

Transit Pass Program

OVERVIEW



Perimeter COMMUNITY IMPROVEMENT DISTRICTS

Sections

- 1 Timeline Key Dates
- 4 Troubleshooting
- 2 Products: What You Can Order
- 5 FAQ
- 3 Monthly Ordering Process Guide

Timeline

1 st – 15 th of current month	12 th	15 th	On or before the 20 th	1 st of upcoming month
Gather new activations, deactivations, and card reassignments. <ul style="list-style-type: none"> Update your previous Benefit Report You can also request additional Breeze Cards for your inventory. 	Reminder email will be sent from Perimeter Connects.	Send your order: transit@perimeterconnects.com If the 15 th falls on a weekend, please send it before the weekend.	A new Benefit Report will be sent for your review. <ul style="list-style-type: none"> Please respond with any changes within 24 hours. The Benefit Report will be used for invoicing. 	Orders will take effect. Cards will become active.

Products

Our Partners receive a 20% discount on the MARTA Unlimited Monthly product by participating in the Transit Pass Program. All products must be loaded to a Breeze Card. Pricing with applicable discounts as of 07.01/2018:

Transit Agency	Pass	Price
MARTA	Unlimited Monthly	\$76.00 (through the employer partner program, this is a 20% discount from the general pass which is \$95 regularly)
	20-trip fare	\$42.50
	10-trip fare	\$25.00
	Replacement Breeze Card	\$2.00
SRTA Xpress	Green Zone Unlimited Monthly	\$90.00
	Blue Zone Unlimited Monthly	\$125.00
	10-ride Green Zone	\$25.00
	10-ride Blue Zone	\$35.00

Monthly Ordering Process Guide

Updating your benefit report

1. Open the **Company Name_BR_MONTHYEAR** file
2. Resave it as **Company Name_Order_MONTHYEAR**
3. Make note of ALL changes in column G. There are six possible types of changes:
 - ▶ **New Participants:** Someone who has NEVER been in the transit pass program
 - a. Add them at the **BOTTOM** of the list
 - b. Type "New Rider" and include their name, email, Breeze card number, and the product
 - ▶ **Reactivations:** Someone who was participating previously, but stopped, and now wants to begin again.
 - a. Add them at the **BOTTOM** of the list
 - b. Type "**Reactivation**" and include their name, email, Breeze card number, and the product
 - ▶ **Deactivations:** Someone currently participating who does not want a pass in the upcoming month
 - a. Locate them on the list and type "**Deactivate**"
 - ▶ **No Changes:** Someone who wants to continue receiving a pass for the next month.
 - a. Leave cell blank
 - ▶ **Switching/adding products:** Someone who wants to go from a Monthly MARTA to Xpress, vice-versa, or add an additional product.
 - a. Find them in the list and write "**Discontinue <x>/Activate <y>**" or "**Add <x>**"
 - b. *Example: Discontinue MARTA monthly/ Activate Xpress Green 10 trip*
 - ▶ **Re-assignments:** Giving an old card to someone else (usually only if you collect cards from employees that have left the company).
 - a. Locate the former person on the list and write "Re-assign"
 - b. Add the new person's name and their email, and the product they want.

* If you have no changes at all, please still create this file. When you email transit@perimeterconnects.com, just write in the body of the email, "**No changes**" and attach the file.

E-mail your Benefit Report (due on or before the 15th of each month)

4. In the body of the email, you can request additional Breeze Cards for your inventory.

Review your Benefit Report

5. A new Benefit Report will be sent for your review. Review your Benefit Report for these order updates and reach out with any questions within 24 hours.

Troubleshooting

Lost Cards Using your inventory of cards, issue them a new card and then email their name and Breeze card number to us so we can transfer the benefits. Cards can be replaced at any time during the month.

Cards Not Working This is an issue that can happen when the rider uses their card for the first time each month. Send an email to transit@perimeterconnects.com with their name, Breeze card number, and the issue (i.e. – "card not working at xx station or on bus"). Please do not have the rider reach out directly to us. We will submit a ticket to MARTA and will notify you once it has been resolved. Most issues are resolved within 24 hours.

FAQ

Roles and Responsibilities

- ▶ You are the liaison between Perimeter Connects and your employees – riders should not contact MARTA or Xpress directly. We receive discounted prices because we've agreed to take on most of the administrative work for MARTA and Xpress.
- ▶ Establish a system where participants can get you the information and relay it to Perimeter Connects.

Personal Inventory

Always keep an inventory of blank Breeze cards on hand. These cards have to be ordered through Perimeter Connects, and will be labeled with a gray "PC" on the back. This will be used for:

- ▶ **Issuing new cards to new participants each month:** you will put their Breeze card number on the order form so that we can enter them into the MARTA or Xpress system.
- ▶ **Replacing lost cards:** if a rider comes to you saying they've lost their card, you can immediately issue them a new card. Follow the process above.

Order cards for your inventory with your monthly order. It can take 2-3 weeks for MARTA and Xpress to get us these cards, so you will need to anticipate the number of cards you need for the next month.

- ▶ For example, if it is May 15th and you see that you only have 2 cards remaining in your inventory (after you've assigned new people their June cards) and you typically enroll 10 new participants each month, you will need to order new cards for your upcoming July participants.

Breeze Card and Products

- ▶ All products are electronic and uploaded to a Breeze Card.
- ▶ Breeze cards have a 5-year expiration date.
- ▶ They have balance protection through Perimeter Connects, so if they lose their card, we can transfer the benefits to a new card.
- ▶ Breeze cards are \$2 a piece – you must decide whether or not you will charge employees who have lost their cards.
- ▶ MARTA trips do not expire. The MARTA monthly can only be used in that calendar month that it was purchased for.
- ▶ Riders must tap the card at the gate or kiosk within 30 days of activation to pull the benefits to the card. If they do not, the benefit will "fall off" – this is specifically for trips that don't expire. If the benefit does fall off, we can push it back on, but we have to submit a troubleshooting ticket. Please let riders know that if they have purchased trips, to use it at least once within 30 days. MARTA or Xpress can be put on their new card, but not cash.
- ▶ Cards MUST be used within 30 days of activation for the benefit to work.
- ▶ If a rider uses both MARTA and Xpress, they will need to purchase both products and have them on the same Breeze card for the free transfer from one system to another.
- ▶ If a rider has trouble with their card, please ask them to FIRST try checking their balance at the Breeze Vending Machine (located at all MARTA stations). This will often reset the product if there has been an error.
- ▶ We do NOT recommend that riders put cash value on Breeze cards they receive from you, because that value is not protected. If they lose this card, the product (MARTA or Xpress) can be put on their new card but not the cash.

Orders

- ▶ Any changes made on your order come into effect the 1st of the following month. Ex: For the May 15th order you submit, those card changes will begin June 1st.
- ▶ Cards stay active until you tell Perimeter Connects to deactivate them (on an order form).
- ▶ We can immediately de-activate a card—"hotlist" it—but that permanently decommissions the card on the spot. It can never be used in the MARTA or Xpress system again.
- ▶ When Perimeter Connects finish processing orders, we will send the Benefits Report to you. We strongly encourage that you review the report for accuracy as this will be your invoiced amount.



Anything else? Please feel free to reach out to us! We also have resources on our website at PerimeterConnects.com/Connectors to assist with rider recruitment and program promotion.

Ranja Adriamanana Transit@PerimeterConnects.com | **770-390-1788**