waze

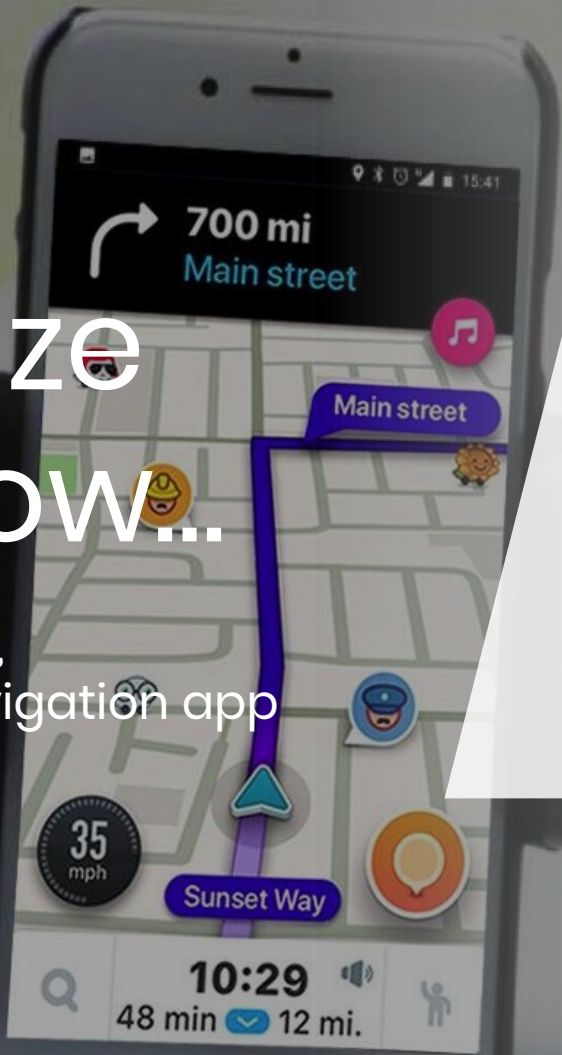*Virginia Commonwealth Transportation Board*

Waze for Cities & States

Your partner in mobility

January 14, 2020

The Waze You Know...

The world's largest, crowdsourced navigation app

130M+
Monthly Active Users

33B KM
Driven/Month

18.5M
Hazards Reports Per Month

76K
Active Map Editor Volunteers

185
Countries

Completely free

The Waze You Will Know...

A mobility platform that helps people move more freely in the communities where they live & work.

1300+
Data Sharing Partners

60+ Crises Supported Annually

18 Cities Using Waze Beacons

4
Countries Carpooling with Waze

What Makes Waze Unique

We bring together users, public sector organizations, private sector companies and community members to solve mobility challenges globally. We believe the best mobility solutions come from technology empowering people to work together.

Waze's Tools for Public Agencies

We're all in this together, and we're happy to partner with cities to help them meet our shared goals. We have four programs that take some of the best of Waze and give it to cities—and are made stronger by city participation.

Data Sharing

Free, real-time data sharing to inform planning

Carpooling

Reduce CO2 emissions and congestion

Beacons

Improve safety in non-GPS environments

Crisis

Keep citizens safe and informed during incidents

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Waze for Cities: Data Sharing

Waze provides public sector partners access to Waze data and allows partners to provide Waze data to be communicated directly with drivers

DATA SHARING   CARPOOLING   BEACONS   CRISIS

WAZE'S DATASETS INCLUDE:	PUBLIC SECTOR PARTNERS CAN PROVIDE:
• User-generated reports like traffic jams, crashes, hazards, construction, potholes, roadkill, stopped vehicles, objects on-road, and missing signs • Waze can also provide email alerts for "unusual traffic events" helping you quickly spot & manage irregularities.	• Street closures information both (permanent and temporary changes (for construction or events) • "Push" alerts to drivers for major events or incidents

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VDOT & Waze

Data Sharing in Action

DATA SHARING   **CARPOOLING**   **BEACONS**   **CRISIS**

VDOT Data Shared with Waze
Road Closures (planned events & work zones)
Incident (construction, crashes)
Major Traffic Events

Waze Data Shared with VDOT
Incidents
Traffic Jams (Waze auto-calculates traffic jams by comparing current road conditions with historical road data.)
Hazards/construction/potholes/roadkill/missing signs
No speed data, personal data, historical data, police activity/location data

Data-sharing partner since 2016

Waze

511VA Website

DATA SHARING · CARPOOLING · BEACONS · CRISIS

Waze Layer

Unplowed Roads

VDOT suggestion has turned into a Waze global feature

DATA SHARING   CARPOOLING   BEACONS   CRISIS

- The feature will offer the Waze community of over 130 million monthly users the opportunity to be better prepared for hazardous winter weather conditions.

- VDOT plans to monitor reports coming in from Wazers, and those who are simply shoveling their driveways and sidewalks, this winter and determine how they can incorporate this data into their operations for the following winter.
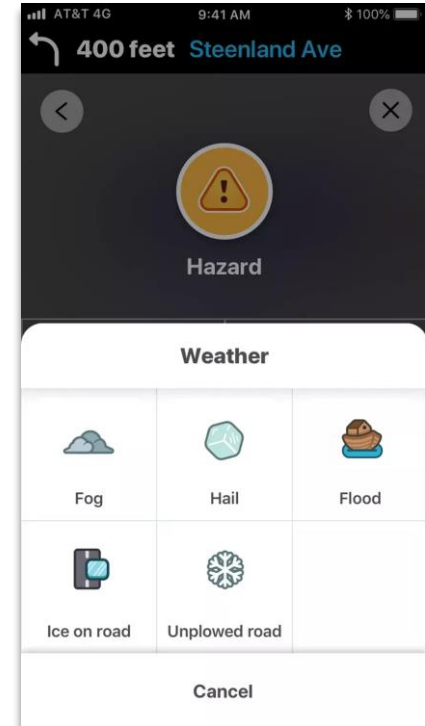
9

Unplowed Roads

Feature has garnered extensive local and global press coverage

DATA SHARING **CARPOOLING** **BEACONS** **CRISIS**

The Washington Post

Waze "data is free to about 1,300 government agencies that are part of the Waze for Cities Data program, Simons said. ...the work with VDOT exemplifies "what can be accomplished when we collaborate with public-sector partners to meet community needs." -Washington Post

Mashable

Thanks to the 130 million monthly active users who crowdsource information and report it, Waze can give you all sorts of information about road hazards. Snow-related alerts now join as many as 25 other reportable hazards, including oil on the road, potholes, roadkill, missing signs, and even tornadoes." - Mashable

engadget

"In theory, this doesn't just help you save time and stay safe. It could help cities gauge how well their snowplows clear the roads, and pinpoint parts of town that aren't receiving adequate care." - Engadget

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Waze's Approach to Traffic

Routing, Carpool and Trucks

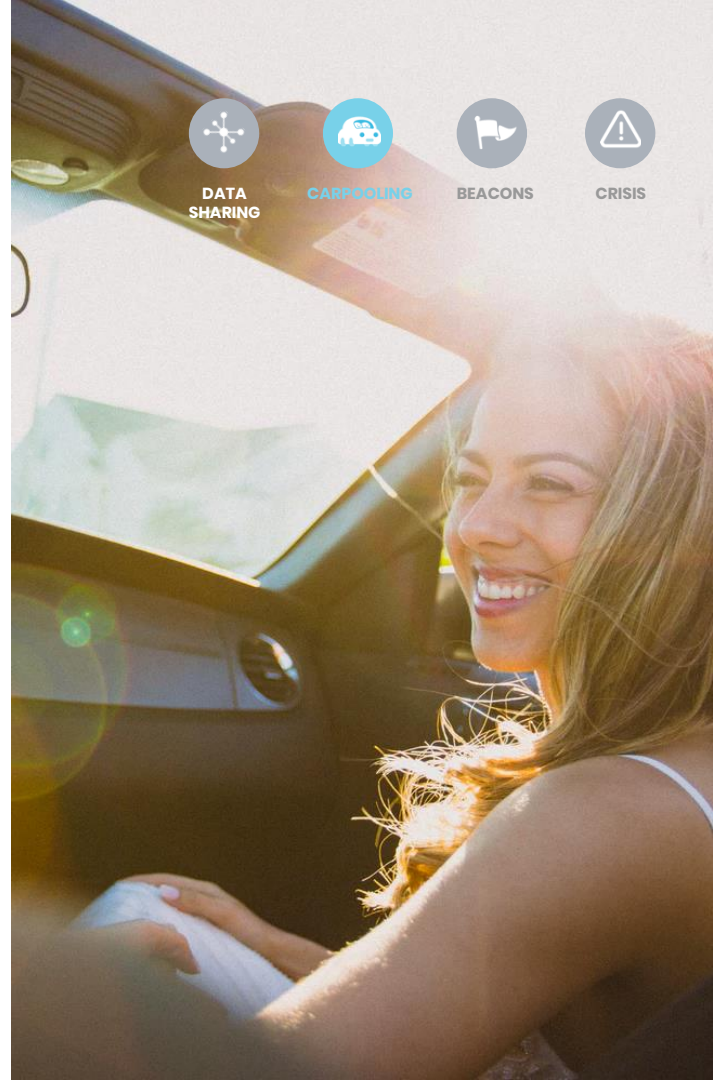**DATA SHARING**   CARPOOLING   BEACONS   CRISIS

- **Traffic is getting worse**
  - VA statewide vehicle registrations jumped 40% from 2010-2019
  - More cars = more traffic
- **Waze works to fight traffic in two ways:**
  - The Waze navigation app tries to finds open stretches of road and spreads cars across the grid of public streets
  - Waze Carpool tries to make it easier for people to fill up empty seats in their car and take unnecessary cars off the road
- Waze strives to **reflect current policies and limitations** as accurately as possible.
- Waze was **created for use with personal vehicles**, and expanded to offer navigation tools for motorcycles and taxis. We **do not currently support truck routing**, public transit or bicycles.

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Waze Carpool

Peer-to-peer carpooling - no private drivers - is becoming reality in cities through our easy-to-use app, promoting:

- Reduced congestion

- Time savings in the HOV/HOT lanes

- Happier & more affordable commutes

- Greater mobility access for residents

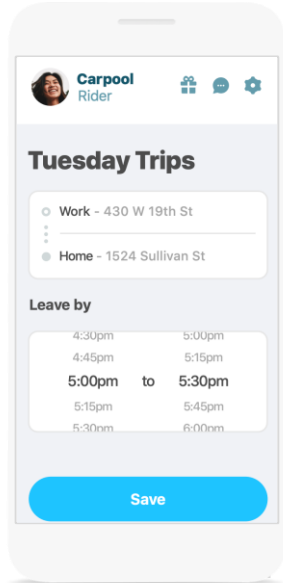# Waze Carpool makes sharing a trip easy, safe and fun
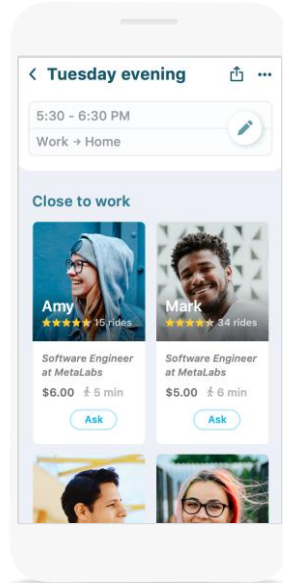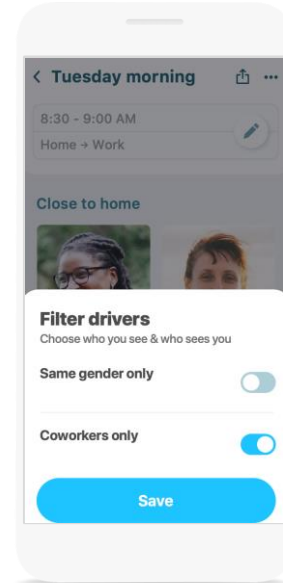
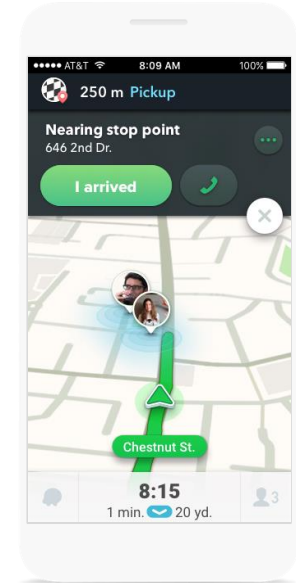DATA SHARING   **CARPOOLING**   BEACONS   CRISIS

Easy onboarding. Customize your schedule daily or weekly

Algorithm automatically matches drives & riders on or near route
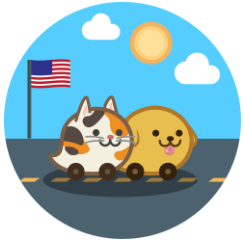

Safety first: get to know carpoolers, filter by same gender or coworkers only

Most efficient route using Waze technology

waze

Waze Carpool is making inroads

25,000,000

miles shared by Waze Carpoolers in the USA

710,000

monthly global Carpool rides

150,000

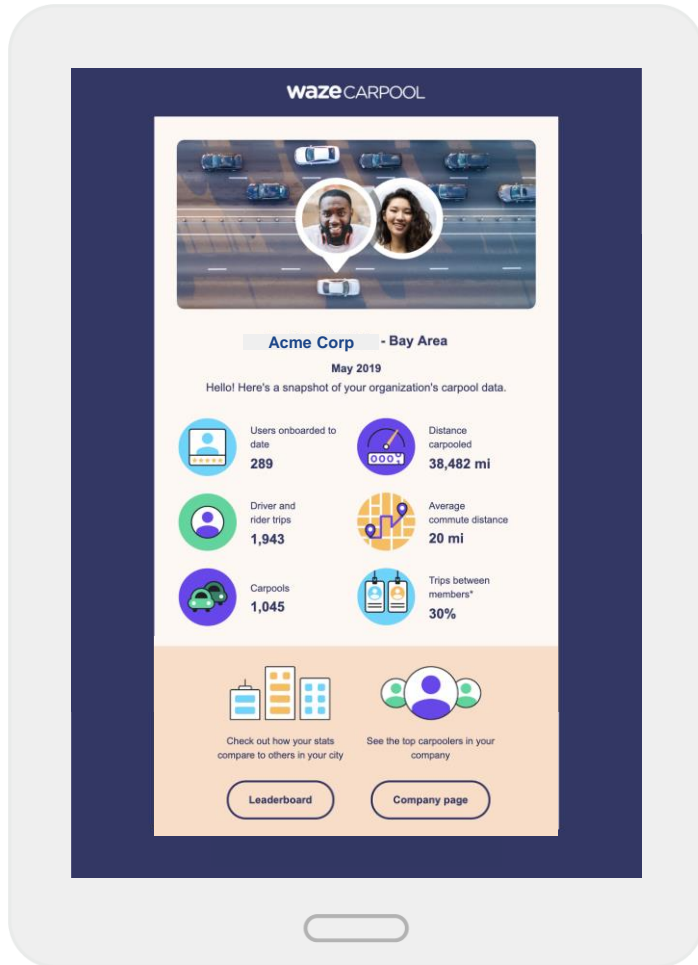trees would need to grow for 10 years to remove the same amount of CO_2

DATA SHARING

CARPOOLING

BEACONS

CRISIS

Waze Carpool helps agencies track TDM goals

wazeCARPOOL

Acme Corp - Bay Area

May 2019

Hello! Here's a snapshot of your organization's carpool data.

Users onboarded to date
289

Distance carpooled
38,482 mi

Driver and rider trips
1,943

Average commute distance
20 mi

Carpools
1,045

Trips between members*
30%

Check out how your stats compare to others in your city

See the top carpoolers in your company

Leaderboard

Company page

waze

Looking Ahead

Waze 2020 Priorities of note for the CTB

DATA SHARING   CARPOOLING   BEACONS   CRISIS

- Help make our data sharing program easier to use and more useful
  - Improving our online education and community support for our Waze for Cities partners
- Help our public partners make map edits they need, when the need them
  - Deepening ties between our Waze for Cities partners and our local map editors
- Increase the amount of useful information we provide to Wazers
  - Engaging our Waze for Cities partners to keep sharing their closures, major traffic events and hazards with us
- Continue to grow Carpool to help fight traffic
  - Working with our Waze for Cities partner to spread the word about Carpool and align with existing transportation demand management programs

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Thank you!

Stay in touch!
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