

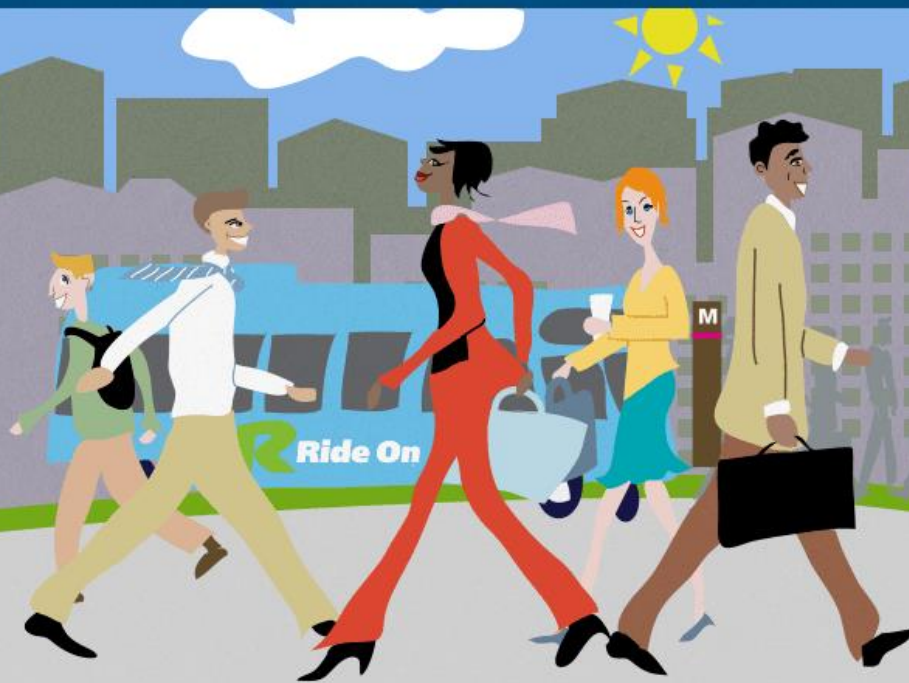


# 2015 Walk & Ride Challenge

Item #6

Kristen Blackmon, Traci McPhail, Mark Sofman

# Put a little step in your commute.



Montgomery County, MD

Employee Walking/Transit Event



**Better Ways To Work!** Montgomery County Commuter Services



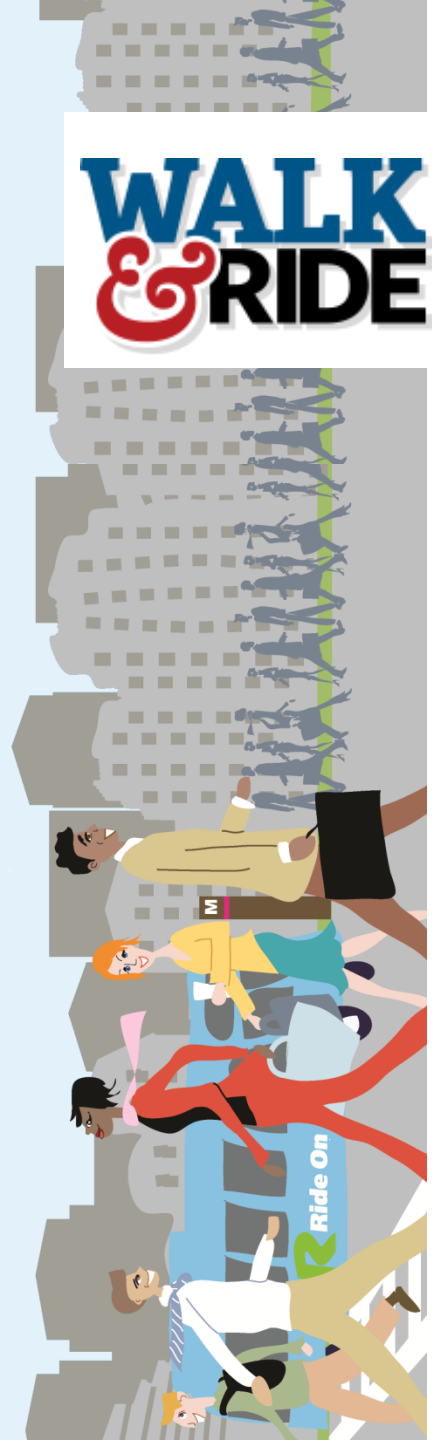
# MONTGOMERY COUNTY TMDs



- Bethesda
- Friendship Heights
- North Bethesda
- Greater Shady Grove
- Silver Spring

## Mission:

Promote use of Alternative Modes to Single Occupant Vehicles (SOVs) to address congestion & air quality concerns



# TYPICAL EVENTS/ACTIVITIES IN TMDs

**WALK  
& RIDE**

- Bike to Work Day – 3<sup>rd</sup> Friday each May (Regional Event)
- Car Free Day – September 22<sup>nd</sup> every year (International Event)
- Walk & Ride Campaign – 3 weeks in Fall
- Annual Commuter Survey – 2-3 weeks each Fall
- Advisory Committee Meetings/Presentations
- Individual Employer Meetings, Small Group Information Sessions
- Employer Recognition Events
- Commuter Information Days, Benefits Fairs, Contests, Prizes, Special Events
- Information Sessions/Training for TBCs
- TMD Staff attend meetings & events of other organizations to provide information, conduct outreach, obtain input
- Staff provide one on one assistance to employers & commuters (*Commuter Connections*)
- TMD staff also coordinate with other organizations in the TMD, County, Region: E.g., Chambers of Commerce, MWCOG, WMATA, MTA, Civic Organizations



# ABOUT WALK & RIDE



**WALK  
& RIDE**

- Teams of Montgomery County employees use pedometers to track their steps over the 3-week period in the fall, competing to see who can log the most steps to an online web site.
- Those who walk at least 25,000 steps per week are entered into a weekly drawing for a \$25 gift card to a local business.
- Those walking 50,000 steps are entered to win an Amazon Kindle Gift Card.
- Weekly Challenges to win \$25 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 card

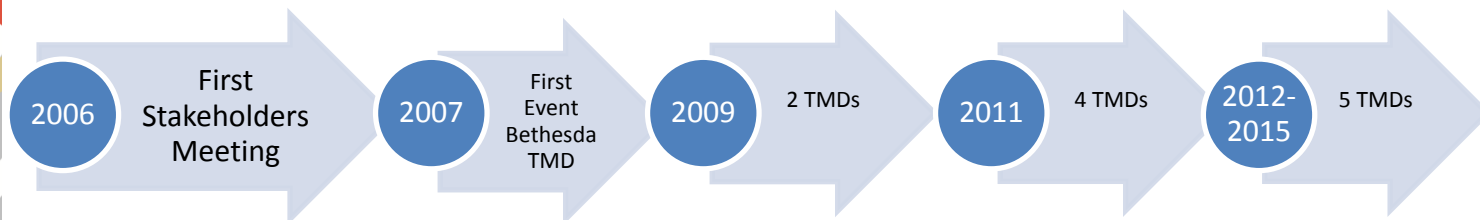


# HISTORY



- Goal – Create a new employer/employee event to promote walking to transit or work.
- “Walk & Ride” name coordinated with Washington Metropolitan Area Transit Authority (WMATA) theme of Kiss & Ride (drop off at station) and Park & Ride (park at station) themes.
- WMATA invited as stakeholder and sponsor.
- Regular stakeholder meetings, logo created, rules written, website for logging steps developed, sponsors solicited, date selected.
- Event would last 3 weeks because research showed that it took 3 weeks to develop a habit.

## Timeline



# GOALS



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



# TODAY



**2007 - 100 participants**

- Bethesda

**2008 - 400 participants**

- Bethesda

**2009 & 2010 - 550 participants**

- Bethesda
- North Bethesda

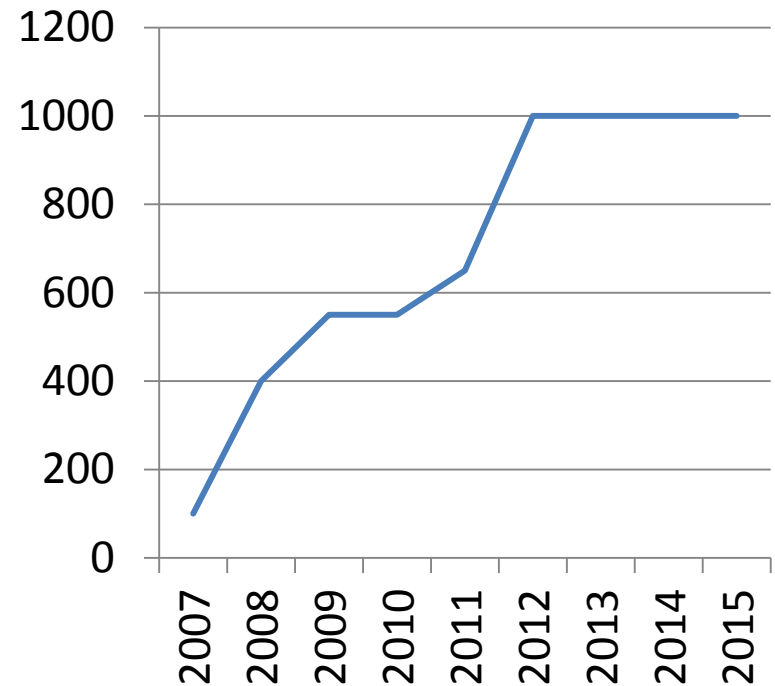
**2011 - 650 participants**

- Bethesda
- North Bethesda
- Silver Spring
- Friendship Heights

**2012 - 2015 - Close to 1,000 participants**

- Bethesda
- North Bethesda
- Silver Spring
- Friendship Heights
- Greater Shady Grove

**Walk & Ride Participants**



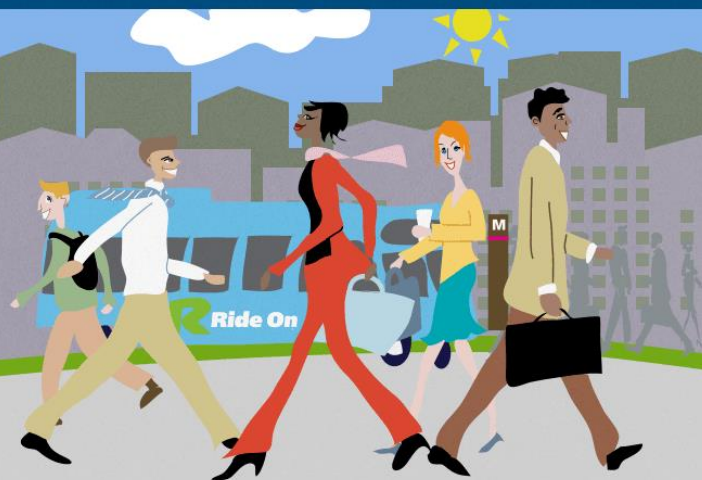
# WEBSITE



FROM SEPTEMBER 9 – SEPTEMBER 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!



[www.walkandride.net](http://www.walkandride.net)



# WEBSITE



PUT A LITTLE STEP IN YOUR COMMUTE IN 2015!  
REGISTRATION OPEN **LATE SUMMER...**

[ABOUT](#) [WALKING & TRANSIT](#) [BENEFITS](#)

## ABOUT

The mission of this annual event is to encourage your employees in your Transportation Management District (TMD) to realize how easy it is to incorporate walking into your daily routine when you consider alternative commute modes other than driving alone and sitting in traffic.



### Track Your Steps

With a pedometer, which we will provide for you and your teammates, you'll track the number of steps you take each day and enter them into our online log.



### Watch Your Progress

You'll be able to watch your team's progress and check yourselves against other participating teams on a weekly basis.



### Only Walking

This Challenge tracks walking **ONLY**. Do **NOT** track or report steps or activities from biking, rollerblading, running, aerobic classes, and other forms of exercise.



# WEBSITE



PUT A LITTLE STEP IN YOUR COMMUTE IN 2015!  
REGISTRATION OPEN **LATE SUMMER...**

ABOUT WALKING & TRANSIT

## BENEFITS

The Challenge will help raise awareness among employers, their participating employees and the Montgomery County community about the benefits of walking.

Employers benefit from a healthier workforce. When employees walk more, often they:

- Reduce their employer's healthcare costs.
- Reduce absenteeism.
- Enhance their productivity thanks to reduced stress.

Employees benefit from walking by:

- Improving their cardio-vascular health.
- Improving their mental alertness and managing stress levels.
- Improving their metabolism and managing their weight.

The community benefits because:

- Every employee who walks or takes transit to work eliminates a vehicle from traffic.
- Eliminating vehicles from traffic means fewer emissions and better air quality.
- Reducing traffic enhances the quality of life for all in Montgomery County.



PUT A LITTLE STEP IN YOUR COMMUTE IN 2015!  
REGISTRATION OPEN **LATE SUMMER...**

ABOUT **WALKING & TRANSIT** BENEFITS

## WALKING & TRANSIT

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 to your workplace or use Ride On or Metrobus. Walking is free and thanks to the Maryland Commuter Tax program, there are big savings to companies that offer transit benefits to their employees!

Combining walking and transit is very eco-friendly too! You can "Go Green on Metro," because Metro is adopting hybrid buses, CNG and clean diesel technologies. In addition, Montgomery County Ride On has been replacing its diesel buses with clean-burning fuels.

Never used transit? It's easy! Just contact Montgomery County Commuter Services at [mcdot.commuterservices@montgomerycountymd.gov](mailto:mcdot.commuterservices@montgomerycountymd.gov) or 240-773-2989 or go to [www.montgomerycountymd.gov/commute](http://www.montgomerycountymd.gov/commute) for more information.

### Walk Smart, Walk Safe

**Be Alert** Pay attention. Look, listen and watch all traffic and pedestrian signals.

**Be Smart** Always use sidewalks and crosswalks. Make eye contact with drivers to make sure they see you before stepping off the curb.

**Be Safe** Never insist on the right of way. Be conspicuous, be courteous, and be careful.


Please visit [Montgomery County's Pedestrian Safety](#) web page for more information



# WEBSITE

**WALK  
& RIDE**

## REGISTRATION



### Add Registrant

\* First Name:   
Please supply first name.

\* Last Name:   
Please supply last name.

\* Company Name:

\* Company Address:

\* Company City:

\* Company State:

\* Company Zipcode:

\* Email:   
Please supply an e-mail address.

Phone:

\* T-Shirt Size:

I am the team captain  
(Fields marked with \* are required)

### Billing Contact

Go Team obo Go Team

### Team Captain

Go Team

### Registrants (5 max)

Go Team

---

He Team

Ride On

# WEBSITE



## North Bethesda TMDers — Darlene Nader

Use the form below to enter or edit steps for the current week.

Date:

How to apply this entry:  Add to already entered steps for this day  
 Replace total steps for this day

Steps:

\* You may edit Saturday and Sunday of the previous week until noon today.

## Your Steps this Week

* Saturday, July 13, 2013	28,075
* Sunday, July 14, 2013	3,280
Monday, July 15, 2013	400
	31,755

## Team Steps this Week

Peggy Schwartz	21,564
Darlene Nader	400
	53,319

## Team Steps Overall

Peggy Schwartz	21,564
Darlene Nader	400
	21,964

## Team Effort

21,964 Steps

Week 1 — Jul 15th - Jul 21st

21,964 Steps



# WEBSITE



WALK & RIDE PUT A LITTLE STEP IN YOUR COMMUTE IN 2015!  
REGISTRATION OPEN LATE SUMMER...

ABOUT WALKING & TRANSIT BENEFITS RULES **STANDINGS** VIEW MAP

## TEAM STANDINGS

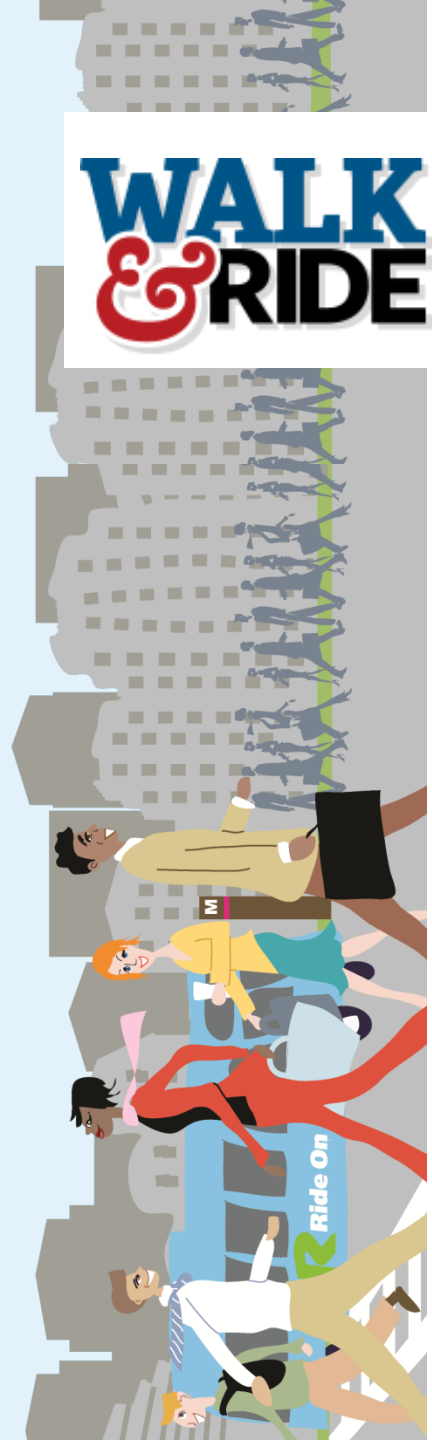
North Bethesda Sponsors

Paladar  
LATIN KITCHEN & BOM BAY

WHITE FLINT  
partnership

RideShare

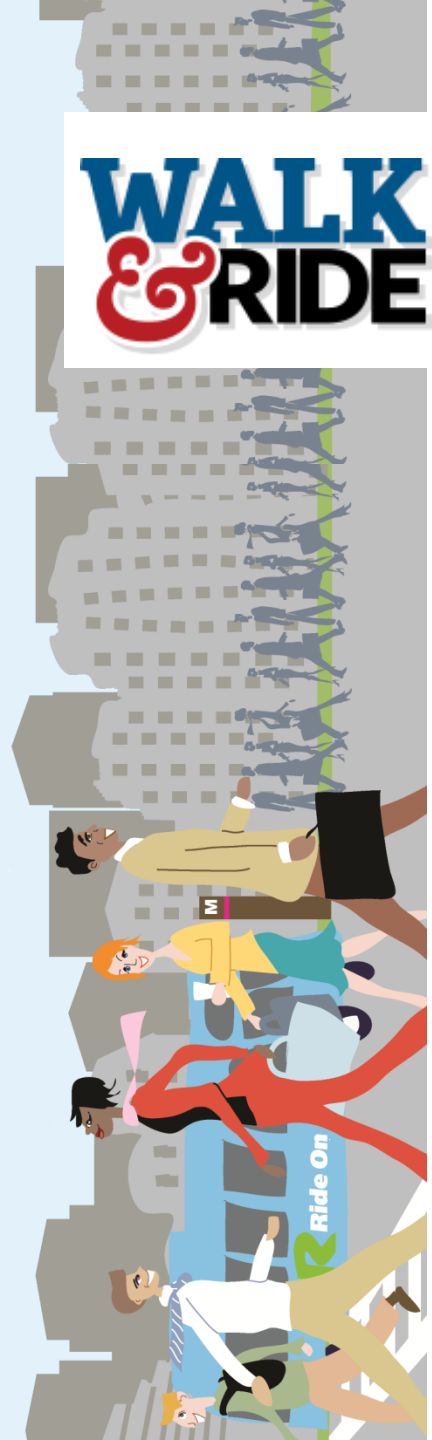
Nelly's Herons (Colour Permacents)
VG Rocks (Henry Jackson Foundation)
High Stoppers (U.S. Nuclear Regulatory Commission)
The Walking Dead (Barwood Transportation)
Step It Up (Henry M. Jackson Foundation)
2014 (The Henry M. Jackson Foundation for the Advancement of Military Medicine, Inc.)
Sole Stoppers (Capital Financial Group/H Back, Inc.)
Wholly Walkers (Transconnectors)
PIJ Tims (Nuclear Regulatory Commission)



# WEBSITE

# WALK & RIDE

Week	District Name	Team Name	First Name	Last Name	E-mail	Reg. Date	Active	Company	Phone	Company Address	Captain	Shirt Size	Total Steps	Weighted Steps
Week #1	North Bethesda	The JBG Companies - Team 1	Tyler	Luckett	tluckett@jbg.com	2013-08-12 10:09:05	✓	The JBG Companies	301-440-2355	5635 Fishers Lane, Suite 0200 Terrace Level, Rockville MD 20850		XL	705	705
Week #1	North Bethesda	Bugbusters	Lanling	Zou	lanlingz@niaid.nih.gov	2013-08-02 16:59:42	✓	NIH/NIAID		6610 Rockledge Dr., Bethesda MD 20817		M	7,655	7,655
Week #1	North Bethesda	The JBG Companies - Team 1	Patty	Doss	Pdoss@jbg.com	2013-08-12 10:09:05	✓	The JBG Companies	301-440-2355	5635 Fishers Lane, Suite 0200 Terrace Level, Rockville MD 20850		L	694	694
Week #1	North Bethesda	Bugbusters	Rori	Duncan	Rd188u@nih.gov	2013-08-02 16:59:42	✓	NIH/NIAID		6610 Rockledge Dr., Bethesda MD 20817		XXL	6,805	6,805
Week #1	North Bethesda	Walk-a-manics	Jaqueline	Timmons	jtimmons@hjf.org	2013-08-16 11:45:52	✓	HENRY JACKSON FOUNDATION	240-694-2149	6720A ROCKLEDGE DRIVE, BETHESDA MD 20817		M	4,731	4,731
										5635				



# BETHESDA

**WALK  
& RIDE**

- Logo and Flyer created
- Letters, emails and targeted phone calls to employer contacts with Car Free Day marketing
- Highlighted on TMD website and events
- Articles in e-Newsletters
- Street banners in Bethesda
- Bethesda-Chevy Chase Chamber “Members in the News”
- Local Businesses recruited to donate prizes and partner on events
- Outreach events at Metro and local park



*Bethesda*  
**Transportation Solutions**



# FRIENDSHIP HEIGHTS

**WALK  
& RIDE**

- Multiple e blasts to mailing lists
- Faxed, emailed, and mailed event flyers with cover letters to employer contacts
- Posted information on website
- Promoted event at employer events and other County events in those areas
- Promoted event at Community groups, such as the Advisory Committees, Citizens Advisory Boards, etc.
- Print ad in local newspaper



  
FriendshipHeightsTMD



 **Better Ways To Work!**  
Montgomery County Commuter Services



# NORTH BETHESDA

**WALK  
& RIDE**

- Email blast to last year's participants
- Multiple e blasts to mailing lists
- Distributed flyers with cover letters to employer contacts
- Posted information on TMD website
- Promoted at employer events and at local Farm Markets
- Promoted at Community groups, such as the Advisory Committees, Citizens Advisory Boards, etc.
- Personal phone calls to select employer contacts
- Hand delivered packets to all teams
- Packets included t-shirt, pedometer, other goodies



 North Bethesda  
Transportation  
Center

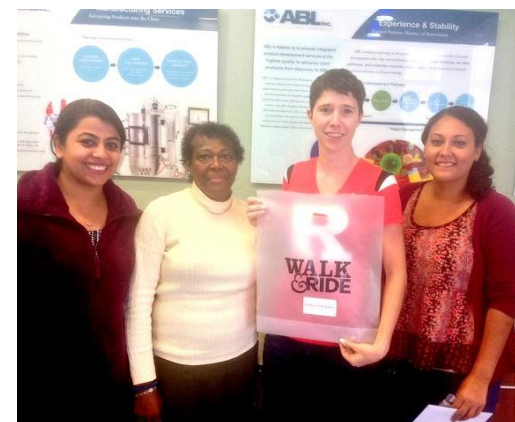


# GREATER SHADY GROVE



**WALK  
& RIDE**

- Multiple e blasts to mailing lists
- Faxed, emailed, and mailed event flyers with cover letters to employer contacts
- Posted information on website
- Promoted event at employer events and other County events in those areas
- Promoted event at Community groups, such as the Advisory Committees, Citizens Advisory Boards, etc.
- Print ad in local newspaper



Greater  
**Shady Grove**  
Transportation Management District



**Better Ways To Work!**  
Montgomery County Commuter Services

# SILVER SPRING

**WALK  
& RIDE**

- Multiple e blasts to mailing lists
- Faxed, emailed, and mailed event flyers with cover letters to employer contacts
- Posted information on website
- Promoted event at employer events and other County events in those areas
- Promoted event at Community groups, such as the Advisory Committees, Citizens Advisory Boards, etc.
- Print ad in local newspaper



**Better Ways To Work!**  
Montgomery County Commuter Services

# MARKETING TOOLS

# WALK & RIDE

North Bethesda Transportation Center

## WALK & RIDE

September 8-26, 2014

Grab your co-workers. Name your team. Weekly winners & prizes!

Register Soon for the Early-Bird Discount!

Register online at [www.nbtc.org](http://www.nbtc.org)

### Put a little step in your Commute!

**Win BIG!**

Each week, participants walking more than 50,000 steps will be entered into a drawing to win a new Kindle! Participants walking 25,000-49,999 steps in a week are entered into drawings for weekly prizes.

- First place team members will each receive a \$125 Gift Card!
- Second place team members will each receive a \$75 Gift Card!
- Third place team members will each receive a \$50 Gift Card!

**EVERYONE LIKES A CHALLENGE!**

We are about to launch a 3 week "Walk & Ride" program to encourage everyone to get out and walk - get healthy, get fit! Whether you drive to work, use transit, bike, or carpool, everyone is encouraged to participate. All you need to do is get walking.

Get together with some co-workers and form a team. Teams can have up to 5 members. Each team member will receive a pedometer, a T-shirt, and other goodies. For three weeks in September you can record your steps and compete for a Kindle each week! There will also be prizes for each member of our top three teams. So, grab your co-workers, form a team, and challenge others at your organization to get involved. Let's see which team records the most steps.

[www.nbtc.org](http://www.nbtc.org) | 301.770.8108

North Bethesda Transportation Center

Better Ways To Work! Montgomery County Commuter Services

Montgomery County

North Bethesda Transportation Center

## WALK & RIDE

September 7-25, 2009

Grab your coworkers. Name your team. Weekly winners & prizes!

Register online at [www.nbtc.org](http://www.nbtc.org)

**PUT A LITTLE STEP IN YOUR COMMUTE!**

**Win BIG!** Each week, participants walking more than 50,000 steps will be entered into a drawing to win a new Kindle! Participants walking 25,000-49,999 steps in a week are entered into drawings for weekly prizes.

**Who:** All North Bethesda-based employees and their employers! Get your team together today! See our website for details.

**When - Everywhere!** To see from the Metro station, to and from the bus, to your front porch, and everywhere in between!

**How:** Get out and walk together and register online at [www.nbtc.org](http://www.nbtc.org)

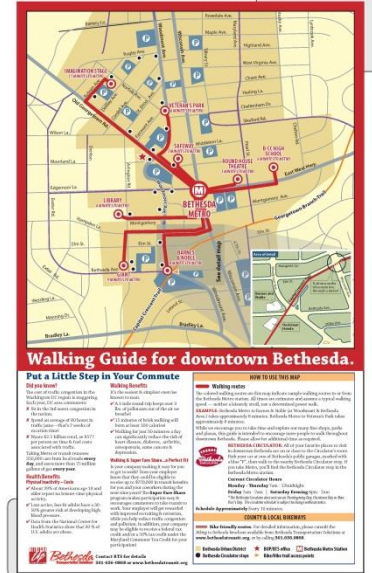
**Sponsored by:** North Bethesda Transportation Center, Montgomery County, and the U.S. Postal Service.

[www.nbtc.org](http://www.nbtc.org)



# MARKETING TOOLS

# WALK & RIDE





# WEEKLY CHALLENGES

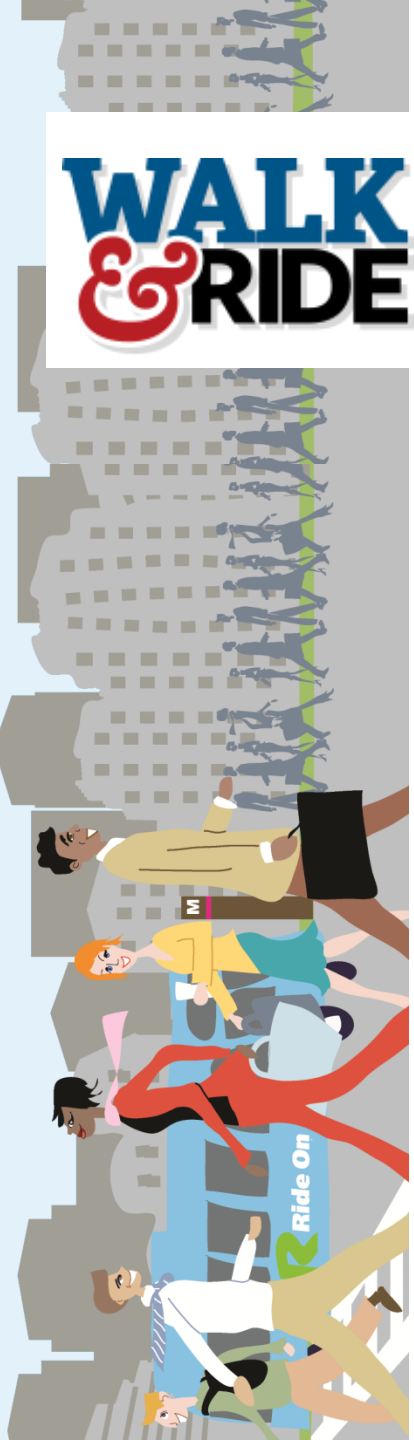
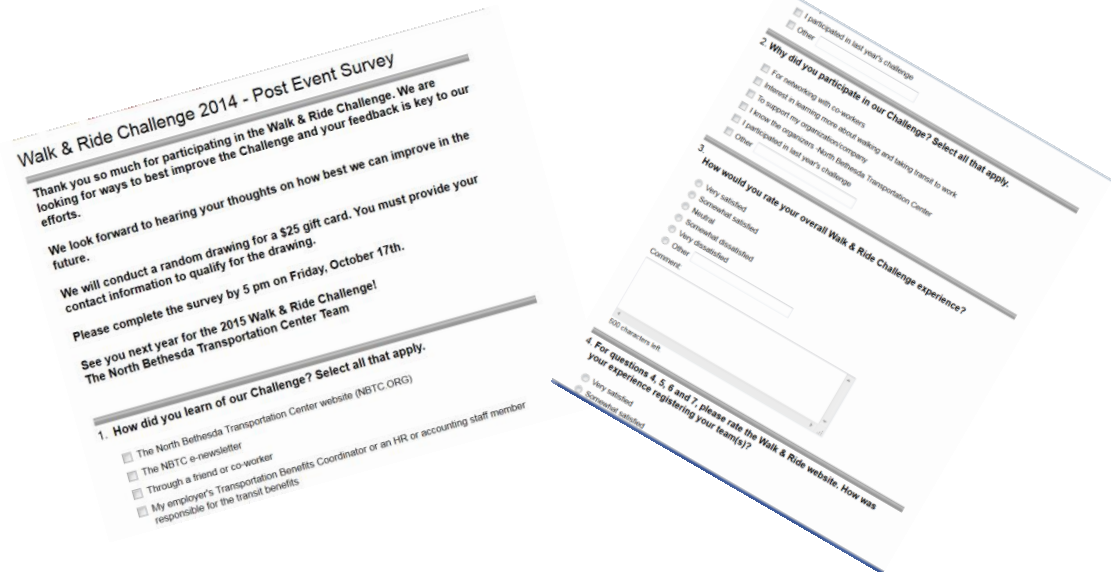
- Show Us Your Commute
- Website Scavenger Hunt
- Bethesda Facebook Comment
- Change Your Commute Campaign
- Ride the Bethesda Circulator
- Visit our Sponsors
- Best Team Name
- Other prizes – Early Bird Registrant, Post Event Survey



# 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.
- Responses help to determine changes for next year's Challenge and success at motivating participants to use alternative commute modes.



# SURVEY RESPONSES

**WALK  
& RIDE**

*"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 and then Metro to work. I discovered that the bus has extended its route options."*

*"I had several car free days!"*





# THANK YOU!

**WALK  
& RIDE**

*"Great motivation between coworkers and others I see out walking and wearing their shirts!"*



*"Taking metro for the 3rd time this week- So much fun participating in Walk & Ride"*



**WALK  
& RIDE**

