

***breeze™* Card Update**



***GRTA Operations and Finance
Committee***

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Overview

Background on breeze

October fare system changes

Impacts arising from changes

Solutions/Next steps



Background on breeze

**Breeze - regional smartcard based fare
collections system**

Implementation started 1999, cost 200M

Hardware/Software

Station Changes

**Vision was to create a seamless fare
system for customers**



October Changes

MARTA/CCT fare structure changes

System closed to magnetics

Address MARTA fare evasion problem

Must use breeze card

Online sales

Coordination effort a success





Partnership Program Impacts

- **Partnership program defined**
- **CCT/CCT/GRTA partnership sales not available through breeze**
- **Partnership customers can no longer transfer for free**



Solutions/Next Steps

Amend participation agreement

Term

Costs/funding

Oversight

Address partnership program impacts

Add partnership products to breeze

Develop coordinated strategy for

partnership sales – “one stop

shopping”



Questions?



Permanent Card

