



I-85 EXPRESS LANES Partnership for Progress

www.peachpass.com

JULY 2011

Peach Pass Registration Open

The State Road and Tollway Authority (SRTA) officially opened Peach Pass account registration for motorists who want the option to use the new I-85 Express Lanes when they open later this summer. The Peach Pass, a small, thin toll collection device, will provide access to the new I-85 Express Lanes and the all-electronic toll lanes on GA 400. Peach Pass registration is available online at www.PeachPass.com, by phone at 1-855-PCH-PASS (724-7277) and in-person at two Department of Driver Services locations in Gwinnett County: 2211 Beaver Ruin Road, Norcross and 310 Hurricane Shoals Road, NE, Lawrenceville.



On June 29, V103, The People's Station, helped SRTA get the word out by providing live, on-air coverage of the opening of the Peach Pass Customer Service Center at the Department of Driver Services on Hurricane Shoals Road.

Peach Pass registration is required for all vehicles using the I-85 Express Lanes, including toll-exempt carpools with three or more occupants, transit vehicles, motorcycles, on-call emergency vehicles and Alternative Fuel Vehicles (AFV) with the proper AFV license plates (not including hybrids).

To register for an account, motorists will need their address, phone number, vehicle tag information and an initial prepaid amount of \$20 dollars for Personal Toll Accounts. The Peach Pass transponder adheres to a vehicle's windshield (or front bumper if using a bumper mount transponder) and is electronically linked to a registered Peach Pass account. When customers decide to use the I-85 Express Lanes, tolls will

In This Issue

[Peach Pass Registration Open](#)

[Facebook and Twitter](#)

[Peach Pass or Cruise Card
Can Be Used on GA 400](#)

[Outreach Events Scheduled](#)

[FAQs Answered](#)

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be automatically deducted from their Peach Pass account.

Motorists who enter the I-85 Express Lanes without having a valid Peach Pass account will receive a Uniform Toll Violation notice and be charged a \$25 administrative fee in addition the toll. Existing Cruise Card holders can immediately use the I-85 Express Lanes when they open later this summer and do not have to do anything since their accounts are now considered Peach Pass accounts, as of June 20, 2011. For more information or to sign up for a Peach Pass account, go to www.peachpass.com.

"Like" Us on Facebook; Follow Us Twitter Pages



Find us on [Facebook](#) as "State Road & Tollway Authority" and follow us on [Twitter](#) at @SRTA_PeachPass. Stay connected and receive updates on Peach Pass and the I-85 Express Lanes as a member of our new social media community. Or just click on the Facebook and Twitter icons on the www.peachpass.com home page.

Peach Pass is also on YouTube. Since the Peach Pass YouTube Channel debuted in May, more than 1,300 viewers have visited the site and watched the "Keeping Moving with the I-Express Lanes and Peach Pass" educational video. Our 30-second Peach Pass TV spot can be viewed and is currently being broadcasted to Metro Atlanta Area Comcast cable subscribers.

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

[top](#)

Peach Pass or Cruise Card Can Be Used on GA 400

During the weekend of June 24-27, multiprotocol transponder readers in the "Cruise" lanes at the GA 400 Toll Plaza were successfully installed. The "Cruise" lanes were closed to traffic during the upgrades, but reopened as scheduled at 5:00 a.m. on Monday, June 27, in preparation for rush hour traffic.

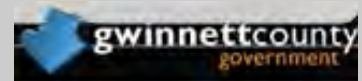
The new technology installed at the Toll Plaza will provide customers with the convenience of using their Peach Pass or Cruise Card in the all-electronic lanes ("Cruise" lanes) and will deduct the proper toll from their account.



Office of Governor
Nathan Deal



Georgia Department of Public
Safety



Equipment upgrades in the "cash" lanes are now underway, with one southbound and one northbound lane closed at any given time. Upgrades are slated to be completed by mid-August, weather permitting. Continue to check the SRTA web site at www.georgiatolls.com for updated Toll Plaza information. To sign up for a Peach Pass account, go to www.PeachPass.com

[top](#)

Peach Pass Registration Events Coming to a Location Near You

Throughout the spring and early summer, outreach events and media placements have focused on educating the public about Peach Pass and the I-85 Express Lanes. Now that registration is open, the Peach Pass Mobile Customer Service operation will give Gwinnett County commuters a chance to register at their local sports events, cultural festivals and live radio broadcasts.



So during the months of July and August, sign up for a Peach Pass account at the following Gwinnett County locations near you:

LOCATION	EVENT	DATE AND TIME
Moe's Southwest Grill locations in Gwinnett County [Link]	WSB Radio "GO" Tour	Monday-Friday, July 25-August 12 Noon-1:00 PM
Gwinnett Civic Center	Asian Cultural Experience	Saturday, July 23 & Sunday, July 24 2:00-6:00 PM
Historic Courthouse in Lawrenceville	Brown Bag Concert Series	Friday, August 5 10:30 AM-1:30 PM
Gwinnett Place Mall	Peach Pass Community Outreach and Registration	Saturday, August 6 1:00 PM-3:00 PM
Discover Mills	Peach Pass Community Outreach and Registration	Saturday, August 13 1:00 PM-3:00 PM
Gwinnett Center	Gwinnett Chamber of Commerce Business Expo & Job Fair	Thursday, August 18 Noon-5:00 PM

Mall of Georgia

Peach Pass Community
Outreach and Registration

Saturday, August 20 1:00
PM-3:00 PM

Gwinnett Technical
College

Partnership Gwinnett
Community and Economic
Development Summit

Friday, August 26 8:00
AM-5:00 PM

For more information on Peach Pass registration or the I-85 Express Lanes, visit the Peach Pass web site at: www.PeachPass.com.

[top](#)

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/.

Question: What do I need to open a Peach Pass account?

Answer:

You will need the following information to open your new Peach Pass Account:

1. Name, address and a contact phone number
2. Year, Color, Make, Model of vehicle(s) needing a Peach Pass
3. Vehicle(s) tag number
4. An initial payment of \$20 to open the account (can be in the form of credit/debit card, check, money order or cash at select Customer Service Center locations)
5. A valid, active credit card or debit card for replenishment of your account

Once you are registered and receive your Peach Pass, you can begin using any Peach Pass Toll Facility, which includes the I-85 Express Lanes (when they open) and GA 400.

[top](#)

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