



**BOARD OF DIRECTORS**

**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

**BOARD WORK SESSION**

**THURSDAY, APRIL 13, 2023**

**ATLANTA, GEORGIA**

**MEETING MINUTES**

**1. CALL TO ORDER AND ROLL CALL**

Chair W. Thomas Worthy called the meeting to order at 12:05 P.M.

**Board Members Present:**

Al Pond  
Jim Durrett  
William Floyd  
Roderick Frierson  
Freda Hardage  
Russell McMurry<sup>1</sup>  
Thomas Worthy  
Valencia Williamson  
Jennifer Ide  
Rita Scott  
Jacob Tzegaegbe

**Board Members Absent:**

Stacy Blakley  
Kathryn Powers  
Roderick Mullice  
Jannine Miller

**Staff Members Present:**

Collie Greenwood  
Melissa Mullinax  
Ralph McKinney  
Raj Srinath  
Luz Borrero  
Rhonda Allen  
Peter Andrews  
George Wright  
Carrie Rocha

<sup>1</sup> Russell McMurry is the Commissioner of the Georgia Department of Transportation (GDOT). Per the MARTA Act, he is a non-voting member of the Board of Directors.

Chief Kreher

**Also in Attendance:**

Leah Ward Sears, Kirk Talbott, Jonathan Hunt, Paula Nash,  
Donna DeJesus, Jacqueline Holland, Tyrene Huff, Kenya Hammond,  
Phyllis Bryant

**2. CHAIR'S REPORT**

**Approval of the March 9, 2023, Work Session Meeting Minutes**

Approval of the March 9, 2023, Work Session Meeting Minutes. On a motion by Board Member Durrett, seconded by Board Member Hardage, the motion passed by a vote of 9 to 0, with 1 member abstaining and 10 members present.

**FY2024 Budget**

Chair Worthy notified the Board that we are in budget season. The Board briefing is on May 9 to review the budget in detail. Public Hearings are scheduled for May 17 and May 18 and Mr. Greenwood will begin briefing our jurisdictional partners at the 2<sup>nd</sup> quarter jurisdictional briefings. Following all meetings, the CFO will present the FY24 budget for Board consideration at the May 25 Committee meeting and then again for final adoption at the June 11 Board meeting.

**3. GM/CEO REPORT**

**H.E. Holmes TOD Master Plan Meeting Update**

**Briefing - BreezeMobile 2.0 Launch**

**4. EXECUTIVE SESSION**

**Real Estate**

**Litigation**

**5. OTHER MATTERS**

None

**6. ADJOURNMENT**

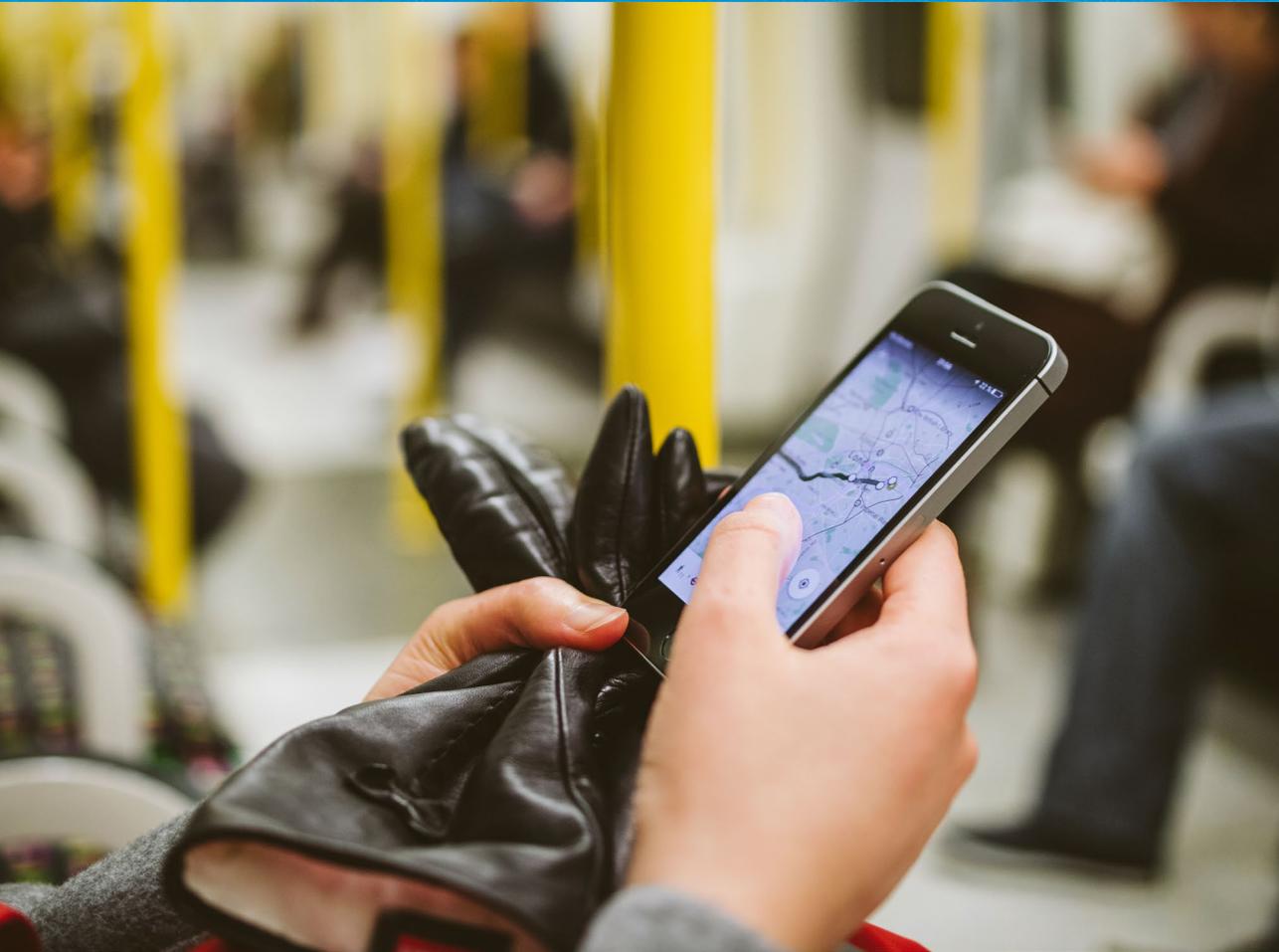
The Work Session adjourned at 1:30 P.M.

Respectfully submitted,



Tyrene L. Huff  
Assistant Secretary to the Board

YouTube link: [https://youtube.com/live/b\\_b9OXIWedc?feature=share](https://youtube.com/live/b_b9OXIWedc?feature=share)



# Breeze Mobile Upgrade Briefing

4/13/23

**MARTA Board**

Kirk Talbott

## Purpose

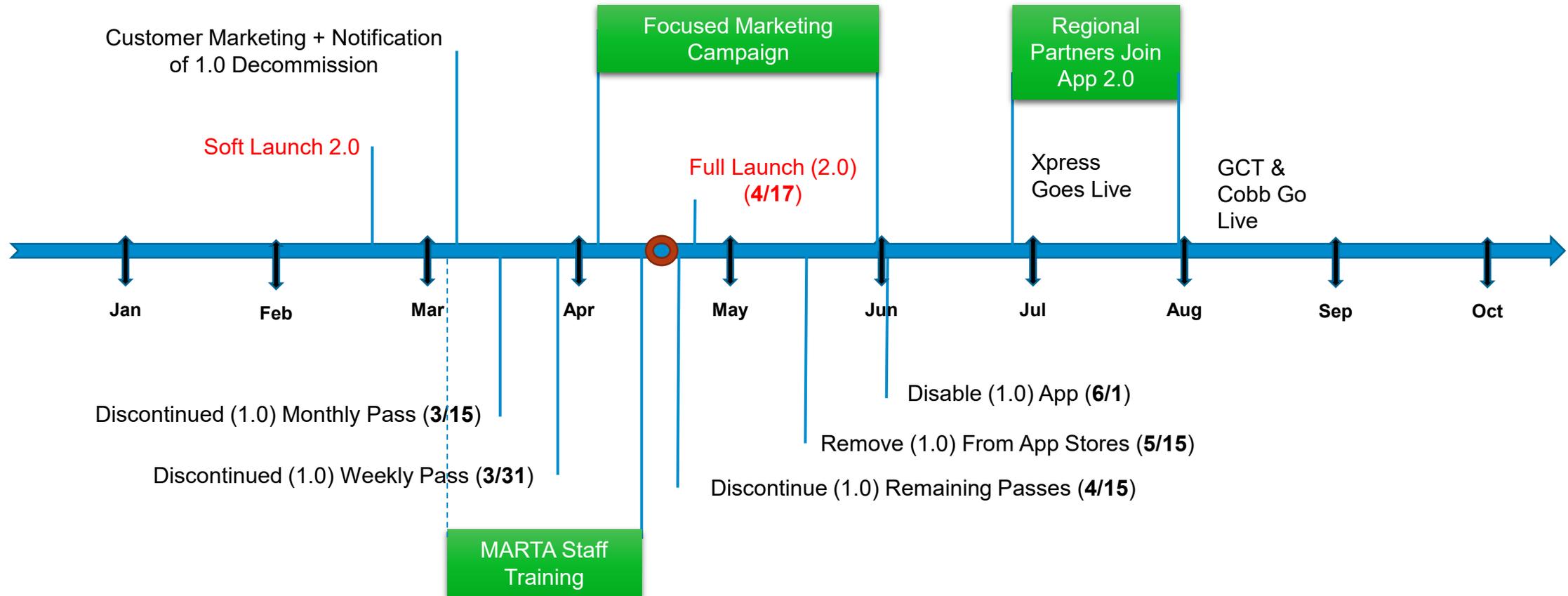
- Update the Board on
  - Status of current mobile ticketing app, Breeze Mobile
  - Release of new Breeze Mobile 2.0 App
  - Impact/Benefits to MARTA and Customers

# Breeze Mobile Status

- Breeze Mobile released in Sept 2020
  - Nearly 100K Registered Users
  - \$380K/month in revenue
- Functionality Gap
  - No regional availability
  - Limited account self-management
  - QR Code Based



# Plan to Rollout Version 2.0



## Benefits of New System

- Regional support with transfers
- Self managed account system
- Faster validation
- New methods of validation (tap, QR code)
- Stored value option
- Enhanced payment options (discounts, split payments, multi agency)
- Improved stability and more frequent enhancements



**new breeze** *faster, more flexible, more reliable!*  
**Mobile 2.0**  
 Making MARTA easier, one scan at a time.

DOWNLOAD **today!**

SCAN ME

Available on the App Store & Google Play

kapsch >>>

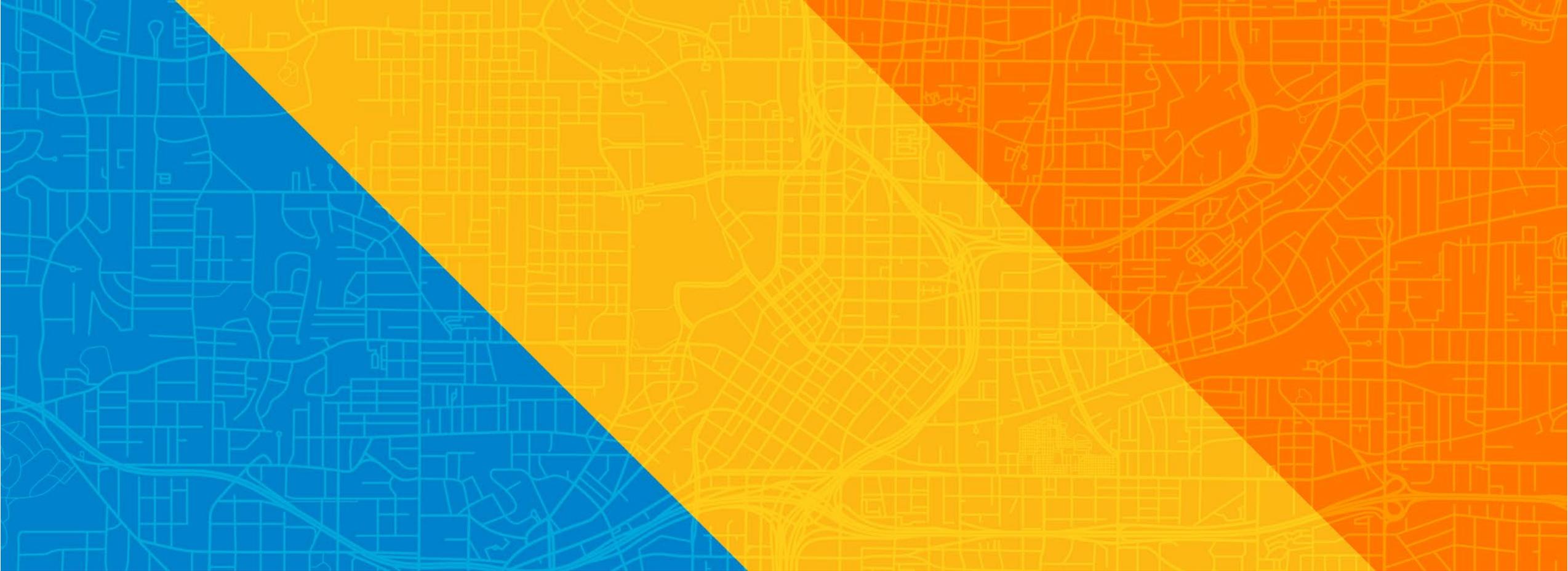
breeze

Please scan phone

Breeze Mobile 1.0 will be discontinued on June 1, 2023

## What To Expect Next

- Marketing Campaign for Breeze Mobile 2.0
- Decommissioning of Breeze Mobile 1.0
- Breeze Partner products and transfers available
- Continued enhancements and functionality



Thank You

