

BREEZE MIGRATION

FREQUENTLY ASKED QUESTIONS

What is Breeze?

- Breeze is a fare collection system that is used by Xpress, MARTA and other transit agencies in the Atlanta region.
- It is a more convenient and secure way to collect fares.
- The system uses a plastic smart card called a Breeze Card with a computer chip inside that can store passes and cash value.
- About 35% of Xpress customers already use Breeze to pay their fares.



What is a smart card?

- Smart cards look like a credit or debit card and have a computer chip inside that can store passes or cash value.
- Unlike paper or magnetic strip passes that get thrown away when the value is used up, Breeze Cards can be used over and over again for years.

How does the Breeze Card work?

- Very similar to the Xpress magnetic stripe cards, but instead of swiping paper passes, you “tap” your Breeze Card on the Breeze validator to pay your fare each time you ride.
It's that simple – Just tap and go!
- If you use cash value (stored value), the system will deduct your fare each time you tap to ride.
- If you use passes, Breeze recognizes there is a valid pass on your card and alerts the operator.



Why is Xpress moving to the Breeze system?

- Moving to Breeze is part of Xpress's effort to build a better regional transit experience for you, our customer.
- The Breeze Card is a more reliable, secure way for you to pay your fare.
- Breeze will simplify our operations by speeding up the boarding process, and because there are no moving parts to maintain, the Breeze system is less likely to break down.
- Breeze will allow Xpress customers to transfer to MARTA for free.



How will Breeze benefit customers?

- **More convenience:**
 - **Employer program customers** – including SECAP, TMAs and companies/organizations that buy passes in bulk – will have their passes automatically downloaded to their Breeze Cards each month.
 - **“General” customers** can buy their passes or add cash value (stored value) to their Breeze Card online at Breezecard.com, at Breeze Vending Machines located in all of MARTA's 38 rail stations, and the Xpress Retail Center.
 - **All customers** will be able to check the balance on the Breeze Card at any Breeze Vending Machine and online at Breezecard.com.
- **Less worry:** When you register your Breeze Card, your balance is protected if it is lost or stolen. Customers who participate in employer programs (SECAP, TMA and companies/organizations who buy their passes in bulk) will be automatically registered through their employer – no action is required by you.
- **Less hassle:**
 - **Cash Customers** can load up their card with cash value (stored value) and pay as they go – and never worry about having exact change again!
 - **All Other Customers** will benefit from easier boardings.

- **More control:**
 - You can manage your card online through Breezecard.com.
 - You can get a card, register it, add a pass or cash value and check your transaction history from wherever you are.
- **Better service:** Breeze will help Xpress tailor routes and schedules to meet your needs.
- **Easier Regional Travel:** You can travel on MARTA, Xpress, CobbLinc and Gwinnett County Transit using one Breeze Card.
- **Savings:** Customers who use the Breeze Card can transfer from Xpress to MARTA for free (up to four transfers in three hours) – and from MARTA to Xpress for free!

When is Breeze coming?

- About 35% of Xpress customers are already on Breeze.
- Everyone else will transition throughout 2018.
- We will have a full campaign to introduce you to Breeze and teach you how to use the system.

How can I get a Breeze Card?

- **Employer program customers** (SECAP, bulk, and TMA) will get their specially programmed Breeze cards from their administrators.
- **Consignment customers** will get their Breeze Cards where they normally purchase their passes.
- **“General” customers** can get their cards for free for a limited time with the purchase of a pass at the Xpress Retail Center or at xpressga.com. After this time, cards will cost \$2.
- Cards are also available from Breeze Vending Machines, but they will cost \$2 in addition to the pass or cash value (stored value).

Will I be able to continue buying the same pass I currently use?

- Yes – existing passes will be available on Breeze, including the roundtrip discount.
- Employer programs (SECAP, TMAs and companies/ organizations who purchase in bulk) will transition from the 31-day pass to a calendar monthly pass on Breeze.
- The general public will remain on 31-day passes.

Are fares going to increase?

- No – fares will not increase with the Breeze Card.

Will everyone have to use Breeze?

- No – you may also pay with cash (exact change only). The choice will be up to you. We expect most customers will want to use the Breeze Card to pay their fares once the rollout is complete, however.
- Calendar monthly and 10-ride passes will only be available through Breeze (for SECAP, TMA and bulk customers).
- 31-day passes, 10-ride passes and roundtrip discounts will only be available through Breeze (for the general public and consignment customers).
- Customers will always be able to pay with cash – but by using Breeze instead, they will get balance protection (when they register) and free transfers to MARTA (up to four within three hours).

How will XPRESS pay for Breeze?

- XPRESS received grants from the federal government specifically for the purchase and installation of Breeze. These funds cannot be used for any other improvements.



For additional information:

- Call: 844-XPRSSGA (977-7742)
- TTY/TDD and other Assistive Communications Service, Call: 711 or 1-800-255-0056
- En Español – 1-888-202-3972