

# 511 RIDESHARE Rewards



## GIFT CARD ELIGIBILITY

The Rideshare Rewards 2008 gas and grocery gift card program is for NEW carpoolers only. New carpools are subject to verification by 511 Rideshare. Participants of Rideshare Rewards 2006 and 2007 are not eligible for the gift card program, but are eligible to participate in SPIN THE WHEEL.

### Rules

1. Switch from driving alone to carpooling. Registrants must be NEW carpoolers. Vanpools are not eligible for Rideshare Rewards, however new vanpools may receive up to \$900 in free gas cards. For more information on vanpool incentives, go to 511.org—click Rideshare, or call 511 and say “Rideshare” for more info on vanpool benefits.
2. New carpoolers work in the nine-county Bay Area (Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, or Sonoma).
3. Register online at 511.org. Designate preferred reward: gas or grocery gift card during your online registration. 511 Rideshare will try to honor your request, but has the right to distribute the second choice award depending upon availability of gift cards while supplies last.
4. Participants must commute to work for at least five days (Mon-Sun) within a 90-day assigned period.
5. Eligible carpoolers must participate during a consecutive 90-day period between the program’s start (4/21/2008) and end dates (10/20/2008), or until funds are depleted.

## PROGRAM IMPLEMENTATION

1. After registration, you’ll immediately receive your program start and end dates through a confirmation email confirming your start and end dates.
2. If you don’t receive your program dates, call 511 and say “Rideshare” to ask about your registration. It is your responsibility to ensure that 511 Rideshare receives and confirms your registration.
3. If accepted into the program, participants may carpool within their assigned 90-day period and receive a gift card valued at \$10 for every five days carpooled, up to \$100. Participants may select either gas or grocery gift cards to be mailed to the participant’s designated address. Gift cards will be in \$10 increments.
4. Every participant must complete and submit online Commute Diaries at least every three weeks to earn gift cards.
5. Each carpool member must submit their own Commute Diaries to receive their own reward.
6. If you switch carpool partners during the program, you must submit a revised online application. The new carpool partner must be eligible and register to win his or her own prizes during the program period start (4/21/2008) and end dates (10/20/2008) or until funds are depleted. A new carpool partner’s ineligibility DOES NOT affect the existing program’s participant eligibility status.
7. Bonus Contest: 511 Rideshare will award a total of one (1) bonus prize of \$1,000 in gas or grocery gift cards at the end of the Rideshare Rewards 2008 program. 511 Rideshare will hold a random drawing among participants that carpooled 40 or more days during their 90-day program period. The contest winner will be an individual carpool member in a NEW and verifiable carpool. Contest winner is not defined as the entire carpool or any group of, or all carpool members, in a verifiable carpool. By accepting the prize, contest winner grants 511 Rideshare the right to use his/her name, photograph and likeness for public relations purposes. The bonus prize will be awarded by December 31, 2008.

## SPIN THE WHEEL ELIGIBILITY

Rideshare Rewards participants of 2006 and 2007 are eligible to participate in the Spin the Wheel program in 2008.

### Rules

1. Register online for Rideshare Rewards. All information must be complete and accurate.
2. Participants must be enrolled in the 2008 Rideshare Rewards program, OR have participated in Rideshare Rewards 2006 or 2007. Participants must carpool at least once a week and submit online Commute Diaries.
3. Participants must work within the nine-county Bay Area (Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, or Sonoma counties).
4. Submit online Commute Diaries each week (or at least every three weeks).
5. Submit a Commute Diary each week with at least one day of carpooling (Mon-Sun) to earn a spin on the prize wheel. A week is defined as five commute days (Mon-Sun).
6. Participate between the program’s start date (4/21/2008) and conclusion (10/20/2008) or until prizes are depleted.

**Note: Prizes won on the prize wheel will be mailed to participant’s home or work address six weeks after the end of the designated monthly prize cycle. Prizes may be mailed to the winner’s chosen address, or picked up by winner, depending upon type of reward.**

## 511 RIDESHARE REWARDS GUIDELINES

1. 511 Rideshare has the right to terminate Rideshare Rewards programs with or without, notice at any time for any reason.
2. Driving children to school or day care does not qualify for the incentive.
3. All information supplied by the participant shall be correct, current and complete. 511 Rideshare has the right to refuse applications and/or discontinue participation in the program, including the right to withhold the gift card reward(s), if we believe that the participant has failed to meet any of the guidelines. We reserve the right to contact you, your carpool partner(s) and your office supervisor to verify the information provided.
4. Participants in the gift card or Spin the Wheel programs may not work for the Bay Area Air Quality Management District, the Metropolitan Transportation Commission, Parsons Brinckerhoff, or 511 Rideshare.
5. If a dispute arises regarding any aspect of the program, regarding rule interpretation, accuracy of the information, or eligibility to participate, 511 Rideshare will be the final decision maker regarding such a dispute and all decisions will be final.
6. Each Rideshare Rewards participant grants 511 Rideshare the right to use his/her name, photograph, quotes, and likeness for promotional purposes.

## FULFILLMENT OF REWARDS / PRIZES

Gift card(s) are delivered via CERTIFIED MAIL to participant’s designated address on the registration page (work or home, but not PO Boxes) AFTER the designated ninety-day participation period has been completed. 511 Rideshare will make all attempts to deliver the earned rewards or prizes, but it is the participant’s responsibility to submit contact changes (home address, work address, e-mail, home phone, and work phone) that occur during and after the participation in order to facilitate fulfillment of the prizes. 511 Rideshare holds no responsibility for lost, stolen or damaged cards. Please allow up to six weeks after program completion for administrative processing and mail delivery.