Personal Accomplishments

Campaign Successes

Countywide Employee Campaigns

Fall 2015: Green & Healthy Awards Campaign

**Background**
- The County’s internal Green & Healthy Events & Meetings certification is an easy way to be sustainable at work, but it was underutilized.

**Aims**
- To increase the number of “Green & Healthy” certified events and meetings and employees certifying events and meetings in Alameda County through a 6-week contest with many awards and opportunities for recognition.

Spring 2016: Community Commutes Day Competition

**Background**
- Employee commutes to and from work is the largest single source of emissions from Alameda County government operations.

**Aims**
- To increase clean commuting through a fun, team-based game and a single day of Countywide clean commuting.
- To increase knowledge of clean commuter benefits among employees.

Campaign Successes

**Green & Healthy Awards Campaign**

- The number of certified events increased by 123% to 192 and the number of event planners increased by 233% to 200.
- Over 9000 people attended an event that was green-certified during the Green & Healthy Awards.

**Community Commutes Day Competition**

- There was a tenfold increase in the number of employees actively reaching out to peers to promote clean commuting.
- Over 700 employees in all 20 agencies engaged in the campaign.
- At least 136 people who normally drive alone experienced a clean commute, of 413 total employees who clean commuted on Community Commutes Day.

Personal Accomplishments

**Community-Based Social Marketing**

One of the major skills that I developed was the ability to use community-based social marketing (CBSM). CBSM is a technique that combines research of a target audience’s characteristics with tested communication and engagement techniques in order to change audience behavior. Social norming, social diffusion, and personalized outreach were some of my favorites – ask me for more details!

**Project Planning and Implementation**

As a core member of the engagement campaign teams, I actively contributed to the development of our Spring 2016 campaign and the implementation of our Fall 2015 campaign. I co-designed the Spring competition, created messaging that appealed to the audience, and planned outreach events in the County.

Cait Murphy

Cait is an avid climate communicator. Before starting her Climate Corps Fellowship, she worked as a researcher with the Red Cross/Red Crescent Climate Centre and recommended ways that scientists could more effectively communicate El Niño data to non-profits in the Philippines. She completed her M.A. in climate change adaptation and disaster risk reduction at King’s College London.

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