

# Planning to Action: Involving Employees In Your Climate Action Plan

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Alameda County GSA – Sustainability Program

Behavior, Energy, and Climate Change Conference

November 14, 2012



Alameda County

**SUSTAINABILITY**

*Local Action, Global Impact.*

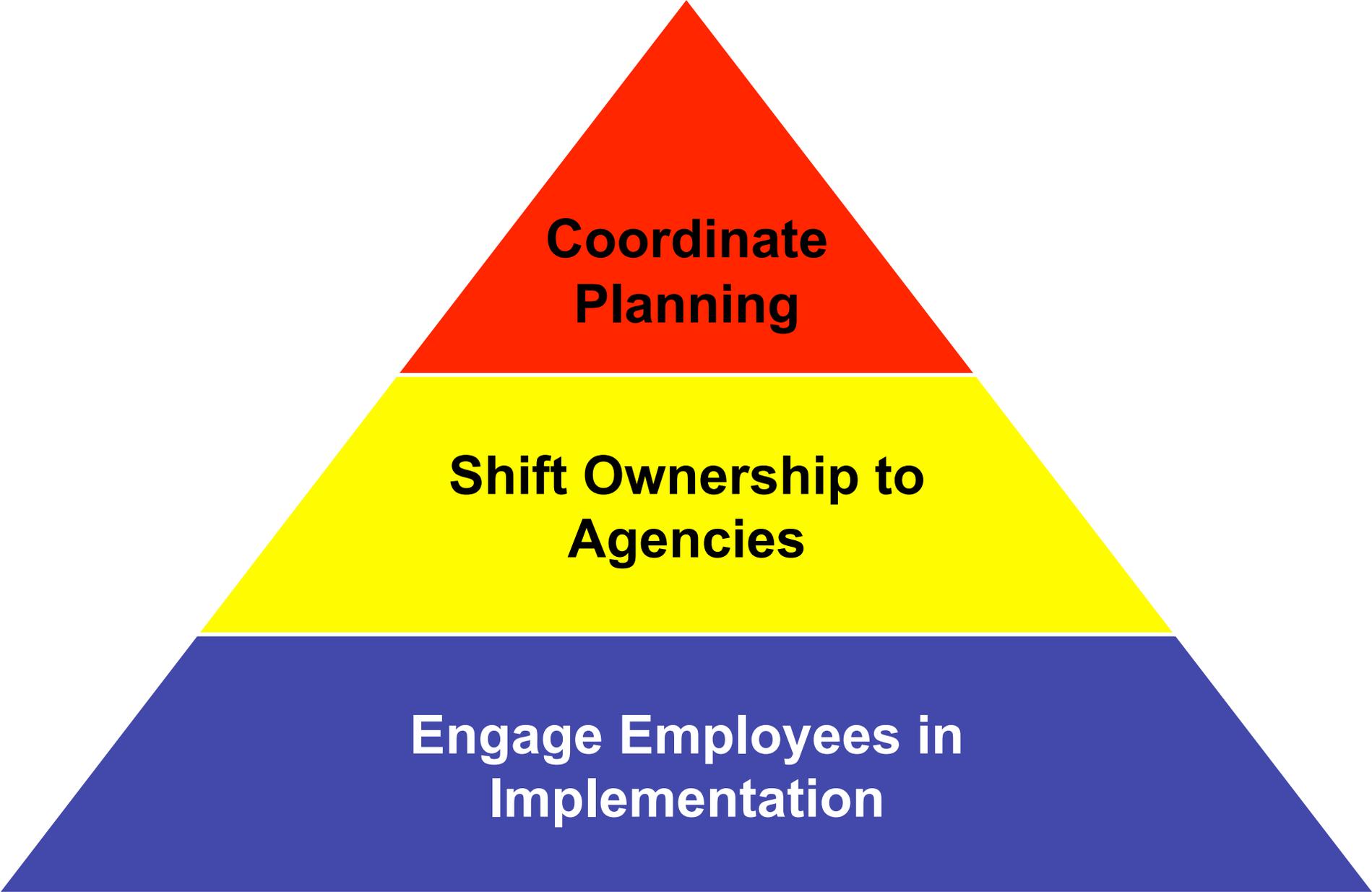
# Alameda County



- Board of Supervisors
- County Administrator
- 20+ Agencies
- ~9,000 employees
- >150 facilities

**Greenhouse Gas Reduction Targets:  
15% by 2020 and 80% by 2050**

# Involving Employees to...

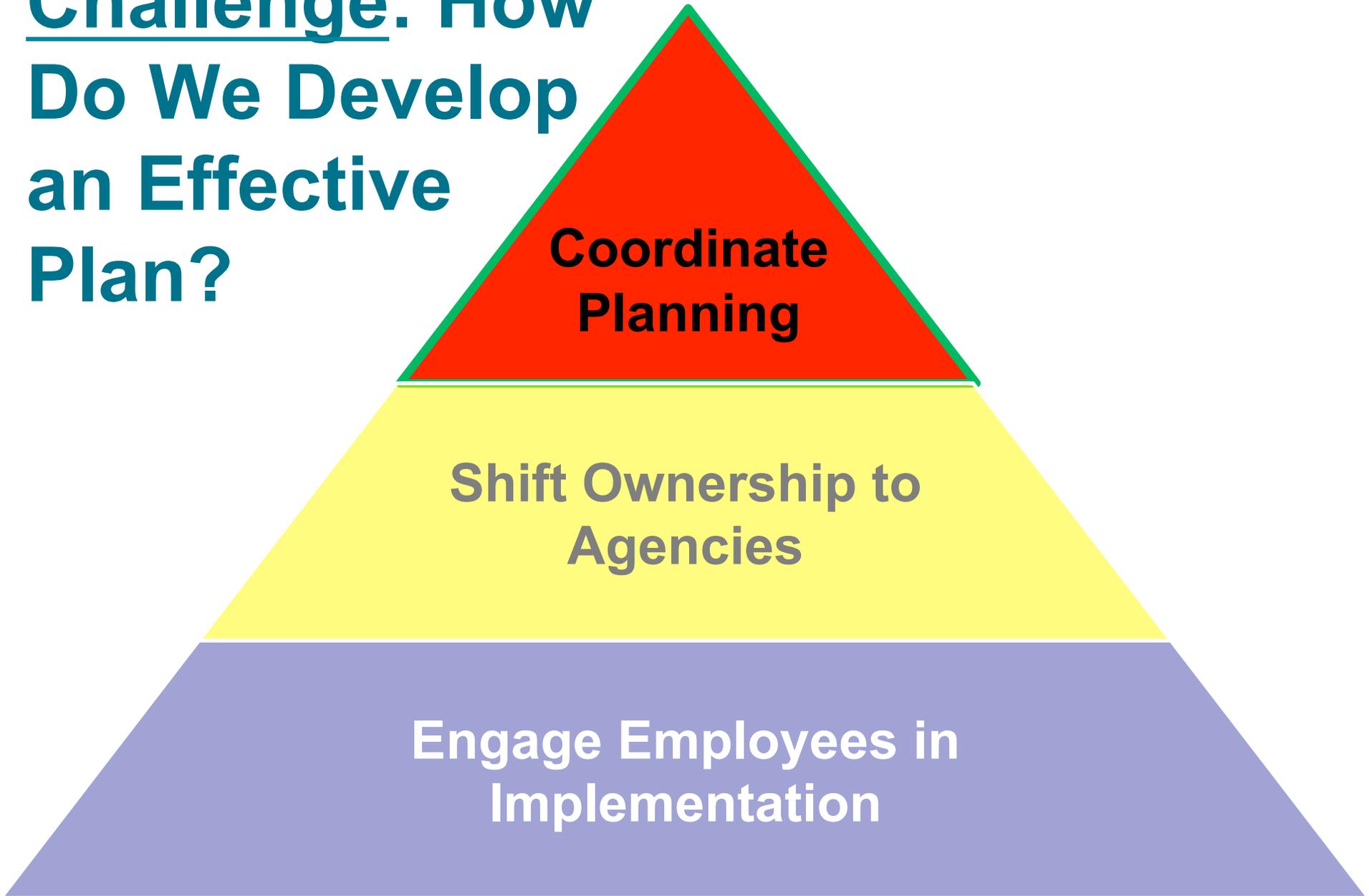


**Coordinate  
Planning**

**Shift Ownership to  
Agencies**

**Engage Employees in  
Implementation**

**Challenge: How  
Do We Develop  
an Effective  
Plan?**



**Coordinate  
Planning**

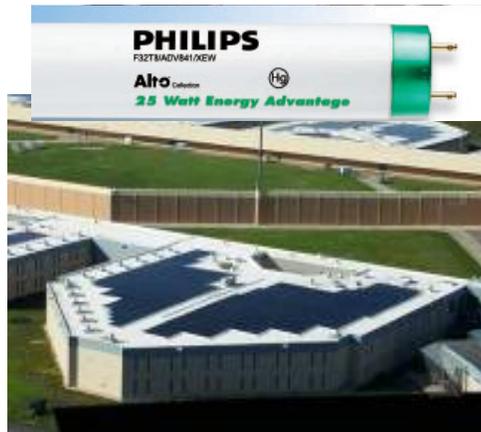
**Shift Ownership to  
Agencies**

**Engage Employees in  
Implementation**

# Past: Sustainability Projects



Waste Diversion



Efficiency & Renewable Power



Bay Friendly Landscaping



Green Fleets



Green Building



PBT & Toxics Reduction



**Need:  
Harnessing the Collective  
Power of our 9,000  
Employees**



# Approach: Involving Employees in the Plan Development

- Surveyed employees
- Convened a focus group - Agency Climate Coordinators



# Results: 80 Prioritized Measures in 6 Action Areas

Built Environment

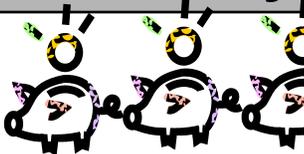
Transportation

Solid Waste

Climate Protection Leadership

Cross-Cutting Strategies

Beyond Reductions

Measure	Priority Tier	Benefits	Resource Efficiency	Practicality
Action 1	1st			



# ALAMEDA COUNTY CLIMATE ACTION PLAN

## FOR GOVERNMENT SERVICES AND OPERATIONS THROUGH 2020

EXECUTIVE  
SUMMARY

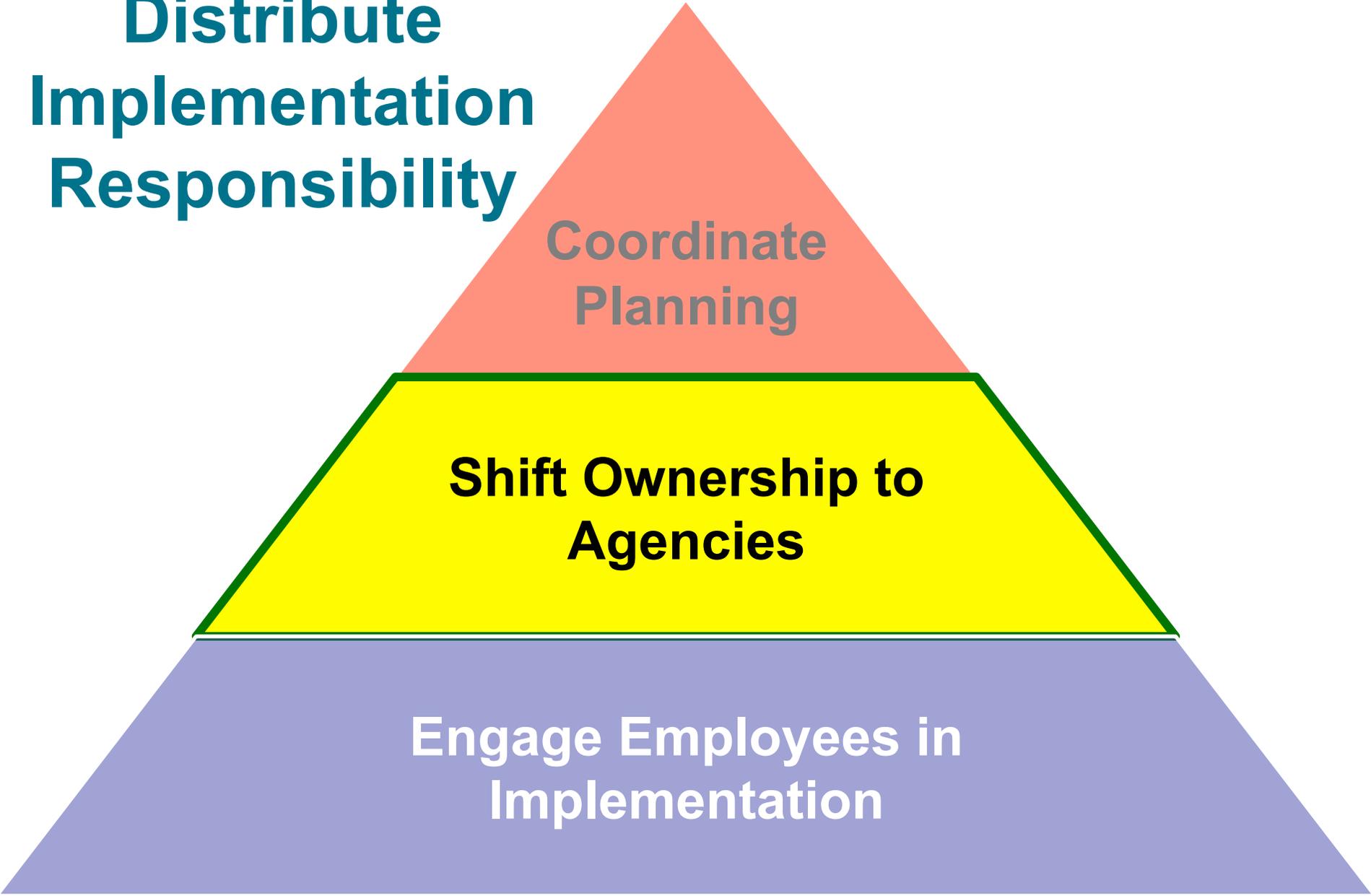
2010



Board of  
Supervisors  
Approval

**How do we implement this?**

**Challenge:  
Distribute  
Implementation  
Responsibility**



Coordinate  
Planning

**Shift Ownership to  
Agencies**

Engage Employees in  
Implementation

# Approach #1: PowerPoint as Usual

 **COUNTY ADMINISTRATOR'S OFFICE**  
Susan S. Muranishi, County Administrator      Donna Linton, Assistant County Administrator

**MEMORANDUM**

October 12, 2010

TO: Patrick J. O'Connell, Director-Controller  
Gregory J. ... , Sheriff-Coroner, Alameda County  
Yolanda ... , Director, Social Services Agency  
Alex ... , Director, Health Care Services Agency  
Dan ... , Director, Information Technology Department  
M ... , Human Resource Services Agency

FROM: Susan S. Muranishi, County Administrator

SUBJECT: COUNTY'S CLIMATE EXECUTIVE COMMITTEE

I invite you to join the Executive Committee to guide Alameda County's greenhouse gas reduction efforts. Committee members are Aki Nakao, GSA; Chris Bazar, CDA; Donna Linton, WFA; and me as chair. I have identified an essential member of this Committee from each agency's responsibility in areas critical for reducing the County's carbon footprint.

We welcome you to the Executive Committee:

1. Meetings (currently, third Wednesdays from 4 p.m. to 5 p.m.) to discuss and develop programs for reducing greenhouse gas emissions;
2. Review the initiative to reduce emissions from County operations and the related process; and
3. Identify resources necessary to implement their Countywide initiatives, along with other special events (such as an all-agency climate action day).

The next Executive Committee meeting is scheduled for Wednesday, October 13, 2010, 4 p.m. in Conference Room 100, Lakeside Drive, Oakland, and will provide an introduction to the climate action framework, approach, and next steps. Please contact Carolyn Blum, Program Manager, by October 20 to confirm your appointment and availability for the next meeting (carolyn.blum@alameda.ca.gov or 415-208-(2)9521). If you have any questions, please contact Aki Nakao.

As you know, the Board of Supervisors adopted the Climate Action Plan for Government Operations in May, which was developed through a comprehensive and collaborative process. The plan is being developed for and incorporated communities. These outline specific actions that the County will take to meet its 2020 greenhouse gas reduction targets. Undertaking these initiatives will be a key priority of the shared goals laid out in the County Strategic Vision.

Thank you for your ongoing support of the County's sustainability initiatives and partnership in combating global climate disruption. We look forward to working with you on this important mission.

SSM:ar  
cc: Chris Bazar, Director, Economic Development Agency  
Aki K. Nakao, Director, Government Services Agency  
Daniel Woldeesenbet, Director, Information Technology Agency

# Approach #2: A Facilitated Working Meeting

- Actively engage the Executive Committee in:
  - Setting the criteria for determining which measures to advance
  - Deciding on which measures meet those criteria
  - Committing to sponsoring those initiatives



# Approach: A Different Type of Meeting



16 Measures	CPL-4 Sustainability in Job Duties	CPL-6 Climate Change in Budget Processes	CPL-10 Full Cost/Benefit Analyses	CI Fur Mech
9 Measures	CPL-15 Remove Barriers to GHG Reductions	CC-4 Green IT Strategies	CC-5 Electronic Records & Services	C Techn For F W
20 Measures	CC-9 County Green Business Cert.	BE-16/SW-3 Green Jails	BE-20 Co-Locate & Distribute Services	T-1/T Com Ben Clean C
20 Measures	T-5 Arrangements	T-15 Business Travel Alternatives	SW-8 Paper Waste Reduction	Carbon & Sto
8 Measures				
7 Measures				



# Approach: Call to Action



# Approach: Energizing the Meeting - Standing Vote



# Approach: Focused Conversation (ORID)

- **Objective (What)**  
What patterns do you see in the voting?
- **Reflective (What do you think about it?)**  
Which initiatives do you like? Where do you have concerns?
- **Interpretive (So what?)**  
Which initiatives seem to be our top choices? How do they relate?
- **Decisional (Now what?)**  
Which initiatives will we implement this year?

# Results: Commitment to Implement!



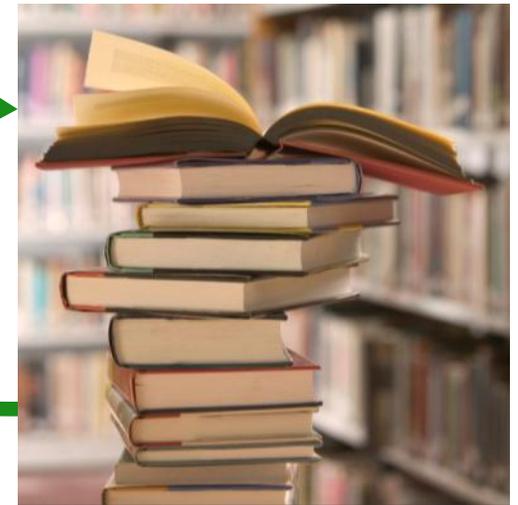
# Approach: Cross-Agency Teams on a Facilitated Journey



*Teams Launched*

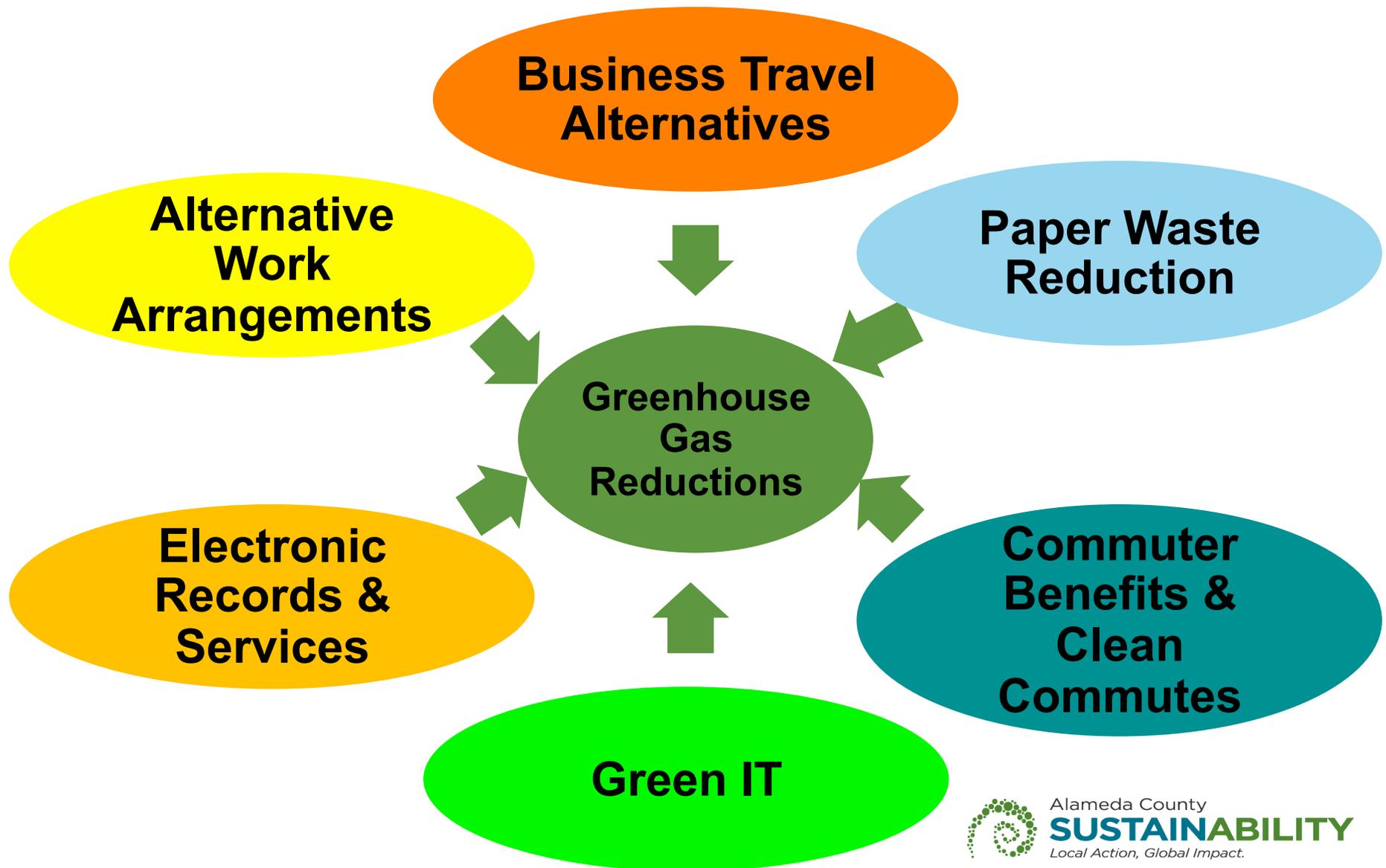


*Develop Proposals*

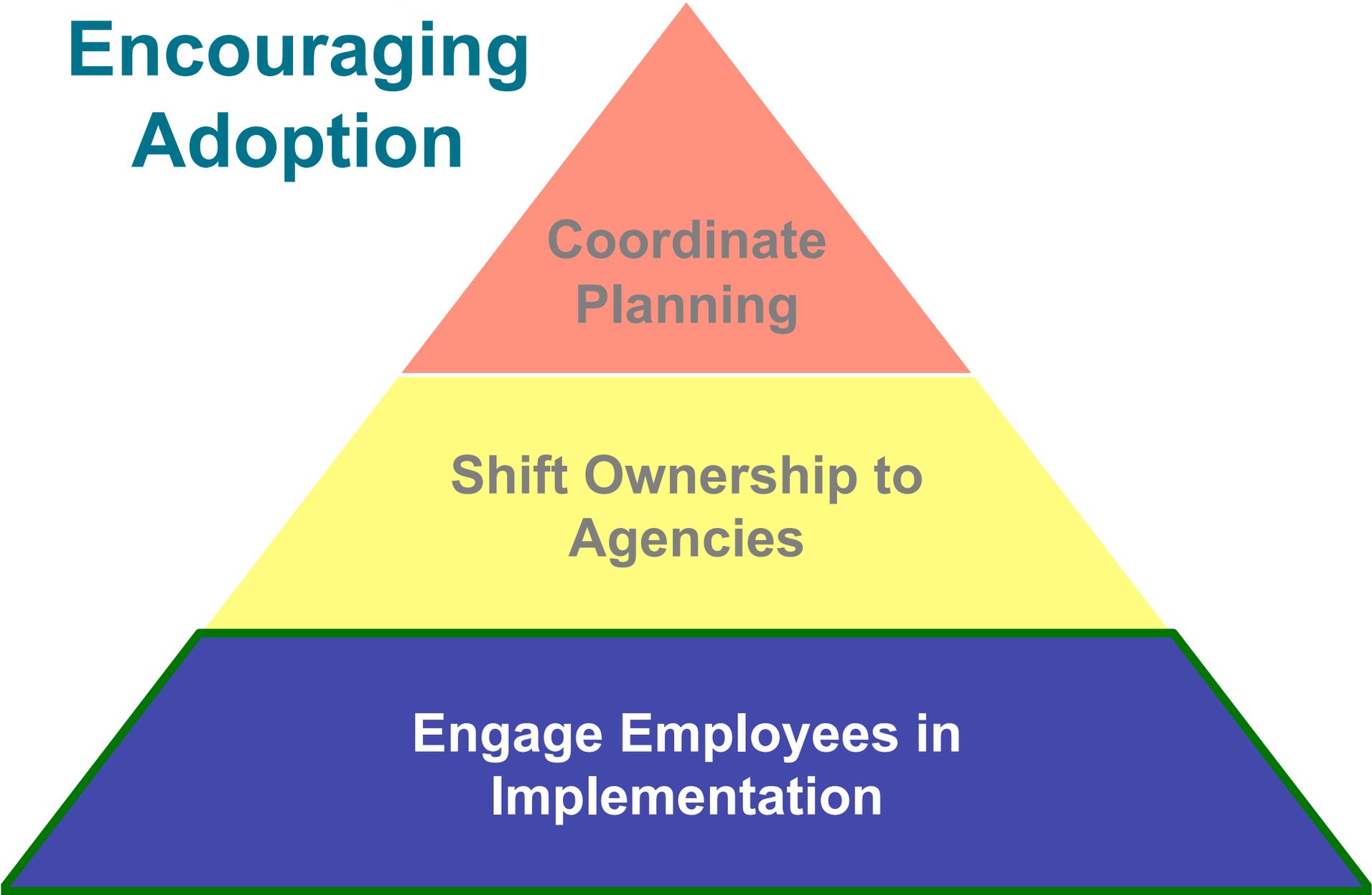


*Research*

# Results: 2012 Principles for Climate Action - Adopted



**Challenge:  
Encouraging  
Adoption**



**Coordinate  
Planning**

**Shift Ownership to  
Agencies**

**Engage Employees in  
Implementation**



If you build it...  
Will they come?

FIELD OF DREAMS

# Approaches: Norming & Peer Modeling



When making decisions on the job, we consider environmental impact.



Home | What You Can Do | New Employees | Resources | Top 6 Tips | Contact Us

## Sustainability Checklist for New Employees

Alameda County's Board of Supervisors has set goals to "green" the County's operations through actions such as conserving energy, reducing waste, and minimizing driving. The participation of every County employee is needed to reach these goals.

Below are handy checklists of actions you can take as you start your new job at the County, to both help you settle in and also contribute toward reaching our sustainability goals. While not every item is relevant to each employee, we can all find items on these lists to take action on.

[Set Up an Environmentally-Friendly Workspace](#)

[Make Your Commute More Sustainable](#)

[Go Green While Traveling on the Job](#)

[Adopt Sustainable Habits in Your Daily Work Life](#)

Share what you have done! Take a moment and [tell us what you did](#)

Want to learn more? Visit [www.acsustain.org](http://www.acsustain.org) to learn more about what other County employees are doing to be more sustainable. Check out [What You Can Do](#) to learn more about how you can get involved.

### ICON LEGEND:

-  Take Action!
-  Make a Phone Call
-  Fill Out a Form
-  Look and Learn
-  Save Money!

# Approach: Prompts & Pledges



## Tips to Copy & Print Green

### *Before you print or copy*

- ◆ **Share paperless:** Can you scan & email the document instead?
- ◆ **Review/store paperless:** Can you read it online and store it electronically?
- ◆ **Preview first:** Fix typos and adjust formatting to minimize pages when appropriate.

Questions? Contact Help Desk at xxx-xxx-xxxx

 Turn over for more tips 

## GREEN PLEDGE

**IN THE MONTH OF MARCH THE GREEN TEAM IS FOCUSING ON SAVING ENERGY. TWO EASY THINGS THAT YOU CAN DO IS TO TURN OFF LIGHTS AND COMPUTERS WHEN YOU AREN'T USING THEM.**

I Hereby Pledge to Turn Off My Lights and Computers at the End of Each Day-

Signed \_\_\_\_\_ Date \_\_\_\_\_

***Post this pledge near your computer or lights as a daily reminder until it becomes habit.***

# GREEN PLEDGE 6th FLOOR

*IN THE MONTH OF MARCH THE GREEN TEAM IS FOCUSING ON SAVING ENERGY. TWO EASY THINGS THAT YOU CAN DO IS TO TURN OFF LIGHTS AND COMPUTERS WHEN YOU AREN'T USING THEM.*



VS.



**THESE PEOPLE HAVE PLEDGED TO TURN OFF THEIR LIGHTS AND COMPUTERS EACH NIGHT BEFORE THEY LEAVE FOR HOME, consider joining them.**

**Pedro Valencia**  
**Amanda Dalnoki**  
**Dimitria Jackson**  
**Rosalinda Aquino**  
**Chi Mui Cheng**  
**Kimberly Gasaway**  
**Veronica Ismael**  
**Michele Redman**

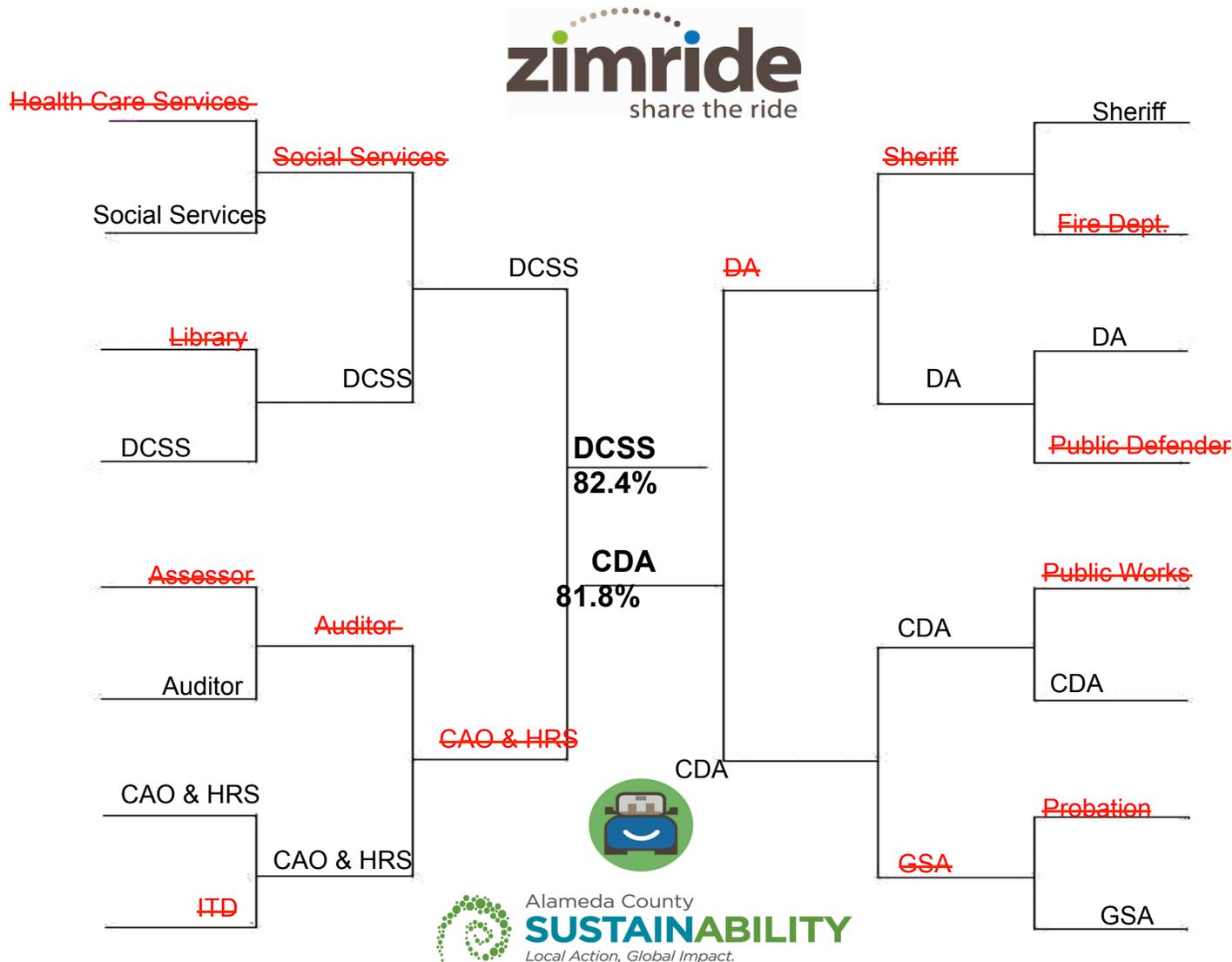
**Nancy Reilly**  
**Alicia Baptista**  
**Randall Hagar**  
**Mercedes Balmonte**  
**Sandra Espejo**  
**Alga Ghebremedhin**  
**Neva Jacob**  
**Ed Roscher**

CONTACT: Nivi Gupta ([nivi.gupta@acgov.org](mailto:nivi.gupta@acgov.org)) or Eric Strimling ([eric.strimling@acgov.org](mailto:eric.strimling@acgov.org)) for any questions.

# Approach: Games & Meeting People Where They Are



# Approach: Competitions – March Madness Carpool Tournament



# March Madness Winners Recognized at Warriors' Game



# With Multimedia: “The Great Race”



# With Story-Telling: “Sustainable I Am”



# Lessons Learned

- Don't be afraid to:
  - Change approaches
  - Involve employees from the start
  - Give up control & transfer ownership
  - Leverage efforts – facilitate, don't do
  - Be engaging, fun, & attention grabbing
  
- Just do it!

A photograph of a person wearing a red long-sleeved shirt and blue jeans, standing on a rocky shore. Their arms are raised in a 'V' shape towards a bright, cloudy sky. The background shows a body of water and distant hills.

**Thank you**

**Ryan Bell**  
**Alameda County GSA**  
**Sustainability Program**

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**510-208-9751**

**www.acsustain.org**

**http://bit.ly/XE0ImZ**