



# Creating Commute Connections

## County of Alameda

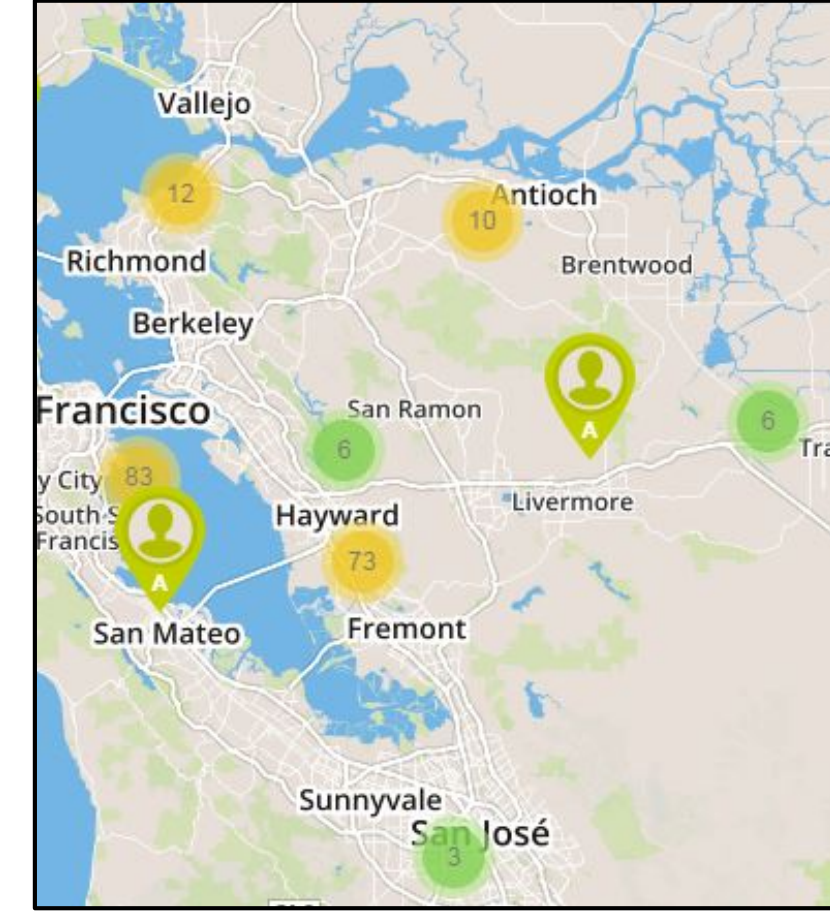
Climate Corps 16-17

### Employee Engagement for Cleaner Commutes

#### Providing the Tools for Making Connections

With over 9,000 employees and over 150 work locations, Alameda County provides a unique challenge when it comes to engaging and connecting County employees.

- Launched [commute.acgov.org](http://commute.acgov.org), the County's own new carpool matching tool, to bridge the gap among employees who are struggling to find a carpool partner



#### Focusing our Efforts: Go Hayward!

A specific campaign – “Go Hayward!” – was designed to target employees in Hayward offices, where both employee density and drive-alone rates are high.

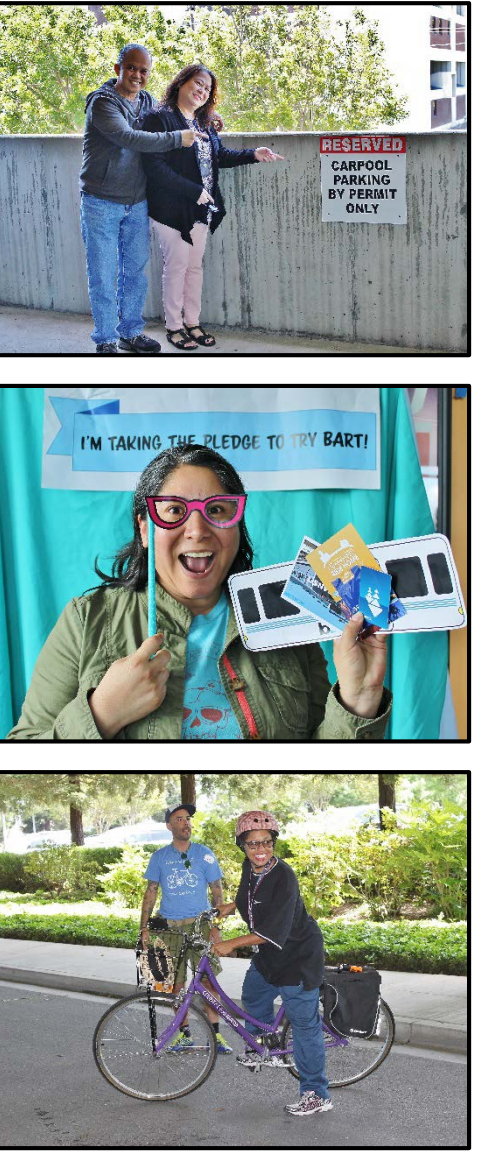
April 2017

Win prizes all month long!  
GoHayward.acgov.org to compete, win prizes, & learn about your benefits & options

Upcoming events:

- Week 1: April 4 Commute Carnival | April 6 EV Ride & Drive
- Week 2: April 11 & 13 Brownies and BART
- Week 3: April 20 FREE "Learn to Ride" Bike Class
- Week 4: April 27 Closing Ceremonies

GoHayward.acgov.org



- Included a competition where the 5 offices in the Hayward area competed to get the most employees to sign up at [commute.acgov.org](http://commute.acgov.org)
- Events each week focused on a different type of “clean commute,” such as carpooling, BART or biking; events included a commuting resource fair, a free bike class, and more

### Achievements

#### Commute.acgov.org

- 710 registered users
- 106 favorite trips (trip routes saved to be used for carpool matching)
- 34 carpool messages (messages sent between potential carpool partners)

#### Go Hayward!

- Increase in carpool groups from 1 to 3, avoiding an estimated 18.61 tons CO<sub>2</sub> emissions annually
- A 336% increase in registered users on [commute.acgov.org](http://commute.acgov.org)
- 169 event attendees out of 1,098 employees who work in Hayward offices



### Successful Strategies

#### Community-Based Social Marketing

- Audience segmentation: Address the barriers and motivations of a particular group
- Social norming: Emphasize a behavior as normal to utilize an individual's wish to be part of the group

#### Engaging Champions

- Foster relationships with champions of your program and engage them to be your eyes, ears, and feet on the ground when working with a large, spread-out audience



Alex graduated in 2016 from University of California Santa Cruz with a B.A. in Anthropology and a B.A. in Environmental Studies with highest honors. She is interested in continuing her career in communication, outreach, and design with an emphasis on Climate Change and Environmental issues.

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