



Breeze Program Overview

Lenora Brooks

Breeze Program Manager

Metropolitan Atlanta Rapid Transit Authority





An All Smart Card System allowing:

- **Seamless transfer between bus, rail, parking & regional.**
- **Increased convenience for customers**
- **Accommodation of a variety of fare structures**
(flat fares, distance based, zone based, time based)
- **Opportunities for Public/Private Partnerships**
- **Enhanced Ridership Information**
- **Improved Revenue Control**
- **Reduced Maintenance Costs**



The Breeze Card Program consists of three projects:

- 1 – The Station Modification Project**
- 2 – The Cash Handling Facility Project**
- 3 – The Automated Fare Collection System Project (AFC)**





Breeze Equipment Asset Types

The Breeze Equipment shown below represents NEW TECHNOLOGY to MARTA and all of these assets require a level of maintenance support.



Automated Fare Gates



Automated Fare Boxes



Light Validator



Ticket Vending Machines



Ticket Office Machines



Automated Parking Gates



Central Computer System



High Performance Encoding Machine



Money Room





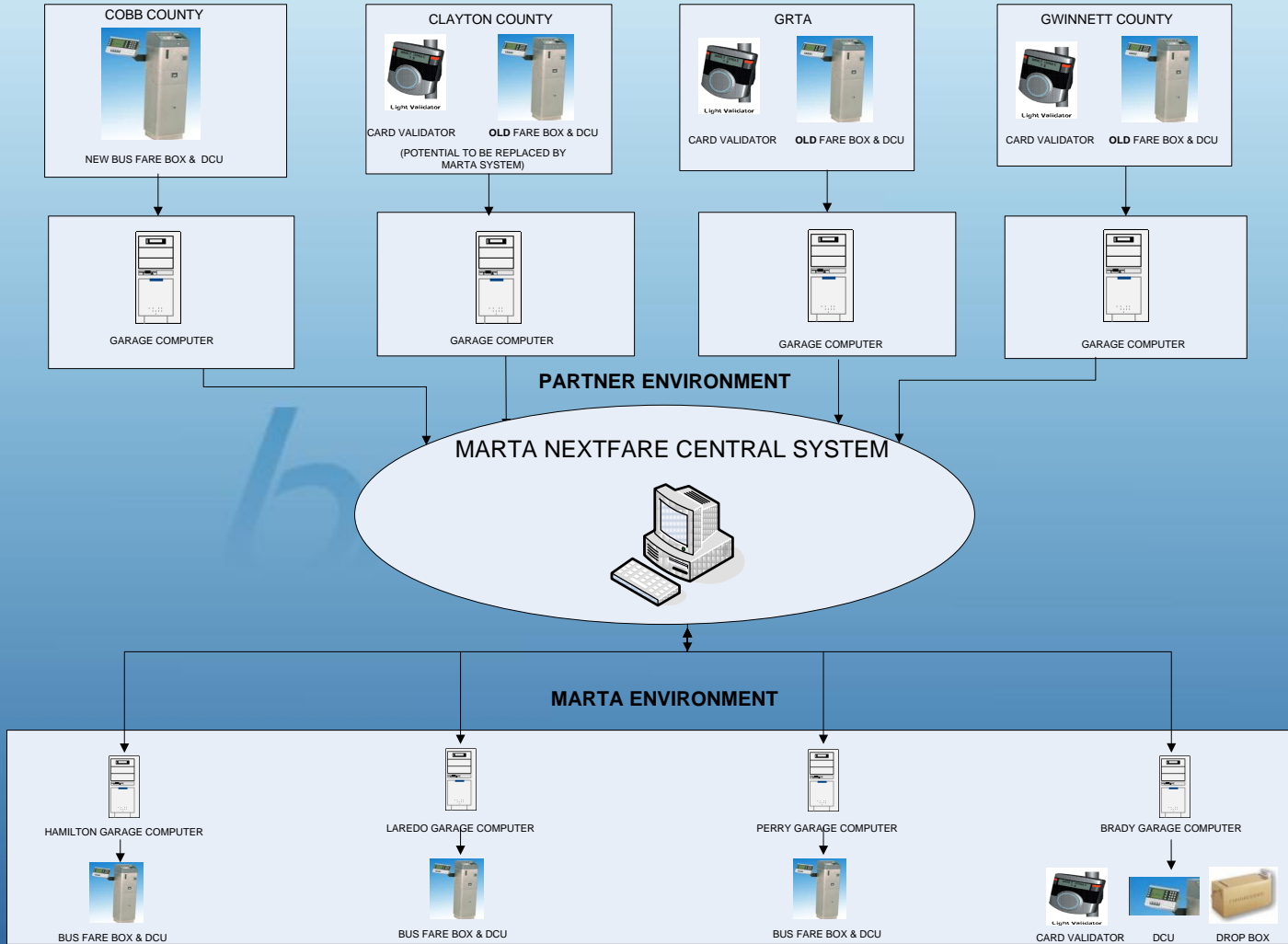
Current Breeze Equipment Inventory

- **Automated Fare Gates**
 - 438 Automated Fare Gates
 - ✓ Initially installed in 77 locations at 38 rail stations
- **Automated Fare Boxes**
 - 623 Automated Fare Boxes installed on buses
- **Automated Fare Validators**
 - 175 Light Validators installed on Paratransit buses
- **Ticket Vending Machines**
 - 347 Ticket Vending Machines
 - ✓ Initially installed in 38 rail stations
- **Ticket Office Machines**
 - 24 ticket office machines
- **Automated Parking Gates**
 - 50 Automated parking gates
 - ✓ Initially installed in 2 locations
- **Central Computing System**
 - One Central Computing System (Plus one back up Central Computing System)
- **High Performance Encoding Machine**
 - 6 Encoding Machines
- **Money Room**
 - Money Room Facilities and Equipment



MARTA Breeze System Overview

Breeze System Regional Overview



- **Clayton County**
- **Cobb County**
- **GRTA**
- **Gwinnett County**



Operational
August 5, 2008



Operational
February 5, 2007



Operational
August 18, 2008



Operational
August 25, 2009



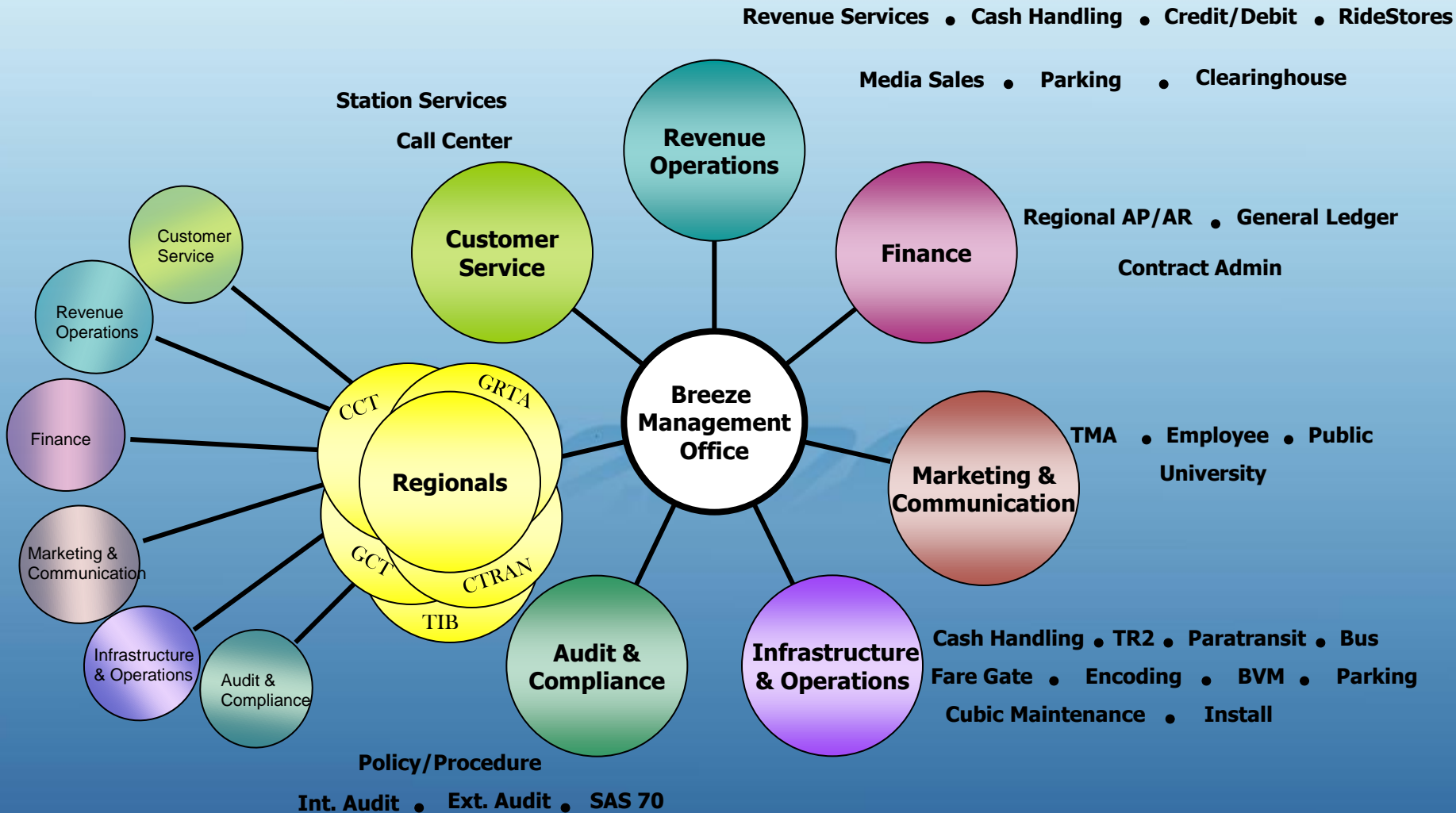
Breeze Management Office

The PURPOSE of the Breeze Management Office, was originally defined as HOW to **PLAN, DESIGN, BUILD** and **DELIVER** the BREEZE Automated Fare Collection System to MARTA and the REGION



The Breeze Management Office has Transitioned it's Purpose to **WHAT** is required to **OPERATE, SUPPORT, MONITOR,** and **IMPROVE** the BREEZE System.





- Transitioning from Implementation to Post-Implementation: Revenue Service Milestone – Everything Changes
 - Project resources change
 - Focus changes (to maintenance and management)
 - Everyone within the Authority's job changes
- Transitioning from Post-Implementation to Regional Implementation:
 - Reallocation of resources
 - Level of effort changes
- Availability of Specialized Resources
 - In-depth knowledge of AFC devices
 - In-depth knowledge of NextFare Central System

- Build Program Management Office Early with Key Skills
 - QA team and testing facility
- Project Plans for Everything
- Identify Key Business Stakeholders
- Assign Business Owners to Each Function
 - Document current policies, procedures & processes
- Communications Plan from Day One
- People Change Management
- Build Central Process Team
- Train-Train and then Train Again
- Document Every Decision



**There are No Simple Solutions
Only Intelligent Choices...**

breeze



Thank You

