Breeze
Smart Card Training
• What is the *Breeze* system?

- MARTA’s new state-of-the-art fare collection system
- *Breeze* system collects fares using smart cards assigned to individuals
- Although the smart card technology has already been introduced in the region for general users, the TMAs have been patiently waiting for MARTA to roll out the *Breeze* smart card system for monthly passes purchased thru TMAs.
- In January only *Breeze* smart cards for the **MARTA monthly unlimited passes** will be distributed thru the TMA
• What is a *Breeze* smart card?

- An “extended-use card” - a reusable, plastic smart card
- It looks like a credit card, and it has a computer chip inside that can be loaded with the monthly unlimited ride “benefit,” (a value currently worth $54.00)
- It enables convenient reloading and thereby eliminates the need for participants to pick up their monthly MARTA pass each month.
• What does this mean for you?

– The *Breeze* smart card is loaded with fare electronically by the Downtown TMA and MARTA each month.
– Participating employees still need to place their ‘order’ for a monthly pass with you so that the card’s ‘benefit’ can be reloaded.
– You will no longer distribute MARTA monthly unlimited paper tickets each month. *(Applause!!)*
– After the initial distribution you will only distribute new *Breeze* cards to new DTPP program participants

*Continued*
• **Initial Breeze Card distribution**

  - In September you provided to us your “Initial Spreadsheet” with your employee participants’ information.
  - Within the next few weeks the Downtown TMA will distribute to you the *Breeze* Cards that correspond with this “Initial Spreadsheet,” plus additional cards for your inventory.
  - The *Breeze* Cards provided to your company will be encoded with ‘DTMA’ on the back of each card.
• Initial Breeze Card distribution  continued

– Each card will have a ‘Card ID’ (serial #) number. The Card ID number will be assigned to a specific ‘Employee ID’ number used for additional tracking purposes.
– You either provided to us your own, internal Employee IDs, or generic Employee IDs have been assigned by MARTA.
– You must make sure that the right Breeze Card gets in the hands of the right employee, using the Card ID number and Employee ID number of each card.
– To track each card with its participant, you must use an internal spreadsheet or database to manage individual participation from month to month.
• **Breeze orders**
  
  – To submit your order for monthly MARTA passes, each month you will submit:

  • The official DTPP Order Form (faxed or emailed to the Downtown TMA).

  • An “Order Spreadsheet” (if any changes are needed to Breeze Cards or participation changes)

*Note: The “Order Spreadsheet” is NOT the same spreadsheet or database you will use to monitor your program participation from month to month.*
• Breeze orders  *Continued*

  – Your “Order Spreadsheet” will show **only changes** (more detail later) from the previous month’s order.

  – Using a separate spreadsheet or database, you **must** internally keep track of:

    • Each participating employee and the *Breeze* card assigned to him or her; and

    • Any changes needed for each card from one month to the next.
• How to order *Breeze* smart cards

– Each month you will submit to the Downtown TMA an official DTPP Order Form and the “Order Spreadsheet”.

– The “Order Spreadsheet” will *only include changes* that need to occur since the previous month. For example:

  • New program participants;
  • Current participants who wish to waive the benefit for the coming month;
  • Current participants who are leaving the company or no longer plan to use MARTA
  • Lost, damaged, or stolen cards that need to be deactivated or replaced
• How to order Breeze smart cards  Continued

– Your “Order Spreadsheet” will be uploaded into the MARTA interface exactly as you send it to us.

– Other than the data that you input each month, you cannot alter this spreadsheet in any way or it will be rejected by the MARTA Breeze system.

– Only complete highlighted fields; do not hide or delete columns, re-type column headings, etc.
• How to order *Breeze* smart cards   *Continued*

– Save your Order Spreadsheet as:
  CompanyName–Month10.xls
  Example: CompanyX–Jan10.xls

The file must be saved in Microsoft Excel format (*.xls) using the file format for Microsoft Office 2003 – 2007. Newer versions of Excel must be converted to the *.xls format.
• Ordering Cobb Community Transit (CCT), Gwinnett County Transit (GCT) and MARTA 10-Trip Tickets?

  – These passes will be ordered and delivered to you in the same manner as before.
  – On or before the 10\textsuperscript{th} of each month – you will place your order to the Downtown TMA using the DTPP Order Form (faxed or emailed to the Downtown TMA).
**JANUARY 2010 ACCOUNT ORDER FORM**

**On or Before December 10, 2009:**

Please return this form to The Downtown TMA, ATTN: Lynn Lopes, 50 Hurt Plaza - Grand Lobby, Atlanta, GA 30303 or FAX to 404-522-0070

Company Name: ___________________________  Program Administrator: ___________________________

Phone: __________________________________________________________________________________

Company Address: _________________________________________________________________________

<table>
<thead>
<tr>
<th>MARTA Breeze Smart Card</th>
<th>Changes (please circle one – if yes if circled your Order Spreadsheet must be attached)</th>
<th>Unit Price</th>
<th>No. Ordered*</th>
<th>Subtotal Amount Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARTA Monthly Unlimited Breeze Smart Card</td>
<td>Y/N</td>
<td>$54.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Breeze Smart Cards for Inventory (Order when your initial inventory begins to run low)</td>
<td></td>
<td>$1.00</td>
<td></td>
<td></td>
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</table>

*If number ordered indicated on Order Form above does not match what is uploaded in the MARTA interface using the Order Spreadsheet, the number uploaded in the MARTA interface will be what you are invoiced for each month.

<table>
<thead>
<tr>
<th>Other Transit Passes and Products</th>
<th>Unit Price</th>
<th>No. Ordered</th>
<th>Subtotal Amount Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARTA 10-Trip Ticket¹</td>
<td>$18.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cobb Community Transit (CCT) - Monthly Unlimited Pass</td>
<td>$95.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cobb Community Transit (CCT) - 20-Ride Pass²</td>
<td>$47.00</td>
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</tr>
<tr>
<td>Gwinnett County Transit (GCT) - Monthly Unlimited Pass ZONE 1</td>
<td>$98.00</td>
<td></td>
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</tr>
<tr>
<td>Gwinnett County Transit (GCT) - Monthly Unlimited Pass ZONE 2</td>
<td>$147.00</td>
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<td></td>
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<tr>
<td>GCT 10-Ride Express Ticket Book – ZONE 1¹</td>
<td>$30.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GCT 10-Ride Express Ticket Book – ZONE 2¹²</td>
<td>$40.00</td>
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<td></td>
</tr>
</tbody>
</table>

*Total Amount Due: ___________________________

¹ Good for 10 one-way trips  ² Good for 20 one-way trips
³ ZONE 1 includes Routes 102, 410, and Reverse Commute Routes; ZONE 2 includes Routes 101, 103, 412, and 418

**Total Amount of Payment for Passes Ordered (If Payment is Enclosed): $_________________________**

Program Administrator’s Signature: ____________________________________________

Transit passes and other transit product ordered CANNOT be returned to the Downtown TMA for credit. The full risk of loss for ordered transit passes shall pass to you immediately upon their delivery by the Downtown Transportation Management Association (TMA) or Courier/Delivery service. Your organization will receive an invoice for the number of transit passes and other product ordered by the end of the month prior to the month for which passes are current. Payment is due within 20 days of the date of the invoice (approximately the middle of the month for which passes are active, i.e., approximately January 15 for January passes). Corporate checks, cashier checks, and/or money orders must be made payable to the Downtown Transportation Management Association (Downtown TMA) and should reference the invoice number or the month for which passes apply. For complete rules and guidelines, please reference the Discount Transit Pass Program Agreement and supplemental Program Rules and Guidelines. Please contact Lynn Lopes at 404.658.1877 if you have any questions.
<table>
<thead>
<tr>
<th>Employee ID</th>
<th>Testing</th>
<th>Action</th>
<th>Card ID</th>
<th>Replace Card ID</th>
<th>First Name</th>
<th>Last Name</th>
<th>Email</th>
<th>Phone</th>
<th>Phone Type</th>
<th>Benefit1 ID</th>
<th>Benefit1 Type</th>
<th>Benefit1 Action</th>
<th>Benefit2 ID</th>
<th>Benefit2 Type</th>
<th>Benefit2 Action</th>
<th>Benefit3 ID</th>
<th>Benefit3 Type</th>
<th>Benefit3 Action</th>
<th>Benefit4 ID</th>
<th>Benefit4 Type</th>
<th>Benefit4 Action</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>ODIE005</td>
<td>No</td>
<td>New</td>
<td>0160001858888922</td>
<td>Garfield</td>
<td>Five</td>
<td><a href="mailto:bgopaul@itsmarta.com">bgopaul@itsmarta.com</a></td>
<td></td>
<td></td>
<td>404-924-9499</td>
<td>Home</td>
<td>19</td>
<td>Annual Pass</td>
<td>Deactivate</td>
<td>Some Notes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
• Additional inventory

- The Downtown TMA will **not** maintain an inventory of MARTA Breeze Cards.
- When you notice your “inventory” of Breeze Cards running low, the TMA strongly encourages you to place a request for new Breeze Cards with the TMA one month before you think you might need them.
- It will take MARTA approximately **2 weeks** to encode the new cards once the request has been placed.
• Most importantly
  - If you are not ordering MARTA monthly passes, we only need the signed “Order Form.”
  - Complete orders for MARTA monthly passes must include the “Order Spreadsheet” and a signed “Order Form.”
  - The order deadline remains the 10th of every month.
  - Your required “Order Spreadsheet” will reflect only changes from the previous month’s order.
  - Your “Order Spreadsheet” will be uploaded into the MARTA interface exactly as you send it to us.
• **Next steps**

  – Orders for all January passes are due **December 10th**.
  – *Breeze* smart card distribution will begin the week of November 23rd and continue through early December.
  – We must receive a signed Discount Transit Pass Program Agreement from you submit your Breeze card order. This document will be sent to you for your review and signature the week of November 23rd.
  – Additional training opportunities are scheduled for:
    • December 1st at 12pm
    • December 2nd at 12pm
• Q/A
The Downtown TMA
404.658.1877
www.atlantadowntown.com

Angie Laurie, VP of Transportation
Sally Haggard, Director
Lynn Lopes, Program Manager
Crystal Clark, Outreach Manager
Sara Milton, Marketing Project Manager