



# PeachPass PRESS

[www.PeachPass.com](http://www.PeachPass.com)

SPRING 2012

## The "Peach Pass GO!" Mobile App is Here!



The response to the new Peach Pass GO! mobile app has been amazing thus far! In the first month of availability, more than 43,000 visits have been made to the Peach Pass GO! app description and download sites for Apple and Droid devices.

Thanks to your valuable feedback (please keep it coming!), we continue to develop and implement improvements to better our users' experiences for both the Apple and Droid devices. Improvements thus far include:

- iPod Touch compatibility now available
- Created option to store your User ID# and password for future use
- "Settings" option renamed "Log Off" to more accurately reflect its use
- "Toll Mode" Settings page now lists all vehicles on multiple-vehicle accounts
- Duplicate vehicle listings eliminated
- Bug fix related to certain toll mode change requests and overall app stability

The "Peach Pass GO!" mobile app is available for iPhone®, iPad® and Android® (versions 2.3 or higher) devices and now iPod Touch. Using the app, customers can easily change their toll mode prior to using the I-85 Express Lanes and check their balance without having to call the Peach Pass Customer Service Center or go online.

Two quick notes:

1. When you change your toll mode, you must wait 15 minutes before using the I-85 Express Lanes to allow for system processing.
2. Each time the application is opened, a simple splash screen will ask motorists to "agree" that they are not using the application while they are driving. If they do not select "I AGREE," the application will automatically shut down.

To learn more about the Peach Pass GO! app, go to [www.PeachPass.com](http://www.PeachPass.com).

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### Bought a new vehicle or sold an old one?



Update your Peach Pass account and avoid violations.  
**Call 1-855-PCH-PASS (724-7277)**  
or visit  
**[www.PeachPass.com](http://www.PeachPass.com)**

## New Southbound Express Lane Access Point Popular with Motorists

On Sunday, January 29, a new temporary access point located near the Boggs Road overpass on I-85 South opened to Peach Pass customers.

The new access point is located about 3.5 miles south of the Express Lane entrance near Old Peachtree Road and Sugarload Parkway. Since opening, the new access point has increased Express Lanes usage by an average of about 1,000 new trips each day.



"We are pleased with the performance of the new access point. SRTA, GDOT and local federal highway administration officials have worked tirelessly to evaluate and select the safest and most viable southbound access point in that area," said SRTA Executive Director Dr. Gena L. Evans. "We will continue to monitor and make adjustments to enhance the performance of this temporary solution as we move toward implementation of the permanent access point later in the year."

Currently, motorists approaching the temporary access point see a ground-mounted sign and changeable message sign side by side that display the toll rate for the nearest exit and the last exit in the 16-mile Express Lanes stretch. Construction on the permanent access point will begin after permanent overhead signage is manufactured and on site.

Look for updates on the new access point in the "News & Events" section of [www.PeachPass.com](http://www.PeachPass.com) and the "Latest News" section of [www.georgiatolls.com](http://www.georgiatolls.com).

## "Peach Pass" Signage Installed on GA 400



GA 400 "Peach Pass" Sign

In February, a total of 14 overhead and toll booth signs at or near the GA 400 Toll Plaza were modified to include the words "Peach Pass."

The modifications were made to reinforce to motorists that they can use either their Peach Pass or Cruise Card to access the all-electronic toll lanes on GA 400. Southbound and northbound lanes were closed intermittently while the work was completed.

In 2011, new electronic readers were installed giving motorists the convenience of using their Peach Pass or Cruise Card transponders at both the GA 400 Toll Plaza and the I-85 Express Lanes.

Expired or new credit card?



Update your Peach Pass account and avoid violations.  
Call 1-855-PCH-PASS (724-7277) or visit [www.PeachPass.com](http://www.PeachPass.com)



U.S. Department of Transportation  
**Federal Highway Administration**



**GDOT**  
Georgia Department of Transportation

**STATE ROAD & TOLLWAY**  
**SRTA AUTHORITY**  
**GRTA**



**gwinnettcountry**  
government

# Construction Begins for MARTA "Buckhead Bridge" Project-Partially Funded by SRTA

BUCKHEAD NORTH ENTRANCE AND PEDESTRIAN BRIDGE ADDITION

(ADA COMPLIANT)

Site-View from Northeast side



MARTA

Sept 2010

Construction will begin this spring on a pedestrian bridge reconnecting the Atlanta Buckhead community on east and west sides of GA 400. The project is partially funded by the State Road and Toll Authority (SRTA), in joint partnership with MARTA, the Buckhead Community Improvement District, Georgia Department of Transportation (GDOT), Federal Transit Administration (FTA) and the City of Atlanta.

The \$21 million project is the result of an agreement reached between the partners prior to the construction of Georgia 400. The project restores connectivity between the east and west sides of the Buckhead community. The bridge will be constructed over the northbound and southbound lanes of GA 400, providing convenient pedestrian access to MARTA between Stratford Road and Tower Place Drive.

The project is slated for completion in November 2013.

## First GTIB Grant Project Completed by North Fulton Community Improvement District



Georgia  
Tech



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*Triple turn lanes at Mansell Road provide better access to Northpoint Parkway.*

In 2011, the State Road and Tollway Authority (SRTA) approved a \$389,000 GTIB grant to cover construction costs. The grant is a part of approximately \$1.4 million of total funding to support over \$9 million in transportation improvement projects for the North and South Fulton CIDs, which may not have occurred without the GTIB's grant and loan program.

"The North Fulton CID continues to explore ways to address the numerous transportation needs while preserving funds from other entities," said Ann Hanlon, Chief Operating Officer of the North Fulton CID. "Our partnership with SRTA is extremely valuable to us, providing much needed funding to complete projects that directly benefit North Fulton residents and GA 400 commuters."

This project created a triple-left-turn lane from Mansell Road turning north onto North Point Parkway. The expanded turn lane reduces traffic bottlenecks that were affecting Georgia 400 daily. The increased capacity along Mansell Road also is providing more access to commercial properties along North Point Parkway.

"SRTA is proud to partner with the North Fulton CID to complete our first GTIB-funded project north of I-285," said Gena Evans, Ph.D., Executive Director of the State Road and Tollway Authority. "As the GA 400 corridor continues to experience unprecedented growth, GTIB funds are having a major impact on the commuters who use this corridor daily."

To learn more about GA 400 Improvement Projects and their statuses, go to [www.georgiatolls.com](http://www.georgiatolls.com).

The North Fulton Community Improvement District's (CID) new triple-left turn lane at Mansell Road marks the first official CID project completed with help from the Georgia Transportation Infrastructure Bank (GTIB).

## FAQS Answered

Each issue of this newsletter will include questions received from 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/](http://www.peachpass.com/about/faq/).

**QUESTION:** What are considered Express Lanes violations? How are they issued and how much do they cost?

**ANSWER:** Motorists can receive a Uniform Violation Notices for the following reasons:

- Entering or exiting the Express Lanes improperly by crossing the double, solid, white pavement striping.
- Using the Express Lanes without a registered Peach Pass transponder in their vehicles.
- Traveling in the Express Lanes with your toll mode set to "non-toll" (indicating three or more occupants in the vehicle), when less than three occupants are in the vehicle.
- Faulty Peach Pass or Cruise Card transponders that do not read correctly.
- Not reporting an account information change (i.e., new address, credit card, license plate, vehicle or car sale) within 30 days of the change.

Per Georgia statute, State Road and Tollway Authority (SRTA) violation fees are \$25.00 per occurrence plus the amount of the toll. In addition to receiving a violation notice from SRTA, drivers who are pulled over by law enforcement due to an occupancy violation in the Express Lanes also may be issued a citation by law enforcement.