

North Bethesda Transportation Center
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North Bethesda
Transportation
Center

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Peggy Schwartz - Director



**Car Free Day:
September 22, 2009**

North Bethesda commuters are invited to join with communities around the region—and throughout the world—and carpool, vanpool, ride transit, bike, walk or telecommute on Car Free Day 2009. Take the Car Free Challenge to become eligible for great prizes—and to help improve air quality and reduce the region's carbon footprint. Details: www.nbtc.org.

NEWS

for North Bethesda Commuters

Employers Recognized for Super Fare Share Leadership

In the first of a series of county-wide programs held by Montgomery County to recognize employers for their outstanding efforts to promote alternatives to drive-alone commuting, NBTC and County leaders teamed up June 5, 2009, to thank Super Fare Share (SFS) companies in North Bethesda for providing transit benefits to their employees. Some companies are in their ninth year of Super Fare Share participation, while others recently joined.

Super Fare Share, and the wide range of other commute options programs that Montgomery County supports, has had a huge impact on easing traffic congestion, helping our environment, and providing less costly and less stressful ways for employees to commute to work.

Three companies were spotlighted at the event for special recognition with the 2009 Transportation A²CE Award: Maryland Heart, United States Pharmacopeial Convention, and Blue Star Group/Barwood Transportation. (A²CE means Advocates for Alternative Commuting Excellence.) These companies set an outstanding example of employer commitment to the SFS program and to helping employees identify and use commute alternatives. Learn more about A²CE Award winners at www.nbtc.org



Montgomery County
Commuter Services director
Sande Brecher welcomes
North Bethesda employers.

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Bike to Work Day Cyclists Enjoyed Fun and Sun

Bike to Work Day drew more than 250 registered cyclists on May 15, 2009, to North Bethesda's "pit stop" at the U.S. Nuclear Regulatory Commission (USNRC) plaza across from White Flint Metro. Bike checks and service were provided by Bob Mallasch, owner of Poolesville-based Bob's Bike. Massage therapist Ellen Sherfey was on hand to soothe riders' stiff muscles.

NBTC extends a special thank you to USNRC for hosting the event—and to our generous sponsors and prize donors: Bob's Bikes (bobsbike.com); City Bikes (citybikes.com); Honest Tea (honesttea.com); The Leukemia & Lymphoma Society (leukemia-lymphoma.org); and Marriott (Marriott.com).

The 2009 "Super Hero" award went to Steven Friedman of NIH—who bikes to work five days a week, for a total of about 5,000 miles per year. Augusto "Augie" Diane, also with NIH in North Bethesda, was the grand prize winner, taking home a new Redline R550 bike with Shimano 9-speed.



Montgomery County Council member Nancy Floreen presents 2009 Bike to Work "Super Hero" award to Steven Friedman.

WALK & RIDE

Get Ready...Get Set...Get Fit!

Walk & Ride Challenge: September 7–25, 2009

The Walk & Ride Challenge coming to North Bethesda this September offers a fantastic opportunity to get fit. Incorporating exercise into your daily routine is easy when you leave your car at home. Rather than driving alone and sitting in traffic, try escaping congestion by taking transit and walking. Or, if you can't use transit—walk to lunch or your lunch-time errands.

Walk to Win

You could win big by walking! Each week, participants walking more than 50,000 steps will be entered into a drawing to win great prizes, including a new iPod.

The Grand Prize: The team with the most logged steps will receive:

- \$100 Visa Gift Card
- \$50 on a SmarTrip card
- \$25 gift certificate from RNJ Sports

All North Bethesda-based companies and their employees are eligible to participate. You'll receive a FREE pedometer and become part of a special Walk & Ride Challenge team after you register at www.nbtc.org.

Your pedometer will enable you and your teammates to track the amount of steps you take each day. Then, you simply enter them into an online log—and enjoy watching your team's progress versus other participating teams.

Your Steps Add Up Quickly

Wondering where you can walk to add up those steps? Simple: everywhere! Walk to and from the Metro station, to and from the bus stop, to and from work—and places in between.

As for "when" you can walk during your busy day, that's even easier.

- In the morning: You probably don't live close enough to your job to walk to work, but you can combine walking and transit. For example, ride Metrorail and walk from the Metro station to your workplace. Or walk to a bus stop near your home, catch Metrobus or Ride On, then continue on foot to your office at the work end of your commute.
- During lunch: Walk to a favorite restaurant, or go out for a long walk instead of working at your desk while you eat.
- In the evening: Log more steps back to the Metrorail station or bus stop, but consider alternative routes to mix up the scenery while you walk.

Employers...Watch for Details

NBTC will distribute details via mail and e-mail to employers throughout North Bethesda. Watch for updates at www.nbtc.org.

