respondents (n=147)



Appendix

Survey Instrument



Survey Instrument

Fort Collins Climate Action Plan Survey

(untitled)

Page exit logic: Skip / Disqualify Logic

IF: Question "Are you a resident of Fort Collins?" #1 is one of the following answers ("No")

THEN: Disqualify and display:

Sorry, you do not qualify to take this survey.

Redirect to: www.precisionsample.com/e/psr.aspx?usq=F6A6B754-4CF8-41BB-B9AA-5B97C412B1F4

The City of Fort Collins is conducting this survey to learn what people think about the implementation of the Climate Action Plan, which was adopted by the City Council in 2015. This questionnaire will take about 10 minutes of your time and your participation is important to help us ensure a representative sample.

Please complete by June 25, 2017.

For the best survey experience:

- **Do not use the "Back" arrow in your browser.** Use the "Back" button at the bottom of each page if you want to return to an earlier page.
- Maximize your screen.
- Scroll down to the bottom of each page and click the "NEXT" button to proceed.
- Click "SUBMIT" at the end of the survey so that your answers will be saved in our database.

1. Are you a resident of Fort Collins? *

- ☐ No
- ☐ Yes

(untitled)

2. Are you aware the City has a Climate Action Plan? *

- ☐ Yes
- ☐ No
- ☐ Don't know

(untitled)

3. The City of Fort Collins has established Climate Action Plan goals to reduce greenhouse gas (GHG) emissions by 20% below 2005 levels by the year 2020, 80% below 2005 levels by the year 2030, and to be carbon neutral by the year 2050 (more information at www.fcgov.com/climateaction). Do you:

- | | | | | | |
|---|--|--|---|--|-----------------------|
| Strongly
agree with
these
goals? | Somewhat
agree with
these goals? | Neither
agree nor
disagree
with these
goals? | Somewhat
disagree with
these goals? | Strongly
disagree
with these
goals? | Don't know |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Survey Instrument

4. How likely or unlikely would you be to help achieve the community's climate goals... *

	Likelihood *	Why?
If doing my part would not take a lot of my time	Very likely Somewhat likely Somewhat unlikely Very unlikely Don't know	
If there was a clear environmental benefit for the community	Very likely Somewhat likely Somewhat unlikely Very unlikely Don't know	
If my family or friends were also doing their part	Very likely Somewhat likely Somewhat unlikely Very unlikely Don't know	
If I knew my actions were helping accomplish the goals	Very likely Somewhat likely Somewhat unlikely Very unlikely Don't know	

If there were clear cost savings for my household	Very likely Somewhat likely Somewhat unlikely Very unlikely Don't know	
Even if it would cost my household more	Very likely Somewhat likely Somewhat unlikely Very unlikely Don't know	
If there was a clear economic benefit for the community	Very likely Somewhat likely Somewhat unlikely Very unlikely Don't know	
If there was a clear social or health benefit	Very likely Somewhat likely Somewhat unlikely Very unlikely Don't know	

Survey Instrument

VALIDATION Min. answers = 3 (if answered) Max. answers = 3 (if answered)

5. The City of Fort Collins is considering names for the campaign to encourage residents to help meet these goals – specifically names that inspire people to take action. Please rank your top three names in your order of preference with #1 representing the name you prefer the most.

Be sure to scroll down to see all the choices before answering. *

	1	2	3
Climate Action Plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CAPture the Future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CAPable Fort Collins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zero by '50	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FCClimate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fortify	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
#FortCollinsFWD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FCResilient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climate Ready	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
#FWDFort Collins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Please explain why this campaign name is your most preferred (#1) choice.

7. Do you have a better suggestion for a campaign name?

8. One of the names being explored is "Fortify". For example, if the name selected by the city were "Fortify Fort Collins" would you say you: *

Like it very much ☐ Somewhat like it ☐ Neutral ☐ Somewhat dislike it ☐ Strongly dislike it ☐

9. Please explain why you feel this way about the name "Fortify".

10.



Here is a draft logo for Fortify Fort Collins. Would you say you: *

Like it very much ☐ Somewhat like it ☐ Neutral ☐ Somewhat dislike it ☐ Strongly dislike it ☐

11. Please explain why you feel that way about the draft logo.

Survey Instrument

VALIDATION Min. answers = 3 (if answered) Max. answers = 3 (if answered)

12. Below are potential taglines for the campaign. Please rank your top three in your order of preference with #1 representing the one you prefer the most. **Be sure to scroll down to see all the choices before answering.** *

	1	2	3
Energy. Efficiency. Economy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Today. Tomorrow. Together.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For a healthier habitat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthy. Resilient. Efficient.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making the best even better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fort Collins. Only better.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economy. Environment. Community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carbon neutral by 2050	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Be a force for nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Please explain why this is your preferred (#1) choice for a tagline.

14. Do you have a better suggestion for a tagline?

15. Which of the following activities do/have you participated in? Please check all that apply. **Be sure to scroll down to see all the choices before answering.**

- ☐ Install a programmable thermostat
- ☐ Telecommute (involves working at home some days of the week)
- ☐ Use a hybrid or electric car
- ☐ Commute to work regularly with others in a carpool or vanpool
- ☐ Own a front load washing machine
- ☐ Bike to work
- ☐ Compost your food waste
- ☐ Regularly monitor my energy use
- ☐ Recycle
- ☐ Commute to work by public transit
- ☐ Lower the temperature of my water heater
- ☐ Have an energy audit done on your home
- ☐ Use energy efficient lighting (such as LEDs or CFLs)
- ☐ Other (please specify)
- ☐ None of the above

(untitled)

We have a few questions about yourself and your household. Your answers are completely anonymous and will be combined with other respondents for statistical analysis purposes. We use this data to determine if we have responses from a representative sample of the population.

Survey Instrument

VALIDATION: Must be numeric Whole numbers only Positive numbers only

16. Please enter your 5-digit zip code.

17. Which best describes your geographic area of residence?

- ☐ Northeast
- ☐ East Central
- ☐ Southeast
- ☐ Northwest/CSU
- ☐ West Central
- ☐ Southwest

18. Which best describes the building you live in?

- ☐ Own detached unit
- ☐ Own attached unit
- ☐ Rent detached unit
- ☐ Rent attached unit
- ☐ Live in dorm

19. Are there children under the age of 18 living in your household?

- ☐ No
- ☐ Yes

(untitled)

20. Which of the age groups below best describes your age?

- ☐ 18-34
- ☐ 35-54
- ☐ 55 years or older

21. Your gender

- ☐ Male
- ☐ Female

(untitled)

22. About how many years have you lived in Fort Collins?

- ☐ 5 years or less
- ☐ 6-10 years
- ☐ 11-15 years
- ☐ 16-20 years
- ☐ More than 20 years

Survey Instrument

23. What was the last grade in school you had the opportunity to complete?

- ☐ Less than high school
- ☐ High school, some vocational education
- ☐ Some college
- ☐ College
- ☐ Post graduate degree or study

Logic Show/hide trigger exists.

24. Are you a full-time or part-time student at a college or university in Fort Collins?

- ☐ No
- ☐ Yes

Logic Hidden unless: Question "Are you a full-time or part-time student at a college or university in Fort Collins?" #24 is one of the following answers ("Yes")

25. Which college or university do you attend?

- ☐ Colorado State University
- ☐ Front Range Community College
- ☐ Another local college or university

Logic Show/hide trigger exists.

26. What is your employment status?

- ☐ Working full time for pay
- ☐ Working part time for pay
- ☐ Unemployed, looking for paid work
- ☐ Unemployed, not looking for paid work
- ☐ Fully retired

Logic Hidden unless: Question "What is your employment status?" #26 is one of the following answers ("Working full time for pay", "Working part time for pay")

27. Do you work inside the boundaries of Fort Collins?

- ☐ Yes, outside the home
- ☐ Yes, from home
- ☐ No

(untitled)

28. Are you of Hispanic, Latino, or Spanish origin?

- ☐ No
- ☐ Yes

Survey Instrument

29. How do you identify?

- ☐ White or Caucasian
- ☐ Black or African-American
- ☐ American Indian or Alaska Native
- ☐ Asian or Asian-American
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ Other race or combination of races (please specify)

(untitled)

30. Is there anything else you want to tell us about the Fort Collins Climate Action Plan to reduce greenhouse gas emissions?

Thank you for your participation!

Thank You!

Thank you for taking our survey. Your response is very important to us.