



# CONNECTED JOURNEY

MOBILITY AS A SERVICE  
MaaS



# Mobility-as-a-Service (MaaS)

We are more than just moving  
people from one station to another.

At BART, MaaS to us means:

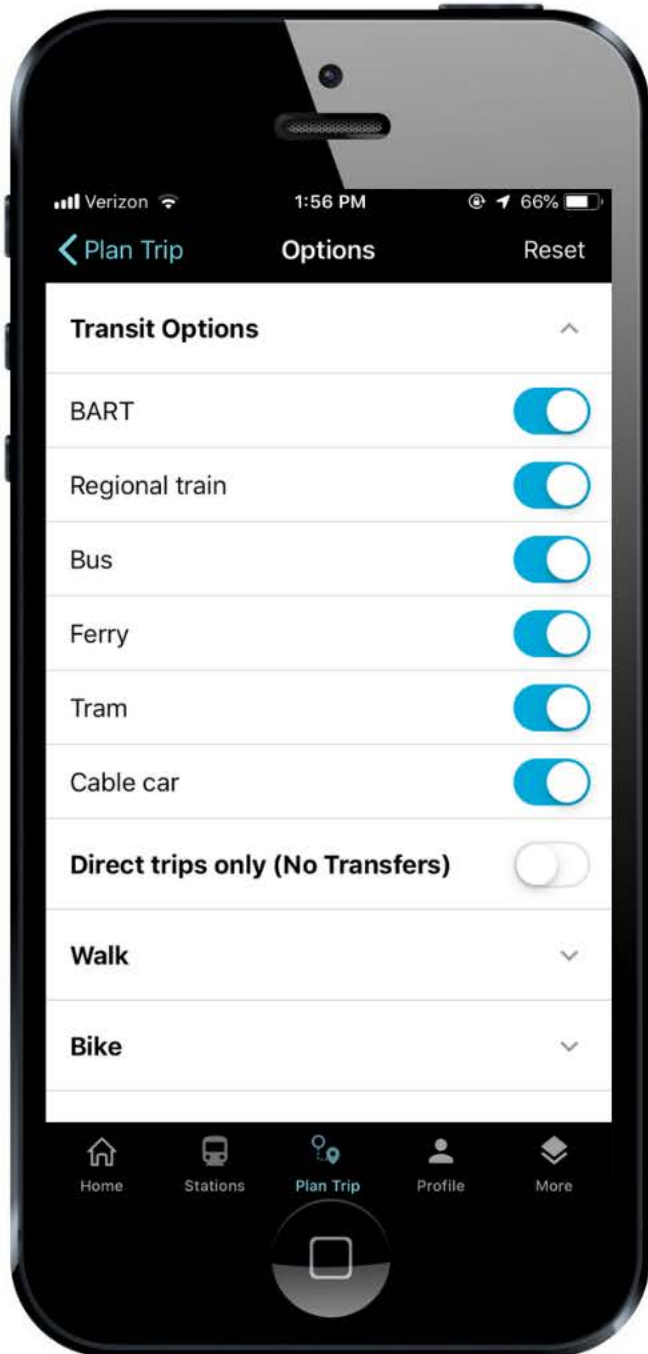
**“offering patrons an end-to-end  
trip support with an unparalleled  
user experience.”**

# Customer Experience



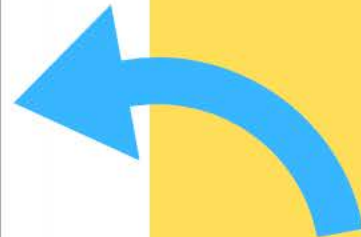
# CONNECTED JOURNEY





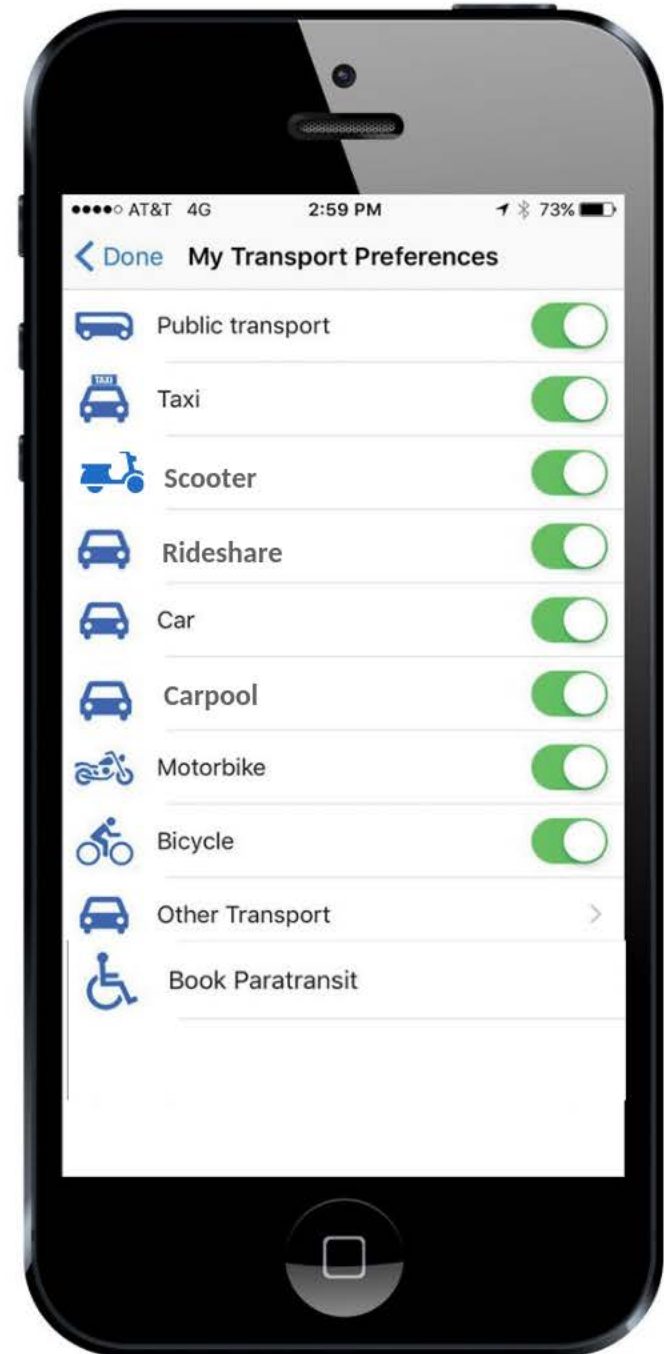
# "Mobility orchestrators rather than operators"

Personalized mobility packages bundling trains, buses, cars, mobility providers and so forth to help drive and shape demand



**CURRENT TRIP OPTIONS**

**POSSIBLE FUTURE TRIP OPTIONS**



# INTEGRATION OPPORTUNITIES

---

Privately-Owned Vehicles



Public Transit, Rail, Bus, Ferry



Regional & Intercity  
Services: Rail, High-Speed  
Rail, Air



Shared Mobility Services



Employer Shuttles,  
Jitneys, Commercial  
Deliveries



Taxi, Limousine &  
Transportation Network  
Companies





**We must create public-private  
partnerships that create value  
for all participants while  
preserving **transportation**  
**access** and **equity**.**