



Office of Communications & Engagement
245 Peachtree Center Avenue, Suite 2200 • Atlanta, Georgia 30303

Ericka B. Davis, Chief Communications
Officer
404-893-3033, office
404-226-9339, cell
edavis@srta.ga.gov

Jodi Scott, Communications & Media Relations
Manager
404-893-3032, office
404-520-1142, cell
jscott@srta.ga.gov

For Immediate Release:
July 11, 2018

NWC Express Lanes Brings New Peach Pass Retail Center to Kennesaw

SRTA, DDS and GDOT to Host July 13 Opening

ATLANTA – A celebration to open a new Peach Pass Retail Center at the Kennesaw Department of Driver Services will take place Friday, July 13, from 9 a.m. to 11 a.m. Both the Peach Pass Retail Center and the DDS facility, located at 3690 Old Highway 41 NW in Kennesaw, conveniently serve drivers in the Northwest Corridor Express Lanes area of Cherokee and Cobb counties. The lanes are slated to open in late summer 2018.

The event is hosted by the State Road and Tollway Authority (SRTA), the Georgia Department of Driver Services (DDS) and the Georgia Department of Transportation (Georgia DOT).

Motorists, residents, local businesses and transportation partners are invited to participate in the opening celebration. Attendees will learn firsthand about Peach Pass, tolling in Georgia and the benefits of driving on the Georgia Express Lanes. Customers can sign up for a Peach Pass account on site.

In addition, there will be information on-hand about DDS services, including the Georgia Motorcycle Safety Program, the DDS 2 Go mobile app and other programs.

Local radio station Star 94 will present a live broadcast from the event.

“We are pleased to again partner with DDS, with this Peach Pass Retail Center marking our third center inside a DDS facility,” Chris Tomlinson, SRTA Executive Director, said. “This center will serve as the Peach Pass ‘hub’ for drivers in the I-75/I-575 area, providing a convenient location to obtain a Peach Pass, gather more information about the program and service their accounts.”

“The positive momentum of Georgia’s Express Lane projects is, in part, a result of a valuable partnership between Georgia DOT and SRTA,” said GDOT Commissioner Russell McMurry. “We are excited to have drivers obtain their Peach Passes and begin to utilize the Northwest Corridor Express Lanes when they open later this year.”

“DDS currently has two customer service centers, Locust Grove and Lawrenceville, that serve as home to Peach Pass Retail Centers. I am very pleased with the addition of our Kennesaw/Acworth DDS location to the partnership with SRTA,” commented Georgia Department of Driver Services (DDS) Commissioner Spencer R. Moore. “Allowing thousands of Georgians the convenience of registering for a Peach Pass while conducting their driver licensing needs is a great example of two state agencies efficiently working together to provide quality customer service.”

The Northwest Corridor Express Lanes are reversible toll lanes that run along I-75 and I-575 in Cobb and Cherokee counties. The 29.7 miles of dynamically priced lanes are separated from the general purposes lanes by an elevated bridge or concrete barrier and a series of gates, offering the highest level of safety. These lanes will add new highway capacity in addition to the existing general purpose lanes.

The Lanes are accessible seven days a week with a registered Peach Pass mounted properly on the vehicle. The Northwest Corridor Express Lanes will flow toward Atlanta during the morning commute and away from Atlanta during the evening commute.

A Peach Pass gives drivers access to all current and future Georgia toll facilities, including the I-85 Express Lanes and the I-75 South Metro Express Lanes and it is accepted by Florida's SunPass system and North Carolina's Quick Pass system.

Additional Peach Pass Retail Centers are located at DDS facilities in Lawrenceville (310 Hurricane Shoals, NE, Lawrenceville, GA 30046) and Locust Grove (619 Tanger Boulevard, Locust Grove, GA 30248), as well as the Peach Pass/Xpress Retail Center downtown (245 Peachtree Center Ave., Garden Level, Atlanta, GA., 30303).

About the State Road and Tollway Authority (SRTA)

SRTA is a state-level, independent Authority created to operate tolled transportation facilities within Georgia and act as the transportation financing arm for the state. SRTA manages the collection of tolls on Georgia's Express Lanes System through the use of Peach Pass; administers the Atlanta region's vanpool program; and manages the Xpress regional commuter coach transit service. In 2017, SRTA combined with the Georgia Regional Transportation Authority (GRTA) to jointly provide the services of both state authorities. The GRTA Board of Directors continues to oversee Developments of Regional Impact, air quality reporting and regional transportation plan approval.

About the Georgia Department of Transportation (Georgia DOT)

Georgia Department of Transportation plans, constructs and maintains Georgia's state and federal highways. We're involved in bridge, waterway, public transit, rail, general aviation, bike and pedestrian programs. And we help local governments maintain their roads. Georgia DOT is committed to providing a safe, seamless and sustainable transportation system that supports Georgia's economy and is sensitive to its citizens and its environment.

About the Georgia Department of Driver Services (DDS)

The Georgia Department of Driver Services (DDS) is responsible for the issuance of driver's licenses and state identification cards, conducting over 3.7 million annual transactions for the nation's eighth largest state across 67 field offices. Additionally, DDS runs the state's motorcycle safety program (training over 7000 motorcyclists annually), investigates fraud through its internal law enforcement division, answers 1.5 million citizen phone calls, and maintains driving records on all drivers licensed in Georgia and non-residents who are convicted of traffic

violations in Georgia courts. We are committed to our mission “To provide secure identity credentials to our customers, with excellence and respect.”

#