



# KEY WEST

PRESERVE ISLAND LIFE



## MARKETING PLAN 2012

PREPARED BY  
**THE CUNNINGHAM GROUP**  
AND THE MARKETSHARE COMPANY  
JULY 23, 2012

# TABLE OF CONTENTS

---

<b>1.</b>	Introduction and Purpose	p. 1
<b>2.</b>	Situational Analysis	p. 4
<b>3.</b>	Target Audiences	p. 7
<b>4.</b>	Goals	p. 8
<b>5.</b>	Branding and Key Messages	p. 9
<b>6.</b>	Outreach Strategies and Tactics	p. 13
	<b>6.1</b> Advertising	p. 15
	<b>6.2</b> Charitable Outreach	p. 15
	<b>6.3</b> Change Agents	p. 15
	<b>6.4</b> Events	p. 16
	<b>6.5</b> Print	p. 17
	<b>6.6</b> Public Relations	p. 18
	<b>6.7</b> Radio	p. 19
	<b>6.8</b> Social Media	p. 20
	<b>6.9</b> Television	p. 20
	<b>6.10</b> Online	p. 21
<b>7.</b>	Measurement and Evaluation	p. 22
<b>8.</b>	Budget	p. 23
<b>9.</b>	Implementation Timeline	p. 24
<b>10.</b>	References	p. 25
<b>11.</b>	Appendix	p. 26



# INTRODUCTION AND PURPOSE



## INTRODUCTION

The City of Key West is committed to preserving the beautiful island life it has enjoyed since 1848. In 2009, the City published its' Climate Action Plan (CAP), with a goal of reducing carbon emissions in Key West 15 percent by the end of the year 2015. The plan presents a mix of social marketing and traditional communications strategies and techniques to educate and engage the community-at-large in steps to reduce carbon emissions.

In 2012, the City began developing a marketing campaign aimed at motivating residents, business owners, visitors and other key target audiences about adopting green behaviors in their everyday lives. To illustrate that message, the creative team, led by the Cunningham Group, created the Preserve Island Life campaign, a strong call to action that urges target audiences to adopt **Preserve Island Life**. Changing people's behaviors and getting them to adopt new ones isn't easy. For this campaign, the creative team focused on convincing people to take a single step that will start them on the road to adopting more green behaviors over time. Just one green behavior such as recycling an aluminum can, taking the bus to work one day a week or catching a single barrel of rain water, riding a bike instead of taking a car one day a week. Adopting one green behavior will inspire target audiences to integrate more and more such behaviors into their lifestyle over time. Contact info collected will help the city coach people to the next behavior.

The campaign was developed after three months of research. This effort included focus groups, street intercept surveys and an online survey divided into four topic areas – water, energy, transportation and solid waste. Over 700 surveys were taken as part of this effort to develop a baseline study of the current knowledge and awareness of climate change and green behaviors in Key West.

At the request of the City of Key West, most of the survey questions were derived from *Global Warming's Six Americas*, a study conducted by the Yale University Project on Climate Change Communication and the George Mason University Center for Climate Change Communication.

A report which includes the full results of the research undertaken by the City of Key West is included in the Appendix section of this marketing plan.

## PURPOSE

The purpose of the **Preserve Island Life** campaign is to educate identified target audiences about how adopting green behaviors can have a positive, lasting impact on Key West's future and global climate change.

## RESEARCH

The purpose of the research effort was to benchmark current awareness about climate change and green behaviors among target audiences in Key West. The project team wanted to discover what barriers prevented respondents from adopting green behaviors now or in the future. The team worked with several major Key West stakeholders including Florida Keys Community College (FKCC), the Key West Chamber of Commerce and the Key West Business Guild to gather research. The team also canvassed Key West parks, schools, public meetings and events to facilitate street intercept surveys.

This research project also focused on gathering public opinion about potential logos and taglines that would be used to officially launch the **Preserve Island Life** campaign. The project team also looked at climate change best practices and outreach campaigns of other cities around the U.S. including Chicago, Illinois; Berkeley, California and; Pittsburgh, Pennsylvania.

## **CHICAGO**

In Chicago, the city created a comprehensive, user-friendly website as its main platform to get the word out about their Climate Action Plan. They also created a number of programs that make it easy for residents and businesses to adopt green behaviors. Those programs include:

### **Energy Action Network**

The Energy Action Network provides utility assistance to low-income residents and teaches them how to conserve resources and make an impact on climate change in the City of Chicago.

### **Greencorps Chicago's Weatherization Program**

This program, administered by the city, performs energy efficiency improvements for low to moderate income households including caulking and weather-stripping.

### **Low-Cost Weatherization and Education Program**

This program provides free weatherization kits and workshops to teach people how to caulk and weather-strip their homes at a reasonable cost.

### **Chicago Green Office Challenge**

The City of Chicago established a Green Office Challenge that helps office managers and building owners in the city's central business district identify ways to conserve water, save energy and minimize waste in the office.

### **MeterSave**

This program, offered by the Chicago Department of Water Management, is aimed at Chicago homeowners without water meters who want to voluntarily install one in their home. Those that participate in the program get a 7-year guarantee that their new home water bills will not exceed their previously bills.

### **Chicago Area Clean Cities Coalition**

This is a voluntary organization dedicated to the U.S. Department of Energy's Clean Cities mission to reduce our dependence on petroleum and promote clean air in the Chicago metropolitan area.

### **Breathe Easy Save Easy Sweepstakes**

The Breathe Easy Save Easy Sweepstakes, was designed to improve air quality in the Chicago region.

The City expects to launch this initiative in the summer of 2012, with a focus on educating the public about how they can save money by taking steps to reduce their carbon footprint.

### **Paper Shredding Events**

These events, held throughout the City of Chicago, offer residents and businesses the opportunity to shred paper and recycle electronic devices free of charge. Participants can shred up to 10 boxes of documents for free. They can also recycle TVs, computer monitors, printers and other electronic devices free.

### **City of Chicago and Catalog Choice Program**

The City of Chicago has developed a zero-waste initiative that allows consumers to stop receiving unwanted phone books, catalogs, coupons and credit card solicitations. The free service, designed by Catalog Choice, will help Chicago reach its Chicago Climate Action Plan (CCAP) goal of diverting 90% of our waste from landfills by 2020—one mailbox at a time.

The City has used a variety of communication tools to convey a green behaviors message including educational posters, free downloadable toolkits on a variety of topics, e-newsletters and hotlines.

### **BERKELEY, CALIFORNIA**

In 2006, Berkeley voters issued a call to action on the climate change challenge by overwhelmingly endorsing ballot Measure G. The mandate was simple reduce the community's greenhouse gas emissions by 80% below 2000 levels by 2050. Several education programs have been developed as a result including:

#### **Rainwater Harvesting Guides**

Free downloadable guides that teach businesses and residents how to harvest rainwater. The guides also focus on graywater reuse.

#### **ME2 Program**

The Money for Energy Efficiency (ME2) Program offers cash incentives to individuals in Berkeley interested in increasing the energy efficiency of their home or business. The ME2 program is funded by federal stimulus money awarded to Berkeley from the U.S. Department of Energy.

#### **Low-Income Heating, Energy Assistance Program**

Free weatherization (caulking, weather stripping, attic insulation, compact fluorescent lamps) and energy efficient refrigerators for income-qualified residents of Berkeley, Albany and Emeryville. There is also an energy bill payment assistance program for a one-time subsidy to help cover the costs of wintertime fuel use.

#### **Berkeley Home Safety and Repair Program**

The Berkeley Home Safety and Repair Program is designed to assist low-income Berkeley homeowners with FREE, high quality minor home repairs and mobility access improvements, to help residents to remain in their homes safely and comfortably. Typical home repairs include seismic improvements, door and window lock repairs, plumbing leaks, electrical outlet and light fixture repairs, dry rot or termite repairs, roof and gutter leaks, and carbon monoxide and smoke detector installation. Mobility aids include installation of grab bars, hand rails, ramps, toilet chairs, seismic strapping of book cases and appliances, and other safety equipment.

### **PITTSBURGH, PENNSYLVANIA**

To ensure success in reducing Pittsburgh's greenhouse gas emissions, the Black & Gold City Goes Green campaign was developed. The campaign encourages Pittsburghers to take no-cost and low-cost steps toward reducing their greenhouse gas emissions, often saving money.

Volunteers visited neighbors door-to-door to provide tools and information on saving energy and reducing waste at home in 6 different neighborhoods of Pittsburgh. Thanks to actions taken in 2011 alone, residents will save over 2.3 million pounds of greenhouse gases each year.

Led by PennFuture, an environmental organization, the campaign led to a set of recommendations that were incorporated into the Pittsburgh Climate Action Plan, Version 2.0.





# SITUATIONAL ANALYSIS

## 2

### THE CURRENT SITUATION:

To develop the **Preserve Island Life** campaign, the project team conducted public opinion research to establish current awareness of green behaviors and climate change. The research conducted revealed a high level of support for reducing carbon emissions in Key West, but a lower level of awareness about green behaviors and how to adopt them. Based on the survey responses the average resident on the island is concerned about the issue of global warming and is somewhat willing to accept some costs associated with protecting the environment. Respondents strongly support the initiative to reduce overall carbon emissions by 15%. The survey also showed that many respondents believe that human activities and natural changes are the main causes of global warming.

The following are research highlights. A full research report is included in Appendix A of this marketing plan. Several key statistics have been compared to the national averages established in the Global Warming's *Six Americas* study.

- 85% of respondents support environmental protection even if it reduces economic growth
- 77% support the City of Key West decision to cut its total community emissions of carbon dioxide by 15% by the year
- 58% of respondents reported they believe global warming is caused by “human activities and natural changes;” 84% nationally believe that humans are part of the equation.
- 84% of respondents reported being “somewhat worried” about the effects of global warming on the environment; 44% reported being “very worried”
- 32% reported being “very certain” that global warming is happening; 57% nationally report being “very certain” that global warming is happening. 69% reported being “extremely certain” that global warming is happening.

### SURVEY RESPONDENTS – DEMOGRAPHICS

The average respondent to the survey is a married homeowner living in a single family detached home. The majority of those surveyed are the head of a household and live in a home with between 1-3 people. Although the majority of people in the survey population are homeowners, a significant percentage are renters and may have certain obstacles preventing them from enacting specific recycling and energy conservation activities.

- 83% live in households with 1-3 persons.
- 75% of those surveyed were head of household
- 59% own single family detached homes
- 56% of respondents are homeowners
- 52% of those surveyed are married
- 39% of respondents are renters

## **RESULTS – WHAT THE CITY OF KEY WEST LEARNED**

Overall, the survey results revealed that there is some concern and confusion about the cost of adopting green behaviors. For example, respondents reported a willingness to caulk and weather-strip their homes, but many weren't aware of rebates from KEYS Energy to do so. The responses from the survey show that there is support for reducing trash pickup to one day a week.

### **SOLID WASTE**

There is a lot of concern about odor. Many respondents recycle, but based on the results, 51% still find some challenges in the process. 52% of those surveyed reported support for such an initiative. Respondents that were surveyed showed strong support for having yard waste picked up on a separate day if it were composted and used locally. Support for recycling is high among those surveyed but there are still obstacles that need to be overcome to increase the number of residents that recycle. Issues cited with recycling were as follows: the recycling bin being too small, people not being sure of what recycling bin to use and not having enough recycling bins. The survey also showed that very few residents compost. The most common barriers cited in the survey included: no need for soil concerns about insects and animals and concerns about odors.

- 90% of those surveyed would support having yard waste picked up on a separate day if it were composted and used locally
- 78% of those surveyed online reported they do not compost at home with many reporting they did know how
- 60% of those surveyed recycle "everything they can"
- 28% knew what hazardous household waste was

### **TRANSPORTATION**

The survey results show that only a small percentage of respondents use public transit only a few times a month. Several factors were cited as reasons for not riding transit such as: bus route timing not convenient, they already drive a fuel efficient vehicle; they bike instead or prefer to commute by themselves. Respondents stated that their commute could be made easier by providing an expanded schedule for the lower Keys shuttle, improved roads, more frequent buses to reduce wait times on existing routes, wider roads, more bike friendly lanes and a more efficient bus system.

- 93% of those who responded reported they do not ride the bus
- 62% walk 2-5 days a week
- 38% reported that they bike instead
- 36% reported that bus route timing is not convenient
- 31% reported that they like to commute by themselves
- 22% bike to work; 38% do so for errands and 70% bike to work weekly
- 21% of those that didn't ride reported not doing so because they already drive a fuel-efficient vehicle

## **WATER**

Based on the results of the survey there is support for using water conservation appliances such as low flow faucets, shower heads and toilets in homes. The most common barriers cited for respondents not installing water conserving appliances was they did not own the house they lived in. This may be an opportunity to market water conserving plumbing to landlords on the island. The results also showed that few residents had rain catching systems. Respondents indicate that the most common barriers to using such devices include concerns about mosquitoes; they didn't own the home they lived in and; they didn't have a need for extra water. There were also respondents who reported that they have not yet adopted this green behavior because their homes do not need to be caulked or weather-stripped at this time.

- 63% of those surveyed reported installing low flow faucets or showerheads in their homes
- 44% think they use less water than their neighbors
- 14% of those surveyed online reported having a rain catching system such as a rain barrel or cistern. This is an opportunity to educate target audiences about the benefits of catching and using just one barrel of rain water a month. There is also an opportunity to educate residents about how to catch the water without creating a breeding ground for mosquitos
- The #1 item most likely to be replaced was a shower head

## **ENERGY**

Research results showed that there is a need to further market energy improvement to homes. Individuals stated reasons for not making such improvements were: not knowing how and not knowing about KEYS Energy rebates to do so. Although many respondents may not have made energy efficient improvements to their homes, it should be noted that the survey showed a willingness of respondents to move their energy usage to off peak times and even a tolerance for remote lowering of their air conditioner, water heater or pool pump during peak usage times.

- 82% of respondents reported a willingness to shift their appliance use (air-conditioner, washer/dryers and dishwasher) away from peak times (3 p.m. – 7 p.m.) in an effort to save energy and costs.
- 86% are willing to pay more for energy efficient appliances
- 28% of respondents reported that they "have installed new insulation" in their homes
- 58% of respondents reported a willingness to allow their electric company to temporarily lower your ac/water heater/pool pump remotely during peak usage times
- 53% reported using less energy than their neighbors
- 48% of respondents reported they "have caulked or weather-stripped their home to reduce drafts
- 44% reported owning an energy efficient vehicle
- 44% reported using compact fluorescent light bulbs
- 7% were aware or had used the free home energy surveys offered by KEYS Energy





# TARGET AUDIENCES

## 3

### KEY TARGET AUDIENCES

- Key West residents – *approximately 24,000, according to the 2010 U.S. Census data*
- Organizations and agencies such as:
  - Florida Keys Aqueduct Authority
  - KEYS Energy
  - Naval Air Station – Key West
  - Keys Community College
  - City Tree Commission
  - Botanical Gardens Society
  - Chamber of Commerce
  - Key West Housing Authority
  - Monroe County School District
  - Monroe County Florida Keys Tourist Development Council
  - Key West National Wildlife Refuge
- Key West business owners – *approximately 5,000, according to 2010 U.S. Census data*
- Tourists and regular visitors to the island
- Key West, Monroe County, Miami-Dade County and online media outlets
- Sub-Audiences include:
  - Renters
  - Students aged 5-18
  - College students



# GOALS

# 4

## KEY GOALS

Based on the research conducted by the project team, the following goals have been established for the Preserve Island Life campaign:

- To educate residents, business owners, agencies, organizations, tourists and other target audiences about the significant impact that adopting a single green behavior can have on preserving Key West island life
  - ❑ Overall, the percentage of survey respondents that actually adopted certain green behaviors, such as biking to work, composting and rainwater collection was low. However, the percentage of those that reported having adopted more popular green behaviors such as recycling and installing low flow faucets or showerheads in their homes was relatively high. Therefore, educating target audiences about a range of green behaviors is important.
- To raise awareness among key target audiences about the impacts of global warming on the City of Key West
  - ❑ A relatively low 38% of those responding to the online survey reported being “somewhat worried” about the effects of global warming on the environment and also extremely certain of those surveyed reported being “very certain” that global warming is happening
- Communicate to target audiences that they can save money by living a sustainable lifestyle.
- Educate homeowners about energy rebates from KEYS Energy
  - ❑ When asked whether they had insulated their homes, 49% said they had not because they did not know about rebates from KEYS Energy
- When asked about caulking and weather-stripping their homes, 45% of those surveyed reported they had not because they did not know about rebates from KEYS Energy
- Encourage residents and businesses to help the City of Key West reach its goal of reducing carbon emissions 15% by 2015
- To reflect the history of sustainable island living
- Reduce community carbon footprint



# BRANDING AND KEY MESSAGES

## 5

### GREEN BRANDING

Successful green branding is about more than just sustainability, according to Jerry Stifelman in a 2008 article on [www.treehugger.com](http://www.treehugger.com). Jerry Stifelman is the founder and creative director of The Change, a brand strategy and design firm that works exclusively with companies and organizations that make the world more sustainable, equitable or authentic. "Good-for-the-world businesses need to express sustainability as the vibrant, exciting, game-changing proposition it is if we are going to engage a critical mass of people and take sustainability firmly into the mainstream." Stifelman noted that a success green brand needs to differentiate itself. "We should put our heart and souls into what we do. And that means we need to differentiate ourselves. And you can't do that by using the same typeface as everyone else. You can't do it by basing your logo on a leaf or by putting a hand cupping a seedling on the cover of your annual report. You can't do it by being yet another green business to use a tag line that says "Saving the planet one [your product here] at a time." But there are plenty of ways to stand out from the crowd."

The Preserve Island Life campaign is different. It's not just a campaign about "going green". The campaign directly connects a green behavior and the meaningful benefit of doing it. The campaign further connects audiences to the ultimate benefit - preserving the island life that has existed in the City of Key West for hundreds of years.

### COMMUNITY-BASED SOCIAL MARKETING

The Preserve Island Life campaign utilizes many of the tenets of community-based social marketing such as identifying barriers and benefits to adopting green behaviors. Another important tenet of CSBM is motivating people to make a change in their behavior by seeking a commitment from them. The Preserve Island Life campaign asks Key West residents, business owners and visitors to commit to doing just one thing to keep the city beautiful and reduce their carbon footprint at the same time.

### THE PRESERVE ISLAND LIFE BRAND

**The Preserve Island Life** brand is a call to action that empowers target audiences to take the first step in taking personal responsibility to reduce their carbon footprint and doing their part to ensure that the City of Key West remains a beautiful place to live and work for decades to come.

By adopting just one green behavior, such as taking the bus to work one day a week instead of driving, the residents, businesses and tourists have taken that important first step to adopting a sustainable lifestyle and ultimately, preserving island life.

### THE BRAND PROMISE

A brand promise is a pact that a company or organization makes with the consumer. It ensures that when interacting with a brand a consumer gets what is promised. To motivate customers, a brand promise must achieve the following three goals:

- It must convey a tangible, compelling benefit to the consumer
- It must be credible and authentic
- The promise must be kept by the company or organization each and every time without fail

For major brands like Fedex, their brand promise is to always deliver packages on time for their customers. For Apple, it's the fact that when you have their product in your hand, you're guaranteed to own the latest, cutting edge technology in the world.

**Preserve Island Life** promises that if you do just one thing to reduce your carbon footprint, you will take that crucial first step to preserve the island life you enjoy.

### **VALUE PROPOSITION**

What's in it for me? That's the question that will be on the minds of Key West residents, business owners and other key target audiences when the Preserve Island Life campaign is launched. There is a lot in it for them. Adopting green behaviors gives target audiences the opportunity to:

- Make a positive impact on their environment and reduce their carbon footprint
- Teach their children and others about the importance of adopting green behaviors
- For business owners, let their customers know that adopting green behaviors is important and what they can do to preserve the natural paradise of Key West
- Convey that living a sustainable life can save money and that adopting a green behavior can result in more money in the pockets of target audiences

## KEY MESSAGES

The Preserve Island Life campaign focuses on easy green behaviors that will spur people to take one more first step toward doing their part for the environment and preserving island life. Each green behavior will be promoted in a poster used to highlight the campaign. The messages promote doing just one thing today to preserve island life. Every major lifestyle change starts with a first step. Whether you take the bus, recycle, compost or simply replace a regular light bulb for a fluorescent one, you've done something that will positively affect climate change for your community. In this campaign the City of Key West is asking everyone to take one more step beyond to permanently adopt green behaviors and preserve island life.

### Theme:

*Keep the City of Key West beautiful by doing one just thing today to preserve island life*

- Replace just one regular light bulb with a compact fluorescent and you'll save 150 pounds of carbon dioxide each year
- Ride the bus for a single day and reduce your CO2 emissions by 20 pounds or more than 4,800 pounds each year
- Recycle just one aluminum can and you've saved enough energy to run your TV for three hours
- Install just one barrel of rain water and save 1,300 gallons of water annually
- Ride your bike to work or hotel and prevent 26 lbs. of carbon emissions from entering the environment.

### Concepts:

These scenes below are calls to action that illustrate just how easy it is to take that first step toward preserving island life in the City of Key West.

- In one scene, a woman is riding the bus with her family.
- In another scene, a college student is recycling.
- In another scene, a girl rides her bike around Key West.
- In another scene, a person is seen catching rain water, presumably to use a rain barrel or cistern.

# CAMPAIGN LOGO SERIES:

## THE LOGOS

Each logo in the series representing a scene that highlights the island life that is an essential part of the Key West brand.

### Main Logo

Same-Sex Bike Riders



PRESERVE ISLAND LIFE

### Secondary Logos

Logos that are a part of a series that can be used for a variety of purposes

Boy Fishing



PRESERVE ISLAND LIFE

Kayaker



PRESERVE ISLAND LIFE

Snorkeler



PRESERVE ISLAND LIFE

Paddle Boarder



PRESERVE ISLAND LIFE

Boaters at Sunset



PRESERVE ISLAND LIFE

Beachgoers at Sunset



PRESERVE ISLAND LIFE



# OUTREACH STRATEGIES AND TACTICS



The project team will employ a variety of community-based social marketing strategies and tactics to promote the **Preserve Island Life** campaign including:

## **COMMUNITY-BASED SOCIAL MARKETING**

Use CBSM strategies and techniques during monthly themes to promote the Preserve Island Life campaign including

- Ask people to send their friends and family an e-card that gives a tip about living a sustainable life; these e-cards could also be used to send messages about sustainability to businesses so that customers can encourage them to adopt green behaviors
- Send a weekly e-newsletter to subscribers giving them a simple tip about to adopt a certain green behavior
- Ask households to sign a pledge form committing themselves to watering their lawn on odd or even days based on their house number
- Ask people as they enter the grocery store to wear a Preserve Island Life sticker committing to buy products that are recycled or have recyclable content in them
- Ask commuters to sign a public online pledge to take mass transit once or twice a week for the next 90 days
- Place Preserve Island Life stickers at the entrances to supermarkets reminding shoppers to bring their reusable shopping bags on their next trip to the store
- Ask supermarket workers, hotel staff and other frontline employees to wear Preserve Island Life stickers or buttons showing their support for the campaign and for buying products with recyclable content
- Ask business owners to promote the Preserve Island Life campaign by encouraging their employees to carpool, bike or walk to work at least one a day a week; if they do it for 30 days, they could win a chance to be featured on a Preserve Island Life poster to be used as part of the campaign
- Develop and distribute an electronic fact sheet to educate business owners about federal tax incentives they could receive for supporting and encouraging employees that use public transit

## **TRAVEL INDUSTRY OUTREACH:**

### **Work with tourist organizations, agencies and councils to promote green travel to tourists**

- E-blasts to the membership of travel-related organizations like the Monroe County Florida Keys Tourist Development Council
- Send campaign press releases and pitch articles to travel publications and groups
- Send campaign press release and pitch articles for the membership newsletters of meeting and convention planners

## **STAKEHOLDER ENGAGEMENT:**

### **Work with community groups and foundations to get the word out about the campaign**

- E-blasts to groups and foundations
- Outreach at events
- Outreach at public meeting
- E-newsletter
- E-Postcards

### **BUSINESS OUTREACH:**

#### **Work with businesses to promote the City's Green Business Certification Program and teach them how to adopt green behaviors**

- Co-promote the City's Green Business Certification Program
- Develop and distribute a fact sheet to teach businesses simple green behaviors they can do to preserve their island life
- Conduct outreach to business associations and realtors who promote commercial real estate on the island.

### **FREE DISTRIBUTION CHANNELS:**

#### **Utilize free distribution channels for campaign information**

- Develop and distribute custom content through free online article directories like Associated Content, Helium and E-Zine Articles
- Send an e-blast to KEYS Energy customers and those who purchase water and sewer services from the City of Key West informing that about the campaign launch and letting them know what they can do to adopt green behaviors
- Send an e-blast to members of organizations like the Florida Keys National Marine Sanctuary, Key West Aquarium and others
- Distribute Preserve Island Life curriculum to public schools in Key West

### **SOCIAL MEDIA:**

- Youtube.com/PreserveIslandLife
- Facebook.com/PreserveIslandLife
- Twitter.com/PreserveIslandLife
- Google +
- Pinterest.com/PreserveIslandLife

### **CHANGE AGENTS:**

The project team will identify members of the Key West community who are already embracing green behaviors and doing their part to preserve island life. For example, a business owner who has achieved green business certification or a family that is composting and recycling will be selected as part of the campaign. These individuals will be featured in posters, in testimonials on the website and could give media interviews about the campaign.



## 6.1 ADVERTISING

In a grassroots campaign like **Preserve Island Life**, it is important that advertising dollars be used effectively. Due to current budget constraints, we recommend that the City take advantage of the following free and low-cost advertising options.

- Free credits offered by Google and Facebook to advertise online
- Develop and distribute six custom content articles online
- Distribute posters for major events
- Place Preserve Island Life logo and hyperlink in e-mail signatures of all City of Key West employees and contractors
- Develop and place public service announcements (PSA) on television and radio
- Place a display ad in the *Key West Citizen*; at a relatively low rate of \$14.88 per column inch, this may be a viable option to announce the launch of the campaign
- Place advertising in the newsletters of chambers, organizations and agencies
- Collect contact information whenever possible for direct advertising information.

## 6.2 CHARITABLE OUTREACH

Charitable organizations could be used to cost-effectively assist the City in spreading the word about the campaign by sending information to their respective membership databases.

- Send an e-blast to charitable organizations to promote the campaign to their members
- Partner with charitable organizations to have a presence at their events
- Organize an event to promote National Day of Service (September 2012) events centered around green behaviors

## 6.3 CHANGE AGENTS

For the **Preserve Island Life** campaign, having examples of people who are already adopting green behaviors in their everyday lives is essential. These change agents will work closely with the project team to provide volunteer attendance at events, provide testimonials for the Preserve Island Life website and conduct media interviews on behalf of the campaign.

### **CHANGE AGENTS – BUSINESS OWNERS**

These are business owners that have achieved the City's Green Business Certification or have already taken steps to adopt green behaviors in their business.

### **CHANGE AGENTS – RESIDENTS**

These are Key West residents who embody the best in green behaviors. These are people who are recycling, composting and taking public transit to reduce their carbon footprint.

### **CHANGE AGENTS - POLICY MAKERS**

These are agency and local government officials that are taking the lead in adopting green behaviors

# 6.4 EVENTS

During the **Preserve Island Life** campaign, there will be opportunities for the project team to distribute posters, stickers and other promotional materials to the public.

## **FESTIVALS**

### *July*

- Sunset/Full Moon Reggae Fest
- South Florida Symphony Summer Chamber Series
- Red Barn Theatre presents: Key West Summer Stage
- Key West Gator Club Dolphin Derby
- 28th Annual Underwater Music Festival
- Hemingway Days
- Drambuie Key West Marlin Tournament

### *August*

- Key West Lobsterfest
- Tropical Heat
- Third Annual Key West Brewfest

### *September*

- Womenfest Key West
- Robert James Sales S.L.A.M. Celebrity Tournament

## **PUBLIC MEETINGS – ALL YEAR**

- SR 5/US 1/Overseas Highway/Summerland Key Public Information Meeting – Florida Department of Transportation

## **FLORIDA KEYS COMMUNITY COLLEGE (FKCC)**

- The project team worked with FKCC to conduct focus groups of students and professors; the team will coordinate with FKCC to have a presence at their on-campus events beginning in July and at the beginning of the fall semester

## **PUBLIC SCHOOL EVENTS – FIRST DAY OF SCHOOL**

- The project team will go out to public schools on the first day of classes and distribute flyers about the campaign; the team will also coordinate with principals and administrators to announce the campaign and curriculum during the morning announcements

## 6.5 PRINT

### **BROCHURES**

To keep printing costs low, the project team will develop an educational, tri-fold brochure and place it on [www.PreserveIslandLife.com](http://www.PreserveIslandLife.com) for download in PDF format; this is the only brochure that will be produced for the campaign.

### **BUSINESS CARDS**

The project team will create a Preserve Island Life business card that contains information about the campaign, a QR code that links to the website and a list of green behaviors that can help to preserve island life. A Top Ten contest could be organized to recognize the top businesses that are supporting sustainability.

### **POSTERS**

The project team will develop four different posters that will be placed in bus shelters and on buses throughout Key West; the team will explore other free distribution channels and update the marketing plan as needed. The posters will be sustainably printed on recycled paper, and can be placed at the locations of partner organizations. The posters can also be used in city buildings.

### **MINI-POSTERS**

Mini-posters are an inexpensive tool that can be used to distribute information to target audiences including colleges. Mini-posters will be sustainably printed on recycled paper and can be given to partners in exchange for email addresses.

## 6.6 PUBLIC RELATIONS

### **HOLD A VIRTUAL PRESS CONFERENCE**

Instead of holding a traditional press conference where reporters and other media will have to get into their cars and drive to a location to attend, it is recommended that the City hold a virtual press conference where reporters can log on to a [www.PreserveIslandLife.com](http://www.PreserveIslandLife.com) and participate via a GoToMeeting link.

### **PITCH NEWS ARTICLES**

The Preserve Island Life campaign affords the opportunity to pitch a variety of interesting stories to the media – local, regional and national. For example, the following stories could be pitched during the life of the campaign:

- A story involving realtors that explores how greening your home can make it more attractive to sell or buy
- A story about the City's Green Business Certification Program
- A story about students adopting green behaviors through the Preserve Island Life curriculum

### **SCHEDULE RADIO AND TV INTERVIEWS**

The project team will schedule radio and TV interviews

### **PUBLIC SERVICE ANNOUNCEMENTS**

The project team will develop and place public service announcements on radio and TV including County TV and channels focused on tourists

## 6.7 RADIO

Radio is a popular medium in the City of Key West. The project team will use radio, including Internet radio shows, to promote the Preserve Island Life campaign

### **INTERNET RADIO**

- Radio Margaritaville - <http://tunein.com/radio/Radio-Margaritaville-s7279/>
- Key West Buzz - <http://keywestbuzz.com/listen/>
- The Key West Radio Show - <http://keywestshow.com/>
- Conch Republic Radio - <http://www.conchradio.com/>

### **NATIONAL PUBLIC RADIO (NPR)**

- The project team will pitch NPR's Miami affiliate to potentially secure a story on NPR about the campaign - <http://www.wlrn.org/>

### **HISPANIC RADIO**

- The project team will pitch Hispanic radio stations in Miami that broadcast into the Keys

### **KEYS RADIO GROUP**

- The project team will pitch Anne O'Bannon to potentially secure a radio interview.

### **US1 RADIO**

- The project team will pitch Bill Becker and others to potentially secure a radio interview

## 6.8 SOCIAL MEDIA

The project team will create and maintain social media platforms on the following networks for the life of the campaign –

### Twitter

[Twitter.com/PreservelslandLife](https://twitter.com/PreservelslandLife)



### Facebook

[Facebook.com/PreservelslandLife](https://facebook.com/PreservelslandLife)



### YouTube

[YouTube.com/PreservelslandLife](https://YouTube.com/PreservelslandLife)



### Pinterest

[Pinterest.com/PreservelslandLife](https://Pinterest.com/PreservelslandLife)



### Vimeo

[Vimeo.com/PreservelslandLife](https://Vimeo.com/PreservelslandLife)



### Google +



## 6.9 TELEVISION

### OVERVIEW

The project team will pitch TV stations in Miami-Dade and Monroe counties to effectively leverage the limited campaign budget. This includes pitching stories and placing PSAs.

- WEYW – Channel 19
- WSVN – Channel 7
- WTVJ – Channel 44

## 6.10 ONLINE

The project team will use several online tools to cost-effectively promote the **Preserve Island Life** campaign including:

- **PreserveIslandLife.com**

The project team has developed a campaign website – [www.PreserveIslandLife.com](http://www.PreserveIslandLife.com). The website will feature links to social media platforms, account user registration, and the ability to send e-blasts and e-postcards to create a Green Business Challenge and encourage consumers to urge the businesses they support to adopt green behaviors

- Online banner exchanges
- Online banner ads
- Digital PSAs
- Online travel directories
- QR codes
- E-Postcards
- eNewsletter monthly updates



**PreserveIslandLife.com**



# MEASUREMENT AND EVALUATION

## 7

The project team will measure the campaign success using a number of metrics and measurements

- Website metrics
- Social media metrics
- Facebook Insights
- Post-campaign online survey
- Content click-thru rates
- Google Adwords stats
- Online banner click-thru rates
- Number of e-postcards sent
- Contacts database





## BUDGET

# 8

### POSTERS

It is recommended that the City of Key West print 30 posters, (47.5" x 68") to accommodate placement of bus shelters throughout the island. Each poster will cost approximately \$80.00 to print.

It is also recommended that the City print posters to be placed in the interior of transit buses. Each 11 x 17 ad space in the City's 15 buses will require a poster. To print 30 posters would cost approximately \$10.00

In addition, the City should print 50 24"x36" posters for use at venues and businesses throughout the City. Each poster would cost approximately \$15 to print

(Bus shelter posters)      \$2,400.00

(Interior rack buses)      \$300.00

(Additional posters)      \$750.00

**TOTAL:                      \$3,450.00**

### ADS

This will be determined by the City of Key West in the event that the City deems paid advertising necessary for this campaign. See section 6.1 for suggestions.



# IMPLEMENTATION TIMELINE

## JULY

Poster and brochure artwork submitted to City of Key West for review	July 13
Artwork approved by City of Key West	July 16
Posters with QR codes go to print; PDF of brochure goes on website	July 16

## AUGUST

Draft of curriculum due for City of Key West review	Aug 25
Distribute Preserve Island Life curriculum to public schools prior to the start of the new school year	Aug 27

## SEPTEMBER

Website built and link sent to City of Key West for review	Sept 1
Identify and contact five Preserve Island Life Change Agents – shining examples of businesses and residents who are doing their part to preserve island life.	Sept 1

## OCTOBER

Present Preserve Island Life Campaign to City of Key West Commission	Oct 2
Place posters on bus shelters and on the interior of buses throughout the Key West transit system	Oct 2
Send out release announcing press conference and the unveiling of the campaign	Oct 3
Send out e-blast to campaign partners and other key stakeholders such as those who took survey inviting them to the press conference	Oct 3
Virtual press conference	Oct 4
Launch social media platforms	Oct 4
Launch website	Oct 4
Deploy online banners on partner websites	Oct 4
Deploy free Google and Facebook advertising credits	Oct 4
Conduct radio and TV interviews	Oct 4

## NOVEMBER

Send out e-blast about taking the post campaign online survey	Nov 5
---	-------

## DECEMBER

Issue final campaign report to the City of Key West	Dec 21
---	--------

## ONGOING

Pitch news article about realtor featuring green homes for sale and how doing simple things like caulking and weather-stripping can increase the value of your home
Develop and distribute custom content about green homes on Preserve Island Life social networks
Pitching news article profiling one of the Preserve Island Life Change Agents
Measure and monitor monthly web analytics



## REFERENCES

# 10

1. NRC (2010). *Advancing the Science of Climate Change*. National Research Council. The National Academies Press, Washington, DC, USA
2. U.S. Department of State (2007). *Fourth Climate Action Report to the UN Framework Convention on Climate Change: Projected Greenhouse Gas Emissions*. U.S. Department of State, Washington, DC, USA
3. The American Public Transportation Association (APTA). (2007). [Fact sheet] Retrieved from <http://bit.ly/LQeTuD>
4. Leiserowitz, A., Maibach, E., & Roser-Renouf, C. & Smith, N. (2010) *Global Warming's Six Americas, June 2010*. Yale University and George Mason University. New Haven, CT: Yale Project on Climate Change. Retrieved from <http://bit.ly/M4XctV>
5. U.S. Environmental Protection Agency; What is a Rain Barrel?; August 2009 Retrieved from
6. U.S. Environmental Protection Agency: WaterSense: Methodology and Assumptions for Estimating WaterSense® Annual Accomplishments Retrieved from
7. U.S. Environmental Protection Agency: Why Use Rain Barrels? Retrieved from

# APPENDIX A

## City of Key West Climate Change and Green Behaviors Project Research Report



PRESERVE ISLAND LIFE



PRESERVE ISLAND LIFE



PRESERVE ISLAND LIFE



PRESERVE ISLAND LIFE



PRESERVE ISLAND LIFE



PRESERVE ISLAND LIFE



PRESERVE ISLAND LIFE

# **Climate Action Plan Green Behaviors and Opinions Research**

As part of the City of Key West Climate Action Plan Marketing project, public opinion research was conducted from April – June 2012. The research team, led by the Cunningham Group and MarketShare, conducted street intercept and online surveys throughout the City of Key West.

The purpose of this research effort was to benchmark current green behaviors amongst Key West residents and business owners, as well as awareness and opinions about climate change and environmental choices.

We also wanted to discover what barriers existed that prevented them from adopting green behaviors now or in the future. This information will be used to guide the priority actions taken by the Climate Action Plan outreach campaign.

The team worked with several major stakeholders including Florida Keys Community College, the Key West Chamber of Commerce, Monroe County School District, Keys Energy Services, Florida Keys Aqueduct Authority, and the Key West Business Guild to gather research data. The team also canvassed parks, parking lots, meetings, fairs and festivals to facilitate street intercept surveys throughout Key West.

## **About the Survey**

A total of 429 respondents started the survey, but did not fully complete it. Due to time constraints, all in person surveys were given a small sample of the basic demographics alongside one of the green behavior subject areas (solid waste, transportation, water and energy). Only online survey responders had the ability to answer all 71 questions. Survey percentages that are denoted by an “\*” were questions only available online and the percentages reflect online data only. On “if no, why not?” questions, respondents were encouraged to pick all barriers that applied, so percentages do not add up to 100%, but instead reflect how often a certain barrier came up.

The majority of the survey questions were derived from the nationally-based Six Americas survey questions by the Yale Project on Climate Change. Some green behavior questions came directly from our partners in solid waste, transportation, water and energy.

A total of 180 completed responses were received for the online survey; a total of 126 street intercept surveys were completed. To be statistically significant with a 95% confidence interval, a total of 379 responses were needed. While we did fall short of this, we do believe that the numbers give us strong leads to explore and prioritize our efforts.

## **Summary of Results**

### **Demographics**

Over half of those that responded to the survey were married and also homeowners living in a single family detached home. The majority of those surveyed are the head of a household and live in a home with between 1-3 people. Although the majority of people in the survey population are homeowners a significant percentage are renters (39%) and may have certain obstacles preventing them from enacting specific recycling and energy conservation activities.

- 84% are wage earning employees\*
- 75% are heads of their household\*
- 71% had between 2-4 people in their household; 21% had only one person & 6% had 5 people or more\*
- 52% of those surveyed are married\*
- 56% are homeowners
- 59% own single family detached homes
- 39% are renters

## Benchmarking Current Awareness

Based on the survey responses the average island resident is concerned about the issue of global warming and has some willingness to accept some costs associated with protecting the environment. Residents strongly support the City's initiative to reduce overall community emissions by 15%. The survey also shows that many residents believe that human activities affect global warming, and that many folks in our community try to act in ways that reduce global warming.

- 96% support the City of Key West decision to cut its total community emissions of carbon dioxide by 15% by the year 2015, either "strongly" (76%) or "somewhat" (20%).
- 85% of those responding to the online survey reported being "somewhat worried" (44%) and "very worried" (41%) about the effects of global warming.
- Only 2% of the respondents "do not believe global warming is happening".
- 89% believe that global warming is effected by human activities; with 31% feeling it is "mostly human activities and 58% feeling it is caused by "human activities and natural changes".
- 92% of respondents feel they will be harmed personally by global warming, split between "a great deal" (26%), "a moderate amount" (47%), and "only a little" (19%).
- 65% of respondents agreed that most of their friends try to act in ways that reduce global warming, split between "strongly agree" (7%), "agree" (11%) and "somewhat agree" (47%).
- 86% of the responses felt that when there is a conflict between environmental protection and economic growth, that "environmental protection is more important, even if it reduces economic growth".
- 56% reported that they had rewarded companies that are taking steps to reduce global warming by buying their products.

### Discussion:

The Key West responses vary interestingly in comparison to the national average from the Six America's Study by the Yale Project on Climate Change. An example of this is that Key West residents believe that "global warming will harm them personally a great deal" (26%); a higher percentage than the national average (11%). This might be explained by the fact that our islands are already experiencing effects of sea level rise.

Key West respondents also polled higher on the question "In the past 12 months, have you rewarded companies that are taking steps to reduce global warming" at 56% versus a national average of 46% (American's Actions To Conserve Energy, Reduce Waste, And Limit Global Warming, Nov 2011). Another promising note was that 81% of respondents that had not rewarded companies reported that it was because they didn't know which companies to reward. This bodes well for local businesses who obtain green business certification.

Key West respondents have quite a differing opinion on off shore drilling for oil or gas off the U.S. coast versus the national average. 54% of Key West respondents strongly oppose off shore drilling compared to the national average of 11% that strongly oppose (Six Americas Audience Segmentation 2009). Key West respondents also differ in thought concerning Regulation of carbon dioxide with 60% of respondents strongly supporting regulation while the national average of strongly supporting regulation was only 30% (Six Americas Audience Segmentation 2009). This probably has a lot to do with the recent BP oil spill which affected our economy even though we never experienced a drop of oil.

## Solid Waste

Recycling is high among those surveyed but there are still obstacles that need to be improved to increase the number of residents that recycle. Many residents recycle based on survey results, but still find some challenges in the process. Residents that were surveyed showed strong support for having yard waste picked up on a separate day if it was composted and used locally. The survey also showed that very few residents compost.

- 60% think they recycle everything they can.
- 81% reported that their employer recycled.
- 90% of those surveyed would support having yard waste picked up on a separate day if it was composted and used locally
- 54% support reducing trash pickup by the City of Key West to only one day a week.
- 78%\* of those surveyed online reported they do not compost at home.

### Discussion:

The “why not” questions revealed the most helpful information on recycling barriers in our community. Of those that didn’t feel they recycled everything they could, the #1 reason cited was a tie between that “the recycling bin was too small” (37%), and that there were “not enough recycling bins” (37%). The upcoming switch to large recycling carts will have instant effects on these barriers. There is also a lot of education still to be done, as the #3 barrier was that folks were “not sure on what can be put in the recycling bin”. The City’s new Recycling Coordinator will have a positive impact on this barrier as well.

The employer statistic is very promising, but potentially skewed. To help distribute the online survey we relied on large employers like Florida Keys Aqueduct Authority, Monroe County School Board, City of Key West, Monroe County and Keys Energy Services, all of whom recycle. The survey will be kept open so that we will continue to refine our findings.

The responses from the survey show while there is support for reducing trash pickup to one day a week, the City will have to be very proactive about supplying solutions to concerns. Too much trash for current cans was the biggest concern (26%\*), which can be alleviated if the City is concurrently launches the yard waste and larger recycling carts, since 54% of our residential trash volume is yard waste (20%) and recycling (34%). In fact 15%\* of the respondents suggested this solution to the volume issue. By being proactive, getting residents to sort differently will also alleviate the dirty street concerns from spillovers (11%\*).

The second most cited concern for once a week pick-up was odors (25%)\* and the animals that would attract (9%)\*. This can largely be controlled by getting a better trash can that has a tight lid. The City provided trash carts do block odors when closed and are tall and stable enough to prevent most animals from knocking them over. It is the owner supplied trash cans that may not be up to par. As stated above, if more trash volume was diverted to recycling and yard waste, there should be plenty of room in the City trash cart for the stinky things.

The last substantial concern stemmed from a misunderstanding of who once a week pick-up affected. 15%\* of the respondents cited non-residential service issues at condos and large apartment complexes (which are treated as commercial) and businesses such as restaurants and marinas.

Although low, personal composting rates were higher than expected at 22%. The most cited reason for not composting was that the resident did not need soil (58%). Concerns about improperly operated backyard compost areas also ran high (55%) when insects and animal (35%) and odor (20%) concerns were combined. This second group would be a great place to start educational efforts on composting.

Lastly, 76% of respondents reported knowing what constituted household hazardous waste. It would be helpful to raise this percentage to keep hazardous products out of our solid waste stream.

## Water

Based on the survey there is strong adoption of the behavior of installing water conservation appliances in homes, but not in offices. The results also showed that few residents had rain catching systems because of a wide variety of barriers. The biggest barrier to all water conservation technologies is home ownership. A large percentage of the population feels they use an average or less than average amount of water compared to their neighbors.

- 63% of those surveyed reported installing low flow faucets or showerheads in their homes.
  - Only 12% reported that low flow faucets or showerheads had been installed at their office.
- 21%\* of those surveyed online reported having a rain catching system such as a rain barrel.
- 12% have seen someone dump something into storm drains.
- 47% think they use an average amount of waters compared to their neighbors
  - 46% feel they use less water than their neighbors.
  - 7% feel they use more water than their neighbors.

### Discussion:

The strong showing of homeowners that have installed water conservation appliances (63%) is very promising as a way to convince others that have not. However, because the most cited reason for not having installed water conservation appliances at home was that they “don’t own the house” (45%), materials and efforts will need to be made to educate the homeowner. The second most cited reason was that their toilet “doesn’t need replacing right now” (41%). Since toilets rarely need replacing, savings calculations and available rebates will need to be on the forefront of educational efforts to get residents to change their toilets. The third most cited reason was that respondents “don’t have enough time” (13%), which would behoove plumbers to make a proactive case for money and time savings.

21% of respondents reported having some sort of rain catchment system such as rain barrels (14%) or cisterns (3%). Interestingly, not having enough time was the most cited reason (37%), followed closely by non-homeownership (36%). Perhaps this is because only the most affordable rain barrels don’t come pre-made and are not readily available for pick up at home improvement stores. The third most cited reason was concerns about mosquitoes (34%), which could be remedied by working closely with mosquito control on best management practices education.

When comparing their water usage to that of their neighbors, both the “average amount” and “less than” respondents cited common personal behaviors such as short showers, low flow appliances and turning off the water while brushing teeth. However, those that cited actions that reduced water consumption in their yard were primarily those that felt they used less than their neighbors. For the small number of respondents who felt they used more than their neighbors, the most cited reason was a higher than average number of adults, kids and pets in their household, as well as large yards and pools.

When asked to prioritize seven water saving actions in the order that they would be the most likely to do, the top three were: install a low flow showerhead, install low flow aerators on faucets and water their landscaping less. All of these actions are easy to do as well as teach, and have big impacts on monthly bills. Because social norms can be very powerful, the South Florida Water Management District should definitely promote the fact that less watering was in the top three when drought conditions make it necessary to mandate this. Understandably, upgrading a dishwasher or washing machine fell in the middle of prioritizations, since this can be a high dollar item. Installing a rain barrel was more preferred to installing a cistern, possibly because of space and cost and non-potable watering needs.

Our respondents also proved very proactive in protecting our nearshore water quality. Of the 12% who had seen someone dump something into our storm drains, 61% took action, either by reporting it (44%) or by talking to the offenders directly (17%).



## Energy

Survey responses show that there is a definite need for outreach on the effectiveness of making energy efficient improvements to their homes, especially the low cost, high rate of return improvements that have rebate possibilities. New technological strategies, such as remote lowering of key appliances by the utility during peak times will need significant outreach to address privacy misunderstandings.

- 54% think they use less energy than their neighbors
- 29% have installed new insulation in their homes
- 49% have caulked or weather-stripped their home to reduce drafts
- Only 9% have requested a free home energy survey from Keys Energy Services.
- 82% would be willing to shift their appliance use (Air-conditioner, washer/dryers and dishwasher) away from peak times (3 p.m. – 7 p.m.) in an effort to save energy and costs.
- 86% are willing to pay more for higher energy efficiency when purchasing appliances.
- 59% consider 10 years to be a reasonable payback for installing solar panels.

## Discussion

Only 10% of respondents feel they use more energy than their neighbors. The most often cited reasons for using less than their neighbors was the adoption of certain behaviors such as turning off things when not in use and keeping their A/C at higher temperatures than most. Far fewer listed energy efficient appliances, but a few noted the importance of shading with trees and the ability of a ceiling fan to make you feel cooler. For those that felt they used more than their neighbors, old houses with bad insulation and above average household sizes were the most often cited.

Insulation and weatherization are the two cheapest things that homeowners can do to reduce their energy costs. This is especially true in older houses. It is interesting to find out that Key West is significantly behind the curve with the national average of adding insulation (29% vs. 55%) and weatherizing (49% vs. 69%). The most cited reason for both of these behaviors were not knowing about rebates from Keys Energy (46% and 41%, respectively), so hopefully this survey alone will have spurred some conservation actions.

Responses from the Key West survey differ from the national average concerning installing new insulation in the home. Respondents from the Key West survey polled at 29% responding yes while the national average is 55%. The observation also holds true for installing caulk and weather stripping with the national average being 64% and the Key West average being 49%. This information points to a lot of low hanging fruit the City can help residents address.

Our local electric utility wanted to gauge public opinion on a couple of potential programs, and requested that we find out whether respondents would be willing to shift their major appliance use (A/C, washer, dryer, dishwasher) away from peak times (3 p.m. – 7 p.m.). 82% responded that they would, which bodes well for the development of an off peak rewards rate option like those used in Tallahassee. For the 18% that would not be willing, the most often cited reason was the need for those appliances during those times because of work schedules (47%), followed by general convenience (23%). This subset would fare better under an opt-in off-peak savings program rather than a mandatory on-peak rate raise.

The other question was a bit more contentious, but we believe it was mostly because respondents were unfamiliar with the actual nuts and bolts of how the program works. When asked if they would allow their electric utility company to temporarily lower their ac/water heater/pool pump remotely during peak usage times in order to reduce the community peak, only 58% said yes. The resounding reasons for not supporting this dealt with government mistrust and the feeling that they would be giving up all control (94%). In retrospect, we could have been clearer that this style of program is

usually voluntary and has savings incentives. Many comments also noted that it was too hot to turn the A/C off, which isn't what the program does (it merely turns it up a degree or two). If Keys Energy did wish to go forward with this type of program, it would need to be very proactive with spelling out what the program is and is not.

On a promising note, 43% of respondents reported that they would buy an electric vehicle if Keys Energy provided charging stations. For those that would not buy an electric vehicle, the top tied reasons cited were that they "didn't know enough about them" and they "can't afford it" (both 31%). The third most cited reason is also hopeful: 30% don't need a vehicle in the first place.

## Transportation

The survey shows that only a small percentage of residents currently use transit, but mostly because they can walk or bike instead. Many residents do bike and walk regularly for work, errands and recreation. Reasons cited for not bussing, biking or walking reveal a couple of primary actions the City can take to remove barriers.

- 93% of those who responded online reported they do not ride the bus
  - 38% reported that they bike instead
  - 23% reported that they walk instead
- 68% of respondents bicycle in town.
  - 79% bike at least once per week
- 90% of respondents walk in town
  - 65% walk 2-5 times per week.

### Discussion:

Results from Key West respondents were only a little lower than the national average for public transportation usage. The Six America's March 2012 update reported 10 % of respondents taking public transportation "always or often" while Key West has 7% of respondents stating that they ride the bus.

This low ridership percentage probably has a lot to do with the compactness of our City which makes it easy to bike or walk instead, as shown from the survey. In fact, "I bike instead" was the most cited reason for not taking the bus, with "my work is close" coming in third (32%).

In other instances Key West is much higher than the national average. Respondents for "walking or biking to work" was 11% nationally (respondents stated either always or often) but the Key West respondents polled that 23% bike to work and 58% of those respondents did so 2-5 days a week.

The high percentages of walkers (90%) and bikers (68%) in our city underscores the need for attention to dedicated sidewalks and bike lanes. While three of the top four most cited reasons for not biking are beyond the City's ability to change (#1: "my work clothes would get sweaty/dirty"; #2: "I don't own a bike; and #3 tied: "the weather makes it too uncomfortable"), the City can make our streets safer for bicyclists (#3 tied: "I wouldn't feel safe", 21%) by providing dedicated bike lanes throughout the City. Then perhaps we can drop our recent designation as the "worst city in the state for bicycle fatalities and serious injuries".

When asked directly how their commute could be made easier\*, the most cited reason was designated and maintained space for biking and walking (27%). Interestingly, the second most cited answer was "nothing" (21%), reflecting the fact that so many people have great commutes because of their proximity to work. The third most cited answer was to reduce the number of cars on our roads (20%), including a comment to consider closing off lower Duval to vehicles. Fourth was making the busses more convenient (9%), primarily through increasing the frequency of the Lower Keys Shuttle.

# Key West Combined Survey Results

\*Denotes online only question

## Demographic Background of the Survey Respondents

*Your Current Work Status	Count	Percent
Looking for work	3	2%
Not working – disabled	1	1%
Not working – other	9	5%
Not working- retired	1	1%
On temporary layoff	1	1%
Paid employee	141	84%
Self-employed	11	7%

*What is your ethnicity?	Count	Percent
Black, non-Hispanic	5	3%
Hispanic	2	1%
Mixed, non-Hispanic	4	3%
Other, non-Hispanic	6	4%
White, non-Hispanic	142	89%

*What is your marital status?	Count	Percent
Divorced	19	11%
Living with partner	25	15%
Married	86	52%
Never married	31	19%
Separated	1	1%
Widowed	4	2%

Do you own or rent your own home? (290 Responses)	Count	Percent
Owned/Being bought	13	59%
Rented for cash	170	37%
Occupied without pay	72	4%

What type of housing do you live in? (286 Responses)	Count	Percent
One family detached	9	59%
Duplex or townhouse	53	16%
Apartment	8	19%
A mobile home	47	3%
Boat/RV/Van, etc	169	3%
*Are you the Head of your household? (167 Responses)	Count	Percent
No	42	25%
Yes	125	75%

*How many people are in your household? (166 Responses)	Count	Percent
1	35	21%
2	73	44%
3	30	18%

4	18	11%
5	5	3%
6	5	3%

What is your zip code? (289 Responses)	Count	Percent
03304	1	0.3%
33037	4	1%
33040	246	85%
33041	4	1%
33042	14	85%
33043	9	1%
33050	5	48%
33070	4	3%
33612	1	0%
50330	1	0%

### Benchmarking Current Awareness

How worried are you about the United States Running out of natural resources? (184 Responses)	Count	Percent
Don't know	3	2%
Extremely worried	32	17%
Not at all worried	25	14%
Somewhat worried	70	38%
Very worried	55	30%

How worried are you about global warming? (186 Responses)	Count	Percent
Don't know	1	0%
Extremely worried	14	8%
Not at all worried	14	8%
Somewhat worried	81	44%
Very worried	76	41%

How certain are you that global warming is happening? (182 Responses)	Count	Percent
Extremely certain	70	38%
I do not believe global warming is happening	4	2%
Not at all certain	19	10%
Somewhat certain	32	18%
Very certain	57	31%

Assuming that global warming is happening, do you think it is... (185 Responses)	Count	Percent
Caused mostly by human activities	57	31%
Caused by human activities and natural changes	108	58%
Caused mostly by natural changes in the environment	13	7%
Don't know	2	1%
Neither because global warming is not happening	5	3%

How much do you think global warming will	Count	Percent
---	-------	---------

harm you personally? (186 Responses)		
A great deal	49	26%
A moderate amount	88	47%
Not at all	14	8%
Only a little	35	19%

Which of the following statements comes closest to your view? (184 Responses)	Count	Percent
Global warming isn't happening	3	2%
Humans can reduce global warming, and we are going to do so successfully	9	5%
Humans can't reduce global warming, even if it is happening	15	8%
Humans could reduce global warming, but it is unclear at this point whether we will do what's needed	107	58%
Humans could reduce global warming, but people aren't willing to change their behavior, so we're not going to	50	27%

Please state your agreement with the following statement – most of my friends try to act in ways that reduce global warming. (184 Responses)	Count	Percent
Agree	20	11%
Disagree	55	30%
Somewhat agree	87	47%
Somewhat disagree	0	0%
Strongly agree	13	7%
Strongly disagree	9	5%

In the past 12 months, have you rewarded companies that are taking steps to reduce global warming by buying their products? (184 Responses)	Count	Percent
No	80	44%
Yes	103	56%

Which of the following reasons might prevent you from rewarding companies that take steps to reduce global warming? Check all that apply. (176 Responses)	Count	Percent
I can't afford to do this	61	35%
I don't know which companies to reward	143	81%
I don't think it's important to do this	6	3%
I'm too busy	8	5%
It would be too inconvenient	7	4%
It's too much effort	15	9%
My actions won't have any influence on a company	21	12%
Other	0	0%
Someone else in my home would object if I did this	1	0%
We don't need to reduce global warming	5	3%

When there is a conflict between environmental protection and economic growth, which do you think is more important? (176 Responses)	Count	Percent
Economic growth, even if it leads to environmental problems	25	14%
Environmental protection, even if it reduces economic growth	151	86%

How much do you support or oppose the City of Key West approving to cut its total community emissions of carbon dioxide 15% by the year 2015? (184 Responses)	Count	Percent
Somewhat oppose	3	2%
Somewhat support	37	20%
Strongly oppose	4	2%
Strongly support	140	76%

How much do you support or oppose expanding offshore drilling for oil and natural gas off the U.S. coast? (184 Responses)	Count	Percent
Somewhat oppose	31	17%
Somewhat support	30	16%
Strongly oppose	99	54%
Strongly support	24	13%

How much do you support or oppose regulating carbon dioxide (the primary greenhouse gas)? (183 Responses)	Count	Percent
Somewhat oppose	14	8%
Somewhat support	53	29%
Strongly oppose	6	3%
Strongly support	110	60%

## Solid Waste

Do you think you recycle everything you can? (194 Responses)	Count	Percent
No	77	40%
Yes	117	60%

If no why not? (86 Responses)	Count	Percent
I don't feel like cleaning some recyclables enough to put them in the recycling bin	19	22%
I don't think it really gets recycled	17	20%
I don't think it's important to do this	3	3%
No space to store my recycling bin	11	13%
Not enough recycling bins	32	37%
Not sure what can be put in recycling bin	23	27%
Often miss recycling pick up day because I don't know when it is	9	10%
Other	3	3%
Recycling bin too small	32	37%

Recycling bin not easy to put out at curb	4	5%
Recycling doesn't get picked up often enough	20	23%
Someone in my house would object	0	0%

Does your employer recycle? (187 Responses)	Count	Percent
No	36	19%
Yes	151	81%

If NO, why not? (16 Responses)	Count	Percent
Recycling bin not easy to put at curb	1	6%
I don't feel like cleaning some recyclables enough to put them in the recycling bin	2	13%
I don't think it really gets recycled	4	25%
I don't think it is important to do this	3	19%
No space to store my recycling bin	4	25%
No enough recycling bins	3	19%
Not sure what can be put in recycling bin	2	13%
Often miss recycling pick up day because I don't know when it is	0	0%
Other	1	6%
Recycling bin too small	1	6%
Recycling doesn't get picked up often enough	1	6%
Someone in my house would object	0	0%

Do you compost at home? (192 Responses)	Count	Percent
No	150	78%
Yes	42	22%

If NO, why not? (113 Responses)	Count	Percent
Concerns about appearance	17	15%
Concerns about insects and animals	48	42%
Concerns about odors	38	34%
Don't have need for soil	50	44%
I don't think it's important to do so	4	4%
I'm too busy	15	13%
It's too much effort	16	14%
Not ready to yet, but plan to	21	19%
Other	1	1%
Someone in my house would object	6	5%

Would you use locally produced mulch or compost? (195 Responses)	Count	Percent
No	52	27%
Yes	143	73%

If NO, why not? Check all that apply. (40 Responses)	Count	Percent
Concerns about appearance	2	5%
Concerns about insects and animals	14	35%
Concerns about odors	8	20%
Don't have need for soil	23	58%
I don't think it's important to do this	3	8%

I'm too busy	6	15%
It's too much effort	3	8%
Other	1	3%
Someone in my house would object	1	3%

Would you support the City of Key West reducing trash pickup to only one day a week? (193 Responses)	Count	Percent
I don't know	28	15%
No	60	31%
Yes	105	54%

*If NO, Why not? (53 responses) Comments
Because of sanitation. In my house recycling gets the majority of the waste but what's left is the stuff that attracts flies and roaches. When I miss a garbage day the result is flies, roaches, raccoons, and stink!
As long as they picked up the recycling more.
Bad smells
Because it smells bad enough in the heat down here with a twice a week pick up.
Because the city seems too focused on tourists who could care less about how much trash they generate and where they throw it. I constantly clean up bottles, cans, trash, etc. from my street. For appearances sake, I think trash pickup should happen more often than less.
Because too much trash will be in the streets pulled out by stray animals. I think that twice a week is a good number.
Because we're a public recreation facility and we generate a lot of trash daily; it would be terrible to have trash waiting around for one week before it got picked up.
Current plan to pick up trash one day, recycling one day, and plant waste one day sounds just right. But, having loud trucks pass by 3 days of the week might be too much. Could we just have the three different trucks go on the same day, but at staggered times...starting early?
Depending on how much trash you have and then the amount of odor it will produce is not appealing.
During the summer months if garbage sits for a week we get maggots. We have a young child who plays in the yard and can't have this.
I believe two pickups are important if you have a lot of tree debris. I also think we need larger recycling bins.
I don't live in Key West
I don't think a reduction can effectively be done as a standalone, but I would support it as part of a larger effort.
I don't want to be living next to the fisherman who cleans his fish at home and now has to wait a week for trash pick-up - especially in the summer. Or, even now, my neighbor has cats and we deal with the feces from their litter box - just after 3 days in the heat of the summer, the smell is horrendous. I can understand sorting everything, but regular household trash needs to be picked up at least 2x a week.
I have a lot of trash
I have concerns about garbage sitting around for that long in this climate.
I have concerns about the smell and the HEAT factor on our highly dense, mixed use city. Don't think I would want to live next to one week old rotting trash.
I just want to say we only put our trash out 1 day a week. We have very little trash, unless we have done yard work and then we may have many cans to put out.
I live in a house with four separate apartments. Our trash is overflowing with the 2 day a week pickup.
I live in an apartment building that averages 10 people in the 5 units. We have one trash can that we all share. I appreciate the twice a week pickup because 1) it keeps the trash area cleaner and neater 2) helps to reduce bugs and other animals from attacking the over flowing trash can. I'd like to find out where we can obtain an additional trash can but the only place there is room to put it in the neighbor has a problem and pushes the can off his line.
In my home once per week would sufficient, however, some people have more garbage than others, and business definitely need pick up more than once per week.
In this very hot and damp; humid environment, I truly believe once a week trash pickup is not enough.
It's delayed enough as it is. With improved recycling procedures, storage, collection, this might be possible but



overall recycling is too underutilized to effectively dispose of the remaining trash only one day per week.
Key West is clearly overpopulated with tourists, especially during certain months of the year. It is important to keep the city clean. Trash pickup can be reduced seasonally, but not permanently; otherwise we are going to deal with overloaded trash bins and garbage lying on the streets.
My trash is full twice a week as it is
Need more pick-up
Not enough pick up for our dirty little island. Peoples needs very, but everyone should work hard to maintain the property where they live.
Odor. Not enough space in bins for garbage AND yard waste. Suggest separate bins for yard waste.
Odor complaints, require additional space for trash storage, require additional bins, cause nuisance trash spillage and dumping
Quite often our trash cans, which we pay for, are used for yard waste by the city and the land lord. They are also used by the homeless people and visitors to the island. We have three very large trashcans at our duplex and more often than not we still don't have enough room for our trash.
Rapid decomposition of certain items in subtropical climate.
Six days worth of trash will stink -- literally.
Smell - especially in summer
The average household needs the 2 pickup days in order to maintain a cleanly atmosphere in the home.
The businesses on Duval Street need trash pickup every day.
The garbage will overflow
The smell at people's home would be unbearable.
The trash pickup is frequent enough. I do not believe it needs to be increased or decreased from the number of days provided.
There is a lot of trash produced on this island and there would be draw backs especially for commercial pickup.
There is too much trash to only pick up once a week.
Too much garbage to be picked up
Too much garbage.
Trash could be an incubator for diseases
Trash stinks. It needs to be picked up twice a week. Strongly would not support trash being only picked up once a week, and I do mean strongly.
Twice a week pick up is very important to me, and was even more important when I lived with my ex and kids. We are provided with one, expensive and bulky can. It quickly fills. When there is a holiday or a pick up is accidentally missed, there is often overflow. When doing a home improvement project, the packaging and waste will quickly fill the can. When separating yard waste, it will quickly fill the can. If you could get two cans, there is very limited space in most KW yards to store it. There are hardly any sink disposals in KW. Food is disposed in the trash, and stinks quickly. Many people catch their own fish. Within three days, the rot smells horrible for several hundred feet (several houses away). Because of the bones, it is almost impossible to bag seafood wastes in a way that will contain the fluids. It uses energy to travel somewhere to dispose of it, and finding a place to haul guts in most vehicles is not easy. Cleaning fish on the water is illegal.
Until people are educated about recycling and actually do it, the trash will just pile up on every street corner.
Waiting for trash pickup is a nightmare now - bins overflow beyond capacity now. I would hate to think what the city would look like with garbage picked up only once a week.
Way too much garbage could be waiting for pick up
We produce too much. Overflowing bins spill into the streets and water as it is.
Would prefer split pick-up, vegetative debris one day, household trash/recycling on the other. (Oops... I see this is addressed in the next question, so changed my answer from "I don't know" to "yes").
Yes, if we adopt the suggestion of one day trash, one day recycle, one day yard waste. It would save a lot of trucking to deal with the yard waste here. Like we used to do with trash when we had an incinerator. I do believe the city of Key West is sincerely looking to take steps to improve this situation, Thank you
Everyone would have to boost recycling efforts to balance it out. meaning, recycling would have to pick up more often and provide bigger bins.
You're asking for rodents and insects.

Would you support having yard waste picked up on a separate day if it was composted and used locally? (193 Responses)	Count	Percent
I don't know	7	4%
No	13	7%
Yes	173	90%

*If NO, why not? (10 Responses)
Been doing that for years in Marathon and then they changed it to be all picked up at once.
I can't believe the city allows Waste Management NOT to pick up yard waste on a separate day. Frankly, they don't pick it up AT ALL on my street. I have to put yard waste into the big green trash can in order to get it picked up. I am very disappointed and disgusted that the city doesn't hold Waste Management accountable.
I don't live in Key West
I don't take any landscape waste off property, all is broken down into soil.
I would prefer it all be picked up at once.
It would also help to have dedicated, separate yard waste bins / cans for the same reason of once per week trash pickup.
We don't have a yard and therefore I personally don't feel affected by this.
We may also need some yard waste cans.
We would need to have another trash bin to keep compostable waster
YES YES YES!!!!

Do you know what constitutes household hazardous waste? ( 193 Responses)	Count	Percent
No	46	24%
Yes	147	76%

*What should you do to dispose of hazardous waste? (91 Responses)
Take it to the dump on hazardous waste day. They also set a pick up occasionally. Things like paint should be allowed to harden and become inert before disposal.
Oil, fuel ,chemicals and paints???
??
Approved pickup or drop off venues
avail myself to public pickups
Batteries, non-biodegradable chemicals, nitrates
Batteries, oils and such would be more effectively disposed of if there was a once or twice a year central and convenient collection occasion. Similar to offering free document shredding on occasion. People don't like to go to the dump to dispose of these things, and they often don't know where to locally otherwise.
Bring it to a collecting site when they announce it in the media
bring it to an appropriate facility
Bring it to the dump.
Bring it to the WM facility
Bring them to the dump on the days they collect hazardous waste .
Call someone or look up how to do so.
Call the city of county to find out how hazardous household waste is handled.
call waste management for proper disposal information

Contact appropriate agencies to find options.
contact t or involve local businesses they usually know advanced auto will dispose oil and batteries for free
Contact the proper people and make sure you are doing it right
Contact WM
Deliver to proper facility
Depends on what it is... I look things up and follow manufacturers recommendations which can include packaging and mailing
Depends on what it is.
Dispose of it the proper manner and in the proper containers.
Dispose of properly. But I can't remember what days are pick up. Currently I am not driving so I cannot take to local recycling center.
dispose of properly
Do know.
Don't know
Don't know
drop off at collection facility
drop off at hazardous waste collections if available
Either put it in a separate bag and put in the recycle bin or take to the dump site.
Federal law allows disposal of hazardous waste in the trash. However, there are also collection programs for HHW to reduce the potential harm posed by these chemicals. Citizens are encouraged to participate in these HHW collection programs rather than discard the HHW in the trash. The information about the time and location of HHW collection programs could be obtained at the local environmental agencies.
find a place that takes care of that
find place that takes and disposes properly the HHW...or wait for the community HHW days and drop off
Follow instructions on the labels on how to dispose of these items.
follow labels to dispose properly.
Go to an approved hazardous waste facility to dispose of it.
have a place to take it locally and easily - extended hours rather than limited like at Cudjoe Transfer Station
I don't know. It would be nice to have a flyer sent to my home with the correct information.
I don't know.
I have lots of half-full paint cans that should be taken to waste center.
I know where the drop off station is.
I purchase fewer products that contain hazardous waste. When possible, we use products that are environmentally friendly from "cradle to grave.
I should deliver it to sites that will properly dispose of it. But I don't know when or where to do it.
I would check the city and county website to see if there is a disposal site.
I'm not certain, but I would contact Waste Management to check.
I'm not sure.
It depends on the waste. Many can be safely reused or disposed of at home, if the user is conscious and educated. Dropping off most hazardous household items is the easy way out, and significantly less environmentally friendly, as they end up being sealed up in barrels in landfills. Here is what I mean – When motor oil is recycled, it takes significant energy, and there is still waste that ends up in a landfill. Used oil can be safely used for several other things. It is used as a method of managing parasites on some animals. Wipe it on wood as a preservative and stain. Oil and other solvents can be safely used to manage weeds, if run-off can be avoided. Remember that the ground is one of the best natural filters. Oil came from the ground, and it will eventually return, one way or another. Buying a weed killer, made of petroleum and other poisons, and packaged in a plastic container, is no better, is considered a hazardous waste in its own right, and is frankly no more effective. Most household acids and bases are completely safe to dispose of in the yard, and even water system. We use them in our pools and drinking water every day, to maintain it and sanitize. With the right balance, they can be used as cleaners for metals and concrete. Diluted with water, they can be washed away into the street. There is almost no more lead based paint to be found in most households. Paints are best used as preservatives for wood decks and such, or basecoats for any other painting project. Imagine if you could find painting contractors to accept the old paint for one of these uses...

IT IS NOT CONVENIENT, BUT I DO TAKE IT TO THE CUDJOE TRANSFER STATION. NEED FREQUENT LOCAL DROP-OFFS.
Mail toner and batteries back in to the manufacturer
no car--no place to bring light bulbs, paint, electronics, other hazardous materials in Key West
No idea. Use the red bag for needles, etc.
Not in the trash can but designated local agencies.
Not sure, but I would find out if I needed to do it.
paint, batteries, electronics, chemicals
Properly marked receptacles
put in the proper containers.
some is mailed into to receptacles .... otherwise call WM for more information
Submit it on hazardous waste collection days.
Take it directly to the dump in sealed containers. Oil, solvents, detergents, paint, etc.
Take it to a hazardous waste receiving facility after putting it into a container that will not allow any to sopill during transport.
Take it to an appropriate receiver site for proper disposal
Take it to approved drop-off centers.
Take it to Cudjoe or wait for Amnesty day
Take it to proper facility.
take it to the appropriate site
Take it to the appropriate facility.
Take it to the Collection Facility on approved days.
Take it to the Cudjoe Key Transfer Station, or the 3-4 annual events the City has.
Take it to the proper disposal bins or other location set up to receive it.
Take it to the transfer station in Cudjoe Key for disposal
Take it to the transfer station on Cudjoe Key.
Take it to the transfer station on the day that you are aloud
Take them to the drop off site or wait until they have a special "drop off " day on the island.
take to appropriate centers
take to College Rd. certain days of the month
Take to Cudjoe plant. Wait until the next amnesty day.
Take to hazardous waste collection location, located on Cudjoe Key transfer station, on scheduled dates.
Take to Rockland Key on certain (an INFREQUENT) dates. Should be curb pick up once a month and then less dangerous pollutants in the land fill
Take to the recycle center or call Keys Sanitary Services in Key Largo.
That is a very good question, as the processes here to dispose of them are a mystery. Drive them to Rockland Key? Good luck with that if you don't have a vehicle.
There should be several special pick up days, or make it convenient to drop off somewhere.
They have special disposal dates for hazardous wastes. It is noted in the paper
Use Waste Management
Usually follow the instructions on the packaging or give to someone to dispose of properly. If nothing else look online, there are literally hundreds of sites for this sort of thing.
we took ours to the Key West transfer station
Wear gloves, label the box or bag and use safe containers.
Contact Waste Management
I don't know if Key West has a system for disposing of hazardous waste. I asked my condo mgmt and they don't know either.
Take it to Cudjoe? Not sure...I'd call Greg Sullivan

If you have a boat with a holding tank, who or what do you use to pump it out?  
(44 Responses)

Call the city pump out boat.
City marina or call the poo tug
City of Key West pump-out boat.
city pump out service
City pumps.
Dockside pump out
Don't have a boat.
Don't have a boat
Don't have one.
Follow DEP Boat Holding Tank Pump Out Program... I Googled it. I don't, nor do I plan on owning a boat...
Honey Pot
I do not have a boat.
I don't have a boat.
I don't have a boat.
I don't have a boat
I don't know anything about boats.
I use Key West pump out in the Bight. Doc is great.
i work at a marina with a pump out facility for free hawks cay marina
localregulated pump out boat in Marathon....I live in Marathon, work in KW.
Mark for pumpout
Most people drain it in the ocean. I don't know what you would use.
N/a
NA
No boat
No.
No
Not applicable.
Pump out at Key West Bight Marina.
Pump out facility
pump out system on the dock
You can either consult a professional or learn the proper way to do it yourself.

## Transportation

Do you ride the bus? (193 Responses)	Count	Percent
No	179	93%
Yes	14	7%

If yes, how often? (16 Responses)	Count	Percent
2-5 days a week	3	19%
A few times a month	7	44%
Once a month	6	38%
Once a week	0	0%

If NO, why not? Check all that apply. (173 Responses)	Count	Percent
I already drive a fuel-efficient vehicle	36	21%
Not ready to ride yet, but plan to	4	2%
Bus route stops are not convenient	31	18%
Bus route timing is not convenient	63	36%
Don't know when the bus comes	15	9%
Don't know where my nearest bus stop is	13	8%

I bike instead	65	38%
I can't afford it	4	2%
I carpool instead	6	3%
I like to commute by myself	53	31%
I walk instead	39	23%
I wouldn't feel safe	8	5%
I'm too busy	8	5%
It's physically too uncomfortable	5	3%
It's too much effort	11	6%
My work is close	55	32%
Other	0	0%

Do you bicycle in town? (187 Responses)	Count	Percent
No	60	32%
Yes, for errands	70	37%
Yes, for work	43	23%
Yes, recreationally	107	57%

If yes, how often? (129 Responses)	Count	Percent
2-5 days a week	75	58%
A few times a month	20	16%
Once a month	12	9%
Once a week	27	21%

If NO, why not? Check all that apply. (67 Responses)	Count	Percent
I already drive a fuel-efficient vehicle	9	13%
I don't have lights on my bike	3	4%
I don't think it's important to do this	1	1%
Someone in my household would object	0	0%
Have children I might need to pick up in an emergency	9	13%
I can't, due to my health or physical condition	5	7%
I carpool instead	1	1%
I don't have a bike	16	24%
I don't know how to ride a bike well	3	16%
I have a lot of things to transport	11	16%
I walk instead	10	15%
I wouldn't feel safe	14	21%
I'm too busy	3	4%
It's too much effort	5	7%
My bike is currently broken	4	6%
My work clothes would get dirty/sweaty	17	25%
My work is close	5	7%
Not ready to yet, but plan to	3	4%
Other	0	0%
The weather makes it too uncomfortable	14	21%

Do you walk? (192 Responses)	Count	Percent
2-5 days a week	124	65%
A few times a month	29	15%

Never	20	10%
Once a week	21	11%

*What one thing would make your daily commute easier? (85 Responses)		
less cars on the road.		
Cab companies make me believe I am taking my life in my hands. They do not yield right-of-way and constantly exceed the speed limit. Since I have to deal with traffic when I ride and walk, I feel very threatened by their constant ignoring of traffic safety and traffic laws.		
Retired		
A bus that I could ride from home straight to work, with out having to transfer		
a safer space for walking or riding a bike		
Already pretty easy, but ifI could live closer to or in Key West on a boating canal.		
An expanded schedule for the Lower Keys Shuttle.		
BETTER DESIGNED AND MAINTAINED BIKE PATHS!		
Better drivers.		
better sidewalks, bike lanes, and a weekly pickup of yard waste that is often cluttering sidewalks		
Cannot think of anything that would make it easier.		
chauffer		
Clean roadways with trash and recycling for the public to use to make Key West a cleaner island.		
Close off lower Duval St. to traffic		
Complete the Overseas Heritage Bike trail, so I have the option to commute by trike. Especially after I purchase my solar trike.		
Drive a car, or bike.		
Encourage more bicycling. Relax laws for bicyclers. Discourage use of autos.		
Enforcement of road violations		
FEWER CARS on the roads!!!		
Fewer vehicles on the road.		
Fewertourists. But seriously, except for the crowded roads my commute is peachy.		
Get all the pan handlers off of the streets..		
Get Conch Trains and trolleys off roads		
Going to work a little later. Currently I need to be at work too early in the morning. I have to drive so that I will not be late.		
Have designated bike lanes and roads		
I don't have any problems with my commute.....my gosh come on this is a 2 x 4 mile island		
I don't know. Maybe working out of the home some days during the week		
I don't know		
I live close to work. Nothing needs to be done to make it easier to commute.		
If it is possible to reduce the traffic, that would be great! And teach visitors to the road properly! Everytime I ride my bike along Smather's beach I see tourists riding their scooters on the side walk!		
If it was less hot. I think having more free time to do things, its hard sith a baby.		
If my job was closer to my home.		
If the bus would take bicycles from Big Coppitt		
Improved roads! The current roadways are damaged, and full of potholes making biking uncomfortable.		
It is too hot for me to bike or walk to work in the summer.& I would be a mess when I got there.		
It's already easy		
It's very easy as it is.		
Less Conch Trains		
Less congestion.		
Less cruise ship passengers		
less scooters and electric cars that cant do the posted speed limit and hold up traffic ,& which by the way is against the		

law
less traffic and obstacles, such as slow moving tour trains, too many pedicabs that take up too much street space, large tour buses that try to navigate our small streets.
less traffic.
Less traffic
less trafic being closer to work and having better lighting i leave before dark
Less vehicles on the road
Less vehicular traffic.
Living close to my place of employment.
lower speed limits and ticket speeders!
Mike bike racks to lock to!
More bicycle lanes like on the one way streets.
More bike lanes and "bike safe" roads that are frequently used by bicyclists and are well marked so people driving their cars will look out for bikes and know that there is a high traffic of bikes through the area.
More bike lanes in Old Town near HOB.
More bike lanes or bike-friendly roads please!
more bike lanes!
More bike lanes
More bike racks and scooter parking downtown and at the KW Bight
More bike/walking paths that are wider than current sidewalks.
More frequent buses to reduce wait times on existing bus routes to make mass transit efficient for for work commute and errands.
more frequent busses
More frequent city busses, at least every 30 minutes for all routes. I used to ride the city buss to and from work, but 70 minutes between buses is much too long. Plus couldn't work much past 5:30 p.m. because route ends too early in the day
more pedestrian walk/dont walk signs
my commute could not be easier. short distance beautiful weather, what more could i ask for?
NA
Not having to commute at all.
Not so many people in those huge gas gusslers!
Nothing - my commute is easy.
Nothing for me - I already bicycle to work - I live close enough to do so.
Nothing I live in Big Coppitt
nothing, I'm less than 1 mile to work
Nothing. I am a 5 minute walk to work and walked every day prior to having a family. I use a car now because i need to get to child's daycare right after work and can't make it walking.
Nothing
One thing?!Do we really need crossing guards for high schoolers? When did it become acceptable to drive golf carts around as if KW is someone's private gated community? Long conch tour trains doing 5 mph, obnoxious scooter drivers, gawking tourists stepping out in front of you, delivery trucks blocking the road. Want to get away from it and take a back road - NOPE! stop signs at every intersection and drunks throwing rocks at your car - Key West is a driving NIGHTMARE!
Reduce wreckless commuters
Riding bus. See above why I dont ride the bus.
safer bike routes
Sidewalks on Stock Island
streets are too congested with traffic



to live closer to work.
Trim the bushes on White Street so I can actually use the side walk.
Walking or bicycle path on US 1
Re-pave Caroline Street! More bike lanes.
Safer bike routes

## Water

Have you installed low flow faucets or showerheads in your home? (185 Responses)	Count	Percent
No, not in my home	64	35%
No, not in my workplace	29	16%
Yes, my home	117	63%
Yes, my workplace	23	12%

If NO, (to either), Why not? Check all that apply. (67 Responses)	Count	Percent
Someone in my house would object	2	2%
Concerns about fixtures being too low flow	12	3%
Don't have enough time	3	13%
Don't know how	5	8%
I can't afford it	3	3%
I could afford it, but I don't want to spend the money	2	3%
I don't own the house	29	45%
My toilet doesn't need replacing right now	1	41%
Not ready to yet, but plan to	19	9%
Other	8	0%
Someone in my house would object	1	2%

Have you installed a low flow toilet in your home or workplace? (188 Responses)	Count	Percent
No, not in my home	85	45%
No, not in my workplace	31	16%
Yes, in my home	96	51%
Yes, in my work place	19	10%

If NO, why not? (87 Responses)	Count	Percent
I don't think it's important to do this	2	2%
Don't have enough time	3	3%
Concerns about toilet being too low flow	11	13%
Don't know how	7	8%
I can't afford it	3	3%
I could afford it, but don't want to spend money	3	3%
I don't own the house	39	45%
My toilet doesn't need replacing right now	36	41%

Not ready to yet, but plan to	8	9%
Other	0	0%
Someone in my house would object	2	2%

Do you have any water catching systems? For example – Rain barrel or cistern (194 Responses)	Count	Percent
Cistern	5	3%
Concerns about mosquitos	43	22%
Don't have enough time	6	3%
Don't have good gutters	27	14%
Don't know how	20	10%
Don't need extra water	17	9%
I can't afford it	13	7%
I could afford it, but I don't want to spend the money	1	1%
I don't own the house	37	19%
I don't think it's important to do this	5	3%
If NO, why not (Check all that apply)	4	2%
If Yes, which system? (Check all that apply)	1	.5%
No	137	71%
Not ready to yet, but plan to	14	7%
Other	7	4%
Rain barrel	28	14%
Someone in my house would object	3	2%
Yes	41	21%

If NO, why not? (Check all that apply) (108 Responses)	Count	Percent
Concerns about mosquitoes	37	34%
Don't have enough time	4	37%
Don't have good gutters	19	18%
Don't know how	14	13%
Don't need extra water	17	16%
I can't afford it	11	10%
I could afford it, but I don't want to spend the money	1	1%
I don't own the house	39	36%
I don't think it's important to do this	6	6%
Not ready to yet, but plan to	16	15%
Someone in my house would object	6	6%

Have you ever seen anyone dump anything in the storm drains near your home or workplace? (189 Responses)	Count	Percent
No	166	88%
Yes	23	12%

*If YES, what did you do?
I called code enforcement.
Call Utility Dept. and let them know what where. If I know who, I'd file a Code complaint.

Called police and they directed me to the correct department.
Clean roadways with trash and recycling for the public to use to make Key West a cleaner island.
Didn't know what they were dumping.
Frances and Southern business, kitchen fat. were reported to City and have stopped.
Haven't seen, but know it happens.
I consider those who litter as dumping their trash into storm drains. Let's enforce our littering laws. Let's enforce the laws in general!
minded my own business
negative peer pressure ... to put it politely.
Nothing. Offender would have become too angry deed had already been committed.
nothing. They were city employees.
nothing
Reported it to code compliance, but nothing happens because they have to see it themselvs
reported it to code compliance
Reported it to the appropriate authorities.
reported it.
Told them not to do it.
When excavating for or draining a pool
Told the management company

Do you think you use more, less or an average amount of water compared to your neighbors? (169 Responses)	Count	Percent
Average	79	47%
Less	77	46%
More	13	7%

*Because? (69 Responses)
"If it's yellow let it mellow. If its brown, flush it down!" I also xeriscape- If it can't survive without me watering it , it doesn't live in my yard.
I'm single
Average - beacus I do not know what my neighbors use nor care.
Because i don't have any water-wasteful habits and use low-flow everything
Because the communal washer is on my meter. Otherwise, probably less.
big house and garden
garden and plant watering
How do i know what my neighbors use?
I always turn off water when I brush my teeth; take quick showers; don't own a pool do laundry once every 2 weeks with special energy saver washer and dryer.
I am alone in my house, need less water, and I'm careful with my water usage.
I am aware and attempt to conserve water
I am conerned with water conservation.
I am one person, I hand wash dishes, only use full loads of laundry with cold water and hang dry
I am very water conscience
I collect water when showering, bath, and doing dishes. When it rains I put out buckets to collect extra water.
I conciously monitor my water usage indoors and outdoors.
I consciously try to limit my use, and have a rainbarrel.
I conserve water by shutting off the faucet while I am brushing my teeth. I also turn the water off while I am hand washing dishes, until I am ready to rinse off the soap.
i don't cook so I don't wash dishes

I dont have a large yard. They dont use water catching system. They wash their cars. They just dont care.
I don't take long showers and try to be conservative when washing dishes and brushing teeth, etc.
I dont take overly long showers and i always turn the water off when i brush my teeth, while my neighbors use sprinklers...
I have a pool. We do laundry for two families
I have know idea how much my neighbors use.
I like long, hot showers.
I live alone and rarely cook.
I live on a boat and understand scarcity
I pay the water bills for a triplex that I own so I know what my neighbors/tenants use.
I shower once a day and try to not leave water running too ofeten.
I shut the water off when not directly using both in the shower and at the sink. I collect the cold water that comes before the hot and use it to water household plants and dog bowls. Then from dog bowls into plants if the water gets dirty. I xeriscaped my yard to ensure minimal irrigation.
i think about it
I think it is important to conserve water. Everyone must do his or her share to make it work.
Just watching how conservative they are.
low flow shower heads and toilets. don't water much.
Low flow washer, showers, faucets with auto turn off, drip watering and lowest water use dishwasher.
No car to wash, no lawn to water, we do water our plants every week, but it all containerized. We have low-flow toilets, showers, faucets, etc.
Not over-watering my yard with half the sprinkler on the sidewalk for 3-4 hours a day.
Only 2 of us and we try to conserve usage
Restrict personal use.
Same flow rate as neighbors and we do not shower or run the water excessively.
Short showers, turn off water when brushing teeth, don't flush every use
Since we have put sewers in the cost of water is outrageous!
Six people in household
small children
sprinklers
take very short showers/ turn off water while brushing teeth, try to plant things that are drought tolerant
The homes are about the same age and most have only two people living in them.
Try to be concervative
Two reasons: One, it was drilled into me as a kid to not be wasteful and two, I believe efforts in conservation ramify in ways beyond the cost of a water bill, that it is a frame of mind to be grateful for what is available and to not feel entitled
use less water in kitchen. do not cook often. utilize high efficiency washing machine (low water consumption model)
We all live in an apartment complex, therefore we all use about the same amount of water for washing dishes and showering.
We are average users.
We are not excessive in our water usage.
We are very conciencous about water usage. Turn facets off while brushing teeth, catch rain water to water flowers, flush every other time when #1
We are very conscientious of water use; we don't leave faucets running unnecessarily and rarely water outdoors. We currently have a high efficiency dishwasher and clothes washer.
We both have children and pets.
We conserve and also have automatic sprinklers and a timmer with a rain sensor
We do not let water run while brushing teeth, showering, We use condensed A/C runoff to water Plants. We run dishwasher and clothes washer only when completely full.
We do not water our yard at all. We minimize water use for clothes washing/showers/general use. We don't have a dishwasher.

We don't water our lawn, we take short showers and we don't have a dishwasher.
We have a pool. Otherwise, we use less.
we have a small lawn.
We shower daily and wash clothes weekly.
We try to be conservative.
we use only what we need and only when we need
We use the rain barrel water to water plants instead of FKAA water
Conscious
I pay the sewer bills for the complex and no everyone's usage.
Inside the house I use less. I use water to maintain the garden

\*In What order would you be most likely to do the following actions to save more water? Please rank your top 5 answers in order from highest to lowest, with 1 being the highest and 5 being the lowest. Please check only one answer per line. (185 Responses)

	1	2	3	4	5	6	7	8
Install a low flow showerhead	59 31%	21 11%	22 12%	9 5%	15 8%	8 4%	2 1%	5 3%
Install low flow aerators on faucets	47 25%	28 15%	19 10%	23 12%	13 7%	4 2%	3 2%	5 3%
Upgrade dishwasher	32 16%	5 4%	16 9%	17 9%	20 11%	10 5%	7 4%	13 7%
Upgrade clothes washer	29 16%	19 10%	20 11%	12 6%	26 14%	6 3%	8 4%	10 5%
Water landscaping less	41 22%	18 10%	18 10%	22 12%	16 9%	11 9%	3 2%	6 3%
Install rain barrel	41 21%	19 10%	16 8%	8 4%	18 9%	17 9%	7 4%	11 6%
Install cistern	14 8%	4 1%	6 3%	5 3%	24 13%	7 4%	28 15%	26 14%
All of the above	22 12%	2 1%	5 3%	5 3%	3 2%	3 2%	5 3%	17 9%

## Energy

Have you installed new insulation in your home? (188 Responses)	Count	Percent
No	133	71%
Yes	55	29%

If NO, why not? (63 Responses)	Count	Percent
I can afford it, but don't want to pay for it	1	2%
It too much effort	8	13%
Available rebates through KEYS Energy are not enough	9	14%
I can't afford it	27	43%
I don't know about rebates from KEYS Energy	29	46%

I don't know how	19	30%
I'm too busy	8	13%
Other	0	0%

Have you caulked and weather-stripped your home to reduce drafts? (186 Responses)	Count	Percent
No	94	51%
Yes	92	49%

If NO, why not? Check all that apply. (49 Responses)	Count	Percent
Available rebates through KEYS Energy are not enough	3	6%
I can afford it, but don't want to pay for it	3	6%
Did not know about rebates from KEYS Energy	20	41%
I can't afford it	11	22%
I don't know how	15	31%
I'm too busy	11	22%
It's too much effort	9	18%
Other	0	0%

Would you be willing to shift your appliance use (AC, washer/dryers, dishwasher) away from peak times (3 p.m. - 7p.m.) in an effort to save energy and costs (188 Responses)	Count	Percent
No	34	18%
Yes	154	82%

*If NO, why not? (30 Responses)
no to AC because I work outside in the 90 deg/ hgh humidity weatherall summer. yes to therest
My energy costs are efficient enough for my comfort already do
As long as I have power, what difference does it make???
Because that's when I have to most time to wash clothes and use my dishwasher do not have a flexible work schedule
due to my location, the ac runs on automatic
freedom in my day to use energy as needed unless it is a hardship for the whole community. and before private residents are asked to consider usage, the question/requirement should be brought to commercial companies/businesses in town.
Hottest time of the day, without proper insulation, my A/C cannot keep the house to a reasonable temperature.
husband works nights/ sleeps days--needs AC—others who rent apts use the washer/dryer whenever
I am against any further government regulation, as they almost never get it right!
I am not going to switch my A.C. use because I already turn up the temperature during the day.I usually do laundry during the day so that's not an issue and I hand wash my dishes.
I do wash/dishes when its convient and needs done. We waste a lot on the AC because the door is not properly sealed. The windows we did seal to stop air escaping. We use the AC year round because the window have cracks for bugs to get in therefore they stay sealed the entire year.
I don't find it to be appealing to do this. It's not a big deal
I don't own washer/dryer or dishwasher. I already turn A/C up to 78 when I go to work... the time I need it most is 5-8 pm, when we are active at home.

I have a young child
I need to do it when I have time.
I rarely use these appliances but if I am home on a rare day off, I want to use the AC or do my laundry.
I usually cook at that time and need the AC and Refrigerator to keep things cool, according to appropriate health standards.
I work full time. Those are the only times I am home.
I work.
need it all the time
That is the most convenient time for appliance use for a working household.
That time is when I get home form work and need to use those appliances.
Though we have put the best insulation in our roof, overhangs nad have great cross-ventilation, 3-6 or 7 PM is the hottest time of day in our house because of the orientation of our house. We have a metal roof that gets super hot and probably holds in all the heat. Maybe we should paint our roof white? HARC will not let us :(
too hot in key west, cannot be without a/c
we rarely use our appliances during peak hours noted.
Wont allow enough time to do things at home and spend time with family
Yes for major appliances but not for A/C - wife works from home by computer during the day.
yes on everything but the ac

Would you allow your electric utility company to temporarily lower your ac/water heater/pool pump remotely during peak usage times in order to reduce our community peak which could ultimately save money for all customers? (180 Responses)	Count	Percent
No	76	42%
Yes	105	58%

*If No, why not? (55 Responses)
Freedom!
I like it the way it is
Absolutly not i have my things set a certain way for a reason ,my home i pay the mortgage !
Because I already do so on my own.
Because I live in a free country, mainly. What I would support, is an educational campaign on how we can do this ourselves. Also, if we altered government programs to pay a percentage of bills, rather than just paying the whole thing, the impoverished of the community would likely be more conservative with their energy usage.
Because if it is too hot in my home, I would like to have control. I believe I do a great deal to conserve, so any more would impinge on my lifestyle. If there was a cap, such as anything below 77 degrees can be adjusted.
Because it's to hot outside
Clean roadways with trash and recycling for the public to use to make Key West a cleaner island.
Do not have AC or pool.
dont have one
Don't trust reliability of current generation of metering technology available on market
Don't want yahoos messing with my personal use of anything I pay for
doubt they could handle it
FUCK YOU on this one.
Hot Water, yes AC No.....
husband said no
I ahev dogs at home I leave ac on 78 for them
I am able to adjust ac/water heater control settings.
I can lower my AC/Water heater by myself

I do not believe a public utility should have that Ability. Borders on invasion of privacy
I do not trust them to use this appropriately
I don't use enough to be denied what little t I need
I don't want an outside vendor having that kind of control over my property.
I feel that I am very aware and responsible and don't want an outside entity taking that control. What if I were sick or had some extraordinary reason to need ac or hto water. In addition, I have no pool
I like to be clean and use my utilities a lot.
I need to use it when I have time.
I pay for the service to use it when I need it.
I want to be able to control that myself.
I want to control the power being used in my house.
I wan't to make my own choices
I would be ok with everything except the AC
I would not trust their equipment and do not want it attached to my house. If they attached such devices I would be inclined to bypass or remove them. I am responsible with my electric usage and have made my house energy efficient.; Efforts to educate or reward people for conservation would be a better alternative.
I lived in communities like that before and the lowering of my a/c during peak times only caused higher bills due to trying to cool the house off later in the evening. It doesn't get to cool in Florida even in the evening. Also, my daughter has asthma and no a/c is detrimental to her health.
Invasion of privacy
It's hot
Need A/C for pets.
Need AC
No, because they will do this and then they will still increase the rates.
Not applicable, as I don't own most of those appliances.
Not sure I agree with that type of policy, not sure I want to allow it.
not unless an incentive was involved
Now you want the government controlling when we can use our ac/water heater/pool pump and anything else in our house??? Really?
Peak is when I am using it. Lower it more during off hour. I do not want to be hot or without hot water the one time per day I use it.
remotely? how would this be accomplished without damage to a given residential appliance? if this is required of the island community, companies/businesses MUST be first and then residences AFTER full compliance in the business community. Today, I recycle BUT many business in town do not! What wrong with this picture?
Same as above
Saving energy is the issue - not saving money.
Taking care of elderly mother, cannot become over heated.
That is something homeowner should control
too hot in key west, cannot be without a/c
Too much government control.
Unsure what is being asked I have a hospital so can't have it to warm for sick patients but don't run my air conditioner till I get home in the afternoons
We are a tourist town. I can't believe that all the hotels would allow this! I am not going to suffer so tourists can chill in their frigid rooms
With humidity low it gets too hot in the house.

When you purchase appliances, are you willing to pay more for higher energy efficiency? (178 Responses)	Count	Percent
No	25	14%
Yes	153	86%



If NO, why not? Check all that apply. (24 Responses)	Count	Percent
Did not know about rebates from KEYS Energy	7	29%
Available rebates through KEYS Energy are not enough	4	17%
Don't have time to compare	4	17%
I can't afford it	13	54%
I could afford it, but I don't want to spend the money	3	13%
I don't think it's important to do this	1	4%
Not ready to yet, but plan to	2	8%
Other	1	4%
Someone in my house would object	1	4%

Have you asked for a free home energy survey from KEYS Energy? (181 Responses)	Count	Percent
No	165	91%
Yes	16	9%

Do you consider ten years to be reasonable payback period for installing solar panels? (186 Responses)	Count	Percent
No	76	41%
Yes	110	59%

*If NO, why not? (51 Responses)
Most people don't stay in a house that long.
I do not think that is possible
10 years is not reasonable considering the total cost of installation.
5 years is customary for vehicles and equipment Occupancy of a residence may not be 10 years.
5 years would be better
7 years would be acceptable. The average homeowner now moves or sells every 7 years.
A lot can happen in 10 years: sell house, divorce, death, world ending in 2012...
Average duration in purchased homes today is 5 years.
Because of my age i would like it to be 5 years.
How much would you really get back over 10 years?
However, you must consider the finance, installation and maintainance charges, all of which are rarely included in the "payback" figures.
I do not use enough electricity. It would take me longer than 10 years.
I don't believe that ten years is enough incintive to make the investment. Not on my salary any.
I don't even know if I'll be down here still in ten years.
I don't own the house I live in. It's military housing
I just don't know about it.
I like a two year payback
I might not even own the house in 10 years
I will not be installing solar panels on a community-owned roof
I wish it were shorter, if it were I'd be able to do it.
I would expect 3-5 years
I would need a shorter period of time for payback period. Generally shoot for 6-7 years depending on what I am dealing with
It is a major outlay of money and should be returned more quickly.

It is simply too long
It seems it should pay back sooner.
It's just too costly. We've considered it.
It is a major outlay of money and should be returned more quickly.
It is simply too long.
It seems it should pay back sooner.
It's just too costly. We've considered it.
Many people may not be staying in the residence that long.
Maybe more like 5 years. I would consider renting solar panels. I know there are communities and businesses that do such. The investor of the Tesla sports car I believe has a company that rents solar panels.
My threshold would be more like five years.
not sure
Overhead cost for these projects are too much 10 years for a return is not worth it.
Rent
s/b 5 years
Should be 3-5 years
should be better payback but prices are too high because not that many in use
Solar panels are dangerous in hurricane-prone areas. I know because I saw what happened south of Miami during Hurricane Andrew. I was there!
Solar panels are not a viable energy source in most applications. They are almost never cost efficient except unless you are charging a small battery. Regardless of any stated payback they will not pay for themselves. In addition they are ugly, and in most installations become hazardous in the event of a hurricane or tropical storm.
Still cost prohibitive
The initial cost is too high to ask me to wait for 10 years for payback.
There is not enough information given. Solar panels have become more affordable so if we are talking about a small number of panels, no I don't believe 10 years is reasonable. If your entire roof is filled and you are receiving credits from KEYS, then it will be reasonable. I don't think this question has enough information to be answered accurately.
They will need substantial repair or replacement before 10 years are up.
Think it should take less time to realize the payback.
Too long !!! In this economy, who can wait that long?
Too long.
too long
upfront costs still high, need faster payback
Want it sooner
We're currently looking at a system that has a 7 year payback. Plan on installing sometime in 2013.
Should be 5 years

If KEYS provided electric vehicle charging stations, would you buy an electric vehicle? (185 Responses)	Count	Percent
No	105	57%
Yes	80	43%

If NO, why not? Check all that apply. (88 Responses)	Count	Percent
Someone in my house would object	2	2%
Don't have enough time	3	3%
Don't know enough about them	27	31%
Don't think it would go long enough on one charge	16	18%
I can't afford it	27	31%

I could afford it, but I don't want to spend the money	2	2%
I don't need a vehicle	26	30%
I don't think it's important to do this	3	3%
Not ready yet, but would plan to	13	15%
Other	4	5%

Do you think you use more, less or an average amount of energy compared to your neighbors? (163 Responses)	Count	Percent
Average	58	36%
Less	88	54%
More	17	10%

*Because: (77 Responses)
I dont turn on AC until May and keep it at 82 when noone is home and 78 deg. the rest of the time
Because I am single
A/C is on 24/7, 365 days a year.
Air Conditioning need controlled environment due to Allergies and Asthma
Average because similar size house.
Because I'm an average kinda guy.
big house and garden
Cant ever leave the windows open and AC off. Windows allow bugs to get in. The door is also not properly sealed tight. The AC unit is next to the door.
Conscious about usage
conscious of use; turn things off. minimize a/s use. Dry clothes on the line rather than dryer.
Home built in 2007. Due to the current codes it had to be built to be more energy efficient
house not insulated, prefer cold temperature
How do i know what my neighbor uses
I always turn off the lights when leaving. Saving electricity is my priority.
I am concerned with energy conservation.
I am conservation minded and live in eco-friendly housing with conservative appliances
I am very energy conscious, i hang dry clothes, keep shades pulled in the day to keep home cool,turn off lights not being used,full loads of laundry, hand wash dishes,etc
I conciously take efforts to reduce my energy use.
I consciously turn off/unplug electrical equipment when not in use. I keep our A/C on 78 degrees or higher.
I run appliances only when full.
I do things to reduce energy expenditure
i don't cook
I hang dry a lot of my clothes, I always unplug appliances when not using them, I try to open windows when cool instead of using air conditioning.
I have a huge family
I have know idea.
I have no A/C
I have propane gas stove and dryer.
I keep my ac on a high temp, I close my blinds as the sun moves around the house. I do my wash early in the morning and have a front loader that I only use for full loads. I rarely use my dryer. I use as much cold water as possible, turn my water heater off when I leave town.
I live in s small place and always turn off stuff when I'm not using it. I think most people are not as vigilant.
I think about it
I think it's all about the same.

I turn off whatever I'm not using every time I leave a room.
I turn the lights off when they arnt being used and my neighbors houses are always dark.
I use more fans than A/C.
I use my air conditioning more.
I'm careful
I'm environmentally aware, also have no AC or pool.
It's hot
keep ac setting 78 degrees in summer</p> <p>do not use clothes dryer (hang clothes to dry)
Mobile homes are not very efficent and mine is close to fourty years old and the windows are not very tight.
More space and activity in our household.
My bills are less and I make conscios efforts to turnoff things when they aren't being used
my electric bill is probably one of the lowest in the city
N/A
no dryer, no AC, on-demand gas water heating system installed. Electric bill for our 1,500 sq ft house is usually under \$50 per month.
One neighbor lives like a hippy off the land and doesn't use much of anything.
pool pump
Power strips that kill vampire power, energy efficient appliances, all LED lights, highest efficiency refrigerator, dishwasher and washer/dryer. (Full details of our changes are in a PDF file on our website, <a href="http://www.greenkeywest.com">www.greenkeywest.com</a> .)
restrict personal use.
Run A/C less
Same as water. The homes are about the same age and have the same number of people living in them.
set a/c on a warmer temp & don't use lots anyway
shut off lights, set thermostat to 83 when house is unoccupied via programmable thermostats. Don't leave lights on in unoccupied rooms and use minimal lighting while occupied. Energy Efficient appliances installed throughout. Energy efficient a/c installed.
small children
This is a foolish question. What answer did you expect?
Try to keep AC off, don't use an overload of appliances. Run dishwasher 2-3 times weekly (only when full).
try to turn off lights and ceiling fans when leaving the room/leave doors open--no AC as often as possible
Typically, those who spend less time home use less energy. I work 40 hours a week, I go to school 8 hours a week, I exercise almost every day, and spend my days off on the beach. Therefore, I believe to use less energy compared to my neighbors.
We always turn up the AC and lights when we leave the house
We are not home much and we have mini split ACs and a new water heater that are very effiecient
We are used to keeping our thermostat on 79 degrees and using ceiling fans. I know that many people keep their houses much cooler.
we do our best to pay attention
We don't do anything out of the ordinary either way.
We don't run our AC's all day and we turn off our lights when we are not in the room.
We have 5 pools
We keep A/C at 80 degrees. We installed upstairs windows to catch breezes from any direction & to keep cool. We insulated all exterior walls, roof & front porch ceiling.
We keep our a/c on 79 degrees during the day; the lowest we ever turn it is 76. We leave no lights on when we are not home and only use those necessary when we are home. We unplug everything that's not being used.
we keep our a/c when we use it & don't use it as much as possible. we turn out lights, shut off elec. Applicances such as tvs when not in use
We only have 1 window air conditioner and not central air. We are careful to turn lights</p> <p>off when not in use. We mainly depend of ceiling fans in all the rooms to circulate air and keep us comfortable.
We restored our house & in the process made it energy efficient & amp installed energy efficient appliances. We do not waste electric, and would rather open our house up than use a/c. We only run our a/c when it is hot & humid and then we keep it set at a high temperature. We would have done more if we didn't have to deal with

HARC!!
We turn lights off when we don't need them, turn the ac down when we leave and keep it at 78 degrees when we are home, buy energy efficient when possible, led bulbs and halogens, etc.
We turn our ac to 83 when we aren't home, and 80 when we are home
We turn the A.C. up during the day, don't leave lights on, have tinted our windows and use blinds to keep the sun out. We also have a lot of large trees in our yard that provide shade.
we use a lot of lights.
We use high efficiency light bulbs and keep light use to a minimum. AC is kept at 80 during the day and only lowered a bit at night. We've already lowered our electric bill by \$100 compared to the last tenants.
wife home all day taking care of
Conscious
I know my bill is lower than others.

\*In what order would you be most likely to do the following actions to save more energy? Please rank your top 5 answers in order with 1 being the highest and 5 being the lowest. Please check only one answer per line. (180 Responses)

	1	2	3	4	5	6	7	8	9	10
Increase the Shade on my house by planting a tree	61 31%	25 13%	17 9%	5 3%	18 9%	5 3%	2 1%	10 5%	2 1%	9 5%
Change most of the light bulbs in your home to high energy efficient fluorescents (CFLs)	84 45%	28 15%	10 5%	6 3%	6 3%	6 3%	4 2%	1 1%	1 1%	5 3%
Caulk and weather-strip the home to reduce costs	47 26%	16 9%	20 11%	16 9%	15 8%	1 1%	7 4%	5 3%	2 1%	5 3%
Paint the roof white	29 16%	5 3%	15 8%	17 9%	22 12%	5 3%	4 2%	2 1%	5 3%	19 10%
Install new insulation in the attic	24 13%	9 5%	6 3%	8 4%	27 15%	10 6%	9 5%	6 3%	6 3%	13 7%
Install a programmable thermostat	29 16%	20 11%	27 15%	10 6%	13 7%	10 6%	4 2%	5 3%	1 1%	7 4%
Keep air conditioning at 76 degrees or warmer	63 35%	22 12%	14 8%	17 9%	10 6%	4 2%	3 2%	4 2%	1 1%	7 4%
Upgrade to an energy efficient home air conditioner	37 20%	9 5%	10 5%	14 8%	14 8%	8 4%	10 5%	10 5%	6 3%	6 3%
Upgrade to Energy Star washer and dryers	39 22%	8 4%	3 2%	12 7%	17 9%	6 3%	1 1%	8 4%	14 8%	14 8%
Upgrade to an energy efficient home water heater	40 22%	12 7%	5 3%	9 5%	20 11%	6 3%	5 3%	10 6%	11 6%	12 7%