



I-85 EXPRESS LANES Partnership for Progress

www.peachpass.com

MAY 2011

Peach Pass "GO!" Campaign Unveiled

The Peach Pass media campaign hit the streets in April and May, making its first public appearance on billboards and Xpress Transit coaches visible along the northbound and southbound lanes of I-85 corridor in Gwinnett County.

The vibrant and impactful outdoor advertisements represent the first stage in an up-tempo campaign centered on the theme, "GO!" The "GO!" theme further embodies the primary purpose of the I-85 Express Lanes project and the Peach Pass program – to keep Georgians moving.



One of the billboards now seen in I-85 corridor of Gwinnett County



GRTA Xpress bus-back

The "Peach Pass: Get it and Go!" billboards and GRTA Xpress bus-backs are sparking interest among I-85 motorists and they are only the beginning. Expect to see even more "GO!" messaging through the spring and summer on the back of T-shirts at community and sporting events along the corridor and in a variety of newspapers, radio, websites and TV ads. To learn more about the I-85 Express Lanes project and Peach Pass, go to www.peachpass.com.

LIVE ONLINE: Peach Pass YouTube Channel



In addition to this newsletter and the Peach Pass web site, viewers can now learn about the I-85 Express Lanes and Peach Pass project on the new Peach pass YouTube Channel! The channel is the official home to all videos created for and about the Peach Pass and I-85 Express Lanes.

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Karlene Barron
Director of Communications
Georgia Department of Transportation
(404) 631-1824
kbarron@dot.ga.gov

Malika Reed Wilkins
Director of Marketing & Communications
State Road and Tollway Authority
(404) 893-6103
mwilkins@georgiatolls.com

William Mecke
Deputy Director of Communication
Georgia Regional Transportation Authority
404-463-3011
wmecke@grta.org



Office of Governor
Nathan Deal



Currently, the channel features the new "Keeping Moving with the I-Express Lanes and Peach Pass" educational video. Future videos will focus on how and where to open a Peach Pass account, how to properly install a Peach Pass transponder, and important milestones and events associated with the I-85 Express Lanes and Peach Pass project. There also will be some opportunities for motorists to submit their Peach Pass-related videos. Stay tuned for more!

View and subscribe to the Peach Pass YouTube Channel for project updates at www.youtube.com/peachpass.

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Cruise Card Customer Accounts Become Peach Pass Accounts in June

In June, Cruise Card accounts will become Peach Pass accounts. Existing Cruise Card customers received a new Customer Agreement and Frequently Asked Questions (FAQs) document this month explaining just how this account change will give current account holders the flexibility to use both the GA 400 Toll Road and the new I-85 Express Lanes when they open this summer.

SRTA will also upgrade to a new Customer Service data management system that will house all customer information so that customers can effectively manage their account online.

Later this Spring, SRTA will be installing equipment at the GA 400 Toll Plaza and making major enhancements to the roadway. Please continue to check the www.georgiatolls.com or www.peachpass.com websites to learn more about upcoming construction activities.

If you have any questions about the Cruise Card to Peach Pass transition, call: 404-893-6161 or email: gsrta@georgiatolls.com for more information.

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More Peach Pass Outreach Events Scheduled this Spring and Summer!

Educational outreach events about the Peach Pass and I-85 Express Lanes continue, with successful information sessions presented in March and April, and even more scheduled for the spring and summer.

In March and April, information was displayed and distributed at Gwinnett Place Mall, Discover Mills, Mall of Georgia, and the Gwinnett County Chamber of Commerce Technology Forum. SRTA Executive Director Dr. Gena L. Evans spoke with the Gwinnett Place Community Improvement District (CID) Board of Directors in April and is scheduled to talk with the Gwinnett Village CID in the coming weeks.

Upcoming community outreach efforts include information tables at sporting events (Gwinnett Braves, Atlanta Silverbacks, Georgia Force), local cultural celebrations (Asian Cultural Experience, Mexican Independence Day) and live radio broadcasts. The information presented, distributed and displayed during each event focuses on how to use the I-85 Express Lanes and the Peach Pass, plus where and when motorists can sign up for the program.



For a calendar of Peach Pass outreach events or more information on the I-85 Express Lane project, visit the Peach Pass web site at: www.peachpass.com.



Georgia Department of Public Safety



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FAQs Answered

Each issue of this newsletter will include questions received by the public and the corresponding responses. A full list of frequently-asked-questions can be found on the Peach Pass Web Site at www.peachpass.com/about/faq/.

Question: Do drivers stop to pay their I-85 Express Lane toll at a toll booth?

Answer: There are no toll booths on the I-85 Express Lanes. Tolls are collected electronically through Peach Pass, a small, thin electronic sticker (similar to the GA Cruise Card) that adheres to a vehicle's windshield. Use of this innovative technology allows drivers to maintain highway speeds instead of slowing down or stopping at a toll booth.

Question: What is Peach Pass?

Answer: Peach Pass is a small, thin electronic sticker, similar to the GA Cruise Card, that adheres to a vehicle's windshield. The Peach Pass is connected to an account established with the State Road and Tollway Authority (SRTA) and automatically deducts tolls when used on the I-85 Express Lanes or GA 400. It is a convenient option that eliminates the need to stop at a toll booth.

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