

# WALK & RIDE

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**Welcome to the Walk & Ride Challenge!** On behalf of BTS and our sponsors, we'd like to thank you for participating. We are excited to kick off this year's Challenge and hope that everyone has a great time! Below is some important information you will need to participate most effectively in this Challenge. Please **read both sides of this sheet**, and keep it for reference later.

## Reminder: This is a Commuting Challenge

In past years, we have emphasized that this Challenge tracks walking only, and only on regular work days, however, we don't want to penalize people who bike or ride the train or bus to work. ~~To that end, we are encouraging you to put your pedometer on before you start your commute, wear the pedometer at work and take it off after you finish your commute home.~~ To that end, we encourage you to put on the pedometer when you get dressed in the morning, and take it off before you go to bed.<sup>1</sup> The goal of the Challenge is to encourage you to look for ways you can incorporate more walking into your work day by taking alternative modes to work instead of driving. Walking to and from the bus or train, or walking out to lunch or mid-day meetings, are great ways to *put a little step* in your commute.

**Eligible Steps:** Over the years, BTS has received all kinds of questions about qualifying activities. From horseback riding to Zumba, we have heard it all. And while we are impressed with the diversity of the activities you all take part in, the mission of this event is to get people to consider other forms of commuting besides driving alone in your car (although riding your horse or Zumba-ing to work would be interesting, and if you try it, send us a photo!).

Do NOT track or report steps or activities from recreational biking, stationary biking, rollerblading, running, aerobic classes, and other forms of exercise. Those activities are NOT to be counted toward your total step count.

ACTIVITY	YES	NO
Biking/Bus/Rail	Bicycling or taking transit to and from work (as a means of commuting)	Biking for recreation or on a stationary bike
Walking	Walking to and from work, meetings, lunches Walking with colleagues while you are at work (example: a group of co-workers taking a walk around Bethesda to record additional steps) Walking to and from public transit or your car pool meeting point	Running or jogging (unless you are running or jogging to work)
Exercise/Working Out	If you are also using it as a way to get to and from work	Steps taken at the gym or at an exercise class

**The intention of the Walk & Ride program is to encourage people to walk to and from work and transit, as well as to meetings, lunch and for errands.**

Please track and report ONLY these steps (to include steps taken around the office, on errands or at home during the course of the work day).

Any participant caught purposely inflating numbers will be disqualified. Please respect the Honor System and enter steps taken on work days only (steps walked after working hours count, as long as you are just walking).

## Using Your Pedometer

You should have received a pedometer in your registration packet. Please take the time to read the instruction booklet enclosed with your pedometer. If you have any problems with your pedometer, please let us know. If you believe your pedometer is grossly inaccurate, or if it does not work, please contact us for a replacement. If you have your own activity tracking device such as a Fitbit, feel free to use it. You are not required to use the pedometer in this packet.

<sup>1</sup> This was revised on 10/10/18 after it was brought to our attention that the rules on the website (<https://www.montgomerycountymd.gov/walkandride/rules.html>) had conflicting information. The website states that "all steps count from the time you wake up to the time you go to bed, as long as they are walking steps."

## Logging In

You may log into the Walk & Ride today at <https://apps.montgomerycountymd.gov/walkandride//rehtml/login.html>

Log in using the email address associated with your registration and the password you selected when registering. If you forget your password at any time, simply click "Forgot Password."

You may log your steps daily (recommended) or weekly. As you enter steps, each entry will be logged on the page, by date – you can modify the numbers any time during the current week. After Monday at 5:00 p.m. of a given week, you will not be able to modify previous weeks (example: On October 15<sup>th</sup> at 5:01pm, you will no longer be able to modify steps from Week 1). If you have any trouble with entering steps, please contact Jennifer ([jzucker@bethesda.org](mailto:jzucker@bethesda.org)).

## How to Win Prizes

Each week, there are a number of ways you can win. BTS staff will be sending out weekly prize opportunities via email, so please be sure email from [@bethesda.org](mailto:@bethesda.org) is on your "safe list." Please send all responses to [jzucker@bethesda.org](mailto:jzucker@bethesda.org).

- **Week 1: Photo Challenge: Send us proof of your alternative commute!**
  - If you walk or bike, take a photo of something on your way
  - If you take the bus or metro, take a photo of your bus driver or the metro car number
  - If you car-pool, show us your car pool buddies
  - Or get creative! Send us a photo of anything that will prove you did not drive the entire way to work that day
  - Qualifying entries will be entered into a drawing for a great prize!
- **Week 2: Ride On extRa bus and Circulator Challenge**
  - Ride the Ride On extRa bus and take a photo of your trip!
    - The Ride On extRa bus is a new, rush-hour only, limited stop bus service that runs from the Lake Forest Transit Center to the Medical Center Metro Station along MD-355/Rockville Pike/Wisconsin Avenue.
    - Grab some friends and coworkers, get on the extRa bus, and take a photo of your group.
    - Qualifying entries will be entered into a drawing for a gift card to a Bethesda restaurant (everyone in the photo will also win a gift card).
    - We will be drawing five winners!
  - Ride the Bethesda Circulator and take a photo of your trip!
    - Grab some friends and coworkers, get on the FREE bus, and take a photo of your group.
    - Qualifying entries will be entered into a drawing for a gift card to a Bethesda restaurant (everyone in the photo will also win a gift card).
    - We will be drawing five winners!
- **Week 3: Facebook and Scavenger Hunt Challenges**
  - Like BTS on Facebook and leave a comment on our page about your Walk and Ride experience.
    - Qualifying entries will be entered into a drawing for a great prize!
    - You can also email a comment to Jennifer ([jzucker@bethesda.org](mailto:jzucker@bethesda.org)).
  - Scavenger Hunt: Look for an email from BTS at the beginning of Week 3 with a "Scavenger Hunt" hint.
    - Everyone who responds with the correct answer/evidence will be entered into a drawing for a special prize!
- **On-Going: Silver to Silver Challenge**
  - The Challenge is to photograph yourself outside or inside BOTH Silvers on the SAME DAY and to get between them without driving alone (i.e., by walking, biking, and/or using transit).
  - Send a photo collage or "photo essay" of your trip to [jzucker@bethesda.org](mailto:jzucker@bethesda.org), and you will be entered into a drawing for some great prizes!
  - The winner of the [Silver](#) to [Silver](#) Challenge will be announced alongside the top three grand prize winning teams!

**At the end of each week, participants logging at least 50,000 steps will be entered into a random drawing to win a \$150 Amazon gift card!**

**Participants logging at least 25,000 steps will be entered into a different random drawing for a gift card from a Bethesda retail establishment.**

If you win a weekly prize, please contact Jennifer ([jzucker@bethesda.org](mailto:jzucker@bethesda.org)) to arrange a pick up time at our offices located at 7700 Old Georgetown Road on the Lobby Level, in Downtown Bethesda. If you do not contact Jennifer within one month of being notified of your prize, said prize will be forfeited.

At the end of the Challenge, we will average each team's total steps (so that 3-person teams have a fair chance along with 5-person teams) and the three teams with the highest average steps will win GRAND PRIZES. The following prizes will be awarded to EACH MEMBER of the winning teams:

- **1<sup>st</sup> Place - \$125 Amazon Gift Card**
- **2<sup>nd</sup> Place - \$75 Amazon Gift Card**
- **3<sup>rd</sup> Place - \$50 Amazon Gift Card**

Grand prize winners will be notified by November 16, 2018. BTS Staff will contact the winning teams to arrange for prize package delivery and to take photos of the teams.

That is a lot of deadlines, so here's a table listing all of them for easier reading:

5:00 p.m., <b>Monday, October 15, 2018</b>	Deadline for sending <b>Week 1 Photo Challenge</b> entries to <a href="mailto:jzucker@bethesda.org">jzucker@bethesda.org</a> .
5:00 p.m., <b>Monday, October 15, 2018</b>	Deadline for entering Week 1's steps into the website to be eligible for the <b>Weekly Step Challenge</b> drawings.
5:00 p.m., <b>Monday, October 22, 2018</b>	Deadline for sending <b>Week 2 Ride On extRa</b> and/or <b>Circulator Challenge</b> entries to <a href="mailto:jzucker@bethesda.org">jzucker@bethesda.org</a> .
5:00 p.m., <b>Monday, October 22, 2018</b>	Deadline for entering Week 2's steps into the website to be eligible for the <b>Weekly Step Challenge</b> drawings.
5:00 p.m., <b>Monday, October 29, 2018</b>	Deadline for sending <b>Week 3 Facebook</b> and/or <b>Scavenger Hunt Challenge</b> entries to <a href="mailto:jzucker@bethesda.org">jzucker@bethesda.org</a> .
5:00 p.m., <b>Monday, October 29, 2018</b>	Deadline for sending entries to <a href="mailto:jzucker@bethesda.org">jzucker@bethesda.org</a> to be eligible for the <b>Silver to Silver Challenge</b> drawing.
5:00 p.m., <b>Monday, October 29, 2018</b>	Deadline for entering Week 3's steps into the website to be eligible for BOTH the <b>Weekly Step Challenge</b> drawings AND to be counted towards your <b>team's average</b> for the entire 3-week period for determining grand prize recipients.

Thanks again for participating in this fun challenge! Please contact us with any questions or concerns.

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