



Fact Sheet

Overview

The Buc is an app-based, on-demand rideshare service operating in central Buckhead. It is managed by Livable Buckhead, funded by the Buckhead Community Improvement District and operated by Via.

How It Works

1. Download the free Buc app and create a user account.
2. Open the app, enter pickup and dropoff addresses, then choose the ride option that works best.
3. Check the app to find out exactly where to meet the vehicle, which may be a short walk from the address entered when booking the ride.
4. Track the progress of the shuttle in the app. The Buc will proceed toward the pickup point, picking up and dropping off additional passengers on the way if nearby rides are requested.

Operating Hours

Weekdays during the morning commute, lunchtime and evening commute. There is an extra hour of evening service on Thursdays and Fridays.

- Weekday Mornings – 7 to 9:30 a.m.
- Weekday Lunchtime – 11:30 a.m. to 1:30 p.m.
- Weekday Evenings (M-W) – 3:30 to 7 p.m.
- Weekday Evening (Th-Fri) – 3:30 to 8 p.m.

Service Area

The service zone covers most of central Buckhead, stretching from the Buckhead Village up to Piedmont Center, and across GA 400 to the Lenox MARTA Station.

Vehicles

Four Mercedes-Benz Sprinter Vans, including one with wheelchair access.

Cost

Trips that originate or end at the Buckhead and Lenox MARTA stations are free. There is a \$3 charge for all other trips.

Payment Options

All payments are made via the Buc app or by calling 470-560-4337. Payment options include credit or debit card, which can be added to a rider's account in the Payment Methods section of the Buc app. Cash is not accepted.

