



The Road to Clean Commuting

Alameda County

Climate Corps Bay Area

Employee Engagement through Gamification

About Alameda County

- The County's employee commutes account for **40%** of the County's GHG emissions
- The 9,000 employees each have unique barriers to clean commuting, and communicating information in such a decentralized workplace is difficult

Available Tasks
All tasks currently available to Ivy Wang

Customize Your Commute

- Enroll in Guaranteed Ride Home** + 5 points
Enroll in the County's free **Guaranteed Ride Home** benefit - it's like free insurance for your commute! It provides fully reimbursable taxi rides or car rentals to get you home ASAP if an unexpected circumstance, such as illness, family crisis, or unscheduled overtime, occurs. This free benefit is offered to all employees that use a Clean Commute (Carpool, Transit, Bike/walk etc.) Register through the link above and then click done! Already enrolled? Go ahead and click "Done" to give yourself points for already registering.
- Join a School Pool** + 5 points
Juggling your commute with your kids is hectic! Did you know you can enroll your child in a "school pool" to help simplify your morning commute? Check out the details at [SIT's School Pool Page](#) to learn how you can have a peaceful and worry-free clean commute and enjoy more flexible options.
- Sign Up for Free A Ridematch** + 5 points
Sign up for [Zumidat](#), the County's private ride matching service. There's

Best Teams
Meet the hottest teams in Alameda!

Rank	Team Name	Points	Size
#1	Clean Action Officers-12th St/Oak Precinct	5,665	Size: 57
#2	ACERA Commuter Dream Team	2,920	Size: 43
#3	Soaring Eastmont Eagles on 3rd Floor	2,625	Size: 32
#4	Lakeside Drive Legends	2,505	Size: 92
#5	We have the Edge	1,580	Size: 22
#6	Action Jackson St	1,045	Size: 20
#7	San Pablo Energizers	865	Size: 32
#8	Assess The Commute	775	Size: 29
#9	Brilliant 401 Broadway	590	Size: 27
#10	Embarcadero Clean Revolution	525	Size: 31

Community Commutes Day

- This County-wide campaign utilized an **online game-based competition** to induce behavior change by encouraging employees to pledge to try a clean commute
- Network of **80** Clean Commute Champions established teams based in their offices
- For **points and prizes**, teams completed tasks including: learning about clean commute options, sharing photos and stories, and holding day-of celebration events
- Marketing strategies included commitment pledges, employee testimonials, interactive visual displays, and **emphasis on the community & team** aspect of the campaign

Achievements

- **750** employees participated in the contest across **35** building-based teams
- All **20** County agencies represented in campaign
- Recruited and trained **20** new Clean Commute Champions who provide resources to colleagues
- Received many **enthusiastic stories** and photos from **first-time clean commuters**



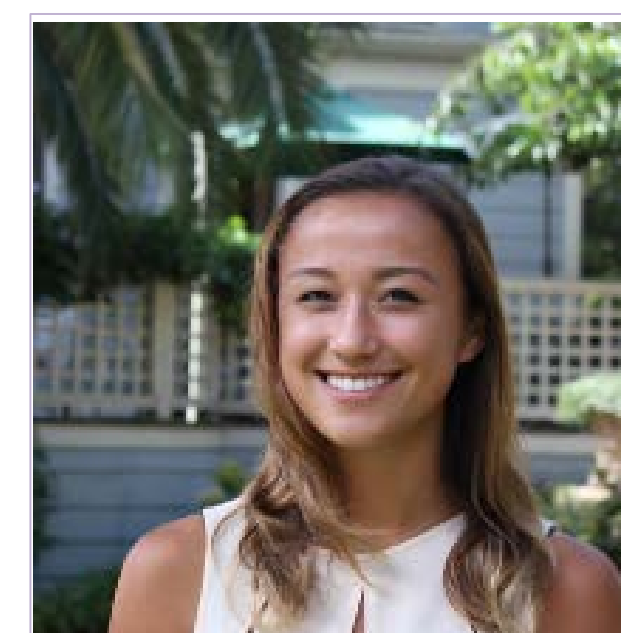
Lessons Learned

Successful Strategies:

- 1. Gamification:** Employees competed for prize incentives and were kept motivated by the online leaderboard tracking to show both individual and team progress
- 2. Community Based Social Marketing (CBSM)**
 - Social Norming: technique that applies individuals' drive to be a part of a group
 - Social Diffusion: outreach strategy that relies on individuals to communicate campaign messages within their office communities



Hana Creger
Hana graduated from San Diego State University in 2015 with a B.A.S. in Sustainability with *magna cum laude* honors. She is interested in continuing her work on communicating environmental issues to the public through campaigns, politics, and education. She is eager to gain experience in many sectors, including public, private, non-profit, and education.



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