



# Frequently Asked Questions

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## ABOUT THE PROGRAM

### • What is BART Perks?

BART Perks is a six month Test Program being offered by the San Francisco County Transportation Authority and BART to explore new ways to reduce crowding. The program is funded primarily by through a grant from the Federal Highway Administration, and the program design is based on successful implementation of similar programs around the world. This program complements BART's long-term efforts to reduce crowding and congestion on trains and in stations including upgrading train controls and other major system infrastructure, adding more trains to the fleet, and running trains closer together.

Riders earn points for every trip on BART. Those points can be exchanged for small cash rewards or used to play a Spin to Win game for the chance to pick up additional points or random cash rewards from \$1 to \$100. The program is brought to you by the San Francisco County Transportation Authority and BART, and funded primarily through a federal grant. The program design is based on successful implementation of similar programs around the world.

### • What happens at the end of the Perks Test Program?

The first phase of the BART Perks Test Program will run for six months, and will conclude in February 2017. After that the SFCTA and BART will evaluate the program and determine next steps. During the test program, the San Francisco County Transportation Authority and BART will be evaluating whether the program is effective at

reducing crowding on BART, and will collect input from users. Following the Test Program, they will determine whether to pursue similar programs in the future.

## JOINING THE PROGRAM AND EARNING

### POINTS

#### ● Who can participate in the BART Perks Test Program?

Any resident of the state of California over the age of 18 is eligible to participate in the Test Program. You will be asked to provide your Clipper card number. If you do not already have a Clipper card, you can obtain one at the BART Embarcadero, Montgomery, Powell, or Civic Center stations as well as hundreds of other locations throughout the Bay Area. Visit [www.clippercard.com](http://www.clippercard.com) for more information. No purchase is necessary to participate—please see the User Agreement.

#### ● How do I earn points?

You earn points by riding BART during the week, using the Clipper card registered with the program. The number of points varies depending on the trip length, time of day, and your program status. You will automatically earn 1 point for every mile traveled on BART. If your trip begins during a designated bonus hour you'll receive even more points according to your program status - 3x points for Bronze status, 4x points for Silver, 5x for Gold, and 6x for Platinum.

#### ● What is a "bonus hour"?

You will earn more points for your travel on BART if you start your trip during one of the designated bonus hours, which are the one-hour periods before and after the morning rush hour of 7:30 - 8:30 a.m., Monday-Friday. The early bonus hour is 6:30 a.m. to 7:30 a.m. and the late bonus hour is 8:30 a.m. to 9:30 a.m., Monday-Friday. Commuters who begin their trip during one of the bonus hours will receive additional points based on their program status.

12:00 AM to 6:00 AM	6:30 to 7:30 AM	7:30 to 8:30 AM	8:30 to 9:30 AM	9:30 AM to 12:00 AM
Other trip	Bonus hour trip	Rush hour trip	Bonus hour trip	Other trip
1 point per mile traveled	x3, x4, x5, x6 points	1 point per mile traveled	x3, x4, x5, x6 points	1 point per mile traveled

## STATUS LEVELS

#### ● What are the different program status levels?

There are four program status levels: Bronze, Silver, Gold, and Platinum. The more you travel by BART during the designated bonus hour, the higher your program status, granting you a chance to win more valuable rewards on the Spin to Win boards. You can check your current status and how many bonus trips are required to reach the next status on your home page.

#### ● What are the benefits of a higher status?

Not only does a higher status earn you more points when traveling during a designated bonus hour, it also unlocks potentially higher rewards on the Spin to Win boards. Platinum members have the chance to win rewards up to \$100, while Bronze members top out at \$10.

#### ● How do I earn a higher status?

Commuters who consistently travel during the bonus hours are rewarded with higher status, giving members a chance to win more valuable rewards on the Spin to Win boards.

- ▶ All participants start at the Bronze level.
- ▶ To move from Bronze to Silver, you need 2 bonus trips a week for a period of at least two weeks.
- ▶ To move from Silver to Gold, you need 3 bonus trips per week for a period of at least two weeks.
- ▶ To move from Gold to Platinum, you need 4 bonus trips per week for a period of at least two weeks.

	Bronze	Silver	Gold	Platinum
Point multiplier	x3	x4	x5	x6
Maximum reward	\$10	\$20	\$50	\$100
Number of bonus hour trips required for this status	0	2 per week	3 per week	4 per week

## REDEEMING POINTS AND REWARDS

#### ● How do I redeem my points?

There are two ways for you to redeem your points: playing the Spin to Win game or Cash Buyout.

**Spin to Win:** Use your points to travel across the game boards where you can pick up additional points, or the chance to win random cash rewards from \$1 to \$100. The more you spin, the more likely you are to find rewards. The higher your status, the higher the rewards you can win. You can spin on your own or automatically via AutoPlay.

**Cash Buyout:** If you do not wish to use Spin to Win, you can exchange your points for small cash rewards (1,000 points = \$1).

While you are not guaranteed to win by playing the Spin to Win game, you could potentially win significantly more than what is available through the Cash Buyout.

The program is set to play all available points in the Spin to Win game each week via AutoPlay. If you prefer the Cash Buyout, you will need to change the setting. Rewards will be paid via PayPal using the email address you provided upon signup. If you already have a PayPal account, we recommend providing the email account that is associated with your PayPal account to speed redemption of funds. If you prefer to donate your small rewards to a charity of your choice, you may do so via PayPal's Giving Fund.

### ● What is the Spin to Win game?

The Spin to Win game lets you use your points to travel across game boards where you have the chance to win random cash rewards from \$1 to \$100 and additional points. The more you spin, the more likely you are to find rewards. The higher your status, the higher the rewards you can potentially win. Ten points is required per spin.

### ● What is Autoplay?

Autoplay is an option for redeeming points automatically in the Spin to Win game, rather than spinning the wheel manually. The program default settings are set to Autoplay all the user's points weekly. The system will Autoplay all your points once a week, and automatically move your marker to the final position calculated had you spun the wheel yourself using all your available points. Your account will be credited with the rewards your marker collected as it moves across the boards. If you prefer not to use Autoplay, you can turn off the function in your settings.

### ● How can I collect my rewards?

You must have a PayPal account to collect your rewards. At the end of each calendar month, BART will transfer reward balances to PayPal and you'll receive an email from PayPal notifying you when your funds are available. This process could take up to three weeks.

If your BART Perks account is not associated with the email address you used to sign up for the program, you can add your BART Perks email address to your PayPal account. If you don't currently have a PayPal account, or wish to set up a new one for the email address you are using for BART Perks, you can create a free account here: <https://www.paypal.com/signup/account>.

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## BONUS BOX

### ● What is the bonus box?

Occasionally, you will receive notification that a bonus box is available. These are special, limited-time opportunities to earn more points, personalized to your commuting history. Your offer will be effective only when you open the Bonus Box and starts from the day you open it. Unopened offers simply expire. All bonus boxes have an expiration date, so make sure you maximize your offer by clicking early.

### ● How often do I receive bonus boxes?

Bonus boxes are sent at the end of the week to a select group of commuters based on their travel history. As they are personalized to your trips, you may receive one every 2-4 weeks depending on your commute patterns. For example, BART riders who commute regularly through the transbay tube to San Francisco in the morning will receive more bonus boxes as they are making the trip that BART is attempting to shift.

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## COMMUNITY

### ● What is the Perks Community?

Connect with your friends, family, and coworkers on BART Perks to see their latest performance and rewards, and be eligible to join them in challenges to earn bonus points. Can't find someone? Invite them to join the program and receive 250 points.

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## ACCOUNT SETTINGS

### ● How do I change my password?

You can change your password under Profile Information on the Settings page. Click or tap the gear icon in the upper righthand corner to open the Settings page.

### ● How do I change the Clipper card number associated with my account?

You can change your Clipper card number under Redemption Settings on the Settings page. Click or tap the gear icon in the upper righthand corner to open the Settings page. It will take a couple days for us to verify your new Clipper card number, but once verified, you'll be credited with all trips made since your initial change request was made.

### ● How do I change my email address?

You can change your email address under Email Settings on the Settings page. Click or tap the gear icon in the upper righthand corner to open the Settings page. Once you've updated the email address used for BART Perks, we'll send a message to the new email address with a verification link.



## TROUBLESHOOTING

- **I took a trip but it's not reflected in my account.**

Travel data is reported nightly to BART Perks, so your trips—and corresponding points—won't appear immediately in your account. It can take up to two (2) working days for your trips to show up in the system. You can check if your trips, and points, have been updated on your Activity page.

- **I lost/changed my Clipper card. How can I transfer my points and rewards?**

You can change your card number on the Settings page. Your points are linked to your account and not your card, therefore your points remain intact. It will take a couple days for us to verify your new Clipper card number, but once verified, you'll be credited with all trips made since your initial change request was made.

- **I don't have a PayPal account. Is there another way to redeem winnings?**

During this phase of the Test Program, PayPal is the only method for reward payouts. If you don't currently have a PayPal account, or wish to set up a new one for the email address you are using for BART Perks, you can create a free account here: <https://www.paypal.com/signup/account>.

- **My BART Perks email address is different from my PayPal account. How can I provide my PayPal account information?**

You can add up to eight email addresses to your PayPal account. If the email address you're using for BART Perks is different from your PayPal account when we try to transfer your winnings, you'll receive an email from PayPal with directions to add the new email address to your existing account.

- **I'm having trouble with the website, the buttons don't work.**

The website works best with modern browsers such as Chrome, Firefox, Safari, and Internet Explorer 8 onwards. Please download an updated browser such as <http://www.google.com/chrome>, <http://www.firefox.org> or <http://www.apple.com/safari> to make your web browsing secure and fast.

## CONTACT US

- **I can't find an answer in the FAQ. Who do I contact?**

For general program inquiries and customer service issues, please contact BART at [perks@bart.gov](mailto:perks@bart.gov). If you are having difficulty with your PayPal account, please contact PayPal directly.

Sign up at [www.bartperks.com](http://www.bartperks.com). No purchase is necessary to participate. See program user agreement for details.



If you need language assistance services, please call (510) 464-6752.

Si necesita servicios de asistencia de idiomas, llame al (510) 464-6752.

如需語言協助服務,請致電 (510) 464-6752.

통역이 필요하신 분은, 510-464-6752 로 문의하십시오.

Nếu quý vị cần dịch vụ trợ giúp về ngôn ngữ, xin vui lòng gọi số (510) 464-6752.

Kung kailangan mo ang tulong ng mga serbisyo ng wika, paki tawagan ang (510) 464-6752.

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