



# The Mobility as a Service (MaaS) Platform Improving the Customer Experience Through Innovation

For Information: BART Board, July 9, 2026



# ▶ The Mobility as a Service (MaaS)



Every day in a transit environment, the goal is simple: ***make it easier for people to choose transit.***

But behind that simple goal is a ***complex ecosystem*** of multi-agency schedules, fares, transfers, accessibility needs, and real-time information streams.

***To help our riders navigate*** that complexity, technology has become a central tool — not only enhancing the experience for existing riders but lowering barriers for those who are new to our system or uncertain about using transit.

***In this presentation,*** we'll walk through MaaS vision, capabilities, and the key areas where we've made meaningful progress. How we continue to innovate and plan, to meet the ever-evolving needs of our customers and elevate the BART rider experience.



# Vision for MaaS

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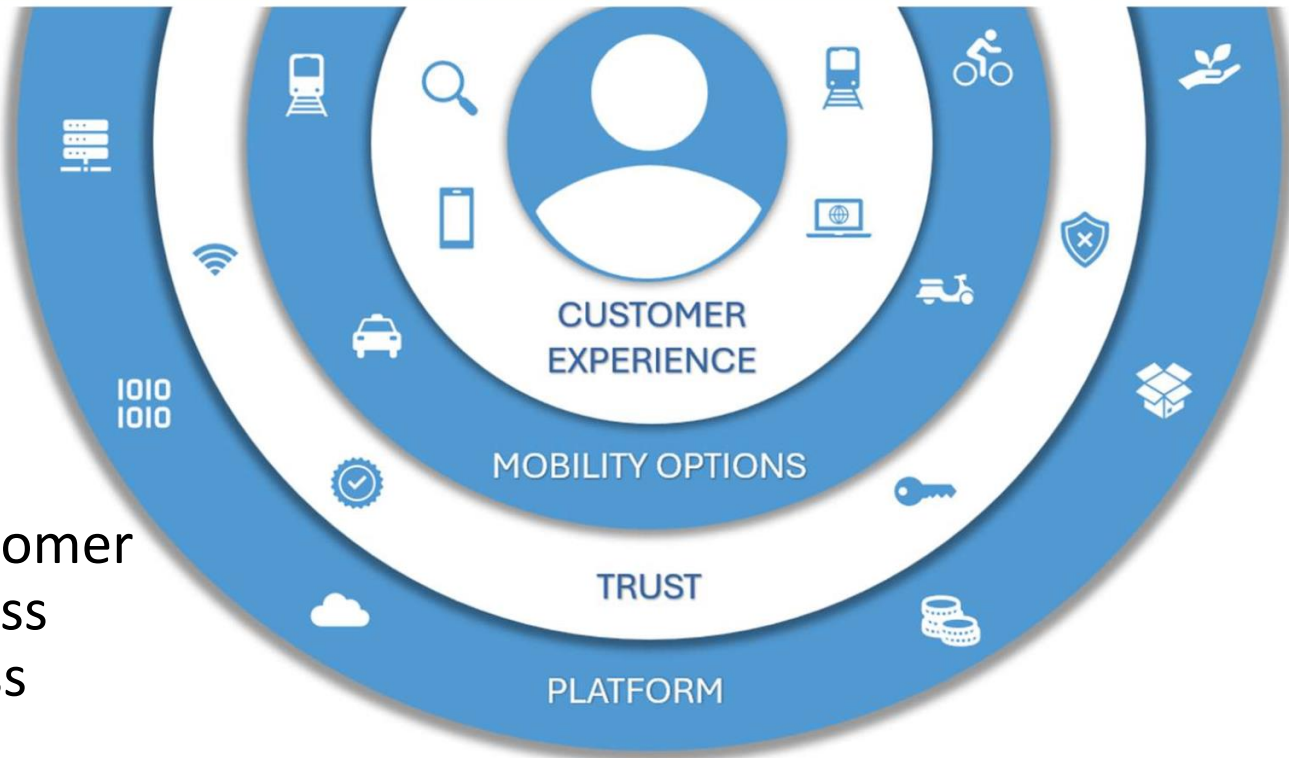
Mobility as a Service (MaaS)

# The BART MaaS

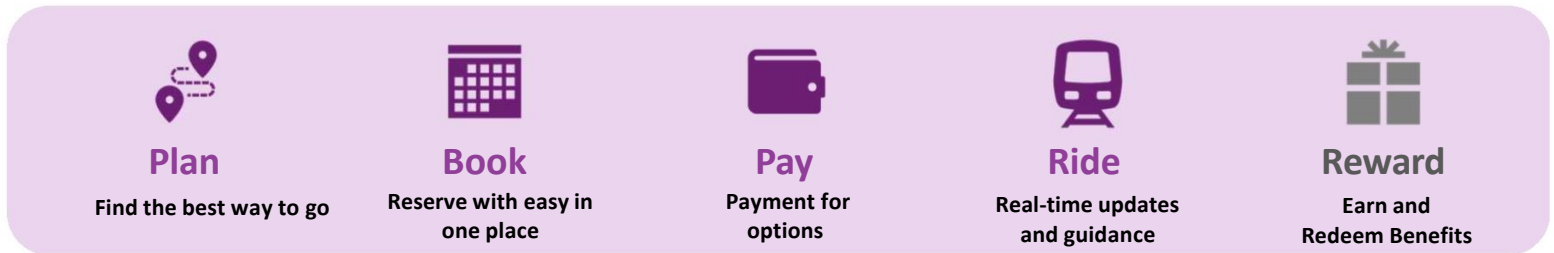
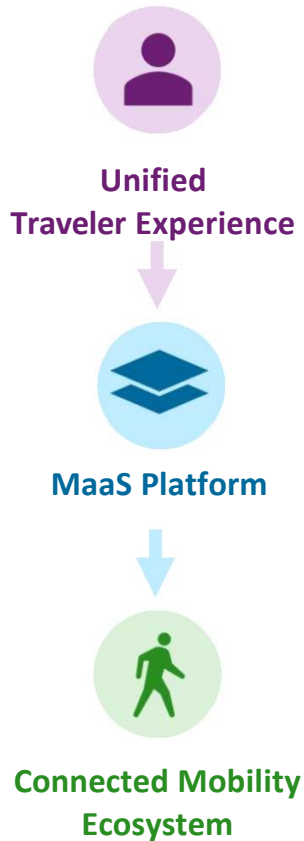


## Mobility as a Service (MaaS)

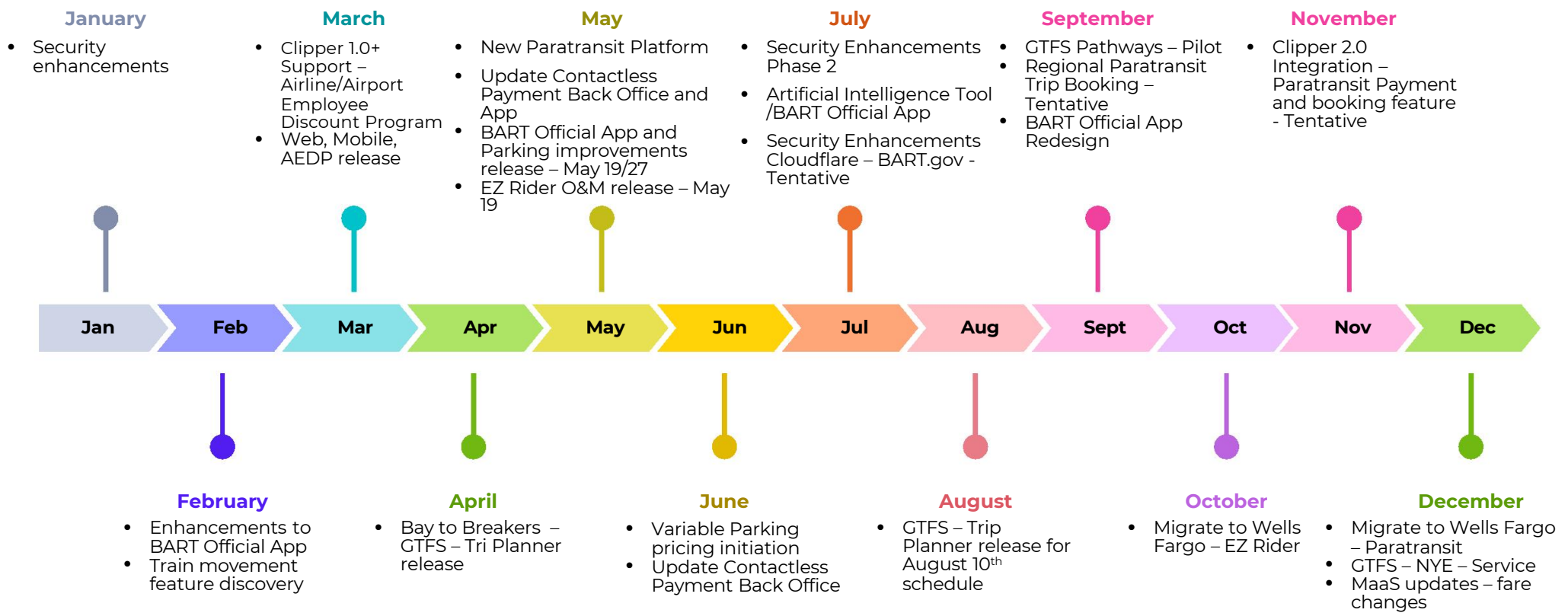
A suite of innovative mobility services that improve the customer experience, modernize business practices and provide seamless mobility.



# Mobility as a Service (MaaS)



# Mobility as a Service – 2026 Timeline





# MaaS Approach and Key Elements

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Mobility as a Service (MaaS)

# Our Approach

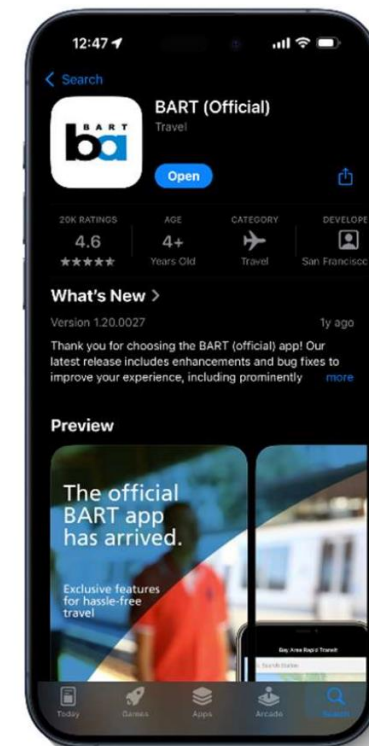


**Doing more with what we have, delivering strong value to our riders.**

- Customer-centered design
- Unified experience
- Proactive Information
- Incremental innovation
- Regional focus

**Empower operations and program administrators.**

- Access user information to support rider queries
- Configure parking allocations and permit pricing
- Offer real-time payment transaction information for reconciliation
- Close stations or cancel trips to offer alternative routes to the riders

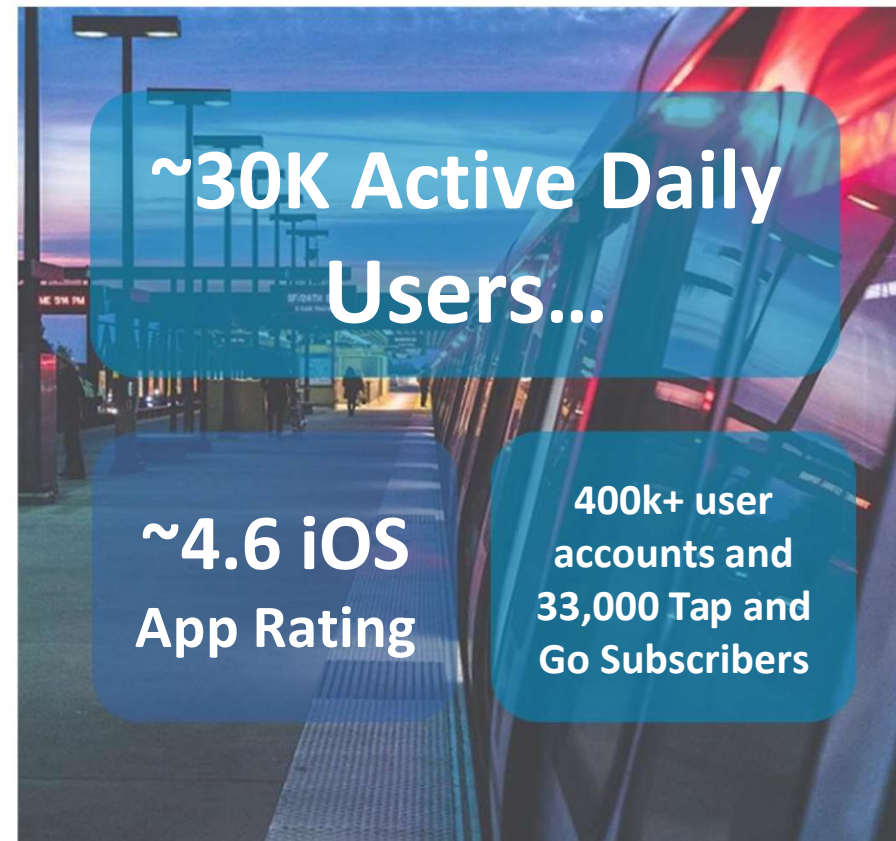


# The BART Mobile App



## Core Capabilities Today

- Real-time Info
- Service Alerts
- Multimodal Trip Planner with ability to show bus bridge and dynamic service changes
- Parking payments
- Schedules/Fare Calculator
- Customized In-app notifications
- Report an Issue Feature



# What Riders Are Saying



## iOS Ratings

4.6  
out of 5



*Customers are speaking and we're listening*

★★★★★  
**BART is Awesome**  
Apr 25, 2026 - PacifiCali

Glad that BART seems so much safer and saner since the new fare gates! Hoping for continued responsiveness to cleanliness and safety. New train cars are nice. I like that the friendly vibe amongst the passengers has returned!

[Reply](#) [Report a Concern](#)  
Version 1.20.0034 - United States

★★★★★  
**I love this app**  
Jun 3, 2026 - Nope ARM

Use it every day

[Reply](#) [Report a Concern](#)

★★★★★  
**Can't purchase parking for Milpitas station**  
Dec 3, 2025 - VictorW16

There is no option for Milpitas station in the station list when purchasing parking. Could you fix it? Other than that, this is a great app!

[Reply](#) [Report a Concern](#)

★★★★★  
**Parking**

Nov 30, 2025 - Martypants75

The pay for parking process on the app is very simple and easy to understand. It is so much better than going to the kiosk and paying for it that way. Well done!

[Reply](#) [Report a Concern](#)  
Version 1.20.0029 - United States

★★★★★  
**Customer Service**

Jun 9, 2026 - Ninerfan112

The app was very easy to use and Customer Service was excellent

# Empowering MaaS Administrators



*Easy to use rider management, financial reconciliation and parking administration interface.*

The screenshot displays the BART MaaS Administrator interface. On the left is a sidebar menu with the following items: Dashboard, Manage Holidays, Manage Stations, Manage User Account, Trips, Reports, Refunds, and Configurations. The main content area features a search and filter section with the following fields:

- Date From: 2026-05-27
- Date To: 2026-06-26
- SSO ID: Enter SSO ID
- Email: Enter Email
- Status: All
- Order Id: Enter Order Id

Buttons for 'Clear' and 'Filter' are present. Below the filters is a 'Trips' table with a download icon. The table contains the following data:

SR NO.	USER ID	TRIP ID	ORDER ID	TRIP DURATION MINUTES	TOTAL FARE	PAYMENT ST
1	auth0 696fe6b0df595226272a41e3	16493314	6480-929811-8183-83810280139	28	N/A	Paid
2	auth0 696fe6b0df595226272a41e3	16455911	6480-119168-4365-76110290440	17	16.95	Paid
3	auth0 696fe6b0df595226272a41e3	16438616	6480-055353-4379-76928510119	17	14.94	Paid

# Empowering MaaS Administrators



*Real-time management of station closures, trip cancelation and setting up event based or bus bridge trips.*

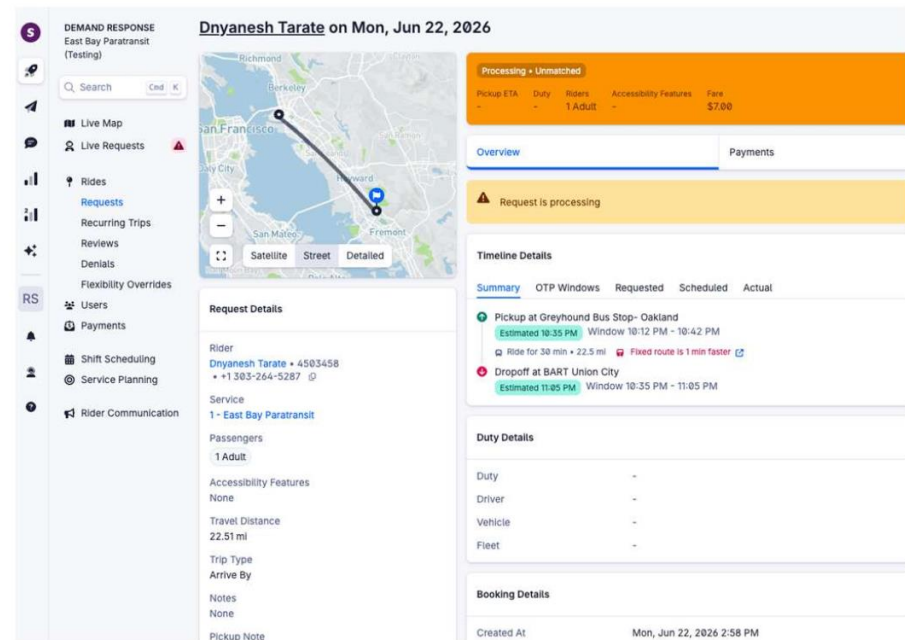
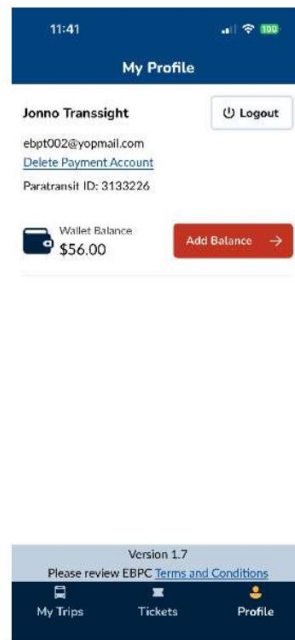
The screenshot shows the HAFAS.info MaaS administrator interface. The page title is "Messages" and it displays a list of 193 messages. The messages are filtered by "Last change" and are ordered by "Last change". The interface includes a sidebar with navigation options: "Message Overview", "Overview", "New Message", "Data", and "Administration".

ID	Editor (Creator)	Category	Type	Event period	Message	Match parameter	Actions
197	htoy (htoy)	Route	Route	06/14/26 08:30PM - 11:00PM	Expect no train service from 9-9:30pm and 9:45pm-10:15pm between Millbrae and SFO due to train control modernization work. There will also be minor delays through the area.	Millbrae BART Station, Millbrae ⇄ San Francisco International Airport BART Station, San Francisco	View, Edit, Delete, Refresh, Stop
196	htoy (htoy)	Route	Route	06/11/26 08:30PM - 11:00PM	Expect no train service from 9-9:30pm and 9:45pm-10:15pm between Millbrae and SFO due to train control modernization work. There will also be minor delays through the area.	Millbrae BART Station, Millbrae ⇄ San Francisco International Airport BART Station, San Francisco	View, Edit, Delete, Refresh, Stop
195	htoy (htoy)	Route	Route	06/10/26 08:30PM - 11:00PM	Expect no train service from 9-9:30pm and 9:45pm-10:15pm between Millbrae and SFO due to train control modernization work. There will also be minor delays through the area.	Millbrae BART Station, Millbrae ⇄ San Francisco International Airport BART Station, San Francisco	View, Edit, Delete, Refresh, Stop
198	htoy (htoy)	Route	Route	06/10/26 11:05AM - 03:00PM	There is currently limited Red Line service between Richmond and Daly City. Millbrae passengers transfer to a Yellow line SFO train at Daly City then transfer to a Millbrae shuttle at SFO. From Millbrae board the SFO shuttle and transfer to the Yellow line Antioch train. Transfer at 19th Street in Oakland to a Richmond train.	Daly City BART Station, Daly City ⇄ San Francisco International Airport BART Station, San Francisco	View, Edit, Delete, Refresh, Stop

# East Bay Paratransit Booking and Payment



Version 1.7



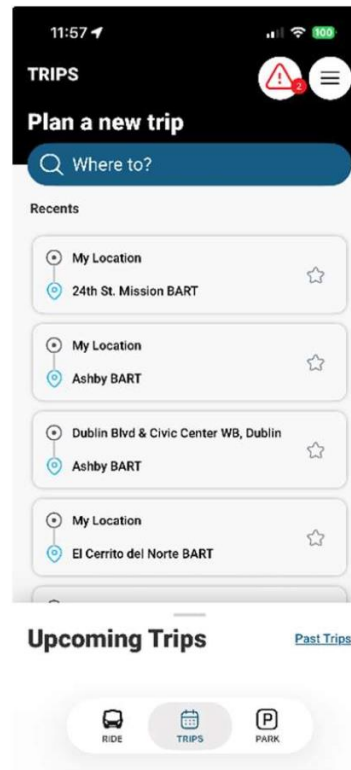
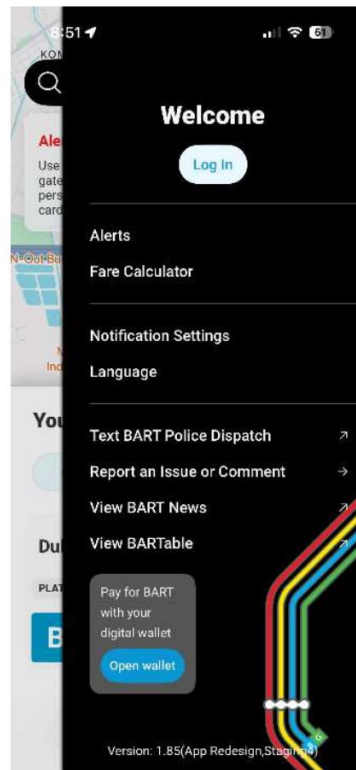
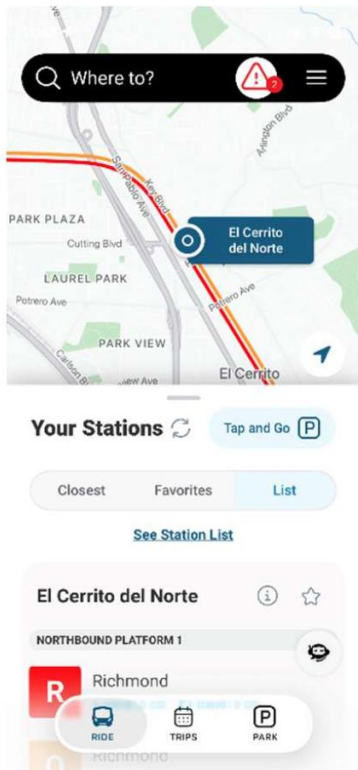
*Offers East Bay Paratransit quick and fast trip scheduling, improved operational efficiency and provide better insight.*



# What's Coming

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# Redesigned Mobile App

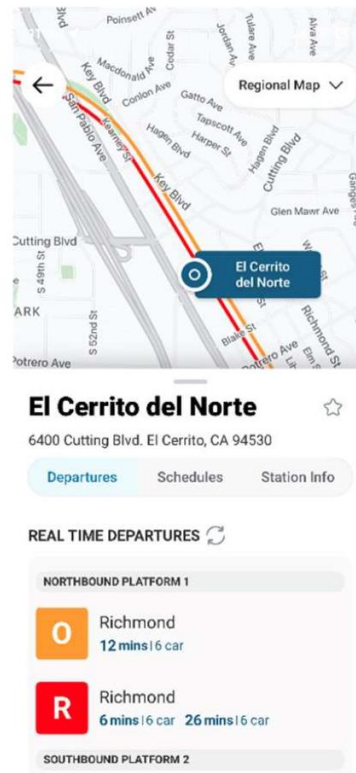
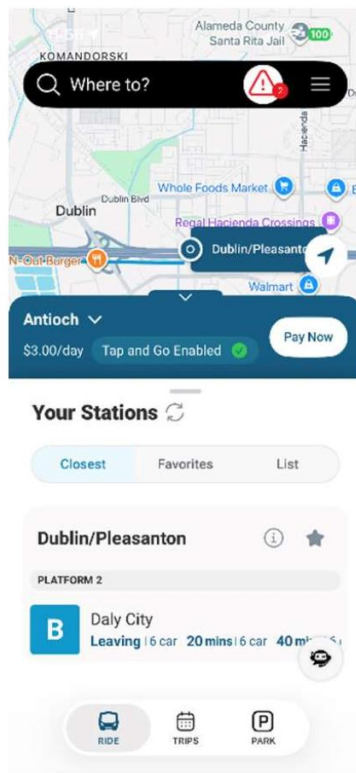
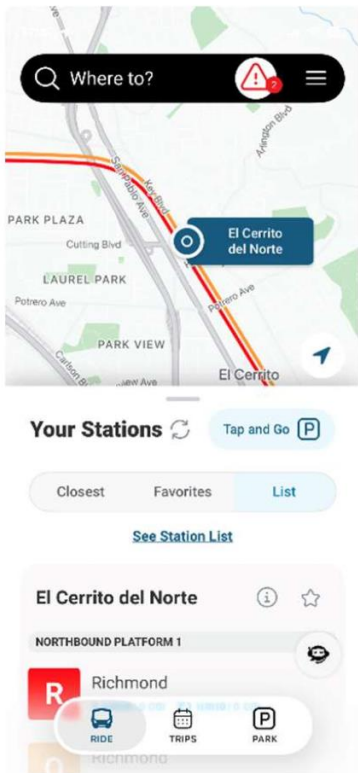


- Based on user feedback from comments, app reviews, and in-person focus groups.
- Clean, simple interface, that better complies with modern user interface (UI) expectations.
- Reduction of clicks for key features and functions.

❖ Release Scheduled – September 2026



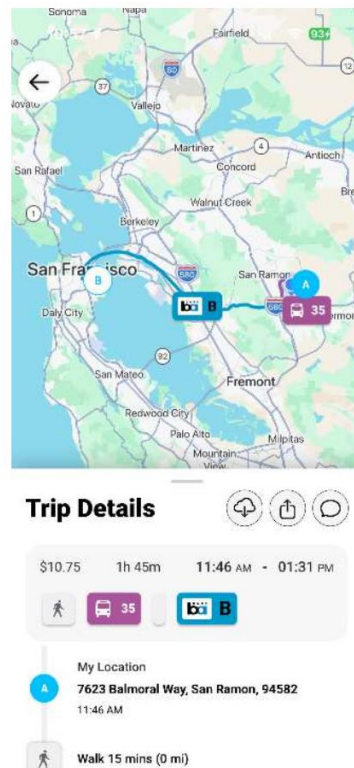
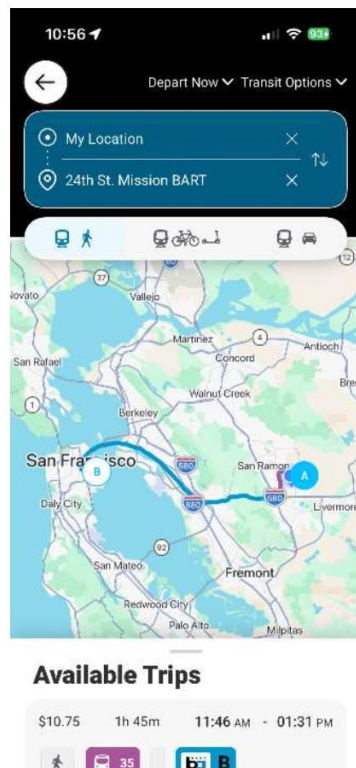
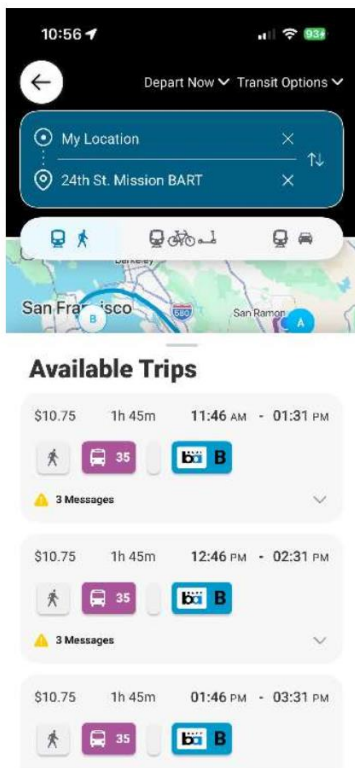
# Redesigned Mobile App (Home Screen)



- More ways to access real-time information and station pages quickly.
- New interactive map.
- New ability to save trips and view upcoming planned trips so you don't have to keep planning.

❖ Release Scheduled – September 2026

# Redesigned Mobile App (Trip Planner)



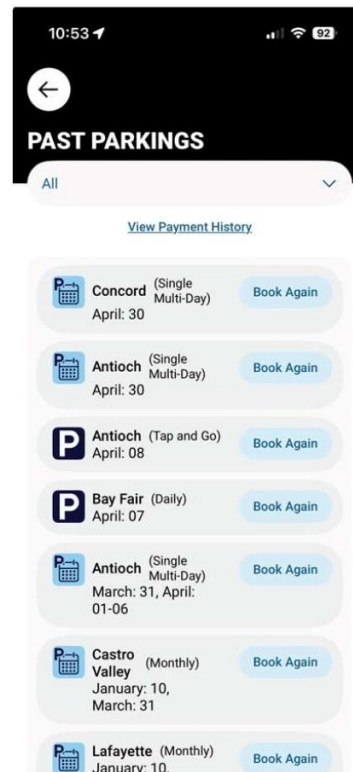
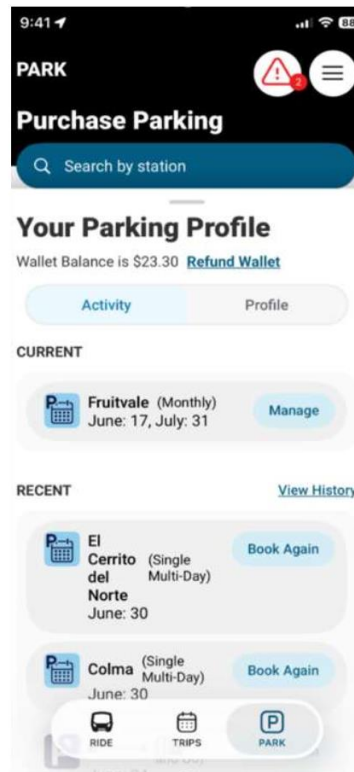
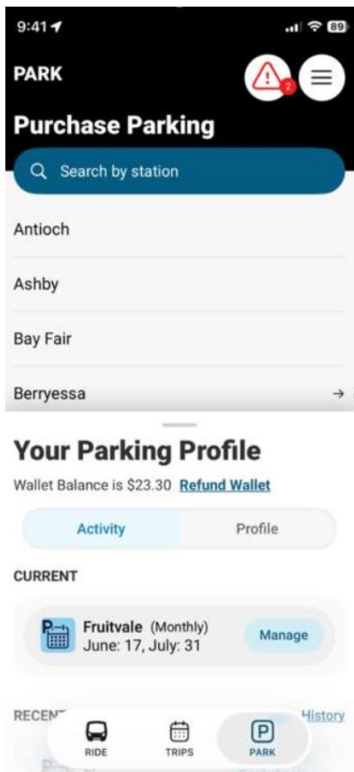
*Walk, Bike, Scooter and Drive to Transit are all supported.*

NEW:

- Enhanced map feature.
- Transit modal icons aligned to new regional standards.
- All bus stops will show in itineraries for full journey view.

❖ Release Scheduled – September 2026

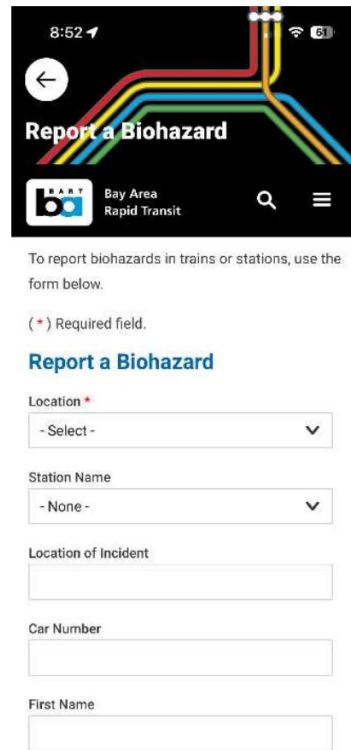
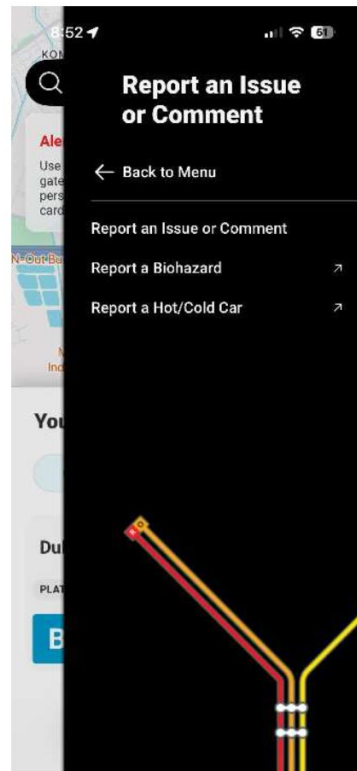
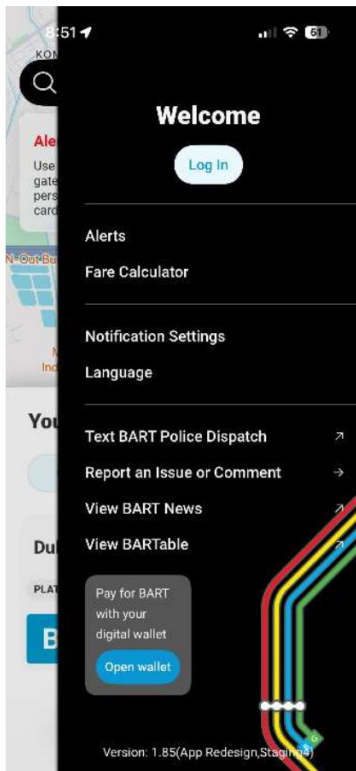
# Redesigned Mobile App (Parking)



- Reduced menus and clicks for parking.
- No longer location based to reduce payment errors.
- New purchase again prompt.
- Consolidated view for payments, activity, and history.
- Icons match new parking signs to be produced for stations.

❖ Release Scheduled – September 2026

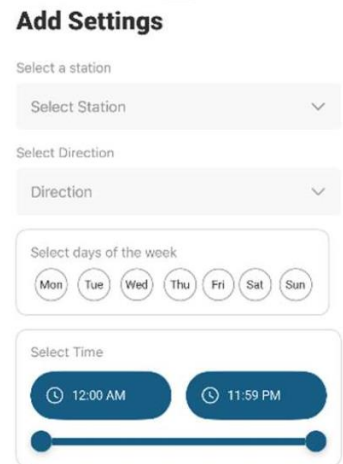
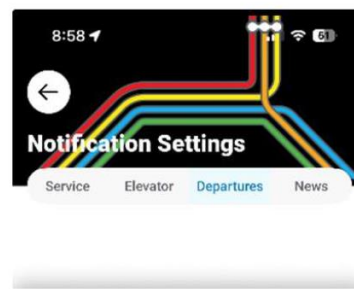
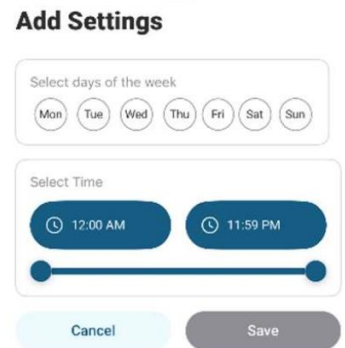
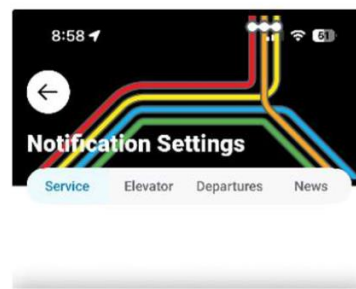
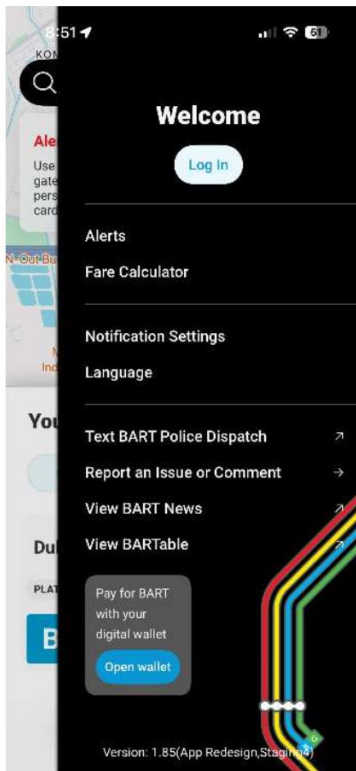
# Consolidated Report an Issue or Comment



- Consolidated issue or comment reporting.
- Easier to locate how to report an issue, biohazard and hot/cold car or comment to customer service.

❖ Release Scheduled – September 2026

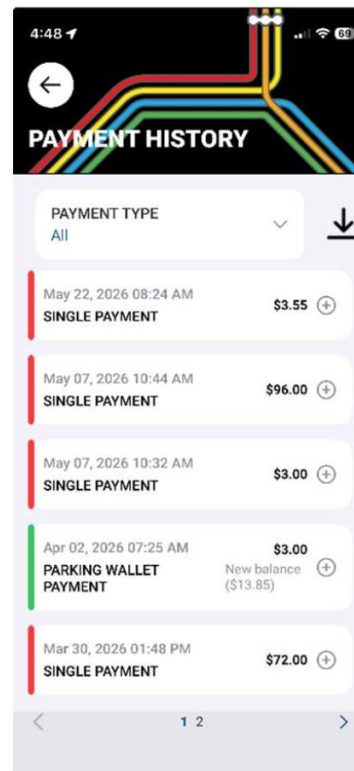
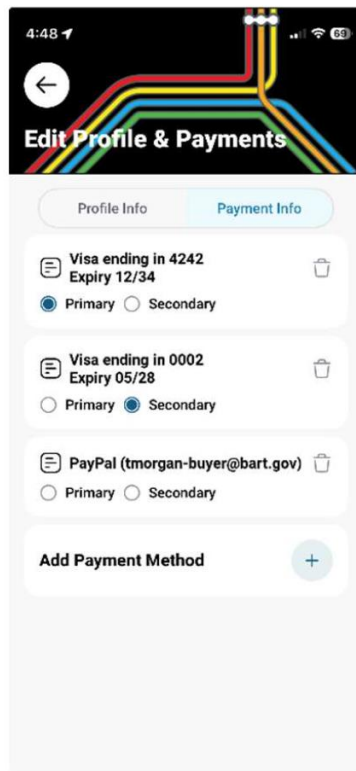
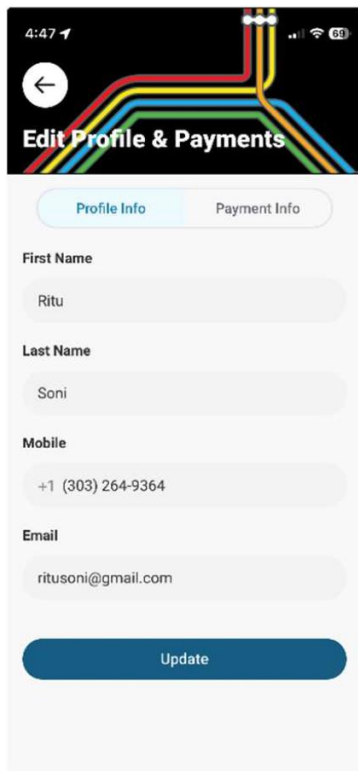
# Proactive Rider Communication



- Easier to locate customized in-app notifications to the riders for alerts, elevators, departures and news.

❖ Release Scheduled – September 2026

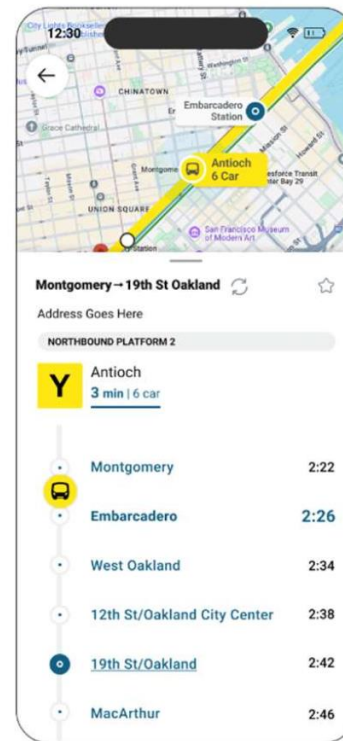
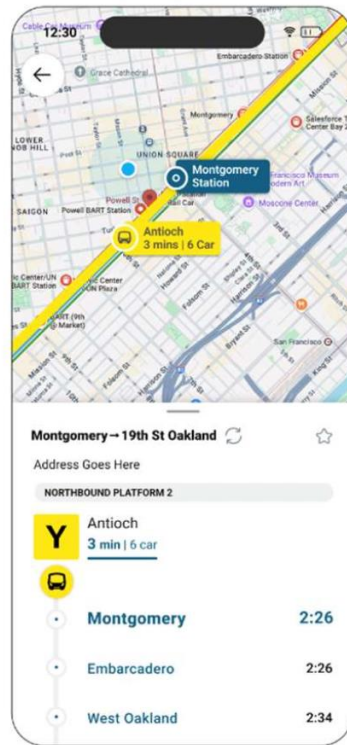
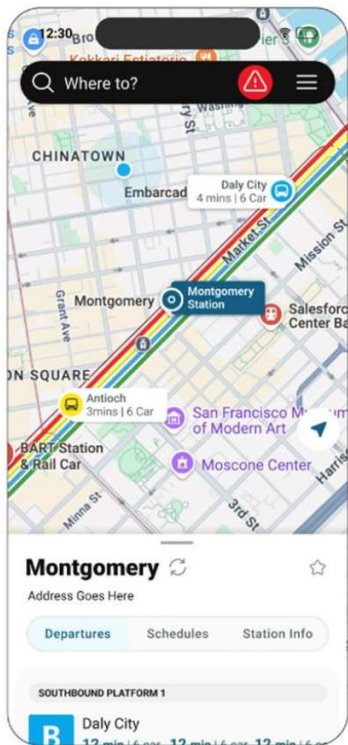
# Redesigned Mobile App (Profile Details)



- Streamlined profile.
- Ability to edit your profile, consolidate accounts, store multiple payment cards and view/download transactions for reimbursement.

❖ Release Scheduled – September 2026

# Redesigned Mobile App (Train Locations)



## Where is my train?

- Vehicle approximate position data feed will be enacted.
- A visual graphic of the location of your train and when trains are stacking up from congestion.
- Schedule based arrivals.
- Travel time will be refreshed throughout your ride.

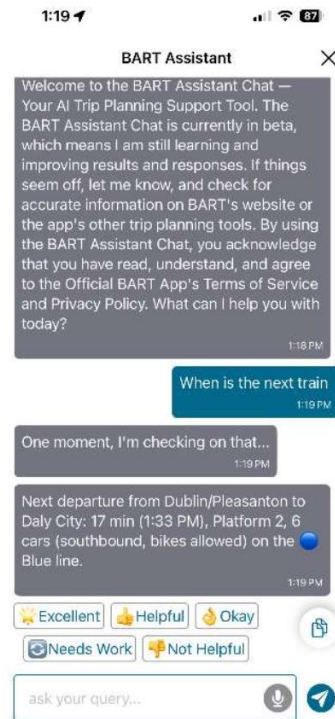
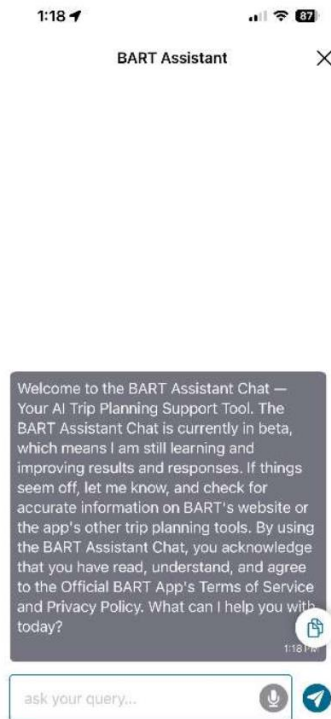
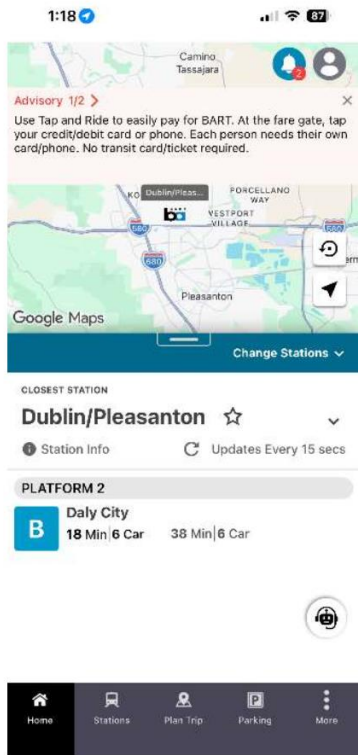
# ▶ Modernizing our User Interface (UI)



- Modernizing our mobile app UI is about more than refreshing screens and menus—it is about aligning with how our customers increasingly expect to interact with technology.
- As technology evolves towards an expectation of conversational search experiences, riders increasingly expect intuitive, speech-based interactions that reduce complexity and make information easier to access.

**So, we are bringing **Intelligent Conversational Search** to  
the **BART Mobile App****

# Intelligent Conversational Search (ICS)

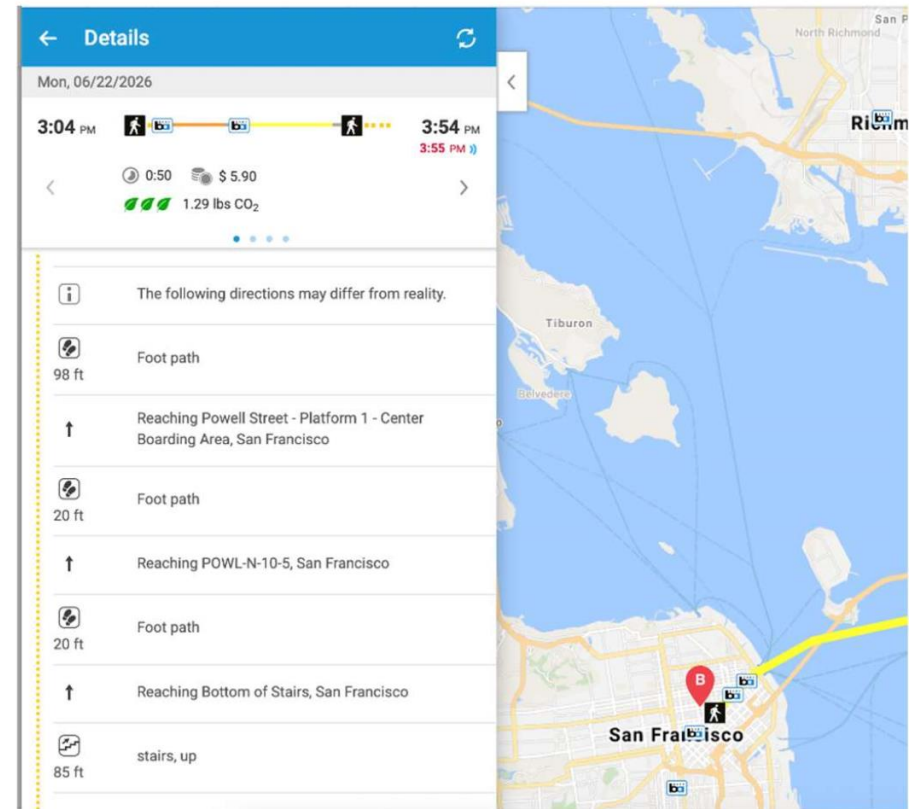


- Removes barriers of entry
- Instead of memorizing buttons and menus the BART Mobile App will accept conversational input and respond with relevant information.
- Answers schedule-based questions, searches for parking info and alerts.
- Provides real-time train info.

# Accessibility Improvements (Pathways)



- Three-Station Pilot
  1. Powell
  2. El Cerrito del Norte
  3. Fruitvale
- Define Accessibility Modes and Routing, (Wheelchair or Low Vision).
- Improved Approach and Interior Navigation with Elevator/Escalator Realtime Awareness, and detailed instructions.



# Proven Results



*Thousands rely on us. We're building what they need next.*

30K+

Active Daily User

400K+

User Accounts

36

Transit and Shuttle  
Operators

2.9M+

Monthly Trip  
Search – May 2026

~1.5min

Avg App Session  
Engagement Time

\$1.6M+

May 2026 Payment  
Collected

~400K

Parking Spots Sold  
– May 2026

33K+

Tap and Go Parking  
Subscribers

# Questions

