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Peach Pass Customers Can Earn \$100 in Toll Credits for Starting a Carpool
SRTA Partners with Georgia Commute Options on Pilot Carpool Program

ATLANTA—The State Road and Tollway Authority (SRTA) announced today a third commuter credit pilot program intended to encourage Peach Pass customers that travel in the I-85 Express Lanes to consider alternative commuting options. SRTA, in partnership with the Georgia Department of Transportation’s Georgia Commute Options Program, is launching *Start a Carpool – Earn Toll Credits* for carpooling Peach Pass customers that travel in the I-85 Express Lanes. This pilot program rewards Peach Pass customers for forming new carpools of two or more people instead of driving alone to and from work during weekdays. Peach Pass customers who start a carpool and ride in the I-85 Express Lanes can earn \$3 a day, up to \$100, from Georgia Commute Options. Participants can earn an additional \$3 a day, up to \$100, in Peach Pass toll credits, over a 90-day period. Registration for the pilot program ends on May 31, 2015.

“Georgia Commute Options and Peach Pass are all about providing choices for motorists and enhancing mobility,” said SRTA Executive Director Christopher Tomlinson. “With maximum toll rates reaching a new high once again last week, we are pleased to partner with Georgia Commute Options to offer Peach Pass customers even more commute options while earning toll credits and money at the same time. The extra money can help pay for gas and tolls in the express lanes as well as pay for maintenance and other vehicle expenses.”

Peach Pass customers must complete a profile on the Georgia Commute Options website and register for the \$3 a Day program to get started. In addition to the incentive for starting a new carpool, **existing** carpools can participate in Georgia Commute Options’ \$25 Prizes program by logging their carpools for automatic entry into a random drawing for \$25 prizes and \$25 in toll credits. All toll credits are applied to their Peach Pass personal toll account.

“On the heels of Earth Day, we are excited to offer Peach Pass customers that start a new carpool, a green commute option, a chance to earn double the incentives through our \$3 a Day program,” said Phil Peevy, Georgia DOT’s Air Quality Branch Chief. “Taking a car off the road not only helps with congestion but improves air quality and decreases pollution.”

Peach Pass customers can register for the program between May 1, 2015 and May 31, 2015.

Eligibility

To be eligible for the *Start a Carpool – Earn Toll Credits* Pilot Program, Peach Pass customers must:

- Register for and be accepted into the \$3 a Day program from Georgia Commute Options
- Have a valid Peach Pass personal toll account in good standing with a Peach Pass transponder in their vehicle
- Start a new carpool with two or more people and ride in the I-85 Express Lanes during weekdays
- Log commutes and note which ones were carpools in the I-85 Express Lanes

How Does It Work?

Both incentives require participants to log two-person carpool trips into their commuter profiles at GaCommuteOptions.com.

- **\$3 a Day** – Customers must log a minimum of 13 days to qualify. After completing the full 90-day program period, customers will access a Reward Claim Form from the commuter calendar page. Incentive payouts will rely on customers filling out this form completely and accurately and sending it in within 20 days of completion of the participation period.
- **\$25 Prizes** – Each month, Georgia Commute Options and The State Road and Tollway Authority will perform separate random drawings for the \$25 prizes and toll credits. Winning \$25 from Georgia Commute Options does not guarantee a \$25 win in toll credits, and vice versa. Customers who win will be notified by the appropriate organization.

For More Information

To learn more, please visit the *Start a Carpool – Earn Toll Credits* Pilot Program web page at peachpass.com/carpool-toll-credits. You can also contact Georgia Commute Options for more details on the incentives at Incentives@GaCommuteOptions.com or 1-877-9-GA-OPTIONS. For more details about the toll credits, please email CommuterCredits@PeachPass.com or call 1-855-PCH-PASS (724-7277).

About SRTA and Peach Pass

The State Road and Tollway Authority (SRTA) is a state-level, independent Authority created by the Georgia General Assembly to operate tolled transportation facilities within the State and act as Georgia's transportation financing arm. SRTA currently operates the I-85 Express Lanes in Gwinnett and DeKalb counties. The Peach Pass is a small, thin electronic toll collection device that adheres to a vehicle windshield. The Peach Pass is electronically linked to an account established with SRTA that automatically deducts the proper tolls when using the I-85 Express Lanes or any future tolling facilities in the state of Georgia. Visit www.PeachPass.com to learn more.

About Georgia Commute Options

Georgia Commute Options, a program funded by the Georgia Department of Transportation, helps commuters, employers and property managers take advantage of alternatives to driving alone to and from work. Georgia Commute Options reports that every day in metro Atlanta, the use of commute alternatives such as carpooling and transit results in 1.1 million vehicle miles not traveled and 550 tons of pollution kept out of the air. For more information, visit www.GaCommuteOptions.com.