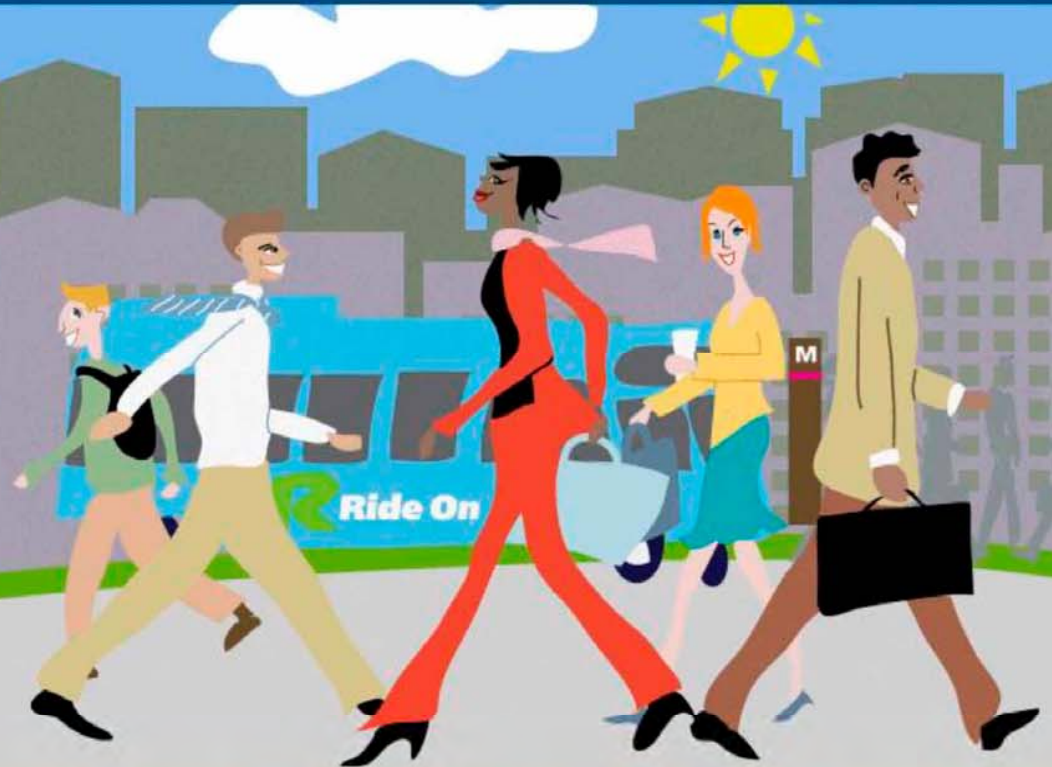




2013 Walk & Ride Challenge

Kristen Blackmon, Traci McPhail, Mark Sofman

Put a little step in your commute.



Montgomery County, MD

Employee Walking/Transit Event



About Walk & Ride

- Teams of Montgomery County employees use pedometers to track their steps over a 3-week period in September, competing to see who can log the most steps to a new online web site.
- Those who walk at least 25,000 steps per week are entered into a weekly drawing for a grab bag or gift cards to local businesses.
- Those walking at least 50,000 steps are entered to win an Amazon Kindle Gift Card.
- Weekly drawings for a grab bag or gift cards to local businesses.



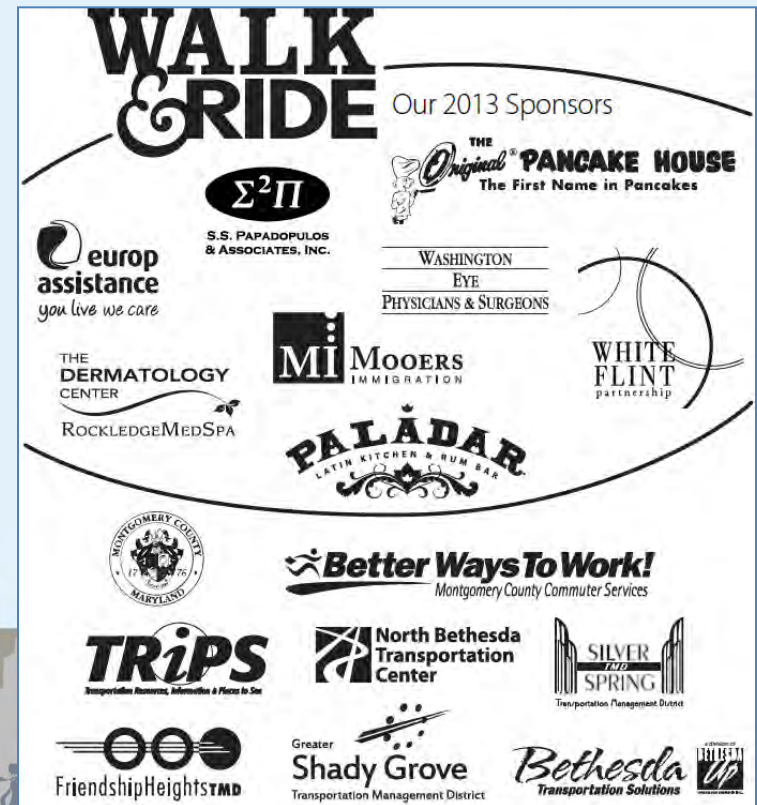
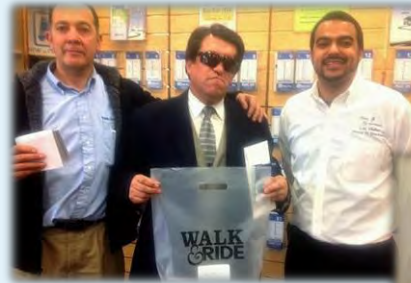
Prize Levels:

- ❖ Team members on team with highest average steps each win \$125 gift card
- ❖ Second place team members each win \$75 gift card
- ❖ Third place team members each win \$50 gift card



Goals

- Provide a fun event that promotes walking and the use of transit.
- Help Montgomery County employees learn how easy it is to get around on foot or by the use of transit rather than driving.
- Promote businesses supporting traffic mitigation while developing relationships between TMD office and employers and employees.
- Encourage team building among co-workers.



Participant Numbers

2007

- Bethesda SuperFare Share companies
100 participants

2008

- all Bethesda employers
400 participants

2009 & 2010

- Bethesda
- North Bethesda
550 participants

2011

- Bethesda
- North Bethesda
- Silver Spring
- Friendship Heights
650 participants

2012

- Bethesda
- North Bethesda
- Silver Spring
- Friendship Heights
- Greater Shady Grove
Close to 1,000 participants



2013

- Bethesda
- North Bethesda
- Silver Spring
- Friendship Heights
- Greater Shady Grove
Over 1,025 participants



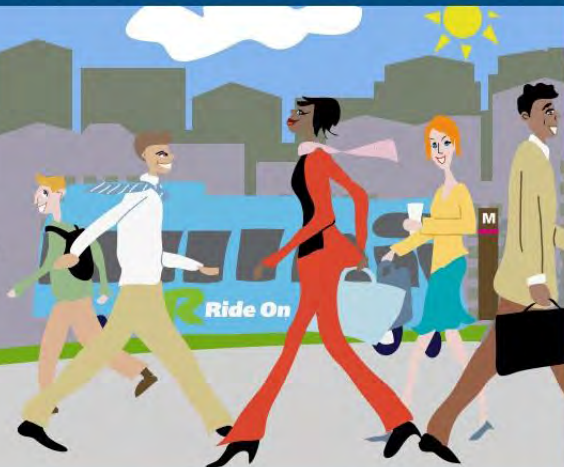
New & Improved Event Website



FROM SEPTEMBER 9 – DECEMBER 27, WALK MORE AND TRACK YOUR STEPS IN MONTGOMERY COUNTY'S TRANSPORTATION MANAGEMENT DISTRICTS

ABOUT WALKING & TRANSIT BENEFITS RULES

Put a little step in your commute.



Visit Your District Home Page to Get Started!



Better Ways To Work!
Montgomery County Commuter Services

www.montgomerycountymd.gov/commute • 240-773-BWTW (2989)

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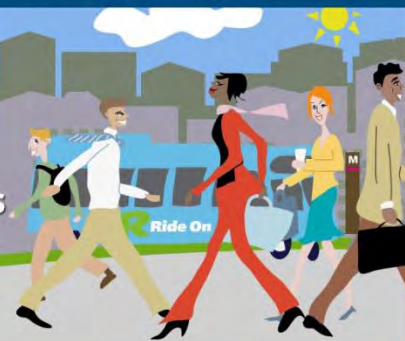


FROM SEPTEMBER 9 – DECEMBER 27, WALK MORE AND TRACK YOUR STEPS IN FRIENDSHIP HEIGHTS

LOGIN

ABOUT WALKING & TRANSIT BENEFITS RULES STANDINGS

Put a little step in your commute in Friendship Heights.



WHO CAN PARTICIPATE?

All your Friendship Heights-based companies and their employees. Walking and transit is an ideal combination. You might not live close enough to your job to walk to work. So, ride Metrorail and walk from the Metro station or your bus stop to your workplace.



District Sponsors



Friendship Heights Transportation Management District
Montgomery County Commuter Services
101 Monroe Street, 10th Floor, Rockville, MD 20850

Marketing

- Logo and flyer created
- Letters, emails and targeted phone calls to employer contacts (TBCs) with Car Free Day marketing
- Highlighted on TMD websites and through local events such as the Farm Market at the Rock Spring employment center for businesses in Rock Spring Park
- Articles in e-Newsletters
- Emails to local boards and advisory committees
- Bethesda Now article online
- Highlighted on Commuter Connections Car Free Day website
- Street banner (Wisconsin and Woodmont Avenues in Bethesda)
- Bethesda-Chevy Chase Chamber e-Newsletter



Packet Hand Out

- Packets contained t-shirt, pedometer, and other items.
- Local companies provided discounts.
- All teams either sent a representative to pick up packets or the packets were hand delivered to the teams.
- “New teams” allowed to register during those days.



**WALK
&
RIDE**

Additional Weekly Challenges

- Show Us Your Commute
- Website Scavenger Hunt
- Change Your Commute Mode
- Other prizes – Early Bird Registrant, Top Ten Team Names, Bethesda Circulator Challenge, Facebook Comment, Post Event Survey Response



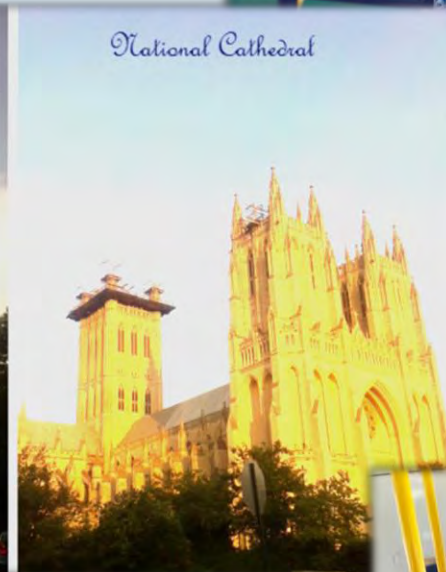
Top Ten Team Names

1. Red Hot Chili Steppers  Winner
2. Agony of Da Feet  Winner
3. Holy Walkamolies
4. Walka Walka
5. Walk Me Up Before You Go Go
6. Between a Walk and a Hard Pace
7. Step Sisters
8. Not Too Hot to Trot
9. Michael Bolton Walking Club
10. IQ Girls Walk It Out



Show Us Your Commute Entries

- Participants take pictures of non-SOV commutes.
- Winner randomly selected, wins \$25 gift card to local business.
- All photos posted on Facebook with comments.
- Photos and testimonials used for “BUPdates”, newsletter profiles, personal stories to tell other commuters.



Bethesda Circulator Challenge

- Participants take pictures of their ride on the Bethesda Circulator bus.
- Everyone in the picture wins \$10 gift card to local restaurant.
- Photos and testimonials used for newsletter and to promote the Circulator.

New Prize Opportunity



**WALK
&
RIDE**

Post-Event Survey



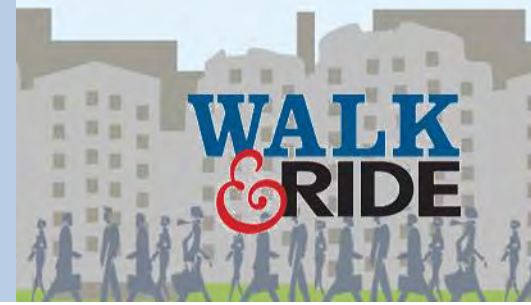
- Each year, we distribute a short 10-question survey via email to all participants.
- To encourage a higher response rate, we advertise a random drawing from all survey respondents for a prize - \$25 gift card to a local business.
- Responses help to determine changes for next year's Challenge and success at motivating participants to use alternative commute modes.



Post Event Selected Survey Responses

7. Have you altered your commuting practices in any way (have you switched from driving to work to any alternative modes)?

- ***“Yes. Carpooling and sometimes running home!”***
- ***“I continue to take metrorail to work.”***
- ***“I liked the experience so much to the point where I have decided to leave my vehicle home, walk to the bus stop transit center, and catch the metro rail. Then reverse that when leaving work.”***
- ***“Yes. I found a carpool buddy at work and have also been using the commuter bus to metro option.”***
- ***“I walk to work more often; try to do so at least 2/week.”***
- ***“I take public transit all the time now or most of the time.”***
- ***“I started carpooling with a co-worker who lives nearby twice a week.”***
- ***“I walk to work everyday now.”***
- ***“I took the Commuter Bus 991 and then Metro to work. I discovered that the bus has extended its route options.”***
- ***“I had several car free days!”***



Summary

- Participant numbers have steadily increased, with over 1,025 people registered for the event this year.
- The new and improved event website and reliable pedometers should help us attract and support more teams and participants next year.
- The new event website functioned as needed and provided additional administrative capabilities.
- A majority of survey respondents indicated they saw health benefits over the course of the program, have changed their commuting habits as a result, and will definitely participate again next year.
- Overall, we believe the Walk & Ride Challenge continues to be a huge success, widely loved and anticipated as an annual event.





Q&A

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