

# Sara K. Barz

## PROFESSIONAL EXPERIENCE

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2019 - present Apple, Inc.

### **Transit Product Manager, Wallet, Payments & Services**

Leads new product investigations in mobile ticketing and fare payment

Product lead for closed loop transit card expansion in Europe and North America

### **Transit Business Development Lead -- North America, Apple Pay**

2016 - 2018 Metropolitan Transportation Commission

### **Clipper Program Coordinator**

Led procurement for Next Generation Clipper (C2) Customer Service Center

Led implementation of Means-Based Transit Fare Discount Program, now "Clipper START"

Managed integration of Ford GoBike with Clipper fare payment smart card in 2017

2015 - 2016 Oakland Department of Transportation, City of Oakland

### **Shared Mobility Coordinator / Transportation Planner**

Managed Car-Sharing Program, which brought Gig Car Share to the East Bay

Won \$2 million in grants for the City of Oakland

2015 San Francisco County Transportation Authority

### **Policy & Programming Intern**

2010 - 2014 Greenbelt Alliance

### **Online Communications Manager**

### **Communications Associate**

2008 - 2009 Grist.org

### **Editorial Assistant**

## EDUCATION & AWARDS

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2024 **40 Under 40, *Mass Transit Magazine***

<https://www.masstransitmag.com/40-under-40/article/55128978/2024-40-under-40-sara-barz>

2013 - 2015 **Master of City Planning | University of California, Berkeley**

Concentration: Transportation Planning

Thesis: *Seamless Transit: How to make Bay Area public transit function like one rational, easy-to-use system*, SPUR Report. <https://www.spur.org/publications/spur-report/2015-03-31/seamless-transit>.

2013 - 2015 **Chamberlin Fellowship | Urban Land Institute, San Francisco**

2012 - 2013 **Fulbright Fellowship | Université de Paris Ouest à Nanterre, France**

Concentration: Urban Planning and Development

Research: Demographics of Vélib' Bike Share Riders

2002 - 2006 **Bachelor of Arts | Smith College, Northampton, Mass.**

Honors: Graduated cum laude, Phi Beta Kappa 2006

## COMMUNITY

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- 2023 - present **Westside Family Democratic Club**  
**Co-Founder and Vice-Chair for Events and Membership**
- 2022 - present **San Francisco Transportation Authority Community Advisory Committee**  
**District 7 Representative**
- 2021 - present **Slow Hearst**  
**Founder and Slow Street Steward**  
Organize a group of neighborhood supporters of Hearst Ave as a Slow Street  
Advocate for low-traffic streets with other Slow Street Stewards
- 2021 - present **KidSafe San Francisco**  
**Parent Organizer**  
Supported campaign for Prop K Ocean Beach Park (2024)  
Organized network of Telraam S2 sensors (automated traffic calming devices)  
Led 2022 Campaign for Slow Streets permanence  
Managed endorsements for Prop J (2022) to make JFK Promenade in Golden Gate Park car-free
- 2021 - 2023 **Ocean Avenue Mobility Taskforce**  
**Taskforce Member**
- 2018 - 2022 **Seamless Bay Area**  
**Director (2022)**  
**Board Chair (2019-2021)**  
**Co-Founder (2018-2019)**
- 2012 - 2016 **Spokespeople**  
**Co-Founder and Board Member**  
Produced live storytelling events in the Bay Area and a podcast series from Spokespeople events

## PUBLICATIONS

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- 1/2016 *Multimodal Temescal: Understanding Travel and Shopping Patterns in Neighborhood Commercial Districts*  
95th Annual TRB Meeting Compendium of Papers
- 7/2015 *How do Shoppers Get to Temescal?*  
City of Oakland Report: <http://www2.oaklandnet.com/oakca1/groups/pwa/documents/report/oak053986.pdf>
- 3/2015 *Seamless Transit: How to make Bay Area public transit function like one rational, easy-to-use system*  
SPUR Report: <http://www.spur.org/publications/spur-report/2015-03-31/seamless-transit>
- 1/2015 *Trouble at the Fare Gates: Understanding barriers to providing seamless regional fare payment in the San Francisco Bay Area*  
94th Annual TRB Meeting Compendium of Papers