



Clean Commute Culture: How Do We Get There?

County of Alameda

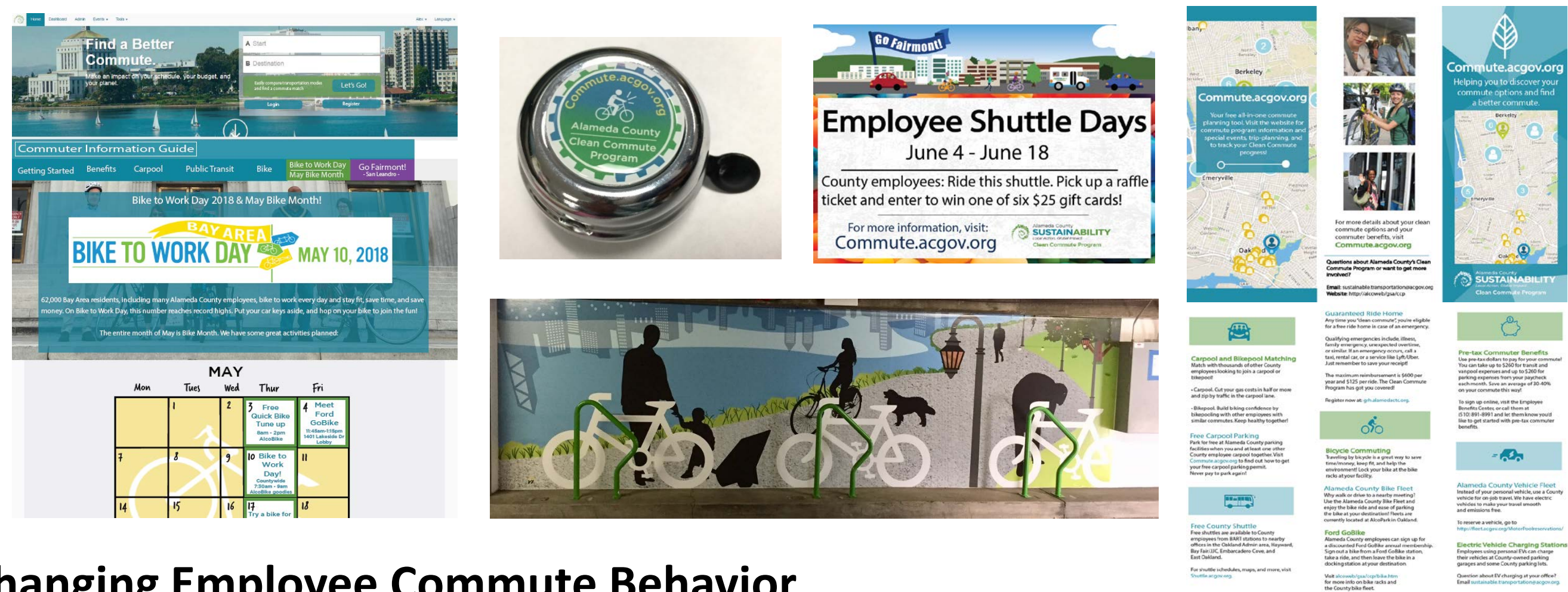
Climate Corps 17-18

Engaging Employees in Clean Commuting

Creating Engaging Material

To make clean commuting appealing to our 9000+ employees, we need to make it easy and attractive.

- I designed updates to Commute.acgov.org (the employee commute planning tool), designed a bike mural, and completed bike parking assessments and specs.
- I designed program outreach material including pamphlets, flyers, posters, and giveaways.



Changing Employee Commute Behavior

With a dispersed target audience, targeted campaigns allow us to focus our efforts.

May Bike Month

- Alameda County hosted its first full-month bike campaign to help new bikers get on bikes and experienced riders inspired to continue.
- Ford GoBike County Discounts & Free 30-Day Pass, Ford GoBike tabling, Free Bike Tune-Up, Bike Commuting Basics Class, Ride-a-Bike event, and County Bicycle Fleet Introduction all served to get employees on their bikes.

Go Fairmont!

- Piloted trip-logging software as a way to engage employees in clean commuting behavior and activated employees at all levels of comfort in clean commuting.
- Included a competition between two campuses and among individual commuters to see who could log the most clean commutes.

Achievements

- **Commute.acgov.org:** Enlisted 451 new users and oversaw 498 new saved trips and 69 new carpool messages
- **Bike Month:** Engaged 127 participants
- **Survey:** Surveyed and analyzed commuter data for 2800 County employees
- **Graphics:** Created 23 graphics for the Clean Commute Program
- **Bike Parking:** Installed 14 new bike parking spots and set framework, guidelines, and prioritization for future installation
- **Events:** Held 15 individual Clean Commute Program events
- **Recruitment:** Recruited 25 new Clean Commute Champs to act as program resources to their coworkers



Lessons Learned

Successful Strategies:

1. Community Based Social Marketing
 - Social Norming: Activating an individual's desire to be part of a group to spur a change in behavior
 - Social Diffusion: relying on individuals to spread messaging throughout their own community networks
2. Starting from user experience and following an iterative process to make a solution that works

Recommendations for Program Expansion:

1. Greater engagement of Clean Commute Champs into program brainstorming and design
2. Expansion of partnerships, alternative commute options, and resources, as well as expansion of disincentives for driving alone (e.g., more paid parking)

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Kevin graduated from the University of California at Davis in 2017 with a B.S. in Sustainable Environmental Design. After working on multiple campaigns in the realms of housing, fossil fuel divestment, and climate justice, Kevin joined Alameda County to gain experience on how to better serve the community through government service. He is interested in continuing his passion for creating a better and more just world through good design, thoughtful policy, and community participation.



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