



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

PLANNING AND CAPITAL PROGRAMS COMMITTEE

THURSDAY, OCTOBER 23, 2025

ATLANTA, GEORGIA

MEETING SUMMARY

1. CALL TO ORDER AND ROLL CALL

Committee Chair Jacob Tzegaegbe called the meeting to order at 10:16 A.M.

Board Members

Present:

Al Pond
Freda Hardage
Roderick Frierson
Rita Scott
Valencia Williamson
Jennifer Ide
Jacob Tzegaegbe
Sagirah Jones
Ryan Loke
Sarah Galica
Elizabeth Bolton-Harris
Shayna Pollock

Board Members

Absent:

Kathryn Powers
Russell McMurry
Jannine Miller

Staff Members Present:

Jonathan Hunt
Rhonda Allen
LaShanda Dawkins
Kevin Hurley
Ralph McKinney
Paul Lopes
Steven Parker
Duane Pritchett
Larry Prescott
Michael Kreher

Also in Attendance:

Peter Crofton, Phyllis Bryant, Keli Davis, Stephany Fisher, Nevin Grinnell Kenya Hammond, Jacqueline Holland, Tyrene Huff, Abhay Joshi and Paul Nash

2. APPROVAL OF THE MINUTES

Minutes from September 25, 2025 Planning and Capital Programs Committee meeting.

Approval of the Minutes from September 25, 2025, Planning and Capital Programs Committee meeting. On a motion by Board Member Ide, seconded by Board Member Hardage, the motion passed by a vote of 12 to 0 with 12 members present.

3. RESOLUTIONS

Resolution Authorizing a Modification in Contractual Authorization for Authority-Wide Energy Savings Performance Contract, RFP P37274-A

Approval of the Resolution Authorizing a Modification in Contractual Authorization for Authority-Wide Energy Savings Performance Contract, RFP P37274-A. On a motion by Board Member Ide, seconded by Board Member Loke, the resolution passed by a vote of 12 to 0 with 12 members present.

Resolution Authorizing the Award of a Contract for Cleveland Avenue and Metropolitan Parkway Arterial Rapid Transit, IFB B50317-A

Approval of the Resolution Authorizing the Award of a Contract for Cleveland Avenue and Metropolitan Parkway Arterial Rapid Transit, IFB B50317-A. On a motion by Board Member Jones, seconded by Board Member Williamson, the resolution passed by a vote of 12 to 0 with 12 members present.

Resolution Authorizing the Award of a Contract for Final Design Services for the Campbellton Rapid Project, AE50620

Approval of the Resolution Authorizing the Award of a Contract for Final Design Services for the Campbellton Rapid Project, AE50620. On a motion by Board Member Loke, seconded by Board Member Ide, the resolution passed by a vote of 9 to 0 with 2 members abstaining and 11 members present.

Resolution Authorizing a Modification in Contractual Authorization for Clayton County Multi-Purpose Operations & Maintenance Facility - Demolition, IFB B50330

Approval of the Resolution Authorizing a Modification in Contractual Authorization for Clayton County Multi-Purpose Operations & Maintenance Facility - Demolition, IFB B50330. On a motion by Board Member Williamson, seconded by Board Member Hardage, the resolution by a vote of 11 to 0 with 11 members present.

4. BRIEFING

Briefing - Better Breeze (AFC 2.0) Deployment Update

Nevin Grinnell, Assistant General Manager of Customer Experience and Stephany Fisher, Senior Director of Communications provided the Committee with an overview of the Better Breeze (AFC 2.0) deployment plan.

5. OTHER MATTERS

None

6. ADJOURNMENT

The Committee meeting adjourned at 11:34 A.M.

YouTube link: <https://www.youtube.com/live/8VKa7nnFh5I?si=GU6pMQtYESDIgpx3>



Resolution Authorizing a Modification in Contractual Authorization for Authority- Wide Energy Savings Performance Contract, RFP P37274-A

Planning & Capital Programs Committee
October 23, 2025

Richard Thomas,
Director Strategic Efficiency
Department of Customer Experience
and Strategy



Background

\$54M Savings

Total guaranteed savings over 17-year partnership

- **Guarantee savings and PASS services began on June 18, 2023**
- **Automatic renewals year 2-17**
- **Measurement & Verification**
- **Remote Monitoring & Reporting**
- **On-site Energy System Support**

\$36M Project Cost

In facility modernizations strategically funded & implemented

- **New LED lighting upgrades**
- **Building Automation Systems**
- **Mechanical/HVAC Retrofits**
- **New Electric Sub-Meters to monitor auxiliary power**

Locations Impacted

- + **38 rail stations**
- + **20 support facilities**
- + **Bus and rail maintenance yards**
- + **MARTA Headquarters**

Alignment with MARTA Strategic Priorities:

- **Fiscal Responsibility/ Operational Excellence/Customer Focused**



Customer Experience & Operations

Critical Services to Support Energy & Operational Performance

PASS Services
shown provide the
Agency assurance
that savings are:



MAXIMIZED



VERIFIED



SUSTAINED



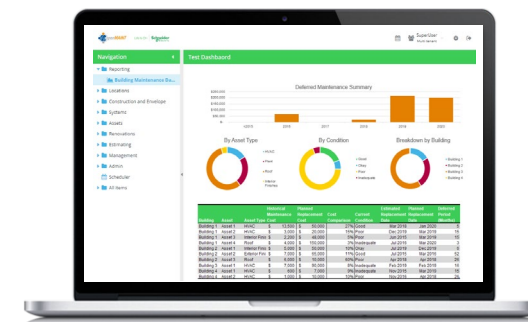
Remote Management BUILDING AUTOMATION

- Monthly system review
- Issues tracked & reported
- Data syncs with Resource Advisor



Performance Reporting RESOURCE ADVISOR

- Quarterly energy analysis of each tracked meter
- Transparency in savings reporting
- Remote System Monitoring Report



Additional Support FLEXIBLE & ONGOING

- PASS Line -24/7 Technical Support
- Warranty management, project documentation, record drawings
- On-site Support: Training & Troubleshooting



Financial Impact

Total Project Savings*

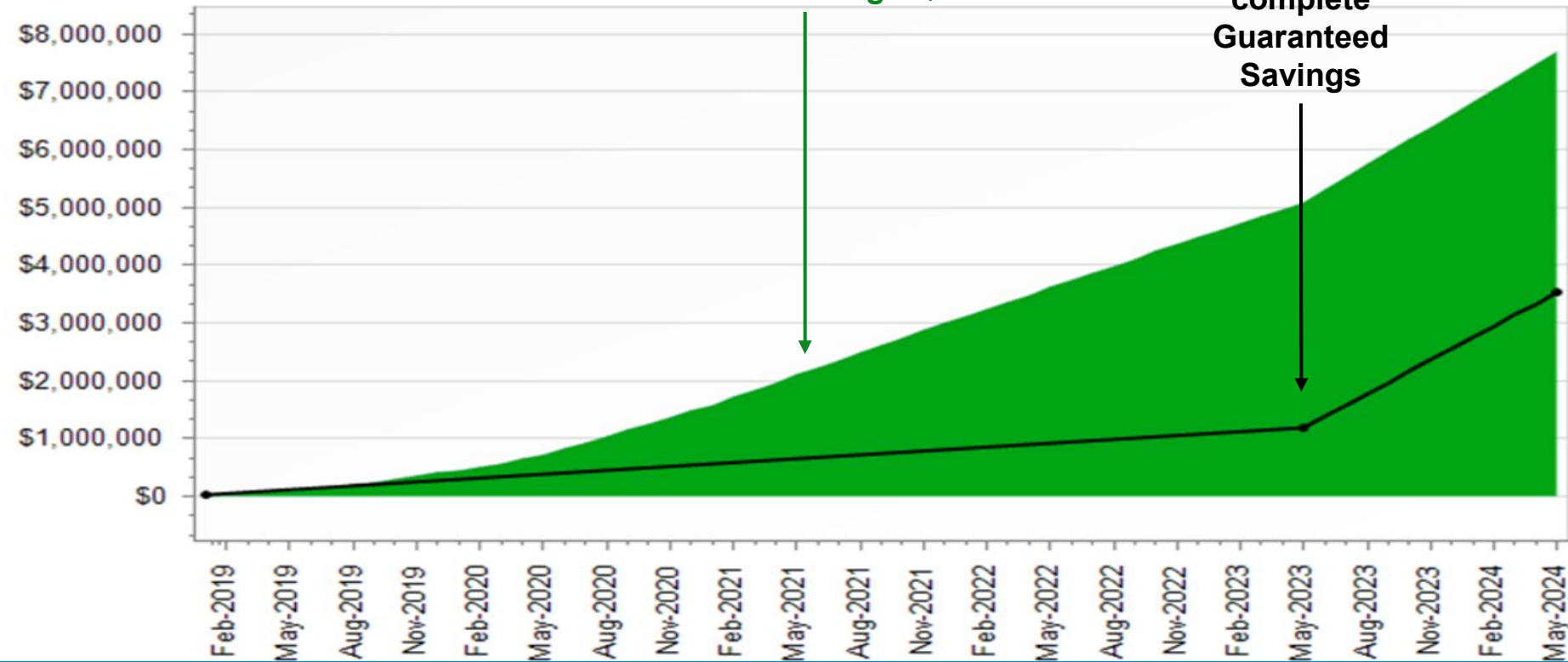
Start of installation through end of year 1 (May 2024)

▲ Reconciled Savings — Guarantee

Guaranteed Savings: \$3.5M

Reconciled Savings: \$7.7M

Start:
Installation
complete
Guaranteed
Savings



*Note: Each year's \$2.3M+ guarantee must stand independently.



Risk of Non-Approval

Primary Impact:

Termination of \$54M performance guarantee; full financial risk of underperformance shifts from ESCO to MARTA.

Additional Impacts:

- No long-term support to bridge personnel turnover across a 17-year initiative, including training & knowledge transfer
- Escalating utility costs will further amplify financial strain

Benefits:

- Guarantee \$54M savings – measurement & verification
- Remote system monitoring, reporting & training
- Onsite visits, energy consulting & technical support

Schneider Electric Performance Support Services

YEAR 2 RENEWAL FOR TECHNICAL PM SERVICE AGREEMENT

Project Performance to Date	Achieved Savings through Nov-2024: \$9,092,731	Y1 Achieved Savings through May-2024: \$2,600,704
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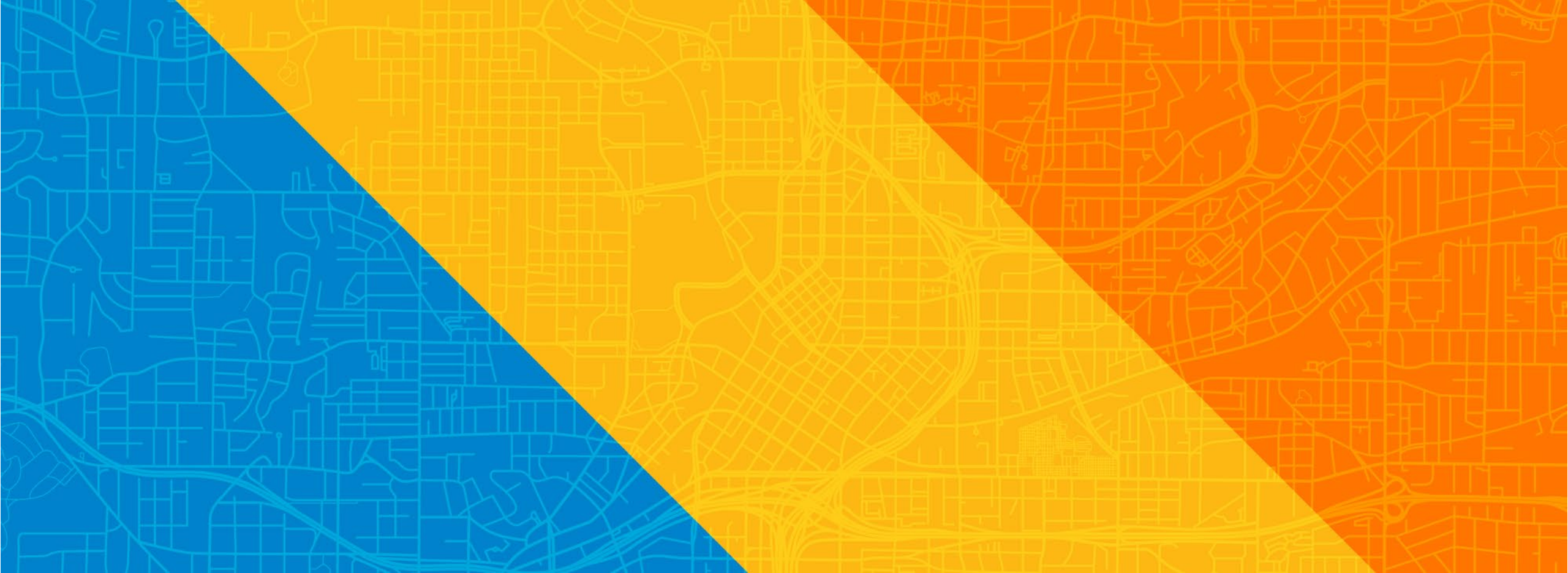
	Year 2 Renewal	
 Year 2 Renewal Price (June 2024 – May 2025)	\$89,134	
Performance Assurance		
Measurement & Verification of Savings	YES	
Maintain Savings Guarantee	YES	
Support Services*		
Remote Energy Management, Training & Technical Support Remote Support is client initiated and can be used for the following activities, including: scheduling, system adjustment, on-demand remote energy management system training or technical support. If all of the hours are exhausted at any time before the end of the year, additional hours can be purchased in 10 hour blocks which will remain available for use until the end of the next project year.	50 Remote Support Hours	
Remote System Monitoring & Reporting Schneider Electric will remotely access your energy management system bi-monthly. During each session, the system will be inspected and variables will be compared to the contractual agreement. Additionally, Schneider Electric will inspect the system for other areas of malfunction or energy waste and report those findings for Customer review. All findings will be reported and that report delivered to customer electronically.	Monthly Reports	
Site Visits Schneider Electric will provide On-Site Energy Consulting. This service will include a site assessment to determine current conditions and identify areas of improvement. Each site visit will be documented in a report indicating the findings and outlining a plan for further improvement. Customer is responsible for providing access to all mechanical and electrical equipment and any supervision required by Customer. Site visits must be requested 14 days or more prior to the requested date. Schneider Electric and Customer will work to schedule a mutually acceptable date for each visit.	6 Site Visits	
Database Protection Schneider Electric will provide (2) complete EBO System Backups, including all AS and ES Control logic, to protect system programming and to be able to restore communications.	2 Backups	
*Additional time or services can be purchased as needed, time and material		



Board Request

The Department of Customer Experience and Strategy requests the Planning & Capital Programs Committee authorization to modify the existing ESCO contract RFP P37274-A to incorporate the full 17-year PASS agreement, in the amount of \$1,400,040.

Contract:	RFP P37274-A
Current Contract Value:	\$36,167,998
Additional Funds Requested:	\$1,400,040
Total Contract Value:	\$37,568,038
Funding Source:	100% Local Operating Funds
Contract Type:	Performance
Term:	17-year auto-renewal



Thank You



**RESOLUTION AUTHORIZING THE MODIFICATION IN CONTRACTUAL
AUTHORIZATION FOR AUTHORITY-WIDE ENERGY SAVINGS PERFORMANCE
CONTRACT, RFP P37274-A**

WHEREAS, on October 31, 2017, the General Manager entered into a Contract with Schneider Electric Buildings Americas, Inc. for Authority-Wide Energy Savings Performance Contract, Request for Proposals P37274-A; and

WHEREAS, MARTA staff has determined that it is in the best interest of the Authority to increase the contract value to provide for known changes and additions to the contract; and

WHEREAS, all contractual changes and additions for this modification will follow the Authority's procurement policies and guidelines; and

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the Interim General Manager/CEO or his delegate be, and hereby is, authorized to increase the contractual value for Contract No. P37274-A Authority-Wide Energy Savings Performance Contract from \$50,567,575.27 to \$51,967,615.27.

Approved as to Legal Form:

Signed by:

Duane Pritchett

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**Interim Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



Resolution Authorizing the Award of a Contract for the Procurement of Cleveland Avenue and Metropolitan Parkway Arterial Rapid Transit (ART) Construction, IFB B50317-A

October 23, 2025

CLEVELAND – METROPOLITAN ART PROJECT DETAILS

- Two separate bus routes, each with a dual-shelter stop to transfer between ARTs.
- Approx. 10 miles round trip (each) Cleveland Avenue ART and Metropolitan Parkway ART.
- 53 shelters (38 Solar-Powered), 1 Kiosk each at East Point and West End Station with 54 total bike racks.
- All shelters along with Kiosks at East Point and West End Stations will offer Real-Time Arrival Information.
- Project spans 40 Signalized intersections with GDOT-installed Transit Signal Priority (TSP).
- Queue-Jump lane at Cleveland Avenue/Springdale Rd. (Eastbound).
- 4 Rectangular Rapid-Flashing Beacons at new Mid-Block Crossings along Cleveland Avenue ART.
- Approx. 1000-Ft. of full depth asphalt pavement with new Cul-de-Sac construction east of Jonesboro Road.





CLEVELAND – METROPOLITAN ART PROJECT DETAILS



Additional scope from the City of Atlanta:

- "Road Diet" project along Ralph David Abernathy to Metropolitan Parkway (Installation of ADA improvements, vertical lane delineators/safe crossing treatments, lane narrowing, on-street protected bike lane and other safety improvements).
- "Safe streets" project along Cleveland Avenue (ADA ramps, curb sections, driveways, other pedestrian improvements).
- Sidewalk improvements along Cleveland Avenue.
- Sidewalk installation and improvements along Metropolitan Parkway between Cleveland Avenue and Mt. Zion Road.



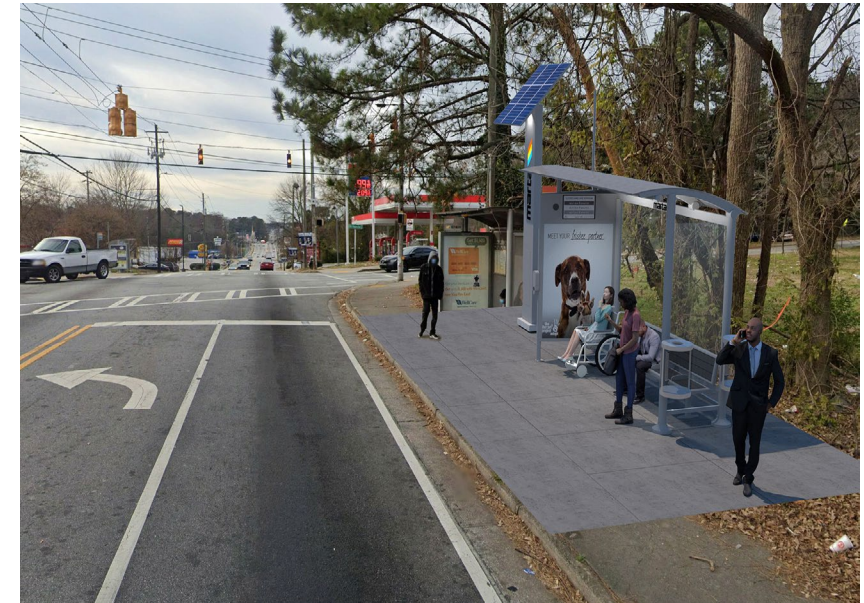


Status

Solicitation Parameters Established:

- Contract Number: IFB B50317-A
- Contract Term: 655 Working Days from SNTP
- DBE Goal of 25%
- Total Project Budget = \$45.8M (Includes construction value)

Milestone Schedule



Milestone	Current Schedule
Construction Contract Award Date	November 2025
Construction Start Date	January 2026
Construction Substantial Completion Date	July 2028
Revenue Service Date	August 2028

Invitation for Bid (IFB) Process

- The IFB was posted May 15, 2025
- The bids were opened on September 17, 2025
- MARTA received 4 bids
- The four bids were considered responsive and responsible

Award Recommendation

The award recommendation is for BRTU Construction, Inc. in the amount of \$19,964,685

\$19,964,685 BRTU Construction Bid Amount
\$ 1,996,468 (10% Contingency)
\$21,961,153 Total Amount not to Exceed



**Request for the Board to Approve the Resolution Authorizing
the Award of a Contract for the Procurement of Cleveland
Avenue and Metropolitan Parkway Arterial Rapid Transit
(ART) Construction, IFB B50317-A to BRTU Construction, Inc.**

Thank You



**RESOLUTION AUTHORIZING AWARD OF A CONTRACT FOR
CLEVELAND AVENUE AND METROPOLITAN PARKWAY ARTERIAL RAPID TRANSIT
IFB B50317-A**

WHEREAS, the Authority's Department of Capital Programs Delivery has identified the need for the Procurement of Cleveland Avenue and Metropolitan Parkway Arterial Rapid Transit, Invitation for Bids Number B50317-A; and

WHEREAS, on May 14, 2025, the Metropolitan Atlanta Rapid Transit Authority duly sent Notice of the Invitation for Bids to potential Bidders; and

WHEREAS, notice of the said Invitation for Bids was advertised in the local newspaper of the largest circulation in the Atlanta metropolitan area, once in each of the two weeks prior to opening bids; and

WHEREAS, all Bidders were given an opportunity to protest the bid instructions, specifications, and/or procedures; and

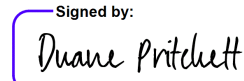
WHEREAS, on September 17, 2025, at 10:00 a.m., local time, four (4) bids were publicly opened and read aloud; and

WHEREAS, the lowest bid submitted by BRTU Construction Inc., is responsive and responsible and the bidder is capable of performing the Contract.

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the Interim General Manager/CEO or his delegate be, and hereby is, authorized to execute a Contract on substantially the same terms and conditions as contained in the Invitation for Bids Number B50317-A, Cleveland Avenue and Metropolitan Parkway Arterial Rapid Transit between the Authority and BRTU Construction Inc., in the amount of \$21,961,153.50.

Approved as to Legal Form:

Signed by:



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**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**

Resolution Authorizing the Negotiation of Final Design Services for the Campbelltown *RAPID* Project - AE50620

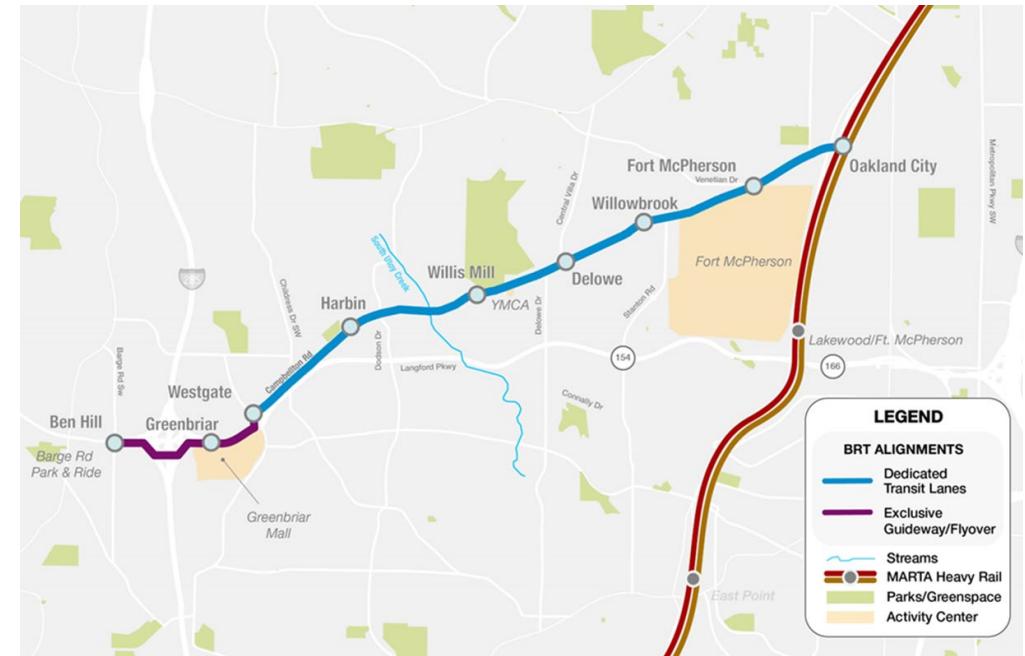
Abhay “A.J.” Joshi
Director of Expansion Program
Management
Department of Capital Programs Delivery

Planning and Capital Programs Committee
October 23, 2025



Procurement History - Campbellton *RAPID*

- In September 26, 2024 Resolution Authorizing the Solicitation of Proposals was presented to the Planning & Capital Programs Committee and on October 24, 2024, the Board approved, the plan to conduct a Final Design Services for the Campbellton RAPID .
- On May 5, 2025, the Source Evaluation Committee (SEC) received three (3) qualification statements to review for AE50620 - Final Design Services Campbellton Rapid Project.
- On May 28, 2025 the SEC met to review the score ranking matrix prepared by Contracts & Procurement
- On September 5, 2025, after review of the scoring by SEC Members the recommendation to move forward with a Architectural Firm was made



PURPOSE

Requesting approval to award an Architectural and Engineering consultant to provide final design services of the entire BRT alignment based on:

- Segment 1
 - I-285 Flyover connecting Barge Rd Park and Ride to Greenbriar Mall with 15% to 100% design
- Segment 2
 - Greenbriar Mall Transit Hub with 15% to 100% design
- Segment 3
 - Greenbriar Mall to Oakland City MARTA Station with 30% to 100% design

Recommendation

- The SEC recommends the Approval of a Resolution authorizing the General Manager/CEO or his delegate to enter into a Contract for the Procurement of Final Design Services for the Campbelltown RAPID Project - AE50620 **WSP.**

WSP – Prime



**Requesting Resolution Authorizing Award
of a Contract for Procurement of Final
Design Services of Campbelltown RAPID
Project - AE50620**

Thank You



**RESOLUTION AUTHORIZING THE AWARD OF A CONTRACT
FOR ARCHITECTURAL AND ENGINEERING DESIGN SERVICES FOR FINAL DESIGN
SERVICES FOR THE CAMPBELLTON RAPID PROJECT, AE50620**

WHEREAS, The Authority Department of Capital Programs and Delivery has identified a need for Final Design Services for the Campbellton Rapid Project; and

WHEREAS, the Authority conducted a qualifications-based firm selection process in accordance with its established policy and procedure for the Procurement of Architectural and Engineering Design Services for Final Design Services for the Campbellton Rapid Project and;

WHEREAS, notice of the Qualification Based solicitation was advertised in the local newspaper of the largest circulation in the Atlanta Metropolitan area once in each of the two (2) weeks prior to the submission deadline; and

WHEREAS, all offerors were given an opportunity to protest the instructions, specification and/or procedures; and

WHEREAS, the Authority Staff has determined that the proposal submitted by WSP USA, Inc. represent the most advantageous offer; and

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the Interim General Manager/CEO or his delegate be, and hereby is authorized to enter into contracts with one (1) Architectural and Engineering (A/E) Consultant firm: WSP USA, Inc. to provide Final Design Services for the Campbellton Rapid Project and is authorized to assign tasks by negotiated work orders that will not exceed the amount of \$24,728,886.18.

Approved as to Legal Form:

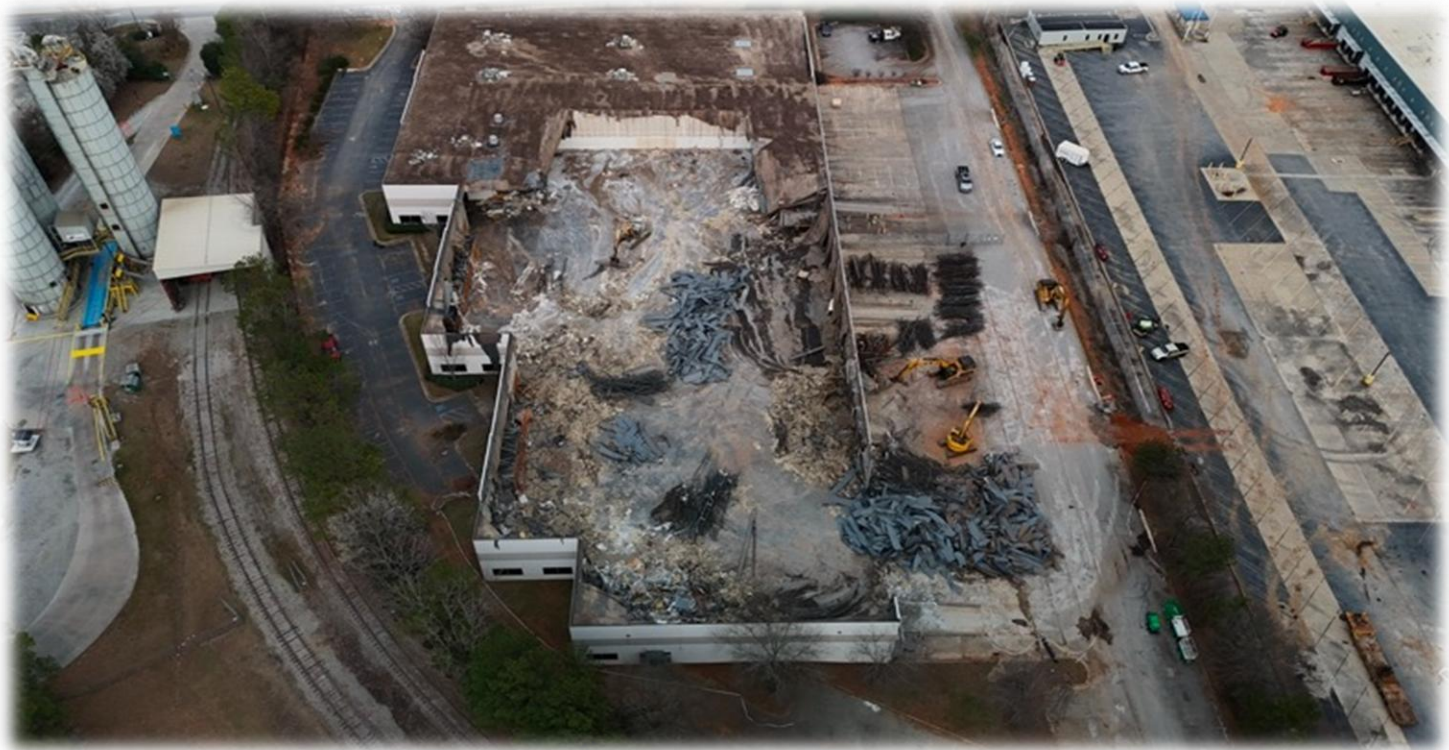
Signed by:

Duane Pritchett

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**Interim Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**

Resolution Authorizing the Modification in Contractual Authorization for the Clayton County Multipurpose Operations & Maintenance Facility, IFB B50330



BACKGROUND

- October 10, 2024 – Contract awarded to Complete Demolition Services, LLC for \$1,965,600
 - Notice of Award – October 21, 2024
 - ANTP - November 18, 2024
 - SNTP – February 13, 2025

- Additional Asbestos was found in Building B with an abatement cost of \$188,706.00; stop work order for Building B was issued March 11, 2025.

- May 2025 – Change Order 01 was processed in the amount \$0.00; contractor resumed work.

- Contractor is entitled to 28 days of Compensable Delays under General Conditions Article 16, Excusable Delays and Extensions of the Contract Time in the amount of \$255,855.60.



PURPOSE

- Increase the Board Authorization by \$444,557

Board Authorization	\$ 1,965,600.00
Additional Asbestos	\$ 188,706.00
Compensable Delay*	\$ 255,851.00
Total Authorization	\$ 2,410,157.00

- Contractor-submitted compensable delay costs will be reviewed by Internal Audit to ensure fairness and reasonableness before payment.

RECOMMENDATION

- The Approval of a Resolution Authorizing the Modification in Contractual Authorization for the Clayton County Multipurpose Operations & Maintenance Facility, IFB B50330.

Resolution Authorizing the Modification in Contractual Authorization for the Clayton County Multipurpose Operations & Maintenance Facility, IFB B50330

Thank you



**RESOLUTION AUTHORIZING THE MODIFICATION IN CONTRACTUAL AUTHORIZATION
FOR CLAYTON COUNTY MULTI-PURPOSE OPERATIONS & MAINTENANCE FACILITY -
DEMOLITION, IFB NUMBER B50330**

WHEREAS, on November 5, 2024, the General Manager entered into a Contract with Complete Demolition Services, LLC for Clayton County Multi-Purpose Operations & Maintenance Facility - Demolition, Invitation for Bids B50330, and

WHEREAS, MARTA staff has determined that it is in the best interest of the Authority to increase the contract value to provide for known changes and additions to the contract and extend the contract term; and

WHEREAS, all contractual changes and additions for this modification will follow the Authority's procurement policies and guidelines; and

WHEREAS, the Department of Internal Audit will be requested to perform a cost/price analysis to determine fair and reasonable pricing prior to the execution of the Contract Modification; and

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the Interim General Manager/CEO or his delegate be, and hereby is, authorized to increase the authorization for Contract No. B50330 Clayton County Multi-Purpose Operations & Maintenance Facility - Demolition from \$2,063,880.00 to \$2,410,161.60.

Approved as to Legal Form:

Signed by:

Duane Pritchett

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**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



BETTER breeze®

Automated Fare Collection 2.0 Deployment Update

Nevin Grinnell

Assistant General Manager, Customer Experience

Stephany Fisher

Senior Director of Communications

Agenda

- Project Objectives
- Construction, Deployment Plan & Timing
- Internal Training and Communication
- Awareness Plan & Timing
 - External Marketing and Communications
- KPI's and Next Steps

Project Objectives

1. System Readiness & Global Visibility

- Ensure system reliability and visibility ahead of FIFA 2026.
- Align deployment and construction schedules.

2. Seamless Customer Transition

- Deliver a frictionless migration experience for riders.
- Implement a structured conversion and adoption plan.

3. Enhanced Rider Experience & Safety

- Elevate the rider experience through a faster, more secure, and convenient fare system.
- Enhance perceptions of reliability and safety.



Deployment Milestones

Better Breeze System



Deployment Plan and Key Milestones

Milestone	2025				2026											
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
 Customer																
Current card	Current															
Work down balance																
Transition																
Better Breeze										Better breeze						
Deployment																
Testing																
Fare Gates (rail)																
TVM's (rail)																
Validators (bus)																
Cashboxes (bus)					Current							Breeze				
Launch																
Training																
Communications																
Marketing																

Construction & Deployment Plan Faregates and Ticket Vending Machines

- Lindbergh Pilot completed
- Rollout plan developed to;
 - Minimize disruptions to customers
 - Manage revenue loss

PILOT		PRE-WORLD CUP											BLACK OUT	POST-WORLD CUP	
2025					2026										
9/22 - 10/13	11/03 - 11/21	11/24 - 12/12	12/15 - 12/26	1/05 - 1/16	1/19 - 2/06	2/09 - 2/27	3/02 - 3/20	3/23 - 4/10	4/13 - 5/01	5/4 - 5/22	5/25 - 5/29	6/01 - 7/31			
LINDBERGH (7)								Transition 4/1 - 4/30							
						SANDY SPRINGS (12)	COLLEGE PARK (15)	LAKEWOOD (10)	INDIAN CREEK (8)	BANKHEAD (7)	H.E. HOLMES (8)				
	DORAVILLE (12)	ASHBY (5)	DORAVILLE (6)	H.E. HOLMES (6)	AVONDALE (7)	KING MEMORIAL (6)	INMAN PARK (7)	NORTH AVE (13)	WEST END (6)	EAST LAKE (8)	AVONDALE (7)				
	EAST POINT (6)	GEORGIA STATE (12)	WEST END (6)	BUCKHEAD (6)	VINE CITY (5)	GARNETT (12)	CIVIC CENTER (12)	AIRPORT (11)	NORTH SPRINGS (8)	BUCKHEAD (5)	DUNWOODY (12)				
	DUNWOODY (7)	NORTH SPRINGS (5)	INDIAN CREEK (6)	MIDTOWN (6)	CHAMBLEE (6)	BROOKHAVEN (12)	PEACHTREE CENTER (13)	ARTS CENTER (17)	MEDICAL CENTER (14)	MIDTOWN (14)	ASHBY (4)				
	LINDBERGH (8)	KENSINGTON (12)	CIVIC CENTER (12)	GEORGIA DOME (17)	LENOX (19)	PEACHTREE CENTER (8)	OAKLAND CITY (16)	LINDBERGH (13)	EDGEWOOD (8)	CHAMBLEE (12)	KENSINGTON (8)				
							DECATUR (15)	VINE CITY (5)	WEST LAKE (8)	GEORGIA STATE (7)	EAST POINT (6)				
								Transition 4/1 - 4/30							

- 1 Mobilization
- 2 Mobilizations
- 3 Mobilizations

All gates will be deployed at the station at one time
 Gates will be deployed in two waves - Black font signifying final deployment
 Gates will be deployed in three waves



Customer Transition

Customer Transition

A seamless transition for all riders to the new Breeze Cards and Mobile Payment Platform focusing on enhancing accessibility, equity, and convenience for every customer segment

Key Priorities:

Fare Equity & Compliance

- Simplify and protect reduced-fare access for seniors, students, and low-income riders.

Institutional Partners

- Collaborate with schools, employers, and agencies to enable smooth migration.

Regional Partners

- Coordinate with transit partners across the region to support effort

Registered Users

- Ensure all current Breeze cardholders are successfully converted

Goal

Deliver a customer-centered fare experience that strengthens trust and supports long-term rider growth across all markets.



Customer Transition

Half-fare Card Holders

- A database of 55k cardholders
- Transitioning riders through direct correspondence mail, marketing materials and pick-ups.

Half-fare Card Holders	Rider #
Reduced Fare cardholder total	45,651
Mobility cardholder total	9,135
Total	54,786

Institutional Partners

- Pick-Up/Drop off campaign, tabling events for select customers and card mailing to providers out of state

Programs (Sept. 2025 count)	Number of Cards/LU Tickets*
TMA	2,500 Cards
Direct Partners	7,000 Cards
UPASS	2,000 Cards
K-12	627 Cards/ 8,000 LU
Group Sales	5,000 LU and Cards

- TMA – Transportation Management Association
- LU - Limited Use passes
- UPASS – University Pass Program

Internal Training & Communication

- Full session hands-on courses and train-the-trainer
 - Vehicle operations train-the-trainer is scheduled for mid-late October
- MARTA's employee Learning & Development site for Authority-wide training.
- Training for regional partners included



Awareness Plan

a better **breeze** is coming



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



Key Messages

MARTA's new fare payment system offers **an easier, faster, more flexible, and more secure way to ride.**

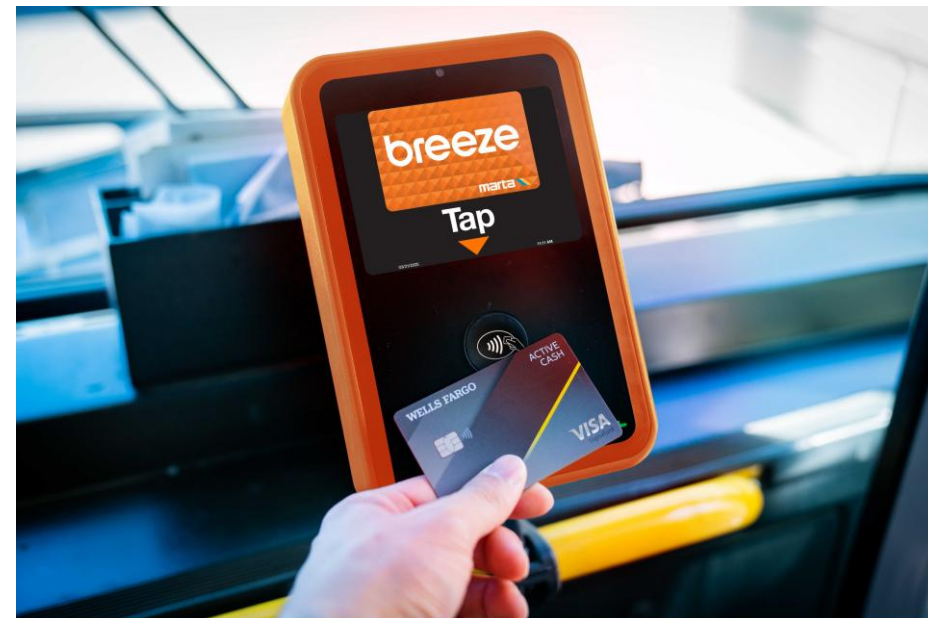
Upgraded system adds modern faregates and vending machines, and open payment with tap-to-pay via phone, watch, or bank card.

By making fare payment easier, faster, and more secure, MARTA is

- **improving the rider experience**
- **boosting confidence in our system's reliability**
- **bringing Atlanta's transit network up to modern standards**
of other major cities—just in time for the world to ride with us in 2026 for the FIFA World Cup.

External Affairs Campaign Goals

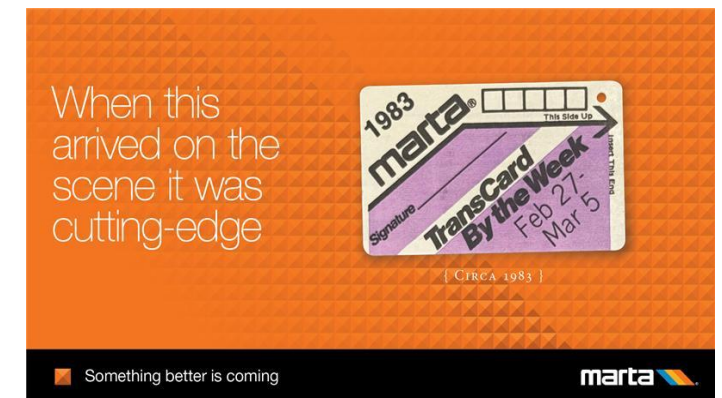
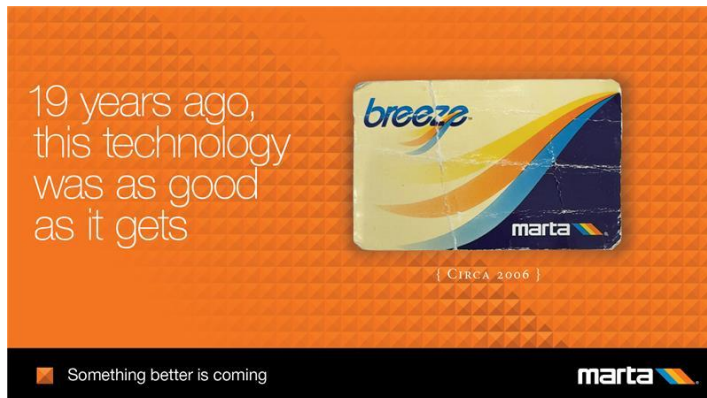
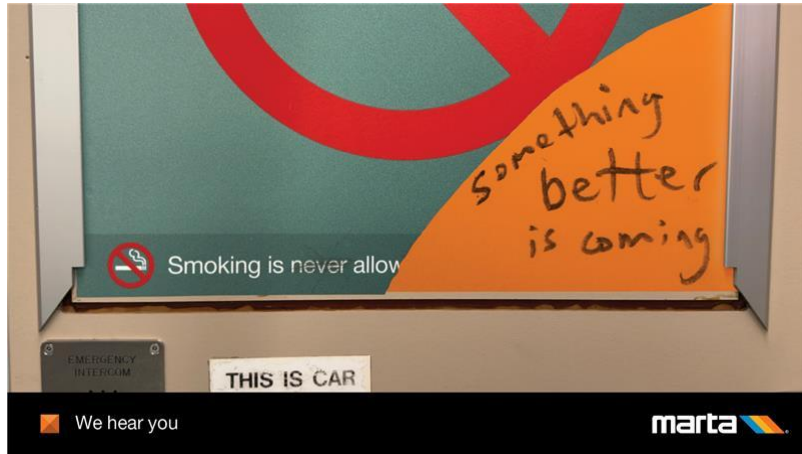
- **Educate riders and other key stakeholders:**
 - Modern, customer-friendly features to ensure a smooth transition.
- **Enhance the customer experience:**
 - Provides a more seamless and frictionless transaction experience.
- **Boost early adoption of all new fare collection payment methods:**
 - Clear communication and promotions, preparing for major events like the 2026 World Cup.
- **Position MARTA as a leader in transit innovation with a cutting-edge, equitable fare system:**
 - Continued commitment to innovation and smart technology.



External Affairs Campaign Strategies

- **Integrate this Better Breeze campaign with the overarching New MARTA campaign**
 - Promote all key projects coming online in April 2026 (NGBN, website, app, *Rapid*, etc.)
- **Digital & Social Media Marketing**
 - Inform, educate, and entertain audiences (i.e., influencer content and how-to videos)
- **Earned & Paid Media & Public Relations**
 - Generate positive headlines & sentiment (i.e., press conferences, targeted media outreach)
- **Public Outreach & Events**
 - Engage with and encourage adoption (i.e., canvassing & literature drops, tabling and public meetings)
- **Government & Stakeholder Outreach**
 - Strengthen partnerships and provide information to share with their constituents
- **Advertising**
 - Amplify project awareness across the region (radio, digital, print, billboards, and MARTA assets (bus, rail, stations, Streetcar))

Creative Sneak Peek



Public Awareness Timeline

- Pre-Launch – Announce Faregate Installation
- Phase 1 – Public Introduction “A Better Breeze is Coming”
- Phase 2 – Full Launch & Transition of New Fare System

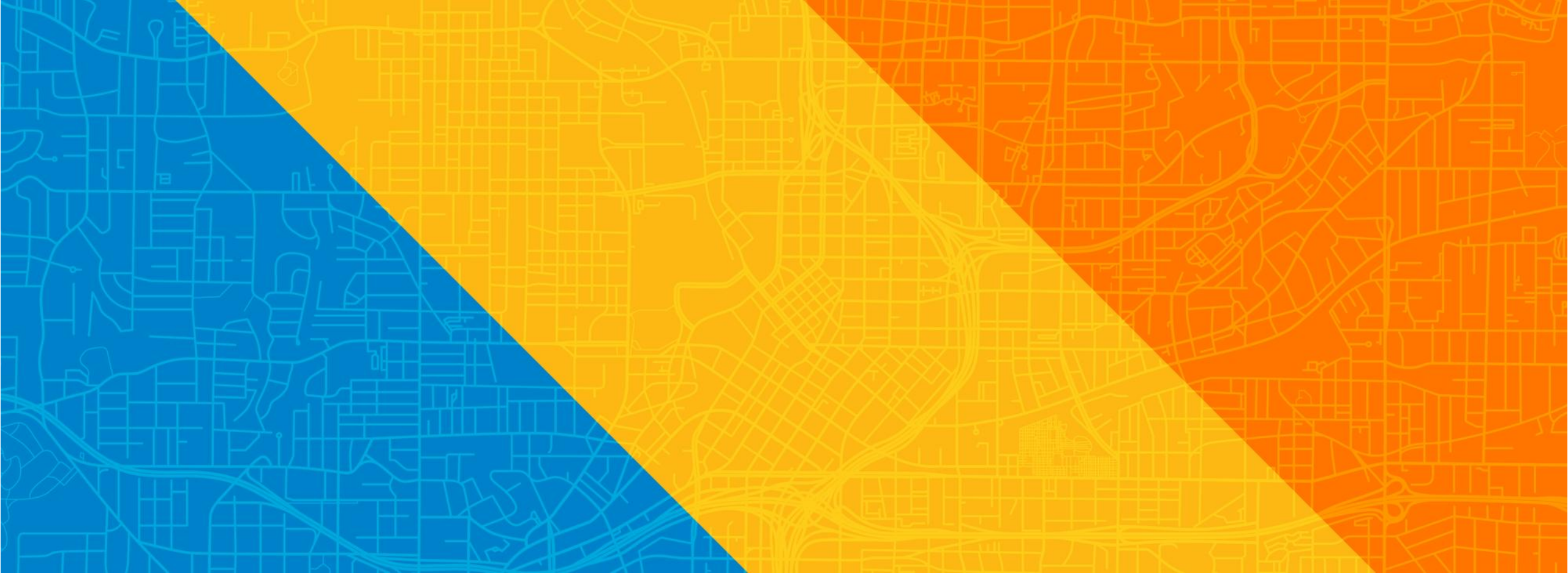


Key Performance Indicators (KPIs)

- **Readiness:** Faregate deployment and training completion
- **Adoption:** % riders converted to AFC 2.0 - tracked weekly
- **Rider satisfaction:** Call center and VOC tracking
- **Revenue:** Reduced fare evasion and accurate reconciliation.

Deployment Plan and Key Milestones

Milestone		2025					2026											
		Sep	Oct		Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	Customer																	
	Current card	Current																
	Work down balance																	
	Transition																	
	Better Breeze																	
Deployment																		
	Testing																	
	Fare Gates (rail)																	
	TVM's (rail)																	
	Validators (bus)																	
	Cashboxes (bus)																	
Launch																		
	Training																	
	Communications																	
	Marketing																	



Thank You

