



Ambassador Academy 2022 Syllabus

Instructors

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Time

Two hour class once a month from
10am - noon

INTRODUCTION

Welcome to the [Go831 Ambassador Academy](#), a training program designed to help you and your company re-think the way employees commute. This course is for businesses and organizations who want to take an active role in improving transportation for their employees, patrons, patients and visitors. The Academy is provided by the Transportation Agency for Monterey County (TAMC).

Expectations and Goals

The goal of the Go831 Ambassador Academy is for a group of local business ambassador liaisons to learn about and utilize local infrastructure in smart commute methods. Smart commute methods can help to solve problems such as parking, pollution, traffic, health and wellness. The Academy aims to create a peer network of support for those who value smart commute methods locally and increase familiarity and comfort of access to complimentary community programs, representatives and resources.

Course Materials

Materials, Resources & Tools

Each Ambassador will be provided with:

- Go831 Ambassadors Manual
- Access to [Go831.RideAmigos.com](#) and RideAmigos Academy

- Smart Commute Resources Listing

Requirements

Name an Alternate

Please assign an alternate to ensure participation in every session. Please provide the name and contact information of your alternate to Go831 staff.

One Class Make-up

If you absolutely cannot make a class and your alternate cannot either, we are happy to provide one “make-up” course to be set up with individual ambassador and Go831 Coordinator.

Course Schedule Course Schedule

Month	Topic	Overview/Guest Speaker	Before Class	After Class Exercises
February	Orientation- Welcome/Overview/Intros/Smart Commute and RideAmigos Basics Lesson 1: Smart Commute and RideAmigos Basics	Welcome & Introductions Course Overview What is Go831? RideAmigos Registration Basics Go831.RideAmigos.com Orientation How to submit a ticket (Get Help!) Trip Reduction Plans	Register and create a free account at Go831.RideAmigos.com Read: Lesson 1: Smart Commute and RideAmigos Basics (Ambassador Manual)	Complete the Employer Info Sheet Start logging your trips every week!
March	Bicycle Commuting & How to Set-Up and Manage a Smart Commute Challenge	Basics of Bicycle Commuting (Ecology Action) Local Bicycle Programs and Resources	Bring your completed Employer Info Sheet Read: Lesson 2: Bicycle Commuting and Setting up a Challenge in RideAmigos	Dust off your bicycle Schedule your free on-site visit with Ecology Action Get approval to provide employee incentives for

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		How to set-up and use “Challenges” in RideAmigos		<p>completing the Trip Reduction Plan Survey and contact Go831 staff so they can include info in the survey</p> <p>Practice setting-up a Challenge in RideAmigos</p> <p>Send employees RideAmigos Bike/Walk Challenge Link and instructions to register</p> <p>Log your trips</p>
April	Communication is Everything	<p>Communication Best Practices</p> <p>How to communicate using RideAmigos</p>	<p>Report on Ecology Action visit</p> <p>Read: Lesson 3: How to Communicate with your Network</p>	<p>Create your own workplace signage and internal ideas to rally teams for the May Challenge</p> <p>Send out a networkwide email through RideAmigos</p> <p>Send out Trip Reduction Survey to Employees (for one month)</p> <p>Log your trips</p>
May	Making Telework Work	<p>Trends and innovations in Telework</p> <p>Tips & Best Practices</p> <p>Q&A with a Telework Expert</p>	<p>Bring your telework policy to class</p> <p>Read Lesson 4: Telework Works- how to log that</p>	<p>Talk to management about creating/updating your telework policy</p> <p>Log your trips</p>
June	Smart Commute Community Resources and Incentives	<p>Presentations from local smart commute resources:</p> <ul style="list-style-type: none"> • Local grants • Discounts • Certifications • Tax Credits • Bike Racks 	<p>Read Lesson 5: Community Resources and Incentives</p>	<p>Follow-up with at least one provider to find out more info or invite them to speak with your employees</p> <p>Review DRAFT Trip Reduction Plans</p> <p>Log your trips</p>

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July	Transit	Transit services in Monterey County (MST) Bikes on Buses Transit Discounts RideAmigos Trip Matching Tool	Read Lesson 6: Transit Bring Draft walking map to class to share. Sign-up employees for the October Challenge. Create an incentive program in RideAmigos.	Provide feedback on DRAFT Trip Reduction Plans to Go831 staff Log your trips Promote participation in the October Challenge!
August	Walk for Your Health and the Planet	Benefits of Walking (Blue Zones) Park & Walk Create a Walking Route RideAmigos: <ul style="list-style-type: none"> Find walking routes Sync Commute Tracker with other fitness apps Create a weighted incentive program/challenge 	Read Lesson 7: Walking	Create a walking trail around your place of work. Create a walking map and bring a copy to next class. Register employees for the October Challenge. Create a worksite incentive program in RideAmigos. Log your trips
September	Finding and Managing Carpools and Vanpools	Carpool/Vanpools Best Practices Park & Ride Lots How to find a carpool buddy Use RideAmigos to manage your vanpool program	Read Lesson 6: Carpool/Vanpool Poll your coworkers about who might be interested in carpooling. Does anyone currently carpool?	Finalize Trip Reduction Plans Log your trips Practice using the carpool matching tool in RideAmigos. Extra Credit: organize a lunch meet & greet for employees interested in carpooling/vanpooling

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				Provide feedback on DRAFT Trip Reduction Plans to Go831 staff Log your trips
October	Collecting Data & Tracking Progress	Setting Program Goals and Performance Measures RideAmigos: <ul style="list-style-type: none"> • Pull reports • Downloading data • Analysis tools 	Read Lesson 9: Collecting Data & Tracking Progress	Final push promoting participation in the October Challenge! Who will be #1? Start Implementing Trip Reduction Plan Log your trips

Graduation

Date

November 2022

Graduation to include results of October Challenge, Ambassador recognition, recap of the course and an opportunity for Ambassadors to provide feedback on the program.