Engaging Teams in Climate Action
Alameda County Sustainability

Cross-Agency Climate Action Teams

Summary
Implementing the Alameda County Climate Action Plan for Government Services and Operations requires engagement from the County's 9000 employees and 20 agencies. To address this challenge, five cross-functional teams were launched and charged with designing and executing campaigns for County-wide adoption of green programs.

Five Teams’ Objectives
1. Develop dashboard to track climate action progress
2. Launch a green event certification program
3. Increase adoption of Commuter Benefit program
4. Reduce business travel through use of virtual meetings
5. Promote teleworking to reduce commuting emissions

CCBA Member Role
• Project management and facilitation support for teams
• Research and target audience assessments
• Data analysis and dashboard design
• Operations and logistics for program execution

Cross-Agency Team Timeline
October 2013 – October 2014

Choose Initiatives | Teams Launched | Research Conducted | Program Design | Campaign Roll Out | Evaluation

Project Achievements

Cross-Agency Climate Action Team Achievements to Date
2. Green Events Certification – Launched green event certification program, with 13 events attended by 1700 community members in two-month pilot period.
3. Clean Commuter Benefits – Increased participation 15% in commuter benefit programs, saving county and enrolled employees thousands of dollars.
4. Virtual Meeting Training Team – Designed online virtual meeting training will save County time and money through reduced business travel.
5. Flexible Work Team – Launched intranet portal to support supervisors in starting a telework or compressed schedule programs in their departments.

Key Insights and Takeaways

Five Strategies for Grassroots Culture Shift
• Create culture shift by establishing buy-in from all levels of an organization
• Leverage internal resources and volunteers for maximum impact
• Challenge assumptions & directly address barriers users face in current systems
• Use multi-media such as entertaining videos to spur adoption of green programs
• Celebrate co-benefits from breaking silos within an organization

Two Recommendations for Program Expansion
• Institutionalization requires including sustainability metrics in budgeting process
• Focus more energy on fewer cross-agency teams with larger scopes

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