



Dear Gateway85 CID Members:

There is an incredible new initiative that stands to significantly enhance the way our community commutes: the **Gateway85-Norcross Microtransit Pilot Program** will launch on **Monday, September 9, 2024**. Developed in partnership with Gwinnett County and the City of Norcross, this on-demand microtransit service will allow everyone in our area to go to and from any location in the Norcross and Gateway85 area for only \$3 (see attached map for the microtransit zone).

Given the relative lack of transit in our community, we anticipate that this service will provide **a much-needed improvement for employees, customers and others** for getting around the community. We believe that the Gateway85-Norcross Microtransit Pilot Program will not only provide added value for your employees but also contribute to a more vibrant and economically robust community.

Why is this initiative important for your business and our community?

- **Cost-Effective Transportation:** The Gateway85-Norcross microtransit service offers an affordable alternative to traditional transportation methods like Uber, Lyft or private taxis at **only \$3 per ride**.
- **Flexibility:** This on-demand shuttle service is designed to accommodate employees' varying schedules, providing added flexibility not provided through current public transportation. This adaptability ensures that your workforce can reach their destination in an efficient manner, regardless of shift times or last-minute schedule changes.
- **Economic Vibrancy:** The Gateway85 and Norcross areas have traditionally had very diverse and economically vibrant, but often transit dependent populations who lack robust transit service. We anticipate that simply being able to move more easily around the community will help us market the area as a great place to live, work and play.

We are providing you with a packet of materials that can be used to educate yourself and your employees about the new microtransit service.

Please share this information packet with your employees and consider how your organization can support and benefit from this new service. Together, we can make Gateway85 a model for innovative, community-focused transportation solutions.

If you have any questions or would like more information about the Gateway85-Norcross Microtransit service, please contact us. We look forward to seeing the positive impact this initiative will have on our community.

Sincerely,

Emory Morsberger
Executive Director
Gateway85 Community Improvement District
emory@gateway85.com



Gateway85-Norcross Microtransit Pilot Program

Program Details and How-To's

What is the Gateway85-Norcross Microtransit Pilot?

The Gateway85-Norcross Microtransit pilot program is an on-demand shared-ride service that anyone can order from their phone – keeping the program convenient, flexible and affordable. A ride can also be scheduled by either using the Ride Gwinnett app or by calling Ride Gwinnett dispatch at 770.246.4770 and selecting option 3.

- **Cost:** \$3 per trip (Employees can get half-off their first trip with code **500FF**)
 - Accepted forms of payment: Your employees can link their credit card or debit card in the Ride Gwinnett app or scan their Breeze Card or use exact change once the ride has arrived.
- **Service Area:** Trips must begin and end within the [microtransit zone](#) (a physical map is included in the kit).

Pilot Dates and Hours of Operation

The key dates and times for the microtransit pilot program are:

- **Pilot Start Date:** Monday, September 9
- **Hours of Operation:** Monday – Saturday, 6 a.m. – 8 p.m.

How does someone call a ride?

- Riders first need to [download the free Ride Gwinnett app](#) in either the Google Play (Android) or Apple (IOS) store.
- Trips can be booked in real time using the [Ride Gwinnett app](#) or by calling dispatch at 770.246.4770 and selecting option 3. Customers wanting to complete any trip outside the zone must plan a separate bus trip using Ride Gwinnett's local fixed route options.



How does the app work?

Your employees should follow these simple steps to use the Ride Gwinnett microtransit service:

1. **Request a ride:** Download the Ride Gwinnett app, create an account and request a ride.
2. **Go to the pick-up location:** The microtransit driver will meet the rider where they are. Some locations like shopping plazas have designated pick-up locations in the app.
3. **Hop on board:** Step into one of Ride Gwinnett's small shuttles or vans.
4. **Pay the fare:** Your employees can link their credit card or debit card in the Ride Gwinnett app or scan their Breeze Card or use exact change once the ride has arrived.
5. **Arrive at destination:** Travel within the Gateway85-Norcross microtransit zone for only \$3.

Implementing the Program within Your Company

Here's a step-by-step guide on how to seamlessly integrate the Gateway85-Norcross Microtransit program into your workplace.

1. **Inform Employees:**
 - Share information about the microtransit program through email, company newsletters or meetings. Templated social media posts are provided in the toolkit for your team to adapt/use.
 - Include details on how to download and use the Ride Gwinnett app (included in this kit).
 - Use the materials provided by Gwinnett County Ride Gwinnett transit team.
2. **Coordinate with Human Resources:**
 - Ensure HR is familiar with the program to answer any employee questions.
 - Include the program in new hire orientation materials.
3. **Set Up Designated Pick-Up Locations:**
 - Identify and mark convenient pick-up and drop-off points near your workplace.
 - Work with Ride Gwinnett to ensure these locations are listed in the app.



4. **Promote Usage:**

- Encourage employees to use the service for their daily commute and work-related trips.
- Offer incentives such as purchasing employees [Breeze Cards](#) or organizing informational sessions or webinars.
- Connect with Gateway85 CID's Community Manager [Olga Gorman](#) (olga@gateway85.com) to schedule informative meetings and/or virtual webinars with your employees to explain the service.

5. **Collect Feedback:**

- Gather feedback from employees to assess the program's effectiveness and areas for improvement.
- Share feedback with Ride Gwinnett to help enhance the service.

Purchasing and Managing Breeze Cards

While not accepted in-app, Gateway85-Norcross Microtransit riders can pay with their Breeze Card once they enter the shuttle. Breeze Cards are relatively inexpensive and are a great way to encourage your employees to use the microtransit service. Here are some ways to easily manage this process:

1. **Purchasing Your Cards**

- a. Breeze Cards can be purchased online at breezecard.com. Register, sign into your account and follow the prompts to purchase a card.
- b. For bulk orders, visit the Breeze Card [online store](#) and follow the prompts to pick the type of fare you want to preload on the cards and the number of cards you want to order. There are [discounts](#) for group orders as well.

2. **Using Your Cards**

- a. Once riders enter the shuttle, they can scan their Breeze Cards as if paying with cash. If originally traveling outside the district, or leaving the district after their trip, their Breeze Card can be used on MARTA as well.

3. **Checking the Balance on Your Breeze Cards**

- a. You can check the balance of Breeze Cards online. Once you've setup an account on breezecard.com, go to the Breeze Balance page. Every fare loaded onto your card — along with any extra cards you've purchased — will appear on that page.
- b. You can also monitor your balance by phone if you're not able to check online. Have your card ready and call 404-848-5000 to reach the automated answering service.



4. Reloading Your Cards

- a. Breeze Cards are meant to be used again and again. Unlike tickets, these plastic cards are designed for you to reuse and reload as often as needed.
- b. If you have an account at breezecard.com and have already linked your Breeze Card to your account, you can add fares and passes to your card online. Just [login and purchase](#) the types of fare you need. Fares will be loaded onto your card in 24 hours or less.

5. Troubleshooting

- a. If you run into any issues with your Breeze Cards, you can email [customer service](#) or call at 404.848.5000.

Gateway85-Norcross Microtransit Pilot Program

Sample Social Media Posts for Employers

You may choose to use your company/organization's social media channels to help promote the Gateway85-Norcross new microtransit service beginning on September 9. Here are a few examples you can use to get the word out to your employees:

Sample 1 (announcing the service):

Starting September 9, we're excited to tell you about the Gateway85-Norcross Microtransit service – an important amenity for transit-dependent workers and residents. This pilot program is in partnership with Gwinnett County, Gateway85 Community Improvement District and the City of Norcross.

Designed to make your commute more convenient and affordable, this on-demand shuttle service offers a fixed fare of just \$3 per ride. Operating Monday to Saturday from 6 a.m. to 8 p.m., it provides a flexible and reliable transportation option to get you to and from work or around the district to run errands. We encourage you to plan ahead and take advantage of this program to simplify your daily travel.

Visit Gwinnett County's website to learn more and download the app:

<https://www.gwinnettcounty.com/departments/transportation/gwinnettcountytransit/microtransit>

Sample 2 (how to download and use the app):

Need assistance getting to work? Download the Ride Gwinnett App in the App Store or on Google Play today!

The new Gateway85-Norcross Microtransit program is now available through the Ride Gwinnett app. It is a shared-ride service that is easy to use right from your phone. Just like other rideshare programs, this one is designed to be convenient and affordable for your daily commute at only \$3 per ride.

Using the Ride Gwinnett app is simple:

- 1) Request a ride through the app
- 2) Head to your pick-up location.
- 3) Board a Ride Gwinnett shuttle or van.
- 4) Pay using the app or with exact change.
- 5) Arrive at your destination, within the Gateway85-Norcross zones.

We encourage you to use this new service to make your daily commute easier and more cost-effective. Take advantage of Ride Gwinnett and enjoy a hassle-free way to get to and from work, and plan ahead to make sure your ride is as seamless as possible.

<https://www.gwinnettcountry.com/departments/transportation/gwinnettcountrytransit/microtransit>

Sample 3 (highlight the low cost or ride credits):

We're encouraging all employees to try out the new Gateway85-Norcross Microtransit service!

It's just \$3 per trip, making your commute more affordable than ever. You can easily link your credit or debit card in the app, scan your Breeze Card or pay with exact change. Plus, use code **50OFF** to get half off your first trip!

Download the Ride Gwinnett app today to make commuting to work easier than ever!

<https://www.gwinnettcountry.com/departments/transportation/gwinnettcountrytransit/microtransit>

Sample 4 (for employees without a smart phone):

The Gateway85-Norcross Microtransit service is available to everyone – not just those with smartphones!

You can still book your ride through the [web version of the app](#) or by calling Ride Gwinnett dispatch at 770.246.4770 and selecting option 3. The agent will provide you with a vehicle arrival time and confirm your pick-up and drop-off locations. It's recommended to book early so your transit driver can best accommodate your trip.

<https://www.gwinnettcountry.com/departments/transportation/gwinnettcountrytransit/microtransit>

Sample 5 (highlighting key benefits):

Getting around town has never been easier or more cost-efficient. The Gateway85-Norcross microtransit service is available to anyone wanting to take a local trip to get to work, go shopping or to an appointment, connect to other transit options and more – for only \$3 per ride!

We recommend planning or scheduling a ride so you can make sure your transit shuttle meets your schedule.

Book your ride through the Ride Gwinnett app or call 770.246.4770 and select option 3. The agent will provide you with a vehicle arrival time and confirm your pick-up and drop-off locations.

<https://www.gwinnettcountry.com/departments/transportation/gwinnettcountrytransit/microtransit>

Sample 6 (highlighting key benefits):

Looking for a cost-effective transportation option? The Gateway85-Norcross Microtransit service offers rides for 33% less than Uber or Lyft. This shuttle service not only reduces your parking costs but also helps lower your overall commuting expenses.

Operating Monday to Saturday from 6 a.m. to 8 p.m. with a fixed fare of just \$3 per ride, it's a reliable and affordable way to get to work or run errands around the district. Request a ride in the Ride Gwinnett app and your driver will confirm your pick-up time and location.

Take advantage of this opportunity to simplify your daily travel and save money:

<https://www.gwinnettcountry.com/departments/transportation/gwinnettcountrytransit/microtransit>

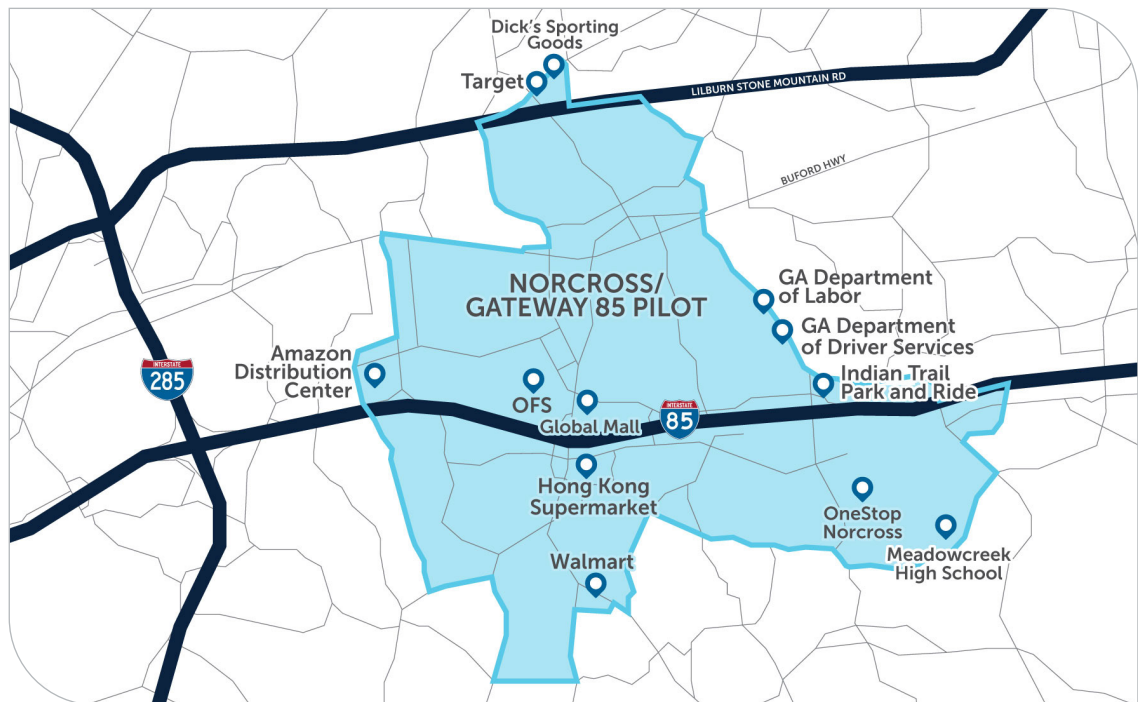
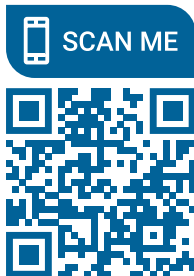
Arrive with the Norcross/Gateway85 Microtransit Pilot Program

Microtransit is an on-demand, shared-ride service now serving residents, businesses, and the communities of Norcross and the Gateway85 Community Improvement District. The pilot program provides an affordable, convenient form of transportation and enhances access to more jobs, businesses, and opportunities.

How does it work?

- 1. Request your ride**
Use the Ride Gwinnett app to set your pickup and drop-off location. You can also call 770.246.4770, selecting option 3. Spanish language assistance is available upon request.
- 2. Go to your pick-up location**
Our curb-to-curb service picks you up where you are within the service area. Some locations have designated pick-up locations.
- 3. Hop on board**
Step into one of Ride Gwinnett's shuttles or vans.
- 4. Pay your fare**
Each trip costs \$3 per person. Pay using the app or exact change.
- 5. Arrive to your destination**
Enjoy your trip and rate your ride!

Hours of Operation
Monday – Saturday
6:00am – 8:00pm



Scan the QR code or visit GwinnettCounty.com/Microtransit for more information.

The microtransit pilot program is a partnership between Gwinnett County, Gateway85 Community Improvement District, and the city Norcross.

Llega con el Programa Piloto de Microtransporte en Norcross/Gateway85

El microtransporte es un servicio de viajes compartidos bajo demanda que ahora ofrece servicios a residentes, empresas, y las comunidades de Norcross y el Distrito de Mejoramiento Comunitario Gateway85. El programa piloto proporciona una forma de transporte económica y conveniente y mejora el acceso a más empleos, negocios, y oportunidades.

¿Como funciona?

1. Solicita el viaje

Utiliza la aplicación Ride Gwinnett para configurar tu ubicación de tus puntos designados de recogida y parada. También puedes llamar al 770.246.4770, seleccionando la opción 3. La asistencia en español está disponible con previa solicitud.

2. Dirígete al punto de recogida

Nuestro servicio de acera a acera te recoge donde te encuentres dentro del área de servicio. Algunos sitios tienen puntos de recogida designados.

3. Súbete al vehículo

Súbete a uno de los autobuses pequeños de Ride Gwinnett.

4. Paga tu boleto

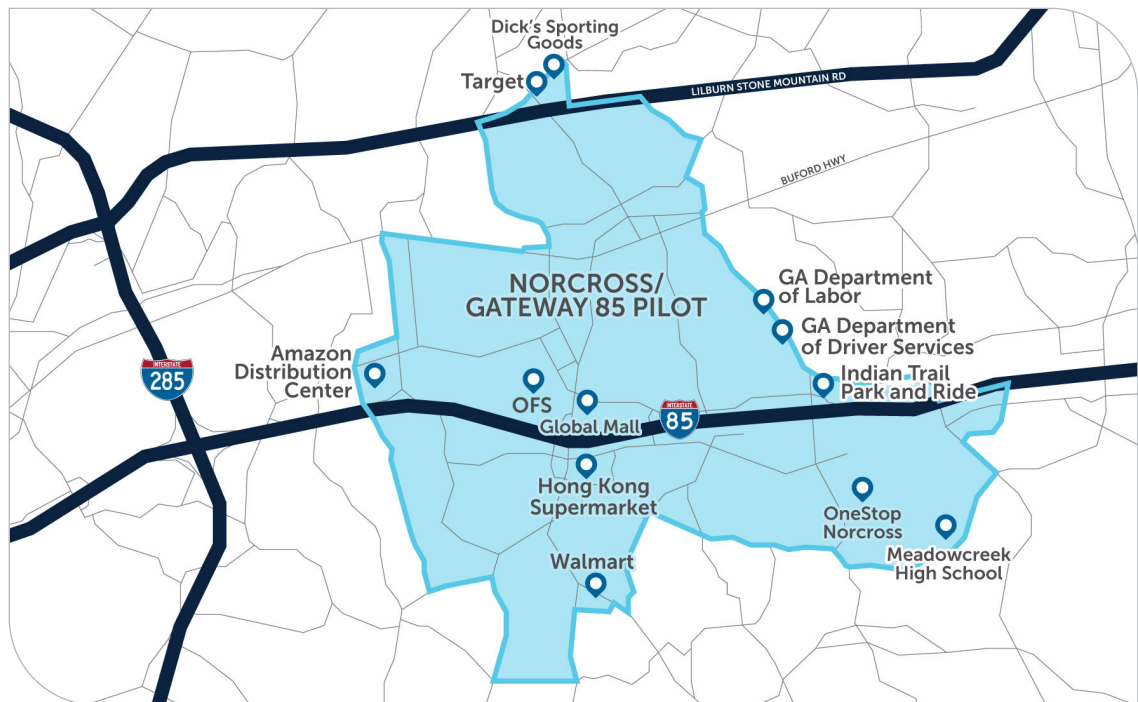
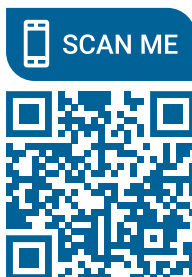
Cada viaje cuesta \$3 por persona. Paga usando la aplicación o cambio exacto.

5. Llega a tu destino

¡Disfruta y califica tu viaje!

Horas de Operación

Lunes – Sábado
6:00am – 8:00pm



Escanea el código QR o visita GwinnettCounty.com/Microtransit para más información.

El programa piloto de microtransporte es una asociación entre el Condado de Gwinnett, el Distrito de Mejoramiento Comunitario Gateway 85, y la ciudad de Norcross.

MICROTRANSIT: TAKING YOU TO YOUR NEXT DESTINATION

Make your commute easier with affordable, local trips! Microtransit is an on-demand, shared-ride service to travel within a designated area in Norcross.

How does it work?

1. Request your ride

Use the Ride Gwinnett app to set your pickup and drop-off location. You can also call 770.246.4770, selecting option 3. Spanish language assistance is available upon request.

2. Go to your pick-up location

Our curb-to-curb service picks you up where you are within the service area. Some locations have designated pick-up locations.

3. Hop on board

Step into one of Ride Gwinnett's shuttles or vans.

4. Pay your fare

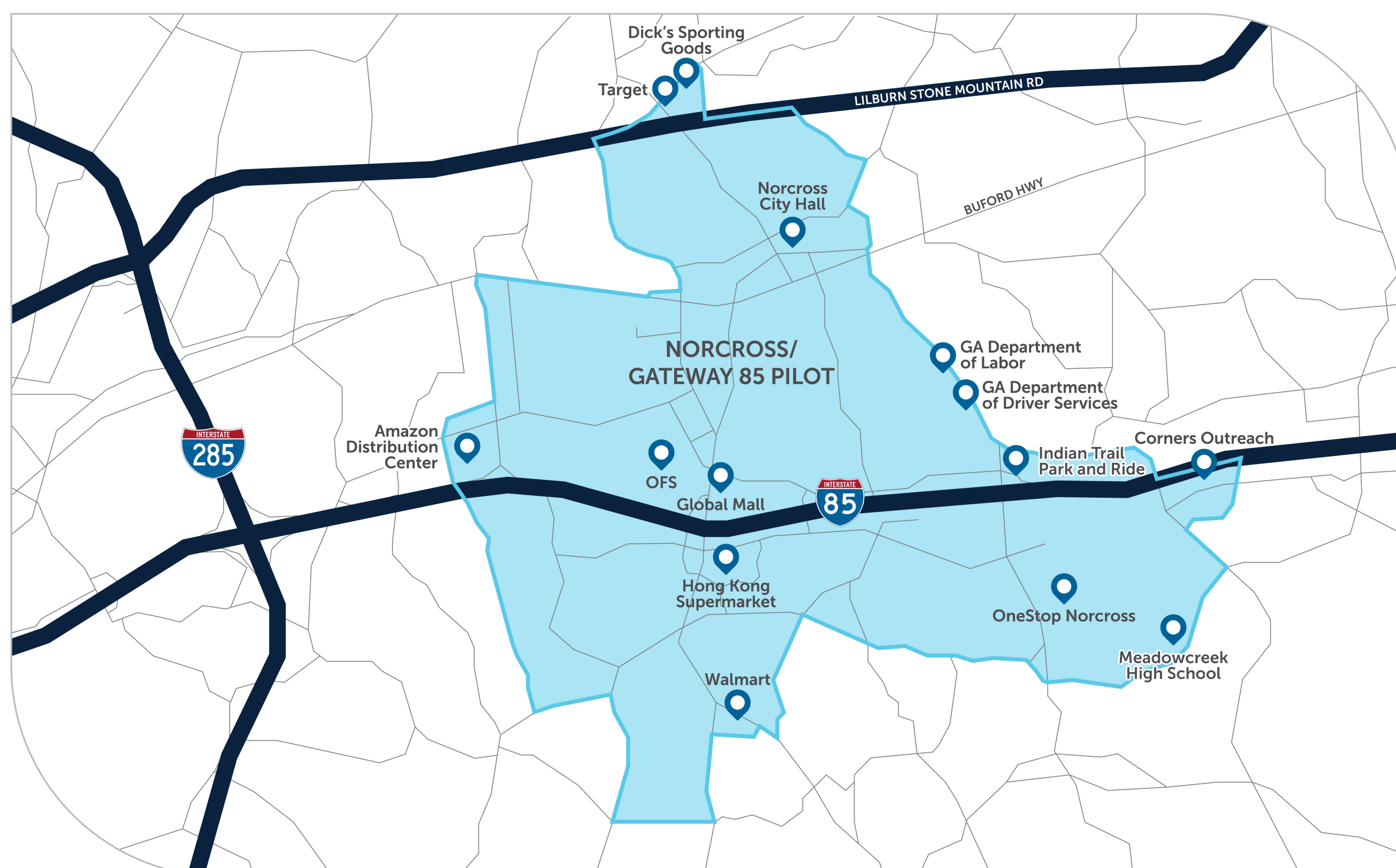
Each trip costs \$3 per person. Pay using the app or exact change.

5. Arrive to your destination

Enjoy your trip and rate your ride!

Hours of Operation

Monday – Saturday | 6:00am – 8:00pm



Learn more and download the app at
GwinnettCounty.com/Microtransit.



MICROTRANSPORTE: TE LLEVA A TU PRÓXIMO DESTINO

Haz tu viaje más fácil con viajes locales y económicos. Microtransporte es un servicio de viajes compartidos bajo demanda para viajar dentro de un área designado en Norcross.

¿Como funciona?

1. Solicita el viaje

Utiliza la aplicación Ride Gwinnett para configurar tu ubicación de tus puntos designados de recogida y parada. También puedes llamar al 770.246.4770, seleccionando la opción 3. La asistencia en español está disponible con previa solicitud.

2. Dirígete al punto de recogida

Nuestro servicio de acera a acera te recoge donde te encuentres dentro del área de servicio. Algunos sitios tienen puntos de recogida designados.

3. Súbete al vehículo

Súbete a uno de los autobuses pequeños de Ride Gwinnett.

4. Paga tu boleto

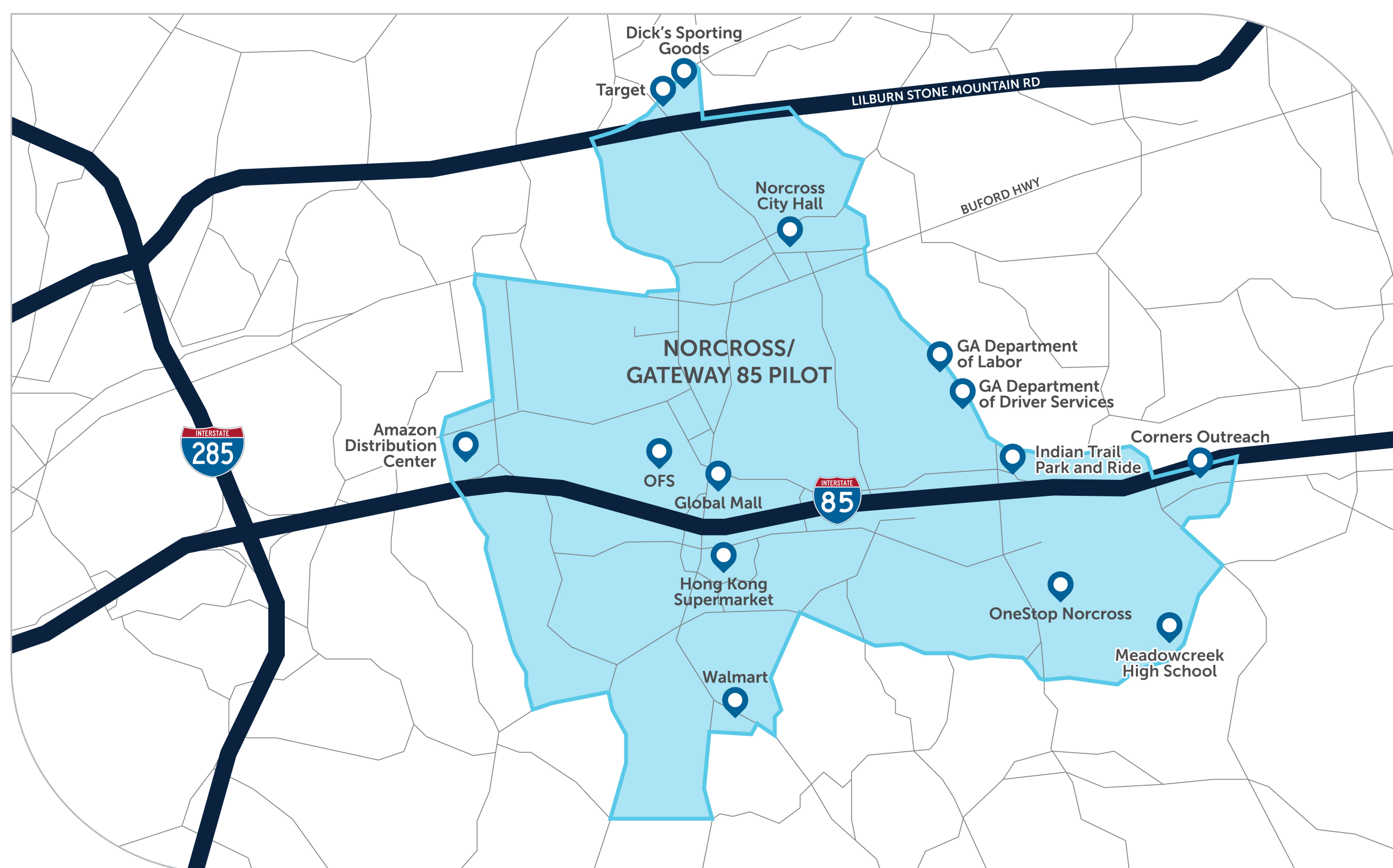
Cada viaje cuesta \$3 por persona. Paga usando la aplicación o cambio exacto.

5. Llega a tu destino

¡Disfruta y califica tu viaje!

Horas de Operación

Lunes – Sábado | 6:00am – 8:00pm



Para más información y descargar la aplicación, visita GwinnettCounty.com/Microtransit.





Book your ride with **microtransit**

Need a safe, reliable ride to a local destination? Microtransit is an on-demand shared-ride service that can help you travel to your nearby grocery store, favorite park, school, or work when you need it most.

How does microtransit work?

1. Request your ride

Download and use the Ride Gwinnett app to book your trip **Monday to Saturday from 6:00am to 8:00pm**. Trips must begin and end within the designated area.

2. Go to your pick-up location

Your ride will arrive to you. Some locations like shopping plazas will have designated pick-up locations in the app.

3. Hop on board

Step into one of Ride Gwinnett's shuttles or vans.

4. Pay your fare

All rides have a fixed price of \$3 each way.

5. Arrive to your destination

Enjoy your trip and don't forget to rate your ride after it's finished!

Scan the QR code to
download the app!



Frequently Asked Questions

How is microtransit different from regular Ride Gwinnett local bus service?

Microtransit serves designated zones within Gwinnett County with on-demand, flexible shared rides. It's available to anyone needing local transportation for work, shopping, appointments, connecting to other transit options, and more. On-demand trips mean you can use the service when you need it instead of having to plan your trip around a bus route schedule.

How do I know when a driver will pick me up?

Ride bookings specify a 10-minute pick-up window. We recommend that you be ready to board or take your trip at the start of your pick-up time window. You will receive an updated estimated arrival time as your ride approaches and a notification when your ride has reached the pick-up location. Updates are sent via SMS and the Ride Gwinnett app. You can also track your vehicle's real-time location using the app.

What if I don't have a smartphone?

Riders can also book their ride through the web app at **Book.RideGwinnett.RideCo.com/Login** or by calling Ride Gwinnett dispatch at 770.246.4770 and selecting option 3. The agent will give you a vehicle arrival time and confirm your pick-up and drop-off locations.

Is this service meant to replace the existing bus service?

Ride Gwinnett microtransit enhances the existing bus system, addressing equity, reliability, and efficiency.



Programa tu viaje con **el microtransporte**

¿Necesitas transporte seguro y confiable a un destino local? El microtransporte es un servicio de viajes compartidos bajo demanda que puede ayudarte a ir a una tienda de alimentos cercana, a tu parque favorito, a la escuela o al trabajo cuando más lo necesitas.

¿Cómo funciona el microtransporte?

1. **Solicita el viaje**

Descarga y utiliza la aplicación Ride Gwinnett para reservar tu viaje de **Lunes a Sábado desde las 6:00am hasta las 8:00pm**. Los viajes deben comenzar y finalizar dentro de la zona.

2. **Dirígete al punto de recogida**

El vehículo pasará a buscarte. Algunas ubicaciones, como los centros comerciales, tienen puntos de recogida designados en la aplicación.

3. **Súbete al vehículo**

Súbete a uno de los autobuses o camionetas de Ride Gwinnett.

4. **Paga tu boleto**

Todos los viajes tienen un precio fijo de \$3 por trayecto.

5. **Llega a tu destino**

¡Disfruta tu viaje y no olvides darle una calificación una vez finalizado!

¡Escanea el código
QR para descargar
la aplicación!



Gwinnett

Preguntas frecuentes

¿En qué se diferencia el microtransporte del servicio regular de autobuses locales de Ride Gwinnett?

El microtransporte presta servicios en zonas designadas dentro del condado de Gwinnett con viajes compartidos, flexibles y bajo demanda. Está disponible para cualquier persona que necesite transporte local para ir al trabajo, hacer las compras, ir a citas médicas, hacer conexiones con otras opciones de transporte y más. Que los viajes sean bajo demanda significa que puedes utilizar el servicio cuando lo necesites en lugar de tener que planificar tu viaje según el horario de ruta de un autobús.

¿Cómo sé cuándo me recogerá un conductor?

Las reservas de viajes determinan un período de recogida de 10 minutos. Te recomendamos estar listo para abordar o comenzar el viaje al inicio del periodo de recogida. Recibirás un horario de llegada estimado, que se actualiza a medida que se acerca el transporte, y una notificación cuando el vehículo haya llegado al punto de recogida. Las actualizaciones se envían por SMS y a través de la aplicación Ride Gwinnett. También puedes rastrear la ubicación del vehículo en tiempo real usando la aplicación.

¿Qué sucede si no tengo un teléfono inteligente?

A través de la aplicación web en **Book.RideGwinnett.RideCo.com/Login**, los pasajeros pueden reservar viajes o también pueden llamar al centro de despacho de Ride Gwinnett al 770.246.4770 y seleccionar la opción 3. El agente te indicará la hora de llegada del vehículo y confirmará los puntos de recogida y las paradas.

¿Este servicio está destinado a reemplazar el servicio de autobús existente?

El microtransporte de Ride Gwinnett potencia el sistema de autobuses existente al abordar la equidad, la confiabilidad y la eficacia.



Purchase Breeze Cards for Your Employees

You can now purchase Breeze Cards for your employees to pay their Ride Gwinnett express, local, and microtransit fares!

1. Call or visit Ride Gwinnett Customer Service to purchase Breeze Cards.

Ride Gwinnett Customer Service

3525 Mall Boulevard, Suite 5C, Duluth | 770.822.5010

Hours of Operation: Monday – Friday: 6:00am – 8:00pm | Saturday: 7:00am – 8:00pm

2. Let the representative know how many Breeze Cards you want to purchase and the amount per card. A \$1.00 to \$100.00 value can be added to each Breeze Card.

3. Pick up your Breeze Cards from the Ride Gwinnett Customer Service Office.

The maximum time frame to issue and load Breeze Cards is one week depending on the amount purchased.

4. Give the Breeze Cards to your employees to use on Ride Gwinnett.

Transfers between Ride Gwinnett microtransit and local routes are free for 1.5 hours from the start of a trip for up to three transfers. All passengers must use a Breeze Card to transfer free within Ride Gwinnett, including Ride Gwinnett to MARTA and MARTA to Ride Gwinnett.

5. Reload the Breeze Cards. Business owners and employees can reload their Breeze Cards at the Ride Gwinnett Customer Service Office, any MARTA kiosk, and online at **BreezeCard.com**. Business owners can create online accounts for their employees, or employees can create their own accounts. Value added to Breeze Cards online can take 24 to 48 hours to upload to the card.

For more information, call Ride Gwinnett Customer Service at **770.822.5010**.