



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

Ericka B. Davis, Chief Communications Officer  
office: 404-893-3033  
cell: 404-226-9339  
[edavis@srta.ga.gov](mailto:edavis@srta.ga.gov)

Deidre Johnson, Public Information Officer  
office: 404-893-6194  
cell: 470-829-8446  
[djohnson@srta.ga.gov](mailto:djohnson@srta.ga.gov)

**For Immediate Release:**

October 16, 2020

**SRTA TO LAUNCH NEW PEACH PASS WEBSITE AND MOBILE APP**

*Peach Pass customers should prepare for upgrade service period to allow for data transition during October 31<sup>st</sup> thru November 8, 2020*

ATLANTA – The week of November 9, 2020, the State Road and Tollway Authority (SRTA) will launch updated editions of MyPeachPass.com and the Peach Pass GO! mobile app to make it easier for customers to access and manage their accounts. The new app, Peach Pass GO! 2.0, will launch on the Apple App and Google Play stores the week of November 9th.

To launch the new system, SRTA will be conducting data migration and transitioning over 650,000 accounts and over 1.1 million vehicles to the new system. **During the period of October 31 thru November 8, 2020, Peach Pass customers and Customer Service Agents will be unable to access customer Peach Pass accounts. Customers can contact Peach Pass customer service for general toll rate information only and may experience longer hold times during this period. Customers should update and verify their contact and email information are correct before October 30<sup>th</sup>.** Tolls will still be charged, so SRTA encourages all customers to ensure their account has adequate funds to cover any trip transactions during this transition period.

Starting the week of November 9th, customers will need to update their passwords to maintain access to their accounts, and app users will need to download the new app from their preferred app store. Customers can update their account at MyPeachPass.com or on the new Peach Pass GO! 2.0 mobile app by entering their email address and using the “forgot password” function.

“We are thrilled to launch the next generation of Peach Pass website and apps and we ask for our customers’ patience during the transition period as we bring them this new and improved amenity to enhance our service delivery. We want to emphasize the importance of loading

enough funds to cover your planned travel before Oct. 31, and also updating your password the week of Nov. 9,” said SRTA Executive Director Chris Tomlinson.

The new MyPeachPass.com and Peach Pass GO! 2.0 mobile app will make it easier for customers to control, access and manage their accounts. Updated features will give customers the ability to:

- View live toll rates across all lanes to help plan trips ahead of time
- Switch between toll and non-toll modes on the go efficiently and quickly
- Benefit from increased security and fraud prevention enhancements
- Update billing and vehicle information, including adding or removing vehicles
- Track recent transactions
- Monitor account balances and add funds via credit or debit card
- View and pay any violations or account notifications

Kapsch TrafficCom (Kapsch) was selected in December 2017 to serve as SRTA’s Customer Service System Integrator (CSSI) for the new system including the website and mobile app. With this contract, Kapsch was tasked to provide SRTA with a next-generation back office platform that will enable the agency to offer and support integrated user accounts to its customers on all transportation modes including highway tolling and parking. The Kapsch back office system is ideally suited to meet Georgia’s rapidly expanding transportation landscape.

SRTA’s commitment to facilitating mobility in Georgia is reflected in its new back office and customer service platforms,” said Chris Murray, president of Kapsch TrafficCom North America. “As a provider of integrated transportation systems, Kapsch is pleased to support this endeavor with the solutions that enable SRTA to provide smooth operational transactions and a positive mobility experience.”

As SRTA deploys more tolling and managed lane systems in the future to serve the metropolitan Atlanta population, an integrated, flexible, and customizable back office will enable it to offer its customers a seamless experience by processing transactions for all SRTA toll facilities and will include the capability to process transaction from interoperable partner facilities within single user accounts.

“Our top priority is providing our Peach Pass customers with the best service we can. The updates to MyPeachPass.com and the new Peach Pass GO! 2.0 mobile app were designed based on feedback we heard from our customers,” said SRTA Executive Director Chris Tomlinson. “These updates will provide a better experience for customers along with greater access to our customer service center staff members for assistance.”

All regular Peach Pass accounts will maintain their current balances throughout the transition.

Further details about the transition can be found on [www.PeachPass.com](http://www.PeachPass.com).

### **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. In 2017, SRTA combined with the Georgia Regional Transportation Authority (GRTA) to jointly provide the services of both state authorities. The GRTA board continues to oversee developments of regional impact, air quality reporting and regional transportation plan approval.*

### **About Kapsch TrafficCom**

*Kapsch TrafficCom is a globally renowned provider of transportation solutions for sustainable mobility. Our innovative solutions in the application fields of Tolling, Traffic Management, Demand Management and Mobility Services contribute to a healthy world without traffic congestion. We have brought projects to fruition in more than 50 countries around the globe. With our one-stop solutions, we cover the entire value chain of our customers, from components to design and implementation to operation of systems. As part of the Kapsch Group and headquartered in Vienna, Kapsch TrafficCom has subsidiaries and branches in more than 30 countries. It has been listed in the Prime Market segment of the Vienna Stock Exchange since 2007 (ticker symbol: KTCG). Kapsch TrafficCom's about 5,100 employees generated revenues of EUR 731.2 million in financial year 2019/20.*

###