



RidetoRewards

Metro Transit's Ride to Rewards. The 2011 United States of Innovation selection from Minnesota is the nation's first public transit frequent-rider program.

Fast Company Magazine, May 2011

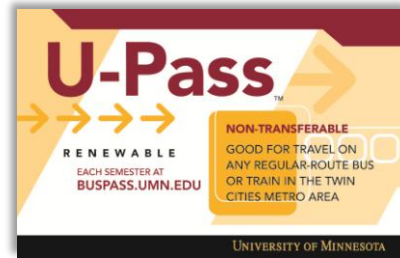
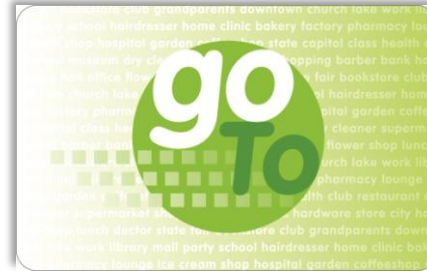
Objectives

Increase riding frequency

Reward customers with rides, products and services

Develop a program that contributes to new customer acquisition

Enhance Metro Transit's relationship with its merchant partners



How it Works

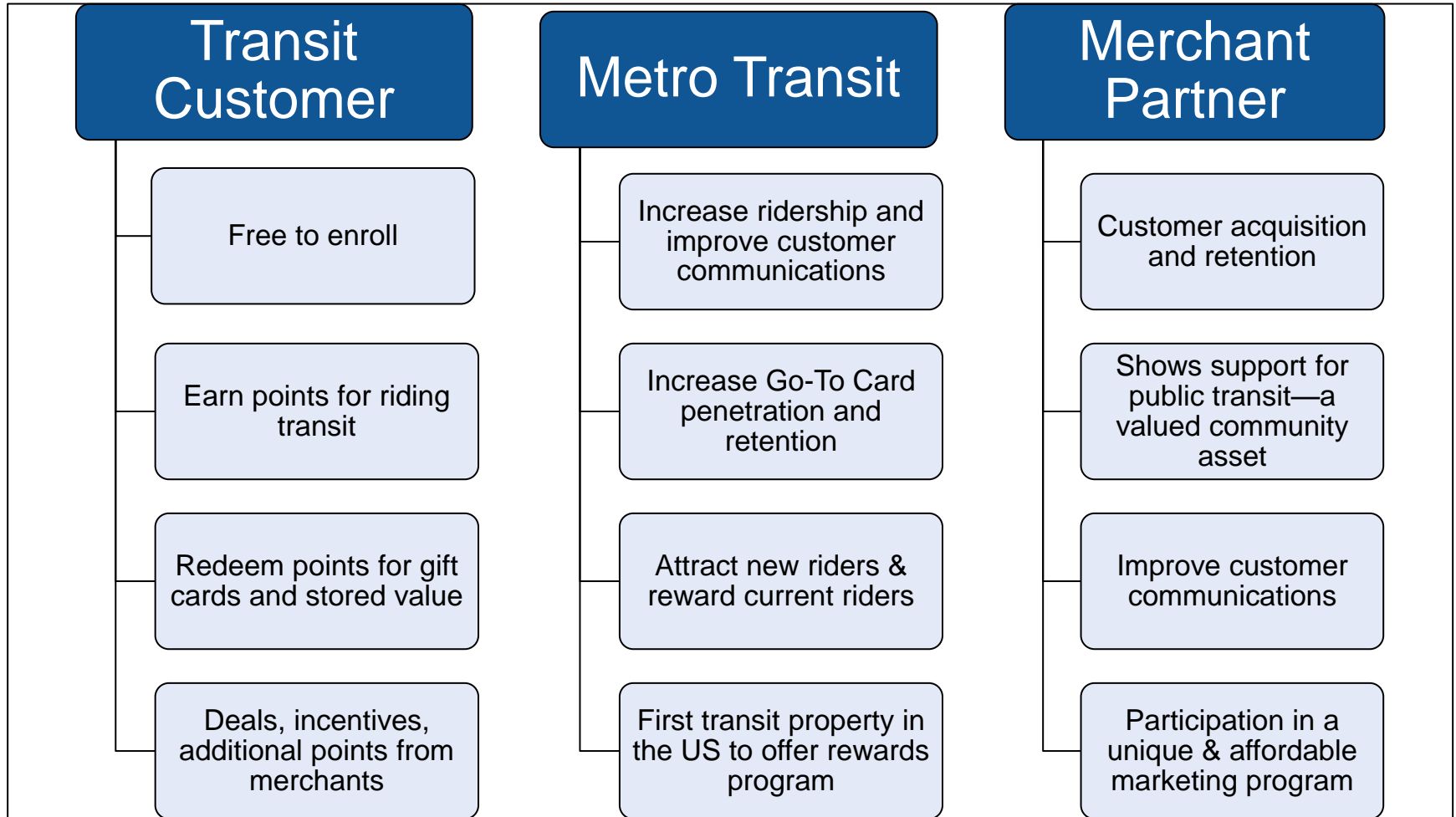
Members register Go-To Card and enroll in R2R

Transaction data transferred & applied nightly to account

Purchases from online and local merchants earn additional points

Members redeem points

Ride to Reward Benefits



RidetoRewards Pre-Launch Pilot Results

- 112 participants enrolled in a 30-day pilot
- Validated accurate enrollment process, data collection and transfer, merchant partners
- 81% very or somewhat likely to ride more often as a result of the program
- 73% preferred stored value; 54% gift cards; 2% discount rewards
- 95% would refer the program



Program Milestones

- Launched ridetorewards.com Nov. 2010
- Launched ridetorewards.com online merchants Dec. 2010
- Restaurants.com added Oct. 2011

Program Stats (3/12)

- 16,931 members
- 40.2% added a credit card to profile
- 8,900 in-store purchases with a total of \$96,652 spent
- 356 online mall transactions with a total of \$32,956 spent



Customer Rewards Claim

- [▶ My Activity](#)
- [▶ Claim your Rewards](#)
- [▶ My Profile](#)
- [▶ Logout](#)
-
- [▶ Invite a friend](#)
- [▶ View our security pledge](#)

Your Ad Here

Claim your Rewards

Redeem the points you've earned for valuable rewards. At this time, you have **480.26** points available to spend.

	Points
Points Earned	480.26
Points Used	0.00
Points Available	480.26

Convert your Ride to Rewards points into stored value that we will place directly on to your Go-To Card or transit pass OR redeem them for VISA gift cards that can be used just like cash. Click below to begin the redemption process.

Go-To Card Rewards

\$11 in Go-To Card fare credit
500 points
Need more points

\$22 in Go-To Card fare credit
1000 points
Need more points

\$33 in Go-To Card fare credit
1500 points
Need more points

\$44 in Go-To Card fare credit
2000 points
Need more points

\$55 in Go-To Card fare credit
2500 points
Need more points

Gift Card Rewards

250 points
\$5
Click to buy

490 points
\$10
Need more points



720 points
\$15
Need more points

940 points
\$20
Need more points

1150 points
\$25
Need more points



Customer R2R Profile

[Program Details](#)
[Earn Points](#)
[Redeem Points](#)
[Merchant Partners](#)
[Questions](#)
[News](#)
[Contact Us](#)

- [▶ My Activity](#)
- [▶ Claim your Rewards](#)
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-
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Your Ad Here

My Activity

Welcome Bruce Howard, Last Login: Nov 08, 2011 11:52 AM

	Points
Points Earned	480.26
Points Used	0.00
Points Available	480.26

It may take up to two days for your points activity to display on this site.

Date	Location	Merchant Spending	Points
Nov 09, 2011 10:31 AM	Route 94	\$0.00	0.50
Nov 07, 2011 04:55 PM	Route 55	\$0.00	0.50
Nov 04, 2011 08:42 AM	D. Brian's_5	\$8.73	8.73
Nov 03, 2011 03:59 PM	Route 55	\$0.00	0.50
Nov 03, 2011 12:19 PM	Route 5	\$0.00	0.50
Nov 02, 2011 11:05 AM	Route 94	\$0.00	0.50
Nov 02, 2011 04:52 PM	Route 55	\$0.00	0.50
Nov 01, 2011 11:55 AM	Route 5	\$0.00	0.50
Oct 31, 2011 04:53 PM	Route 55	\$0.00	0.50
Oct 27, 2011 07:06 AM	Route 22	\$0.00	0.50
Oct 27, 2011 12:02 PM	Route 22	\$0.00	0.50



Thank you!

Questions