



Engaging Employees in Climate Action

Alameda County Sustainability

Climate Corps Bay Area

Countywide Employee Campaigns

Fall 2015: Green & Healthy Awards Campaign

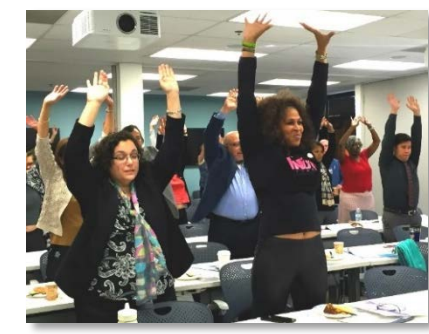
Background

- The County's internal Green & Healthy Events & Meetings certification is an easy way to be sustainable at work, but it was underutilized.



Aims

- To **increase the number of "Green & Healthy" certified events and meetings and employees certifying events and meetings** in Alameda County through a 6-week contest with many awards and opportunities for recognition.



Attendees of a Green & Healthy meeting paused for an energizing stretch break.



Employees connected virtually with colleagues at a Green & Healthy meeting.



Green & Healthy Events included public events. This certified Filipino Heritage event was held at a County library.



Healthy foods were provided instead of junk food at Green & Healthy Events & Meetings.

Spring 2016: Community Commutes Day Competition

Background

- Employee commutes to and from work is the largest single source of emissions from Alameda County government operations.



Aims

- To **increase clean commuting** through a fun, team-based game and a single day of Countywide clean commuting.
- To **increase knowledge of clean commuter benefits** among employees.



Employees formed teams to win the clean commuting Grand Prize.



Participants used many clean commute modes to cut their GHG emissions and to get points for their teams.



The Alco Fire team won an award in the TriValley region.

Campaign Successes

Green & Healthy Awards Campaign

Results

- The number of certified events increased by **123% to 192** and the number of event planners increased by **233% to 200**.
- Over 9000** people attended an event that was green-certified during the Green & Healthy Awards.



Event participants used reusable servingware and reduced their environmental footprint!

Community Commutes Day Competition

Results

- There was a **tenfold increase** in the number of employees actively reaching out to peers to promote clean commuting.
- Over 700 employees** in all 20 agencies engaged in the campaign.
- At least **136 people who normally drive alone experienced a clean commute**, of 413 total employees who clean commuted on Community Commutes Day.

Personal Accomplishments

Community-Based Social Marketing

One of the major skills that I developed was the ability to use community-based social marketing (CBSM). CBSM is a technique that combines research of a target audience's characteristics with tested communication and engagement techniques in order to change audience behavior. Social norming, social diffusion, and personalized outreach were some of my favorites – ask me for more details! 😊

Project Planning and Implementation

As a core member of the engagement campaign teams, I actively contributed to the development of our Spring 2016 campaign and the implementation of our Fall 2015 campaign. I co-designed the Spring competition, created messaging that appealed to the audience, and planned outreach events in the County.

Cait Murphy



Cait is an avid climate communicator. Before starting her Climate Corps Fellowship, she worked as a researcher with the Red Cross/Red Crescent Climate Centre and recommended ways that scientists could more effectively communicate El Niño data to non-profits in the Philippines. She completed her M.A. in climate change adaptation and disaster risk reduction at King's College London.

Acknowledgements

I would like to thank my supervisors Emily Sadigh and Sarah Church at Alameda County for providing a wonderful opportunity to learn and grow in local government. I would also like to thank the other Fellows at Alameda County – it was great to be placed here with you! Thank you as well to everyone in Climate Corps for coordinating the whole Fellowship program.