



Riders' Advisory Council January 15, 2025

2025 | Metropolitan Atlanta Rapid Transit Authority

Charlie Jackson
Senior Director CX Innovation

Office of Customer Experience (CX) Innovation 



Today's systems include:

- Open payments and contactless credit cards
- Account-based vs card-based
- Flexible fare policy
- Integrated mobile app and website
- Instant reload of value and products
- Distributed sales and reload locations



MARTA's Goals for Breeze 2026

A reliable customer-focused fare collection system that is easy to use, and that supports equity and regional mobility:

1. Better customer experience through system design;
2. Flexible for MARTA's future (e.g., new modes of service);
3. Maintains and improves farebox recovery; and,
4. Reduces the capital, operations, and maintenance costs.



Steps to achieve it



Finalizing technical design specifications and manufacturing



Testing, construction, installation, and readiness



Customer transition from old system to new



Majority of elements in place prior to World Cup 2026



Components of the new Breeze system

Open Loop Payments

Enables a customer to use a credit/debit card for payment (including Google/Apple Pay) by tapping on any validator on buses, BRT platforms, and rail faregates – without needing to buy a ticket.



Components of the new Breeze system

Retail Reload Locations

Retail stores that allow customers without a credit/debit card to add value to their accounts by paying cash directly at checkout and have the value immediately available for travel.

Customers will also be able to purchase new Breeze cards at these retail locations.

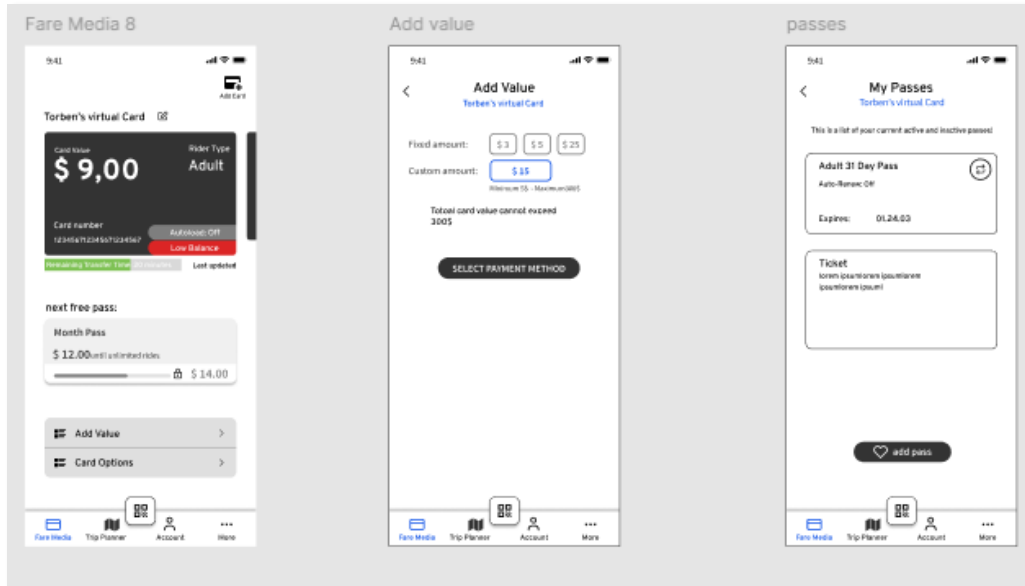


example



Components of the new Breeze system

New integrated mobile app and website



example



Components of the new Breeze system

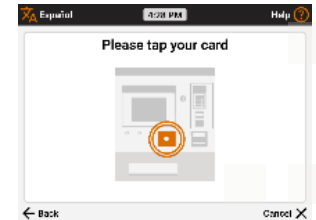
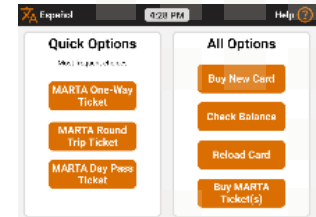
New station faregates



example

Components of the new Breeze system

New ticket vending machines



Components of the new Breeze system

New vehicle equipment

- New fare boxes and operator control units
- New garage vaulting equipment and software
- New validators for tap payments and mobile



Customer Facing Timeline

September 2025

Phase 1

Public Education

- **Goal:**
 - Inform customers about the transition from Breeze 1.0 to Breeze 2.0.
- **Actions:**
 - Announce the end-of-life date for Breeze
 - Educate customers on the new system benefits
 - social media, flyers, and station announcements.

January 2026

Phase 2

AFC 2.0 Pilot Start

- **Goal:**
 - Test the new system with a select group
- **Actions:**
 - Issue Breeze 2.0 cards to reduced fare customers.
 - Begin outreach to pilot users
 - Provide training materials to help customers adapt to new validators and faregates.

February 2026

Phase 3

Soft Public Launch

- **Goal:**
 - Introduce Breeze 2.0 to the public
 - Maintain Breeze 1.0 for a transition period.
- **Actions:**
 - Issue Breeze 2.0 cards to the general public.
 - Equip 50% of stations and buses with new validators.
 - Provide in-person support at stations to assist customers

March 2026

Phase 4

Full Public Launch

- **Goal:**
 - Full transition to Breeze 2.0 for all customers.
- **Actions:**
 - Complete installation of all Breeze 2.0 equipment
 - End reloading of Breeze 1.0 cards.
 - Launch balance of marketing, awareness and educational plans

April 2026

Phase 5

Transition Ends

- **Goal:**
 - Phase out Breeze 1.0 completely.
- **Actions:**
 - Deactivate all Breeze 1.0 equipment.
 - Migrate all customers to Breeze 2.0.



Questions?

