

Tualatin Climate Action Plan

SPRING/SUMMER 2023 BUSINESS OUTREACH SUMMARY



Prepared for: City of Tualatin



Prepared by: JLA Public Involvement



PUBLIC OUTREACH EXECUTIVE SUMMARY

Introduction

The City of Tualatin conducted public outreach between May and July 2023 to share information about the project and to gather input from Tualatin area businesses. Feedback received through this outreach will help the City of Tualatin to confirm strategies included in the draft Climate Action Plan, anticipated to be finalized fall 2023.

32 businesses were engaged through an online survey, phone interviews, and two in-person meetings. Outreach was conducted in English and Spanish. These opportunities, as well as highlights from the feedback received, are summarized below.

Opportunities for engagement

- **Online Survey: 32 responses** received. The survey was provided in English and in Spanish.
- **32 Phone interviews and in-person conversations:** 14 participants provided comments in English and 18 participants provided comments in Spanish.
- Approximately **50 attendees at a Tualatin Latino Networking Event** where surveys and conversations were held about the CAP.
- **24 attendees at a Tualatin Chamber of Commerce** morning networking event where staff gave a short presentation about the CAP, answered questions, and shared the business survey.
- **203** views on the **project website** for the period from May 1 to July 31.

How engagement opportunities were promoted

- 3 rounds of social media posts on the City of Tualatin Facebook and Instagram pages
- Updates on the project website
- Emails sent to local area business contacts
- Calls made to local area businesses

ONLINE SURVEY DATA

Key takeaways:

- Overall, the majority of the respondents were in favor of the ideas in the survey and **supportive** of a Climate Action Plan generally. Many asked, “what can I do to help?”.
- For many emission reduction actions, there were an equal amount of people who like the actions as those who had concerns or needed more information in order to make a decision.
 - Take away: More education and information sharing is necessary.
- The most well-liked idea was **building EV parking and charging infrastructure** (69%).
- The second most well-liked idea was **lobbying TriMet to bring more transit services** to the city.
- The least supported idea was **banning natural gas hookups in new buildings** (25%), although the same number of people needed more information (25%).
- Respondents found these three options the most helpful ways the City could help their businesses:
 - Information about free or low-cost technical assistance. (15)
 - Information about financial assistance. (14)
 - Rebates for reducing emissions. (13)

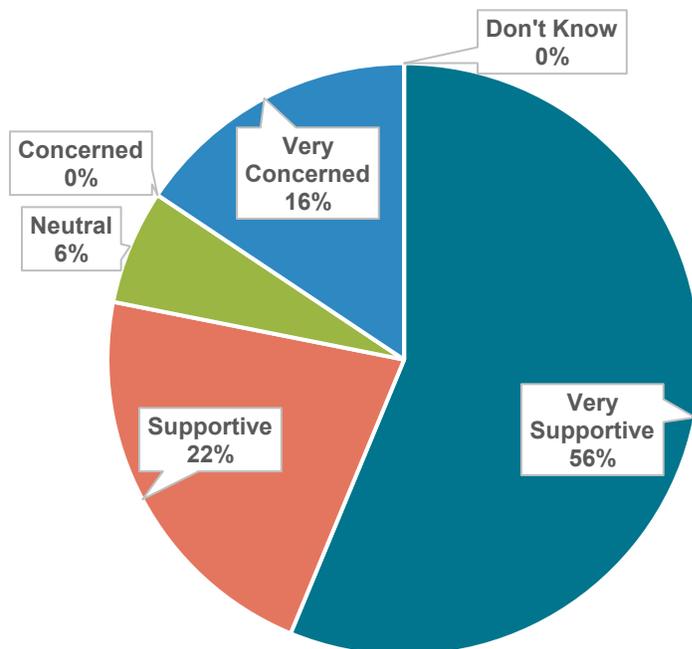
Survey Responses

Did you know the City of Tualatin is planning on adopting a Climate Action Plan? (32 responses)

The online survey results showed there is some public awareness about the CAP, but the majority of respondents (59%) didn't know about it.

How do you feel about the city adopting a Climate Action Plan? (32 responses)

People were generally quite supportive about the City adopting a CAP, with 78% supportive or very supportive. A smaller number were concerned or very concerned (16%).



What concerns do you have? (9 responses)

- There is some concern about the cost (2) of the project and whether it's really enough to make a difference (2) when other municipalities and countries are not supporting the same efforts.
- Concerns about current pollution, traffic.
- People want to know what more they can do to help (3).
- New rules could negatively impact business (2).
- The term "government overreach" was used once.

What are you excited about?

(21 responses)

- (10) **General support** and hope to make the community better and more livable in the future.
- (3) Climate change is only getting worse and we need to **do whatever we can** to make a difference (no matter how small).
- (2) Looking forward to more details soon.
- Finding opportunities where City of Tualatin and PGE align and can foster a deeper partnership.

Example comments:

“We are excited to hear that the City of Tualatin is seeking to be a leader and impact climate change in our area on a municipal level. This is such a critical topic that truly affects everyone (our economy, local businesses, housing, community safety, etc.) and we need institutions of all sorts to step up and join the conversation in order to move towards a better future.”

“I think it forward thinking to be intentional about addressing climate change. It is most effective to be planful and pragmatic when crafting policy with many community-wide implications, especially when there is no time to waste in addressing the issue. However, good data must be used, and real economy wide modeling must be employed to ensure options are understood both in costs and actual emissions reductions.”

“Our environment is on top of mind with most of our customers.”

The City wants to know what you think about the following things they are thinking about doing to reduce emissions.

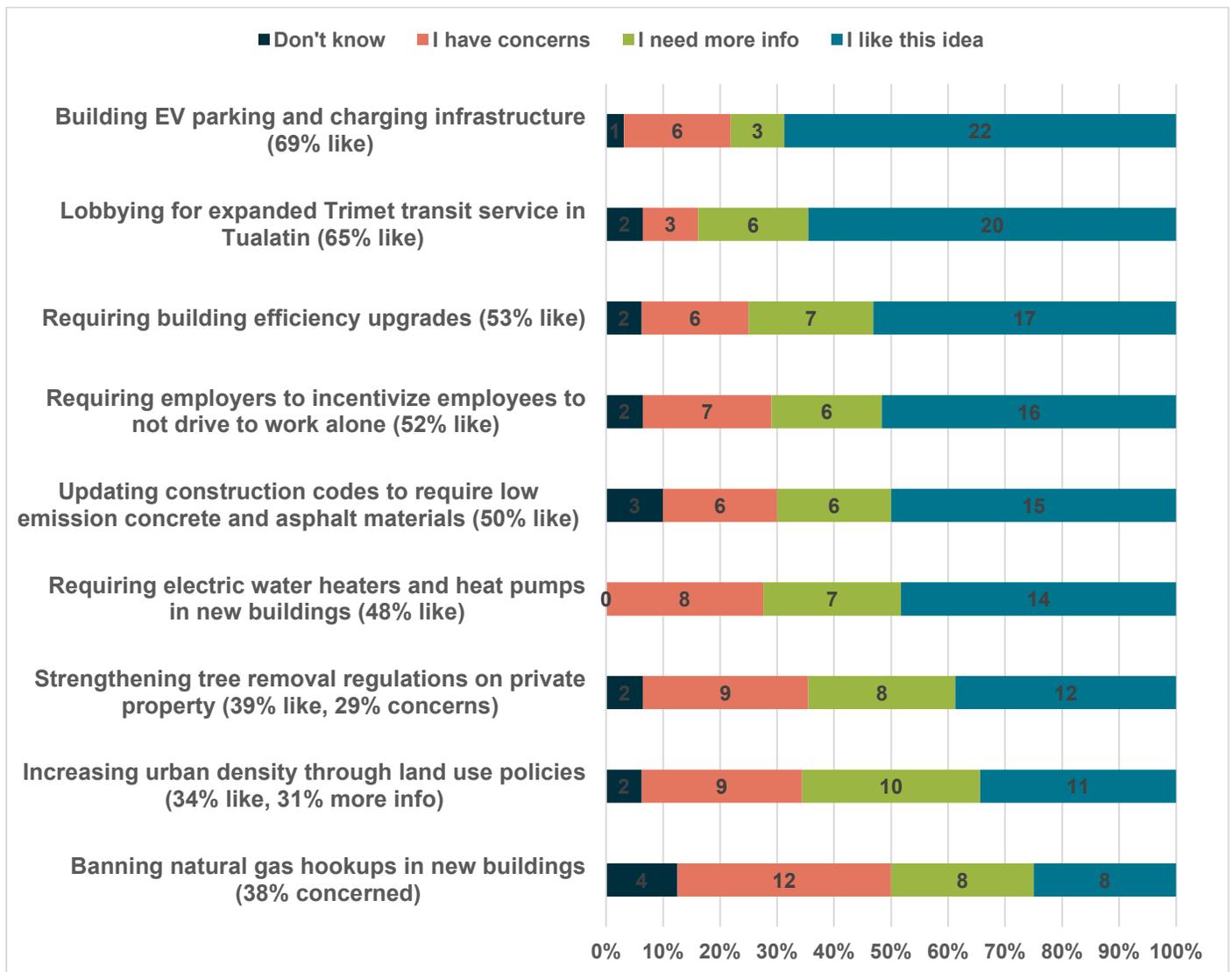
(Each option had 29 to 32 responses)

Of all of the proposed ideas, the solutions that the most people liked are **Building EV parking and charging infrastructure** (69%) and **Lobbying for expanded Trimet service** (65%).

At least half of respondents liked the idea of **Requiring building efficiency upgrades** (53%), **Requiring employers to incentivize employees to not drive to work alone** (52%), and **Updating construction codes to require low emission concrete and asphalt materials** (50%).

Respondents were also generally in favor of **Requiring electric water heaters and heat pumps in new buildings**, with 48% in support and 28% having concerns. However, a lot of people needed more information (24%).

Banning natural gas hookups in new buildings is the one option that respondents marked as “I have concerns” (38%) more frequently than “I like this idea” (25%). Many people also needed more information or didn’t know (38%).

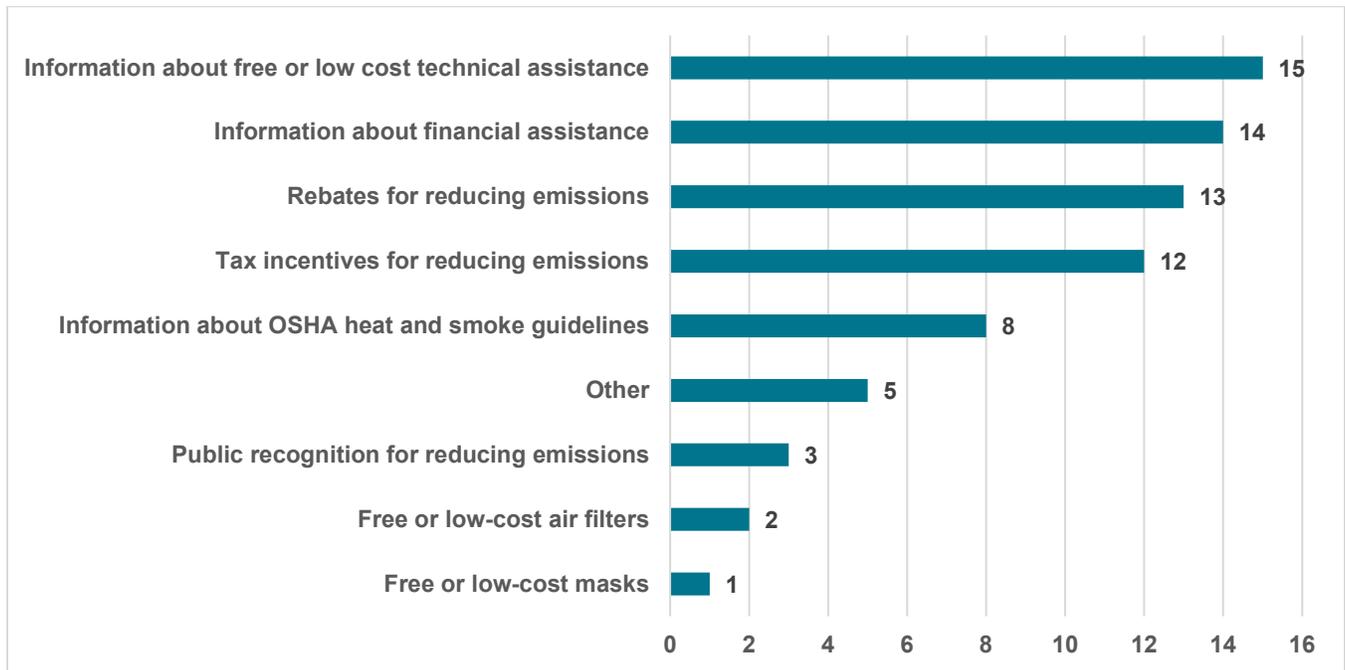


The City is considering options to help businesses. Which of the following would be MOST helpful for your business? (Choose up to 3, some selected all options)

(73 total selections)

People found these three options the most helpful ways the City could help their businesses:

- Information about free or low cost technical assistance
- Information about financial assistance
- Rebates for reducing emissions



Note: Three people selected more than the 3 choice limit, their full selection is reflected in counts above.

“Other” responses:

In the “other” field box these ideas were written in:

- Parar tolling (Stop tolling).
- Time the traffic lights and improve traffic flow.

Is there anything else you'd like to share?

(18 responses)

General support (2) and appreciation for doing outreach was expressed, and a request for additional information.

Some participants requested more information or support on related actions:

- One participant would like support with stormwater pollution control plans, and to see better enforcement of violations. Keeping pollutants out of the water is really important and some businesses need help to manage this. They currently use Clean Water Services for support.
- Support and resources for taking care of the water and recycling.
- Support for testing for asbestos and lead.

Some participants had requests or suggestions:

- Analyze the impact of these measures on small businesses. Closing a business means less income via taxes.
- More education to the Latino community about the importance of preserving the environment.
- Prefer online survey with QR code.
- Timing the traffic lights would reduce carbon more than anything else the city could do. Traffic is the biggest issue facing the city and nothing is being done to address the problem. Gridlock produces far more carbon than everything else in the city combined.
- Cut down number of commuters.

A few participants expressed negative sentiments to the plans:

- More regulation is bad for business.
- I don't see any upside to any sort with of this proposal.

Notes:

- Important to note that electrification does not equate to decarbonization, and it is more effective to work on decarbonizing both energy grids, leading to both more short and long term GHG emissions reductions. Reliability and cost must also be evaluated when making decisions.

Unrelated comments:

- I don't want tolling - I want to stop I-5 and I-205 tolling).

APPENDIX A: FULL COMMENTS

These are the full unedited comments left in the online survey.

What concerns do you have?

- This is going to be another expensive, feel good, make work government program that will accomplish nothing. China and India produce more carbon than the rest of the world combined, and they are doing nothing about “climate change” except to build a new coal fired power plant every week.
- I’m afraid a bunch of unelected bureaucrats are going to create new rules that are harmful to the economy and/or make my city less desirable. By the way, my multiple choice selections below only get as severe as “I have concerns” but my objections are much stronger than that.
- How do you propose to pay for this?
- Nothing proposed will have a positive effect on climate change. It’s government overreach. It’s causing pain and cost for absolutely no payoff.
- Cutting gas from new buildings is a mistake- other energy options are just as bad

What are you excited about?

- We need to try and counteract before it gets too bad.
- We are excited to hear that the City of Tualatin is seeking to be a leader and impact climate change in our area on a municipal level. This is such a critical topic that truly affects everyone (our economy, local businesses, housing, community safety, etc.) and we need institutions of all sort to step up and join the conversation in order to move towards a better future.
- finding opportunities where City of Tualatin and PGE's align and can foster a deeper partnership between the two entities.
- Cualquier cosa que ayuda el medio ambiente es bueno / (Anything that helps the environment is good.)
- Que podremos vivir en un lugar mejor / (That we can live in a better place)
- Concern: Que acciones debarres tomar para retardar el dario al mucho ambiente?
(What actions should you take to slow the damage to the environment?)
- Concerned about: Restrictions that increase the costs of the business
- Aportar y ayudar / (To contribute and to help)
- Un plan para un futuro / (A plan for the future)
- Poder cuidar mucho mejor el ambiente y me gustaria saber mas!
(Being able to take better care of the environment and I would like to know more!)
- No preocupacion, si todo es para ayudar a la comunidad
Es importante para cada uno saber que hacer y donde informa de lo que se tiene que hacer
(No concern, if everything is to help the community
It is important for everyone to know what to do and where to report what has to be done.)
- Preocupado por la contamenacion / Saber que acciones van a realizar para ayudar a la ambiente
(Worried about contamination / Knowing what actions they are going to do to help the environment)
- Que sea un lugar saludable y prospero para vivir / (Make it a healthy and prosperous place to live)
- Que sea un lugar seguro para las mas generaciones / (That its a safe place for future generations)
- Oportunidad de ayudar a mi comunidad / (Opportunity to help my community)

- Conservar la ciudad y cuidar la naturaleza / (Preserve the city and take care of nature)
- Como implementa y seguir mis negocios. Dios, mi familia seguir adelante.
- Que hay mucho trafico y no suficientes *curreterces ampiedas (last part illegible)*
(That there is a lot of traffic and not enough)
- I think it forward thinking to be intentional about addressing climate change. It is most effective to be planful and pragmatic when crafting policy with many community-wide implications, especially when there is no time to waste in addressing the issue. However, good data must be used, and real economy wide modeling must be employed to ensure options are understood both in costs and actual emissions reductions.
- Our environment is on top of mind with most of our customers.
- We will all be working together!

Is there anything else you'd like to share?

- Phone interview - Feels that they have pretty good support for these things from company partners. But yes, these sound like good ideas. Stormwater pollution control plans could be better supported and enforced. Keeping pollutants out of the water is really important and some businesses need help to manage this. Currently using Clean Water Services for support.
- Thank you for asking us to participate!
- Muy buenos programas / (Very good programs)
- Analisar el impacto de estas medidas en los pqueno negocios. Cerrar un negocio significa menos ingreso via taxes / (Analyze the impact of these measures on small businesses. Closing a business means less income via taxes)
- No quisiera tener tolling - quiero parar tolling de la I-5 y I-205 / (I don't want tolling - I want to stop I-5 and I-205 tolling)
- El reciclar / (Recycling)
- Que nos ayuden a saber donde y como hacer test asbesto y plomo que haya un lab / (That they help us to know where and how to test for asbestos and lead that there is a lab)
- Con relacion al cuidado del agua / (Regarding taking care of the water)
- Mas educacion a la comunidad latina de la importancia de preservar el ambiente
(More education to the Latino community about the importance of preserving the environment)
- Conocer mas acerca de las proyecciones / (Know more about the projections)
- Es mejor que hacen un encuesta electronico (QR code)
- Important to note that electrification does not equate to decarbonization, and it is more effective to work on decarbonizing both energy grids, leading to both more short and long term GHG emissions reductions. Reliability and cost must also be evaluated when making decisions.
- Timing the traffic lights would reduce carbon more than anything else the city could do. Traffic is the biggest issue facing the city and nothing is being done to address the problem. Gridlock produces far more carbon than everything else in the city combined.
- Feedback on the effectiveness of the climate benefits. Stated goals with reasonable objectives. Cut down number of commuters.
- More regulation is bad for business
- please call for info. There is too much to put here.
- I don't see any upside to any sort art of this proposal.
- No