



# Engaging Teams in Climate Action

## Alameda County Sustainability

Climate Corps Bay Area

### Cross-Agency Climate Action Teams

#### Summary

Implementing the *Alameda County Climate Action Plan for Government Services and Operations* requires engagement from the County's 9000 employees and 20 agencies. To address this challenge, five cross-functional teams were launched and charged with designing and executing campaigns for County-wide adoption of green programs.

#### Five Teams' Objectives

1. Develop dashboard to track climate action progress
2. Launch a green event certification program
3. Increase adoption of Commuter Benefit program
4. Reduce business travel through use of virtual meetings
5. Promote teleworking to reduce commuting emissions

#### CCBA Member Role

- Project management and facilitation support for teams
- Research and target audience assessments
- Data analysis and dashboard design
- Operations and logistics for program execution

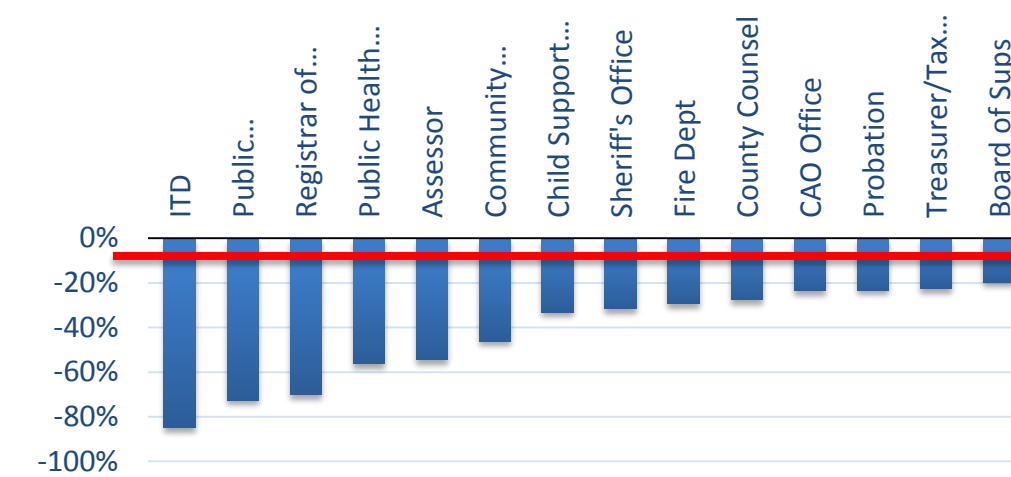
#### Cross-Agency Team Timeline

October 2013 – October 2014



The virtual meeting training team had a strong start at the all-team launch event in January 2014, where Elliot co-facilitated their first meeting.

Agencies With Greatest Annual Paper Use Reductions



Elliot co-designed the 25 key performance indicators used in the sustainability dashboard.

### Project Achievements

#### Cross-Agency Climate Action Team Achievements to Date

1. **Dashboard Team** – Designed 25 key performance indicators, collected data, and launched prototype using business intelligence software.
2. **Green Events Certification** – Launched green event certification program, with 13 events attended by 1700 community members in two-month pilot period.
3. **Clean Commuter Benefits** – Increased participation 15% in commuter benefit programs, saving county and enrolled employees thousands of dollars.
4. **Virtual Meeting Training Team** – Designed online virtual meeting training will save County time and money through reduced business travel.
5. **Flexible Work Team** – Launched intranet portal to support supervisors in starting a telework or compressed schedule programs in their departments.



### Key Insights and Takeaways

#### Five Strategies for Grassroots Culture Shift

- Create culture shift by establishing buy-in from all levels of an organization
- Leverage internal resources and volunteers for maximum impact
- Challenge assumptions & directly address barriers users face in current systems
- Use multi-media such as entertaining videos to spur adoption of green programs
- Celebrate co-benefits from breaking silos within an organization

#### Two Recommendations for Program Expansion

- Institutionalization requires including sustainability metrics in budgeting process
- Focus more energy on fewer cross-agency teams with larger scopes



#### Elliot Goldstein

Elliot Goldstein graduated from UC Berkeley in Spring 2013 with a B.A. in Human Geography with a focus on climate change and society. His service in CCBA has inspired him to continue working to build resiliency and sustainability through public policy and local institutions.



#### Acknowledgements

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