



Driving Emissions Reductions

Alameda County GSA

Transportation Solutions

Clean Commute Fairs

The Clean Commute Fairs aimed to (1) introduce employees to the Clean Commute Challenge as well as (2) provide employees the resources they need to engage in sustainable commute modes. Hosted by the Clean Commute Program, the Fairs employed game mechanics to motivate employee participation.



Clean Commute Fair Components:

1) Scavenger Hunt

Employees completed scavenger hunts to access \$400 in raffle prizes. The scavenger hunt required employees to seek transit resources and reflect on their commutes.



2) Clean Commute Challenge

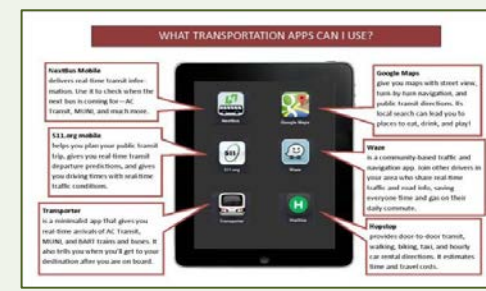
Employees recorded their past Commute behavior on our display and pledged to try a clean commute in the following week.



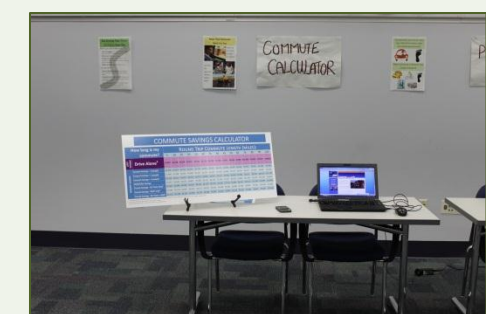
3) Activities



A professional bike mechanic provided **free bike tune-ups**.



Employees tested transit technology at the **iPad App Showcase**



Attendees used the **Commute Calculator** to estimate the cost of their commute and potential cost savings from clean commuting

4) Transit Vendors/Presentations

Employees mingled with representatives from transit vendors and attended workshops on bike maintenance, transit route planning, and pretax commute benefits.



Employee Shuttle Program Expansion

The Clean Commute Program has offered two shuttles located in Oakland and San Leandro since 2009. These free shuttles take riders the "first/last" mile from a transit hub to several major County offices.

The member designed, implemented, and promoted expansion of the Alameda County Shuttle Program to Hayward, CA. The new Hayward shuttle route has a ridership of 50 employees per day with an estimated 240,000 GHG savings per year. The shuttle is used for both employee commute and employee business travel needs.



The County's Greatest GHG Challenge

The Problem: Transportation Related Emissions

Transportation accounts for the largest source of greenhouse gas (GHG) emissions in Alameda County Operations (58%). Employee commutes comprise 75% of transportation-related emissions.

The Solution: Clean Commute Program

The Clean Commute Program within the Motor Vehicle Division focuses on reducing greenhouse gas emissions relating to employee transportation.

Components of the program include Zimride, Alameda County's ridesharing platform, and the BART-connector shuttle that takes employees from BART stations to their work sites.



Lessons Learned

Reach out

If you do not promote it, they will not come

Build off past successes

Identify successful models and work to expand them

Use your network

Engage employees to communicate opportunities to their peers

Establish feedback mechanisms

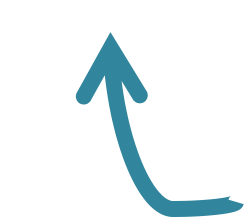
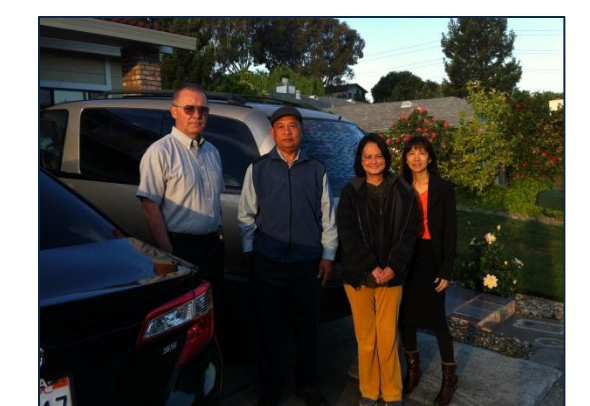
Perfect practice makes progress

Maintain your momentum

Lead one sustainability initiative into another

Find the bright spots

Recognize the leaders in an organization and highlight their achievements



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Her favorite food is persimmon.

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2013 Climate Symposium: Sharing Success