Climate Action Through Community-Based Social Marketing

@emilysadigh | #greenCA16
Our Goals Today

- See two examples of how to advance climate actions that require behavior change
- Become familiar with some of the tools used for community-based social marketing
- Have fun!
Alameda County

- Board of Supervisors
- County Administrator
- 20+ Agencies
- ~9,500 employees
- >150 facilities
80 Climate Actions in 6 Areas

- Built Environment
- Transportation
- Solid Waste
- Climate Protection Leadership
- Cross-Cutting Strategies
- Beyond Reductions
Encouraging Climate Action

<table>
<thead>
<tr>
<th>Agency Score</th>
<th>Best Score [Example]</th>
<th>Goal</th>
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</thead>
<tbody>
<tr>
<td>60%</td>
<td>95%</td>
<td>100%</td>
</tr>
<tr>
<td>30%</td>
<td>70%</td>
<td>100%</td>
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</table>

Agency Progress Reporting

Employee Competitions
Quick Introductions

- Name
- Organization
- One Change You’d Like Your Target Audience to Make
Events Create Waste & Greenhouse Gas Emissions

- METHANE GAS from decomposing food is 21x more potent than CO2
- Certified Meetings Reduce Food Waste
- 1 Transit Rider avoids 4,800 lbs CO2/year
- Many Certified Events Locate Near BART
- 100 sheets = 10 gallons H2O
- Certified Meetings Reduce Paper Use
Staff Team Designed Program

- Cross-agency employee team designed **Green & Healthy Events certification**

  - Required & optional eco-actions
  - For virtual events, trainings, conferences, expos, staff meetings, etc.

- Piloted checklist, trained staff, and developed resources
It’s Hard to Reach
9,500 Employees in 20 Agencies

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<tr>
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<th>Announcement Details</th>
<th>Date/Time</th>
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<tbody>
<tr>
<td>County Announcement</td>
<td>Knowledge is Power - Register Today!</td>
<td>Thu 1/7/2016 4:39 PM</td>
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<td>County Announcement</td>
<td>January Courier</td>
<td>Wed 1/6/2016 1:45 PM</td>
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<td>Make Your Adopt-a-Family selection by Nov. 30!</td>
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<td>Alameda County...</td>
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SEPTEMBER 10 TO OCTOBER 21

Agency Trendsetter

Biggest Virtual Meeting

Best Photo

Green Healthy Awards

SEPTEMBER 10 TO OCTOBER 21
Goal to Engage Employees & Create Champions

- Target: 40 events certified; all 20 agencies participating

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).
Big Assumption

People will make rational decisions based on the information presented to them…
How many times per week should we exercise?

Stand up if you knew it is a good idea to exercise 3 times/week

Sit down if you almost always exercise 3 times per week
Community-Based Social Marketing

- Grounded in behavioral science
- Applied to sustainability by Doug McKenzie-Mohr, Canada
Core of CBSM Approach

1. Ask your audience to do ONE thing that has the desired result
2. Understand THEIR barriers & benefits to that action – then design strategy
3. Use tools to make your message more persuasive
Identified Barriers and Benefits

1. Benefits:
   - Healthy for self & others

2. Barriers:
   - Didn’t think their agency has “events”
   - Not sure “meetings” count as “events”
How We Applied Community-Based Social Marketing

- Social Norming
- Social Diffusion
- Feedback on Progress Toward Goal

http://www.cbsm.com
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
Trendsetter Award

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.
Shutterbug Award: Best Photo
Keys to Social Norming

- Make it VISIBLE
  - Stickers, signs, photos
- Show many others are doing it or approve of it
  - Pick whether # or % is more impressive!
- Pick relevant group (neighbors, officemates)
Your Turn

- How can you make the **social norm** visible and show that others are doing it?
- What person or group would your audience want to emulate?
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
Spread the Word
Green Machine Award
Incentivized Peer-to-Peer Outreach

- Agencies compete in 4 size brackets for most employees certifying events
- Rankings kept updated on intranet

Who Won the Green Machine?

HCSA: 25
Probation: 16
Assessor: 17
Treasurer/Tax Collector: 9
Keys to Social Diffusion

- Get them prepared: Host introductory sessions
- Give them something to share
  - Provide experience people want to talk about
  - Provide materials/samples or news to
- Ask early adopters to agree to tell others
Your Turn

- What experience or materials would be exciting for our audience to share with their peers?
- How could you identify the messengers for this social diffusion?
Feedback: “My action matters to help my team win”

- Our Audience: Wants to help their agency win

CBSM Lesson: Segment communications and provide feedback on progress *toward a goal.*

*We’re so close to the goal!*
Help the Library Win!

The Library is in 2\textsuperscript{nd} place.

We need only 1 more employee entrant to tie for first!
Awards Ceremony: Showing Collective Impact
Keys to Goal-Setting & Feedback

- Create a community goal
- Give regular feedback on progress
  - What % has taken action
- Recognize for contributing to goal
  - Thank those who have taken action
Your Turn

- What could a shared goal be for your audience?
- How and when would you give them feedback?

*We’re so close to the goal!*
<table>
<thead>
<tr>
<th><strong>Campaign Impact</strong></th>
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<tbody>
<tr>
<td><strong>192 events</strong></td>
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<tr>
<td>certified</td>
</tr>
<tr>
<td><strong>144 new</strong></td>
</tr>
<tr>
<td>event planners</td>
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<tr>
<td><strong>20 agencies</strong></td>
</tr>
<tr>
<td>participating</td>
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<tr>
<td><strong>&gt;9200</strong></td>
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<tr>
<td>participants</td>
</tr>
<tr>
<td>reached</td>
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</table>
Stand if you ever commute by…

- Walking
- Bike
- Bus
- Train / subway
- Carpool

- What do you like about it?

- For those not standing, what is a barrier to commuting by one of these modes?
Our Current CBSM Campaign!

COMMUNITY Commutes Day
April 21
Community Commutes Day

- **Social**: Online contest showing participation
- **Community**: Teams based on county buildings
Community Commutes Day

Goal: Convey that clean commuting is doable

Aiming for 20 agencies

600+ participants, including new clean commuters, on a single day

- Only asked to commit to one day
- Learn about options
Multiple Winners in 3 Geographic Regions

- **By Team**
  - **Grand Prize**: Team with the most points (wins party)
  - 2nd and 3rd Place
  - Best Outreach Event

- **For Individuals**
  - Best Clean Commute Photo
  - Best “First Timer” Story:
    most inspirational story about an employee trying a clean commute for the first time
CBSM Tools Recap

- Social Norming
- Social Diffusion
- Feedback

- Commitment (start small)
- Prompts (reminders)
- Convenience (make it easy)
- Incentives
- Vivid Communication
Which Tools Do You See?
“Join in” Message

Looking for a better way to get to work? Try out a clean commute on Community Commutes Day, April 21, and help your building's team win the contest!

- Clean commute options include carpools, free County shuttles, public transit, walking, and biking

- You can save money on gas and parking, and help our community clean the air

- Earn points by joining a team in your building to learn more about your options and finding the best clean commute for you


Over 3,000 County employees clean commute to work! Join them on April 21!
# Online or Paper Pledges

I'm IN for Community Commutes Day!

I pledge to join my colleagues in a clean commute on April 21!

* Name

<table>
<thead>
<tr>
<th>Name</th>
<th>Email Address</th>
<th>Work Building</th>
<th>Today, I got to work by... (car, carpool, BART, bike, etc.)</th>
<th>I PLEDGE TO CLEAN COMMUTE ON APRIL 21</th>
<th>I can help spread the word to my colleagues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kav</td>
<td></td>
<td></td>
<td>BART</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Josh</td>
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<td>Luis</td>
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</table>
Seeing Who Else Is Playing

Clean Action Officers-12th St/Oak Precinct
4,545 points

Barbara
Michael
Susan

Delta
Estella
Alma

10

suzanne
Joy
Kelly

100
105

Brenda
Cheryl
Lianna

105

http://playlyfe.com

Lakeside Drive Legends
1,925 points

jasmin
Melbourne
Seneschel

Virginia
Alice
Stacey

40
40
40

Nancy
Sue
Geraldine

5
55

Catherine
Elaine
Nga

75
85

Points for Spreading the Word

Send an Email
Send along the link! Just send an email about CCDay to at least 15 people in your building to earn 25 points. Or, post to Yammer or LinkedIn and tag 15 coworkers!

Get One Friend Outreach
We're in! If you can get one person to sign the pledge or sign up for Guaranteed Ride Home, school pool, or carpool matching site, you will earn 5 points.
Testimonials in Posters & Emails

“I feel less stress when I carpool in the HOV lane in the mornings. It definitely saves me valuable time!”
- 401 Broadway

“Take BART so that I can avoid traffic, and reduce the cost of insurance and gas!”
- Eden Multi-Services Center

“I get a lot of reading in on BART - it's rest and downtime before I get home to my family!”
- Eden Multi-Services Center
Training for Team Captains
Team Captain Buttons
Team Branding
Posters at Workspaces

Library Novel Commuters

Team Pride
Tailored Team Status Updates

Help Your Team Win on Community Commutes Day!

The Assess the Commute Team has hundreds of points – great work!

You can overtake Brilliant 401 Broadway with just a few more players.
“Try on a Clean Commute”
Stand-in Display
County Executives “Trying on a Clean Commute”
Support for Overcoming Barriers

Customize Your Commute

Enroll in Guaranteed Ride Home
Enroll in the County’s free Guaranteed Ride Home benefit - it’s like free insurance for your commute! It provides fully reimbursable taxi rides or car rentals to get you home ASAP if an unexpected circumstance, such as illness, family crisis, or unscheduled overtime, occurs. This free benefit is offered to all employees that use a Clean Commute (Carpool, Transit, Bike/walk etc.) Register through the link above and then click done! Already enrolled? Go ahead and click “Done” to give yourself points for already registering.

Join a School Pool
Juggling your commute with your kids is hectic! Did you know you can enroll your child in a “school pool” to help simplify your morning commute? Check out the details at 511’s School Pool Page to learn how you can have a peaceful and worry-free clean commute and enjoy more flexible options.

Sign Up for Free A Ridematch
Sign up for Zimride, the County’s private ride-matching service. There are thousands of County employees that live all over the Bay Area. Find a County employee that lives near you to start a carpool, and enjoy the savings and the carpool lanes! Already enrolled? Go ahead and click “Done” to give yourself points for already registering.
Benefits Drop-in Clinic & Webinars
Outcomes?

- Happening today!
- As of Tuesday:
  - Over 650 participants
    - Including 13 of 20 agency heads
  - Over 30 teams
  - All 20 agencies participating
  - Dozens of photos and stories already shared
Reflection

- What stands out from what we’ve done?
- Which tools are you excited about using?
- What is confusing?
- How might you think differently about something you are doing based on this approach?
- What is one thing you will share with your team?
We’re Recruiting for 6 Climate Corps Bay Area Fellows!

- **Climate Corps Bay Area**
  - 40 ten-month fellowships in California
  - Start late August
- **6 at Alameda County**
  - electric vehicle charging, greening preschools, promoting clean commutes, and more
- Rolling application open now
- Share with college grads and career changers!
Thank you!

Emily Sadigh, Sustainability Project Manager
acsustain at acgov.org

Contact sustainable.transportation at acgov.org with questions about Community Commutes Day
For More Information
(also posted @emilysadigh on twitter)

- Employee Engagement at Alameda County:
  http://www.acgov.org/sustain/what/greenworkplace/engagement.htm

- Other CBSM-informed Campaigns:
  http://www.acgov.org/sustain/what/greenworkplace/greenamb.htm

- CBSM Resources:
  http://bit.ly/yseali1

- Green & Healthy Program Materials:
  - To be posted online this summer
  - In meantime, contact acsustain at acgov.org if interested in seeing
    screenshots of intranet sites or samples of champion materials