

# FREQUENTLY ASKED QUESTIONS

## Regarding New Customer Breeze Cards

**Q. What is happening with our Breeze Cards?**

**A.** MARTA is transitioning from the current card to a new, **more secure card**.

**Q. Why are we transitioning to a new card?**

**A.** The current card could be compromised and exposed to fraudulent activity.

**Q. Was my card ever exposed to fraudulent activity?**

**A.** No, your current card was not exposed.

**Q. What is different about this new card?**

**A.** The new card has a **more secure chip** which reduces the opportunities for fraud.

**Q. Does the new Breeze Card look different from the old card?**

**A.** Yes, the new Breeze Card is silver with logos of the regional partners located on the front of the card.

**Q. When will I be able to purchase the new silver Breeze Card?**

**A.** We will begin replacing the old cards with the new cards in the Breeze Vending Machines (BVMs) beginning **January 8th**, completing the process on **January 10th**. On **January 11th** all BVMs and the RideStores will sell the silver Breeze Card exclusively.

**Q. What is the cost of the new silver Breeze Card?**

**A.** The new Breeze Card will **cost \$2.00** in addition to the cost of a fare or pass.

**Q. Can I get a new card for free?**

**A.** Absolutely! There will be select times and places where you can receive a **FREE** Breeze Card. Check [www.itsmarta.com](http://www.itsmarta.com) for details.

**Q. When can I receive a FREE silver Breeze Card?**

**A.** You can receive a **FREE**, registered Breeze Card at the Five Points RideStore from **January 11- 31, 2016** during regular business hours (**8:30-5:30 Monday- Friday**) and on other selected dates and times to be advertised later in the year. Check [www.itsmarta.com](http://www.itsmarta.com) for details.

**Q. What if I do not want to register my card?**

**A.** You are **not required to register** your Breeze Card. However, to receive a **FREE** Breeze Card or to receive Balance Protection, you **must** register your card.



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**Q. Since switching from the old blue card to the new silver card only benefits MARTA, why do I have to pay more for my card?**

**A.** Actually, upgrading to a more secure card benefits the customers too. The more secure card **decreases the opportunity for fraud and a loss of revenue.** By minimizing fraud, MARTA can better manage its finances to help keep fares as low as possible. Transitioning to the more secure card also ensures that honest customers are not paying for those who are trying to cheat.

**Q. How long will these new cards last?**

**A.** The new cards remain **valid for three (3) years** after purchase date.

**Q. Will MARTA be swapping out the old cards with new cards?**

**A.** Other than the cards in the BVMs and special benefit cards such as Reduced Fare and Mobility cards, **MARTA will not swap out the current card for the new card.** We encourage you to use all the fares off your old blue card. Once you have, just trash the old blue card and start loading fares on your new silver card.

**Q. How long will I have to use the old blue cards?**

**A.** You will have **18 months** to use the fare on your old card. You will be able to reload the old card **until March 31, 2017.** After March 31, 2017, you will still be able to use your old card; however, you will not be able to reload it with a new fare or pass. **Effective July 9, 2017** you will only be able to use the new silver Breeze Card to ride MARTA.

**Q. I have a Reduced Fare/Mobility Card or I get my card from my employer/school. When can I swap out my old card for the new card?**

**A.** The Reduced Fare and Mobility Breeze Cards will be **replaced starting March 2016;** all other specialty cards will be replaced at specified times later in the year. We will communicate with you about available times and places to receive your new Breeze Card. Until then, continue to use your blue card without interruption.

**Q. Will my Reduced Fare/Mobility Card look like the new silver card?**

**A.** No, the new **Reduced Fare/Mobility card will be orange** and your photo will be on the face of the card.

**Q. Is there a charge for the new Reduced Fare/Mobility Card?**

**A.** No, there is **no charge** for the new Reduced Fare/Mobility card.

