

Walk & Ride Challenge

September, 2012

Montgomery County, MD
Employee Walking/Transit Event



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.



NEW 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

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.



Some Quick Stats

- * In its first year, the Challenge was restricted to SuperFare Share companies, and registered just under 100 participants.
- * In 2008, BTS opened up the competition to all Bethesda-based employees and saw a huge surge in participation, with a total of 400 registered participants.
- * In 2009 and 2010, BTS teamed up with North Bethesda, and the two jurisdictions had increased participation of close to 550 registered participants.

2011 Registration

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

2012 Registration

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

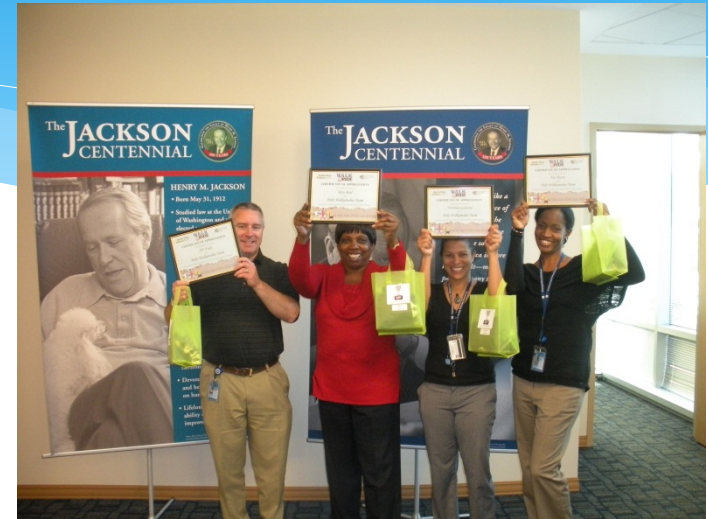
Marketing - Bethesda

- * Logo and Flyer created
- * Letters, emails and targeted phone calls to employer contacts (TBCs) with Car Free Day marketing
- * Highlighted on BTS website and events
- * Articles in e-Newsletters
- * “BUPdates” to Board/Advisory Committee
- * Bethesda Now article online
- * Gazette Ad
- * Highlighted on Commuter Connections Car Free Day website
- * Street banner (Wisconsin and Woodmont Aves. in Bethesda)
- * Bethesda-Chevy Chase Chamber in their e-Newsletter



Marketing – North Bethesda

- * 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 a Farm Market at the Rock Spring employment center for businesses in Rock Spring Park
- * Promoted at Community groups, such as the Advisory Committees, Citizens Advisory Boards, etc.
- * Personal phone calls to select employer contacts



Marketing – Friendship Heights, Greater Shady Grove, Silver Spring

- * 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 the Gazette local newspaper



Bethesda Packet Hand Out

- * Wednesday & Thursday, Veterans Park
- * Naked Pizza gave out free pizza
- * All teams sent a rep. to pick up packets containing t-shirt, pedometer, z-card map, pizza cutter
- * BTS, transit, carpool, biking info on site along with BTS staff to answer questions
- * “New teams” allowed to register during those days



Additional Weekly Challenges

- * Show Us Your Commute
- * Website Scavenger Hunt
- * Bethesda Facebook Comment
- * Change Your Commute Mode
- * Other prizes – “Best Team Name”, “Early Bird Registrant”, Survey Response

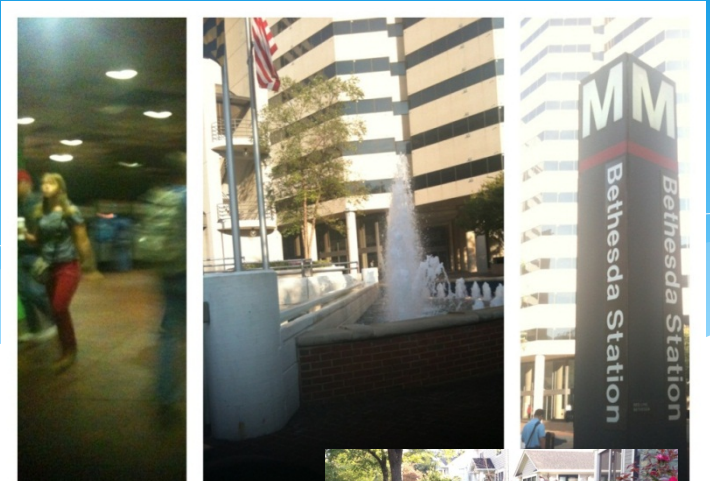


Winner selected by random drawing of all entries

Bethesda

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



North Bethesda Show Us Your Commute Entry



Friendship Heights, Greater Shady Grove and Silver Spring Show Us Your Commute Entries



Bethesda Facebook Challenge Quotes:

* “This Walk and Ride experience has challenged me to use the metro more often, step away from my desk more to walk, and also encourage my colleagues to do the same! Way to go Team BLR!”

~ Beverly Carter

* “Walk & Ride has made me more aware of the amount of walking I do on a daily basis. I have also been able to notice how easy it is to not commute alone and sit in traffic.” 😊

~ Neivy Ivelisse Read Richardson

* “This year’s Walk & Ride Challenge has been the best one yet for me... walked more in the last three weeks than I did during the last 3 months! Thanks for the motivation!”

~ Renee Gee

* “Beautiful morning on the Capital Crescent trail—loving the Bethesda Walk & Ride challenge.”

~ Libby Cashion Williams

Post-Event Surveys

Bethesda and North Bethesda Teams only

- * 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.

Bethesda Survey Responses

Did you try any of the following alternative commuting options during the Challenge? (click all that apply):

Carpool or vanpool	4
Ride On	4
Metrobus or commuter bus	7
Metrorail	14
Bicycling	1
Other	4

Note: 20 people responded to this question, multiple answers allowed

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

- * “Yes” - 13 out of 24 responses
- * 54% of people responding changed their commute mode

Bethesda Survey Responses

- * “I walked every morning from friendship heights metro and it gave me more energy to begin the day and it helped to start the day with a peacefulness.”
- * “...made myself walk a bit extra, and walked to work, which I've never done.”
- * “I walk during lunch every day anyway but in the spirit of competition, made sure I increased my steps around the office and in my commute as well.”

Bethesda Survey Responses, Cont.

- * “I am very pleased with the overall accomplishments I made while doing this Walk or Ride Challenge. I lost 10 pounds and I feel so invigorating. I have more energy to do things with the children whereas, before I didn't. They can see the difference. Thank you for getting me off my "behind" and get to Walking again!”
- * “I thank all the participants and the sponsors for this great program.”

Bethesda Survey Responses, Cont.

- * “...the timing of the challenge was perfect for me personally. I am having knee problems and find it difficult to walk, but the putting a team together to count steps gave me the boost I need to walk more and counting the steps held me more accountable. I am still using my pedometer and will continue.”
- * “(The Challenge) Made me more active, energetic and on-the-go!”

Bethesda Survey Responses, Cont.

- * “...making an effort to walk more, has helped me enjoy being outdoors. This in turn puts me in such a better mood.”
- * “I feel much better after I've walked a few miles instead of driving.”

North Bethesda Survey Responses

- * “My teammates and I learned about how to work together to accomplish our goals. Collectively we all lost a little weight and felt so much more energized. I know I am definitely keeping the walking up!”
- * “I tried to walk to/from work on different days. I wouldn’t have done that without the challenge and it was really manageable. On nice weather days, I’d definitely consider walking where I wouldn’t have before.”
- * “I already carpool, but I started looking for more people to join in.”

North Bethesda Survey Responses, Cont.

- * “It was nice learning about some of the paths and additional places to walk in my area that I can take during my breaks.”
- * “I started taking long walks after work and walking to do more errands than taking my car. “

Summary

- * Overall, we believe the Walk & Ride Challenge has been a huge success, widely loved and anticipated as an annual event.
- * We saw a much larger interest in sponsorship this year in some areas.
- * 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 next year.



**WALK
&
RIDE**

Q&A

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