

marta  **On The Go**

Convenience. Mobility. Safety.

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MARTA riders have been using the MARTA On The Go App to make their commutes on MARTA fit into their busy lives even more easily than before. With the new updates to the app, the convenience of MARTA has continued to increase, making riders' commutes easier and safer. The addition of the mobile ticketing feature gives riders the ability to use their smartphones as a virtual breeze card; mobile BreezeCard reloading allows riders to skip the kiosk lines at the station; the emergency call feature directly contacts MARTA Police, improving the safety of each MARTA station. Users will find that these new features will greatly improve their MARTA experience.

Mobile Ticketing

- Use your phone as a Breeze Card
- Works without cell data or Wi-Fi
- Get mobile alerts for fare deductions

Reload Your Breezecard

- Skip the line for MARTA tickets
- Use phone as virtual kiosk to reload Breeze Card
- Pay using any major credit card or PayPal

Emergency Calls

- Alert MARTA police of incidents instantly
- Send GPS location to authorities

Mobile Ticketing

Instead of taking your breeze card out of your wallet every time you pass through MARTA's gates, users now have the ability to use their smartphone as a mobile ticket. Using a reloadable QR code from the mobile app, a rider can simply scan his or her phone against the "Breeze Card" logo right before the gates. Once the funds are loaded onto the mobile app, the mobile 'ticket' automatically updates the number of rides available for use. Riders can also sign up for text or email alerts after every ride is used, to notify themselves of how many rides are left. One may wonder if this mobile ticketing method could be of an inconvenience at certain stations that don't receive good signal, but once the Breeze Card is loaded, rides are automatically stored on the QR code and does not require Wi-Fi or mobile data connections to process the function. With this new feature on the MARTA On The Go app, there is no need to use a Breeze Card ever again.

Reload Your Breezecard

A great way to get to where you are going faster is to place trips on your breeze card online. However, there are days when you forget to reload before you leave for the station and you end up having to wait in line just to place a trip on your Breeze Card. Now you can use your smartphone as a virtual kiosk and save time by simply paying for your trips using all major credit cards or PayPal on the new and improved MARTA On The Go app. It's faster and more convenient. So next time you forget to load your Breeze Card online and end up waiting in line, remember MARTA On The Go.

Emergency Calls

The addition of the Emergency Calling feature allows MARTA On The Go users to directly contact MARTA Police any time there is an incident while using MARTA. With the tap of a button, this feature alerts MARTA Police of a disturbance and sends the user's GPS coordinates to the MARTA Police dispatch center, and then out to an officer. Many MARTA users do not know how to contact MARTA police directly, and resort to calling the Atlanta Police Department, which has a much slower response time than MARTA police for all MARTA related occurrences. This new feature takes all the hassle out of contacting the authorities quickly and effectively whenever there is a problem.

marta On The Go

We have revolutionized the MARTA On The Go app by adding many more helpful features for users that will help maximize their MARTA experience. Mobile Ticketing and Mobile Reloading will greatly cut down waiting time for ticketing machines by turning their smartphones into virtual Kiosks that accept major credit cards and PayPal. It will also create a more efficient MARTA where users can always be on time without worrying about reloading their Breeze Card. These features will also help users keep track of their trips through regular notifications via text or email. The QR code feature increases proficiency as customers can easily get to and from their destination using their smartphones. The emergency feature relays the user's GPS coordinates to the MARTA police dispatcher. This feature will help reduce the crime rate on MARTA transportation significantly and create a safe environment for all users of MARTA.