



**Perks**  
Join. Ride. Win.

# About 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 goal of the program is to test whether crowding can be reduced by offering riders incentives for traveling outside the morning rush. The program complements BART's long-term efforts to reduce crowding and congestion on trains and in stations including upgrading train control and other major system infrastructure, adding more trains to the fleet, and expanding station capacity. The program design is based on successful implementation of similar programs around the world.

Participants were primarily recruited through direct outreach and advertising at the most crowded stations in the system and through partnerships with large employers. Since its launch, over 17,000 users have signed-up for BART Perks.

## Funding

BART Perks is funded through a Federal Value Pricing Pilot Program (VPPP) grant as well as BART operating funds and San Francisco's Proposition K half-cent sales tax for transportation.

## Timing

The BART Perks Test Program will run for six months beginning in August 2016 and ending in February 2017. After that period, the SFCTA and BART will evaluate the program and determine next steps.

## How It Works

- ▶ Any California resident over the age of 18 can participate. Participants provide a Clipper Card to begin tracking trips.
- ▶ The program began with participants earning 1 point for every mile traveled on BART. We are currently testing a new way of rewarding participants—where they earn 17 points for every weekday trip on BART regardless trip length.
- ▶ Earn up to six times the points by starting your trip during a bonus hour: 6:30–7:30 A.M. or 8:30 A.M. to 9:30 A.M.
- ▶ Points can be exchanged for small cash rewards or used to play the Spin to Win game for a chance to pick up additional points or random cash rewards from \$1 to \$100.
- ▶ Each month, reward balances are transferred automatically to participants' PayPal accounts.

**For more information visit:**  
[www.bartperks.com](http://www.bartperks.com)

**For general program inquiries and customer service, contact:**  
[perks@bart.gov](mailto:perks@bart.gov)



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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.  
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