

Metro | *Policies and procedures*

Subject Marketing Rewards and Rebates
Section Human Resources
Approved by Martha Bennett, Chief Operating Officer; MERC Commission

POLICY

Metro recognizes that employees are often presented with marketing rewards and incentives, including frequent flyer miles, hotel rewards, and credit card rewards and rebates, in the course and scope of their work. Consistent with state law, Metro will allow employees to retain these rewards as an ordinary employment benefit.

Applicable to

All employees.

Where provisions of an applicable collective bargaining agreement directly conflict with this policy, the provisions of that agreement will prevail.

Definitions

Ordinary fringe benefit: An employment benefit given in addition to one's wages or salary.

Marketing rewards: Marketing programs are designed to enhance brand loyalty by cultivating an ongoing relationship between a marketer and a customer. Many loyalty programs reward purchases based on the dollar value of purchases made or the frequency of purchases. The most well-known loyalty programs are airline frequent flyer programs that offer discounts against future travel called award miles.

Guidelines

1. As an ordinary fringe benefit of employment, all Metro employees are entitled to retain marketing rewards received in the course and scope of work, including but not limited to, frequent flier airline miles, hotel rewards, and credit card rewards and rebates.
2. Since such rewards are non-transferable and can only be used for an employee's personal use, Metro will not track the retention and use of these rewards. All rewards must be appropriately associated with travel or other business-related expenses as specified in Metro Executive Order 63 and MERC Personnel Policies 12.10. Employees are responsible for any tax liability associated with this benefit.

Responsibilities

Employee:

- Direct any questions to your supervisor, department director, or the Human Resources Benefits Manager regarding whether a particular marketing reward is being received through the course and scope of work and/or can properly be retained.

Supervisor:

- Familiarize yourself with this policy and respond to employee questions regarding coverage.
- Direct any questions that you cannot answer to the department director or the Human Resources Benefits Manager.

Department Director:

- Familiarize yourself with this policy and respond to employee questions regarding coverage.
- Direct any questions that you cannot answer to the Human Resources Benefits Manager.

Human Resources:

- Provide education regarding this policy.
- Answer employee, supervisor, and/or department director questions regarding the policy's applicability to particular situations.

References

Metro Executive Order 63
MERC Personnel Policies 12.10