

# Thurston Climate Mitigation Plan

Summer/Fall 2019 Public Input Summary

November 1, 2019

## Introduction

This document summarizes public input gathered during summer and fall 2019 to inform the priorities and actions of the Thurston Climate Mitigation Plan. Public outreach was designed around the following engagement goals:

- Lay the groundwork for continued community engagement on climate action.
- Promote alignment between community and government climate priorities, while recognizing the separate roles, responsibilities, and interests of individuals and organizations.
- Build public support for climate action across Thurston County.

Approximately 2,000 people participated in this public outreach phase at a summer/fall event or through an online survey. At least 5,500 people viewed the traditional and social media posts used to increase awareness and engagement in the planning process; the “We’re Listening” Facebook video accounts for most of this reach, with 4,684 reached, 59 reactions or comments on the content, and 25 shares.<sup>1</sup>

This document begins with an overarching summary of all input, followed by separate breakdowns of key outcomes from the summer/fall events and survey. For additional details, see the following attached appendices:

- Appendix A: Outreach Log
- Appendix B: Event Materials
- Appendix C: Demographic Comparison
- Appendix D: Survey Responses

## Response Overview

Events	Survey
<ul style="list-style-type: none"><li>▪ <b>15 events</b> between July 27 and October 5</li><li>▪ <b>605 interactions</b> with the public</li><li>▪ <b>461 postcards</b> distributed</li><li>▪ <b>168 factsheets</b> distributed</li><li>▪ <b>208 Action Ideas</b> submitted</li></ul>	<ul style="list-style-type: none"><li>▪ <b>1,397 responses</b> between August 12 and September 30</li><li>▪ <b>15 distribution channels</b> used</li><li>▪ <b>71% completion rate</b></li><li>▪ <b>8 minutes</b> typically spent</li></ul>

Participation in the events, online survey, and media posts was voluntary and self-selecting. Therefore, this summary may most represent the perspectives of those with strong views on the topic; those with the time and ability to engage in the process; and those with the most access to the venues used for engagement.

<sup>1</sup> Note: The circulation for The Olympia, Thurston Talk, and other traditional media, as well as website traffic for the planning process, are not included in this estimate. Therefore, the reach could be significantly higher.

The survey was the most comprehensive and widely distributed form of engagement. The high response rate lends greater confidence to the trends and themes included in this summary. However, most respondents identified as white and female, between the ages of 40 and 59, and reported a higher income (see [Demographics](#)). Survey trends and themes are therefore most reflective of these demographics and may be missing trends and themes reflective of other demographics in the Thurston region. Compared to Thurston County's overall population, respondents were generally older and identified more often as white, with a similar income distribution to survey respondents (see Appendix C).

## Key Themes & Suggested Actions

- **Across outreach methods, participants showed the broadest support for Buildings & Energy sector actions.** Whether prioritizing focus areas, investing fictitious money, or choosing the personal actions they would like to take, survey respondents showed the broadest support for actions to shift to more renewable and clean energy sources, and to make buildings more energy-efficient and carbon-smart. This includes exploring incentives, subsidies, and mandates to encourage renewable energy; investing in renewable energy; and improving building energy-efficiency.
- **Transportation & Land Use actions were a focus at public events and of actions people would like to take.** Across the six public events, actions to support transportation & land use were the overwhelming choice. Ideas included investing in bicycle and pedestrian facilities, electric vehicles, and public transit, and encouraging high-density areas that improve resource sustainability and efficiency. Similarly, two of the four most popular actions survey respondents said they would like to take are purchasing or driving an all-electric vehicle (48%) and driving a vehicle that gets more than 30 MPG in the city (25%).
- **The individual actions of greatest interest to survey respondents are those the Thurston County Mitigation Plan could support:** These include investing in solar panels for home or business (57%), purchasing or driving an all-electric vehicle (48%), participating in a renewable energy program through local utility (30%), and driving a vehicle that gets more than 30 MPG in the city (25%).
- **All four drivers of action were at least moderately important to survey respondents.** Impact (how much carbon pollution will be reduced) was the most important driver of action. Of the 185 responses recommending a new driver of action, time/urgency was the most commonly suggested (15%) followed by accountability (8%). Approximately one-third of suggestions were proxies for impact, cost, feasibility, and equity.
- **Priority focus areas and the most important drivers of action varied by factors like age, where survey respondents lived, and their income.** Some of these differences were statistically significant and are detailed in their respective sections.

## Summer/Fall Events

At events, the public could provide input on the following question by placing sticky notes on a large poster:

- What actions or ideas should be included in the Climate Action Plan?

The public provided **208 actions or ideas across six events**, with 74% of ideas shared at the Thurston County Fair. Across all events, **ideas for transportation & land use were most common**; more than half of ideas in rural Tenino and Yelm were in this sector. It is important to note that extrapolation of trends from all events except the Thurston County Fair is less reliable due to the low number of responses.

Event	# Ideas	Agriculture & Forests	Buildings & Energy	Transportation & Land Use	Water & Waste	Cross-Cutting
Emergency Preparedness Expo	11	36%	27%	27%	9%	0%
Tenino Oregon Trail Days	10	0%	20%	60%	10%	10%
Thurston County Fair	154	14%	18%	28%	15%	25%
Olympia Arts Walk	13	8%	31%	38%	0%	23%
Tumwater Brewfest	10	0%	20%	20%	10%	50%
Yelm Farmers Market	10	10%	10%	50%	20%	10%
<b>Total</b>	<b>208</b>	<b>13%</b>	<b>19%</b>	<b>31%</b>	<b>9%</b>	<b>19%</b>

### Actions and ideas to include in the Plan

Key themes from the post-its the public submitted are summarized below:

Theme	Sector(s)	Description
<b>Agricultural Practices</b>	<input checked="" type="checkbox"/> Agriculture & Forests <input type="checkbox"/> Buildings & Energy <input type="checkbox"/> Transportation & Land Use <input type="checkbox"/> Waste & Water <input type="checkbox"/> Cross-cutting	<ul style="list-style-type: none"> <li>Address environmental sustainability of agricultural practices.</li> <li>Some of these options include:             <ul style="list-style-type: none"> <li>Carbon farming</li> <li>Pesticide reduction in farm applications</li> <li>Growing hemp industrially</li> <li>Reduction in cattle production/farming</li> </ul> </li> </ul>
<b>Tree Canopy &amp; Forest Health</b>	<input checked="" type="checkbox"/> Agriculture & Forests <input type="checkbox"/> Buildings & Energy <input type="checkbox"/> Transportation & Land Use <input type="checkbox"/> Waste & Water <input type="checkbox"/> Cross-cutting	<ul style="list-style-type: none"> <li>Improve tree canopy and forest health, preserving trees and lands, and reforestation efforts (or stopping deforestation).</li> <li>Ideas include:             <ul style="list-style-type: none"> <li>Plant more trees</li> <li>Forest preservation, particularly old growth forests</li> <li>Incentivize maintaining trees and natural vegetation on properties</li> <li>Preserve green spaces</li> <li>Prohibit development of farmland</li> </ul> </li> </ul>

Theme	Sector(s)	Description
<b>Energy Efficiency</b>	<input type="checkbox"/> Agriculture & Forests <input checked="" type="checkbox"/> Buildings & Energy <input type="checkbox"/> Transportation & Land Use <input type="checkbox"/> Waste & Water <input type="checkbox"/> Cross-cutting	<ul style="list-style-type: none"> <li>▪ Create a framework to improve energy efficiency, particularly in buildings.</li> <li>▪ Ideas include:             <ul style="list-style-type: none"> <li>○ Use LEED building standards</li> <li>○ Home temperature regulation</li> <li>○ Energy conservation best practices</li> <li>○ Retrofit older homes/buildings, particularly public buildings like schools</li> </ul> </li> </ul>
<b>Renewable Energy</b>	<input type="checkbox"/> Agriculture & Forests <input checked="" type="checkbox"/> Buildings & Energy <input type="checkbox"/> Transportation & Land Use <input type="checkbox"/> Waste & Water <input type="checkbox"/> Cross-cutting	<ul style="list-style-type: none"> <li>▪ Develop programs and goals to move toward renewable energy.</li> <li>▪ Ideas include:             <ul style="list-style-type: none"> <li>○ Incentives/subsidies for solar energy (homeowners and developers)</li> <li>○ Mandates for solar energy (for new buildings)</li> <li>○ Invest in alternative and renewable energy sources (including partnerships with PSE)</li> <li>○ Invest in wind-powered infrastructure</li> <li>○ Require public buildings to have renewable energy components</li> </ul> </li> </ul>
<b>Alternative Modes &amp; Infrastructure</b>	<input type="checkbox"/> Agriculture & Forests <input type="checkbox"/> Buildings & Energy <input checked="" type="checkbox"/> Transportation & Land Use <input type="checkbox"/> Waste & Water <input type="checkbox"/> Cross-cutting	<ul style="list-style-type: none"> <li>▪ Invest in three primary areas to improve sustainable transportation: bicycle and pedestrian facilities, electric vehicles, and public transit.</li> <li>▪ Ideas include:             <ul style="list-style-type: none"> <li>○ More bike lanes and incentives for bicyclists</li> <li>○ Shared use paths (bike, walk, and roll like roller blading or skate boarding)</li> <li>○ Electric fleets for busses (Intercity Transit and Public School District)</li> <li>○ Expand public transit to more rural areas</li> <li>○ Improve public transit reliability and connectivity</li> <li>○ Incentivize taking transit</li> </ul> </li> </ul>
<b>Population Density</b>	<input type="checkbox"/> Agriculture & Forests <input type="checkbox"/> Buildings & Energy <input checked="" type="checkbox"/> Transportation & Land Use <input type="checkbox"/> Waste & Water <input type="checkbox"/> Cross-cutting	<ul style="list-style-type: none"> <li>▪ Encourage high-density areas that improve resource sustainability and efficiency.</li> <li>▪ Ideas include:             <ul style="list-style-type: none"> <li>○ Make downtown more walkable and accessible</li> <li>○ Rezone to allow higher density in cities</li> <li>○ Incentivize higher density development (multi-use, multi-family buildings)</li> </ul> </li> </ul>
<b>Solid Waste Management</b>	<input type="checkbox"/> Agriculture & Forests <input type="checkbox"/> Buildings & Energy <input type="checkbox"/> Transportation & Land Use <input checked="" type="checkbox"/> Waste & Water <input type="checkbox"/> Cross-cutting	<ul style="list-style-type: none"> <li>▪ Reduce waste through targeted action such as ordinances/mandates, incentive programs, and outreach/education.</li> <li>▪ Ideas include:             <ul style="list-style-type: none"> <li>○ Redistribute unused food to community, such as Tacoma's Food is Free program</li> </ul> </li> </ul>

Theme	Sector(s)	Description
		<ul style="list-style-type: none"> <li>○ Reduce use of disposable/single-use plastics, including for restaurants</li> <li>○ Mandatory recycling/compost programs (particularly in multi-family buildings)</li> </ul>
<b>Water Management</b>	<input type="checkbox"/> Agriculture & Forests <input type="checkbox"/> Buildings & Energy <input type="checkbox"/> Transportation & Land Use <input checked="" type="checkbox"/> Waste & Water <input type="checkbox"/> Cross-cutting	<ul style="list-style-type: none"> <li>▪ Improve water infrastructure and treatment to enhance reliability and reuse.</li> <li>▪ Ideas include:             <ul style="list-style-type: none"> <li>○ Reclaimed water program</li> <li>○ Water retention landscapes</li> <li>○ Costs to large businesses for water use (example: Walmart should pay a tiered rate for water)</li> </ul> </li> </ul>
<b>Education</b>	<input type="checkbox"/> Agriculture & Forests <input type="checkbox"/> Buildings & Energy <input type="checkbox"/> Transportation & Land Use <input type="checkbox"/> Waste & Water <input checked="" type="checkbox"/> Cross-cutting	<ul style="list-style-type: none"> <li>▪ Implement educational programs that create climate change awareness and buy-in, as well as programs that train people for green jobs.</li> <li>▪ Ideas include:             <ul style="list-style-type: none"> <li>○ K-12 climate change curriculum</li> <li>○ Vocational education to install renewable energy, particularly solar panels</li> </ul> </li> </ul>
<b>Pollution</b>	<input type="checkbox"/> Agriculture & Forests <input type="checkbox"/> Buildings & Energy <input type="checkbox"/> Transportation & Land Use <input type="checkbox"/> Waste & Water <input checked="" type="checkbox"/> Cross-cutting	<ul style="list-style-type: none"> <li>▪ Reduce both air pollution and other types of pollution.</li> <li>▪ Ideas include:             <ul style="list-style-type: none"> <li>○ Restrictions on toxic weed killers or pesticides in city limits</li> <li>○ Reduced ocean dumping</li> </ul> </li> </ul>
<b>National or international policy</b>	<input type="checkbox"/> Agriculture & Forests <input type="checkbox"/> Buildings & Energy <input type="checkbox"/> Transportation & Land Use <input type="checkbox"/> Waste & Water <input checked="" type="checkbox"/> Cross-cutting	<ul style="list-style-type: none"> <li>▪ Look to changes in national and international policy to address climate change.</li> <li>▪ Ideas include:             <ul style="list-style-type: none"> <li>○ Support for international emissions reductions policies</li> <li>○ Focus on large emissions sources such as reducing fossil fuel extraction or reducing emissions from other high-emitting countries</li> </ul> </li> </ul>

## Survey Summary

The online survey asked for input on the following topics:

- Which **focus areas** to prioritize in the Thurston Climate Mitigation Plan
- How to **invest in focus areas**
- Other **ideas** the Plan should focus on
- The most important **drivers of action** to consider in the Plan
- **Individual climate mitigation actions** people take and would like to take

### Focus areas to prioritize

Survey respondents were asked to share their top two focus areas to prioritize in the Thurston Climate Mitigation Plan. After responding, respondents were told the top two contributors to carbon pollution in Thurston County are energy use in residential and commercial buildings, and transportation. They were then asked again for the top two focus areas to prioritize.

Key findings from these two questions include:

- Without knowing the top two contributors in Thurston County, survey respondents selected shifting to **more renewable and clean electricity sources** (49%) and **storing more carbon** in trees, plants, and soil (40%) as the top two areas the Thurston County Mitigation Plan should focus on.
- After reading building energy use and transportation were the top two contributors to Thurston County's greenhouse gas emissions, respectively, **31% of survey respondents changed the top two areas they recommend the Thurston Climate Mitigation Plan focus on:**
  - **70%** of respondents selected **making homes and buildings more energy-efficient and carbon-smart** as the top focus area for the Thurston Climate Mitigation Plan.
  - **47%** of respondents selected **increasing the use of alternative forms of transportation**, making it the second-highest sector selected.
  - The focus on storing more carbon in trees, plants, and soil fell sharply, to 15%, while the focus on shifting to more renewable and clean energy sources fell slightly, to 42%.
- Some of the focus areas survey respondents prioritized varied by income or where they lived:
  - **68% of those with an income between \$15,000-\$24,999 prioritized the shift from fossil fuel to renewable and clean energy sources**, significantly higher than those with an income between \$75,000-99,999 (45%) or \$100,000+ (48%).
  - **72% of those with incomes higher than \$75,000 prioritized more energy-efficient and carbon-smart homes, businesses, and other buildings**, significantly higher than those with an income of \$25,000-\$34,999 (11.4%), \$35,000-\$49,999 (20%), and \$50,000-\$74,999 (24%).
  - **33% of those living in Olympia prioritized the use of alternative forms of transportation** (riding the bus, walking, carpool/vanpool, and biking, as well as more fuel-efficient vehicles) compared to those from Lacey (24%), Tumwater (20%), or unincorporated Thurston County (18%).

### FOCUS AREAS

- Shift from fossil fuel-powered to more renewable and clean electricity sources
- Increase the use of alternative forms of transportation
- Store more carbon in trees, plants, and soil
- Increase urban density
- Reduce consumption and waste
- Make our homes, businesses, and buildings more energy-efficient and carbon-smart

- 24% of those living in unincorporated Thurston County and 33% of those living in Tenino prioritized “Store more carbon in trees, plants, and soil” after being provided the top two contributors to carbon pollution (building energy use and transportation).

### How to invest in focus areas

Survey respondents invested \$1,000 fictional dollars across the six focus areas. Key findings include:

- Both overall and on average, survey respondents **invested the most in more energy-efficient and carbon-smart buildings**, and shifting to **more renewable and clean electricity**:
  - More energy-efficient and carbon-smart buildings: \$284,748 invested overall, with an average investment of \$338.
  - More renewable and clean electricity sources: \$263,079 invested overall, with an average investment of \$341.
- Both overall and on average, survey respondents **invested the least in reducing consumption and waste**, and **increasing urban density**:
  - Reducing consumption and waste: \$117,706 invested overall, with an average investment of \$191.
  - Increasing urban density: \$121,173 invested overall, with an average investment of \$215.
- **Survey respondents tended to spread out their investment between 3-4 focus areas.** The most common focus areas survey respondents selected were:
  - More energy-efficient and carbon-smart buildings
  - Shifting to more renewable and clean electricity sources
  - Storing more carbon in trees, plants, and soil
  - Increasing the use of alternative forms of transportation

### Ideas to focus on

Survey respondents were provided an opportunity to identify any key actions or ideas they felt should be included in the plan. Many of the 612 responses to this open-ended question fall into the focus areas previously identified. Additional key themes from these responses are summarized below, by sector.

#### Agriculture & Forests

Theme	Description
<b>Tree and land preservation</b>	<ul style="list-style-type: none"> <li>▪ Preserve existing trees, forest lands, and open space, and restore degraded areas</li> </ul>
<b>Local food network</b>	<ul style="list-style-type: none"> <li>▪ Support markets for locally grown food to reduce carbon emissions from transportation</li> </ul>
<b>Blue carbon</b>	<ul style="list-style-type: none"> <li>▪ Explore options to sequester carbon in marine environments</li> </ul>

#### Buildings & Energy

Theme	Description
<b>Alternative energy sources</b>	<ul style="list-style-type: none"> <li>▪ Include actions that support the region’s transition to a variety of renewable and alternative energy sources beyond solar and wind, including nuclear, geothermal, and hydrogen</li> </ul>
<b>Public power</b>	<ul style="list-style-type: none"> <li>▪ Create a locally managed public utility district to supply power</li> </ul>

## Transportation & Land Use

Theme	Description
<b>Transportation system efficiency</b>	<ul style="list-style-type: none"> <li>▪ Increase the efficiency of the existing transportation system by improving traffic flow, coordinating signals, and reducing idling</li> </ul>
<b>Rural connections</b>	<ul style="list-style-type: none"> <li>▪ Consider low-carbon transportation options for residents connecting between rural areas and urban centers</li> </ul>
<b>Development</b>	<ul style="list-style-type: none"> <li>▪ Concern about impact of commercial development in Lacey and proposal for industrial development in South Thurston County</li> </ul>
<b>Regional connections</b>	<ul style="list-style-type: none"> <li>▪ Support mass transit connections to other regions, such as rail options to Seattle</li> </ul>

## Waste & Water

Theme	Description
<b>Plastic waste</b>	<ul style="list-style-type: none"> <li>▪ Reduce consumption of single-use plastics</li> </ul>
<b>Low meat diet</b>	<ul style="list-style-type: none"> <li>▪ Include actions to educate about the emissions reduction benefits of a low meat diet</li> </ul>
<b>Water use</b>	<ul style="list-style-type: none"> <li>▪ Reduce water consumption</li> </ul>

## Cross-Cutting

Theme	Description
<b>Education</b>	<ul style="list-style-type: none"> <li>▪ Invest in actions that educate the public about climate impacts and available solutions, and support widespread adoption of climate-friendly behavior</li> </ul>
<b>Financial tools</b>	<ul style="list-style-type: none"> <li>▪ Develop means to finance climate actions and/or equitably distribute the costs of shifting to a low carbon society, such as a carbon tax</li> </ul>
<b>Data and monitoring</b>	<ul style="list-style-type: none"> <li>▪ Conduct additional analysis to calculate footprint from other sectors not included in the current inventory, such as consumption of materials created outside Thurston County, or CFCs</li> </ul>

## Other

Theme	Description
<b>No action needed</b>	<ul style="list-style-type: none"> <li>▪ Climate change is not an issue, or should not be a local priority</li> </ul>
<b>Equity</b>	<ul style="list-style-type: none"> <li>▪ Build in equity to actions and prioritize actions that support equity</li> </ul>
<b>Adaptation</b>	<ul style="list-style-type: none"> <li>▪ Include actions to support climate adaptation, such as addressing sea-level rise-related flooding in Downtown Olympia</li> </ul>
<b>Pollution/General environment</b>	<ul style="list-style-type: none"> <li>▪ Concerns about air, water, or other pollution and environmental issues, not related to climate change mitigation</li> </ul>
<b>Population</b>	<ul style="list-style-type: none"> <li>▪ Concerns about population growth</li> </ul>

## Drivers of action

Survey respondents rated the importance of four factors for determining which actions to include in the Plan: impact, cost, feasibility, and equity. They could also suggest a new factor. Key findings include:

- Survey respondents indicated **all four drivers of action were at least moderately important:**

- Impact (how much carbon pollution will be reduced) was the most important driver of action. 61% of respondents rated it most important, and 93% of respondents rated it at least moderately important.
- Equity, feasibility, and cost were all rated moderately important drivers of action. Of these, equity was rated most important overall, followed by feasibility and cost.
  - Impact: 93% of respondents rated at least moderately important
  - Equity: 85% of respondents rated at least moderately important
  - Feasibility: 81% of respondents rated at least moderately important
  - Cost: 74% of respondents rated at least moderately important
- 185 survey respondents suggested one or more **new drivers of action**.
  - **Approximately one-third** of the suggested drivers were **proxies for impact, cost, feasibility, and equity**.
  - **Time/urgency** was the most commonly suggested new driver (15% of suggestions), followed by **accountability** (8% of suggestions).
  - Most comments about time/urgency emphasized how long it would take to realize the benefits of action or the need to act urgently; a few comments questioned the necessity to act at all or the level of priority compared to other societal needs.
  - Comments about accountability included being able to verify the need for action or the quantitative impact of results, basing action on sound science or likely impact instead of other factors like political will or popularity, and wise use of public resources.
- The level of importance of some drivers varied by household income, where the respondent lived, or age:
  - **Cost:** 77% of respondents with a household income greater than \$35,000 said cost is the most important to consider in choosing actions to reduce carbon pollution. This is significantly higher than the 2% of those with a household income of \$25,000-34,999.
  - **Equity:** 15% of respondents who work in Thurston County (but live outside the county) and 9% of respondents who live in Lacey ranked equity as the least important. This is significantly higher than the 4% of respondents who live in Olympia who ranked equity as the least important.
  - **Impact:** 78% of respondents in the 15-24 age group ranked “Impact: how much carbon pollution will be reduced” as most important, significantly higher than the 61% and 56% of those aged 40-54 and 55-69, respectively.

## Individual actions

These survey questions provided respondents an opportunity to share the types of mitigation actions they already take in their daily lives and which actions they would be interested in taking. Key findings include:

- The **top actions** people are **taking** include both services that government provides and everyday habits most anyone can build:
  - Regularly recycle and/or compost (94%)
  - Save energy at home and work by turning off lights and water, using energy-saving light bulbs, etc. (92%)
  - Use reusable or compostable containers and beverage bottles or bring their own (79%)
- The **top actions** people would **like** to take could generally be incentivized or otherwise supported through government action and/or public-private partnerships:
  - Invest in solar panels for home or business (57%)
  - Purchase or drive an all-electric vehicle (48%)
  - Participate in a renewable energy program through local utility (30%)
  - Drive a vehicle that gets more than 30 MPG in the city (25%)
- The two actions people would most like to do are the two actions the fewest number of people are already doing: investing in solar panels and investing in an all-electric vehicle.

## DRIVERS

- **Impact:** how much carbon pollution will be reduced
- **Cost:** how much money it will cost
- **Feasibility:** how easy it will be to implement
- **Equity:** whether costs and benefits of action will be distributed fairly across communities or whether actions will avoid disproportionately affecting the most vulnerable in our communities

## Demographics

*Note that about 1,000 of 1,397 responded to the demographic questions. Appendix C compares survey respondent demographics to the overall population of Thurston County.<sup>2</sup> Key findings include:*

- **Residence:** Majority (40%) live in Olympia or Thurston County (unincorporated) (20.5%).
- **Sex:** Majority (60%) of respondents identify as female.
- **Age:** Largest group of respondents is 55-69 years old (30%), then 40-54 (25%) and 25-39 (19%). Compared to Thurston County's overall population, survey respondents are generally older.
- **Race/Ethnicity:** Majority of respondents (91%) identify as white, compared to 82% of Thurston County's overall population. Additionally, about three times as many survey respondents identified as American Indian & Alaska Native compared to Thurston County's overall population.
- **Income:** Largest group of respondents have a household income of \$100,000 or more (33%), followed by \$50,000-\$74,999 (19%). The results are similar for Thurston County overall, with 28% reporting an income over \$100,000 and 21% reporting an income of \$50,000-\$74,999.

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<sup>2</sup> An analysis of statistical significance for the comparison of survey respondent demographics and the overall population of Thurston County was not performed.

## Next steps

The initial phase of public outreach has been focused on identifying community priorities for climate action, gathering potential actions and ideas to include in the plan, and better understanding the actions individuals are taking and would like to take around climate change. As the planning process moves from the identification of strategies and actions to the evaluation and selection of specific strategies and actions to include in the Thurston Climate Mitigation Plan, public outreach will shift to gather more specific input on draft strategies and actions, and continue to focus on reaching diverse and hard-to-reach audiences.

The following next steps for outreach are anticipated:

- **Increased focus on engaging community liaisons:** Successfully engaging with community liaisons—trusted representatives or advocates of communities—is the primary approach being used to reach communities who are typically harder to reach in the Thurston region. This method supports all three engagement goals. In many cases, relationships with community liaisons are just being formed between the team leading this planning process and the liaisons. Accordingly, significant resources are being devoted to build these relationships. Concerted attention will be needed in the next phase of outreach, not only to build relationships but to identify the appropriate approach for engagement with each liaison. Examples of options to work together included distributing information about the Plan, collecting input on the Plan, participating in an interview, and participating in a briefing.
- **Interviews and briefings with experts, community liaisons, and other practitioners:** In fall/winter 2019-2020, interviews and briefings will be used to gather detailed input on the strategies and actions, including their evaluation, and to reach key individuals or organizations who would otherwise be unable to participate in the process. This approach primarily supports the second engagement goal, to promote alignment between community and government priorities.
- **Public open houses and survey to gather feedback on the full draft Thurston Climate Mitigation Plan:** In 2020 once a complete draft of the mitigation plan is complete, open houses will be held in locations and at times designed to reach the broadest sub-set of Thurston County residents. These in-person events will be paired with a widely distributed survey. Both methods will seek input on the draft vision, goals, strategies, and actions in the Thurston Climate Mitigation Plan. Participation in an open house or detailed survey is typically greater and more representative of the public when levels of awareness and engagement in the planning process are higher, because these events represent a significant time investment for most community members. Therefore, the open houses and detailed survey are planned toward the end of the planning process to take advantage of the awareness and engagement built by earlier outreach. This method supports all three engagement goals.
- **Ongoing traditional and social media to maintain interest in the planning process:** Email communications, webpage updates, Facebook and Twitter posts, and outreach to traditional and social media partners will all continue to maintain interest and engagement in the planning process. These methods directly support the first and third engagement goals.

## Appendix A. Outreach Log

A detailed log of all outreach completed in summer and fall 2019 is below.

### Public presentations

- 8/13/2019 – Presentation to the Thurston County Board of Health
- 8/16/2019 – Presentation to South Thurston Economic Development Initiative (STEDI)
- 9/9/2019 - Tumwater Tree Board meeting
- 9/10/2019 - Tumwater Planning Commission meeting
- 9/11/2019 – Deschutes Estuary Restoration Team (DERT) “Looking Locally at Climate Impacts” Community Forum
- 10/1/2019 – Lacey Planning Commission meeting

### Public events

- 7/3/2019 - Lacey Fireworks Spectacular
- 7/13/2019 - Lacey South Sound BBQ Festival
- 7/27/2019 – Tenino Oregon Trail Days
- 7/31-8/4/2019 – Thurston County Fair
- 8/10/2019 – Lacey Summer Concerts in the Park
- 8/17/2019 - Tumwater Brewfest
- 8/24/2019 – Rainier Round Up Days
- 8/24/2019 – Yelm Farmers Market
- 8/30-9/1/2019 – Harbor Days
- 9/4/2019 – Tumwater Farmers Market
- 9/11/2019 - Tumwater Farmers Market
- 9/20/2019 – Climate Strike
- 9/27/2019 – Olympia Farmers Market
- 9/28/2019 – Emergency Preparedness Expo
- 10/4-10/5/2019 – Olympia Fall Arts Walk

### Media

- 9/15/2019 – Dr Rachel Wood Health Matters column in The Olympian: <https://www.theolympian.com/living/health-fitness/article235101832.html>
- 9/19/2019 - [Press Release](#) – 9/19
- 9/20/2019 - [Reprint of press release](#) in Thurston Talk
- 9/20/2019 – [Olympian Article on Climate Strike](#) included link to survey

### Online Survey Advertising

- 8/12/2019 – Posted on TRPC’s website
- 8/13/2019 – Facebook Post
  - Video url: <https://www.facebook.com/trpc.org/videos/431863840748620/>
- 8/13/2019 – Twitter Post
  - Link: <https://twitter.com/TRPCorg/status/1161303311594610688>
- 8/16/2019 – Email newsletter and [weblink](#) from City of Olympia, Public Works, 382 distribution
- 8/19/2019 – Posted on Thurston County home page

- 8/19/2019 - Posted on City of Tumwater Climate Change, Greenhouse Gas Emissions, and Energy Conservation webpage
- 8/19/2019 – Emailed to ECO Network
- September 2019 – Published in Lacey Utility insert “[Lacey Life](#)” – 25,500 distribution
- 8/20/2019 – Emailed to Nisqually River Council
- 8/20/2019 – City of Tumwater email newsletter
- Thurston County Community Planning email newsletter
- 9/11/ 2019 – Posted on TESC MES Blog
- 9/18/ 2019 – Emailed to Thurston Thrives contact list
- Emailed to WRIA 13 watershed Group
- 9/16/2019 – Promoted through South Thurston Economic Development Initiative (STEDI) (August and Sept meetings)
- September 2019 – Postcards sent out through Timberland Library network

### Organizations Contacted to Identify Community Liaisons

Community liaisons—trusted representatives or advocates of communities—have been identified as a key resource to reach communities who are typically harder to reach in the Thurston region. During summer and fall, initial contact was made to the organizations below to provide information about the planning process and explore if and how to work together to gather input to shape the Thurston Climate Mitigation Plan. Options to work together included distributing information about the Plan, collecting input on the Plan, participating in an interview, and participating in a briefing.

- Asset Building Coalition
- Black Alliance of Thurston County
- Boys and Girls Club of Thurston County
- Community Action Council
- Family Support Center
- Hispanic Roundtable
- Intercity Transit Walk ‘N Roll Program
- Interfaith Works
- Joint Base Lewis McChord, External Communications
- Korean Women’s Association (Lacey Community Office)
- Lacey Veterans Service Hub
- Olympia Kiwanis Club
- Olympia Master Builders
- Rochester Organization of Families (ROOF)
- Rotary Gateway
- South Thurston Economic Development Initiative (STEDI)
- Thurston Thrives
- YWCA

# Appendix B. Event Materials

## Factsheet



FACTSHEET | SUMMER 2019

# Thurston Climate Mitigation Plan

Let's decide together how to save energy, act on climate change, and build a stronger community.

Climate change is already affecting our communities. Impacts like hotter summers, wildfire smoke, and flooding endanger our homes and affect public health and local business. Thurston County and the cities of Lacey, Olympia, and Tumwater are working with the Thurston Regional Planning Council to craft a strategic roadmap for reducing climate-polluting greenhouse gases while maintaining—and even improving—our quality of life.

### WHY WE ARE ACTING NOW

Climate scientists project that by the 2080s, we can expect:



**More days above 90 °F**



**Double the area burned by wildfire in WA**



**5 more days of the heaviest rain experienced today**

Acting now means we can avoid the worst impacts of climate change for our children and grandchildren. Taking action now can also bring other benefits to the community, like reduced energy costs, better air quality, more transportation options, and enhanced recreational areas.

### OUR PLANNING PROCESS

2019	early 2020	late 2020
<ul style="list-style-type: none"> <li>Identify the top actions to meet our targets.</li> <li>Actions cover topics such as transportation, energy, and land carbon storage.</li> </ul>	<ul style="list-style-type: none"> <li>Decide which organizations will take on each action.</li> <li>Make sure local rules support those actions.</li> <li>Release draft plan.</li> </ul>	<ul style="list-style-type: none"> <li>Revise and finalize plan.</li> <li>Continue to work with the community to take climate action.</li> </ul>

### WHAT YOU CAN DO

The plan will lead directly to projects and resources spent in communities.

Here's how you can help determine which projects we undertake and where we should focus our resources:

- 
**SIGN UP** for updates via [www.trpc.org/climate](http://www.trpc.org/climate).
- 
**ASK QUESTIONS** and share your climate action priorities at public events and in surveys.
- 
**TELL US WHAT YOU THINK** about the draft Thurston Climate Mitigation Plan (available in 2020).

**CONTACT:** Allison Osterberg, Senior Planner  
 Thurston Regional Planning Council  
[www.trpc.org/climate](http://www.trpc.org/climate)



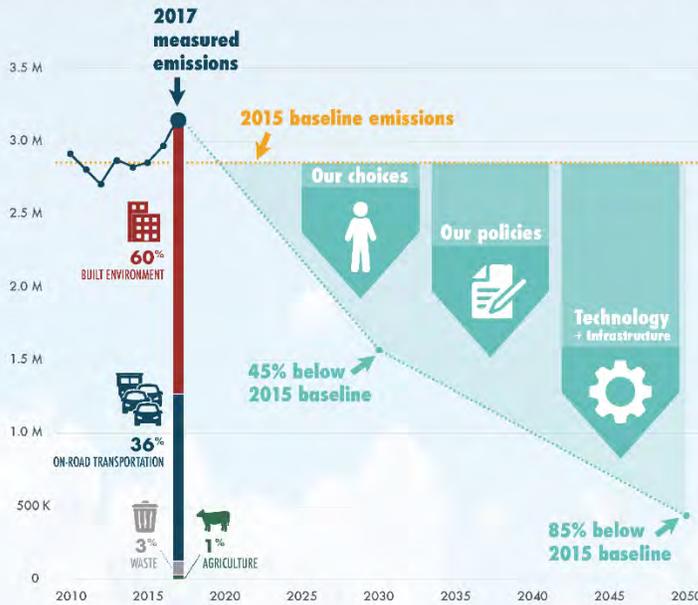




Figure 1. First page of project factsheet with overviews of reasons to take action, the planning process, and ways to get involved.

## WHERE DO WE NEED TO GO?

In 2018, Thurston County and the cities of Lacey, Olympia, and Tumwater set targets to reduce carbon pollution emissions **45% below our 2015 baseline by 2030** and **85% below the 2015 baseline by 2050**. These targets are in line with those set by other countries and communities around the world to minimize global temperatures.



## HOW WILL WE GET THERE?

To meet these shared targets, all communities will need to take action across a variety of sectors—especially from buildings and transportation, which make up the bulk of emissions.

We will explore actions that support:

- Choices that reduce or prevent greenhouse gas emissions.
- Policies and legislation that promote climate goals.
- Investment in technologies and infrastructure that advance a low-carbon future.

Meeting these targets will not be easy—we will all need to play our part. The region’s growing population will make reaching the goal even more challenging. The average person in Thurston County will need to reduce their carbon footprint by 90% by 2050 to meet our target.

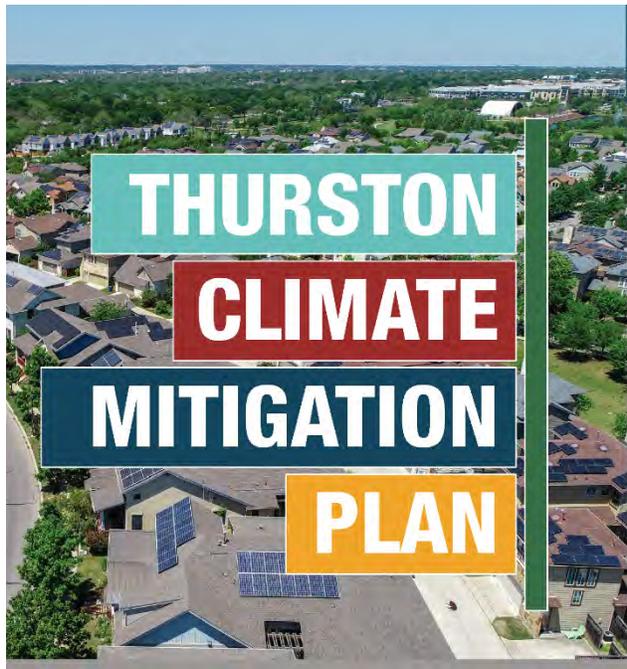
## YOU CAN HELP US GET THERE!

**Make your voice heard!** In 2019, visit us at a fair or festival booth, take a short survey on community climate priorities, or attend a community briefing. In 2020, provide input on the draft Thurston Climate Mitigation Plan through a survey or open house.

SIGN UP for updates via [www.trpc.org/climate](http://www.trpc.org/climate).



Figure 2. Second page of project factsheet with desired goals and the types of actions that could be used to achieve them.



# THURSTON CLIMATE MITIGATION PLAN

## JOIN US!

Let's decide  
**TOGETHER**  
how to **SAVE** energy,  
**ACT** on climate change,  
and **BUILD** a  
stronger community.



### WHAT IS THE THURSTON CLIMATE MITIGATION PLAN?

Thurston County, Lacey, Olympia, and Tumwater are working with Thurston Regional Planning Council in 2019-2020 to develop a climate mitigation plan with actions to reduce local greenhouse gas emissions that contribute to global climate change.

### WHY NOW?

Hotter summers and smoke from wildfire are just two examples of how climate change is already affecting us in Thurston County. We need to act now to protect the health and well-being of our communities and economy. Your input can help decide how we'll reduce carbon from our cars, buses, homes, businesses, and other sources, and store more carbon in trees, plants, and soil.



### WHAT CAN I DO?

We want to know your priorities and concerns about reducing our carbon footprint. The Plan will lead directly to projects and resources spent in your community: your input will influence public spending and implementation of climate actions. These actions may have benefits beyond reducing carbon, such as faster, more reliable public transit or energy rebates that lower energy bills.

-  Visit [www.trpc.org/climate](http://www.trpc.org/climate) for the latest information and sign up for updates
-  Take a survey or attend a public event in summer 2019 and early 2020
-  Provide feedback on the draft TCMP

Figure 3. Small "postcard" with project information and ways to get involved.

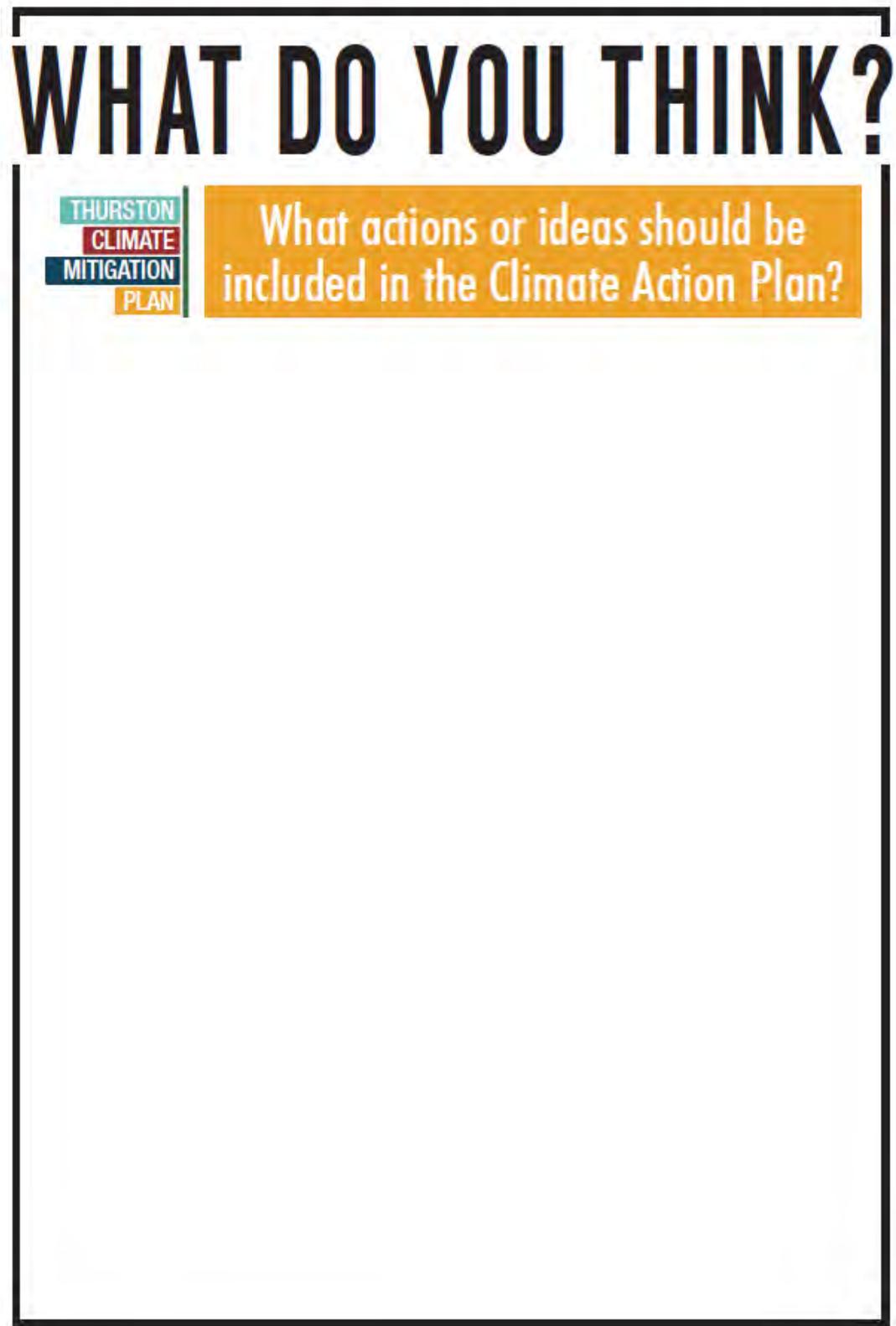


Figure 4. Interactive display board to gather input on which actions or ideas should be included in the Climate Action Plan.

## Appendix C. Demographic Comparison

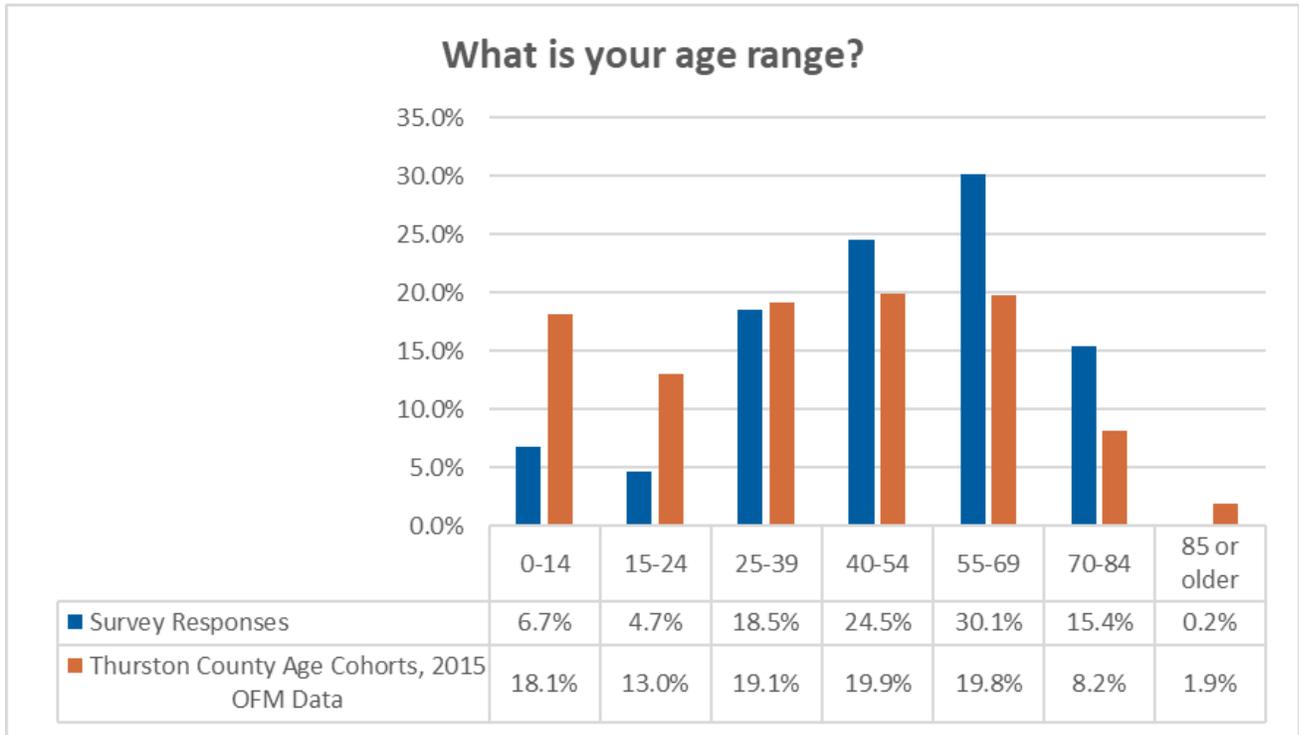


Figure 5. Survey respondents were generally older than the overall population of Thurston County. However, an analysis for statistical significance of this trend was not performed.

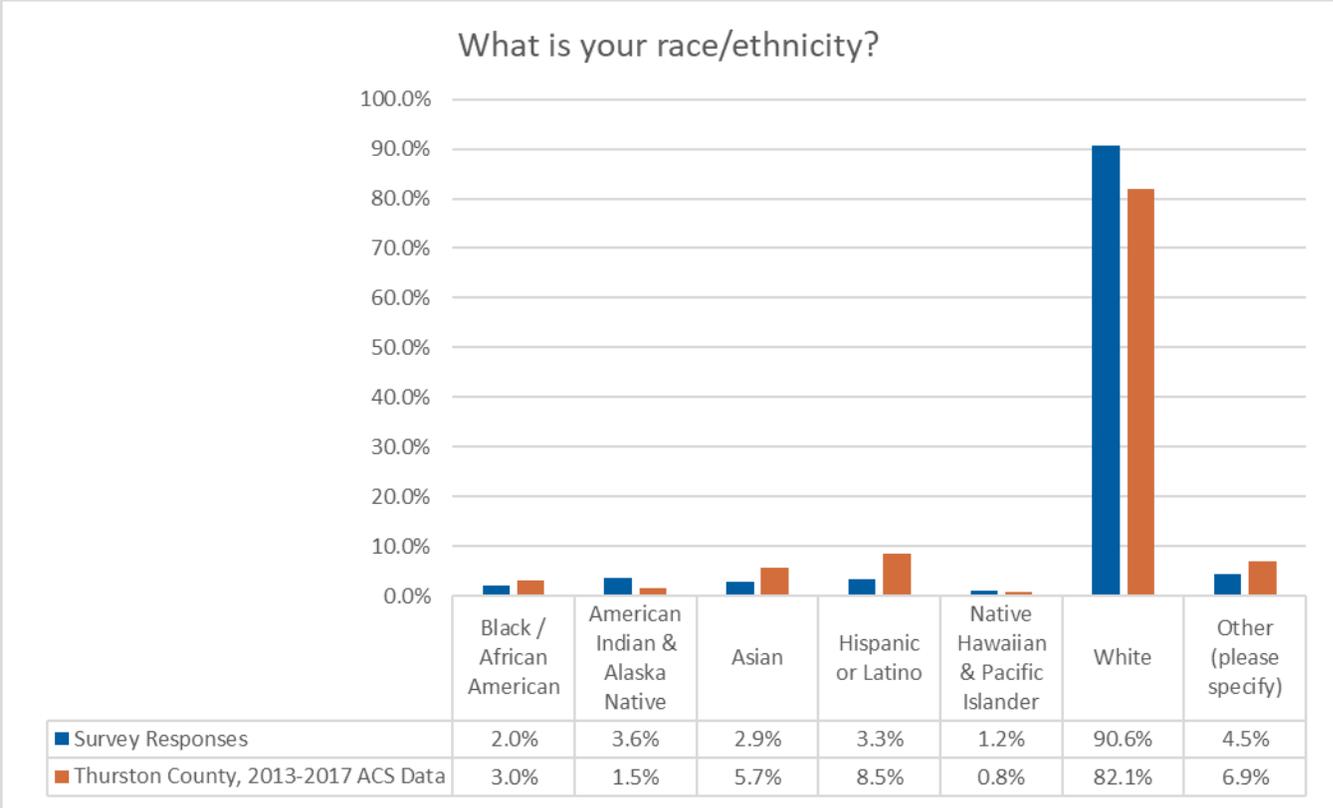


Figure 6. A greater proportion of survey respondents identified as White, American Indian & Alaska Native, and Native Hawaiian & Pacific Islander than the overall population of Thurston County. Fewer survey respondents identified as Black/African American, Asian, Hispanic or Latino, and/or another race/ethnicity compared to the overall population of Thurston County. However, an analysis for statistical significance of these trends was not performed.

### What is your household's annual income (before taxes)?

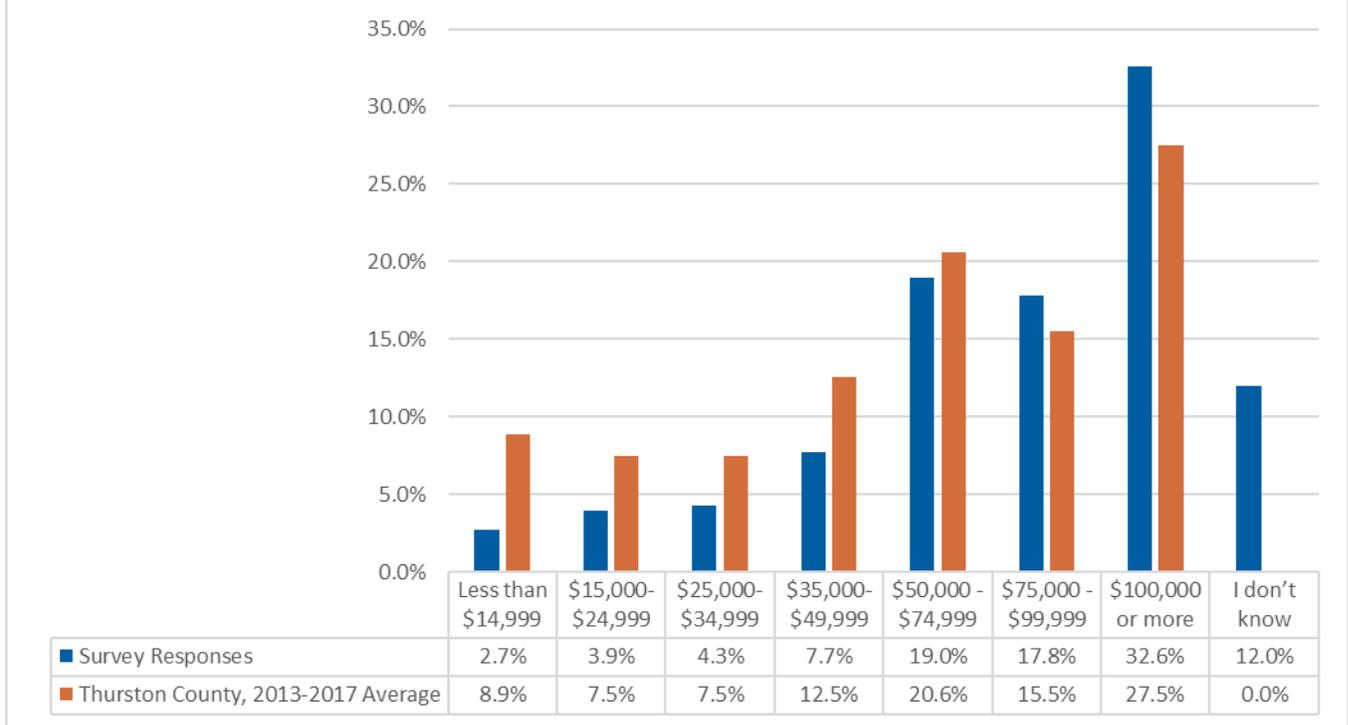


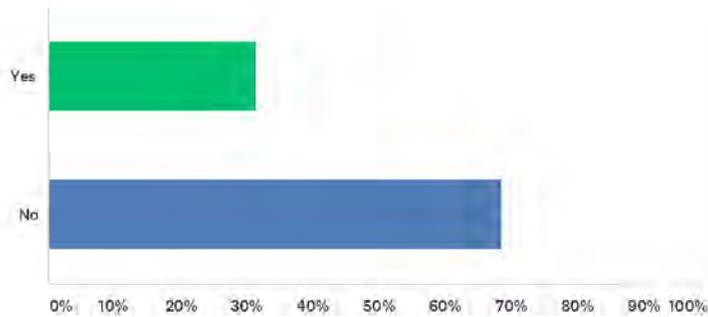
Figure 7. Compared to the overall population of Thurston County, a greater proportion of survey respondents reported a household income of more than \$75,000. Conversely, a lower proportion of survey respondents reported an income of less than \$74,999 compared to the overall population of Thurston County. However, an analysis for statistical significance of these trends was not performed.

## Appendix D. Survey Responses

### Thurston Climate Mitigation Plan: Community Questionnaire

Q1 Did you know that in 2018, Thurston County, and the cities of Lacey, Olympia, and Tumwater, committed to reducing greenhouse gas emissions (i.e., carbon pollution) 45% below 2015 levels by 2030 and 85% below 2015 levels by 2050?

Answered: 1,373 Skipped: 24

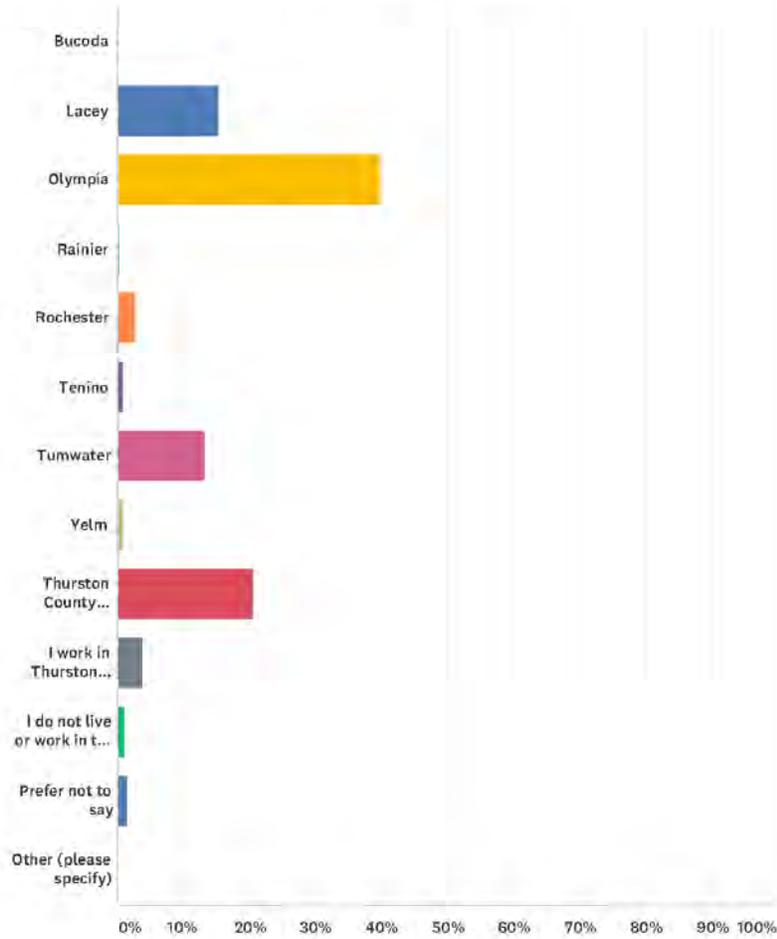


ANSWER CHOICES	RESPONSES	
Yes	31.32%	430
No	68.68%	943
TOTAL		1,373

Thurston Climate Mitigation Plan: Community Questionnaire

Q2 Where do you live? We'll use this information to better understand how communities throughout Thurston County would like to act on climate change and what they are already doing. Please select one.

Answered: 1,389 Skipped: 8



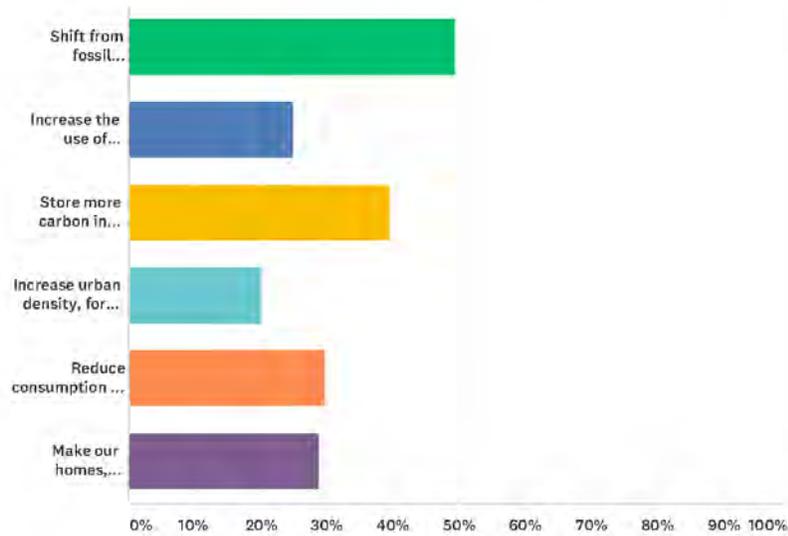
ANSWER CHOICES	RESPONSES	
Bucoda	0.00%	0
Lacey	15.33%	213
Olympia	39.67%	551
Rainier	0.50%	7

Thurston Climate Mitigation Plan: Community Questionnaire

Rochester	2.66%	37
Tenino	0.94%	13
Tumwater	13.25%	184
Yelm	0.94%	13
Thurston County (unincorporated)	20.45%	284
I work in Thurston County, but live outside the county	3.74%	52
I do not live or work in the Thurston County region	1.01%	14
Prefer not to say	1.51%	21
Other (please specify)	0.00%	0
<b>TOTAL</b>		<b>1,389</b>

Q3 Climate mitigation is about putting less carbon pollution into the air. Ways to reduce carbon pollution include driving less; using more fuel-efficient vehicles and appliances; using cleaner, renewable energy sources; and storing more carbon in trees, plants, and soil. From the list below, what top two areas do you think the Thurston Climate Mitigation Plan should focus on? Please choose up to two areas.

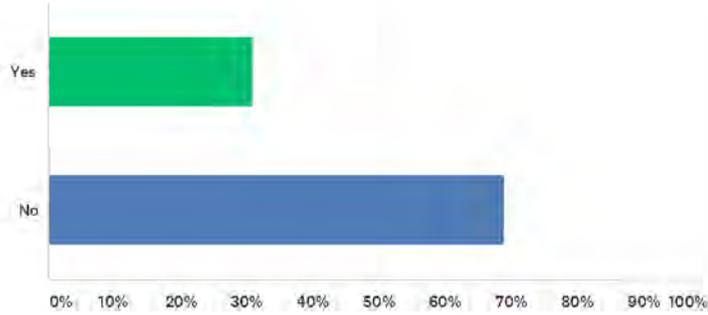
Answered: 1,300 Skipped: 97



ANSWER CHOICES	RESPONSES
Shift from fossil fuel-powered to more renewable and clean electricity sources (e.g., from coal to wind/hydro/solar energy).	49.46% 643
Increase the use of alternative forms of transportation, such as riding the bus, walking, carpool, vanpool and biking, as well as more fuel-efficient vehicles.	25.00% 325
Store more carbon in trees, plants, and soil, for example by preserving large trees, increasing tree canopy, and managing soil for carbon storage in addition to other benefits.	39.52% 515
Increase urban density, for example with accessible public transportation, mixed use buildings (e.g., retail on the bottom floor and residences above), and affordable housing.	20.15% 262
Reduce consumption and waste by recycling and composting more, avoiding single-use items, and repairing or retrofitting instead of buying new.	29.69% 386
Make our homes, businesses, and other buildings more energy-efficient and carbon-smart, for example through energy retrofits, energy-saving appliances, and sustainable building materials.	28.92% 376
Total Respondents: 1,300	

**Q4 Energy use in residential and commercial buildings is the #1 contributor to carbon pollution in Thurston County. Transportation is #2. Does this change the top two areas you think the Thurston Climate Mitigation Plan should focus on?**

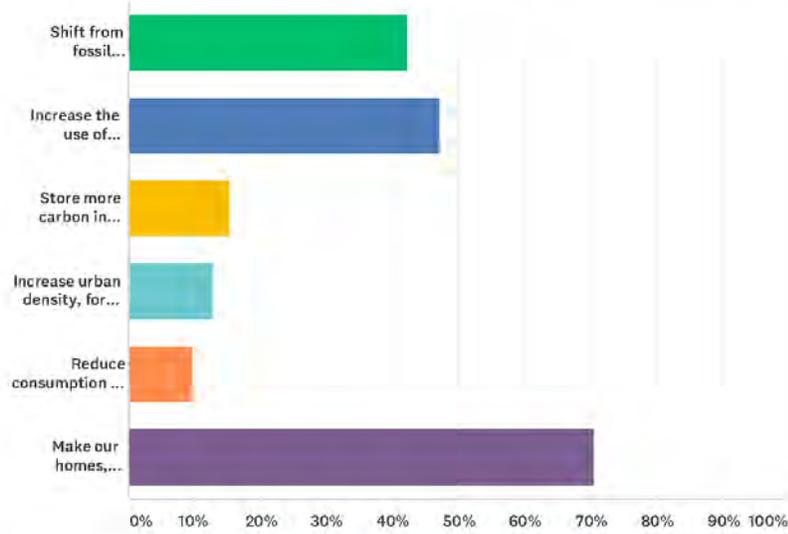
Answered: 1,273 Skipped: 124



ANSWER CHOICES	RESPONSES	
Yes	30.87%	393
No	69.13%	880
TOTAL		1,273

Q5 From the list below, what top two areas do you now think the Thurston Climate Mitigation Plan should focus on? Please choose up to two areas.

Answered: 399 Skipped: 998

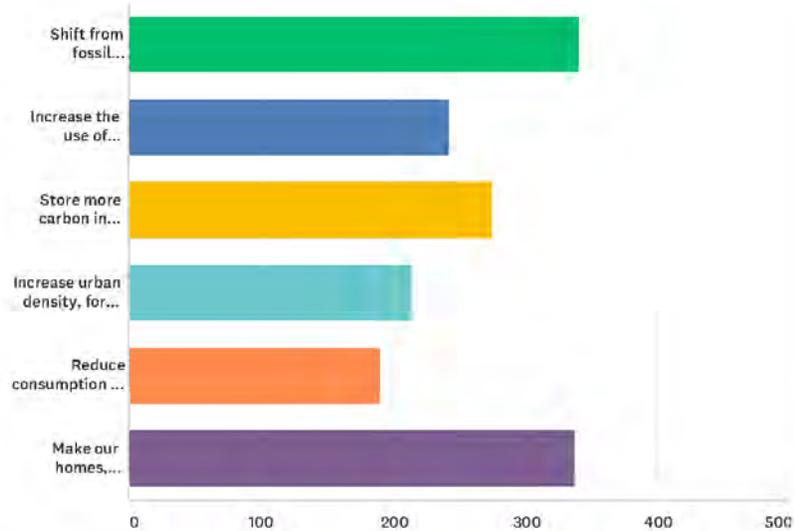


ANSWER CHOICES	RESPONSES
Shift from fossil fuel-powered to more renewable and clean electricity sources (e.g., from coal to wind/hydro/solar energy).	42.36% 169
Increase the use of alternative forms of transportation, such as riding the bus, walking, carpool, vanpool and biking, as well as more fuel-efficient vehicles.	47.12% 188
Store more carbon in trees, plants, and soil, for example by preserving large trees, increasing tree canopy, and managing soil for carbon storage in addition to other benefits.	15.29% 61
Increase urban density, for example with accessible public transportation, mixed use buildings (e.g., retail on the bottom floor and residences above), and affordable housing.	12.78% 51
Reduce consumption and waste by recycling and composting more, avoiding single-use items, and repairing or retrofitting instead of buying new.	9.52% 38
Make our homes, businesses, and other buildings more energy-efficient and carbon-smart, for example through energy retrofits, energy-saving appliances, and sustainable building materials.	70.43% 281
Total Respondents: 399	

Thurston Climate Mitigation Plan: Community Questionnaire

Q6 Using the same list as the previous question, if you had \$1,000 dollars to invest to reduce carbon pollution, how would you spend it? You can put the imaginary money toward one, some, or all of the options. Answers must add up to 1000. Use whole numbers only. Do not include commas.

Answered: 1,154 Skipped: 243



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Shift from fossil fuel-powered to more renewable and clean electricity sources (e.g., from coal to wind/hydro/solar energy).	341	263,079	772
Increase the use of alternative forms of transportation, such as riding the bus, walking, carpool, vanpool, and biking, as well as more fuel-efficient vehicles.	243	164,694	678
Store more carbon in trees, plants, and soil, for example by preserving large trees, increasing tree canopy, and managing soil for carbon storage in addition to other benefits.	275	202,600	736
Increase urban density, for example with accessible public transportation, mixed use buildings (e.g., retail on the bottom floor and residences above), and affordable housing.	215	121,173	564
Reduce consumption and waste by recycling and composting more, avoiding single-use items, and repairing or retrofitting instead of buying new.	190	117,706	618
Make our homes, businesses, and other buildings more energy-efficient and carbon-smart, for example through energy retrofits, energy-saving appliances, and sustainable building materials.	338	284,748	843
Total Respondents: 1,154			

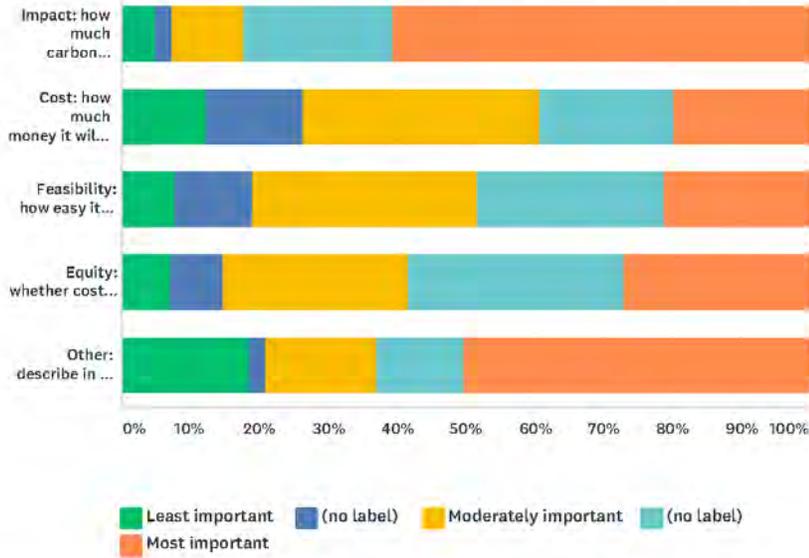
**Q7** Have we missed any key areas the Thurston Climate Mitigation Plan should focus on? This can also include actions you think are important to include in the plan.

Answered: 612 Skipped: 785

Thurston Climate Mitigation Plan: Community Questionnaire

Q8 What do you think is most important to consider in choosing actions to reduce carbon pollution?

Answered: 1,163 Skipped: 234



	LEAST IMPORTANT	(NO LABEL)	MODERATELY IMPORTANT	(NO LABEL)	MOST IMPORTANT	TOTAL	WEIGHTED AVERAGE
Impact: how much carbon pollution will be reduced	4.73% 53	2.50% 28	10.45% 117	21.61% 242	60.71% 680	1,120	4.31
Cost: how much money it will cost	12.18% 137	14.13% 159	34.40% 387	19.38% 218	19.91% 224	1,125	3.21
Feasibility: how easy it will be to implement	7.63% 85	11.31% 126	32.68% 364	27.11% 302	21.27% 237	1,114	3.43
Equity: whether costs and benefits of action will be distributed fairly across communities or whether actions will avoid disproportionately affecting the most vulnerable in our communities	7.02% 79	7.55% 85	27.00% 304	31.35% 353	27.09% 305	1,126	3.64
Other: describe in the text box below	18.52% 40	2.31% 5	16.20% 35	12.60% 27	50.46% 109	216	3.74

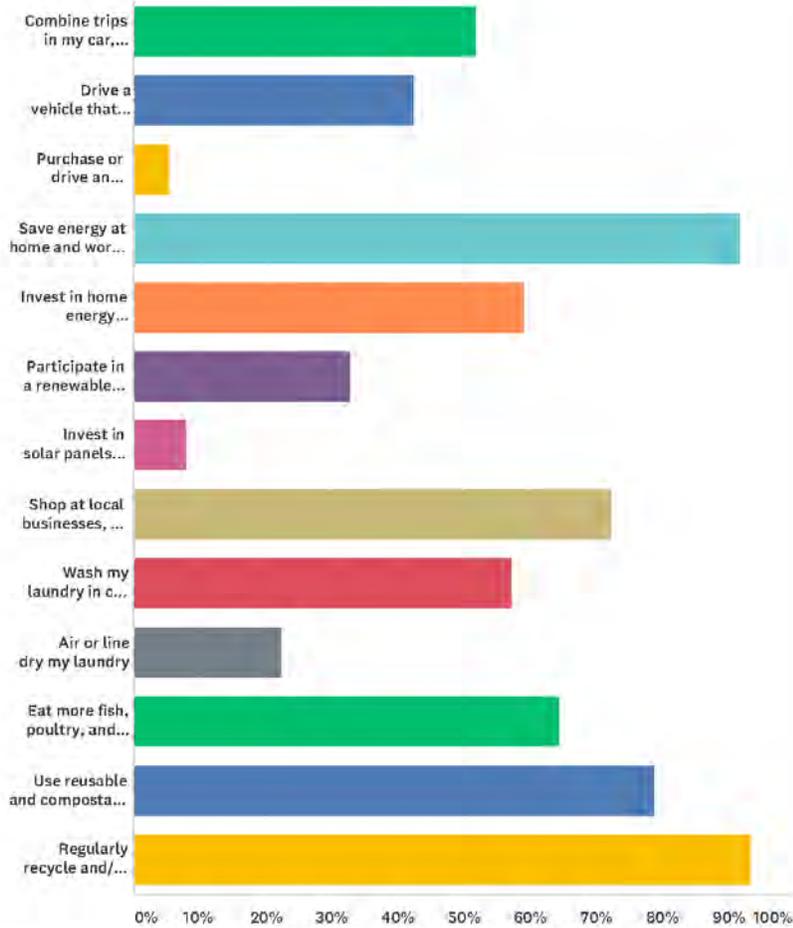
Thurston Climate Mitigation Plan: Community Questionnaire

Q9 If you selected "other" above, please briefly describe the driver here.

Answered: 185 Skipped: 1,212

**Q10 Two ways to take action on climate change are for communities to act and for governments to act through processes like the Thurston Climate Mitigation Plan. Individual action can also make a difference. Here are some common climate mitigation actions individuals take. What do you already do? Select all that apply.**

Answered: 1,151 Skipped: 246



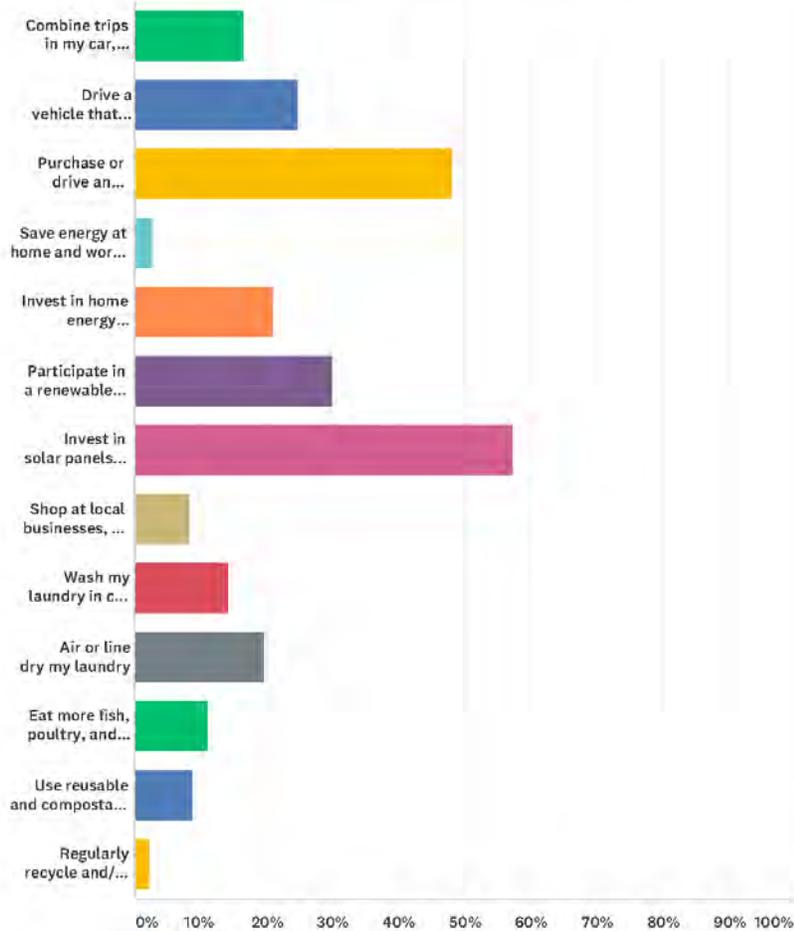
ANSWER CHOICES	RESPONSES
Combine trips in my car, carpool, take public transit, walk, or ride a bike to a destination at least once a week	51.95% 598
Drive a vehicle that gets more than 30 MPG in the city	42.57% 490
Purchase or drive an all-electric vehicle	5.47% 63

### Thurston Climate Mitigation Plan: Community Questionnaire

Save energy at home and work by turning off lights and water, using energy-saving light bulbs, etc.	91.75%	1,056
Invest in home energy improvements, such as installing insulation, efficient windows, heating and/or appliances	59.17%	681
Participate in a renewable energy program through my local utility	32.84%	378
Invest in solar panels for my home or business	7.91%	91
Shop at local businesses, in bulk, and/or at re-use or thrift stores	72.46%	834
Wash my laundry in cold water	57.25%	659
Air or line dry my laundry	22.42%	258
Eat more fish, poultry, and vegetable protein	64.47%	742
Use reusable and compostable containers and beverage bottles, or bring my own	78.97%	909
Regularly recycle and/or compost	93.57%	1,077
Total Respondents: 1,151		

Q11 What would you be interested in doing that you are not currently doing? Select all that apply.

Answered: 1,023 Skipped: 374



ANSWER CHOICES	RESPONSES
Combine trips in my car, carpool, take public transit, walk, or ride a bike to a destination at least once a week	16.62% 170
Drive a vehicle that gets more than 30 MPG in the city	24.73% 253
Purchase or drive an all-electric vehicle	48.09% 492
Save energy at home and work by turning off lights and water, using energy-saving light bulbs, etc.	2.74% 28
Invest in home energy improvements, such as installing insulation, efficient windows, heating and/or appliances	21.02% 215

Thurston Climate Mitigation Plan: Community Questionnaire

Participate in a renewable energy program through my local utility	30.01%	307
Invest in solar panels for my home or business	57.38%	587
Shop at local businesses, in bulk, and/or at re-use or thrift stores	8.31%	85
Wash my laundry in cold water	14.27%	146
Air or line dry my laundry	19.65%	201
Eat more fish, poultry, and vegetable protein	11.05%	113
Use reusable and compostable containers and beverage bottles, or bring my own	8.80%	90
Regularly recycle and/or compost	2.25%	23
Total Respondents: 1,023		

Thurston Climate Mitigation Plan: Community Questionnaire

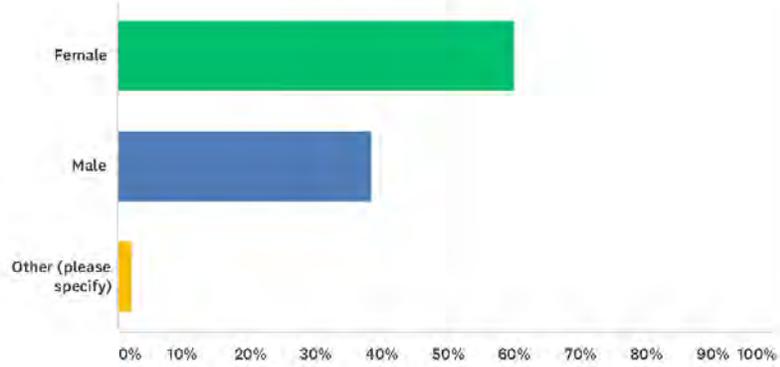
Q12 Please provide your email address if you would like to hear about updates and future opportunities to provide input on the Thurston Climate Mitigation Plan. We will send about 2-3 emails per month.

Answered: 543 Skipped: 854

ANSWER CHOICES	RESPONSES	
Email address	100.00%	543

### Q13 What is your gender?

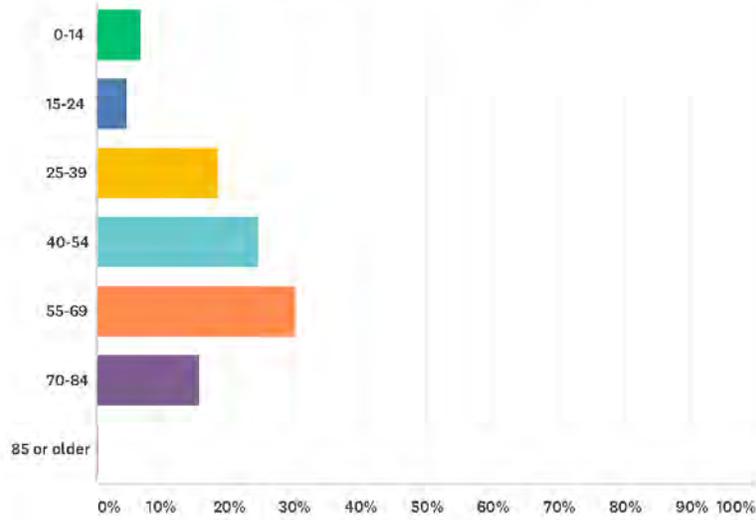
Answered: 1,063 Skipped: 334



ANSWER CHOICES	RESPONSES	
Female	60.02%	638
Male	38.48%	409
Other (please specify)	2.07%	22
Total Respondents: 1,063		

### Q14 What is your age range?

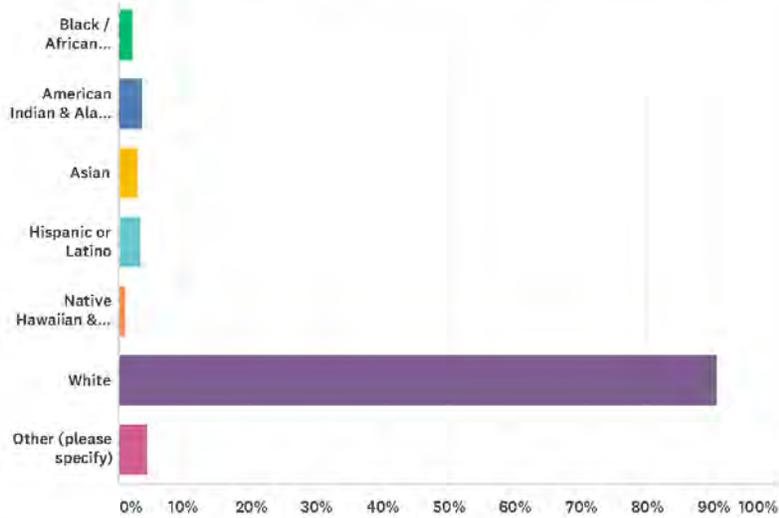
Answered: 1,073 Skipped: 324



ANSWER CHOICES	RESPONSES	
0-14	6.71%	72
15-24	4.66%	50
25-39	18.45%	198
40-54	24.51%	263
55-69	30.10%	323
70-84	15.38%	165
85 or older	0.19%	2
<b>TOTAL</b>		<b>1,073</b>

Q15 What is your race/ethnicity (check as many as apply)?

Answered: 1,046 Skipped: 351

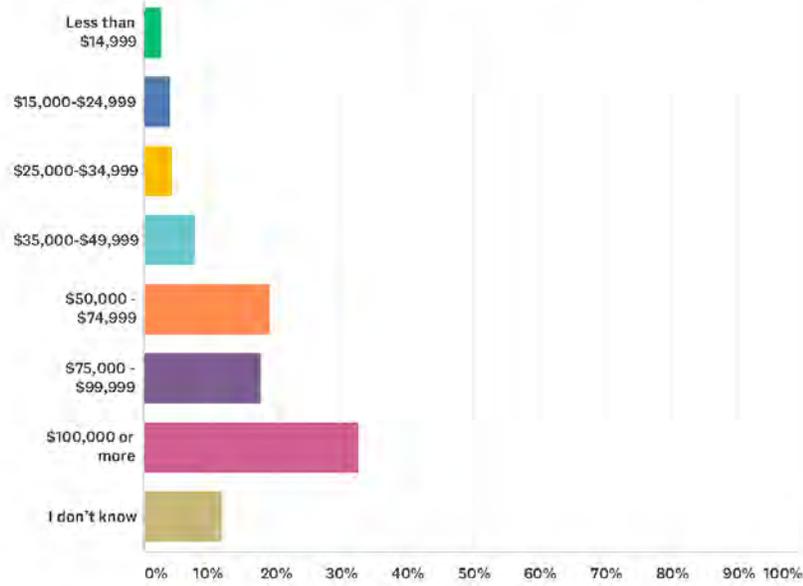


ANSWER CHOICES	RESPONSES	
Black / African American	2.01%	21
American Indian & Alaska Native	3.63%	38
Asian	2.87%	30
Hispanic or Latino	3.25%	34
Native Hawaiian & Pacific Islander	1.15%	12
White	90.63%	948
Other (please specify)	4.49%	47
Total Respondents: 1,046		

Thurston Climate Mitigation Plan: Community Questionnaire

Q16 What is your household's annual income (before taxes)?

Answered: 1,023 Skipped: 374



ANSWER CHOICES	RESPONSES	
Less than \$14,999	2.74%	28
\$15,000-\$24,999	3.91%	40
\$25,000-\$34,999	4.30%	44
\$35,000-\$49,999	7.72%	79
\$50,000 - \$74,999	18.96%	194
\$75,000 - \$99,999	17.79%	182
\$100,000 or more	32.55%	333
I don't know	12.02%	123
<b>TOTAL</b>		<b>1,023</b>