Engaging Employees: Greening Decentralized Purchasing

Alameda County
Green Purchasing Roundtable
June 28, 2016
Agenda

Why Engage Employees?

Workshop: Greening Decentralized Purchasing

Sarah Church, Cait Murphy, Emily Sadigh, Alameda County

Best Practices for Green Teams & Mini-Panel

Jennifer Gavin, City of Piedmont
Ryan Bell, Alameda County
Engaging Employees in Green Purchasing
RESOLUTION NO. 2011-108

RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF ALAMEDA
ADOPTING ENVIRONMENTALLY PREFERABLE PURCHASING POLICY

BE IT RESOLVED by the Board of Supervisors of the County of Alameda:

Whereas, the County of Alameda recognizes its responsibility to protect human health and the environment while supporting a diverse, equitable, and vibrant community and economy; and

Whereas, the County recognizes that the products and services the County buys create social, human health, environmental, and economic impacts, and that procurement decisions should reflect the County’s ongoing commitment to sustainability; and

Whereas, the U.S. Environmental Protection Agency has determined that 37% of greenhouse
Needed Behavior Change
Many Assume…

People will make rational decisions based on the information presented to them….
How many times per week should we exercise?
Greening Decentralized Purchasing Workshop
Applying Community-Based Social Marketing

Doug McKenzie-Mohr

Uses social psychology research to understand actions and motivations

All about changing behavior

http://www.cbsm.com
CBSM Highlighted Tools

- Identifying Barriers and Benefits
- Social Norming
- Social Diffusion
- Feedback
- More
Apply Our Lessons to Your Project

- Write down one project that involves engaging others
- Write down a person or group whose behavior you will want to affect
- Narrow it down to a “non-divisible” behavior
- Keep a log of ideas as we go!

2015-16 Employee Engagement

COMMUNITY Commutes Day
April 21

Green & Healthy
What Are “Green & Healthy” Events?

- Cross-agency employee team designed Green & Healthy Events certification
  - Required & optional eco-actions
  - For virtual events, trainings, conferences, expos, staff meetings, etc.
- Avoids, reduces, and guides purchasing
| *County Announcement* | Knowledge is Power - Register Today! | Thu 1/7/2016 4:39 PM |
| *County Announcement* | January Courier | Wed 1/6/2016 1:45 PM |
| *County Announcement* | Important 2015 Health Care Coverage Tax Information | Tue 1/5/2016 11:20 AM |
| *County Announcement* | Important 2015 Health Care Coverage Tax Information | Thu 12/17/2015 12:15 PM |
| *County Announcement* | Recruitment for Temporary Registrar of Voter Position | Mon 12/14/2015 3:40 PM |
| *County Announcement* | Your eConfirmation Statement is ready to View in AL... | Mon 12/14/2015 12:22 PM |
| *County Announcement* | Alameda County Disaster Relief Fund: San Bernardi... | Mon 12/14/2015 11:26 AM |
| *County Announcement* | County Announcement - Liberty Mutual Insurance | Fri 12/11/2015 5:38 PM |
| *County Announcement* | December Courier | Tue 12/8/2015 5:43 PM |
| *County Announcement* | REVISED: Use it or Lose it and Leave Balance Remind... | Tue 12/1/2015 12:57 PM |
| *County Announcement* | Updated Schedule and Route for Oakland County C... | Tue 12/1/2015 9:23 AM |
| *County Announcement* | Use it or Lose it and Leave Balance Reminder | Mon 11/30/2015 10:13 AM |
| *County Announcement* | Alameda County Employees Accept Green & Healthy ... | Tue 11/24/2015 10:09 AM |
| *County Announcement* | Combined Charities 2015: 8th Raffle Drawing Winners | Wed 11/18/2015 2:46 PM |
| *County Announcement* | Make Your Adopt-a-Family selection by Nov. 30! | Wed 11/18/2015 2:41 PM |
| *County Announcement* | January to March 2016 Quarterly Class Schedule | Wed 11/18/2015 12:24 PM |
| *County Announcement* | Deadline Extended - Take Alameda County’s Commu... | Tue 11/17/2015 9:40 AM |
| *County Announcement* | Timekeeping Schedule Change for PP 15-25- Thank... | Mon 11/16/2015 9:35 AM |
| *County Announcement* | 2015 Combined Charities 2015: 7th Raffle Drawing ... | Thu 11/12/2015 3:18 PM |
| *County Announcement* | Timekeeping Schedule Change for PP 15-25- Thanks... | Thu 11/12/2015 9:20 AM |
| *County Announcement* | Deferred Compensation New Payroll Modification, ... | Tue 11/10/2015 9:37 AM |
| *County Announcement* | Take Alameda County’s Commute Survey for Your ... | Tue 11/10/2015 9:35 AM |
| *County Announcement* | The deadline to donate to Combined Charities has b... | Mon 11/9/2015 3:34 PM |
| *County Announcement* | Berkeley City College PACE Pathways | Mon 11/9/2015 10:21 AM |
| *County Announcement* | Time to adopt your family/families: 2015 Holiday Ado... | Fri 11/6/2015 4:58 PM |
| *County Announcement* | 2015 Combined Charities 2015: 6th Raffle Drawing ... | Thu 11/5/2015 2:58 PM |
| *County Announcement* | Canceled: Test-Run the Departure Board | Thu 11/5/2015 2:58 PM |
Green & Healthy Awards

Agency Trendsetter

Biggest Virtual Meeting

Best Photo

SEPTEMBER 10 TO OCTOBER 21
Identifying Barriers and Benefits

CBSM Lesson: Effective community-based social marketing requires audience research.

- Ask our audience: *What are your barriers and benefits?*

- Helped us to create a relatable message for employees
How To Find Out

- Focus group/ interviews
- Online survey
- Intercept survey
- Observe
- Use existing data/research
- Learn from similar organizations

Green Teams can help collect data!
# Audience Barriers and Benefits

## Primary motivators for change (benefits)

- Ease and convenience
- Actions that make them feel good
- Emotional/values connection
- Tangible outcomes
# Audience Barriers and Benefits

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**small steps. big difference.**
Messaging With Barriers & Benefits in Mind

Green & Healthy – Easy as 1, 2, 3!

1. It’s easy to certify your meeting or event as Green & Healthy. Visit [http://alcoweb.acgov.org/sustain/campaigns/](http://alcoweb.acgov.org/sustain/campaigns/) and click “CLICK HERE TO CERTIFY”

2. Choose from a list of green actions to take, such as...

   - **Handouts**: Use electronic or double-sided
   - **Stretch Break**: Energize your participants!
   - **Transportation**: Provide a virtual or BARTable option
   - **Food**: Healthy options, waste-cutting

   And enter your choices into the form. When you’re approved, you’re done!

3. Host your Green & Healthy meeting or event! Don’t forget to tell your attendees about it – find easy table tents and slides at [http://alcoweb.acgov.org/sustain/campaigns/spreadtheword.page](http://alcoweb.acgov.org/sustain/campaigns/spreadtheword.page).
What’s one thing that might motivate your audience? Or one thing that is a barrier for them?

How could you find out?

CBSM Tip: Don’t assume what motivates you motivates your audience!
Social Norming: “I want to do what my peers are doing”

CBSM Lesson: People are more likely to do something if others with whom they identify are visibly doing it.

Our Audience: Identifies with colleagues in their agency
Meet the Trendsetters

Who are we rolling out the Green Carpet for? The first award winners to be announced were the Trendsetters, who were the first in their agency to certify a Green & Healthy event or meeting this fall.
Example: Poster

Join Us In Purchasing Green Office Supplies
Example: Newsletter Feature

CLEAN COMMUTER
OF THE MONTH

Nahid Aria, District Attorney’s Office

Nahid Aria has an enviable 10-minute walking commute to her office in Oakland. She has been enjoying this commute for two years, since she decided to move closer to her workplace to have the option to walk to work and enjoy a clean, healthy commute. Not only does Nahid get in a daily walk, but she also has gained time to go to the gym in the morning. Her favorite parts of having a walking commute are seeing the lake and being able to go home for lunch.

Congratulations, Nahid! You’ve chosen an active, scenic, and very cost-effective way to commute.

Are you a clean commuter? We want to hear your story! Submit to sustainabletransportation@aecgov.org.
Example: Testimonials

I feel less stress when I carpool in the HOV lane in the mornings. It definitely saves me valuable time!

- Takiyah G.
  401 Broadway

I take BART so that I can avoid traffic, and reduce the cost of insurance and gas!

- Jeannette P.
  Eden Multi-Services Center
Applying Social Norming

What person or group does your audience identify with?

What action might these role model(s) take?

How can you make that group’s support for the action visible?

CBSM Tip: Show that relevant other people are doing or approve of the action.
Social Diffusion: “A friend asked me to do it”

CBSM Lesson: Word-of-mouth is very effective for spreading new behaviors.

Our Audience: Responds to requests from peers in their agencies rather than emails from people they don’t know.
Green Champions
Get Promo Kits
Award for Most Certifiers in Agency

HCSA: 25

Probation: 16

Assessor: 17
Example: Clean Commute Champs Training
Applying Social Diffusion

Who could spread your message? How can you equip them?

CBSM Tip: Create an engaging experience that people want to talk about. Train and incentivize champions to spread the word.
Feedback:
“My action matters to help my team win”

CBSM Lesson: Provide feedback on progress toward a goal.

Our Audience: Wants to help their agency win.
“Most Certifiers in Agency” Award Ranking Email Worked

SUBJ: So Close! Help the Library Win!

The Library is in 2nd place.

We need only 1 more employee entrant to tie for first!
## Example: Paper Purchasing Progress Reports

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>Met 20% reduction goal?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cases Purchased by Your Agency</strong></td>
<td>700</td>
<td>600</td>
<td>650</td>
<td>550</td>
<td>490</td>
<td>Yes, 30% reduction!</td>
</tr>
</tbody>
</table>
Example: Ceremony
Showing Collective Impact

More photos: https://www.flickr.com/gp/80248593@N03/i820p7
Applying Feedback

What could a **shared goal** be for your audience?

How can you **divide** your audience to give them targeted feedback?

**CBSM Tip:** Create a community goal. Give regular feedback on progress and their contribution.
Number of Certified Green & Healthy Events

CONTEST GOAL: 40 in six weeks
Goal Exceeded

Oct 2015: 172 event applications

Sept 2015: 36 event applications
<table>
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<tr>
<th>Campaign Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>192 events</strong> certified</td>
</tr>
<tr>
<td><strong>9248 participants reached</strong></td>
</tr>
<tr>
<td><strong>20 agencies participating</strong></td>
</tr>
<tr>
<td><strong>144 new event planners</strong></td>
</tr>
</tbody>
</table>
Plastic Bottles > Reusable Pitchers

One standard water bottle can take about $\frac{1}{4}$ of its capacity in oil to produce.

Savings = 197 gallons of oil
Paper Plates > Reusable/No Plates

Savings = 1384 gallons (80 showers)
Questions?
Bonus Strategy: Pledges

CBSM Lesson: Public, enduring pledges motivate sustained behavior change.
Example: Shutoff Pledge

GREEN PLEDGE
6th FLOOR

IN THE MONTH OF MARCH THE GREEN TEAM IS FOCUSING ON SAVING ENERGY. TWO EASY THINGS THAT YOU CAN DO IS TO TURN OFF LIGHTS AND COMPUTERS WHEN YOU AREN'T USING THEM.

VS.

These people have pledged to turn off their lights and computers each night before they leave for home, consider joining them.

Pedro Valencia
Amanda Dalgoci
Dimitria Jackson
Rosalinda Aquino
Chi Mui Cheng
Kimberly Gasaway
Veronica Ismael
Michele Redman

Nancy Reilly
Alicia Baptista
Randall Hagar
Mercedes Balmonte
Sandra Espejo
Alga Ghebremehin
Neva Jacob
Ed Roscher

I hereby pledge to turn off my lights and computers at the end of each day.

Signed ____________________________ Date __________

Post this pledge near your computer or lights as a daily reminder until it becomes a habit.
Example: Clean Commute Challenge

Expert suggestion: “leaves” in the shape of your mode of transit
Applying Pledges

What pledges could your audience make? How could they be made public and/or long-lasting?

CBSM Tip: Start with a small commitment. Making pledges public encourages people to stick with them.
Bonus Strategy: Prompts

CBSM Lesson: A reminder placed right near the decision point can prompt behavior change.
Example: “Check Your Range” Reminders

Tools can help address barriers associated with use of a greened product or service.
Example: Office Supply Cabinet Reminders

Buying Recycled Office Supplies Is Easy

Online:
Add “recycled” to your search

Catalog:
Look for 🔄

Questions? Contact:

More info: alcoweb.acgov.org/gsa/green
Applying Prompts

♫ Where are the members of your audience when they need to decide to make the change you’re asking?
♫ How can you bring your message to them?

CBSM Tip: Put noticeable reminders in the right location.
Applying CBSM: Next Steps

Which strategies will be most useful for your audience?

What is your very next step to apply learnings?
Resources

buster Alameda County (more about our engagement strategies): www.acsustain.org

buster CBSM.com (articles, case studies, forums): www.cbsm.com

buster Tools of Change (free social marketing planning tools and resources) www.toolsofchange.org
Exercise Break
Best Practices for Green Teams
What Is a Green Team?

- Group of employees or decision-makers
- Become informed about, promote greening
What Type of Green Team?

Informal
- Self-Organized
- Open-Ended
- Volunteer

Formal
- Run by Sustainability Staff
- Goal-Focused
- Assigned/Role-Based
Things to Think About

- Sustainability goals
- *Barriers/benefits* of potential members (ask!)
- Degree of top-level support
- Project suggestions
Panel Discussion: Green Teams

Jennifer Gavin, City of Piedmont
Ryan Bell, County of Alameda
Panel Discussion
Sharing Green Team Experiences
Thank you!
Please fill out your evaluations