



Employee Engagement:

Thousands Participate in Green & Healthy Events and Meetings

Green & Healthy Events

Alameda County's Green & Healthy events certification was developed to reduce the environmental impacts of county-led meetings. Created by a cross-agency climate team, the certification allows any employee planning an event to integrate eco-actions such as reducing paper handouts, providing public transportation resources, leading exercise breaks, and serving healthy foods.

Employee Engagement

A six-week competition in 2015, the Green & Healthy Awards applied a social marketing approach to encourage employees to get their peers involved in planning green and healthy meetings. An awards ceremony recognized leaders.



A six-week competition to celebrate Green & Healthy meeting planners more than tripled the number of employees certifying events.

BY THE NUMBERS

- In only six weeks, **192** events and meetings were certified, more than doubling pre-contest levels
- 152** event planners certified a meeting, **144** for the first time
- All 20** County agencies participated
- 9250** employees and County residents experienced a green event as a result



IN THEIR WORDS

"I'm proud of being a trendsetter in our department. It makes others aware there are many things we can do to reduce waste."
– Eydie D., County Administrator's Office

"People really want to be green and having this support empowers them to reduce waste."
– Paul T., Health Care Services Agency

For more information:
www.acsustain.org
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Employee Engagement: Hundreds Experience the Benefits of a Clean Commute

Clean Commuting

Employee commutes account for a large portion of the County's greenhouse gas emissions. Many employees were not aware of clean commute options: new County shuttles from train stations, our carpool matching system, or benefits like pre-tax deduction for transit or free carpool parking.

Employee Engagement

The Community Commutes Day competition used an online game that invited employees to pledge to clean commute on Earth Day. The game provided tailored information to employees about commute options – and equipped and incentivized local champions to spread the word in person.

A clean commuting campaign engaged 750 employees in a one-day competition in 2016.

BY THE NUMBERS

- All 20 County agencies participated in 35 building-based teams
- Over 135 employees who normally drive alone experienced a clean commute, many sharing their stories
- Tenfold increase in the number of employees actively reaching out to peers to promote clean commuting



IN THEIR WORDS

A graphic featuring a cartoon illustration of a woman with dark hair and a black top. A speech bubble next to her says: "I feel less stress when I carpool in the HOV lane in the mornings. It definitely saves me valuable time!". Below the illustration, it reads: "- Takiyah G. 401 Broadway". In the bottom right corner is a small circular logo for "COMMUNITY Commutes Day April 21".

A graphic featuring a cartoon illustration of a woman with long brown hair and a black top. A speech bubble next to her says: "I take BART so that I can avoid traffic, and reduce the cost of insurance and gas!". Below the illustration, it reads: "-Jeannette P. Eden Multi-Services Center". In the bottom right corner is a small circular logo for "COMMUNITY Commutes Day April 21".

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