



valley vision

Community Inspired Solutions

the  
**ENVIRONMENTAL**  
**POLL**

Uncovering the attitudes of residents  
in California's Capital Region

MAY 2019



Sutter Buttes and  
wetlands in Sutter County





# the ENVIRONMENTAL POLL

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# Contributions

## Valley Vision

For 25 years Valley Vision has helped governments, businesses, foundations and community groups better understand our region and its people through high quality research. By uncovering common ground facts using scientific opinion polls, focus groups, community needs assessments, best practice reports and other research tools, Valley Vision is a trusted interpreter, commentator, forecaster, and work partner for community inspired solutions.

## Sacramento State's Institute for Social Research

Founded in 1989, the Institute for Social Research is an interdisciplinary center of CSUS, which works to improve programs and policies within the Sacramento region and throughout the state. Located at the Sacramento State downtown location, the Institute offers a broad range of expertise conducting survey research, performing program/policy evaluations, and conducting applied social science research. The hundreds of projects we have completed for government agencies, nonprofit organizations and the academic community have provided actionable information that has enhanced public accountability, program fidelity, and the overall quality of public policies.

## Valley Vision Public Opinion Poll Advisory Committee

Linda Cutler, Committee Chair, Sacramento Region Community Foundation

Jose Hermocillo, Hermocillo-Azevedo Strategic Communications

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The communications campaign was powered by **Sac Metro Air District**

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# Regional Attitudes

## Regional Attitudes Polling Series: A program of Valley Vision and Sacramento State's Institute for Social Research

Valley Vision and Sacramento State's Institute for Social Research are now in our second year of partnering to deliver scientific surveys of public opinion on the biggest issues facing our region. We feel as passionately today about the importance of "putting the public back in public policy" as when we embarked on this initiative two years ago. We begin with a commitment to deliver data that we can trust. Using best-in-business surveying practices, we have created a representative panel of 1,600 residents who reflect the diversity of our region and provide us the ability to achieve results with a small margin of error (+/-3% margin). Our confidence in the rigor of our approach and accuracy of our data enables us to provide trusted information to local decision-makers on the issues that matter most to the people who live here.

We've released three polls so far. Our first poll on civic amenities gave us insight into the places that residents hold dearest in the region. Our second delivered critical information about residents' values, behaviors, and priorities around transportation. Our third poll, on livability, was our broadest of all, measuring key factors that impact residents' quality of life. Overall, the polls have painted the picture of a growing region, enjoying a high quality of life and proud of our abundant natural and other amenities. But, we also struggle with the effects of growth, like traffic congestion and increasing housing prices, as well as see economic disparities and social inequities grow.

**We found a super majority of residents deeply committed to their natural environment yet overwhelmingly feel that government, business, and individuals must do more.**

We are proud to release The Environmental Poll. This scientific survey reveals how people in California's Capital Region prioritize our natural environment and the policies and protections now in place. We found a super majority of residents deeply committed to their natural environment yet overwhelmingly feel that government, business, and individuals must do more. We learned that the vast majority of respondents believe that climate change is happening, that humans are contributing to that change, and that residents

feel the risks of inaction are a real threat to our communities and to our future. These findings ought to give confidence to decision-makers that taking action to fight air

pollution, clean our water, preserve precious farm land, and protect valued open space has huge public support, and it can be done in a way that advances jobs and economic opportunity for all.

We hope you read our full report to learn how you can be a part of community inspired solutions that ensure a sustainable, equitable, and prosperous future for the Capital region. We look forward to your comments and questions!

Best Regards,



**Bill Mueller**  
CEO, Valley Vision



**Shannon Williams**  
Executive Director, Institute for Social Research, CSUS







## Executive Summary

Clean air, clean water, and a healthy climate are foundational to our well-being, yet far too often we take these conditions for granted. That's why Valley Vision and ISR fielded a scientific survey on environmental issues to learn how people in the Capital Region (El Dorado, Placer, Sacramento, San Joaquin, Solano, Sutter, and Yuba Counties) prioritize environmental issues in their own lives; how they view the responsibilities of government, business, and individuals to take action; and where they want to see more investment. The survey of 985 residents was in the field in December 2018 and has a margin of error of +/- 3%.

**Overall, Capital Region residents care deeply about the environment, believe significant environmental problems exist, and believe more should be done to address those problems.**

We learned that more than 90% of respondents think it is very important or essential to have clean drinking water, soil, air, and bodies of water. 80% of respondents also prefer preserving open space, farmland, and wild spaces as opposed to developing them for housing, retail, or office space. Despite the importance of a clean environment, 88% of people cite air pollution as a problem in their community.

**Capital residents can see that climate change is already impacting their families and communities and fear that more risk is to come.**

88% of respondents believe that humans have contributed to climate change and 70% think the effects of climate change have already begun to happen. 91% of people report that at least one climate issue (such as wildfires, smoke in air, hot temperatures, drought, flooding) has been a major issue for their family. 79% of people think their community is at very or extremely serious risk for at least one climate issue and 63% of people are very or extremely concerned about the well-being of future generations as a result of climate change.

**The majority of residents think that taking greater action on the environment is smart for communities, the economy, and our future.**

When it comes to jobs, most respondents are not concerned about job loss as a result of climate change efforts. In fact, two-thirds of respondents say that climate change efforts will have no effect on jobs or will result in more jobs. Further, respondents largely have a positive view of environmental regulations, with three out of four respondents saying that environmental regulations are beneficial to California's quality of life. Respondents made it clear – state and local government has a significant role in protecting the environment. Most people think that government is doing enough or could do more to protect the environment with fewer people noting that government is doing too much. Only 9% of respondents say that “*environmental laws and regulations cost too many jobs and hurt the economy*”. Expanding renewable energy supplies is important for respondents with a full 96% supporting the expansion of renewable energy sourcing (solar or wind) and nearly half willing to pay more for renewable energy.

**Most people consider the environmental impacts of their daily decisions and try to do their part, but money or motivation can stand in the way.**

84% of people are particularly concerned about helping the environment in their daily lives and 95% report taking at least one action to protect the environment, including conserving water or energy, walking or biking or taking public transit, or buying efficient appliances. 91% are interested in taking at least one of those same actions in the future to protect the environment. Those who do take action are most motivated by community benefits of taking action (67%) but the main reason for inaction (among those who do not consistently try to protect the environment) is that they can't afford it (37%). Other reasons for inaction are that respondents don't know how (22%), or feel that it is not important or doesn't make a difference (21%).



There is a lot at stake: clean air, clean water, and an environment in which we all want to live. Increasingly, as the climate continues to change, the need for action grows.

## **Will we rise to meet the challenge?**

Environmental action may be undertaken by agencies, but it is led by people. We know that the best community inspired solutions are when people mobilize together. The scale of challenges that we have can't be delegated to business and government alone, it involves all of us working together.

The state and region have created goals for environmental protection and climate change reduction. **In working together, we can make a difference for the environment. See how you fit in.**



# The Survey Findings

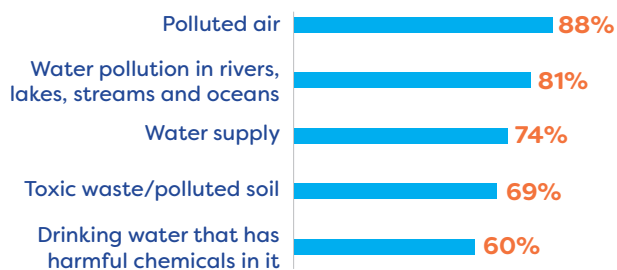
## A clean and well preserved environment is critically important for respondents

90% or more of respondents in our poll find that clean drinking water; clean rivers, lakes, streams, and oceans; clean air to breathe; and clean soil without toxic pollutants are very important or essential for ourselves and our communities. However, many respondents think that these very essential elements of life are a problem in

their community, particularly polluted air. In fact, 88% of respondents say that polluted air is a somewhat, very serious or critical problem in their community.

Evidence shows that environmental problems can disproportionately affect disadvantaged neighborhoods and the people who live there. For example, low income neighborhoods are more likely to be positioned next to freeways, industrial areas, or other harmful sites, exposing them to more tailpipe and other emissions ([Cal Health Report, 2019](#)). Overall, 42% of respondents think that air pollution is a more serious health threat in lower-income areas than in other areas in our region. This opinion was strongest among those who live in cities in the region, where 54% say that lower-income areas is more impacted by air pollution.

### Environmental problems in my community

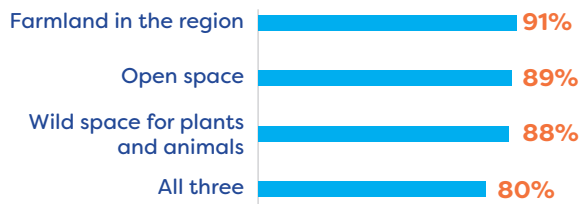


**90% or more of respondents in our poll find that clean drinking water; clean rivers, lakes, streams, and oceans; clean air to breathe; and clean soil without toxic pollutants are very important or essential for ourselves and our communities.**



Respondents want to preserve our regional open and wild spaces as well as our farmland.

**Thinking about my part of CA, I feel strongly about preserving....**



In fact, respondents overwhelmingly prefer preserving open/wild spaces and farmland over creating additional housing, retail, and office areas. When asked, “If you had to choose between the following land use options in your part of California, which do you feel is more important?”, respondents consistently preferred land preservation. This finding is consistent regardless of our age, where we live, our level of income, and our political affiliation.

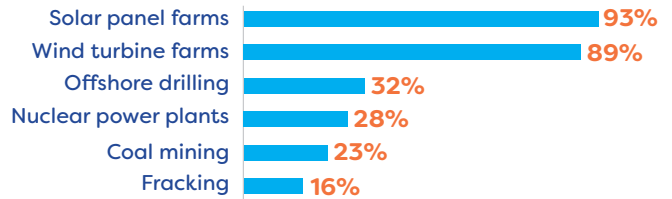
**Respondents want to preserve our regional open and wild spaces as well as our farmland.**

Land use for housing?	
<b>Preserving open space</b>	<b>66%</b>
Building new housing	20%
Not sure	15%
<b>Preserving wild space</b>	<b>71%</b>
Building new housing	17%
Not sure	12%
<b>Preserving regional farmland</b>	<b>84%</b>
Building new housing	9%
Not sure	6%
Land use for retail and office space?	
<b>Preserving open space</b>	<b>85%</b>
Building new retail or office areas	8%
Not sure	7%
<b>Preserving wild space</b>	<b>84%</b>
Building new retail or office areas	9%
Not sure	7%
<b>Preserving regional farmland</b>	<b>89%</b>
Building new retail or office areas	7%
Not sure	4%

**Clean Energy is more preferable than conventional sources for most respondents**

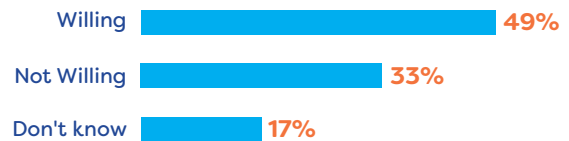
Respondents across all demographics and political affiliations are far more supportive of energy from renewable sources than from conventional energy sources.

**Respondents who favor expansion of the following energy sources**



Additionally, many respondents would be willing to pay more for renewable energy sourcing.

**Willingness to pay more for renewable energy**



While respondents willing to pay more for clean energy are just under the majority for the overall respondent sample, many sub-groups are significantly more willing, including men (54%), millennials (71%), Blacks (76%), Latinos/Hispanics (65%), those making \$50K-\$150K/yr (more than 51%), those living in cities (57%), Democrats (71%) and Independents (56%).

Regionally, SMUD, PG&E, and Roseville Electric each offer programs that allow residents to opt for a higher degree of renewable energy in their home or business energy profile. Additionally, some regional municipalities, like Davis and Woodland (via the Valley Clean Energy Alliance) have opted to create a separate joint powers authority to establish local control of electricity procurement decisions, reduce the carbon footprint associated with their electricity service, and help support growth of local renewables.



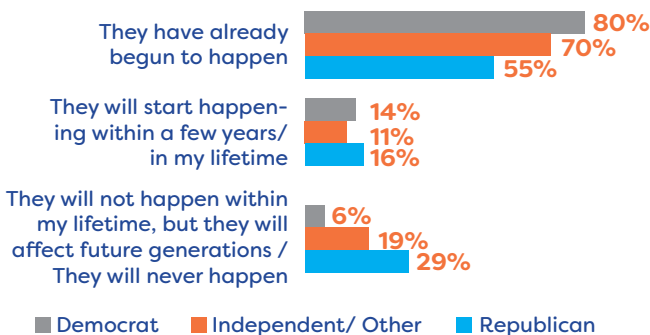
## Respondents say that humans contributed to climate change and it is already happening

Overall, 88% of respondents believe that humans have contributed to climate change. This belief is generally consistent across all populations. Although self-identified Republicans are somewhat less likely to be concerned about climate change than self-identified Democrats or Independents, overall three out of four Republican respondents believe that humans have contributed to climate change and that the effects have already begun. This suggests that there is far more consistency of views regarding our changing climate in the Capital Region than what national news or other sources might suggest.

### Humans have contributed to climate change

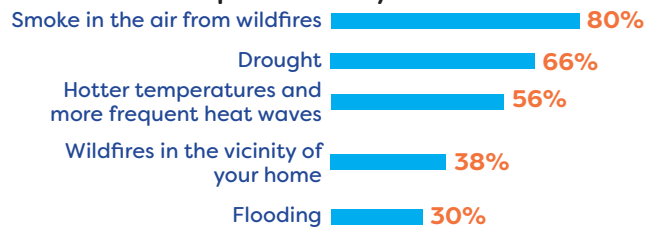


### Views on when the effects of climate change will happen



Residents are already noticing the effects of climate change throughout the region. Smoke in the air from wildfires and drought were cited most frequently as very serious or critical problems.

### The following have been a very serious or critical problem for me or my family over the past several years



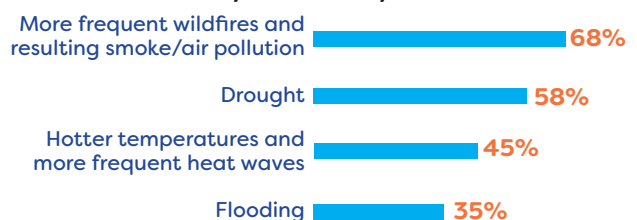
People are noticing different climate change effects based on where they live and who they are. For example, those living outside of Sacramento County, including in Placer, El Dorado, Yolo, Yuba, and Sutter counties, were more likely to identify wildfires in the vicinity of their homes as a critical problem (45% outside Sacramento county versus 27% within). Hotter temperatures and more frequent heat waves are seen as a very serious or critical problem particularly by those making less than \$30-50K (73%), Blacks (69%), Latinos/Hispanics (69%), millennials (71%), women (62%), and Democrats (67%). These findings seem to be consistent with research that suggests that climate change impacts will be disproportionately felt by vulnerable populations, including low income and people of color (Slate 2017).

Further, many respondents believe that these climate effects will be very or extremely serious risks to their communities in the future, especially more frequent wildfires and resulting smoke and air pollution.

### Overall, 88% of respondents believe that humans have contributed to climate change.

Those making less than \$50K are especially concerned about wildfires and resulting smoke and air pollution (79% very/extremely serious versus less than 72% for all other income categories).

### The following climate risks are very or extremely serious for my community in the future



**When thinking about the impact of climate change for future generations, most respondents think that it is a serious threat both to California's economy and to its quality of life.**

When thinking about the impact of climate change for future generations, most respondents think that it is a serious threat both to California's economy and to its quality of life.

**How serious of a threat is climate change to the economy for California's future?**



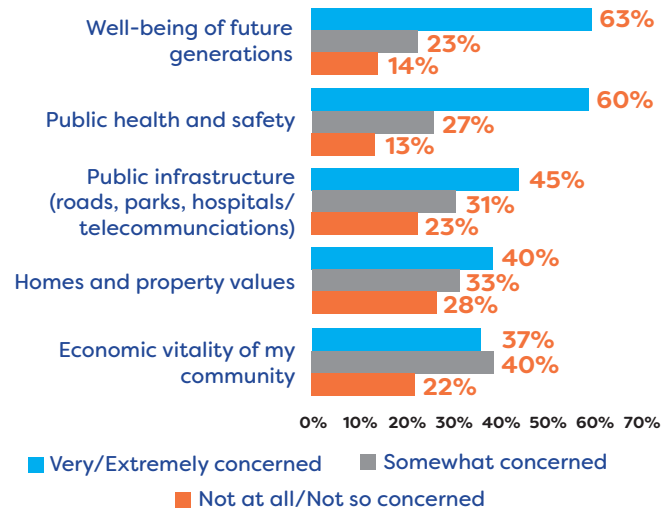
**How serious of a threat is climate change for quality of life for California's future?**



Responses to these two questions show significant differences based on political affiliation. 90% of Democrats and 48% of Republicans believe that climate change poses a very or somewhat serious threat to California's economy. Responses were slightly less polarized when considering the threat of climate change effects on our quality of life, with 94% of Democrats and 54% of Republicans citing climate change as a somewhat or very serious threat. Regardless of political affiliation, those 55+ are more likely than other age categories to say that climate change is a very serious threat to quality of life (46% compared to 36% or less in other age categories) and economic prosperity (51% compared to 37% or less).

Getting more specific about different types of threats that climate change might pose to our communities, respondents were most concerned about the well-being of future generations as well as public health and safety.

**Level of concern about climate risks for your community in the future**



Women are more concerned than men about each category across the board, with the well-being of future generations as their top concern (70% very/extremely concerned).

Overall, climate change and the risks that it brings are unifying concerns of respondents. While there are some political differences in the level of concern and perceptions about climate risks, it's abundantly clear that our region believes that climate change is here and is affecting our communities.

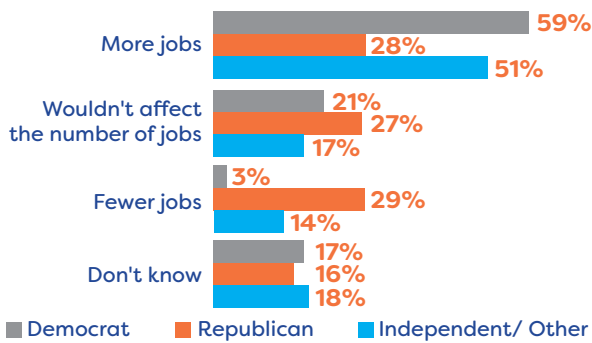
**While there are some political differences in the level of concern and perceptions about climate risks, it's abundantly clear that our region believes that climate change is here and is affecting our communities.**



## The majority of residents think that taking greater action on the environment is smart for communities, the economy, and our future.

One of the fundamental issues that can divide a community politically is job growth, including what actions support it, what actions impede it, and how to accomplish it. Overall, 66% of respondents think that efforts to reduce climate change in California either will have no impact on jobs (22%) or will create more jobs (44%). Looking at the numbers from a political lens, Republicans are almost evenly divided on whether efforts to address climate change will increase, have no effect, or impede job growth. Democrats and Independents are more alike in the belief that climate change efforts will create more jobs.

**Impact that climate change efforts will have on jobs**



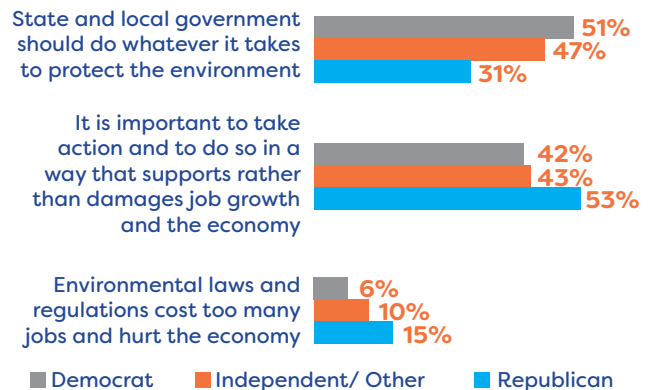
Those making less than \$30K are more skeptical that climate change reduction efforts will increase jobs (35%). Millennials (59%), Blacks (64%), and those making \$30K-\$50K (63%) are more optimistic that these efforts will increase jobs. In the upper income categories, 47% of those making \$100-150K believe these efforts will increase jobs and 40% of those making \$150K think jobs will increase.

**Respondents are overwhelmingly supportive of governmental support of the environment, particularly when it is done in a way that supports rather than damages job growth and the economy.**



Respondents are overwhelmingly supportive of governmental support of the environment, particularly when it is done in a way that supports rather than damages job growth and the economy. Overall, 41% of respondents feel so strongly about government taking action that they say that “state and local government should do whatever it takes to protect the environment.” Half of respondents would like to ensure that government takes “action in a way that supports rather than damages job growth and the economy.” This was a consistent view across political affiliations: 42% of Democrats, 43% of Independents, and 53% of Republicans agreed on this point.

**Respondents think that governmental support of the environment is important regardless of political affiliation.**

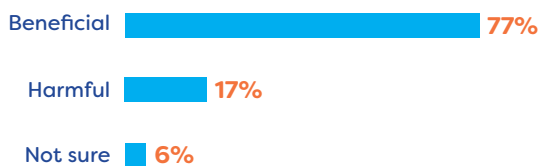




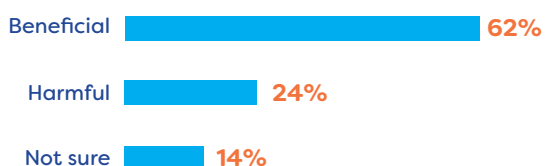
**While not everyone agrees with environmental regulations, the majority of respondents find that they are beneficial to California's quality of life and economic prosperity.**

Environmental regulations are a key mechanism for protecting the environment. While not everyone agrees with environmental regulations, the majority of respondents find that they are beneficial to California's quality of life and economic prosperity.

**Views on the impact of environmental regulations and requirements on California's quality of life**



**Views on the impact of environmental regulations and requirements on California's economic prosperity**



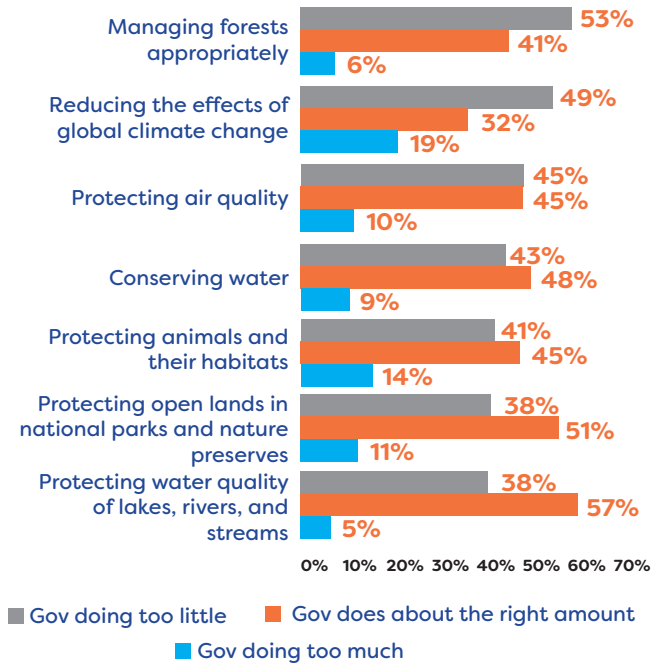
All sub-groups are more likely to think that environmental regulations benefit our quality of life more than they do our economic prosperity. Millennials, Blacks, Latino/Hispanics, and Democrats were most likely to find environmental regulations beneficial to quality of life and economic prosperity.

This survey asked respondents whether government is doing too much, the right amount, or too little to address specific aspects of the environment. On two issues – managing forests appropriately and reducing the effects of global climate change – close to 50% of people feel the government is doing too little. Opinions on actions about air quality were evenly split between those who believe government is doing too little and those who believe it is doing the right amount. On the other four issues we asked about, more people feel that the government is currently doing the right amount. There is a minority of respondents who believe that the government is doing too much on any of these issues.

**On two issues – managing forests appropriately and reducing the effects of global climate change – close to 50% of people feel the government is doing too little.**



### Views on government level of action

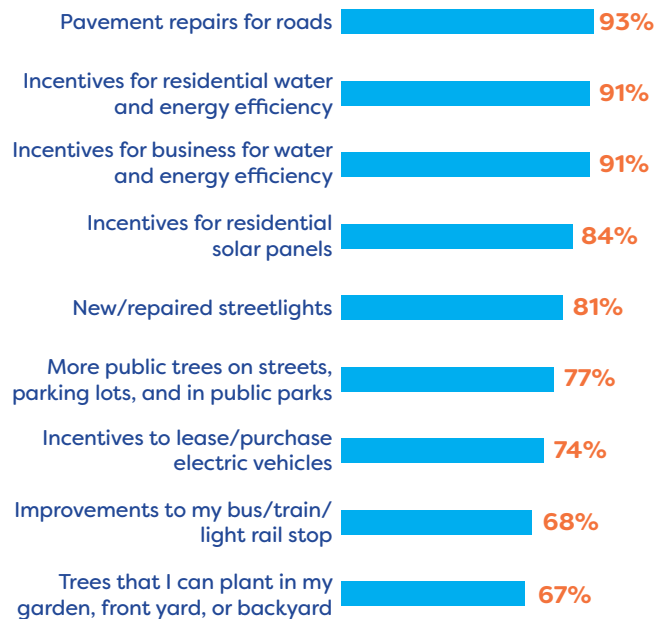


Those living in small towns or rural areas of the region (63%) are especially supportive of government doing more to manage forests appropriately. Those making less than \$30K (59%) and those making \$30-\$50K (67%) are especially supportive of government doing more to protect air quality. In general, women are more supportive than men overall of government doing more to protect the environment.

Respondents were highly interested in a variety of efforts to improve climate resiliency, and recognize that actions should be taken by the government,

the private sector, and by individual households. All improvements listed were popular across the board. Government actions that respondents wanted to see include pavement repairs for roads, new/repaired streetlights, more public trees, and improvements to transit stops. Private sector actions include improving businesses' water and energy efficiency. At the household-level, respondents are interested in water and energy efficiency, and incentives for solar panels and electric vehicles. Overall, incentive programs that can help to shape behavior were generally viewed positively.

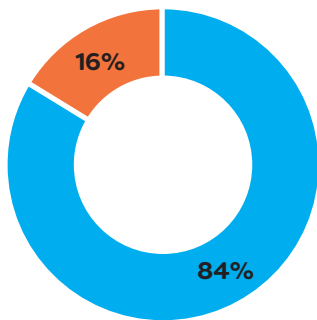
### Major improvements that I'd like to see in my neighborhood...



## Respondents are concerned about the environment and take action routinely to help do their part.

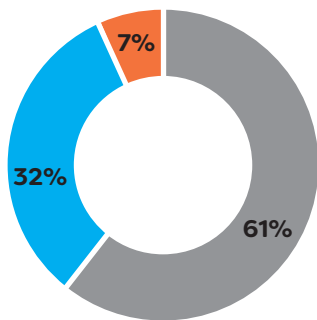
Individually, respondents are concerned about the environment and take action routinely to help do their part.

### How concerned are you about helping the environment as you go about your daily life?



■ Particularly concerned   ■ Not particularly concerned

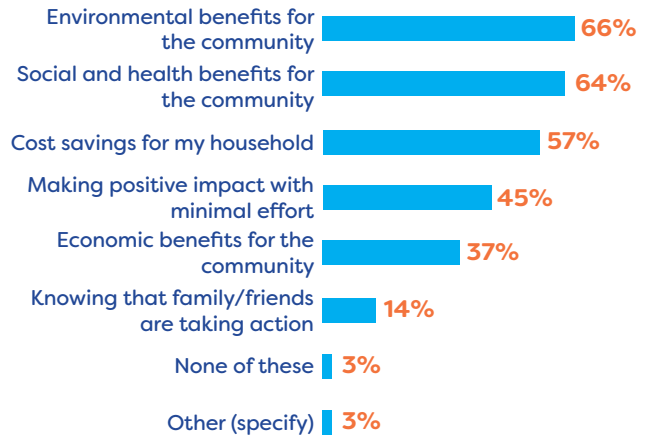
### How often do you make an effort to live in ways that help protect the environment?



■ Some of the time  
 ■ All of the time  
 ■ Not at all/Not often/Don't know

Those in the 55-89 age category are most likely to take action "all of the time" to help protect the environment (46%), compared to 39-54 year olds (36%), or 18-38 year olds (16%). This is of particular interest because the 55-89 year-old group was less likely to say that they are particularly concerned about the environment (74%), compared with 39-54 year-olds (89%) and 18-38 year-olds (89%). For those who do take action to help protect the environment, it is most often for the environment, social, and health benefits of the community. In addition to those who are taking action for benefits to the community, a majority also do so in order to realize cost savings for their households (57%).

### Motivations to take action (top three choices)



The survey found that those living in Sacramento County are more likely to take action to protect the environment because of clear environmental benefits to the community (75%) than those living in the region outside of Sacramento County (60%).



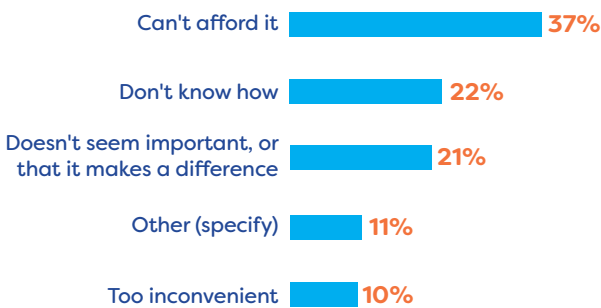


**For those who do not take action to protect the environment, the most commonly cited reason is that they can't afford it.**

Men (44%) are more likely than women (33%), and millennials (47%) are more likely than other age groups (30-32%) to be motivated by “clear economic benefits for the community”.

For those who do not take action to protect the environment, the most commonly cited reason is that they can't afford it. The second most cited reason from respondents was not knowing what actions to take (22%), followed closely by respondents not feeling like their actions would be important or have an impact (21%).

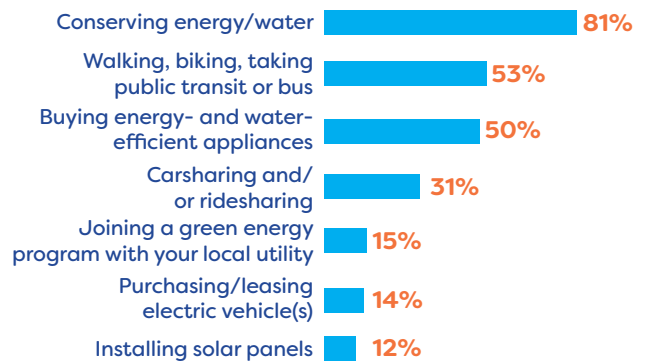
**Why respondents do NOT make personal behavior changes to reduce impacts of climate change**



Those making under \$30K/year are most likely to say that they can't afford it (55%). Blacks (43%), Millennials (32%), and those making \$75-150K/year are most likely to say that they don't know how to help the environment. Republicans (32%), those making \$100-150K/year (27%), and men (26%) are most likely to say that it doesn't seem important or that it makes a difference.

The most common action that respondents have taken to help the environment in the last year has been to conserve energy and water.

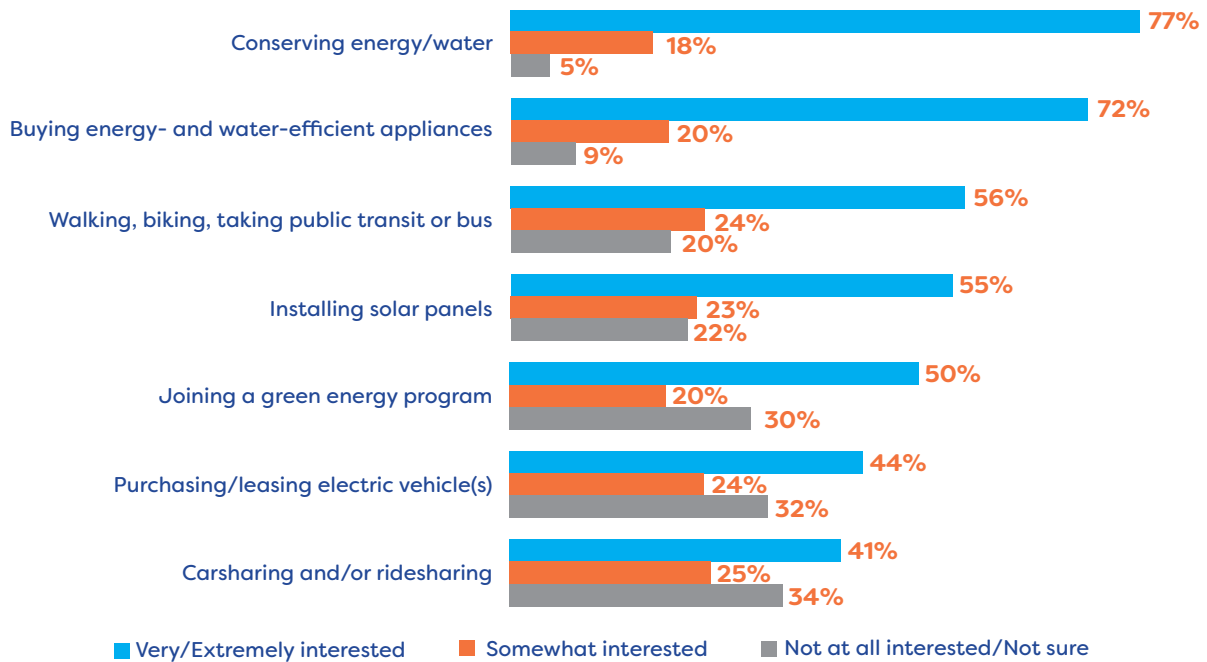
**I have taken the following actions in the past year...**



The actions that respondents are most interested in taking in the future are conserving energy and water and buying energy- and water-efficient appliances. More than half of respondents were also interested in walking, biking, taking public transit or bus, and in installing solar panels.

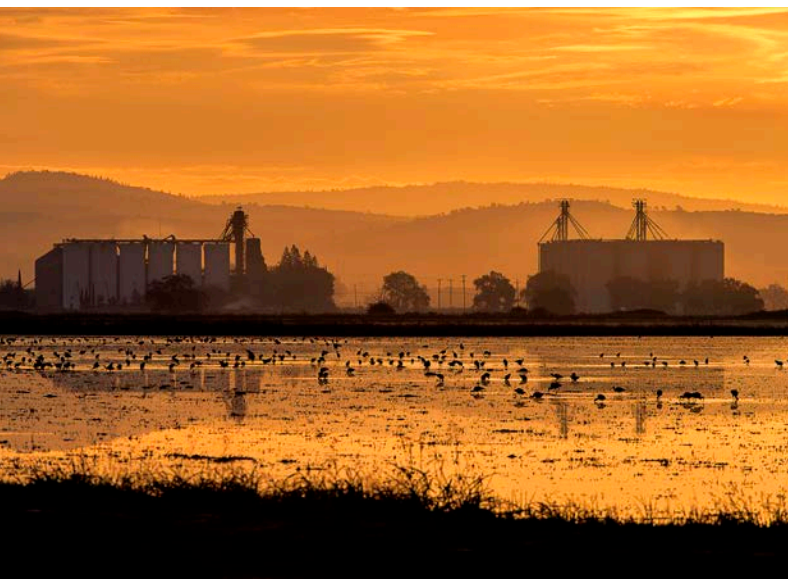
**The most common action that respondents have taken to help the environment in the last year has been to conserve energy and water.**

**I am interested in pursuing the following actions in the future...**



The survey data is clear – most respondents think about environmental problems and take action to create solutions often, if not daily. Further, respondents want individuals, business, and government to take action to improve the environment and reduce greenhouse gas emissions. Fortunately, the state of California is taking ambitious action to improve environmental conditions, protect

the climate, and adapt to climate conditions that are already changing, and the Capital region is striving to keep pace to ensure that climate and environmental goals are met.





# Taking Action

Recognizing the importance of environmental action for residents in the Capital region, we have outlined actions that are being taken at the state and regional level to keep the environment clean and meet greenhouse gas reduction (GHG) goals.

## California has adopted ambitious GHG emission reduction policies and goals

The State of California is a global leader in policymaking for environmental preservation and climate action. Significant legislative and executive actions that underlie California's climate change efforts include:

AB 32, the **Global Warming Solutions Act of 2006** sets goals to reduce the state's overall greenhouse gas emissions to 1990 levels by 2020 and to 80 percent below 1990 levels by 2050.

SB 375, the **Sustainable Communities and Climate Protection Act of 2008**, targets GHG emissions from passenger vehicles, which are the single largest source of GHG emissions statewide. SB 375 requires the California Air Resources Board (CARB) to set regional emissions reduction targets from passenger vehicles.

SB 100, the **100 Percent Clean Energy Act of 2018**, sets a state policy that eligible renewable energy and zero-carbon resources supply 100 percent (%) of all retail sales of electricity in California by 2045. Governor Brown's signing of this bill in the fall of 2018 was accompanied by an Executive Order calling for the state, "to achieve carbon neutrality as soon as possible, and no later than 2045, and achieve and maintain net negative emissions thereafter."

By executive order in early 2018, Governor Brown established the State's current target for zero-emission vehicles: 5 million vehicles on the road by 2030. This target is supported by State programs to continue Zero Emission Vehicle (ZEV) rebates and promote investments in charging infrastructure.

## The Capital region is taking action to protect the environment and climate

The Sacramento Area Council of Governments (SACOG) adopted the **Sacramento Blueprint in 2004** with the broad participation and endorsement of public agencies, nonprofits, builders, developers, and the business community. The Blueprint is a smart growth vision for the region which integrates land use and transportation planning to curb sprawl and reduce vehicle emissions and congestion to improve the quality of life for residents of the region.

In 2008, Governor Schwarzenegger signed SB 375, a law largely modeled on the Sacramento region's Blueprint experience. SB 375 requires a regional plan that proactively links land use and housing, air quality, and transportation to achieve a regional target for GHG reductions. The plan, called a **Metropolitan Transportation Plan/Sustainable Communities Strategy (MTP/SCS)**, is the region's 20-year plan of projected land use and transportation investments. Through two successive MTP/SCS plans since SB 375 was enacted, the region continues to implement the Sacramento Region Blueprint, including the many smart growth principles that are key to the quality of life and economic health of our region.

In 2018, the California Air Resources Board adopted the most ambitious target to date for the Sacramento region—a 19% per capita GHGs reduction target, based on a 2005 baseline and a 2035 target date. This higher target brings significant challenges, and will require coordinated planning for transportation, housing, and land use, as well as new partnerships between public agencies, business leaders, environmental advocates, and others. To help meet these challenges, SACOG has developed and is proposing a pioneering pilot project called "**Green Means Go**" to attain these goals by investing in sustainable land use and transportation projects. SACOG currently is seeking state funding for the pilot project.



Recognizing the importance of environmental and climate-related work across the region and the need to meet the 19% GHG per capita reduction, Valley Vision's ongoing Clean Economy work contributes to the many initiatives underway, including:

- Managing the **Cleaner Air Partnership (CAP)**, which provides regional leadership on air quality and climate pollution. Built on its public-private partnership, CAP has three priorities of protecting health, promoting economic growth, and supporting equity and accessibility. CAP broadly influences public policy centered on air quality and greenhouse gases.
- Chairing the **Capital Region Climate Readiness Collaborative (CRC)**, a multi-disciplinary network of local and regional agencies, organizations, businesses and associations working together to advance climate mitigation and adaptation efforts in their own communities and throughout California's Capital Region.
- Chairing the **Alliance of Regional Collaboratives for Climate Adaptation (ARCCA)**, a statewide network of leading collaborative groups from across California that strive to build regional resilience to climate impacts.
- Participating on the **Mayors' Climate Commission**, created to develop a common vision and set of strategies for both Sacramento and West Sacramento to achieve net zero greenhouse gas emissions (referred to as Carbon Zero) by 2045; these strategies and recommendations will be incorporated into the cities' next General Plan updates.
- Contributing to the **Plug-In Electric Vehicle (PEV) Collaborative**, managed by Sacramento County, bringing public agencies, non-profits and industry together to promote and support the growing demand for electric charging infrastructure and electric vehicles.
- Participating in **Breathe California Sacramento Region's** policy committee, acting to improve land use policies and keep public transportation, electric vehicles, and open green spaces available for community use in order to help lower emissions and breathe cleaner air.

Valley Vision isn't alone in taking action to improve the environment and take climate action in the region. Read on to learn about others who are providing community-inspired solutions.





## Supporting a clean and sustainable environment with community inspired solutions

Our region feels that supporting a clean and sustainable environment is an urgent matter that deserves attention from government, business, and individuals.

Large-scale environmental action may be undertaken by agencies and organizations, but it is motivated and led by people. We know that the best community-inspired solutions happen when people work together for change. The scale of challenges that we have can't be relegated to business and government alone, they need all of us working together.

And we are! Organizations are working every day to provide solutions to these large scale problems. Sacramento Region Community Foundation hosts [Giving Edge](#), a web resource of regional nonprofit organizations and a great guide to finding community organizations doing the work we all care about. The following list, from The Giving Edge, showcases the efforts of regional community organizations working to solve environmental challenges.

**350 Sacramento:** Advancing equitable solutions that accelerate the transition to a sustainable future, with atmospheric carbon dioxide levels below 350 parts per million.

**American River Conservancy:** Serving our communities by ensuring healthy ecosystems within the Upper American and Upper Cosumnes river watersheds through land conservation, stewardship, and education.

**American River Parkway Foundation:** Supporting the preservation and enjoyment of the American River Parkway by fostering environmental education, stewardship, and volunteer opportunities.

**Cache Creek Conservancy:** Supporting preservation, restoration, and enhancement of the Cache Creek watershed.

**California Farmland Trust:** Helping farmers to protect the best farmland in the world.

**The California Garden Project:** Creating a world class botanical garden in the Sacramento area that will preserve the story of the plants and the peoples of California for future generations, from the first people that walked here and the plants they found, to the diverse cultures we have today and the plants they brought with them.

**California Native Grassland Association:** Promoting, preserving, and restoring the diversity of California's native grasses and grassland ecosystems through education, advocacy, research, and stewardship.

**California Native Plant Society:** Conserving California native plants and their natural habitats, and increasing understanding, appreciation, and horticultural use of native plants.

**California Ricelands Waterbird Foundation:** Enhancing the ecological value of California rice fields to help sustain the millions of water birds in the Pacific Flyway for future generations.

**Cool Davis:** Inspiring our community to reduce greenhouse gas emissions, adapt to a changing climate, and improve the quality of life for all.

**Effe Yeaw Nature Center:** Providing educational and interpretive programs and information about the natural environment, principally in the American River Parkway.

**Environmental Council of Sacramento (ECOS):** Working to achieve regional and community sustainability and a healthy environment for existing and future residents.

**Placer Land Trust:** Working with willing landowners and conservation partners to permanently protect natural and agricultural lands in Placer County for current and future generations.

**Protect American River Canyons:** Protecting and conserving the natural, recreational, cultural and historical resources of the North and Middle Forks of the American River and its canyons for all to care for and responsibly enjoy.

**Putah Creek Council:** Protecting and enhancing Putah Creek, its watershed and tributaries, through advocacy, education, and community-based stewardship.



**Roseville Urban Forest Foundation:**

Improving the tree canopy in the Roseville, California area through tree plantings and education on the value of trees and how to grow them.

**Sacramento Audubon Society:**

Promoting the protection and scientific study of wild birds, the enjoyment and appreciation of wild birds through community outreach, supporting environmental educational opportunities, and providing proactive leadership in the conservation of open space in the Sacramento region.

**Sacramento Splash:** Helping children value their natural world through science education and outdoor exploration.



**Sacramento Valley Conservancy:**

Preserving the beauty, character, and diversity of the Sacramento Valley landscape by working with citizens, property owners, developers, public agencies, and other nonprofit organizations.

**Save the American River Association:**

Protecting and enhancing the wildlife habitat, fishery, and recreational resources of the American River Parkway.

**Sierra State Parks Foundation:**

Providing critically needed funds and professional support to the eight California State Parks in the Lake Tahoe-Donner region for education, interpretation, restoration, and cultural and environmental preservation.

**Solar Cookers International:** Spreading solar thermal cooking technology to benefit people and environments.



**Tree Davis:** Enhancing and expanding the urban forest by teaching the people of our community to plant and care for trees.

**Tuleyome:** Engaging in advocacy and active stewardship with diverse communities to conserve, enhance, restore, and enjoy the lands in the region.

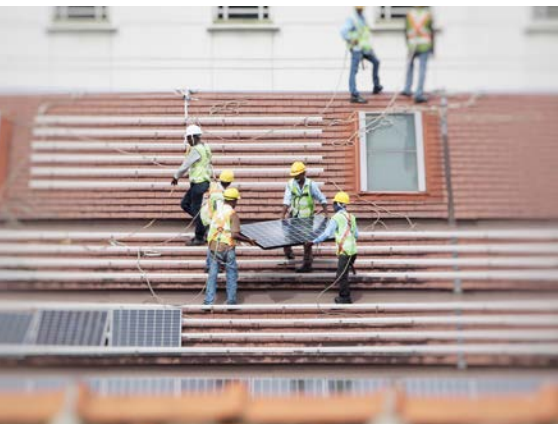
**UC Davis Arboretum and Public Garden:**

Serving the regional community as a living museum connecting people with the environment and the work of the UC Davis campus.

**Water Education Foundation:**

Creating a better understanding of water resources and fostering public understanding and resolution of water resources issues through facilitation, education, and outreach.

**Yolo Basin Foundation:** Expanding public appreciation and stewardship of wetlands and wildlife in the Yolo Basin through education and innovative partnerships.



There are so many ways that we can all play a part. Still not sure how? Contact Valley Vision or any organization above to learn about their work and how you can be a part of community-inspired solutions.

From the small daily actions and choices that we all have the ability to make, to advocating, volunteering, voting, and/or working for larger-scale changes that we believe are important – we all have the ability to influence our region’s environment and our collective future.

What will you do next? What will all of us do next together? By working together, we can make a measurable impact for our future.



## Survey Methodology

In December 2018, 985 area respondents (out of a panel of about 1,600 individuals) completed an online survey about the environment of the Sacramento region. Respondents represent eight counties: El Dorado, Placer, Sacramento, San Joaquin, Solano, Sutter, Yolo, and Yuba. The responses and the panel were weighted based upon gender, county, age, education, race/ethnicity, and income in order to reflect the census demographic profile for the region. The margin of error for this survey is +/-3.1%.

The approach used by ISR reflects best surveying practices and is also used by research institutes like Gallup and Pew. ISR outreached over 100,000 regional residents in order to cultivate a socially and demographically representative panel of 1,500-2,000 people who represent the region as a whole and can be accessed for more than one survey.

For each survey, the data is weighted. The weighting protocol proceeds in stages. The first stage consists of computing the design weights to account for the panelists' probability of being selected (i.e., the probability to receive an invitation to participate in the panel). In the second stage, we adjust for nonresponse and under-coverage for the respective survey by calibrating the design weights to known population-based control totals for county, gender, age, education, race/ethnicity, and income, using a "raking" process. The population benchmarks are obtained from Census Bureau's 2013-2017 American Community Survey as well as 2018 Nielsen Claritas. Finally, the raked weights are "trimmed" to reduce extreme values.

The data is analyzed by sub-population groups that are reflected in the survey demographic and geographic profile. Data frequencies and trends are analyzed and noted in the report.

# the ENVIRONMENTAL POLL

## Survey Demographic and Geographic Profile

		weighted % (n=985)
<b>County of residence</b>	El Dorado	5%
	Placer	11%
	Sacramento	42%
	San Joaquin	19%
	Solano	12%
	Sutter	2%
	Yolo	6%
	Yuba	3%

<b>Age</b>	18-24 years	13%
	25-34 years	19%
	35-44 years	17%
	45-54 years	17%
	55-64 years	16%
	65+ years	18%

<b>Race</b>	White/Caucasian	64%
	Black/African-American	17%
	East Asian (Chinese, Japanese, Korean, etc.)	9%
	South Asian (Indian, Pakistani, etc.)	1%
	Native American or Alaska Native	2%
	Native Hawaiian or Other Pacific Island	2%
	Middle Eastern or North African	1%
	Other (please specify):	5%

<b>Hispanic status</b>	Hispanic	22%
	non-Hispanic	78%

<b>Income</b>	Less than \$15,000	9%
	\$15,000 to \$30,000	16%
	\$30,000 to \$50,000	11%
	\$50,000 to \$75,000	17%
	\$75,000 to \$100,000	13%
	\$100,000 to \$150,000	17%
	\$150,000 to \$200,000	8%
\$200,000+	10%	

<b>Gender</b>	Male	49%
	Female	51%

<b>Live in a...</b>	City	49%
	Suburb	27%
	Small town	15%
	Rural community	10%

<b>Education</b>	Less than high school	1%
	Grade 12 or GED (high school graduate)	7%
	Some college or technical school	39%
	2-year college degree	25%
	4-year college degree	18%
	Some graduate work	2%
	Postgraduate degree (MA, MBA, Ph.D, MD)	8%

		(n=815)
<b>Political party affiliation</b>	Democrat	37%
	Republican	27%
	Independent	27%
	Other (specify)	9%





valley vision

Community Inspired Solutions

[valleyvision.org](http://valleyvision.org)

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