

Green Ambassadors
“Clean Commute” Campaign

Talking points to share with your supervisor/division director

- I am partnering with GSA on a project to encourage clean commuting at Alameda County.
- I would like to share some information with our division on the County’s clean commute options and activities. The exciting campaign coming up includes 2 clean commute fairs in April and an online inter-agency clean commute challenge in May.
- Why are clean commutes important?
 - When we drive in cars - especially when we drive alone - we are contributing to global climate change and also producing air pollution that is unhealthy for our communities.
 - Only about 20% of employees take alternative commutes but many more are interested, and don’t know about the programs available to make it easier.
 - The County has set a clean commute goal to shift 20% from drive alone to other options by 2017. To achieve this goal, employees need to access clean commute benefits.
 - There are many benefits to help employees explore a clean commute mode and save money doing it, from shuttles to online carpool matching (alcoweb/gsa/ccp)
 - That is what the fair and competition are aiming to promote
- I would appreciate time on the agenda at our next department meeting [such as the meeting on ___] to share this opportunity with our coworkers.
- The big push for the first part of the campaign is taking place in April, so it would be great if I could talk to everyone in April before the fairs.
- I will then follow up with emails giving details on how County employees can attend the clean commute fairs (with supervisor permission if attending outside the lunch hour) and participate in the online challenge. If you’d like me to run these emails by you, I’d be happy to.
- When could I be placed on the agenda at ___ meeting?

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Talking points to share with colleagues
(about 2.5 minutes)

- **How many of us drive to work and wish we didn't have to drive?** Raise your hands.
 - If you have your hand up, there is an opportunity to learn about alternatives to driving that I want to share.
- **GSA is hosting two Clean Commute Fairs during lunchtime – Tuesday, April 23 in Oakland and Thursday, April 25 in Hayward.**
 - I've heard all the details, and these events will be fun opportunities to learn about commute options and benefits. There will also be giveaways and the chance to win hundreds of dollars in raffle prizes.
- But most importantly we'll all be able to learn about the benefits we may not have heard about yet. Here is an example:
- **How many of us ever take transit, carpool, or bike or walk to work?**
 - Raise your hands. That's great!
 - Now lower your hands if you are signed up for Guaranteed Ride Home.
 - If you still have your hands up, there is a great benefit you'll want to look into!
 - It's called Guaranteed Ride Home, and it is a free program which provides you a taxi home for an emergency or in case of unscheduled overtime on days you clean commute.
- And there are many more things like this to learn about.
- The fairs will have:
 - **Transit and benefit vendors** present, **workshops** on things like planning a route and understanding pre-tax benefits. There will also be **carpool matching**. And **free bike tune-ups**. Even an apps showcase of apps for clean commuting.
- The fair leads up to a **Countywide Clean Commute Challenge** in May.
 - This will be a competition between similar-sized agencies based on how we commute to work.
 - We'll be able to log how we get to work in May, and win points for our agency by trying clean commutes. Agencies will compete against each other in size brackets for prizes like luxury A's box seats.
- If you'd like to help spread the word, please fill out this pledge “leaf” that will become part of a “tree” for our group (**in the copy/break room**). It will remind us to try out a clean commute, and encourage people who aren't here today to participate.
 - If you already clean commute, fill out the leaf to share this.
 - If you don't clean commute but are open to trying it at least once in May, also fill out a leaf.
- So, if you are interested in attending the (**nearest location**) fair as a group, please let me know because I will organize a group! I'll follow up with an email reminder.
- Thank you!