



CLIMATE  
CORPS

# Cleaning Our Commutes

County of Alameda

## Engage Employees in Clean Commuting

**Creating Engaging Material:** Inspire our 9000+ employees to clean commute by making it exciting, easy, and appealing

- Designed updates to [commute.acgov.org](http://commute.acgov.org) (employee commute planning tool), an exterior shuttle wrap for the county shuttle program, and outreach posters, flyers, and giveaways.



**Changing Employee Commute Behavior:** Develop programs to educate and nudge employees to clean commute

### May Bike Month

- Alameda County hosted a full-month bike campaign to help new cyclists get on bikes and encourage experienced cyclists to keep up their efforts by hosting in-house events as well as partnering with Bike East Bay, Luckyduck Bike Cafe, and Ford GoBike.
- Events included a Free Bike Tune-Up, Bike Commuting Basics Class, Bike Maintenance Basics Class, Bike-Friendly Driver Class, County Bike Fleet Info Sessions, Bike to Work Day Energizer Station, and a Ride-an-E-Bike event.

### Clean Commute Rewards (ongoing)

- Piloting a parking cash-out initiative at AlcoPark County Garage to encourage 305 drive-alone commuters to take clean commutes to work by allowing them to be reimbursed for days they don't use their monthly parking pass.
- Including two rounds of user experience testing and an outreach campaign to educate permit-holders about the program.

## Metrics

- **Commute.acgov.org:** Enlisted 759 new users resulting in a 60% increase in website memberships
- **Bike Month:** Engaged 90 participants through 8 events
- **Survey:** Surveyed and analyzed commuter data for 3069 County employees
- **Campaigns:** Designed and hosted month-long clean commuting competition resulting in 664 clean commute trips, 19,658 clean commute miles, \$2.4k saved, and 10,010 lbs of CO2 avoided for participating employees
- **Engagement:** Reached over 800 county employees directly through tabling events and outreach campaigns
- **Graphics:** Designed 40 graphics and mock-ups for the Clean Commute Program

## Lessons Learned

### 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 and professional networks

### Program Expansion

- Greater integration of clean commute programs and benefits into onboarding new employees so they begin time at the County of Alameda with resources and mindset of clean commuting

## Dom Zona

Dom graduated from Northwestern University in 2018 with a Bachelor of Arts in Environmental Science and Economics. After researching the renewable energy supply chain and urban pedway governance structures in Chicago, Dom joined Alameda County to gain experience in an innovative environment dedicated to tackling climate change. He is interested in pursuing smarter and more sustainable cities through new mobility policy and transportation planning.



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