

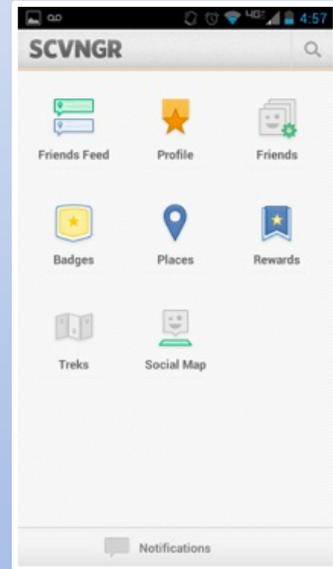
Urban Sustainability Quest App



SCVNGR is a free app you can download on your smart phone.

- Download the SCVNGR app in the iTunes App Store or Android Marketplace
- Or go to www.SCVNGR.com

SCVNGR is a game that allows you to do challenges at places nearby wherever you are, and earn points.



Urban Sustainability Quest “Treks” in SCVNGR are MetroLink station area-themed

Treks link places together with specific challenges to do at each place.

Follow Treks from MetroLink Stations in the City's Urban Sustainability Quest pilot:

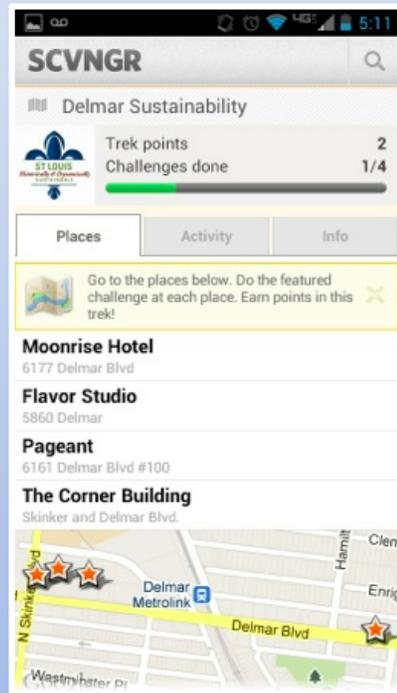
- Delmar Station
- Forest Park-DeBaliviere Station
- Central West End Station
- Grand Station
- Union Station
- 8th and Pine Station
- Arch-Laclede’s Landing Station

(Each Trek in the Quest will have “Sustainability” or “Sustainable” in the title, and the City’s Sustainability logo.)



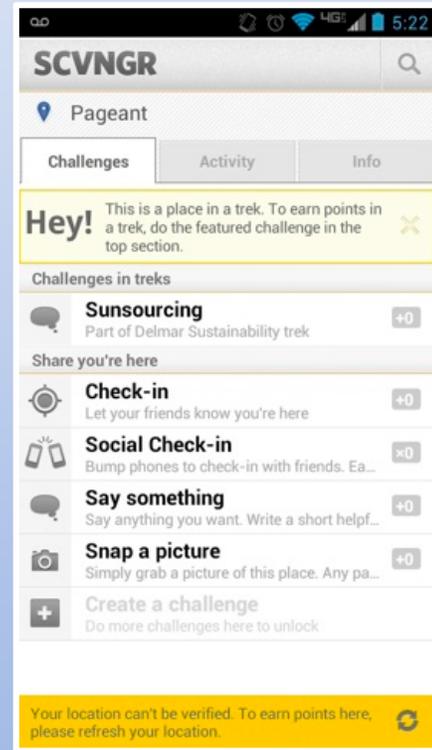
Station Treks in the Quest Pilot

- For each Trek, there are places to go to complete challenges and earn points.
- Each Trek also features a map of the places on the Trek.



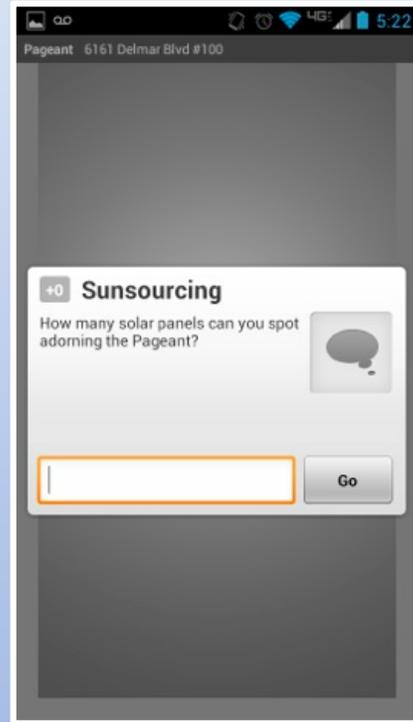
Places on the Trek/in the MetroLink Station area

- When you select a place on the Trek, you will see a list of possible challenges to complete.
- The challenges in the Trek you are exploring will be at the top of the screen.



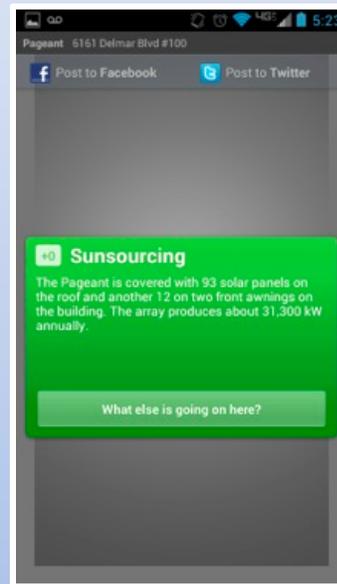
Challenges in the Quest Pilot

- Select the Trek challenge.
- Challenges might involve answering questions, snapping a picture, or giving feedback on your smart phone.



Challenge Completion Responses

- Once you have completed the challenge, you will get a response sharing more sustainability information about the area.
- Then you can check to see who else has been around, and what they have been doing on SCVNGR.



Earning Rewards on SCVNGR (future phase)

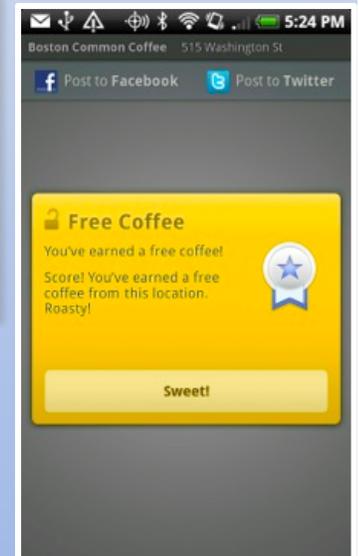
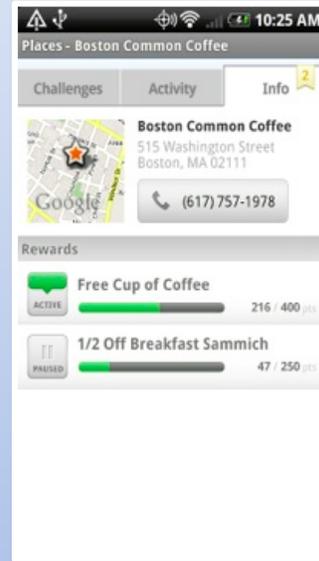
Once the Urban Sustainability Quest is launched as a full scale program, you will be able to earn *rewards* by completing challenges and earning points.

-Check to see if there is a reward available

-See how many points you need to score the reward

-When you have earned enough points, you will get a notification that you have earned a reward

-Enjoy the reward!



The City's Urban Sustainability Quest Pilot is an opportunity to have fun, learn and win prizes!

When you have completed 2 out of 3 challenges at 5 of the MetroLink station treks in the Quest Pilot, you are eligible for a prize.

To collect your prize:

Send an e-mail to UrbanSustainabilityStLouis@gmail.com with your evaluation, SCVNGR id, and mailing address.

PRIZES ARE LIMITED! The first 20 players to send in their request when they have completed 2 challenges on 5 Treks in the Quest pilot **BEFORE JUNE 15** will receive a \$25 gift certificate to Local Harvest Cafe or Big Shark Bicycle company (there are no prize exchanges and the prizes are non-refundable).

The next 10 players to complete 2 challenges on 5 Treks **BEFORE JUNE 15** are eligible for a \$10 gift certificate for Local Harvest Cafe.



Urban Sustainability Quest Pilot Summary

1. Download the SCVNGR app: www.SCVNGR.com
2. Pilot Phase runs April 15th – June 15th but prizes are limited to first 30 requests
3. Complete 2 challenges at 5 of the MetroLink station treks in the Quest pilot and send in your prize request before June 15 to be eligible for a prize.
4. Email your evaluation, name, SCVNGR id, and mailing address to receive your prize.

Learn about sustainability in the City of St. Louis.

See St. Louis Differently!

Have fun!



THANK YOU!



The City could not have hosted the pilot Urban Sustainability Quest competition without the time, donations, and contributions of many generous supporters:

- Gephardt Institute for Public Service
- Citizens for Modern Transit
- WUSTL Office of Sustainability
- Local Harvest Café and Catering
- Big Shark Bicycle Company
- Upper Limits Climbing Gym
- Gelateria Del Leone
- Whisk: a Sustainable Bakeshop





For more information, please contact

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<http://stlouis-mo.gov/sustainability/>



S we are
Sustainable

