

# Town of Boxborough Climate Change Survey Summary of Results

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# Extreme Weather Events

*Microburst Storm  
Damage in  
Boxborough  
July 6, 2020*



# Climate Change Survey Background

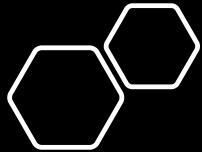
Boxborough Sustainability Committee conducted a Climate Change Survey of town residents from Nov 29, 2020 to Feb 18, 2021 with the following objectives:

1. To understand what the community knows currently about climate change (**Awareness objective**)
2. To find out what the community thinks it needs to know about climate change (**Education objective**)
3. To solicit some preliminary ideas from the community on what should be done about climate change, and by whom (**Action objective**)
4. To assess the community's willingness to commit to actions (**Urgency objective**)

# Key Takeaways

Boxborough Residents:

1. Believe that climate change is real.
2. Want to learn more about climate change.
3. Want to take action to mitigate the impacts of climate change.
4. Believe Government, Business and Community partnerships should lead climate change action in Boxborough.

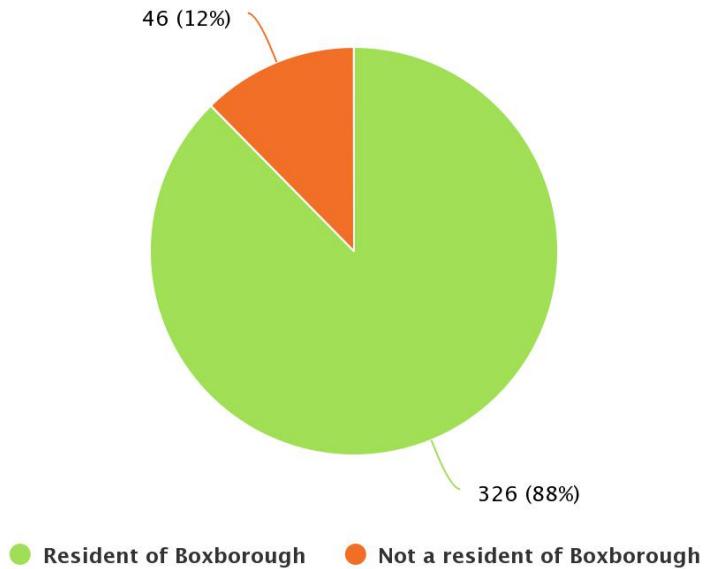


# Response Statistics

Unique views 728	Total Responses 372	Partially Completed 7
Completed 365	Duplicate 4	Unique Responses 361
Completion rate 50%	Boxborough Residents 326	Non- Boxborough Residents 46

Are you a Town resident? \*

Total responses – 372



# Question 1

## Climate Change Awareness Program

29%

What is your level of knowledge and concern about climate change? (Select one)



Not been paying much attention



Know the basics and would like more information



Know enough to say that I am concerned about the future



Believe climate change is the most important issue of our time



Not at all worried about climate change

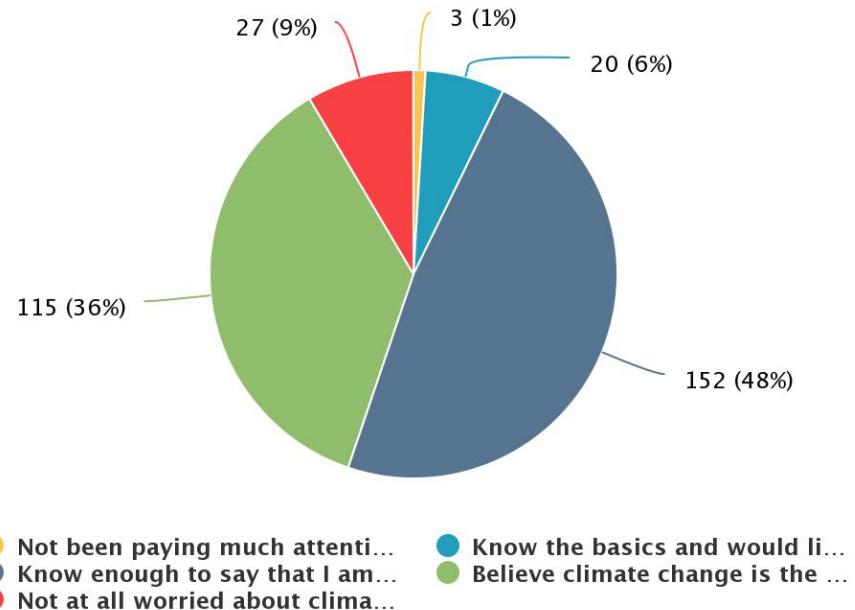
Prev

Next

## Question 1: What is your level of knowledge and concern about climate change? (Select one)

- Not at all worried about climate change
- Believe Climate Change is the most important issue of our time (36%)
- Know-enough to say that I am concerned about the future (48%)
- Know the basics and would like more information
- Not been paying much attention

What is your level of knowledge and concern about climate change? (Select one)  
Total responses – 317



## Question 2

Is climate change awareness and education important to you? (Select all that apply)



I'm currently not concerned as there are other more important issues



I'm interested but turned off by the politics around climate change



I'd like more unbiased climate change information from all perspectives



I'd like to learn more about climate change science and projections



I'd like to see examples of how climate change can impact us in Boxborough

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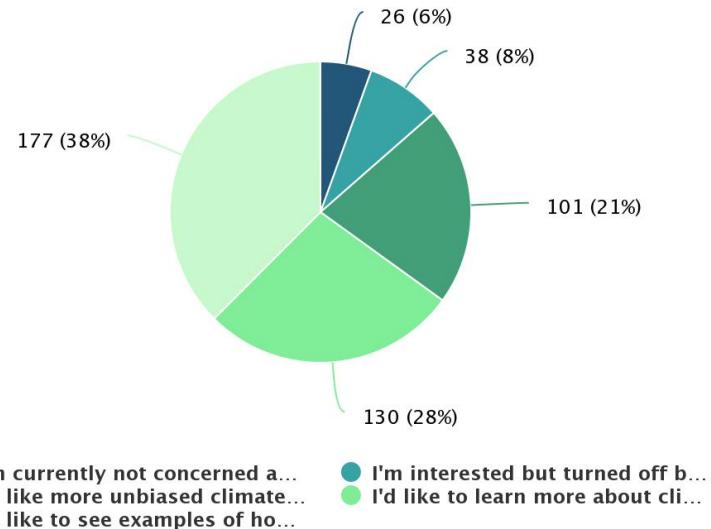
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## Question 2: Is climate change awareness and education important to you? (Select all that apply)

- I'm currently not concerned as there are other more important issues
- I'm interested but turned off by the politics around climate change
- I'd like more unbiased climate change information from all perspectives (21%)
- I'd like to learn more about climate change science and projections (28%)
- I'd like to see examples of how climate change can impact us in Boxborough (38%)

Is climate change awareness and education important to you? (Select all that apply)

Total responses – 472



## Question 3

### Climate Change Awareness Program

58%

Does the climate change situation require action in Boxborough? (Select all that apply)



No, I don't believe so



I'm not sure yet



Yes, but I think we can all do our part voluntarily



Yes, I'd like the Town of Boxborough to provide recommendations



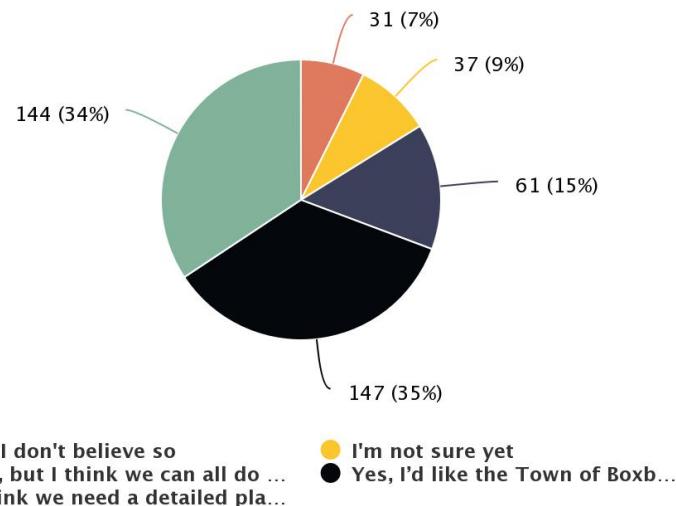
I think we need a detailed plan of action for Boxborough Town

## Question 3: Does the climate change situation require action in Boxborough? (Select all that apply)

- No, I don't believe so
- I'm not sure yet
- Yes, but I think we can all do our part voluntarily
- Yes, I'd like the Town of Boxborough to provide recommendations (35%)
- I think we need a detailed plan of action for Boxborough Town (34%)

Does the climate change situation require action in Boxborough? (Select all that apply)

Total responses – 420



## Question 4

### Climate Change Awareness Program

72%

What are your thoughts on urgency and next steps? (Select all that apply)



I'm not sure we need to do anything new or different right now



I need more information about Climate Change



I'm ready to do some easy things now while improving my general awareness and knowledge



I believe more action is needed now before it's too late

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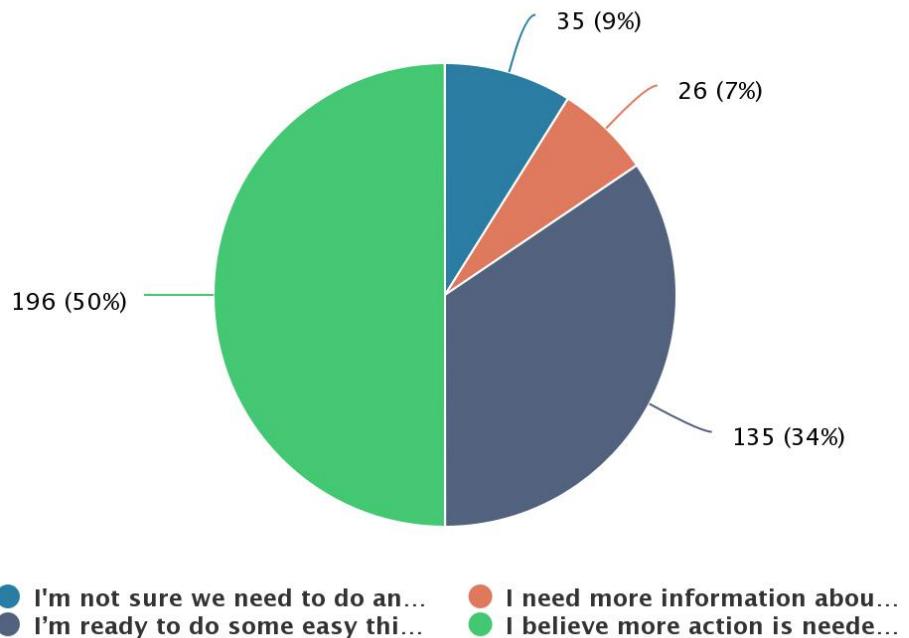
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## Question 4: What are your thoughts on urgency and next steps? (Select all that apply)

- I'm not sure we need to do anything new or different right now
- I need more information about Climate Change
- I'm ready to do some easy things now while improving my general awareness and knowledge (34%)
- I believe more action is needed now before it's too late (50%)

What are your thoughts on urgency and next steps? (Select all that apply)

Total responses – 392



## Question 5

### Climate Change Awareness Program

86%

**Who should be leading Climate Change action in Boxborough, if any? (Please rank your choices)**



Let State/ Federal/ Boxborough governments lead the way



Let Boxborough businesses lead by example



Let Boxborough residents organize and create grass-roots initiatives



Let Government /Business /Community lead the way since these partnerships work the best

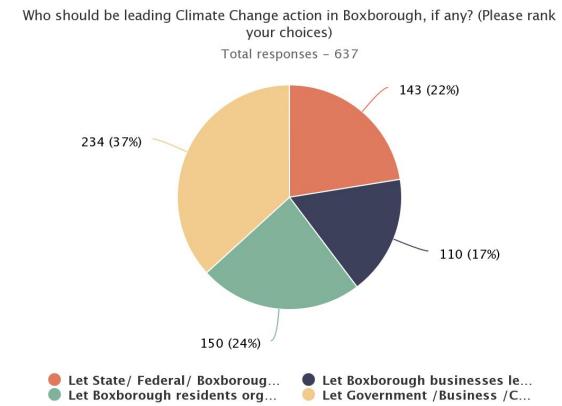
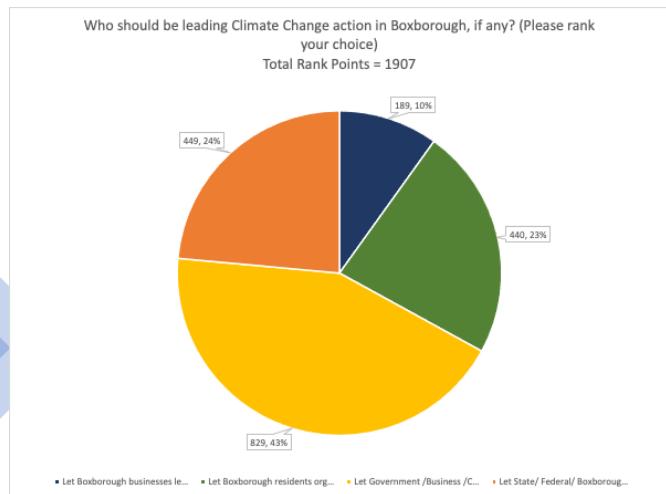
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# Question 5: Who should be leading the Climate Change action in Boxborough, if any? (Please rank your choices)

Response based analysis:

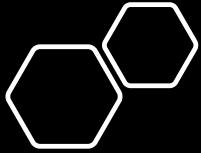
- Let State/Federal/Boxborough Governments lead the way (22%)
- Let Boxborough Businesses lead by example
- Let Boxborough residents organize and create grass-roots initiatives (24%)
- Let Government/Business/Community lead the way since these partnerships work the best (37%)



Rank based analysis:

- Let State/Federal/Boxborough Governments lead the way (24%)
- Let Boxborough Businesses lead by example
- Let Boxborough residents organize and create grass-roots initiatives (23%)
- Let Government/Business/Community lead the way since these partnerships work the best (47%)

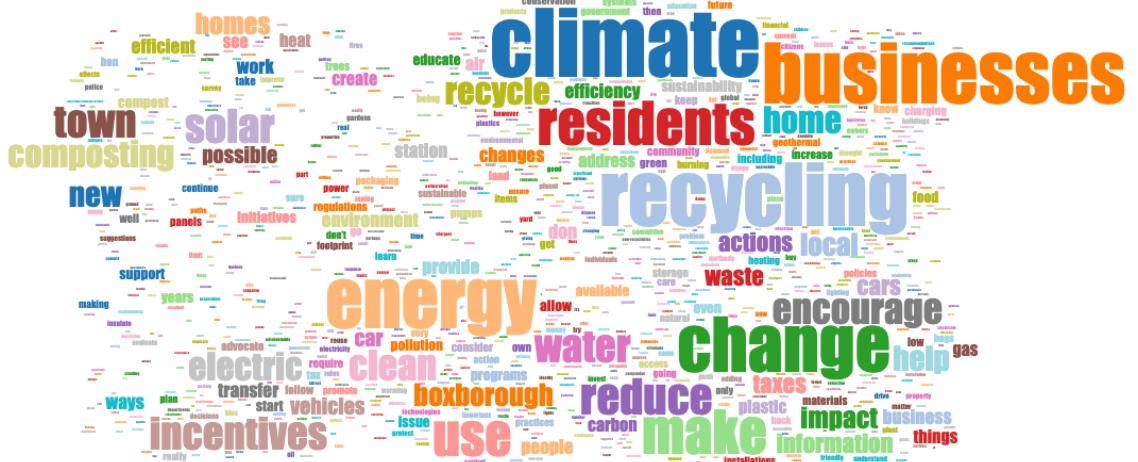
The ranking percentages are calculated using a weighted average algorithm with the following weights or points assigned to each choice: 1<sup>st</sup> Choice = 4 Points, 2<sup>nd</sup> Choice = 3 points, 3<sup>rd</sup> Choice = 2 Points, 4th Choice = 1 Point

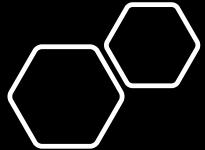


# Sentiment Analysis

We analyzed the sentiment of the comments received using Machine Learning algorithms and noted the prominence of the following words:

1. Reuse, Reduce, Recycle
2. Get off fossil fuels
3. Put solar to use
4. Encourage business and residents with incentives and regulate with laws





# Conclusions from the Climate Change Survey

Majority of Boxborough residents:

- Believe that climate change is one of the most important issues of our time and they are concerned about its impacts on our community.
- Would like to see examples of how climate change can impact us in Boxborough and would like to learn more about climate change science and projections from unbiased, authentic sources.
- Would like some recommendations from the Town of Boxborough. Many residents have also expressed interest in a detailed plan of action.
- Believe action is needed now before it's too late and they are ready to get started on some easy things ASAP.
- Believe that Government, Business and Community partnerships should lead the way.