



Introducing Smarter Travel with the BART Mobile App

Seamless Connections. Smarter Commutes.

BART is evolving to meet the needs of modern riders. With the integration of Uber into the BART mobile app, we're bridging the existing transit network gap between neighborhoods and stations — making public transit more accessible, flexible, and rider-friendly.

The goal: making public transit more accessible and convenient.





Connected Journey

Mobility as a Service:

A suite of innovative mobility services that improve the customer experience, modernize business practices and provide seamless mobility.



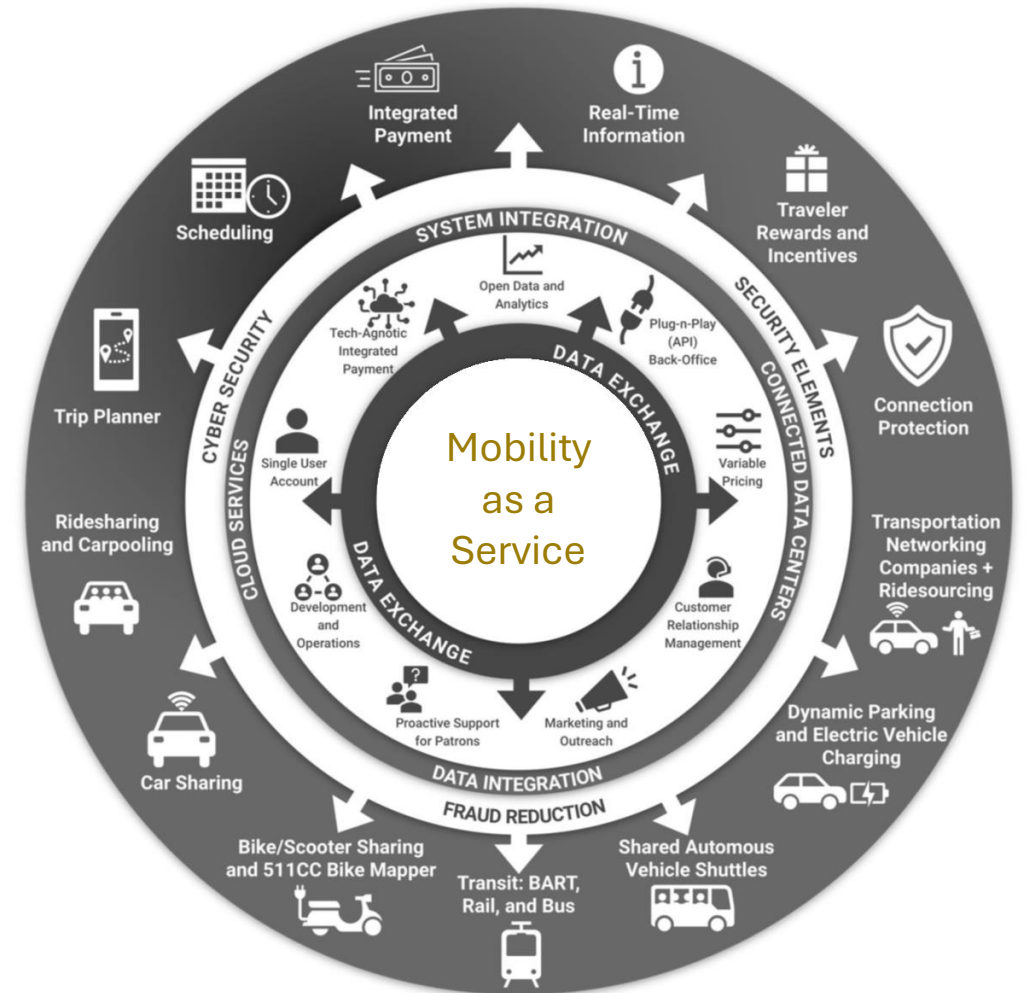
1. Trip Planner
2. Schedule and Real-time Information
3. Integrated Payment (non-Clipper)
4. Bike/Scooter Sharing
5. All the SF Bay Area Transit Operators
6. Single User Account



1. TNC – Uber and Others
2. Open Data and Analytics



1. Customer Relationship Management
2. Traveler Rewards and Incentives
3. Connection Protection
4. Shared Autonomous Vehicle
5. Digital Wayfinding



Mobility as a Service

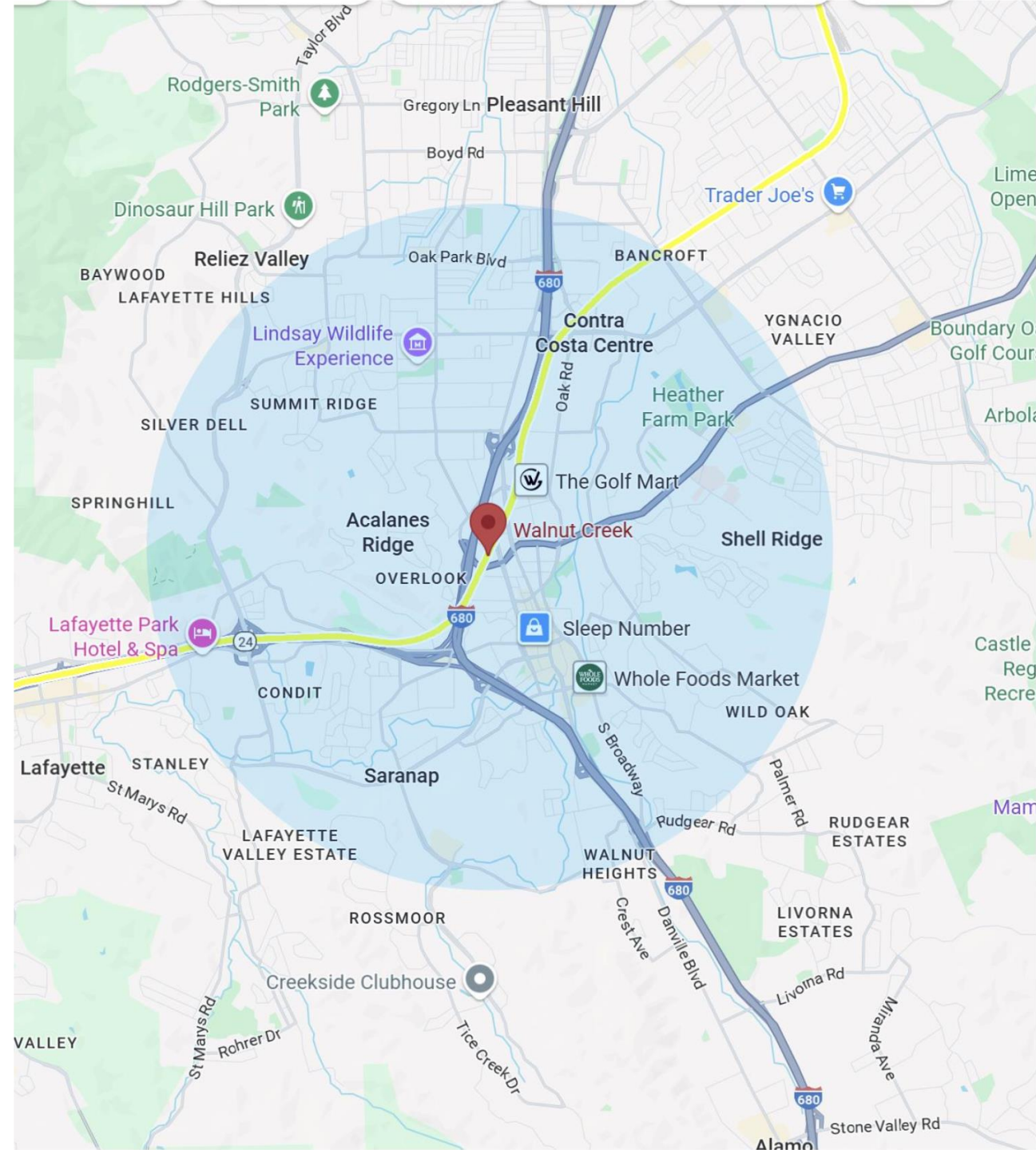
An aerial, high-angle photograph of a BART train traveling along a track. The train is white with a blue stripe and the BART logo on the front. The tracks are surrounded by greenery and trees. The image is in black and white, with the text overlaid in white.

What's New in the BART App

Connecting You to BART with Uber

This integration allows users to

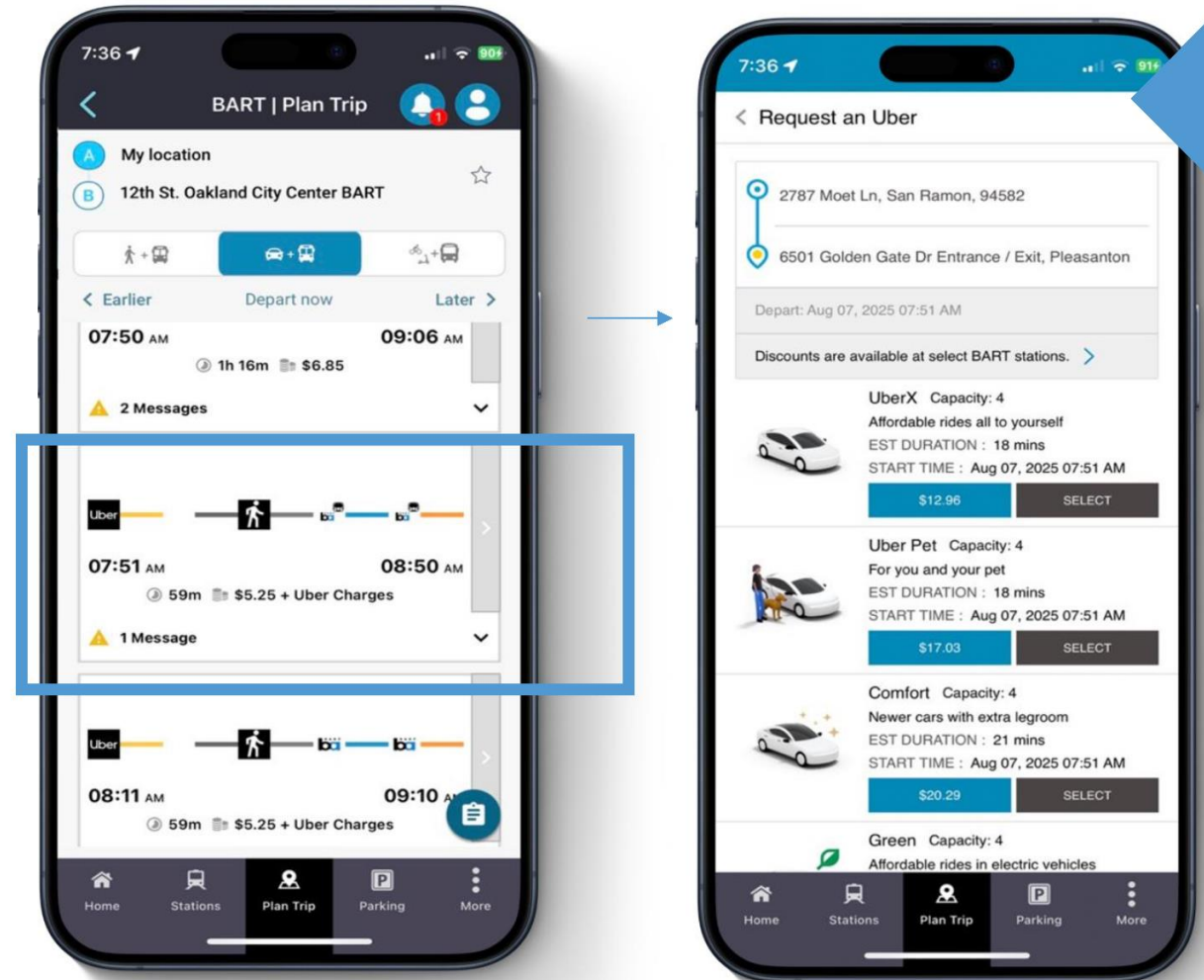
- Book Uber rides directly within the app for the first or last leg of their journey to or from BART stations.
- Riders can view Uber options alongside BART schedules, making it easier to plan complete, door-to-door trips.



Your Commute, Upgraded

Integrated Uber travel planning within the app

- Real-time transit updates
- Streamlined booking and payment
- Personalized travel suggestions



Rules & Regulations

Uber trips are designed to serve areas within a 2-7 mile radius of BART stations.

Uber is providing \$5 discount on Uber trips, to or from 10 BART stations.

- Limited-time offer.
- Automatically applied when booked through the BART app.
- Maximum of 6 discounted Uber rides within a 7-day period.

Additional terms and conditions apply. Please visit www.bart.gov/siteinfo/bart-app-privacy for up-to-date details.

Considerations for Discount Stations

- Promote less reliance on driving and parking to help meet our Access, Sustainability, and TOD Policy goals.
- Accounts for parking getting replaced with TOD.

Discount Stations:

- | | |
|-------------|----------------|
| ▪ Antioch | ▪ Lake Merritt |
| ▪ Bay Fair | ▪ MacArthur |
| ▪ Concord | ▪ Richmond |
| ▪ Daly City | ▪ Walnut Creek |
| ▪ Fruitvale | ▪ West Oakland |



Why It Matters

Increase ridership.

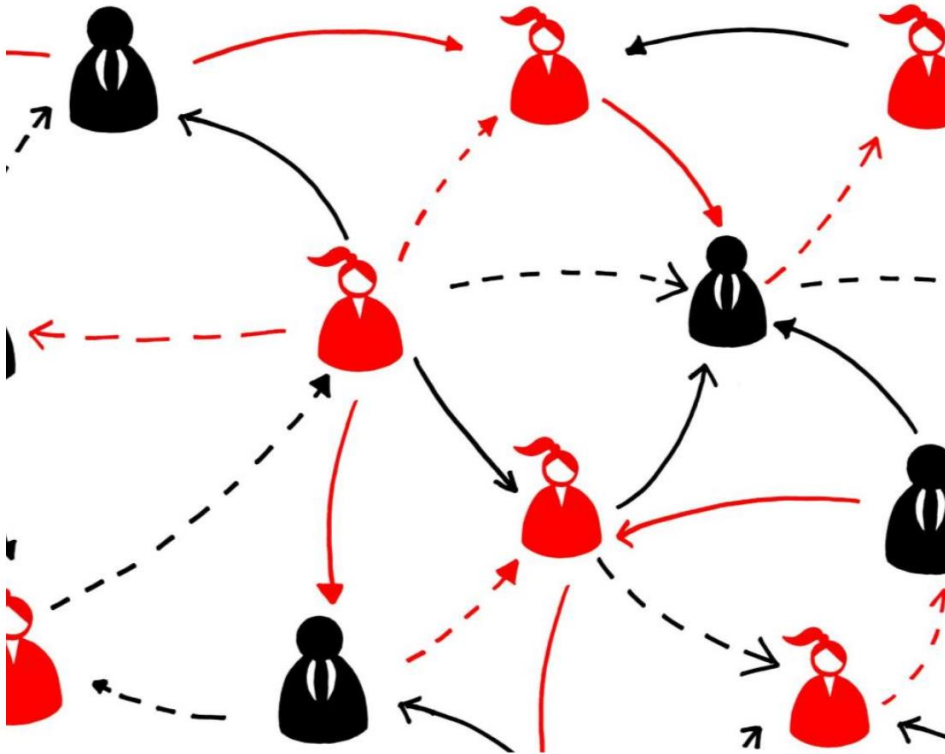
Easier first/last mile connections.

Reduced travel stress.

Cost savings.

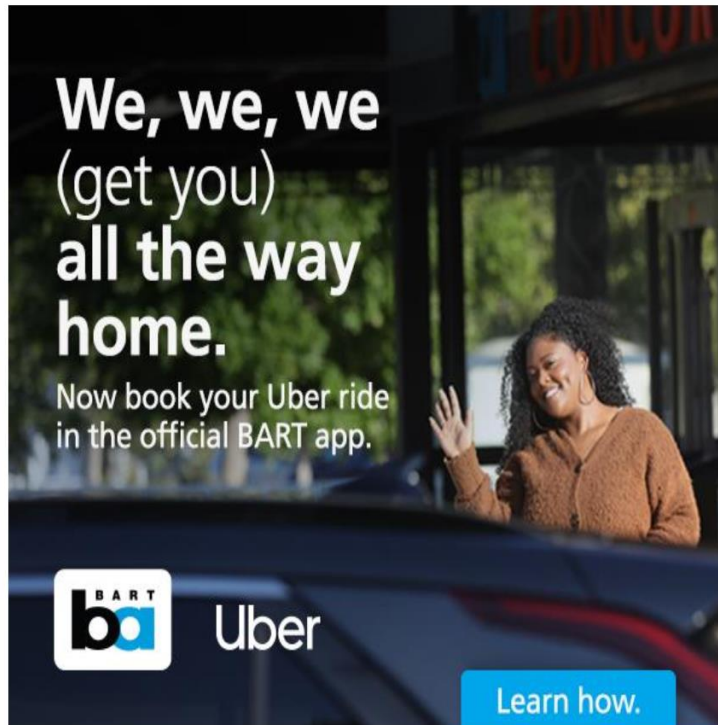
Shows the public we are innovating.

Coordinated Communication for Maximum Impact



- Marketing activities include digital ad buys and posters inside train cars and stations.
- External communications joint BART/Uber covers press release, social media, press conference, and community and government stakeholder outreach.
- Internal communications to BART employees.

Digital Marketing Samples



We, we, we
(get you)
all the way
home.

Now book your Uber ride
in the official BART app.

 **Uber**

[Learn how.](#)

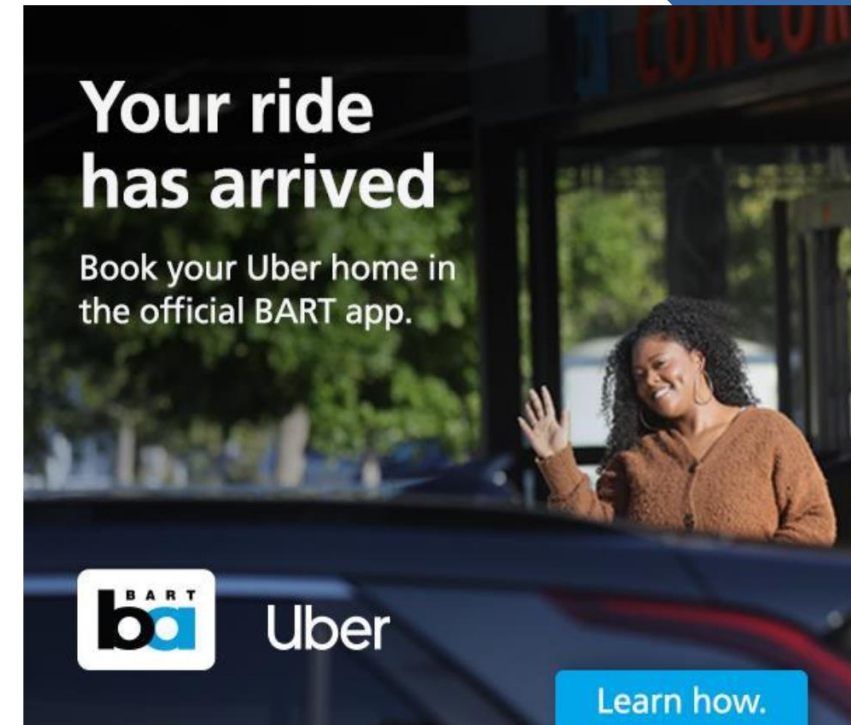


Now boarding...
(your address
goes here)

Book your connecting Uber ride
in the official BART app.

 **Uber**

[Learn how.](#)



Your ride
has arrived

Book your Uber home in
the official BART app.

 **Uber**

[Learn how.](#)



BART Uber Integration Coming January 2026

Thank you

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Questions?
