

APTA 2019 AdWheel Awards

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

Xpress Breeze Migration



Xpress Breeze Migration




Homepage Banners

BREEZE IS HERE!

MAGNETIC PASSES NOT ACCEPTED AFTER DEC. 31

Customers Should Switch to the Breeze Card ASAP!



breezz

LINC Xpress marta

Xpress

BREEZE IS HERE!

MAGNETIC PASS SALES END AUG. 31!

Switch to the Breeze Card today - it's FREE!*



breezz

LINC Xpress marta

Xpress

State Road & Tollway Authority

[CLICK FOR MORE](#)

BREEZE IS COMING!

XPRESS PASSES ARE MOVING TO BREEZE.



breezz

LINC Xpress marta

Xpress

State Road & Tollway Authority

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Farebox Signs

BREEZE IS COMING!

XPRESS PASSES ARE MOVING TO BREEZE.

STATE ROAD & TOLLWAY
SRTA
AUTHORITY

MAGNETIC PASSES NOT ACCEPTED AFTER **DEC. 31**

Switch to the Breeze Card today!

BREEZE IS HERE!

MAGNETIC PASS SALES END **AUG. 31!**

**Switch to the
Breeze Card
today – it's FREE!***

Scan the code with your smartphone to get more info about Breeze.
If the QR code doesn't work or you don't have a reader, go to www.Xpressga.com.

WHAT YOU NEED TO KNOW:

- 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.breezeand.com, at the Xpress Retail Center or at Breeze Vending Machines.
- Retail Center/Online:** Starting Sept. 1, all passes will be sold on Breeze Cards.
- Breeze Card Availability:** Customers can get a FREE Breeze Card at the Xpress Retail Center or online at Xpressga.com. Breeze Cards can also be purchased from MARTA vending machines or at www.breezeand.com for \$2.
- Employer Program Customers:** You will get your specially encoded Breeze Card from your pass coordinator. Personal Breeze Cards will not work with employer programs.
- Magnetic passes:** Use your valid magnetic stripe passes as soon as possible. They will not be accepted after Dec. 31, 2018.

*The Breeze Card is free to all riders with the purchase of an Xpress pass through Aug. 31. Limit one free Breeze Card per transaction.


For more information visit: www.Xpressga.com or 888.XPRESS24 (977.7742)
TTY/TDD and other Accessible Communications Service Call 711 or 1-800-252-2056. In Spanish - 1-888-202-3972

Xpress

Information Provided to Drivers/Staff

BREEZE IS COMING!

QUICK REFERENCE GUIDE



BREEZE MIGRATION

MAGNETIC PASSES NOT ACCEPTED AFTER DEC. 31

Switch to the Breeze Card today!



Wallet Card handed out by operators

What you need to know:

- **Fare Payment: After Dec. 31, 2018,** magnetic passes will not be accepted for fare 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 Xpress 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

BREEZE IS COMING!

**XPRESS
PASSES ARE
MOVING TO
BREEZE.**

Use your valid magnetic stripe tickets ASAP; they won't be accepted after Dec. 31, 2018.

Scan the code with your smartphone to get more info about Breeze.

If the QR code doesn't work or you don't have a reader, go to www.xpressga.com.

State Road & Tollway Authority

For More Information >

BREEZE IS HERE!

**MAGNETIC
PASS SALES
END AUG. 31!**

Switch to the Breeze Card today – it's **FREE!***

Scan the code with your smartphone to get more info about Breeze.
If the QR code doesn't work or you don't have a reader, go to www.xpressga.com.

*The Breeze Card is free (a \$2 value) with the purchase of an Xpress pass through Oct. 31, 2018. Limit one free Breeze Card per transaction.

BREEZE IS HERE!

**MAGNETIC
PASSES
NOT ACCEPTED
AFTER DEC. 31**

Switch to the Breeze Card today!

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If the QR code doesn't work or you don't have a reader, go to www.xpressga.com.

Park and Ride Posters

BREEZE IS COMING!

XPRESS PASSES ARE MOVING TO BREEZE!

Scan the code with your smartphone to get more info about Breeze.

If the QR code doesn't work or you don't have a reader, go to www.xpressga.com.

ENJOY THESE BENEFITS WITH BREEZE:

- Balance protection:** If your card is lost or stolen.*
- More control:** You can manage your card online.
- Faster boarding:** Just tap and go!
- Save money:** Xpress customers who use Breeze transfer to MARTA for free!
- Reloadable:** No need to get a new card each time.
- * Card must be registered.**

For more information: www.xpressga.com or 844.XPRESSGA (977-7742). TTY/TTD and other Communications Service Assistance Call: 711 or 1-800-255-0056. En Español - 1-865-202-3972.

BREEZE IS HERE!

MAGNETIC PASSES NOT ACCEPTED AFTER DEC. 31

Switch to the Breeze Card today!

Scan the code with your smartphone to get more info about Breeze.

If the QR code doesn't work or you don't have a reader, go to www.xpressga.com.

WHAT YOU NEED TO KNOW:

- Fare Payment:** After Dec. 31, 2018, magnetic passes will not be accepted for fare payment, onboard Xpress coaches. Customers must use up any magnetic passes they have by this date.
- Onboard Purchases:** After Dec. 31, discount magnetic roundtrip passes will no longer be sold on Xpress coaches. Customers must buy one-way fares with exact change or switch to Breeze.
- Roundtrip Discounts:** Purchase a roundtrip pass on the Breeze Card online to get the \$1 discount. You can also buy Blue and Green Zone 31-day or 10-ride Xpress passes on a Breeze Card or load cash value.
- Breeze Card Availability:** You can get a Breeze Card for \$2 at the Xpress Retail Center, Breeze Vending Machines in all MARTA stations or online at breezcard.com.
- Transferring Value:** Xpress passes on magnetic tickets cannot be transferred to Breeze Cards.
- Breeze Benefits:** Customers will enjoy:
 - Balance protection:** If their card is lost or stolen!
 - Less hassle:** No more searching for exact change
 - Reloadable:** No need to get a new card each time
 - More control:** Online account management
 - Cost Savings:** Transfers to MARTA are free with Breeze!

*Card must be registered.

For more information visit: www.xpressga.com or 844.XPRESSGA (977-7742). TTY/TTD and other Assisted Communications Service Call: 711 or 1-800-255-0056. En Español: 1-865-202-3972.

BREEZE IS HERE!

MAGNETIC PASS SALES END AUG. 31!

Switch to the Breeze Card today - it's FREE!*

Scan the code with your smartphone to get more info about Breeze. If the QR code doesn't work or you don't have a reader, go to www.xpressga.com.

WHAT YOU NEED TO KNOW:

- 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 may purchase roundtrip Breeze passes online at www.breezcard.com, at the Xpress Retail Center or at Breeze Vending Machines.
- Retail Center/Online Starting Sept. 1,** all passes will be sold on Breeze Cards.
- Breeze Card Availability:** Customers can get a FREE Breeze Card at the Xpress Retail Center or online at www.xpressga.com. Breeze Cards can also be purchased from MARTA vending machines or at www.breezcard.com for \$2.
- Employer Program Customers:** You will get your specially encoded Breeze Card from your pass coordinator. Personal Breeze Cards will not work with employer program.
- Magnetic passes:** Use your valid magnetic stripe passes as soon as possible. They will not be accepted after Dec. 31, 2018.

*This Breeze Card has a \$2 initial cash value. Xpress pass through Oct. 31, load one free Breeze Card per transaction.

For more information visit: www.xpressga.com or 844.XPRESSGA (977-7742). TTY/TTD and other Assisted Communications Service Call: 711 or 1-800-255-0056. En Español - 1-865-202-3972.



FAQs

BREEZE MIGRATION: MAGNETIC PASS SALES ENDING 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.



BREEZE MIGRATION | MAGNETIC PASSES NOT ACCEPTED 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 customers 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

sign-of-the-atl-xpress-bus-system-moving-to-breeze-cards-in-2018/

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MARTA DAVIS ELANOR TOM SONAH KING LANCE MARGO GUESTS

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DAVID PENDERED

First sign of the ATL Xpress bus system moving to Breeze cards in 2018
May 23, 2018, 12:59 pm / 3 Comments

27

By David Pendered

The Xpress commuter bus system that operates in 12 metro counties is phasing out its magnetic ticket system as of Dec. 31 and shifting to the Breeze card. The move is an early step in the effort to unify the transit systems that serve metro Atlanta.

"Moving to Breeze is part of our efforts to build a better regional transit experience for our riders," Chris Tomlinson, executive director of the State Road and Tollway Authority, said in a statement.


"Passengers can travel on MARTA, CobbLinc and Gwinnett County Transit using one Breeze Card," Tomlinson said. "Use of one card offers more convenience and management for our passengers because they can track use of their cards via their online accounts."

The shift comes as Tomlinson is delivering presentations to county officials on the ATL, the newly created Atlanta Regional Transit Authority. Tomlinson serves as interim director of the ATL and also directs SRTA and GRTA, the Georgia Regional Transportation Authority.

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 continue to be accepted.

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.

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



Fares on Xpress buses will be collected via Breeze card and cash, once magnetic tickets are phased out on Dec 31. Credit: GRTA

is-buses-phase-out-tickets-favor-marta-breeze-cards/1027304uF7vH7AFL/

Spinning our Wheels
Spinning our Wheels is a commuting blog about the challenges of getting around Atlanta by car, bus, MARTA, bicycles and on foot written by transportation reporter David Wickert


By David Wickert

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

May 23, 2018



magnetic tickets won't be sold after Aug. 31 and won't be accepted after Dec. 31 BRANDEN CAMP/SPECIAL



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For Immediate Release:
May 22, 2018


Xpress Passes are Moving to Breeze; Last Day to Purchase Xpress Tickets is Aug. 31

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 eliminates the Xpress magnetic ticket from the system and makes Breeze and cash the accepted forms of fare payment.

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, 2018, and not increase under the transition. For complete details, visit http://www.xpressga.com/wp-content/uploads/2018/04/20180402_SRTA-Breeze-Conversion-Fact-Sheet.pdf.

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


Social Media

 Stephanie Statworth • @AllTrafficLady
US | Aug 1 • 1:03 PM

Retweeted **XpressGA** (@Xpressga): It's a new month, so why not grab a new **Breeze** card to start it off right?! Xpress passes will not be sold on magnetic stripe tickets after August 31, 2018, so **Breeze** is the way to go! t.co/QUERcv5kab

XpressGA, Xpressga, Breeze


1.62k Reach Positive

 Xpressga
Jul 31 • 11:01 AM

Breeze is Coming! **Breeze** Cards work with all employer programs. Visit www.XpressGA.com for details.


Breeze, XpressGA

487 Reach Positive

 Chris Tomlinson • @SRTACEO
US | Jul 26 • 2:01 PM

@**XpressGA** is moving to **Breeze**! With **Breeze**, enjoy balance protection, online card management and free transfers to MARTA! t.co/wWC7u0kdJX t.co/okUQXQ3VDz


XpressGA, Breeze

 Patty Rasmussen • @patty_rasmussen
Sep 28 • 12:35 PM

RT @**SRTACEO**: I've got my **Breeze** card, do you? If you're an #Xpress rider, head over to t.co/IK9WJnX6Lm for more info on our move to **Breeze**! t.co/R4NP2MN7AS

SRTACEO, Breeze


521 Reach Neutral

 Chris Tomlinson • @SRTACEO
US | Sep 25 • 10:35 AM

RT @**Xpressga**: **Breeze** is Coming! With **Breeze** you get balance protection, online account management and free transfers to MARTA. For details, visit t.co/17k48ALIDI, t.co/IPADHo7J69

Xpressga, Breeze

414 Reach Neutral

 Georgia DOT • @GADeptofTrans
US | Sep 27 • 1:11 PM

RT @**Xpressga**: **Breeze** is Coming! Customers who use the **Breeze** Card can transfer to MARTA for free – up to three times in four hours! Visit t.co/17k48ALIDI for details. t.co/d116o7pqnJ

The BREEZOMETER!

