

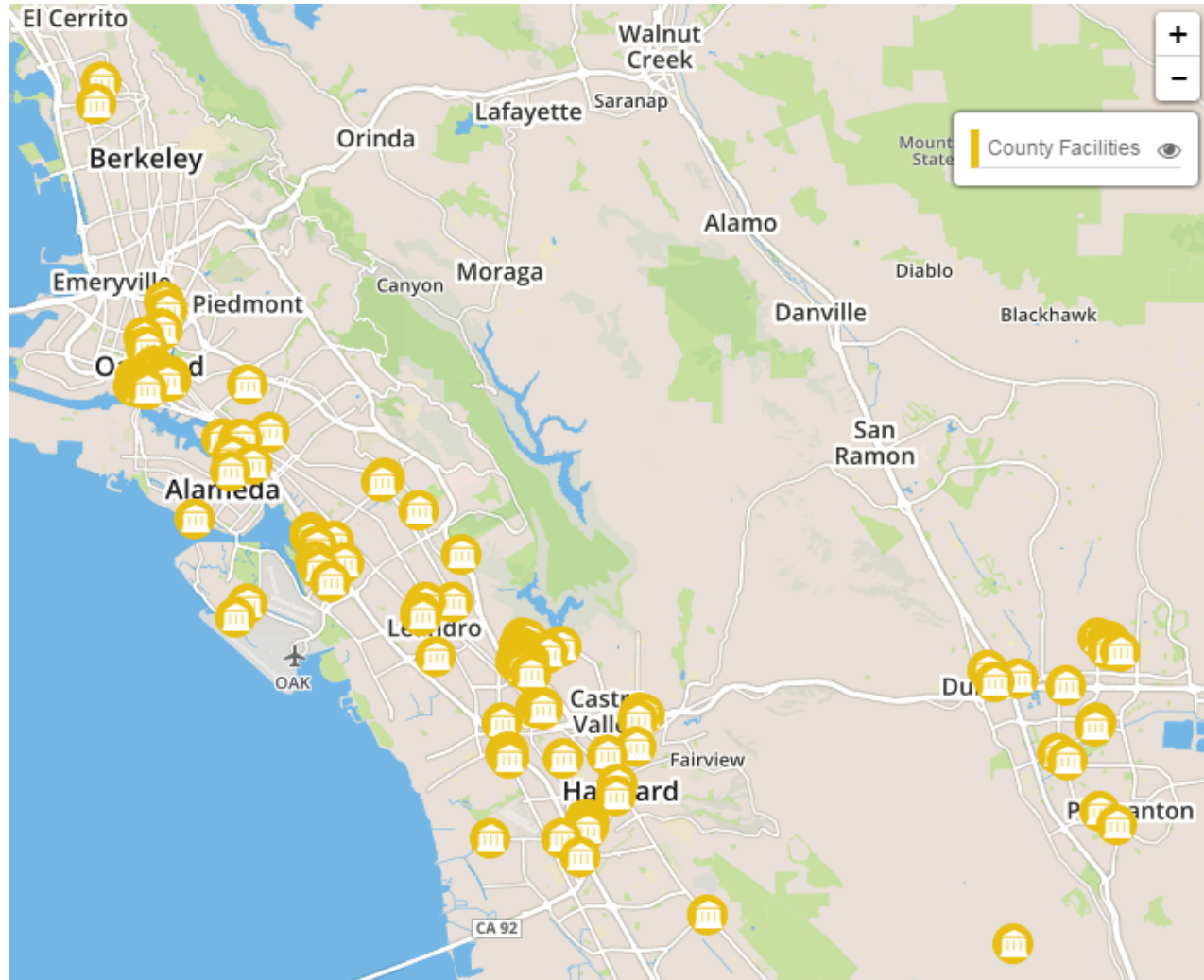
Getting Your Employees to Pay Attention



Phillip Kobernick
CommuteCon 2017

Alameda County

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



Womp Womp...

Sent: 06/28/2016 10:31 AM PDT
Sent By: Hana.Creger@acgov.org
Sent To: Subscribers of Clean Commute Chronicle

- PDF
- Recipient Details
- Create Copy for Resend
- View Bulletin

Overview

508

Recipients

- ✓ Email
- ✗ SMS
- ✗ Facebook
- ✗ Twitter
- ✓ RSS

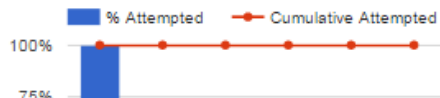


99.6%

Delivered

- 0% Pending
- 0% Bounced
- 30% Open Rate
- 8% Click Rate

Email Delivery Stats



Minutes	Cumulative Attempted
3	100%

Getting the Message Out Clean Commute Champs

Approach:

1. Get off email – use networks
2. Decentralize outreach
3. Recruit allies with local knowledge
4. Utilize Community-Based Social Marketing



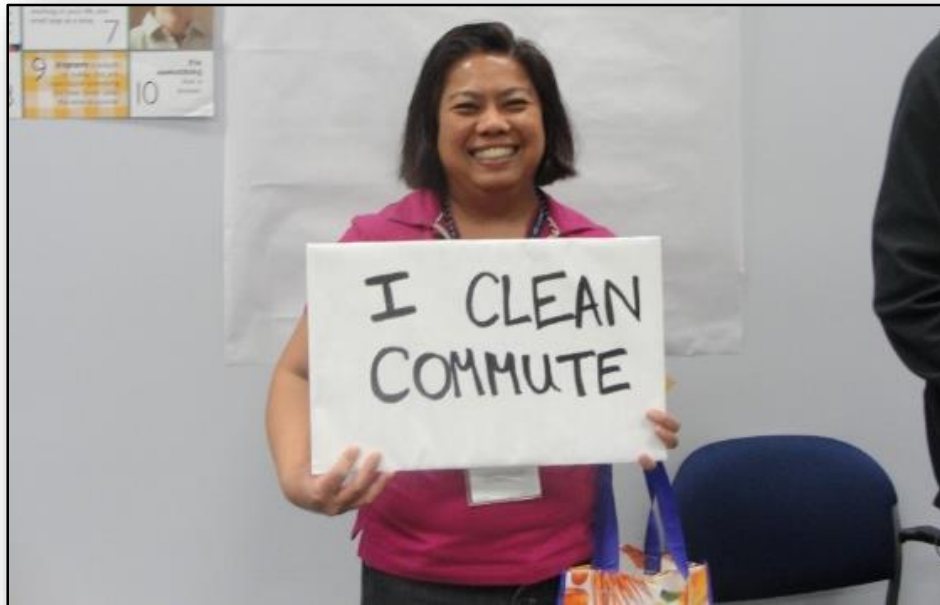
Clean Commute Champs

I'd like to use BART but worried about using it if my kids get sick while at school.

I signed up for Guaranteed Ride Home, it's like free insurance for your ride.



CBSM Tool #1 - Social Norming



Visible Messaging and Materials



Stickers Worn by Contest Participants

Champs Buttons



Posters in the Workplace



“Try on a Clean Commute” Lobby Displays



Social Norming



CBSM Tool #2 - Social Diffusion



Social Diffusion: Clean Commute Champions

- Trained 20 new Clean Commute Champions to act as resources in their office
- 80 Champs took lead as team captains and members
- Champs are better positioned to have impact in spreading the word in their office



Community Commutes Day



CBSM Tool #3 - Public Commitments



Alameda County Transportation Services



Clean Commute Champs

Benefits:

- Peer-to-peer information sharing
- Provides me on the ground information
- Empowers employees to express their values
- Recruit volunteers
- Inexpensive

Challenges:

- Year round engagement
- Upfront training time

Questions? Comments?

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