



Ride. Scan. Earn. Rewarding Active Transport.





# WHY ACTIVE TRANSPORT?

- **Save on Health Insurance Costs**

Bike industry leader Quality Bicycle Products saw 4.4% reduction in company healthcare costs over the last three years.

- **Employee Recruitment and Retention**

Madison, WI based fashion e-commerce retailer shopbop.com uses commuter incentive program as part of employee benefit program.

- **Reduces Carbon footprint and helps traffic congestion**

Insurance company Tokio Marine Group has global initiative to significantly reduce carbon footprint in coming years.

**It's good for you. It's good for your company. It's good for the world.**





# PROMOTE BIKING & WALKING

## Keys to a successful commuter incentive program:

- Ease of use
- Quality of data collected
- User buy-in and community

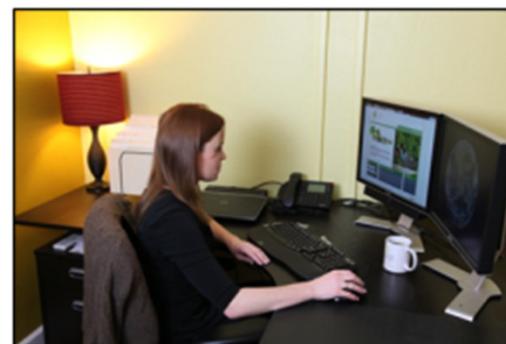
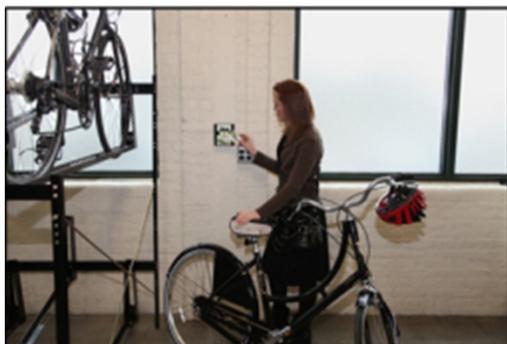
Implementing a commuter incentive program for biking and walking was in the top 3 employee requests in 2011.

- Helen Boyne, ShopBop director of operations





# HOW DOES THE HUB WORK?



## Step 1 -- Ride:

1. Ride your bike to start accumulating miles

## Step 2 -- Scan:

1. Record trips by:
  - Scan over The Hub tracker
  - Use a smartphone to scan MS Code
2. The scan is securely transmitted to The Hub website and user receives an email confirming that the scan was successfully transmitted.

## Step 3 -- Earn:

1. The Hub website shows statistics for each person, sub-group (classroom or department) and the group as a whole.



# THE HUB WEBSITE

## Individual Profile

### Mike Basarich

[Edit Profile](#)

Bicycling commute: 9.10 miles

#### My Totals

	Trips	Miles	Points	Ibs. CO2	Calories	Gas Saved
This Week	3	27	18	26	1,283	54
This Month	3	27	18	26	1,283	54
This Year	31	273	240	265	12,831	541
Since we started	50	437	353	424	20,530	566

#### My Groups

	Trips	Miles	Points	Ibs. CO2	Calories	Gas Saved
CS	2,686	25,697	18,025	24,926	1,207,768	53,855
Saris Cycling Group	10,901	71,478	65,568	69,334	3,359,462	510,722

#### My Awards

Award	Points Req'd	Remaining	Trips Rem.	Awarded
Lunch from Geno's	130	0	0	
30 minute massage	260	0	0	
\$75 towards Bicycle Accessories or Tune-Up	520	184	31	

#### My Recent Events

When	Description	Miles	Points	By
6/6/2012 7:50:15 AM		9.10	6	
6/5/2012 5:09:44 PM		9.10	6	
6/5/2012 7:50:36 AM		9.10	6	

## Group Statistics

#### Top 5 by Points

	Miles	Points	Remaining	For
Weber, Ryan	3,820	2,759	101	110%
Buttchen, Brian	2,496	2,506	0	95%
Asking, Kevin	3,436	2,457	13	95%
Mader, Todd	3,633	2,424	46	95%
Albers, Eric	4,875	2,018	62	80%

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#### Top 5 by Trips

	Trips	Points	Remaining	For
Buttchen, Brian	417	2,506	0	95%
Weber, Ryan	390	2,759	101	110%
Mader, Todd	348	2,424	46	95%
Asking, Kevin	344	2,457	13	95%
Hoffke, Jerome	342	1,718	0	65%

#### Who Rode Today

	Trips	Miles	Points
Asking, Kevin	1	10	7
Balsley, Stephen	1	4	5
Basarich, Mike	1	9	6

“The web-site is strangely motivating. I hadn’t ridden for a while and dropped a couple places in the standings. I have to admit I am addicted to riding in now to make sure I rack up points on the Hub.”

- A hub user





# ADMINISTRATION

The Hub profile makes incentive program administration easy and efficient

- Easy to monitor awards earned
- Easy to grant and record awards given

SAFELY REWARDING TOILET COMMITMENT™



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## The Hub

### Saris Cycling Group - Pending Awards

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Name	Points	Req'd	Award	
Balsley Stephen	696	520	\$75 towards Bicycle Accessories or Tune-Up	Award
Basarich Mike	336	130	Lunch from Geno's	Award
Basarich Mike	336	260	30 minute massage	Award
Best Andrew	180	130	Lunch from Geno's	Award
Buttchen Brian	2,506	2,470	\$450 towards Round Trip Ticket or Saris Product	Award
Iverson Jeff	1,435	1,300	Saris Backpack	Award
Montes Hector	70	26	Bicycle Benefits Sticker	Award
Noffke Jerome	1,718	1,690	\$175 towards Bicycle Maintenance	Award
Pina Maria	70	26	Bicycle Benefits Sticker	Award
Preston Derek	100	26	Bicycle Benefits Sticker	Award
Staton Tim	204	130	Lunch from Geno's	Award
Wetzel Andrea	328	260	30 minute massage	Award
Williams Lee	120	26	Bicycle Benefits Sticker	Award
Wilson Matt	550	520	\$75 towards Bicycle Accessories or Tune-Up	Award
Yeazel Dean	130	130	Lunch from Geno's	Award
Yerke Matthew	35	26	Bicycle Benefits Sticker	Award

The Hub

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**Grant Award**

For: Stephen Balsley  
Award: \$75 towards Bicycle Accessories or Tune-Up  
Points: 520





# ADMINISTRATION

The Hub profile makes incentive program administration easy and efficient

- Communicate easily with users

The Hub

## New Message to Saris Cycling Group

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From: TheHub@saris.com  
To: Saris Cycling Group group (70 members)  
Subject: The Hub - System Message

Hey Commuters,  
Double points this Friday. The weather looks great for a ride, and everyone who rides in will receive double points for their commute!

The Hub

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# ADMINISTRATION

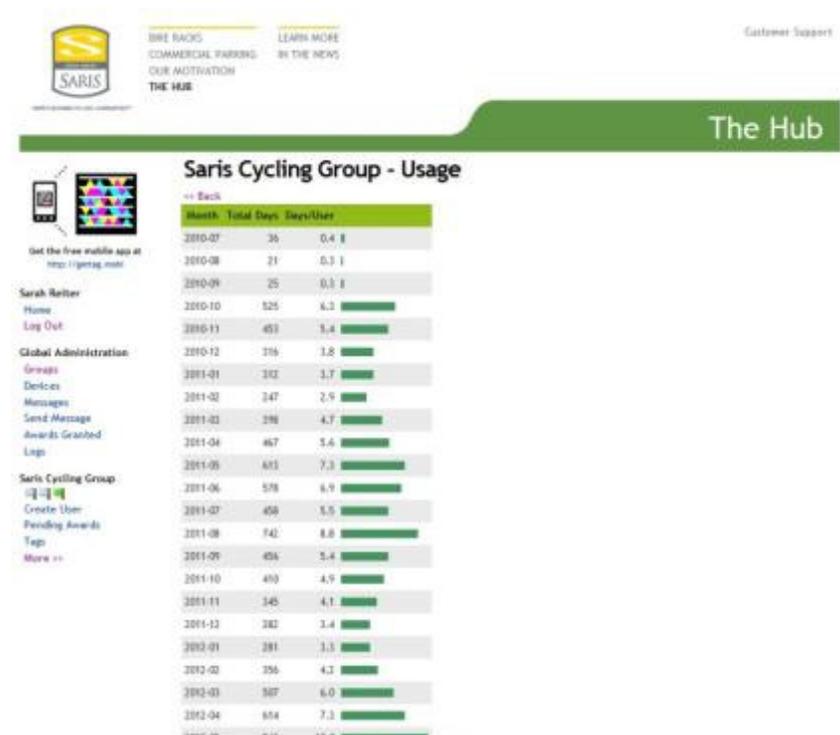
## Awards Summary

Saris Cycling Group - Awards Summary

From: 7/1/2011 To: 6/30/2012

	Lunch	1%	5%	10%	20%	35%	50%	65%	80%	95%	Total
Albers Eric	\$0.00	\$10.00	\$40.00	\$75.00	\$100.00	\$83.00	\$175.00	\$200.00	\$450.00		\$450.00
Ameling Kevin											\$650.00
Bakicy Stephen											\$50.00
Barsholomew Jesse											\$10.00
Basanich Mike											\$0.00
Bas EJ											\$110.00
Best Andrew											\$0.00
Bird Shasta											\$0.00
Butcher Brian											\$650.00
Chapin Steve											\$0.00
Pagey Eric											\$10.00
Forachmann Jay											\$0.00
Fuson Heidi											\$125.00
Freder Jeff											\$0.00
Hale Cassandra											\$50.00
Henkel Justin											\$0.00
Holt Eric											\$50.00
Hugars Randy											\$50.00
Horsman Rachel											\$50.00
Irwin Jeff											\$225.00
Joshua Josh											\$125.00
Kasanic Todd											\$10.00
Lee Aaron											\$10.00
Lehr John											\$225.00
Miller Todd											\$650.00
Miloney Joe											\$225.00
Miranda Joel											\$0.00
Morris Hector											\$50.00
Neffe Jerome											\$110.00
Olson Adam											\$10.00
Orfan Sarah											\$0.00
Rivers Leo											\$10.00
Sanderson Deanna											\$0.00
Schroeder Jon											\$110.00
Shoepert Tom											\$50.00
Stanton Tim											\$0.00
Stevenson Geoff											\$125.00
Sutin Lindsay											\$125.00
Tupper Jonathan											\$125.00
User Test 1											\$0.00
Yasquez Jose											\$0.00
Webb Ryan											\$1,125.00
Wittard Andrea											\$10.00
Wilson Matt											\$0.00
Yessou Dean											\$0.00
<b>Expans to Date:</b>	<b>1</b>	<b>43</b>	<b>31</b>	<b>24</b>	<b>16</b>	<b>11</b>	<b>8</b>	<b>9</b>	<b>4</b>	<b>1</b>	<b>\$6,375.00</b>

## Usage Report





# PRICING

## 2012 Pricing:

### **Business:**

Start up program (includes 1 box, web-site set up, 150 cards): \$2,800

Additional box (if needed): \$950

Additional cards (as needed): \$350 for 150 cards

### **K-12 School: (50% off MSRP)**

Start up program (includes 1 box, web-site set up, 150 cards): \$1,400

Additional box (if needed): \$950

Additional cards (as needed): \$350 for 150 cards

### **Business & School Partnership: (15% bundle discount)**

Business start up program + School start up program: \$3,750

Additional box (if needed): \$950

Additional cards (as needed): \$350 for 150 cards

### **Installation Requirements:**

- Indoor Location
- 120V AC electrical connection
- Ethernet (wired) network connection

Additional questions? Contact Heather Fortune – [hfortune@saris.com](mailto:hfortune@saris.com)





# WHAT WILL IT DO FOR YOU?

Beyond the inherent benefits from increased participant wellness, using The Hub will:

- Increase participation in your program
- Increase participation by “the next tier” of riders who have not participated in the past
- Increase ease of program implementation and maintenance by the administrator

The entire effort of promoting biking and walking will be embraced by your community by supplementing the program with other creative endeavors to make it **FUN and easy** to participate.





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