

# TORONTO TRANSIT COMMISSION REPORT NO.

**MEETING DATE:** October 19, 2011

**SUBJECT:** AIR MILES – SOCIAL CHANGE INNOVATION AWARD

## **INFORMATION ITEM**

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### **RECOMMENDATION**

It is recommended that the Commission receive this award from LoyaltyOne Inc. in recognition of the TTC/Air Miles Reward Miles Project.

### **BACKGROUND**

In 2010, the TTC and LoyaltyOne Inc. launched a TTC/Air Miles Reward Miles Project. The promotion offered existing Air Miles subscribers 150 Air Miles Reward Miles when a new account was opened through the Metropass Discount Plan Program (MDP). In addition, the agreement between the TTC and LoyaltyOne Inc. included a provision for Air Miles Reward Miles subscribers to use banked miles to redeem TTC Metropasses.

October 6, 2011  
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