

Partnership Program Breeze Administration (Not for Distribution to Card Holders)

The following Q&A should provide you with a quick reference to answer questions you and your employees may have about the Partnership Program Breeze system.

DEADLINES, ACTIVATION, AND DEACTIVATION

Q What is the deadline for activating and deactivating the calendar monthly benefits?

A Breeze Card activations and deactivations must be submitted no later than midnight of the 22nd of each month. Although the deadline for submission differs from the current process, it is similar to your Media Sales request for Breeze Tickets prior to the next benefit month. MARTA recommends that companies monitor their card inventory based on past sales trends to ensure that they keep Breeze Cards available for use.

Q How can I activate Breeze Cards after the 22nd deadline?

A New Breeze Card activations after the 22nd will be handled through our Media Sales department (mapartners@itsmarta.com) on a case by case basis. It is critical that companies understand continual requests for activations after the deadline are not permitted.

Q What if someone wants to suspend their calendar monthly benefit (leave of absence, temporary job assignment relocation, maternity leave, etc)?

A Program administrators wanting to deactivate the monthly benefit may do so using the Partner Pages. Once the participant is ready to use their monthly benefit, the card may be reactivated on-line no later than midnight of the 22nd for use the next benefit month. The process for this is detailed in the Partner Pages User Guide.

Q What if an employee is terminated or leaves the company?

A If an employee is terminated or leaves the company, the program administrator may then perform one of the following:

- Deactivate the Breeze Card using the Partner Pages and reissue the Breeze Card to another participant or keep it in inventory to reissue.
- If the company subsidizes the cost of the monthly benefit they may opt to hotlist the Breeze Card to prohibit future use from that former participant. After hotlisting the Breeze Card it is not able to be reused. Cards hotlisted during the calendar month will be disabled within 24-48 hours of submission. Partner will be billed for the entire calendar month of the card.

CARD ORDERS, FEES, AND ISSUE REPORTING

Q How can I order additional Breeze Cards?

A New Breeze Card orders (not activated) may be placed using the Partner Pages and will be processed and delivered within 10 business days (unless notified otherwise).



Q Are there any additional fees for Breeze Cards?

A There are no additional fees for the initial (first) order placement. Orders placed after January 1, 2010 will be assessed a \$1.00 fee per card. Lost/Stolen Card Replacement will also incur a \$1.00 fee (is less than the \$5.00 fee for general patrons).

Q When a deactivated Breeze Card is returned by the card holder what do I do?

A Any deactivated Breeze Card may be stored in inventory and reissued to a new participant. If the card is hotlisted, it is not able to be reused and should be disposed of.

Q Will I be able to return unused Breeze Cards?

A Breeze Cards not used may be stored in your inventory for future use by that company. MARTA does not accept returned Breeze Cards.

Q If a card holder's Breeze Card is not working what should I do?

A Commuters experiencing problems using their Breeze Cards should advise their program administrator of the issue and complete a Breeze Card Troubleshooting Form (located in the back of this document). This form should be returned to MARTA through the program administrator. After researching the issue, MARTA will advise the program administrator.

For MARTA related malfunctions, the administrator should provide the rider with a Breeze card from their inventory and MARTA will replace that Breeze card free of charge. MARTA front line staff are aware of how to assist and direct program participants.

Q Does this Breeze Card Expire?

With normal wear and tear the Breeze card has a life expectancy of 10-years. Breeze cards must be tapped within a 45-day period to continue receiving the calendar monthly benefit. Cards not used within 45-days may become inactive and require the program administrator to contact MARTA's Media Sales staff for assistance reactivating the card.

PERSONAL BREEZE CARDS, LOADING FARE AND LOST/STOLEN

Q What if an employee has an individual Breeze Card purchased separately through MARTA?

A The Partnership Program is issuing Breeze Cards encoded especially for your employee. If a rider owns a personal Breeze Card purchased outside of the program they may use that card for family, friends or visitor use. Their personal card may also be used to load other regional bus system fare (CCT, CGT, GRTA Xpress and C-TRAN), where available.

Q Can additional money or trips be placed on the Breeze Card issued through the program?

A The Partnership Program is intended for use for the monthly calendar benefit only. Program administrators are not able to place additional fare media on the Breeze Card. Additional fare media may be ordered



through our Media Sales department via email. Employees (card holders) in the program should be advised that any additional fare media on these cards are not eligible for refund in any case.

Q Does the card holder need to sign up for Balance Protection?

A Balance Protection for the calendar monthly benefit provided through the Partnership Program is provided for all cards issued through the program. The Breeze Cards are registered for Balance Protection through their company. The employee does not need to contact MARTA direct for balance protection.

Q What happens if a card holder's Breeze Card is lost or stolen?

A Program card holders (employees) should report lost and stolen Breeze Cards to the program administrator for their company as soon as possible. Program administrators may then hotlist the lost/stolen Breeze Card and activate a new Breeze Card using the Partner Pages. The new Breeze Card will be ready for use within 24-48 hours. This time period allows the MARTA buses time to receive data on activated cards once they park in the bus garage.

REGIONAL BUS SYSTEMS, CARD SAMPLE AND INVOICING

Q May I place my CCT, GCT, GRТА Xpress or C-TRAN (regional bus systems) fare media on this Breeze Card?

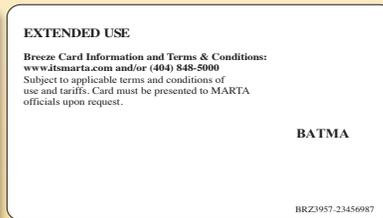
A This Breeze Card is only functional on MARTA buses and/or rail and provides a free transfer from MARTA to the other regional bus systems. In order to receive the transfer, participants must tap in and out of the MARTA system before getting on another regional bus system. If initiating their trip on CCT, GCT, GRТА Xpress or C-TRAN bus systems, they will need to use that system's fare media, which provides a free transfer from that bus to MARTA. The employee will continue to purchase their CCT, GCT, GRТА Xpress or C-TRAN fare separately in the same manner they do now.

Q What does the Breeze Card look like

Sample card:



Front



Back

Q How will invoicing change?

A Your company will only be charged for cards that have been activated with themonthly benefits.



BREEZE CARD TROUBLESHOOTING QUESTIONNAIRE

If an employee encounters a problem while using the Breeze card, answering the following questions assist MARTA in researching and resolving the issue as quickly as possible:

1. What is the Breeze Card serial number (Breeze Card serial number is needed)?
2. What was the nature of the error (i.e. could not enter/exit)?
3. What was the location of the issue (rail station faregate, rail station Breeze vending machine, bus #, etc.)?
4. What did the faregate/farebox/BVM screen display when the card was tapped on the card reader (i.e. insufficient value)?
5. Time and date of the issue?
6. What transit system was the employee using when the issue arose (CCT, C-TRAN, GCT, Xpress, MARTA, etc.)?
7. Was the employee able to gain entry/exit at any other rail stations or any other buses?
8. When was the last time the Breeze Card worked correctly (approximate time/date)?
9. Did you attempt to enter using another faregate at the rail station (does not apply to bus farebox)?

ADDITIONAL COMMENTS/QUESTIONS/CONCERNS:

Contact Information (in case more details are required for issue resolution):

Name:

Company:

Company Administrator (person in your company that manages the program):

Phone:

Email Address:

Email to: mapartners@itsmarta.com or fax to 404-848-4526

