

BART Perks

Presentation to the ITSCA

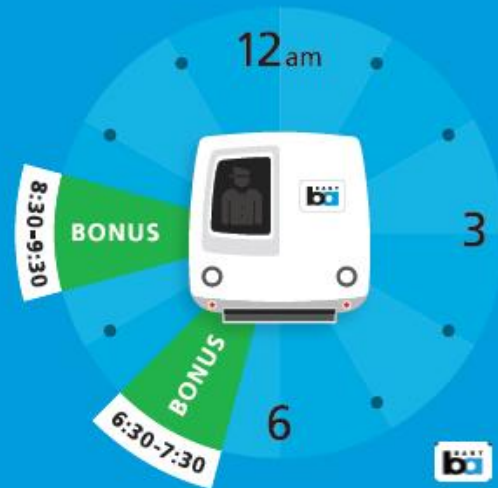
January 13, 2017

Perks

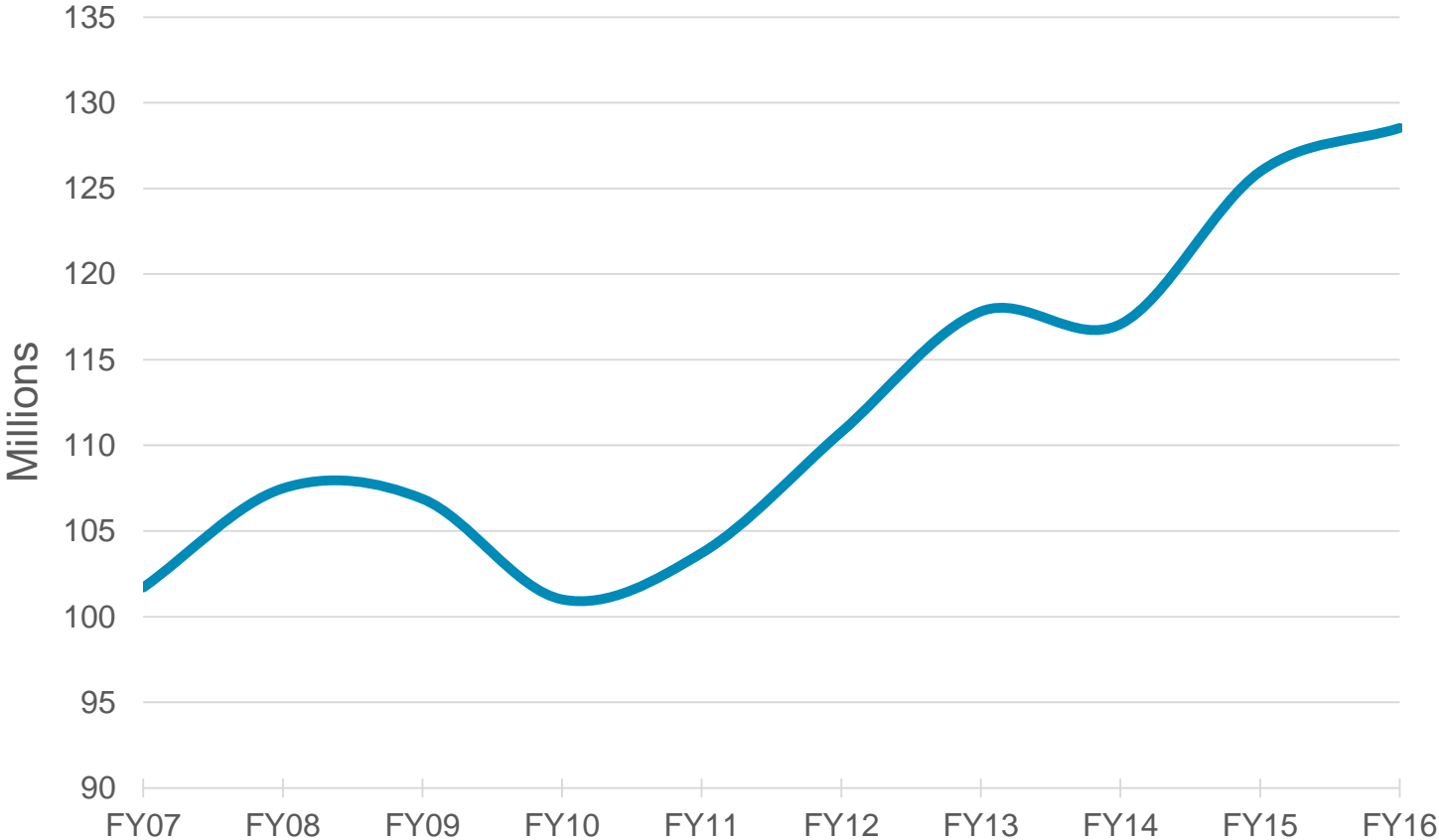
Join. Ride. **Win.**

Win cash for
riding outside of
the morning rush.

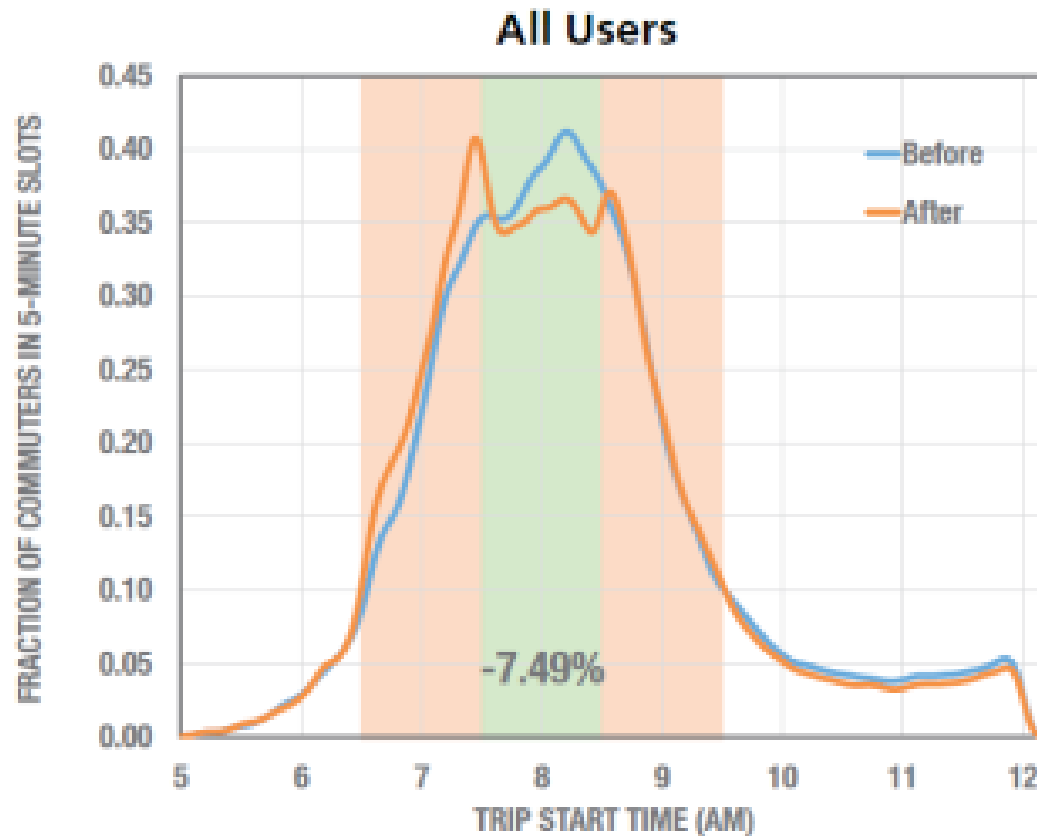
Sign up today!
BARTperks.com



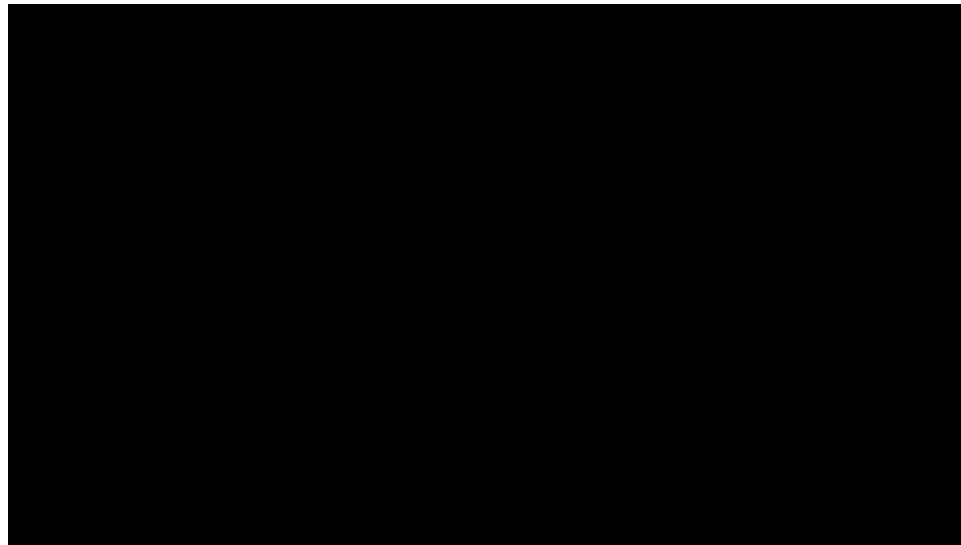
BART Ridership Growth



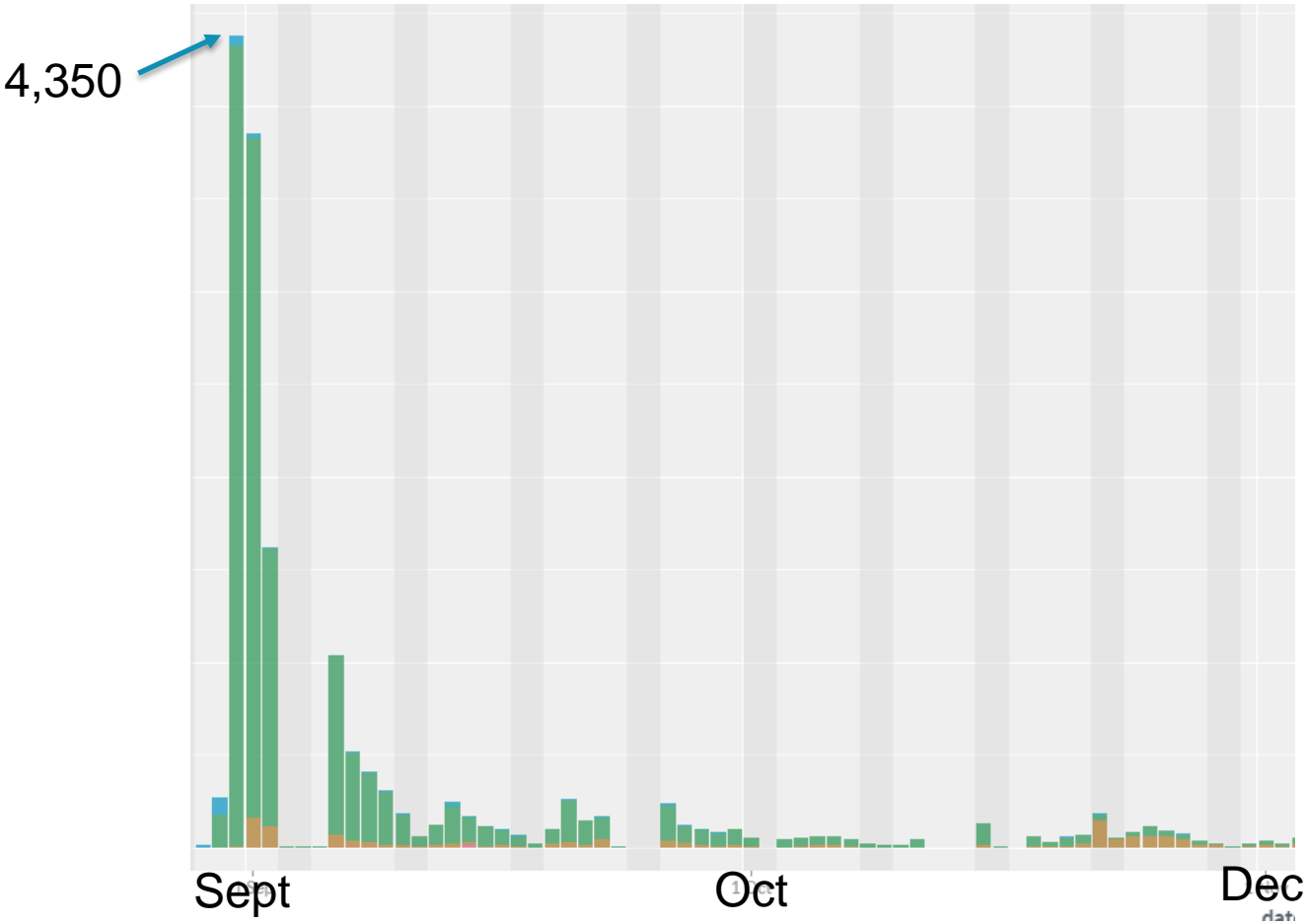
Singapore Travel Smart Rewards Program



How the Program Works



Launch and Enrollment



Rewards Scheme



Day of week	Tap-in time	Points earned
Monday to Friday	Other Before 6:30 a.m.	1 point per mile
	Bonus 6:30 a.m. — 7:30 a.m.	Dependent on your status: <ul style="list-style-type: none"> B 3 points per mile S 4 points per mile G 5 points per mile P 6 points per mile
	Rush 7:30 a.m. — 8:30 a.m.	1 point per mile
	Bonus 8:30 a.m. — 9:30 a.m.	Dependent on your status (see above)
	Other After 9:30 a.m.	1 point per mile
Saturday and Sunday		1 point per mile