APTA 2019 AdWheel Awards

Category II: Best Marketing and Communications Educational Effort/Comprehensive Campaign

Xpress Breeze Migration



Xpress Breeze Migration









Homepage Banners









Farebox Signs

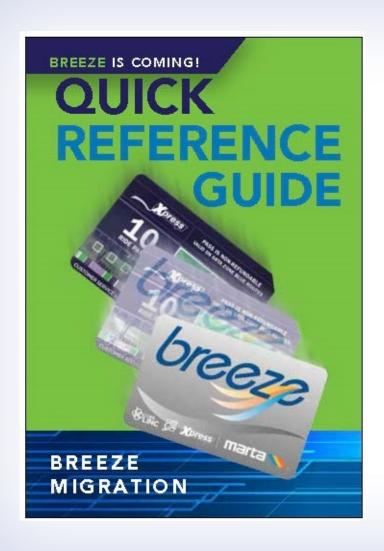








Information Provided to Drivers/Staff





Wallet Card handed out by operators

What you need to know:

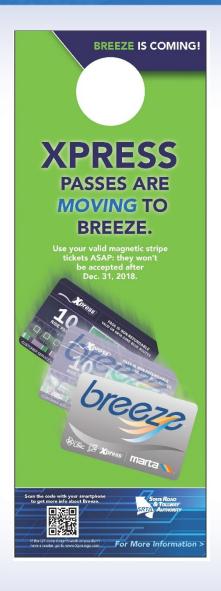
- Fare Payment: After Dec. 31, 2018, magnetic passes will not be accepted for lare payment onboard Xpress coaches. Customers must use up their magnetic passes by this date.
- Onboard Purchases: After Dec. 31, roundtrip passes will no longer be sold on Xpress coaches. Customers must pay one-way fares with exact change or switch to Breeze.
- Roundtrip Discounts: Purchase a roundtrip pass online on the Breeze Card to get the \$1 discount.
- Breeze Card Availability: You can get a Breeze Card for \$2 at the Xoress Retail Center, Breeze Vending Machines in all MARTA stations or online at Breezecard.com.
- Transferring Value: Xpress passes on magnetic tickets cannot be transferred to Breeze Cards.

For more information visit: www.Xpressga.com or 844-XPRSSGA (977-7742)

TTY/TDD and other Communications Service Assistive Call: 711 or 1-800-255-0056 En Español: 1-888-202-3972



Seat/Luggage Rack Hangers









Park and Ride Posters





For more information visit: www.Xpressgs.com or E44-XPESSGA (977-7742)
TTY/TDD and other Assistive Communications Service Calt 711 or 1-800-233-0056. En Español: 1-866-202-3972

More control: Online account management
Cost Savings: Transfers to MARTA are free with Bresze





FAQs

FREQUENTLY ASKED QUESTIONS

When is Xpress ending magnetic pass sales?

- Magnetic pass sales for most Xpress customers will end on Aug. 31, 2018.
- Cash customers can continue to buy roundtrips on magnetic tickets through Dec. 31, 2018.
- Georgia State, Douglas County and CobbLinc route 476 and 480 customers will transition from magnetic passes to the Breeze Card soon. Look for notifications where you buy tickets.

Why is Xpress removing magnetic passes?

- · Xpress is moving to Breeze for fare collection.
- Switching to Breeze is part of Xpress's efforts to build a better regional transit experience for you, our customer.
- With Breeze, Xpress customers will enjoy balance protection,* online account management and free transfers to MARTA.

*Customers must register their card at BreezeCard.com to receive balance protection.

How will I buy my tickets after magnetic pass sales end?

- · Retail Center/Xpressga.com:
 - Starting Sept. 1, all Xpress passes will be sold on Breeze Cards.
- Onboard purchases:
 - Cash customers can continue to buy roundtrips on magnetic tickets through Dec. 31, 2018.
- After that, customers must pay one-way fares with exact change or use a Breeze Card.
- You can purchase roundtrip Breeze passes online at www.breezecard.com, at the Xpress Retail Center or at Breeze Vending Machines.





Where can I get a Breeze Card?

- Through Oct. 31, Xpress customers can get a free Breeze Card – a \$2 value – at the Xpress Retail Center or online at Xpressga.com. Limit one free Breeze Card per transaction.
- Breeze Cards can also be purchased from MARTA vending machines or at www.breezecard.com for \$2.

I participate in an employer program – what should I do?

- If you don't already have a Breeze Card, you will get your specially encoded Breeze Card from your pass coordinator.
- Personal Breeze Cards will not work with employer programs.

I have several magnetic passes – can I still use them?

- Yes! Use your valid magnetic strip passes as soon as possible. They will not be accepted after Dec. 31, 2018.
- Xpress passes on magnetic tickets cannot be transferred to Breeze Cards.





FREQUENTLY ASKED QUESTIONS

When will Xpress stop accepting magnetic passes?

- Magnetic passes will not be accepted on Xpress coaches after Dec. 31, 2018.
- Customers should use up their magnetic passes by this date.
- Cash oustomers can continue to buy roundtrips onboard through Dec. 31, 2018.
- Georgia State, Douglas County and CobbLinc route 476 and 480 customers will transition from magnetic passes to the Breeze Card soon. Look for notifications where you buy tickets.

How will I pay my fare once magnetic passes are no longer accepted?

- Retail Center/Xpressga.com/MARTA Ticket Vending Machines:
- All Xpress passes are now sold on Breeze Cards.
- · Onboard Purchases:
- After Dec. 31, roundtrip passes will no longer be sold on Xpress coaches
- Customers must pay one-way fares with exact change or switch to Breeze.

· Roundtrip Discounts:

- Purchase a roundtrip pass on the Breeze Card online at Breezecard.com to get the \$1 discount.
- You can also buy Blue and Green Zone 31-day or 10-trip Xpress passes on a Breeze Card, or load cash value.

Where can I get a Breeze Card?

- · You can get a Breeze Card for \$2 at:
 - Xpress Retail Center
- Breeze Vending Machines located in all MARTA rail stations
- 。 Online at Breezecard.com
- « Coming Soon: Douglas Transportation Center
- Participants in employer programs namely State Employees Commuter Assistance Program (SECAP) and Transportation Management Associations (TMAs) - will get their specially encoded cards where they buy passes.



I have several magnetic passes – can I still use them?

- Yes! Use your valid magnetic strip passes as soon as possible. They will not be accepted after Dec. 31, 2018.
- Xpress passes on magnetic tickets cannot be transferred to Breeze Cards.

Why is Xpress removing magnetic passes?

- Xpress is moving to Breeze for fare collection.
- Switching to Breeze is part of Xpress's efforts to build a better regional transit experience for you, our customer.
- With Breeze, Xpress customers will enjoy balance protection,* online account management and free transfers to MARTA.

More About Breeze

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.



*Cards must be registered.







Media Coverage





Fares on Xpress buses will be collected via Breeze car and cash, once magnetic tickets are phased out on De

Passengers will be able to continue buying the same passes (31-day, 10 ride and roundtrip discounts) on Breeze, Fares will not be affected by the conversion, according to SRTA.

for our 'iddes." Chris Tomilison, executive director of the State Road and Tollway Authority, said in a statement.

"Passinger: can travel on MARTA, Cobblinc and Gwinnett County Transit using one Breeze Card." Tomilison said. "Use of one card offers more convenience and management for our passingers because they can track use of their cards via their

The shift comes as Tomlinson is delivering presentations to county officials on the ATL, the newly created Atlanta Regional Transit Link Authority. Tomlinson serves as

interim director of the ATL and also directs SRTA and GRTA, the Georgia Regional

The timeline for the conversion calls for Xpress magnetic tickets to be sold through Aug. 31. Starting Jan. 1, 2019, no Xpress magnetic tickets will be accepted. Cash will

online accounts."

continue to be accepted.

SRTA contends passengers will notice a number of improvements to their rising experience after the system shifts to Breeze card. Passengers are expected to board more quickly, reducing or eliminating the waiting line. Risingers who lose a Breeze card will not to money, because the value is stored in the system rather than the card. The Breeze card allows typress and MARTA riders to transf between systems for free, up to four transfers in any three-hour period.



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For Immediate Release: May 22, 2018

Xpress Passes are Moving to Breeze; Last Day to Purchase Xpress Tickets is Aug.

ATLANTA – Providing Xpress commuter coach passengers with a more convenient and secure way to pay fares is the goal of the State Road and Tollway Authority as it ellminates the Xpress magnetic ticket from the system and makes Breeze and Currants.

Currently, Xpress riders can use cash, Breeze Cards and magnetic tickets for fare payment, Xpress magnetic tickets will no longer be sold after Aug. 31, 2018, and no Xpress magnetic tickets will be accepted on coaches after Dec. 31. Fares will not increase under the transition. For complete details, wist and the complete details, wist.

Season of the complete details, wist.

Using Breeze will Improve the passenger experience by making the onboarding process faster and by providing quicker, more secure payment for passengers.



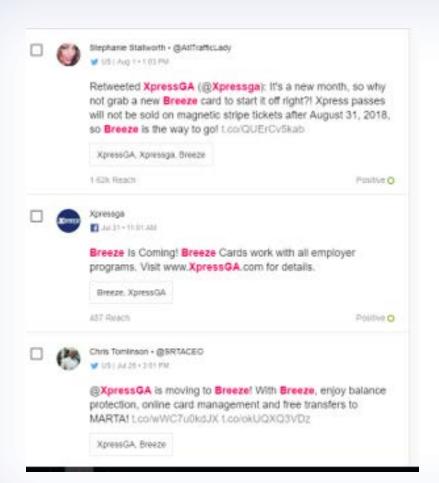
By David Wickert

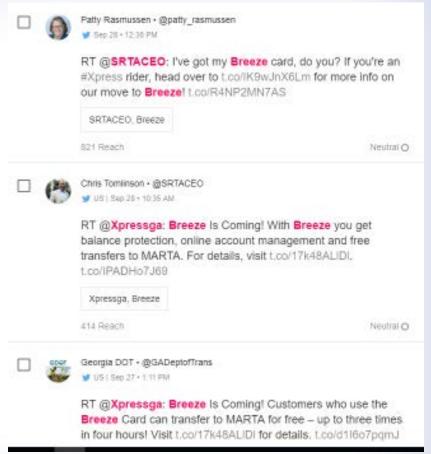
Xpress buses to phase out tickets in favor of MARTA Breeze Cards





Social Media







The BREEZOMETER!

