

**Atlanta Regional Commission
Regional Clearinghouse and Fare
Collection Review and Analysis**

Current

\$108,000 REGIONAL
BREEZE
COST

\$0.03 COST PER
BREEZE TRIP

105,460,431

RIDERSHIP
w/ BREEZE

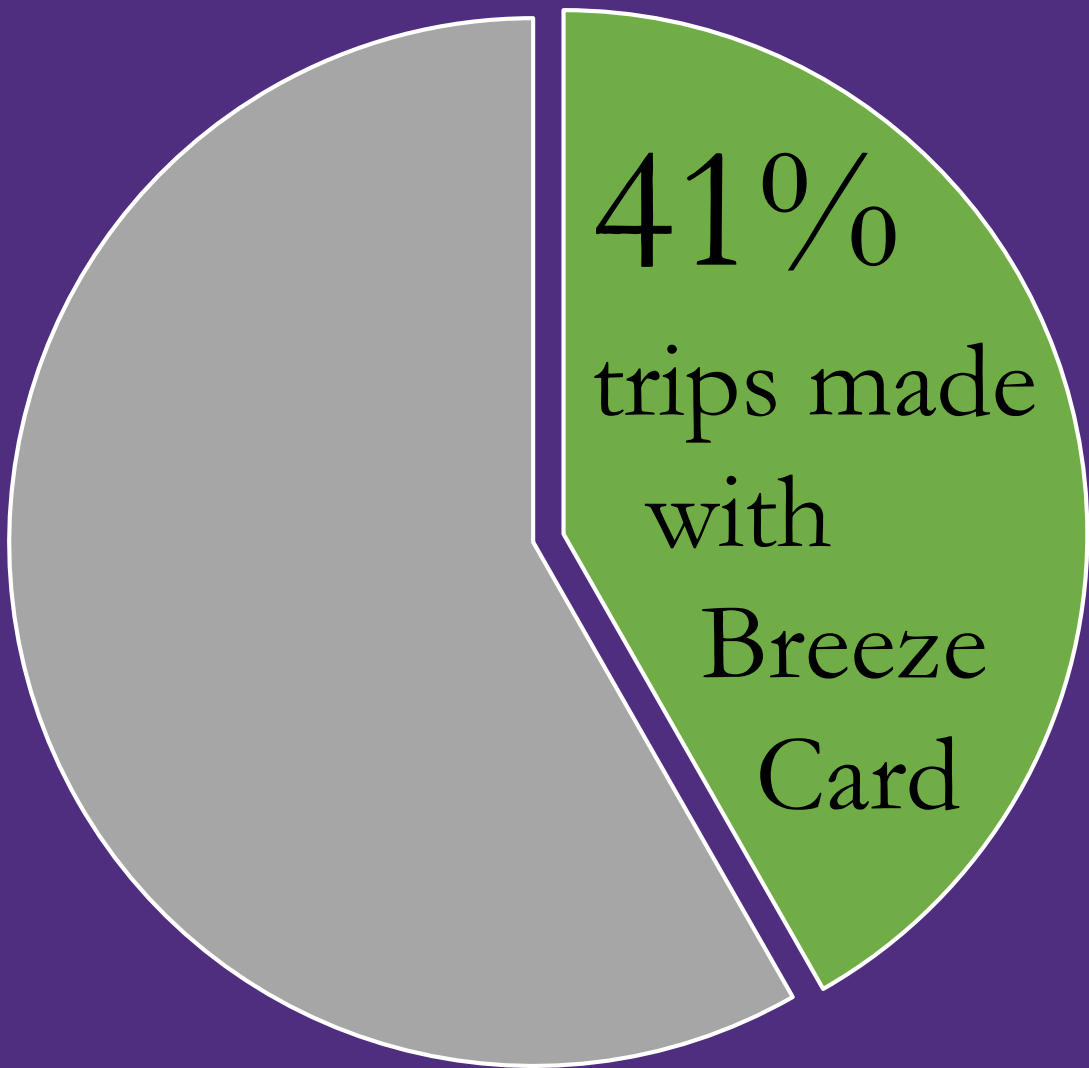
\$142,527,822

REVENUE
via BREEZE

\$19,048,464

TOTAL
BREEZE
COST/YEAR

Regional Usage



Proposed

\$357,021 REGIONAL
BREEZE
COST

\$0.11 COST PER
BREEZE TRIP

\$19,048,464

TOTAL
BREEZE
COST/YEAR

\$183,700

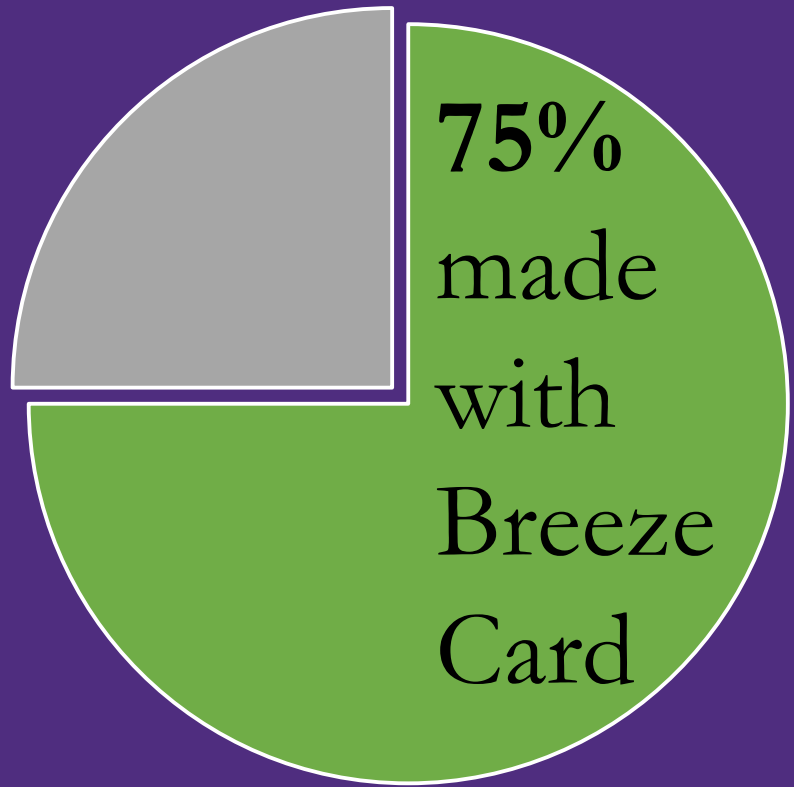
CLEARING-
HOUSE
STAFF

MARTA Counter

\$540,721 REGIONAL
BREEZE
COST

\$0.17 COST PER
BREEZE TRIP

Savings Potential



\$0.01 – \$0.03
savings per dollar
earned for the
regional partners

\$270,000+

...in additional savings for MARTA alone

Recommendations

1. Address transfer imbalance
2. Agency decision making
3. Address interested accrued on stored value