

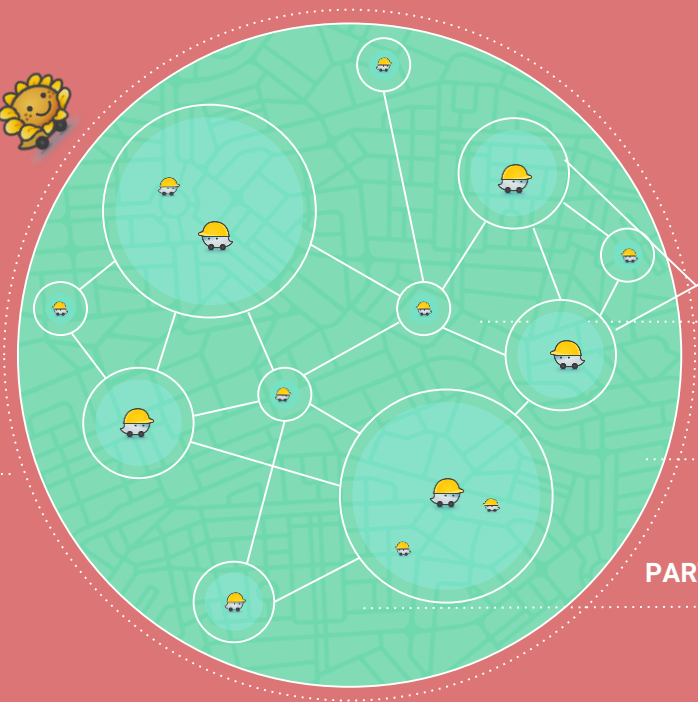


# Beyond Data Sharing

*March 2018*



# The Waze Ecosystem



DRIVERS

**100M+** MONTHLY  
ACTIVE  
USERS

MAP EDITORS

**500K+** VOLUNTEERS

PARTNERS

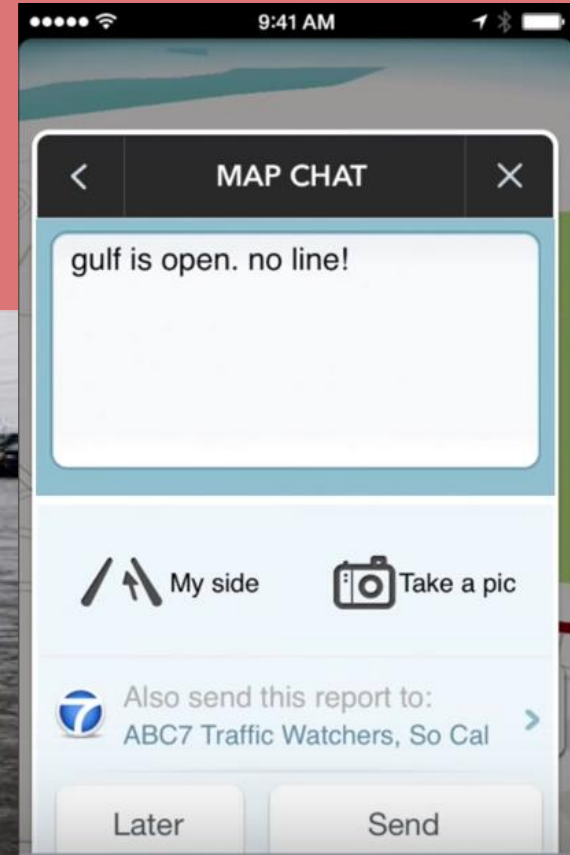
**1.000+** CITIES, BROADCASTERS, etc

# Oct 2012

Hurricane Sandy: White house calls Waze for help

# 10,000

Gas shortage responses from our community of Wazers



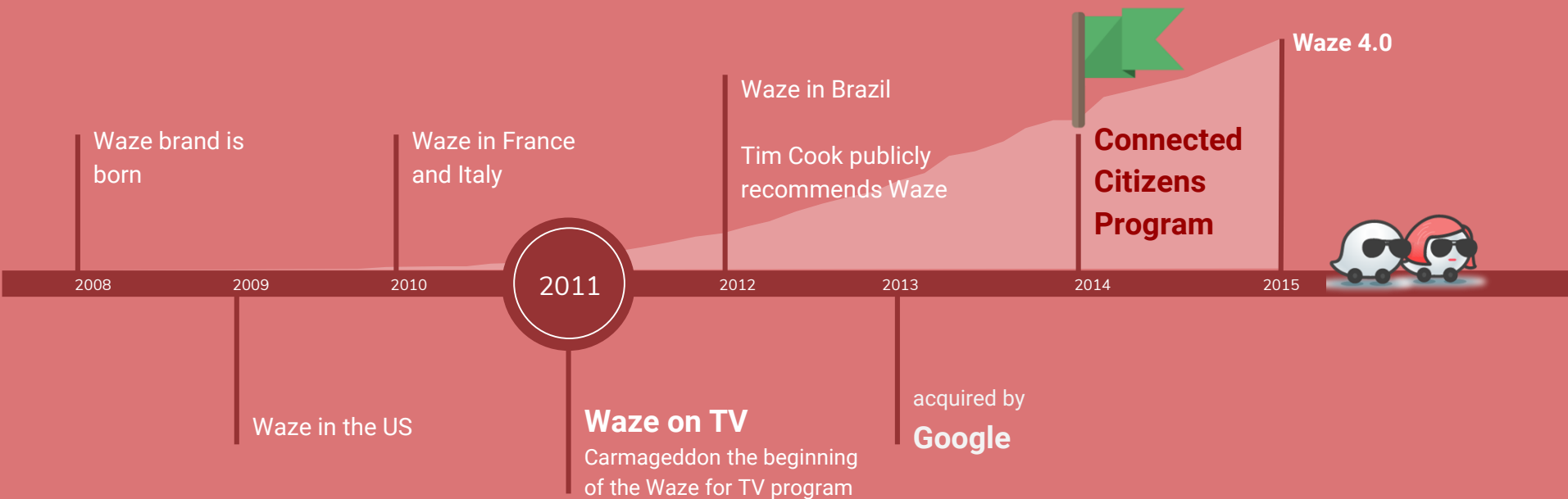
We learned that the city is a living organism



And our community is the heartbeat of the city



# THE WAZE STORY



**3 years of helping  
our partners build  
the Cities of  
Tomorrow**







CONNECTED  
CITIZENS

by waze





**500+** PARTNERS



Reach over 2 billion people!

40% of top global cities

50% of U.S. Depts of Transportation



# Program Impact

From Data to Insights to Action

**How can we use data to  
improve infrastructure?**

# RIO DE JANEIRO



An aerial photograph of a complex, multi-level highway interchange in a lush green forest. The highway curves through the landscape, supported by numerous concrete pillars. The surrounding area is densely forested with green trees. The sky is not visible, as the forest fills the upper portion of the frame.

## Infrastructure Planning

---

3

Rapid  
Transit Lanes

Rio de Janeiro

**How can we keep  
citizens informed?**



# PHILADELPHIA



A large crowd of people is gathered around a white motorcade vehicle. Pope Francis is visible in the vehicle, waving to the crowd. Many people are holding up their phones to take pictures. The scene is outdoors and appears to be a major public event.

Major Traffic Event Support

**370,000**

Wazers reached

A large crowd of people is gathered around a motorcade vehicle. Pope Francis is visible in the vehicle, waving to the crowd. Many people are holding up their phones to take pictures. The scene is crowded and appears to be a major public event.

Major Traffic Event Support

**20%**  
decrease in congestion

PA Turnpike

**How can we make  
emergency response more  
efficient?**



## Emergency response

---

**63%**

**911 callers don't  
know their location**



A blurred night scene of a building with warm lights, possibly a restaurant or bar, with light trails from moving vehicles or objects in the foreground.

## Emergency response

**40%**

**crashes reported on Waze  
before called into 911**

**Emergency response**

---

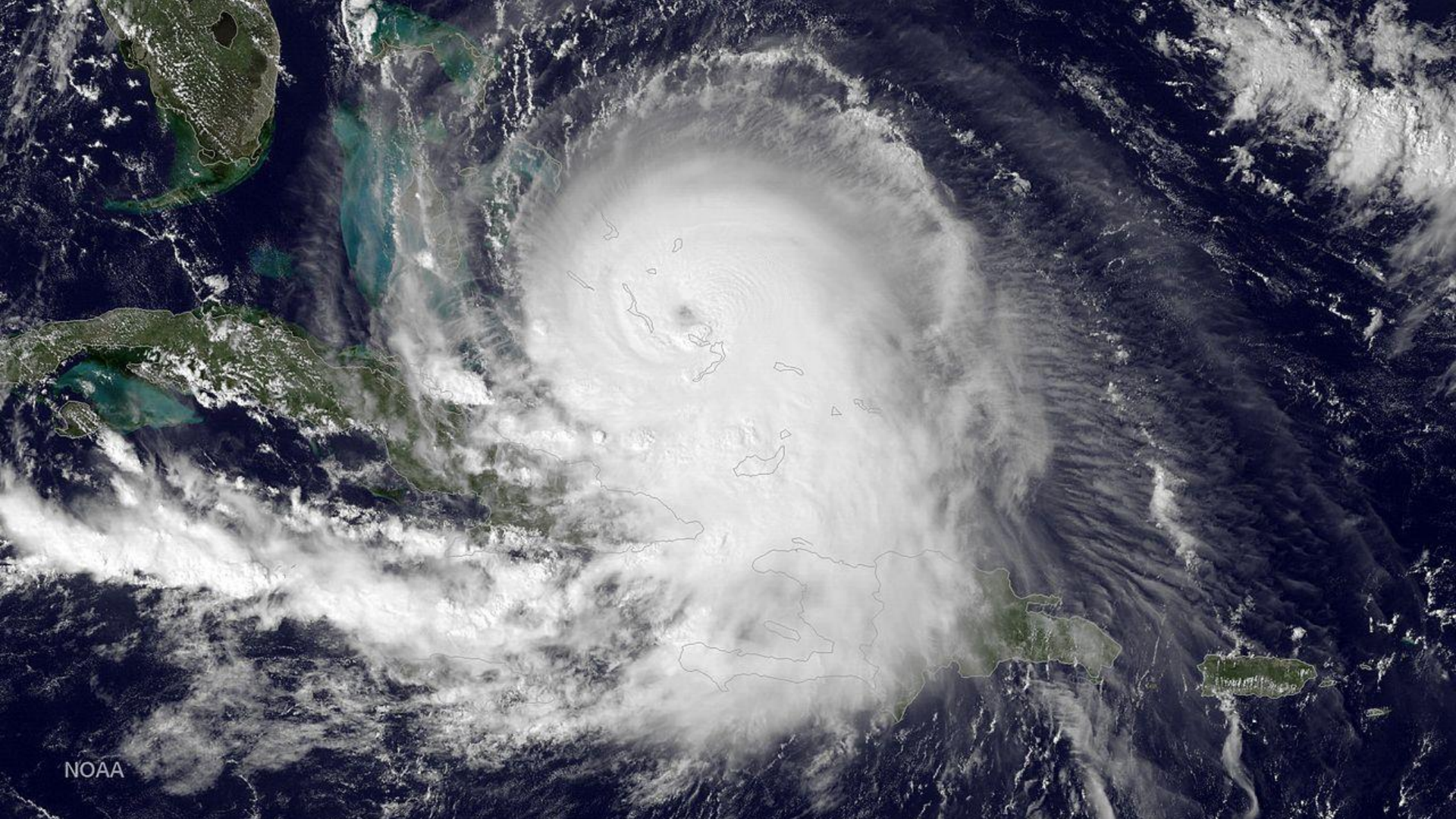
**5 mins**

**faster response times**

**Genesis PULSE**



**How can we leverage the  
community to address  
major crises?**



NOAA

A satellite image of Hurricane Harvey, showing a well-defined eye and a dense, swirling cloud structure over the Gulf of Mexico and Caribbean Sea. The hurricane is centered in the upper-middle portion of the frame. The surrounding ocean is dark, and the landmasses of Central America and the northern coast of South America are visible in the lower-left and lower-right respectively. The text "Hurricane Harvey" is overlaid in the center in a large, white, sans-serif font.

# Hurricane Harvey

A satellite image of a coastal region, likely the Gulf of Mexico, showing a large, dark, swirling storm system over the ocean. The landmasses are visible in shades of green and brown, with white clouds indicating the storm's structure.

Google Crisis Response

FEMA

Army Corps of Engineers

Texas Navy

CCP partners

- **154** shelters added with 54K+ clicks and 1,251 navigations
- **2,500** road closures
- **2.4M** users received messaging about shelters, road closures, and gas shortages
- **180+** users used roadside assistance (android count only)



**Debby Williams** Waze literally saved my life on Sunday when I was trying to evacuate due to Harvey. Unlike the Drive Texas website, the information about the flooding was very current and got us to high ground in a very (pun intended) fluid situation. There were no official evacuation paths but using your app people were able to help one another build one. Thank you.

A satellite image of Hurricane Irma, showing a well-defined eye and a dense, swirling cloud structure over the Caribbean Sea. The hurricane is centered over the eastern part of the Caribbean, with the northern coast of South America visible to the west and the northern coast of South America to the east. The text "Hurricane Irma" is overlaid in the center of the image.

# Hurricane Irma



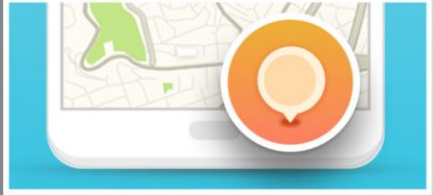
## WAZE IS HERE FOR YOU DURING HURRICANE IRMA



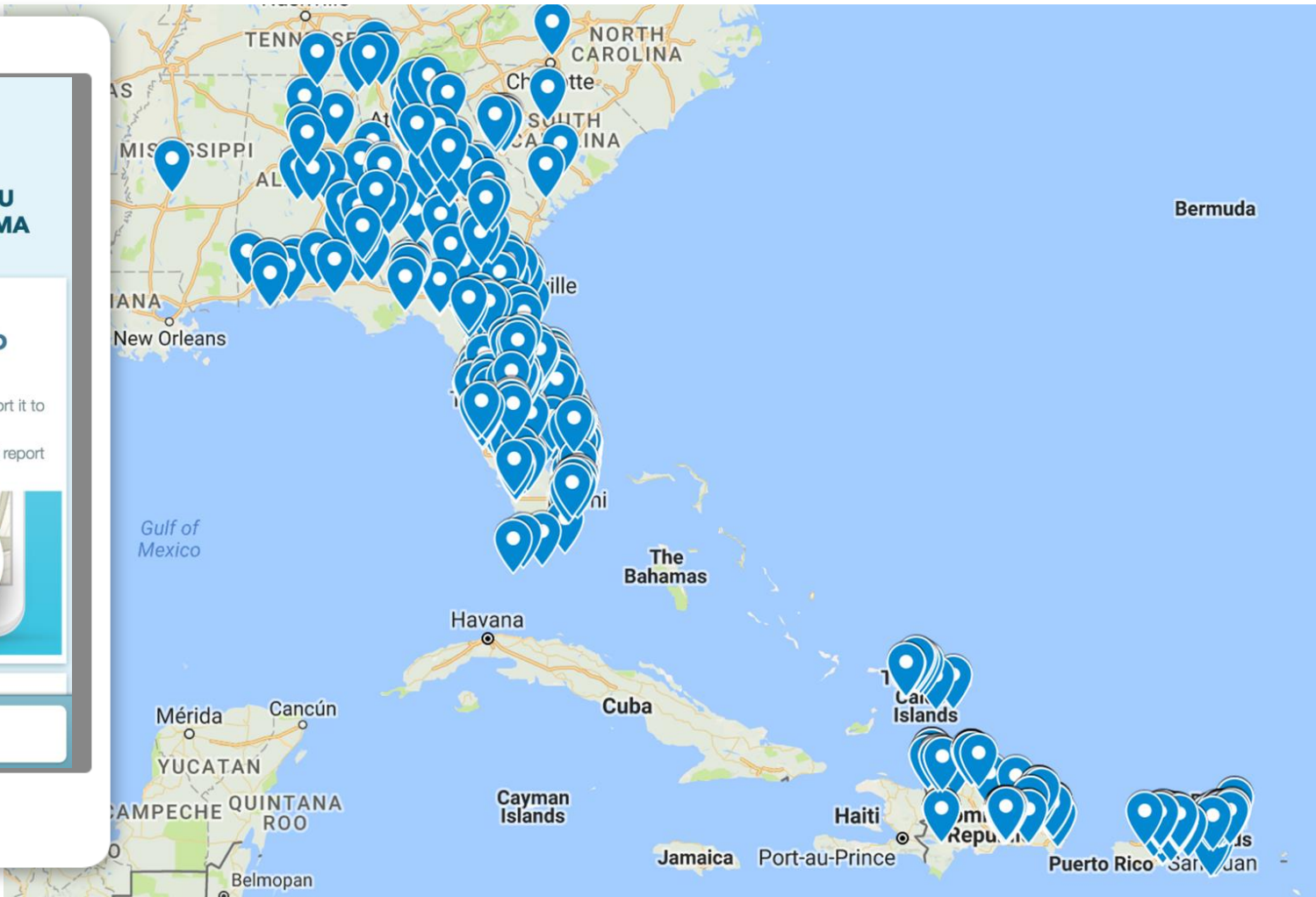
### INFORM OTHERS. SEND REPORTS.

If you see a problem or road closure, report it to Waze and help others avoid it.

Tap the **orange report menu** and select report type



GO TO MAP





# How does it work? Crisis in action



## Sourcing the info

## Alerting Wazers

## Continuous communication & Updates

Wazers

Push Message

Send additional notifications

CCP Partners

Inbox

Add road closures

GEP Partners

Social Media

Add shelters

Google CR team

PR

Communicate with Partners & community

**What is Waze at its core?**

# Community



We can play a bigger role  
Ending traffic altogether

How can **CCP** help find  
answers to mobility  
problems?

Where are  
people in  
NYC driving  
to?

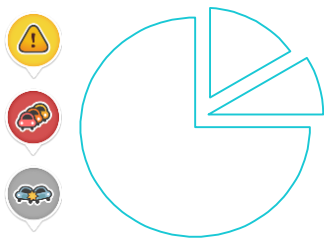
Where do  
people  
come to SF  
from?

What is the  
best time  
to go from  
Palo Alto to  
SF?

What are  
the worst  
commutes  
in CA?

# CCP+CARPOOL can come together in 3 fronts:

## CCP DATA



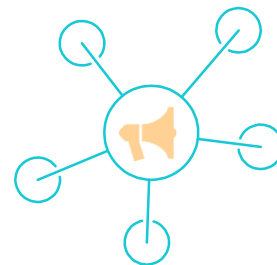
Track, **measure**, and understand traffic patterns. The "city as a lab", quick insights to find long-term solutions

## "Joint Carpool Plan"



Bring the benefits of Waze Carpool to San Diego w/ **Employers, Commuters, & Innovation**

## ONE STRATEGY



Build **ONE** voice with **ONE** mission

---

## CCP DATA

### TODAY

- Real time feed shows congestion patterns
- Ability to upload parking locations
- Understand impact of incidents to traffic flow

### TOMORROW

- Data collected offline
- "Waze Beyond" - new tool provides traffic insights
- New partners will have immediate access to historic data and general insights

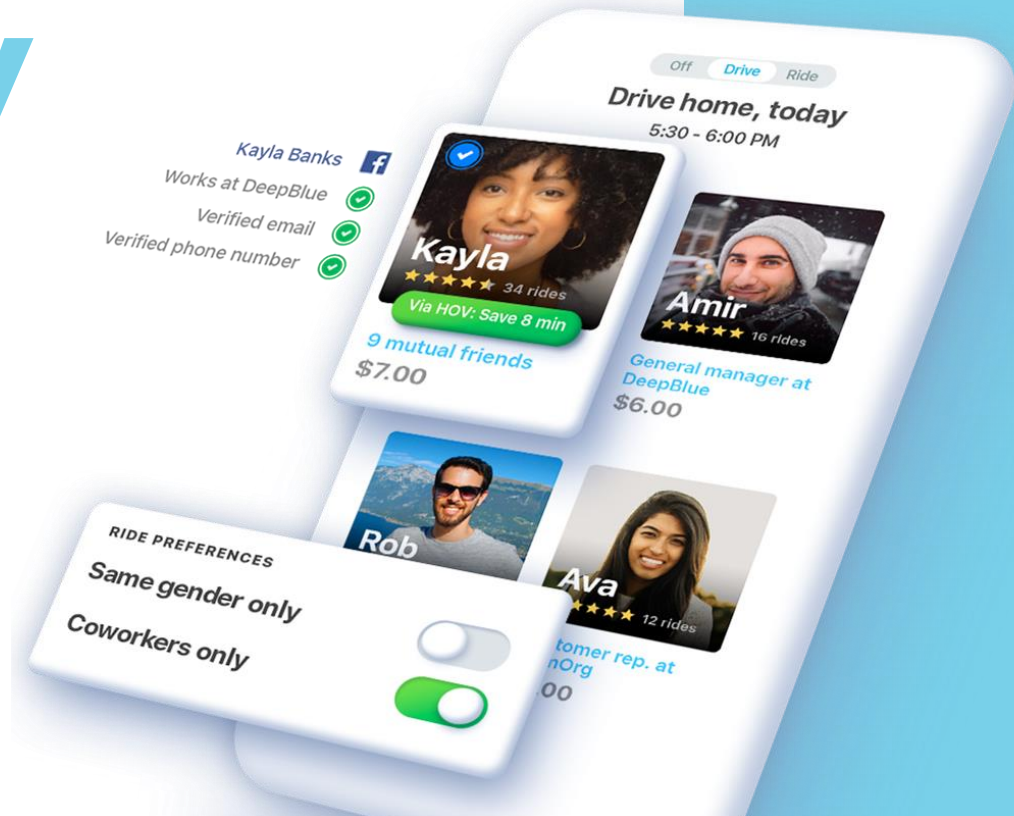


# Thank you



# Carpooling, Powered by Waze

THE WAZE CARPOOL EXPERIENCE



## Core Benefits of Carpooling

# What's in it for Wazers

Trusted  
Community

1



Save  
time

2



Save  
money

3



Do good,  
Feel good

4



End traffic,  
altogether

5



## What Makes it Different

# Waze Carpool isn't like rideshare or taxis

Regular  
Wazers, not  
hired drivers

1



Know your  
co-pilot

2



Drives  
happening  
anyway

3



Sharing  
travel costs,  
not earning

4



Score the  
front seat

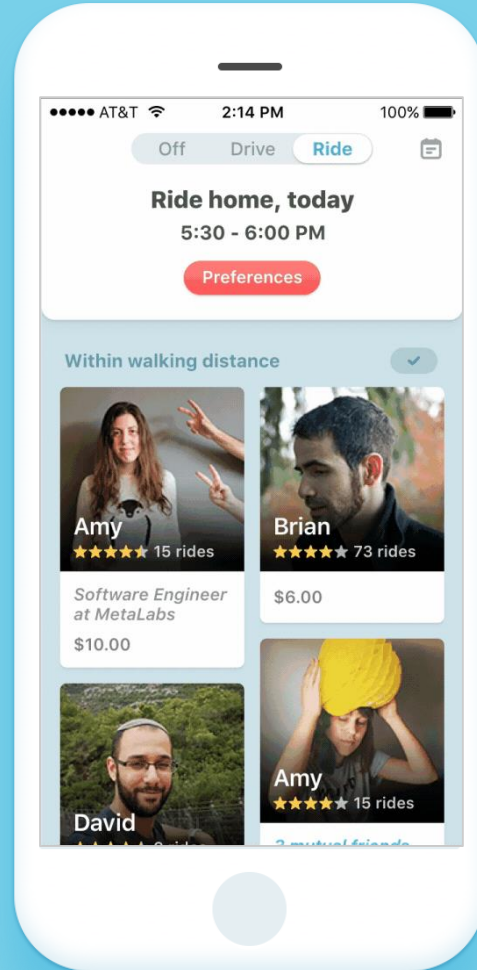
5



What Changed?

~~Rides first.~~  
People first.

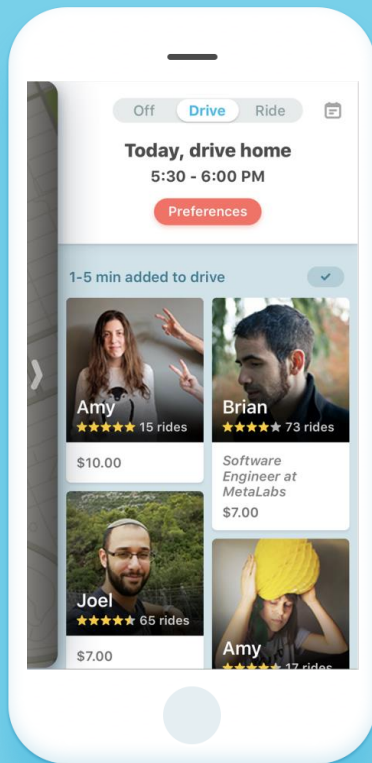
~~We choose.~~  
You choose.



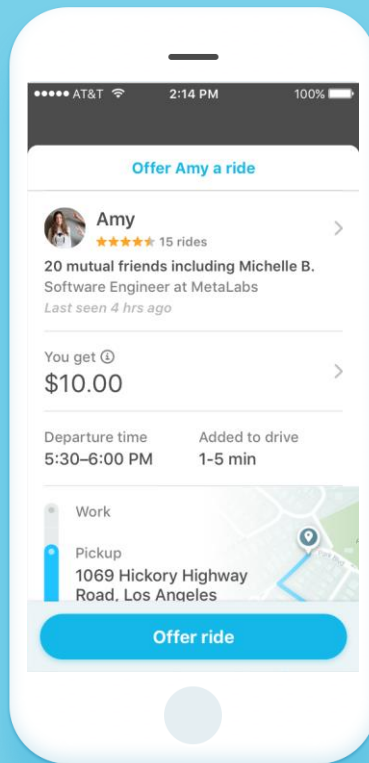
## 3 easy steps

# Set up a carpool

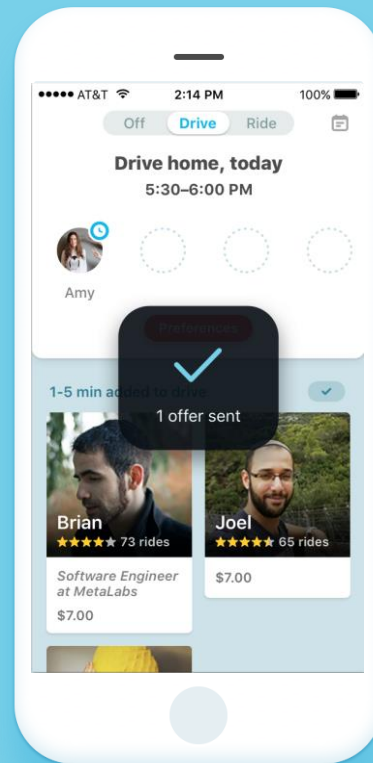
1 See people



2 Offer/request ride

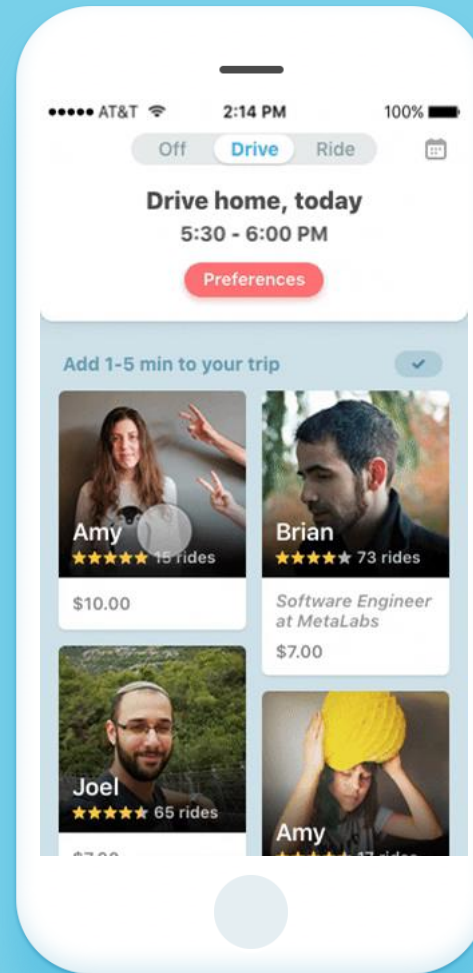


3 Wait for a reply



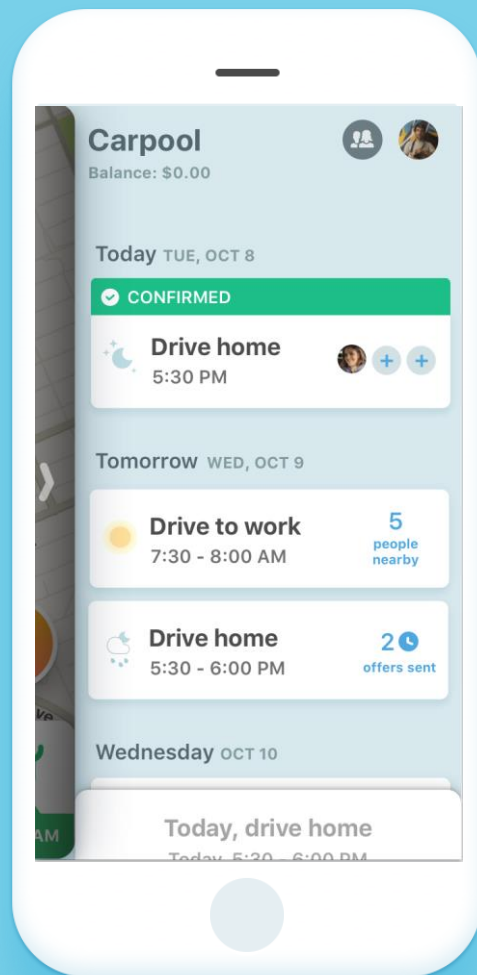
**Giving users  
more control**

**Drivers can  
choose who  
they offer a  
ride to**



Manage your  
carpools for  
the week

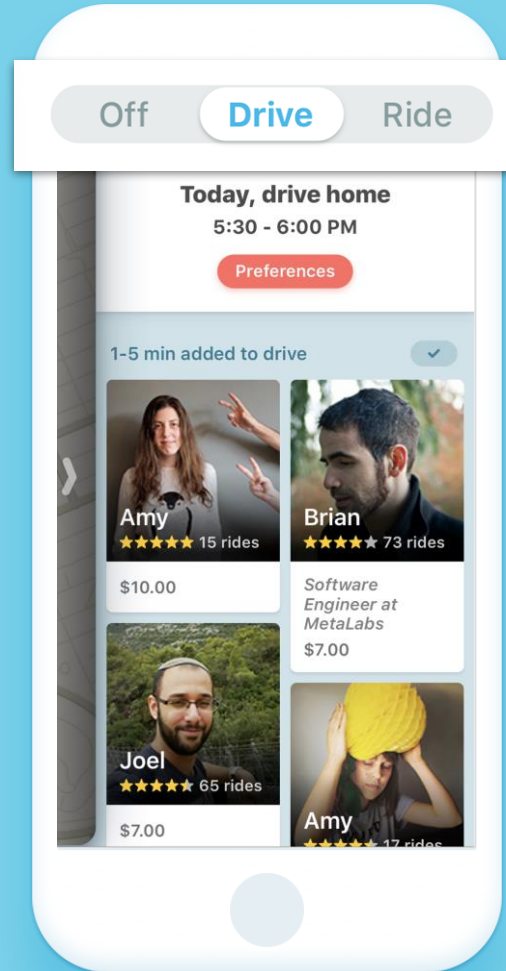
# Calendar View





**Remove cars  
from the road**

**Move easily  
between the  
rider and  
driver apps**








Website  
Tools

# Employer Leaderboard

See companies making an impact

Search company Irvine

RANK	COMPANY	KMS/MILES SAVED
1		5,078
2		577
3		105
4		38
5		30

[VIEW MORE](#)

**How have we worked with Transit Agencies in SoCal?**

# “Bringing the benefits of Waze Carpool to San Diego together”

**1** Commuters- Looking for carpool solutions

---

**2** Employers- Strategic regional partners

---

**3** Innovation- Optimizing mobility for all



# Commuters- Outreach Channels

## Transit Newsletters, RideShare Information Website

**Commute**

March 2018

**Waze Carpool**

Stay Connected

[iCommuteSD](#)
  
[iCommuteSD](#)
  
[SANDAGregion](#)
  
[SANDAGregion](#)
  
[s11sd.com/Commute](http://s11sd.com/Commute)

**Best News: \$2 Flat Rides through April 30!**

Dates: Feb 1, 2018 - Apr 30, 2018

Riders: All rides will be just \$2, regardless of trip length!

Drivers: Receive the same payment amount for the trip.

Carpool Rides to San Diego are just **\$2.00**

Did you miss our webinar on Waze Carpool? Learn how this dynamic carpooling option can improve your daily commute by watching the recorded information session on the [SANDAG YouTube channel](#). You also can take advantage of \$2 flat fee rides with Waze Carpool that start or end in [14 eligible ZIP codes](#) throughout the San Diego region through April 30.

Learn more or download the [Waze Carpool](#) app

**iCommuteSD: Hey, @ #SanDiego! We need your help choosing the**

**Commute** | [login](#) | [about](#) | [commuters](#) | [employers](#) | [partners](#) | [planners & developers](#) | [events](#)

home > carpool

Search  Go

**carpool**

- carpool
- vanpool
- bike
- transit
- telework
- school

**quick links**

- [Waze Carpool](#)
- [uberPOOL](#)
- [Lyft Line](#)
- [I-15 Express Lanes](#)
- [Guaranteed Ride Home](#)
- [Park & Ride lots](#)

**carpool**

**commuter spotlight**

**carpool**

"I generally carpool with my husband. What I like the most is we use our morning commute to plan our day and then in the afternoon we recap the main events of the day. Then when we get home we don't need to spend precious time talking about work; we can focus on family." – Yuki K., carpooler

**Share your daily commute and save!** Carpooling is an easy way to instantly reduce your commuting costs by 50 percent or more. Carpools also can take advantage of many free amenities throughout the region including carpool lanes, the [I-15 Express Lanes](#), [Park & Ride lots](#), and the [Guaranteed Ride Home](#) program. You'll save time, money, and wear and tear on your car, all while helping to save the planet.

**Find someone to share the ride.** Interested in trying a carpool commute but don't know how to find a carpool partner? Ridesharing apps like Waze Carpool, uberPOOL, and Lyft Line have you covered.

- Waze Carpool.** A carpool on-demand service through the Waze app. Carpools are driven by everyday individuals looking to fill the empty seats in their cars. Drivers and riders share the cost of commuting, and riders pay \$0.54 per mile, with a maximum cost of \$15 per trip.
  - Download in the [iTunes store](#) or [Google Play store](#).

# Commuters- City Wide Promotion Program

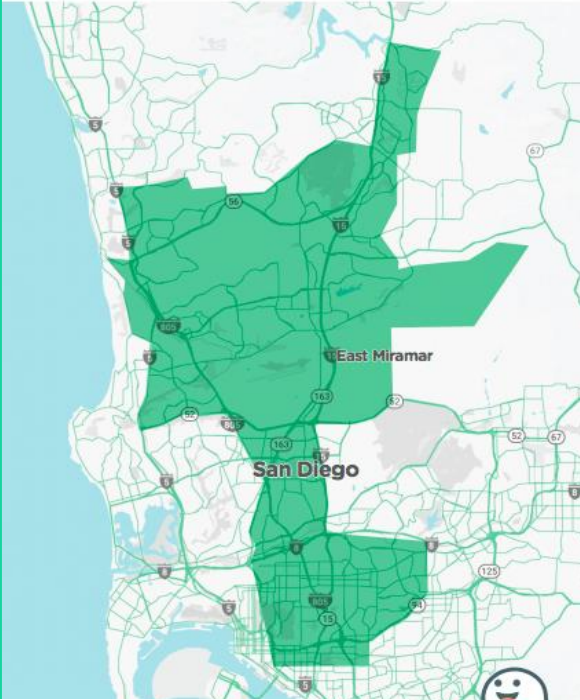
## \$2 Flat Rides to Most Popular Zip Codes



**San Diego!**

**\$2 FLAT RIDES**  
to and from San Diego

Feb 1 - Apr 30, 2018




**waze CARPOOL**

East Miramar

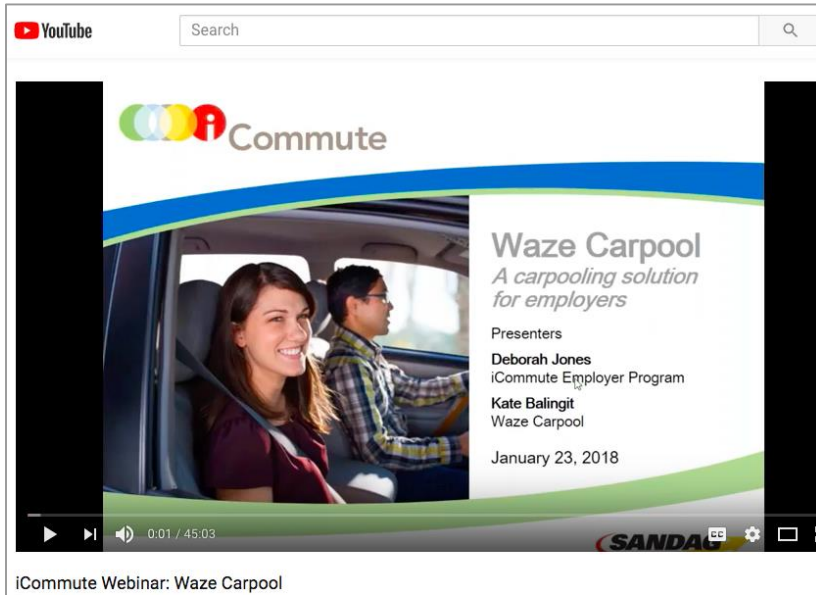
San Diego

Eligible Zip Codes: 92121, 92126, 92131, 92123, 92128, 92102, 92130, 92129, 92108, 92116, 92104, 92105, 92115, 92182



# Employers- Outreach Channels

## ETC Webinars & On-Site Tabling



The image shows a YouTube video player interface. At the top left is the YouTube logo, and next to it is a search bar with the word "Search" and a magnifying glass icon. The video content area features the "iCommute" logo at the top left, which consists of three colored circles (green, yellow, red) followed by the word "Commute". Below the logo is a photograph of a woman and a man in a car. To the right of the photo, the text reads: "Waze Carpool", "A carpooling solution for employers", "Presenters", "Deborah Jones", "iCommute Employer Program", "Kate Balingit", "Waze Carpool", and "January 23, 2018". At the bottom of the video player, there is a progress bar showing "0:01 / 45:03", a volume icon, and a "SANDAG" logo. Below the video player, the text "iCommute Webinar: Waze Carpool" is displayed.



# Employer Subsidies // Waze Funded at 1 Employer Testing One Month of Free Rides with Sony San Diego

**SONY**

2



65

Completed Rides  
*Jan 2018*

Completed Rides  
*Feb 2018*






## See companies making an impact



Search company



San Diego

RANK	COMPANY	DISTANCE SAVED
1	 Qti	<b>6,651</b> MILES
2	 Sony	<b>2,297</b> MILES
3	 Qualcomm	<b>1,243</b> MILES
4	 Illumina	<b>438</b> MILES
5	 Intuit	<b>260</b> MILES

[VIEW MORE](#)



# Employer Subsidies // SANDAG Funded across county 90-Day Subsidy Program launching May 1, 2018

---



# 10

Free Rides from  
SANDAG\*

\*Includes 1st ride free from Waze



# \$50

Driver Bonus after 10  
completed carpools\*

\*Waze shares eligible Driver info  
with SANDAG to distribute funds



## IMPACT

First EVER ride subsidies from  
Transportation Agency

First EVER driver incentive  
program with a partner

New insights- SANDAG to  
Survey Participants

Case Study in Summer 2018

# INNOVATION, TOGETHER

## New applications of Carpool technology

---

From Carpool..,

*Bringing Waze Carpool  
to Employers &  
Commuters together*



To Vanpool..,

Testing Waze Carpool to  
fill empty Vanpool Seats  
along strategic routes



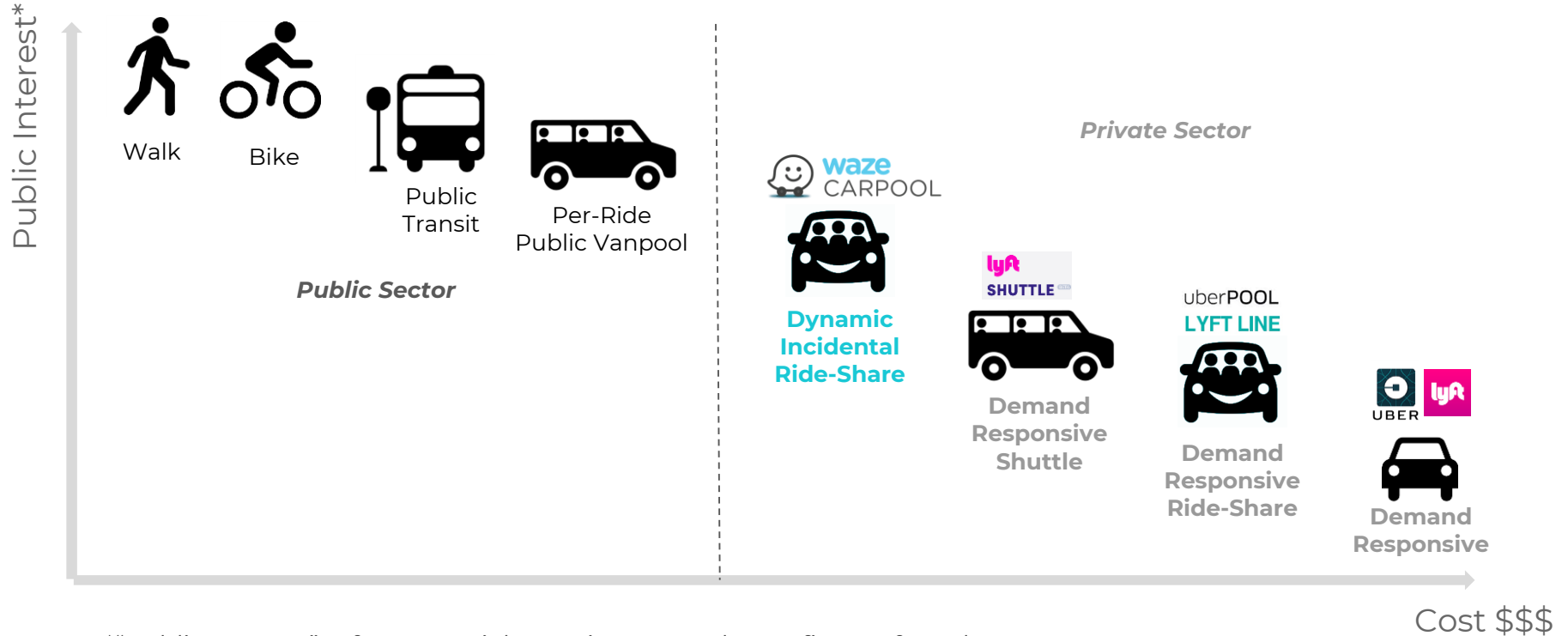
To a Data-Driven Future

Comprehensive data-  
sharing strategy to  
optimize transit



# “Mobility as a Service” Stack

Prioritizing transit modes based on Public Interest and Cost of service



\*“Public Interest” refers to Social & Environmental Benefits conferred

Source: Matute, Juan (2017). Personal Communication via email on 8/30/17.

**How can we bring Waze Carpool  
to LA commuters & employers?**

# From Comms...

**ORANGE COUNTY**  
**On the move**  
A blog on OCTA transportation news & events

Home | Bus | MetroLink | Share | Freeways & Streets | About

### Share

#### Rideshare to Irvine for Only \$2 with New, Improved Waze Carpool

Tuesday, March 25, 2019

OCTA's pilot program with Waze Carpool got just better. It already offers subsidized carpool rides to or from Irvine for only \$2 per rider, regardless of the length of the trip. Through this app, Waze Carpool matches up to 5 people with nearly identical commutes based on their home and destination addresses. Commuters can choose to be a driver or a rider. Drivers earn gas money and riders pay a small rate to cover the costs of gas and vehicle wear and tear.

And now there's an updated app that makes Waze Carpool even better. Improvements include:

- **No more billed matching:** See drivers and riders going your way and choose the people you want to carpool with based on detailed profiles, star ratings, and connections to some workplaces and mutual friends—along with price and distance off route. Best matches (based on your route) will appear at the top.
- **Customized Ride Now filter:** You choose to ride with coworkers only, or split-ride a third of the same gender.
- **Improved matching:** Send multiple offers to drive requests and easily accept your calendar view.

Along with Speculation and the University of California Irvine, OCTA is assisting with the Waze Carpool pilot program by providing the offer and sharing it with employers in the Irvine area. For more about the Waze Carpool pilot program, click here.

**BE THE NEW BT1 TO HELP OUT**

**Share**  
Bus  
MetroLink  
Irvine  
Freeways & Streets  
About

**recent posts**

- **Reschedule to Irvine for Only \$2 with New, Improved Waze Carpool**
- **Fun in Fullerton: Share safe traditions**
- **Remember Advance Training Day: We're at ATTC!**
- **Car Auctions: Complete an in-person Parking Structure in Orange**
- **Celebrating 11 Years of Life in Irvine in the 31 Express Lanes**

Orange County Transportation Authority  
595 S. Main Street  
PO Box 14384  
Orange, CA 92667-1484

**waze CARPOOL**

OCTA (Orange County Transportation Authority) has partnered with **Waze Carpool** to deliver a pilot program that offers subsidized carpool rides to or from Irvine! From February 1 through April 30, all rides to and from Irvine will be just \$2 per rider, regardless of how long the trip is. For example, this means your employees can get rides from Long Beach to Irvine for only \$2!

Waze Carpool matches up to 5 people with nearly identical commutes based on their home and destination addresses. Commuters can choose to be a driver or a rider. Drivers earn gas money and riders pay a small rate to cover the costs of gas and vehicle wear and tear.

Waze Carpool would like to work with you to get employees excited about this special promotion. With Waze Carpool you'll help your employees seamlessly carpool to and from work, make extra money for gas, reduce single occupancy trips to your workplace and reduce traffic congestion.

To help generate awareness for your employees Waze Carpool is offering you and your company:

- Free on-site visits from Waze representatives to assist employees with product education and onboarding. Representatives will come for 3 hours during lunchtime hours with coffee and pastries and fun promo items like t-shirts and phone chargers.
- Free customizable Email Templates to send to employees.
- Free promo materials, including carpool parking signs, posters, brochures, stickers.

Interested in hosting an on-site engagement for your employees? Please contact with Kylie Siegel at [ksiegel@octa.net](mailto:ksiegel@octa.net) or at (714) 563-5428 today!

**Learn More!**

**SHARE THE LOVE**  
A positive force in the community, dedicated to protecting both the environment and the quality of life in Orange County.

Orange County Transportation Authority  
595 S. Main Street, PO Box 14384  
Orange, CA 92667-1484

**waze CARPOOL**

### Carpool Rides to or from Irvine are just \$2!

OCTA has partnered with Waze Carpool for a pilot program to deliver subsidized carpool rides to and from Irvine from February 1 through April 30. Rides to or from Irvine will be just \$2 per rider, regardless of how long the trip is!

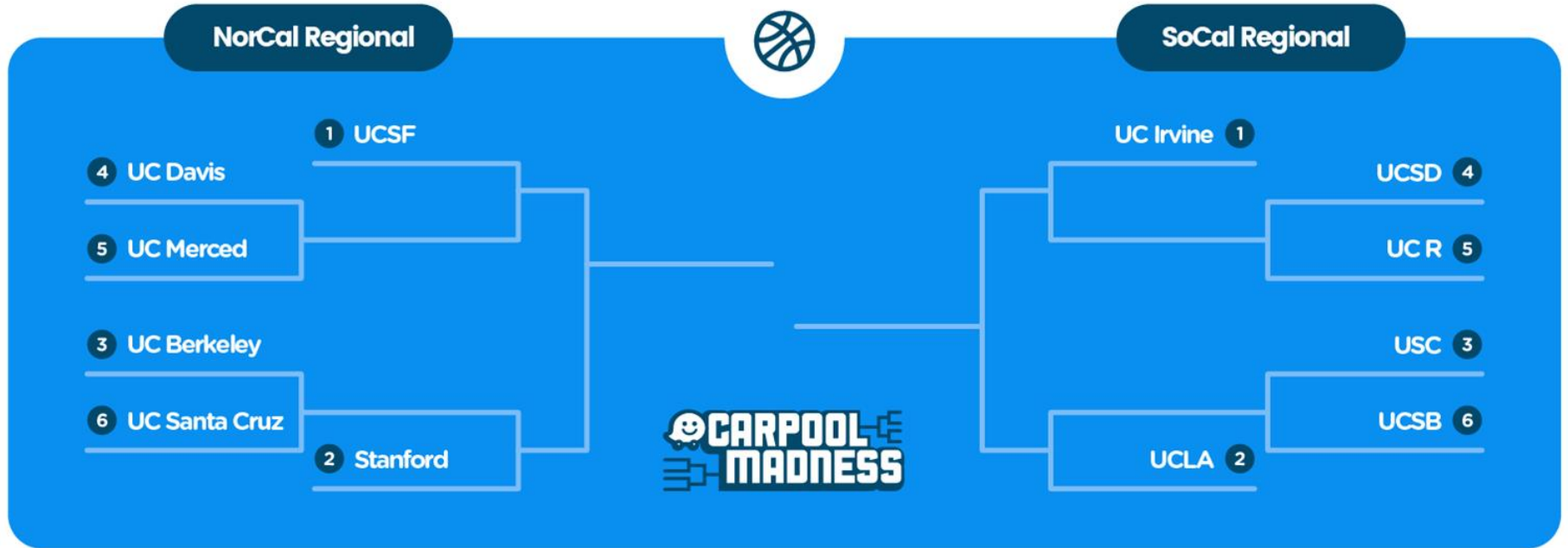
Waze Carpool matches up to 5 people with nearly identical commutes based on their home and destination addresses. Commuters can choose to be a driver or a rider. Drivers earn gas money and riders pay a small rate to cover the costs of gas and vehicle wear and tear.

**3 Easy Steps**

- 1** The Waze Carpool when you live and where your destination is, that matches with a fellow carpooler going your way.
- 2** When it's time, use computer picks up the other end of the trip.
- 3** Payment is set in advance based on distance. When the ride is over, Carpool notifies if from rider to driver.

**Waze Carpool**  
595 S. Main Street, PO Box 14384  
Orange, CA 92667-1484

...to Custom Contests!



Schools are seeded based on number of miles carpooled.

waze