

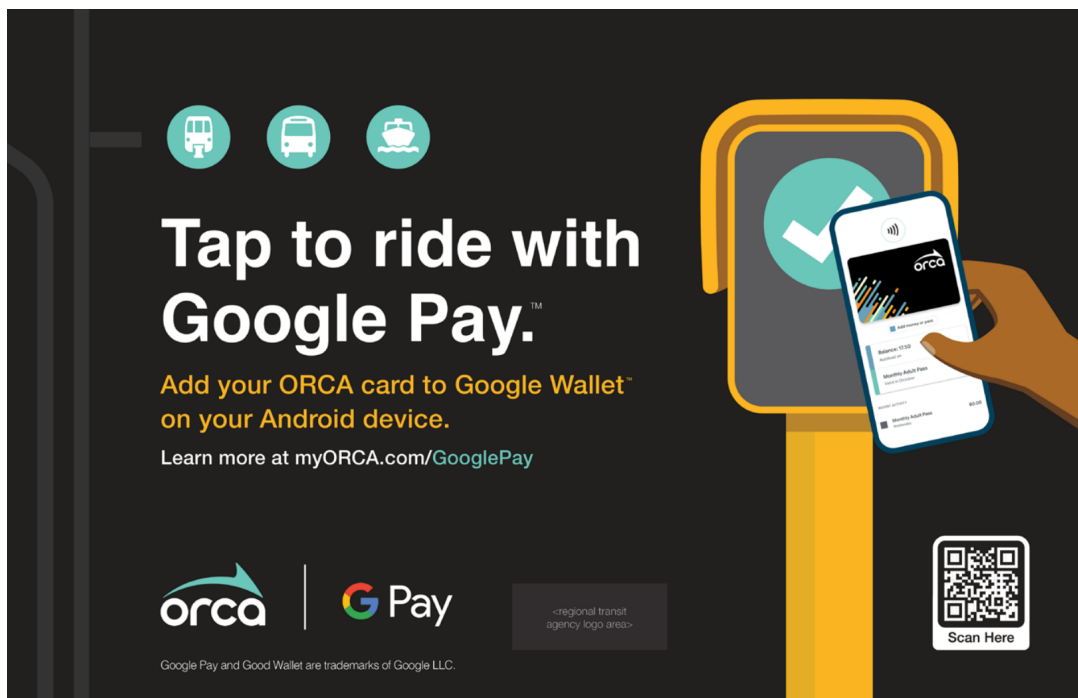
Tips for Communicating with your cardholders about ORCA on Google Pay

ORCA will soon be offering cardholders the ability to pay for transit with Google Pay on Android. This means individuals with Android devices will be able to add an ORCA card to their Google Wallet and tap on transit with their device. Your business will have the choice to opt in to allowing your cardholders to convert their plastic cards to digital cards in Google Wallet. If you do not wish to allow your cardholders to do this, no action is needed.

Whether you choose to opt in or opt out, cardholders will have points of confusion and questions regarding adding ORCA for Google Pay cards to their wallet after seeing our public advertising campaign. Below, you will find a toolkit of official language and guidance on how to communicate your decision.

Our public campaign and customer support tools for ORCA on Google Pay

To get the word out about ORCA on Google Pay, we will be running a public advertising campaign starting at the end of June 2024 online, in newspapers and magazines, and on public transit. Here is an example of the content of the campaign.



It is important to note that we will be communicating to ORCA customers that if they received their card from a business, school or other organization, the issuer would need to opt in before a customer can convert the plastic card they have been issued to a digital

card in Google Wallet. This information is included on our customer page, info.myORCA.com/GooglePay, in our online user guides, customer FAQs, and instructional videos.

Tips and tools for communicating with your cardholders

Here are some helpful resources for you to communicate with your cardholders about the launch of ORCA on Google Pay based on your choice to either opt in or not opt in when this new feature launches.

If you plan to opt-in at launch or shortly afterwards

You are:	Planning to opt in at launch or shortly after
Can your cardholders use ORCA on Google Pay?	Yes, once you fill out the official opt-in form, sign a Contract Addendum (for Passport customers) or agree to an ORCA Terms of Use update (for Choice customers), and receive confirmation from your ORCA Business Account Representative.
What and when to communicate to cardholders	<p>(1) Once you fill out the opt-in form, let your cardholders know that you are planning to allow them to add their cards to ORCA on Google Pay.</p> <p>(2) Next, when you receive an email confirmation from ORCA that Google Pay has been enabled on your account, communicate with cardholders that they can now convert their plastic card to Google Wallet on Android devices and begin using their devices to tap on to transit. Include a link to our customer landing page, info.myORCA.com/GooglePay where your cardholders can find helpful videos, user guides and FAQs to help them get started and answer their questions.</p> <p>(3) Here is some sample text you can use to create your message:</p> <p><i>Introducing ORCA on Google Pay!</i> <i>Android users, ORCA on Google Pay is here! Now you can get around Puget Sound on transit with just your phone or WearOS device.</i></p> <p><i>You can transfer your plastic card to a digital card in your Google Wallet today or whenever you are ready. Visit info.myORCA.com/GooglePay to see how to convert your</i></p>

	<p><i>physical card and how to tap to pay with a phone or WearOS device. After you have converted to digital, the physical card will no longer work, and you can dispose of it. Cards can be shredded or cut in half and disposed of in the trash.</i></p> <p><i>We will continue to provide your transit benefit to you whether you convert your card or keep your physical card. We are excited to be able to offer digital ORCA cards to our Android users!</i></p> <p><i>What if I don't have an Android device?</i> <i>ORCA is committed to bringing the convenience of mobile payments to all customers and operating systems but is only offering the Google Pay solution currently. We will share any new information as it becomes available. Keep using your plastic ORCA card to ride transit.</i></p>
<p>When you opt-in, here is a quick reference for ORCA on Google Pay support</p>	<ol style="list-style-type: none"> (1) For cardholder questions about their Google Account or Google Wallet, direct them to Google Support: (2) For cardholder questions about their Android device, direct them to their Device Manufacturer: Here are a few links to popular brands: (3) Please continue to answer cardholder questions about ORCA products loaded on their cards as well as other existing support such as adding value and products and blocking or replacing cards. <ul style="list-style-type: none"> ○ For assistance with this, please contact your Business Account Representative.

If you do not plan to opt-in at launch or shortly after

<p>You are:</p>	<p>Not planning to opt in at launch or shortly after</p>
<p>Can your cardholders use ORCA on Google Pay?</p>	<p>No, your cardholders will not be able to convert the plastic card you issued them to a digital card in Google Wallet. Your organization does not need to take any action to prevent cardholders from doing this. If a cardholder has a personal card that was not issued by your organization, they can convert that card.</p>
<p>What and when to communicate to cardholders</p>	<ol style="list-style-type: none"> (1) Once you decide to opt in, let your cardholders know that you are not planning to allow your organization's cardholders to add their cards to ORCA on Google Pay.

	<p>(2) If you don't decide to opt in, that's ok. You can always opt in later when the time is right for your organization. Once this decision has been made, we recommend proactively communicating with your cardholders that they will not be able to convert their plastic card to a digital card in their Google Wallet, and if appropriate, why you are making that choice. Remind them of all the great benefits they will still receive through the plastic ORCA card you issued them and provide them reassurance that they should continue to use their plastic card going forward.</p> <p>(3) Here is some sample text you can use to create your message:</p> <p>ORCA on Google Pay Feature <i>The ORCA card announced this week a new feature offering a digital card solution for Android users to convert existing ORCA plastic cards to digital cards on Google Wallet to tap to pay for transit. At this time, our company will not be opting in to offer this feature to our cardholders.</i></p> <p><i>If you have an Android device, you will not be able to convert your [organization]-issued card to a digital card to tap to pay. If you own a personal ORCA card, you can convert this.</i></p> <p><i>Cardholders should continue to use and tap their physical cards to get around Puget Sound. We will continue to offer (describe the benefit and program you provide) to all our cardholders.</i></p>
<p>More about ORCA on Google Pay</p>	<ul style="list-style-type: none"> - Note that your cardholders can purchase their own individual ORCA card directly in Google Wallet or convert another plastic card they own to Google Wallet. - If your cardholders have questions about how to use a personal ORCA card on Google Pay, direct them to our customer website: info.myORCA.com/GooglePay. - Remember, you can always opt-in later when you are ready. - We will continue to provide ORCA business account customers with updates as new ORCA payment features become available.