



2016 Walk & Ride Challenge

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Put a little step in your commute.



Montgomery County, MD

Employee Walking/Transit Event



Better Ways To Work! Montgomery County Commuter Services



About 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

WE ♥ YOU WALK & RIDE
CHALLENGE 2016!



Goals

**WALK
& RIDE**

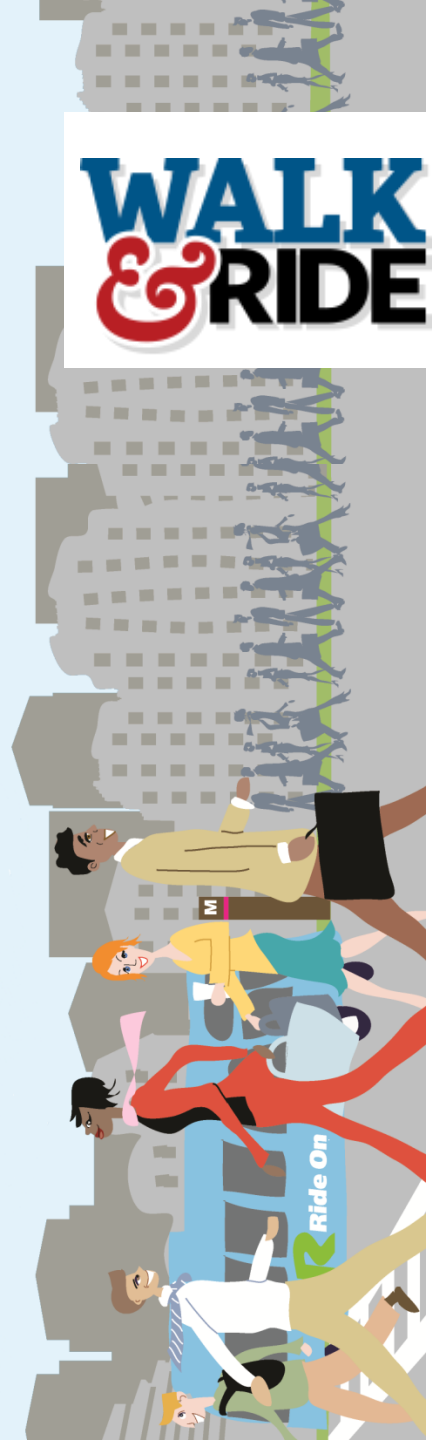
- Provide a fun event that promotes walking and the use of transit.
- Help Montgomery County employees learn how easy it is to get in and around on foot or by the use of transit instead of driving.
- Encourage team building among co-workers.
- Promote businesses supporting traffic mitigation while developing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



Event Promotion



- Logo and Flyer created
- Letters, emails and targeted phone calls to employer contacts with Car Free Day marketing and last year's participants
- Highlighted on TMD website
- Articles in e-Newsletters, local print news and Chamber news
- TMD Committees and Boards encouraged to promote event
- Street banners in Bethesda
- Local Businesses recruited to donate prizes and partner on events
- Outreach events at Employer sites, Metro station, farmers markets and local parks



Marketing Tools

WALK & RIDE



Put a Little Step in Your Commute
www.bethesda.org

Walking in Bethesda
Put a Little Step in Your Commute

Walking Guide for downtown Bethesda.

Put a Little Step in Your Commute

Why It's Important
The cost of transportation is the No. 1 cost of living expense for most households. A program encouraging walking to work can help reduce the cost of living for many people. Walking to work is a healthy, cost-effective way to get to work. It's a great way to get to work and stay healthy. It's a great way to get to work and stay healthy. It's a great way to get to work and stay healthy.

How to Get Started
Walking to work is a healthy, cost-effective way to get to work. It's a great way to get to work and stay healthy. It's a great way to get to work and stay healthy. It's a great way to get to work and stay healthy.

County & Local Incentives
Bethesda is a healthy, cost-effective way to get to work. It's a great way to get to work and stay healthy. It's a great way to get to work and stay healthy. It's a great way to get to work and stay healthy.

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.nbtcc.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 \$25 Gift Card
- Second place team members will each receive a \$15 Gift Card
- Third place team members will each receive a \$10 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.nbtcc.org | 301.770.8108

North Bethesda Transportation Center
North Bethesda Transportation Center serving North Bethesda and parts of Bethesda, Rockville, and Kensington - a program of Montgomery County Commuter Services

Better Ways To Work!
Montgomery County Commuter Services



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.

REGISTRATION

Add Registrant

* First Name:

* Last Name:

* Company Name:

* Company Address:

* Company City:

* Company State:

* Company Zipcode:

* Email:

Phone:

* T-Shirt Size:

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

[Cancel](#) [Save Registrant](#) [Save & Add Registrant](#)

Billing Contact

Go Team obo Go Team

Team Captain

Go Team

Registrants (5 max)

Go Team

He Team

www.walkandride.net

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.

Team Effort 21,964 Steps

Week 1 — Jul 15th - Jul 21st 21,964 Steps

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

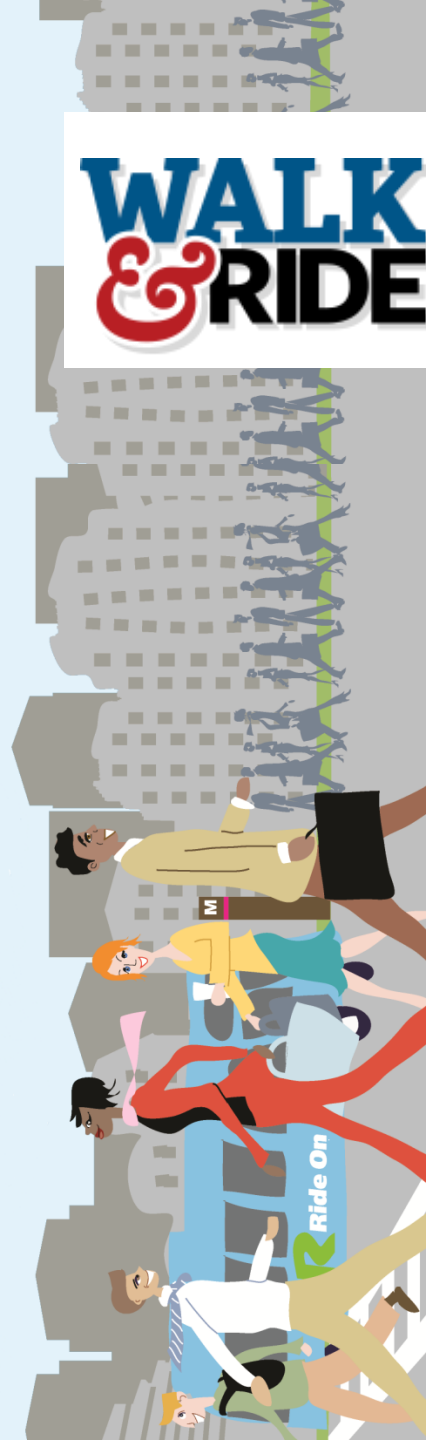
Peggy Schwartz	21,564
Darlene Nader	400
Total	53,319

Peggy Schwartz	21,564
Darlene Nader	400
Total	21,964

TEAM STANDINGS

North Bethesda Sponsors

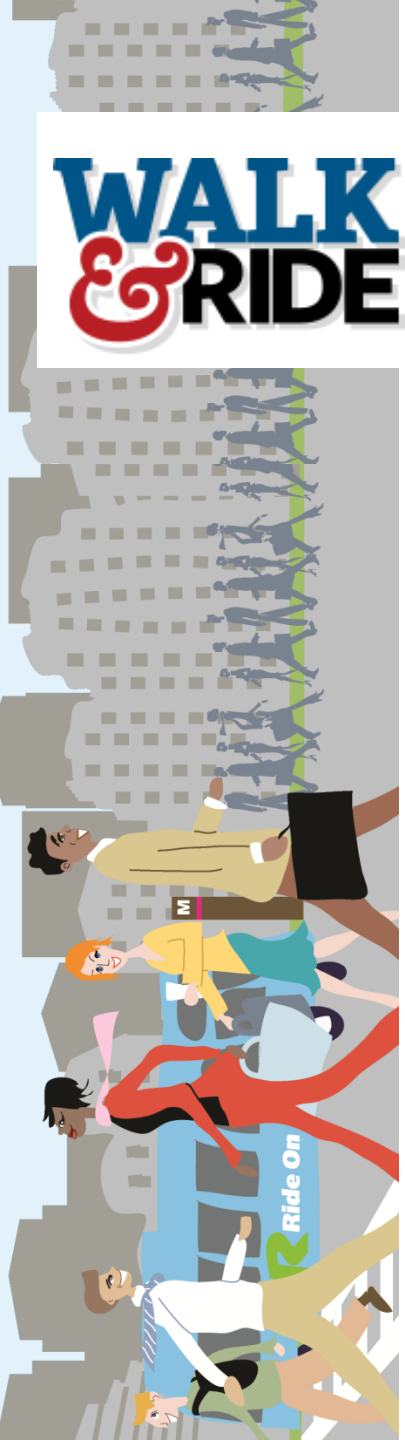
Team	Sponsor
Molly's Heroes	(Kaiser Permanente)
VG Rocks	(Henry Jackson Foundation)
High Steppers	(U.S. Nuclear Regulatory Commission)
The Walking Dead	(Raymond Transportation)
Step It Up	(Henry M. Jackson Foundation)
2014	(The Henry M. Jackson Foundation for the Advancement of Military Medicine, Inc.)
Solo Steppers	(Capital Financial Group/H Beck, Inc.)
Wealthy Walkabouts	(Transwestern)
PIJ Tims	(Nuclear Regulatory Commission)



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.

Walk & Ride Challenge 2014 - Post Event Survey

Thank you so much for participating in the Walk & Ride Challenge. We are looking for ways to best improve the Challenge and your feedback is key to our efforts.

We look forward to hearing your thoughts on how best we can improve in the future.

We will conduct a random drawing for a \$25 gift card. You must provide your contact information to qualify for the drawing.

Please complete the survey by 5 pm on Friday, October 17th.

See you next year for the 2015 Walk & Ride Challenge!
The North Bethesda Transportation Center Team

500 character limit

1. How did you learn of our Challenge? Select all that apply.

- The North Bethesda Transportation Center website (NBTC.ORG)
- The NBTC e-newsletter
- Through a friend or co-worker
- My employer's Transportation Benefits Coordinator or an HR or accounting staff member responsible for the transit benefits

2. Why did you participate in our Challenge? Select all that apply.

- For networking with co-workers
- Interest in learning more about walking and taking transit to work
- To support my organization's company
- I know the organizers - North Bethesda Transportation Center
- Participated in last year's challenge
- Other

3. How would you rate your overall Walk & Ride Challenge experience?

- Very Satisfied
- Somewhat Satisfied
- Neutral
- Somewhat Dissatisfied
- Very Dissatisfied
- Other

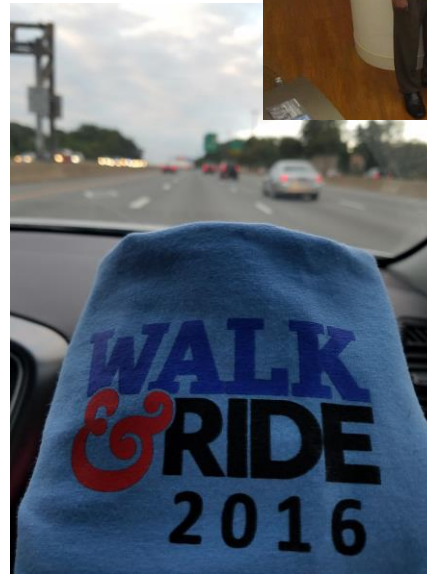
4. For questions 4, 5, 6 and 7, please rate the Walk & Ride website. How was your experience registering your team(s)?

- Very Satisfied
- Somewhat Satisfied



Thank you!

WALK & RIDE



WALK & RIDE

