

# Boston Properties partners with Uber to provide stellar occupant experience

The real estate organization helps tenants bridge the last mile between public transportation and the office with Uber



## Industry:

Real estate

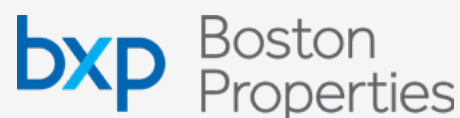
## Primary uses:

- Last mile to and from public transportation
- Streamlined ground transportation
- Encouraging rideshare participation

## The business need

Boston Properties (NYSE:BXP) is one of the largest publicly held developers and owners of Class A office properties in the United States, with holdings concentrated in 5 of the country's top markets: Boston, Los Angeles, New York, San Francisco, and Washington, DC. As the demographics of the workforce evolve along with expectations, the company's leadership has taken a closer look and identified transportation as a key opportunity for some of BXP's properties.

Given the company's dedication to the overall customer experience, a pilot program was launched at 2 large office campuses outside of Boston, Bay Colony and CityPoint in Waltham. Like other buildings in the suburbs, they're off the direct path of public transportation but close enough to a major city that the customers' employees may not own a vehicle nor want to commute by car.



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“It’s the little things that matter in people’s daily lives, and the program focuses on a common interface and handoff for occupants and visitors at our properties. With Uber for Business, we’re using technology to help better connect space and transportation.”

Bryan Koop  
Boston Properties  
Executive Vice President  
Boston Region

“While the properties participate in shared shuttle programs, they are generally underutilized given the fixed schedules and multiple stops,” says Peter See, Senior Vice President, Property Management, Boston Properties. “Employees working outside of the traditional commuting hours have fewer options to access their offices.”

## The solution

After a search, the team zeroed in on Uber for Business’s solutions for real estate as an efficient and cost-effective option for customer transportation. As part of the pilot, Boston Properties is helping customers at the 2 Waltham campuses set up Uber for Business accounts. These customers receive access to dedicated Uber for Business account team members to optimize their experience.

Boston Properties worked closely with Uber to fine-tune dropoff and pickup locations within the app to help employees and drivers. Boston Properties also added wayfinding signage so occupants and visitors can easily find the pickup spots. Its Bay Colony property has multiple buildings and doors, so, similar to an airport experience, Uber driver-partners now pinpoint the pickup.

## The benefits

Boston Properties enjoys a number of benefits through the Uber for Business partnership, including:

- Customer retention through parking alternatives and streamlined ground transportation programs like last-mile and commuting
- Property optimization with customized pickup and dropoff points, in-app and physical wayfinding guides, and clear naming features
- Broader transportation access, freed-up parking space, and reduced shuttle needs
- Rideshare participation encouragement for employees who share commute times and locations

“At Boston Properties, we pride ourselves as being space and place innovators in the commercial real estate industry, and technology-driven amenities play an important part in this,” says Koop. “Our partnership with Uber enables us to help our customers better connect with more transportation options and ease their travel from home to the office and back. We are already extending the pilot to other locations in other cities.”



For more information about  
Uber for Business, please visit:

**[businesses.uber.com/  
realestate](https://businesses.uber.com/realestate)**