Employee Engagement for Cleaner Commutes

Providing the Tools for Making Connections
With over 9,000 employees and over 150 work locations, Alameda County provides a unique challenge when it comes to engaging and connecting County employees.

• Launched commute.acgov.org, the County’s own new carpool matching tool, to bridge the gap among employees who are struggling to find a carpool partner

Focusing our Efforts: Go Hayward!
A specific campaign — “Go Hayward!” — was designed to target employees in Hayward offices, where both employee density and drive-alone rates are high.

• Included a competition where the 5 offices in the Hayward area competed to get the most employees to sign up at commute.acgov.org
• Events each week focused on a different type of “clean commute,” such as carpooling, BART or biking; events included a commuting resource fair, a free bike class, and more

Achievements

Commute.acgov.org
• 710 registered users
• 106 favorite trips (trip routes saved to be used for carpool matching)
• 34 carpool messages (messages sent between potential carpool partners)

Go Hayward!
• Increase in carpool groups from 1 to 3, avoiding an estimated 18.61 tons CO2 emissions annually
• A 336% increase in registered users on commute.acgov.org
• 169 event attendees out of 1,098 employees who work in Hayward offices

Successful Strategies

Community-Based Social Marketing
• Audience segmentation: Address the barriers and motivations of a particular group
• Social norming: Emphasize a behavior as normal to utilize an individual’s wish to be part of the group

Engaging Champions
• Foster relationships with champions of your program and engage them to be your eyes, ears, and feet on the ground when working with a large, spread-out audience

Acknowledgements

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Alex graduated in 2016 from University of California Santa Cruz with a B.A. in Anthropology and a B.A. in Environmental Studies with highest honors. She is interested in continuing her career in communication, outreach, and design with an emphasis on Climate Change and Environmental issues.

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