



NEWS

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SamTrans & Caltrain Partner with Miles to Offer Rewards for Riding

Thanks to a new partnership with Miles, travelers can now earn unique rewards simply by choosing to take their trip on SamTrans or Caltrain.

[Miles](#) is a rewards platform and app that delivers value for every mile traveled. Users who choose alternative modes of travel or eco-friendly forms of transportation — such as walking, biking, carpooling or transit — are rewarded even more.

Transit riders who use the Miles app already earn rewards, but the San Mateo County Transit District's partnership will offer exclusive reward opportunities to riders who choose SamTrans and Caltrain for their travel needs.

[SamTrans](#) and [Caltrain](#) riders will be eligible to compete in special public transit challenges to earn additional rewards, such as Amazon or Starbucks gift cards, tickets to local events, and special offers from local retailers and merchants.

Available on [iOS](#) and [Android](#), Miles allows anyone with a smartphone to earn miles as they travel. Designed to work seamlessly in the background, Miles automatically logs each trip from point A to B and the mode of transportation, while keeping data completely private.

"Our partnership with Miles will offer commuters an additional incentive to choose public transit over driving alone," said Jim Hartnett, CEO and General Manager of the

Transit District. "This pilot is part of our ongoing endeavor to reduce traffic congestion by incentivizing transit and improving our service to better meet the transportation needs of Bay Area residents."

To get started, consumers simply [download](#) the Miles app. Users can easily view their miles earned per trip and receive personalized rewards that are redeemable either online or at a nearby store.

The District is conducting a one-year pilot with Miles. Anonymous travel data received from the pilot program will help inform future transportation planning efforts and to encourage sustainable travel options. The City of Sacramento and Contra Costa Transportation Authority also currently have successful pilots with Miles underway.

"At Miles, our vision is to deliver value for every mile traveled - with alternate or more sustainable forms of travel rewarded even further," said Miles co-founder Paresh Jain. "Together with Caltrain and SamTrans, we're excited to help incentivize greener travel and reach their goals to encourage ridership through local rewards and challenges."

Based in San Jose, the Miles app first soft-launched in July 2018 and has since seen rapid growth. To date, Miles users have earned more than 375 million miles, redeeming over 55,000 rewards, with an average value of \$20 per reward. More than 125 brands offer exclusive rewards through the platform.

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About the San Mateo County Transit District: *The San Mateo County Transit District operates 70 SamTrans routes throughout San Mateo County. Funded in part by a half-cent sales tax, the San Mateo County Transit District*

also provides administrative support for Caltrain and the San Mateo County Transportation Authority. The San Mateo County Transit District has provided bus service to San Mateo County customers since 1976, and commuter rail service since 1992.

About Miles: *Miles is a universal rewards platform and app empowering anyone to earn miles and accrue value simply by traveling how they do every day. Whether by car (as a driver, passenger or rideshare), plane, train, subway, bus, boat, bicycle, or on foot, the Miles app effortlessly awards users' travel - regardless of where their journey takes them. Users who choose alternate or eco-friendly forms of transportation are rewarded even further. Miles can be saved or redeemed at any time - with the value increasing every month as more merchants accept them as a form of payment. Miles is available to download for free on iOS and Android devices. To learn more about Miles, visit www.getmiles.com.*

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Follow SamTrans on [Facebook](#) and [Twitter](#).

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