



Moving People, Not Cars

Alameda County,
General Services Agency

Climate Corps Bay Area

Encouraging Sustainable Commutes

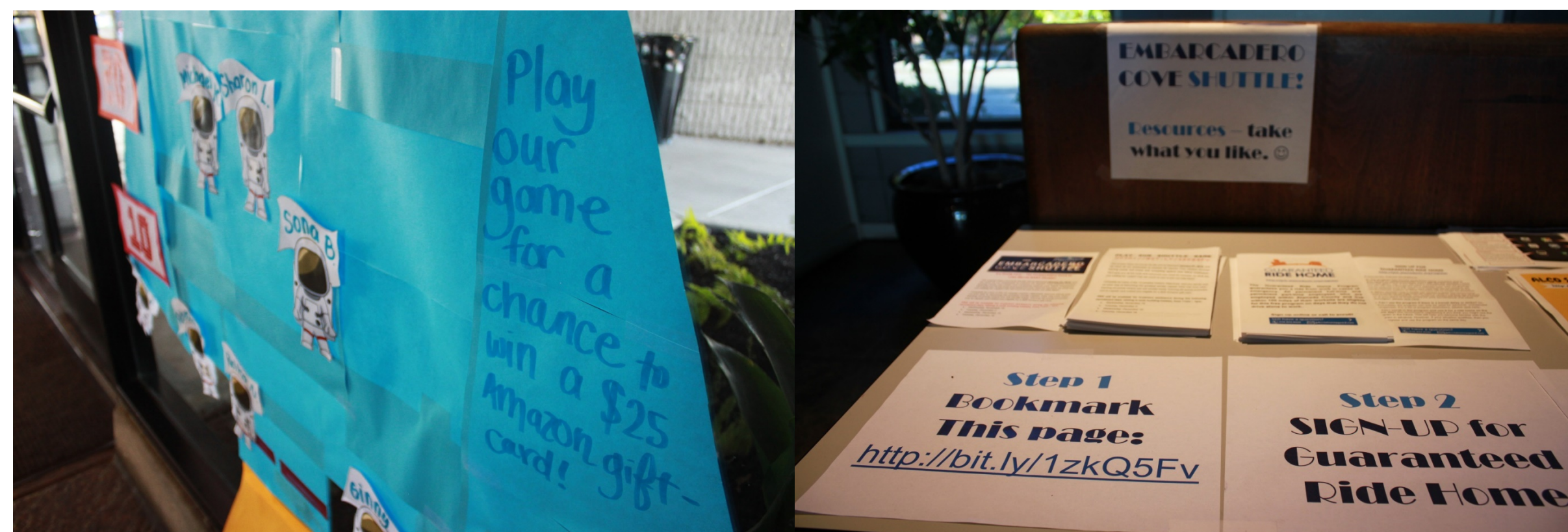
Making Champions and Changing County Work Culture

- Design a highly visible communications campaign through traditional and virtual media.
- Develop and lead educational presentations and ambassador trainings.
- Ambassadors advocate clean commute benefits, resources and tools and exemplify ideal behaviors within and across local agencies, thereby spurring a culture shift.



A Game-ified Approach to Promoting Shuttle Ridership

- Design a highly visible communications campaign through traditional and virtual media.
- Develop and implement a game-ified approach to learning that appeals to both competitive and collaborative natures of employees and rewards real actions.



Achievements

Making Champions and Changing Work Culture

- Qualitative Results: Networking notebook, feedback forum, increased expertise on County's clean commute program and external resources, questions answered
- Quantitative Results: 50 ambassadors trained across 10 different agencies, 675 promotional and informational materials distributed including posters, flags, guidebooks, and pamphlets

A Game-ified Approach to Promoting Shuttle Ridership

- Qualitative Results: Increased knowledge of clean commute (transit-related) resources
- Quantitative Results: 45 activity participants, 30 shuttle riders/weekly, 20 new GRH registrations, 15 commuter benefits registrations

Lessons Learned

Successful Strategies:

1. Keep it simple, keep it positive, keep it fun.
2. Invite continuous feedback and participation from all stakeholders.
3. Institutionalized funding incentives for desirable (e.g. clean commute) behaviors.
4. Build assets and sustain partnerships with as many stakeholders as possible.

Recommendations for Improvement:

1. More incentives for desired behaviors (e.g. bike parking, subsidized transit, etc.)
2. More disincentives for undesirable behaviors (e.g. raise SOV parking fees)
3. Dedicate spending of funds from disincentives to incentives
4. Collect and publicize where funds are going and behavior change success rates.

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