Employee Engagement through Gamification

About Alameda County
• The County’s employee commutes account for 40% of the County’s GHG emissions
• The 9,000 employees each have unique barriers to clean commuting, and communicating information in such a decentralized workplace is difficult

Community Commutes Day
• This County-wide campaign utilized an online game-based competition to induce behavior change by encouraging employees to pledge to try a clean commute
• Network of 80 Clean Commute Champions established teams based in their offices
• For points and prizes, teams completed tasks including: learning about clean commute options, sharing photos and stories, and holding day-of-celebration events
• Marketing strategies included commitment pledges, employee testimonials, interactive visual displays, and emphasis on the community & team aspect of the campaign

Successful Strategies:
1. Gamification: Employees competed for prize incentives and were kept motivated by the online leaderboard tracking to show both individual and team progress
2. Community Based Social Marketing (CBSM)
   - Social Norming: technique that applies individuals’ drive to be a part of a group
   - Social Diffusion: outreach strategy that relies on individuals to communicate campaign messages within their office communities

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Hana graduated from San Diego State University in 2015 with a B.A.S. in Sustainability with magna cum laude honors. She is interested in continuing her work on communicating environmental issues to the public through campaigns, politics, and education. She is eager to gain experience in many sectors, including public, private, non-profit, and education.

Acknowledgements
Hana would like to thank her supervisor Phillip Kobernick for his guidance, and Cait Murphy & Sarah Church for their hard work on Community Commutes Day. She would also like to extend her gratitude to the Sustainability Team and all employees of Alameda County. A special thank you to the Climate Corps staff for organizing such a well-rounded and inspirational fellowship.