

a better **breeze** is coming



Rider Advisory Council (RAC) Update January 7, 2026

 A new, modern, state-of-the-art fare payment system



AGENDA

- What is Better Breeze?
- Major Features
- Timeline
- Project Status

What is Better Breeze?

The entire replacement of the current Breeze fare system, including all software and hardware, with a new state-of-the-art system that is **reliable, customer-focused, easy to use**, and that **supports equity** and regional mobility.

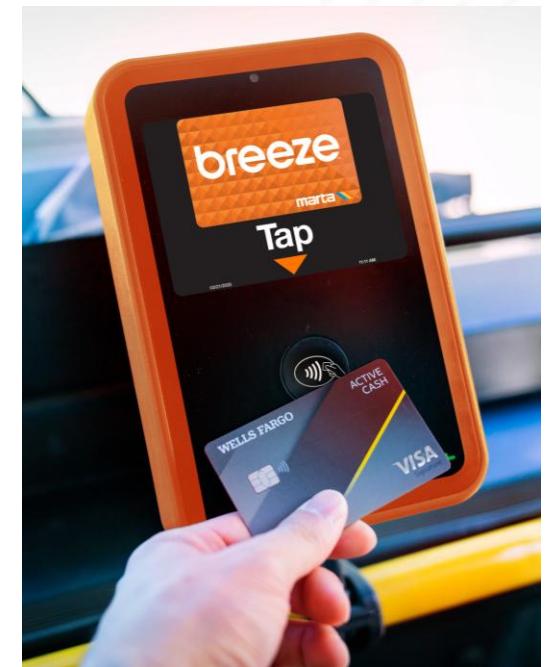
Objectives:

1. Ensure system readiness ahead of the World Cup.
2. Migrate customers from the old to the new system.
3. Improve the rider experience through a faster, more secure, and convenient fare system.



Major Features

- **“Tap and go” Payments:** Riders can use a credit card (including Google/Apple wallets) and tap on any validator on buses, streetcar and BRT platforms, and rail faregates *- without needing to buy a ticket.*
- Customers will still be able to continue to use cash at new ticket vending machines (TVMs), on vehicles, or load value onto their **new Breeze accounts**.
- A new **mobile payment application** will connect to customers’ Breeze accounts.



Major Features

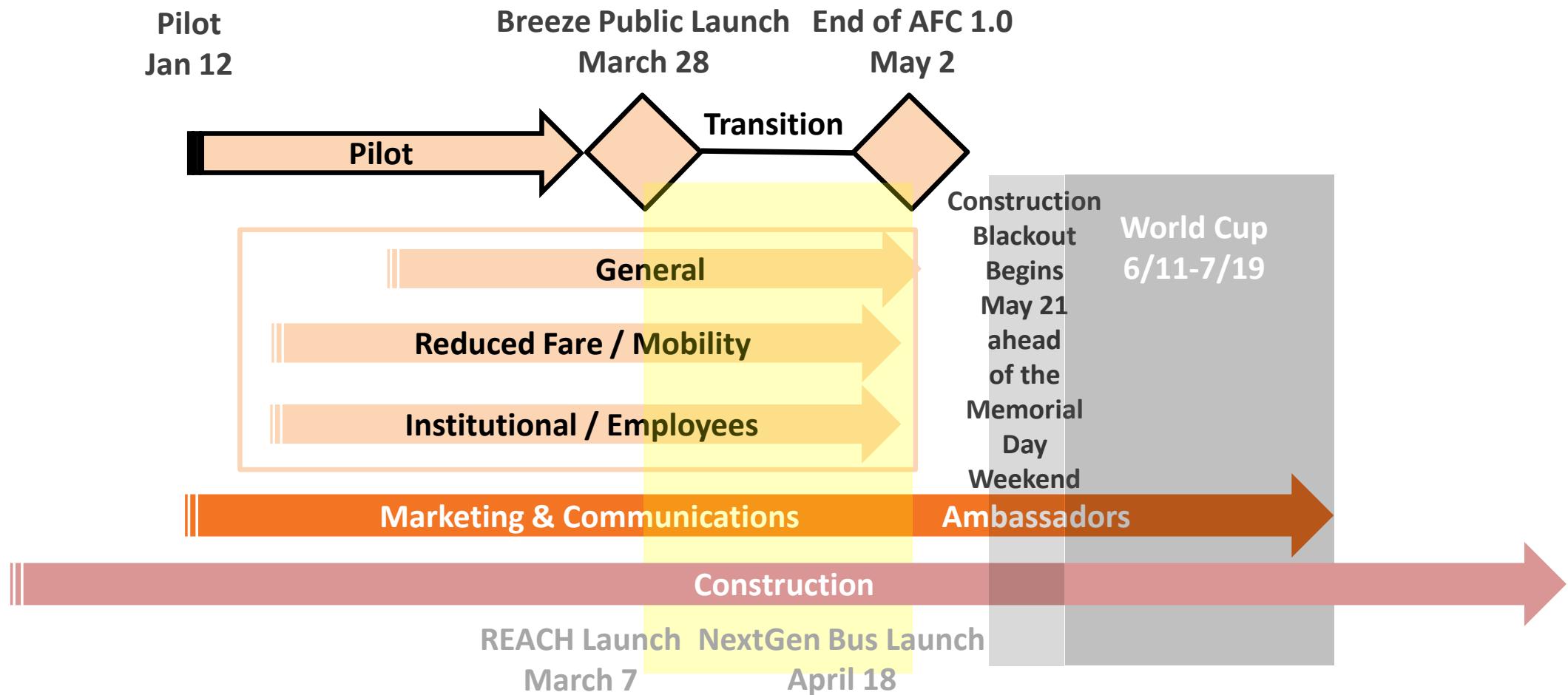
- All rail stations will have **new faregates** and **touchscreen TVMs** at each entrance.
- Each station **floor**, **electrical**, and **network** is also being upgraded.
- All buses and mobility vehicles (including regional partner buses) will receive **new fare equipment** and MARTA garages will also get new **cash vaults**.
- New **websites** and **mobile apps** are included.
- A **retail network** will allow customers to buy and add value to Breeze cards throughout the region.



Lindbergh Station SE

Timeline

Updated 12/11/5



Project Status

- Station construction for new faregates and TVMs began in October with **17 underway**. Construction activities will pause during World Cup and resume after until all are completed.
- Customer Pilots will begin in **February**.
- Launch is planned for **March 28, 2026**.
- The **Transition Period** for customers to use up their old fare and get new breeze cards will run March 28-May 2.
- The old system will be turned off on **May 2**.
- New vehicle cash farebox installations and launch of the retail network are planned **after World Cup**.



Updates: <https://itsmarta.com/betterbreeze.aspx>

Construction Schedule - January

⚠ Under Construction

🟠 breeze marta

Partial



Thank you!

