

Ride Now!

West Oakland BART Riders – park for half price!

Parking at West Oakland costs \$100/month or more – save \$50/month* with Ride Now, a new service that connects riders and drivers instantly. You choose when you want to go, and tell the Ride Now system by Internet or your cell phone.



You'll meet people from your neighborhood, reduce pollution, reduce traffic, and save money!

Special introductory offer: park free for one month!
Sign up now and park for one month absolutely free.
A \$100 value – no obligation!

How Ride Now works

The Ride Now system looks for other BART riders from your neighborhood and matches you up. **You park for half price whether or not we find someone to go with you. If you take a ride, we guarantee you a ride home – by taxi, if we can't find you a driver.**

- **Flexible.** Just call when you want to leave (in “real time”).
- **Convenient.** Mornings and afternoons, Ride Now finds you the closest rider or driver. You don't spend time on the phone looking for a match.
- **Reliable.** Guaranteed ride home – by taxi. We pick up the tab if you need a taxi ride.
- **Confidential.** Others contact you only through our switchboard. Your privacy – name, telephone, and address – is guaranteed.

Sign up at www.ridenow.org today!
You'll be eligible for additional special rewards
when the Ride Now service starts on September 26th

* This applies to any parking lot at West Oakland BART that charges \$5.00 per day – the incentives you get from Ride Now offset the cost of parking. This Ride Now project is not affiliated with BART.

Visit www.ridenow.org • or call (510) 500-0258