

Phillip Kobernick

Interim Logistics Services Manager

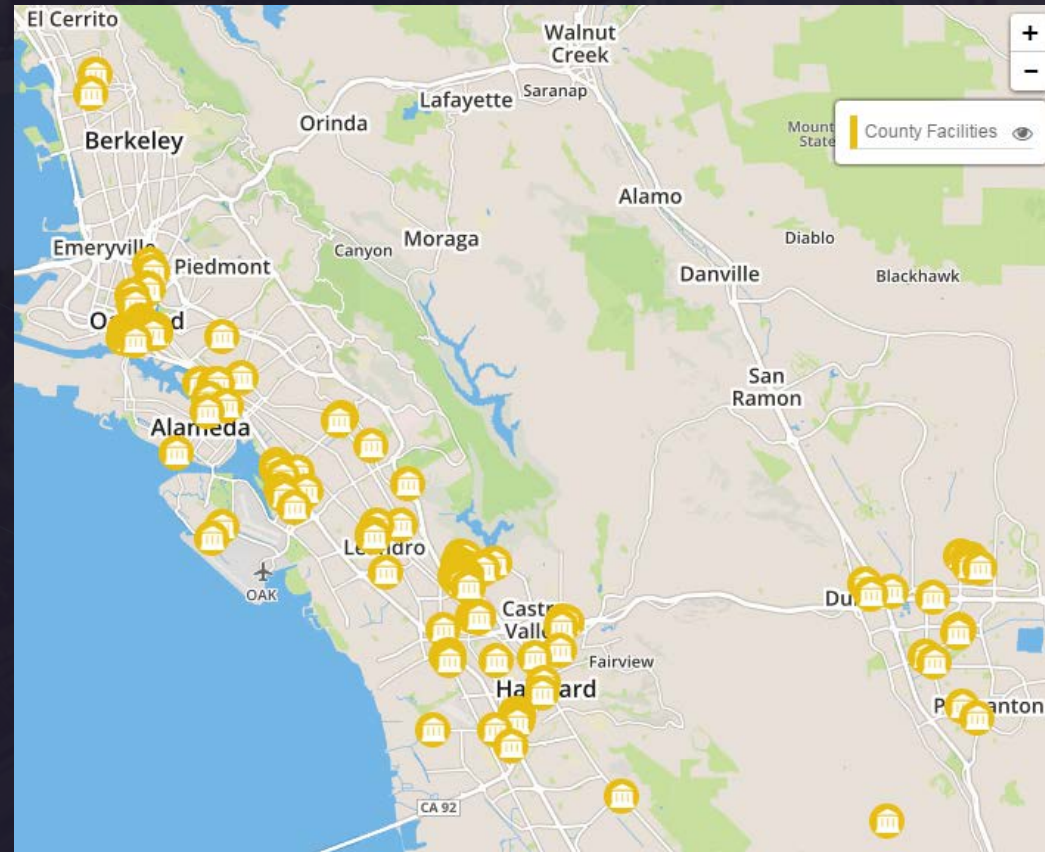
County of Alameda, General Services Agency

Driving Employee Engagement in Commuter Programs



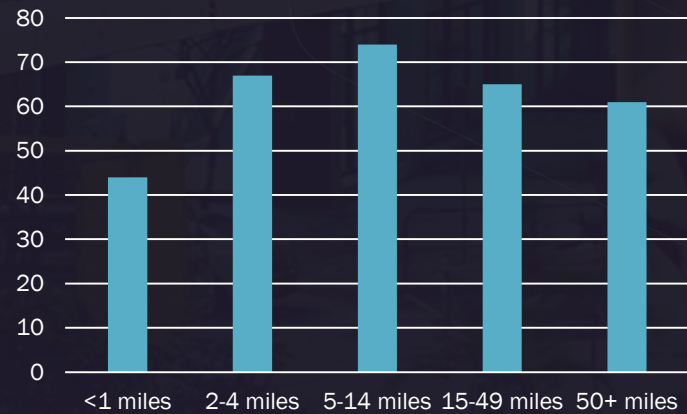
Alameda County Background

- 9,500 County employees
- Appx. 200 offices
- Commutes = 38% of total emissions

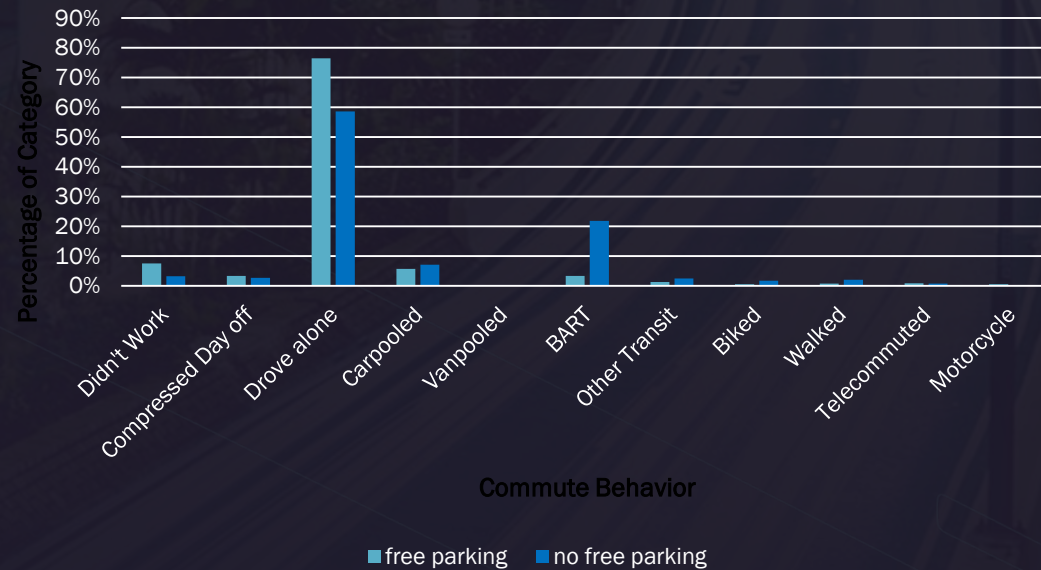


Know Your Audience

SOV %



Commute Behavior Comparison by Parking

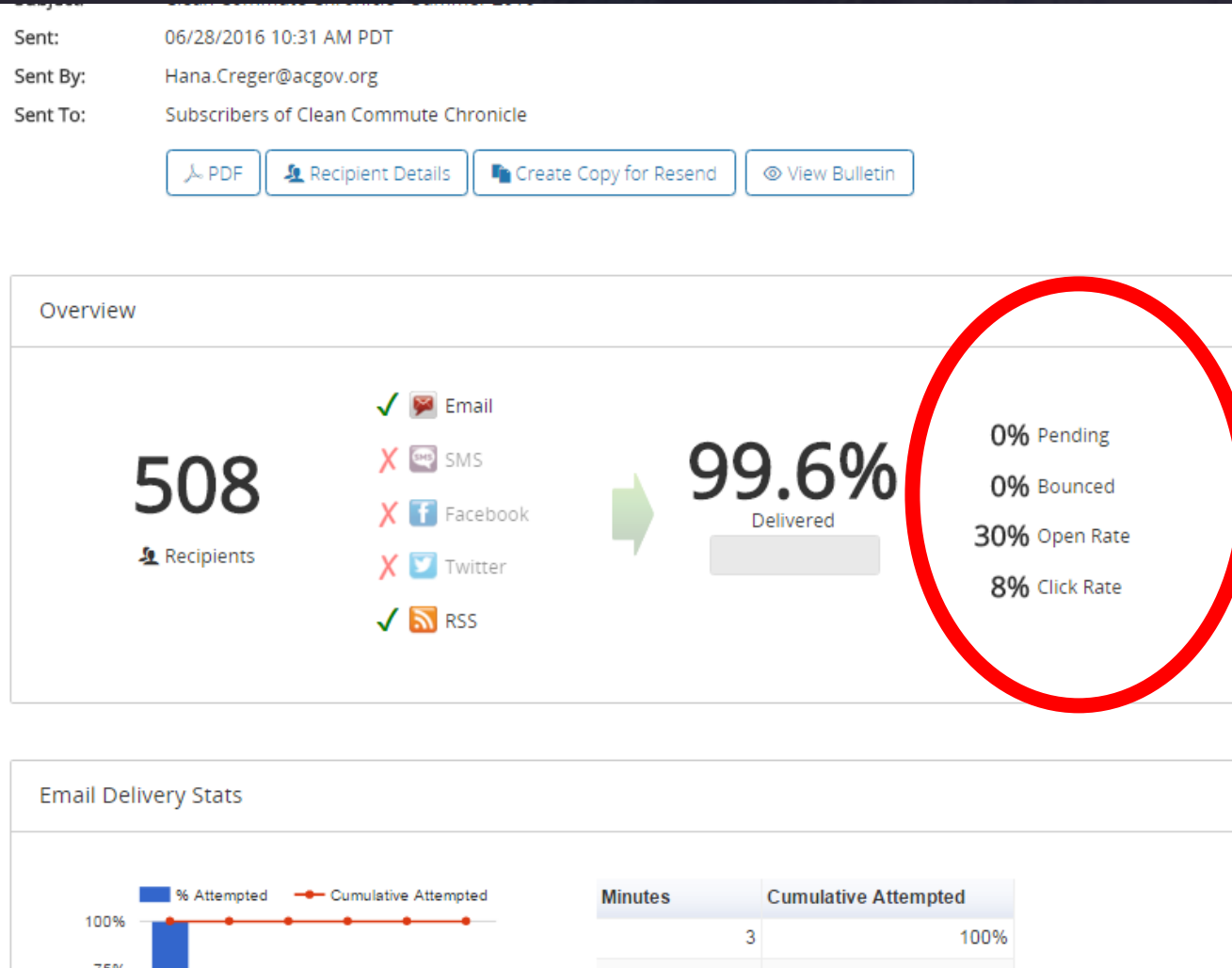


Z

Know Your Audience



Oops...



Utilize Community Based Social Marketing



Community-Based Social Marketing



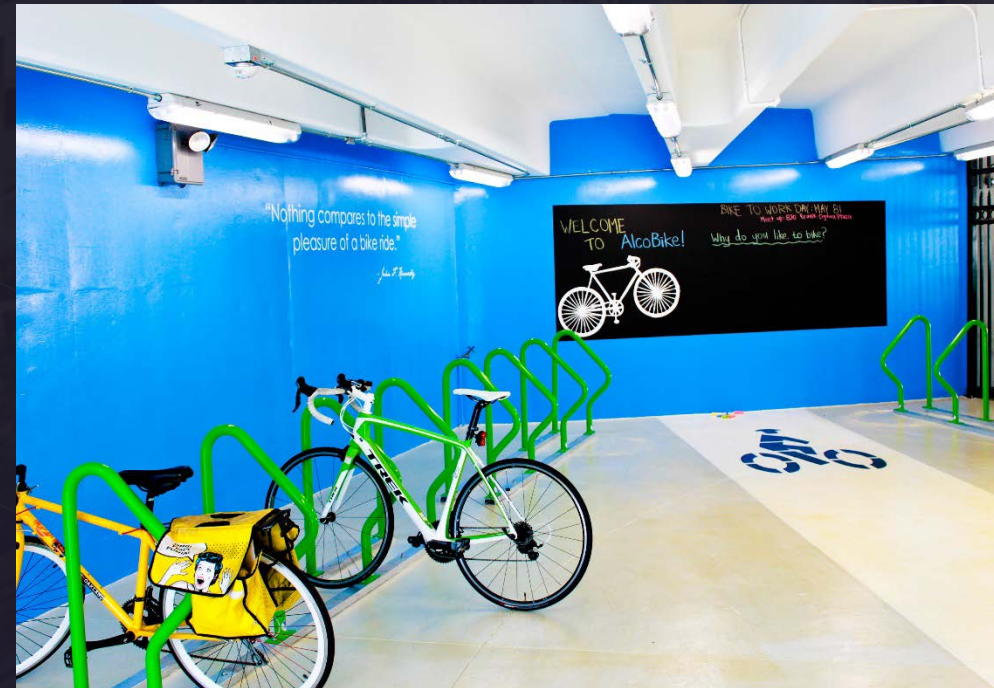
Credit photo-dictafac.org, Geller, 1989; Andreasen, 1995; McKenzie-Mohr, 2000

<http://www.cbsm.com/>

CBSM Tool #1 - Social Norming



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CBSM Tool #2 – Public Commitments



CBSM Tool #3 – Social Diffusion



Questions? Comments?

Phillip Kobernick
Phillip.Kobernick@acgov.org

