

Sara K. Barz

PROFESSIONAL EXPERIENCE

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

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

- 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

- 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