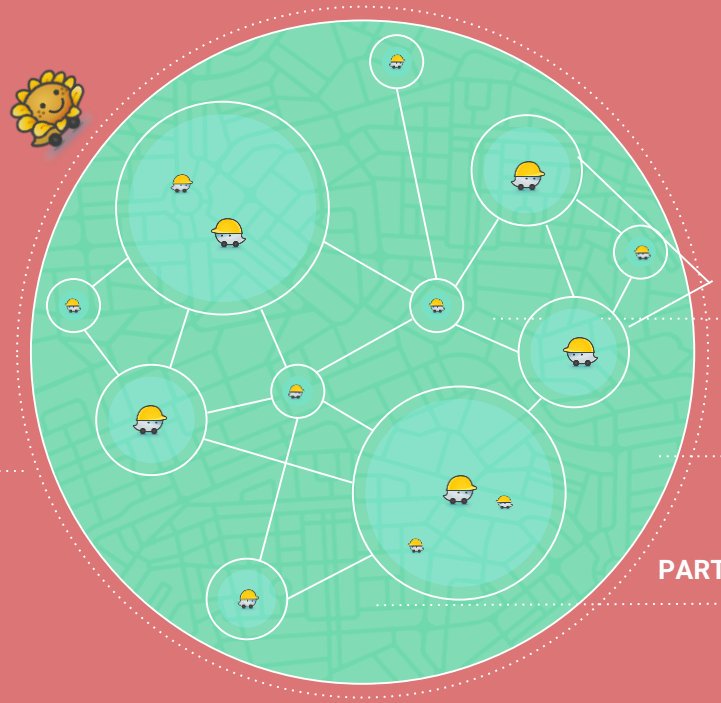
Beyond Data Sharing

March 2018

CONFIDENTIAL | Please do not share

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

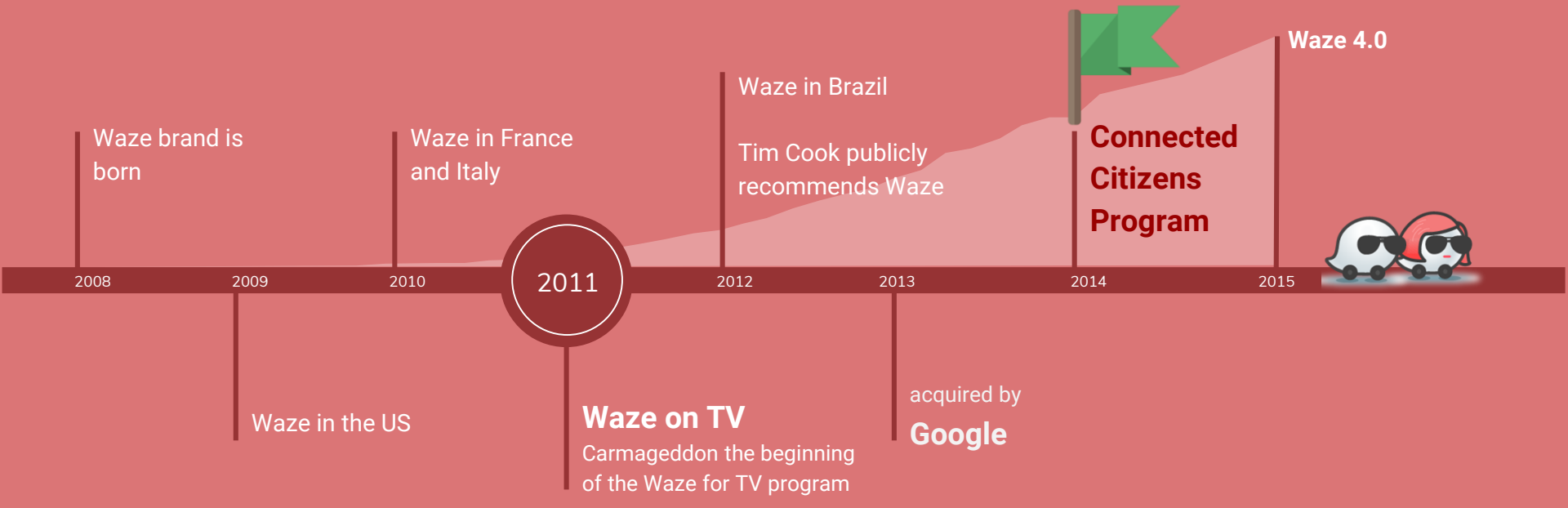
10,000

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



waze

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?

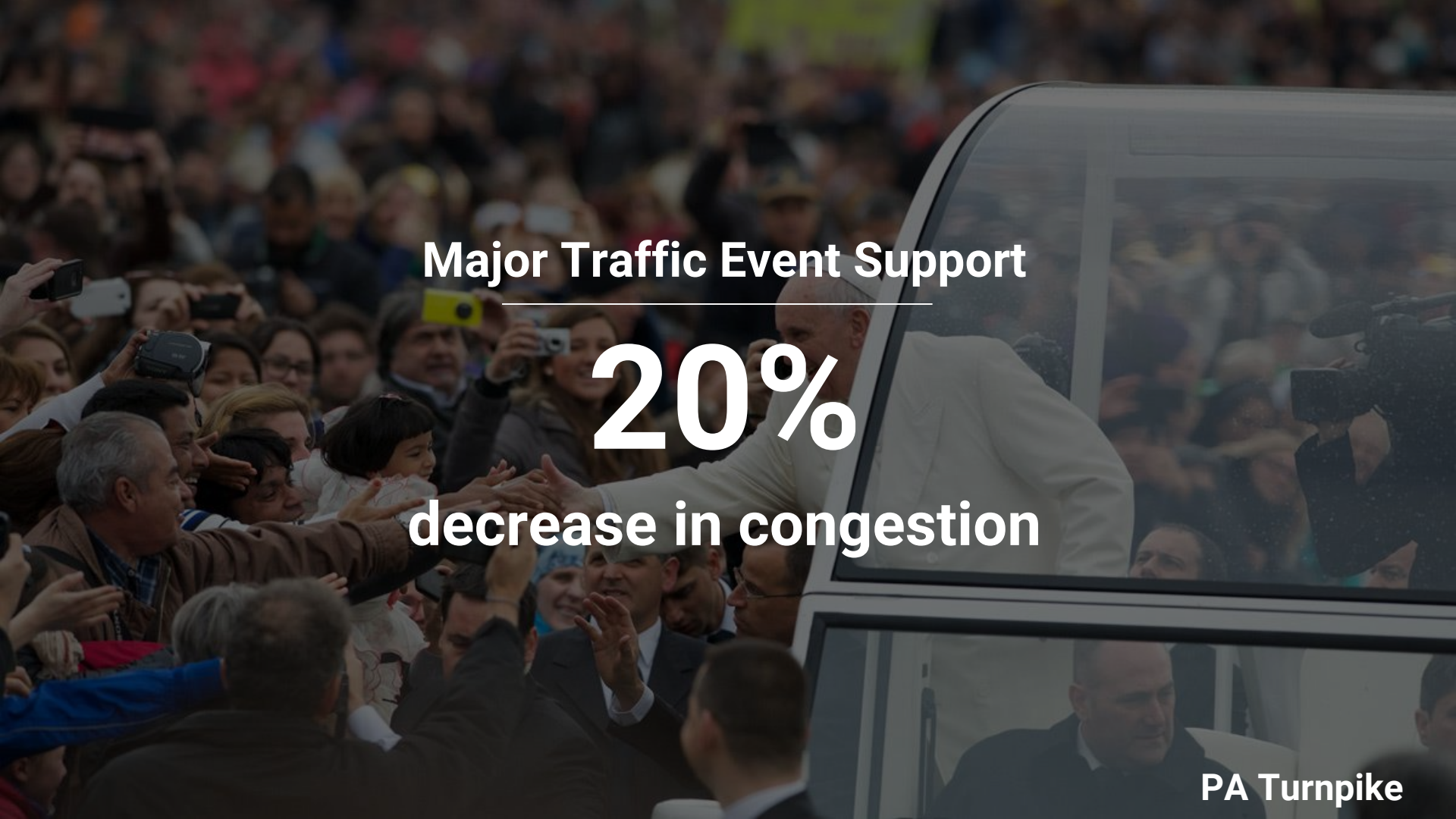
RIO DE JANEIRO

Infrastructure Planning
3
Rapid
Transit Lanes
Rio de Janeiro

How can we keep citizens informed?

PHILADELPHIA

Major Traffic Event Support
370,000
Wazers reached



Major Traffic Event Support

20%

decrease in congestion

PA Turnpike

How can we make emergency response more efficient?

MEDIC

Emergency response
63%
911 callers don’t
know their location

Emergency response

40%

crashes reported on Waze before called into 911

Genesis PULSE

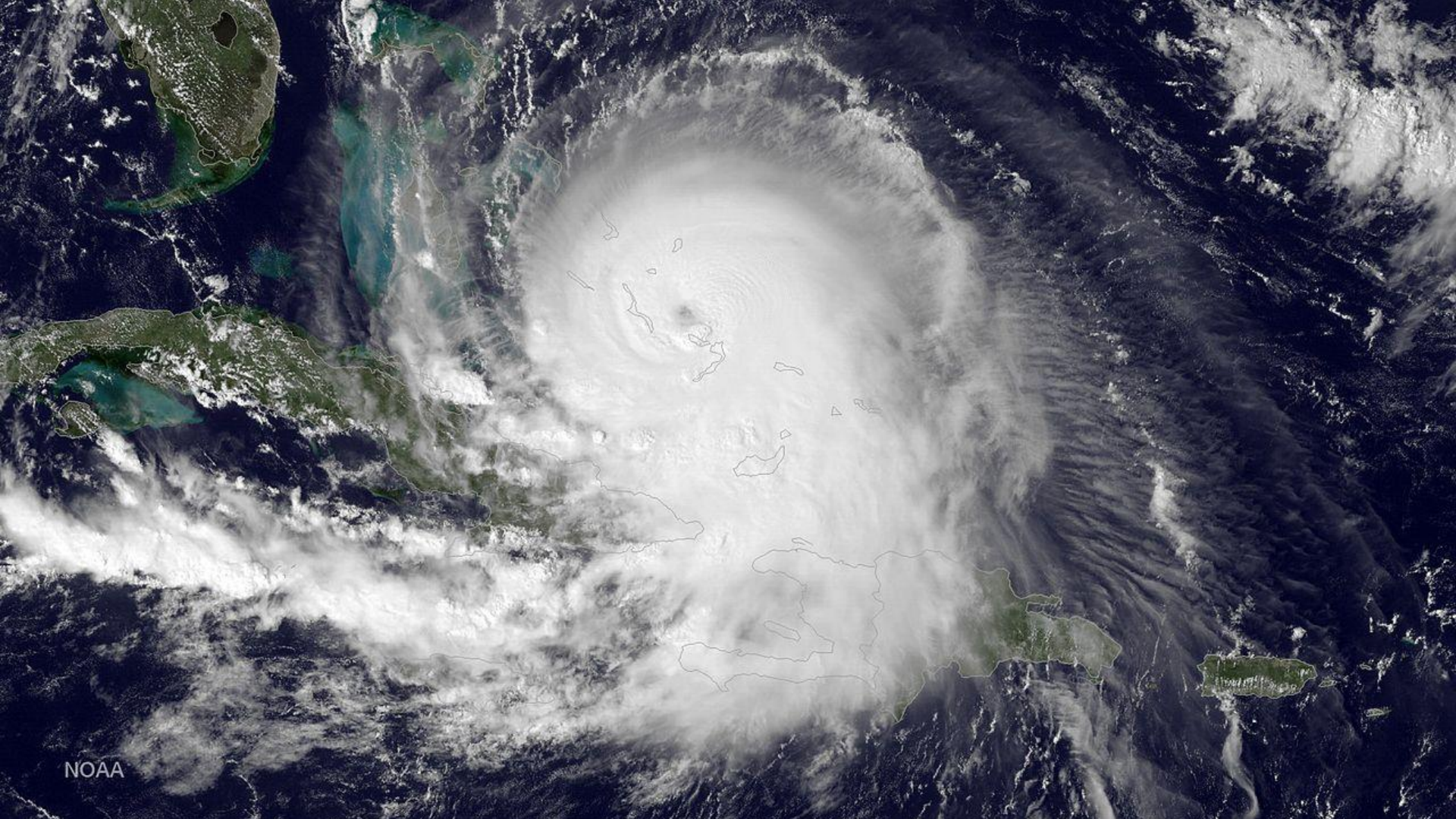
Emergency response

5 mins

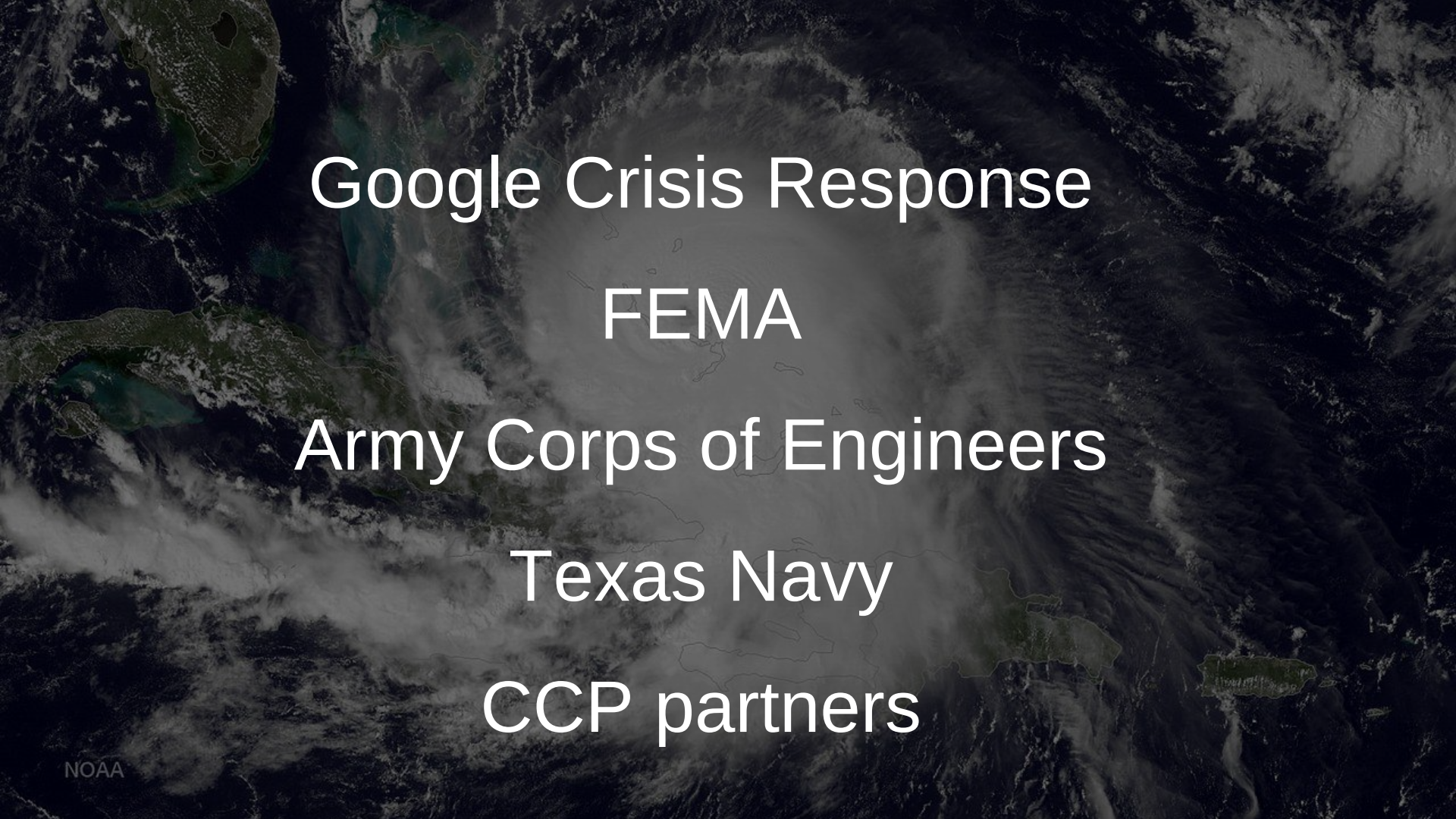
faster response times

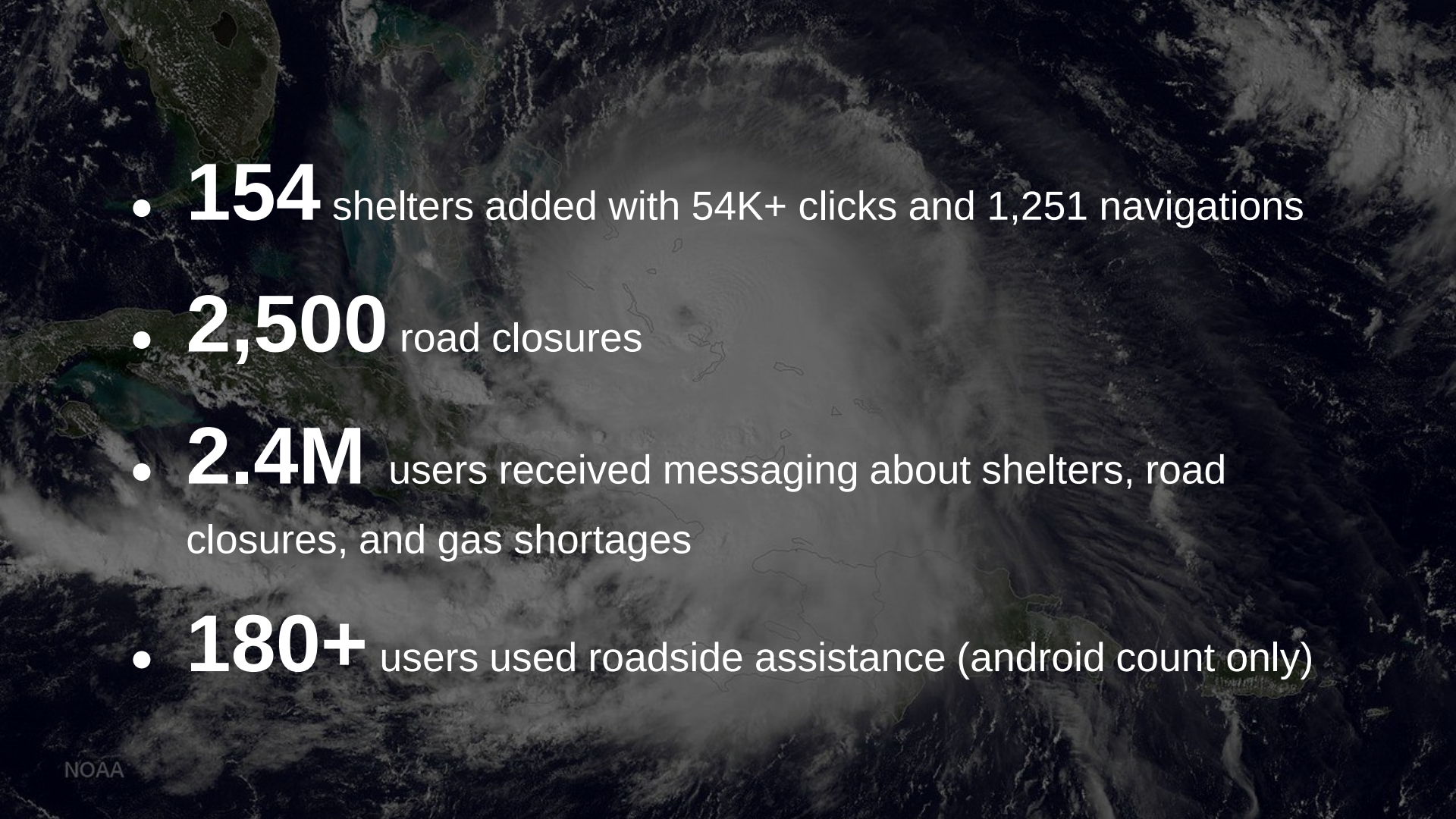
Genesis PULSE

How can we leverage the community to address major crises?


NOAA

Hurricane Harvey
NOAA


Google Crisis Response
FEMA
Army Corps of Engineers
Texas Navy
CCP partners
NOAA



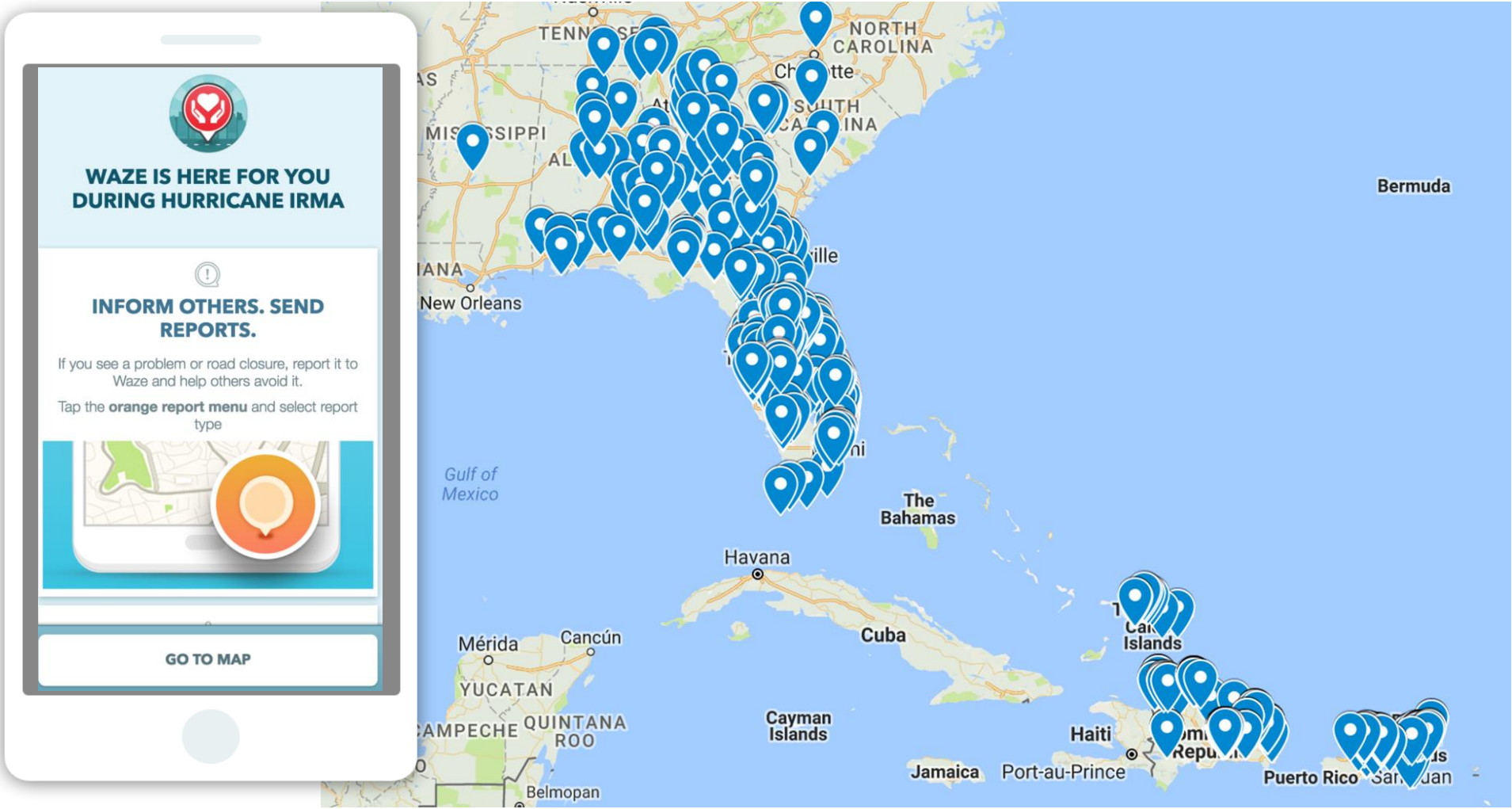
- **154** shelters added with 54K+ clicks and 1,251 navigations
- **2,500** road closures
- **2.4M** users received messaging about shelters, road closures, and gas shortages
- **180+** users used roadside assistance (android count only)

NOAA

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.

NOAA

Hurricane Irma
NOAA


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
NORTH CAROLINA
Bermuda
New Orleans
Gulf of Mexico
The Bahamas
Havana
Cuba
Mérida
Cancún
YUCATAN
CAMPECHE
QUINTANA ROO
Cayman Islands
Haiti
Jamaica
Port-au-Prince
Puerto Rico
Belmopan

How does it work? Crisis in action

Sourcing the info

- Wazers
- CCP Partners
- GEP Partners
- Google CR team

Alerting Wazers

- Push Message
- Inbox
- Social Media
- PR

Continuous communication & Updates

- Send additional notifications
- Add road closures
- Add shelters
- Communicate with Partners & community

What is Waze at its core?

waze

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?

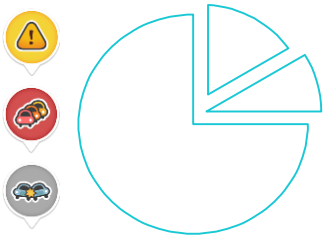
Where do people come to SF from?

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

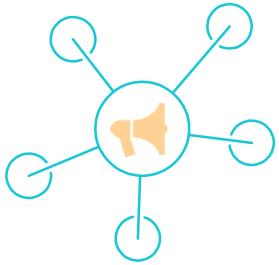


Track, **measure**, and understand traffic patterns. The "city as a lab", quick insights to find long-term solutions

"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

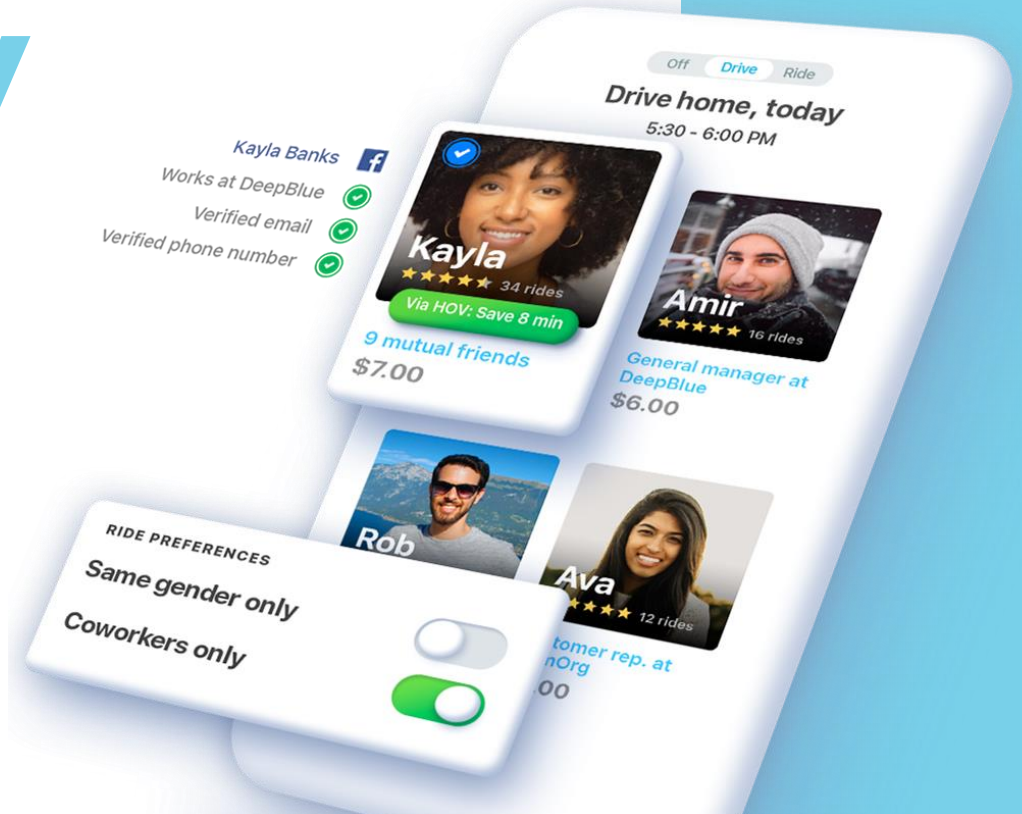
TOMORROW

- 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

1. Trusted Community
2. Save time
3. Save money
4. Do good, Feel good
5. End traffic, altogether

What Makes it Different

Waze Carpool isn't like rideshare or taxis

1. Regular Wazers, not hired drivers

2. Know your co-pilot

3. Drives happening anyway

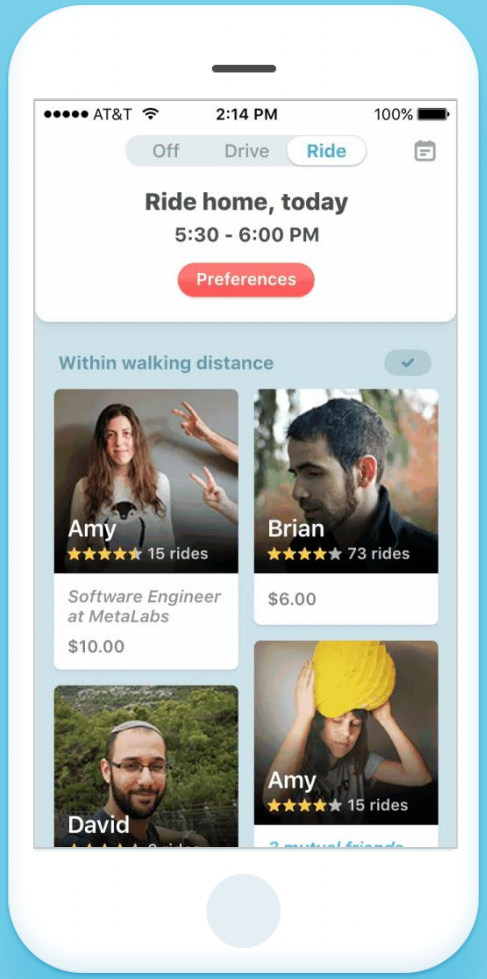
4. Sharing travel costs, not earning

5. Score the front seat

What Changed?

~~Rides first.~~
People first.

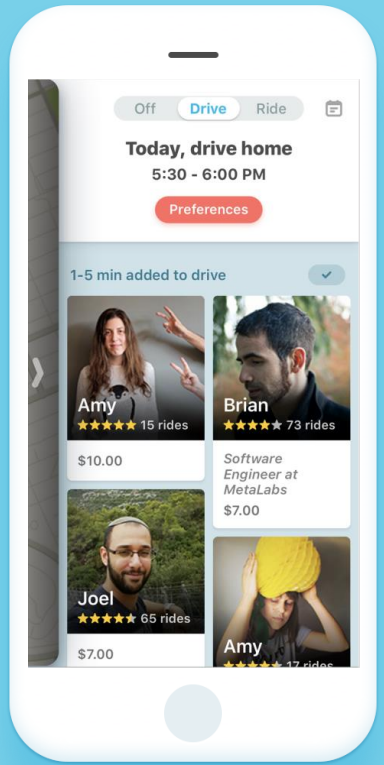
~~We choose.~~
You choose.



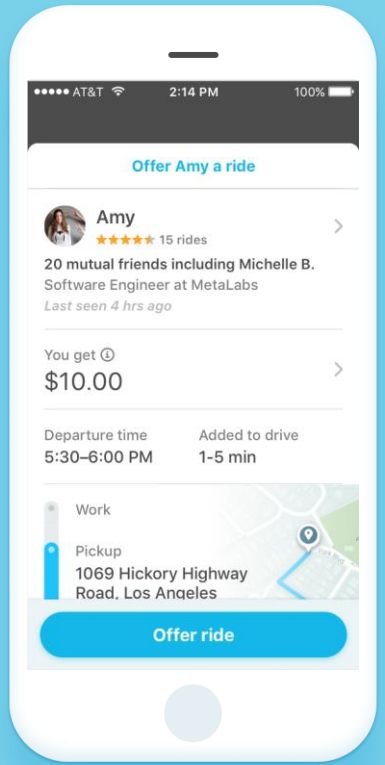
3 easy steps

Set up a carpool

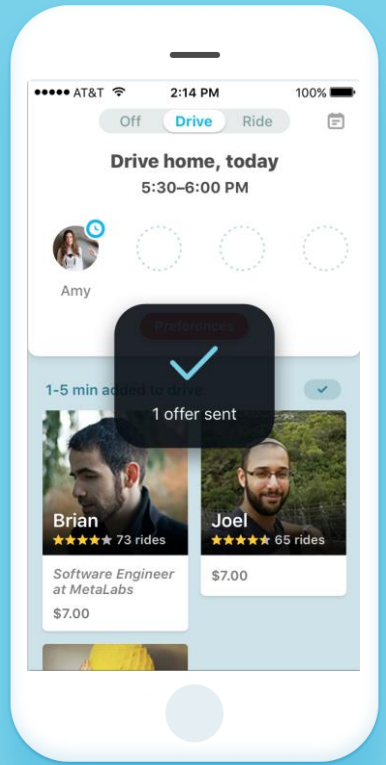
1 See people



2 Offer/request ride

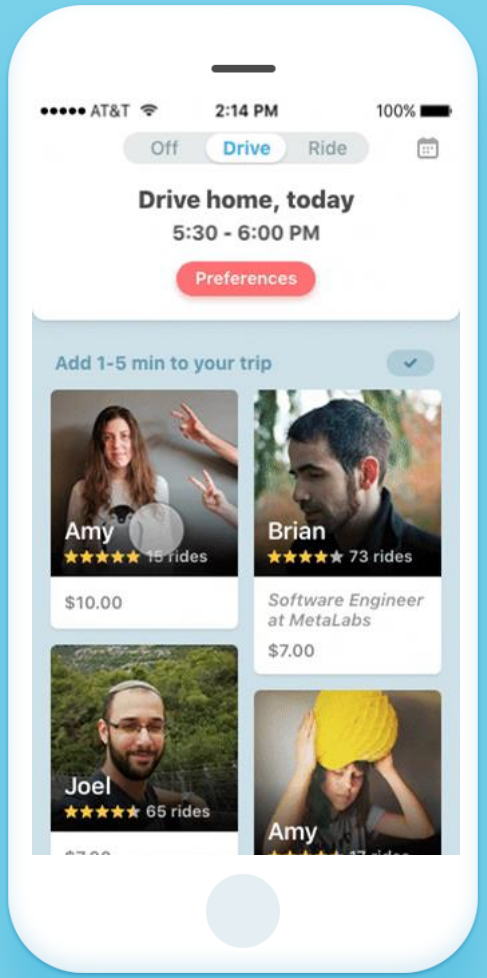


3 Wait for a reply



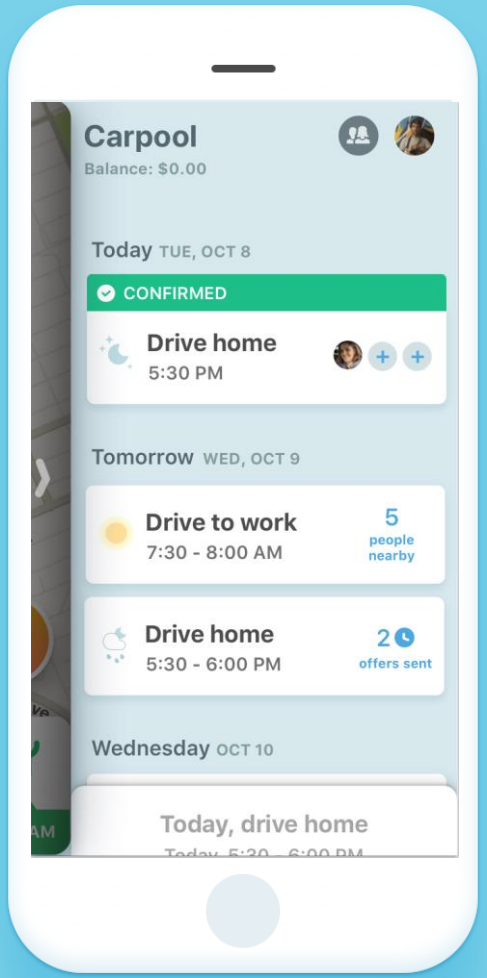
Giving users more control

Drivers can choose who they offer a ride to



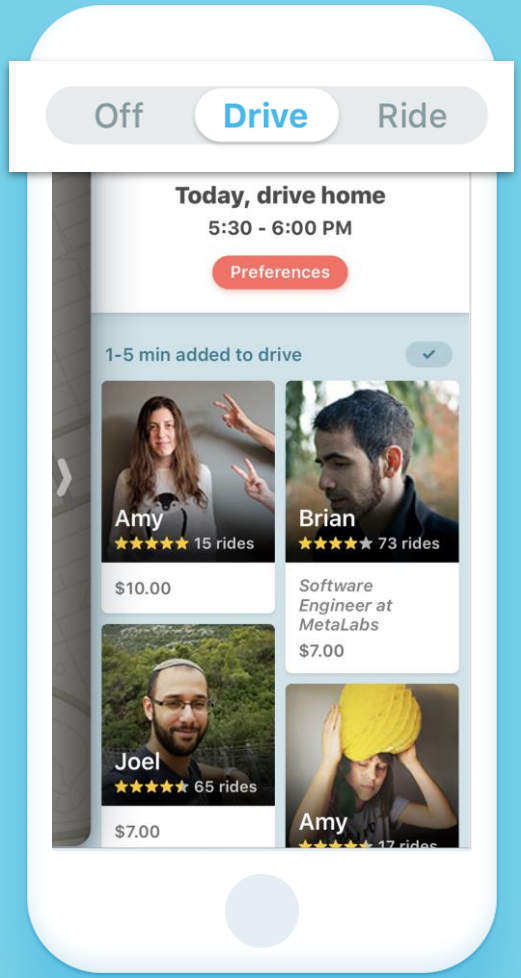
Manage your carpools for the week

Calendar View



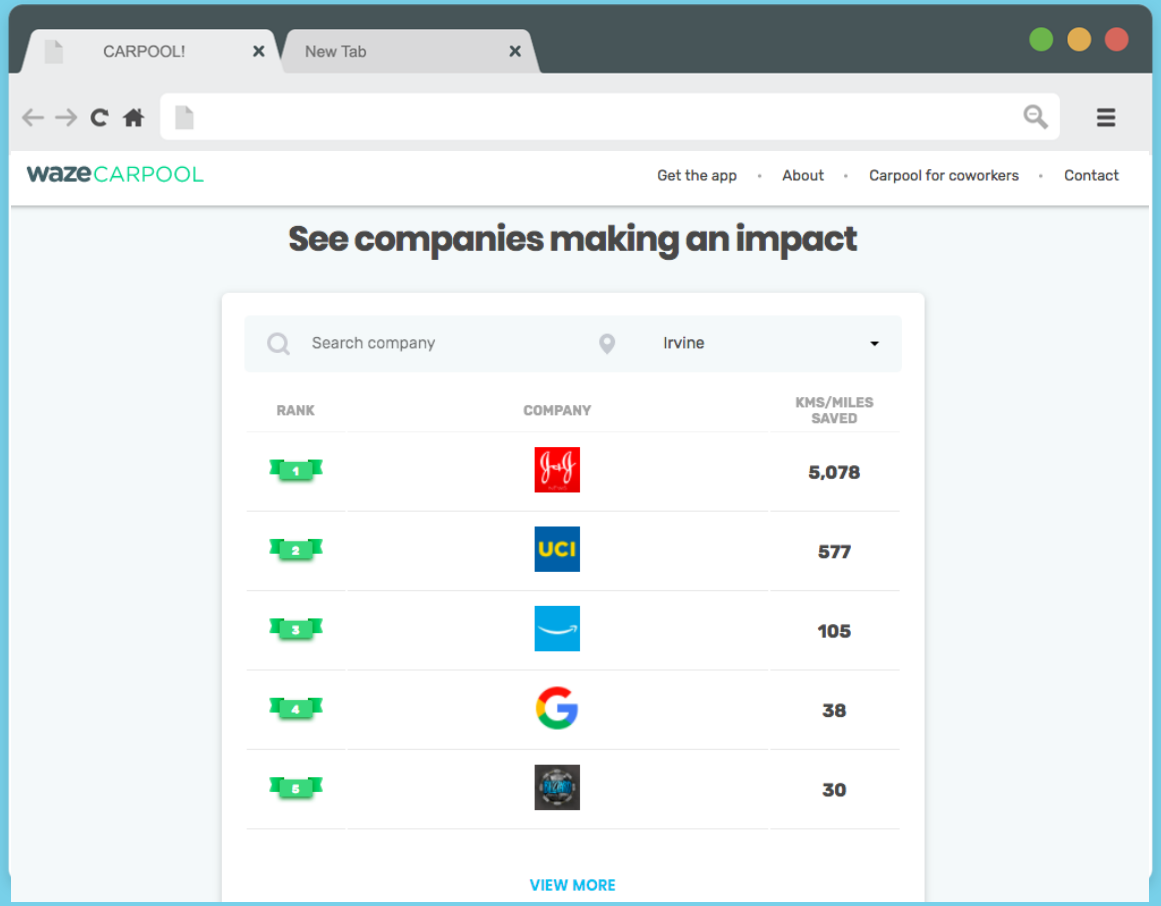
Remove cars from the road

Move easily between the rider and driver apps



Website
Tools

Employer Leaderboard



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

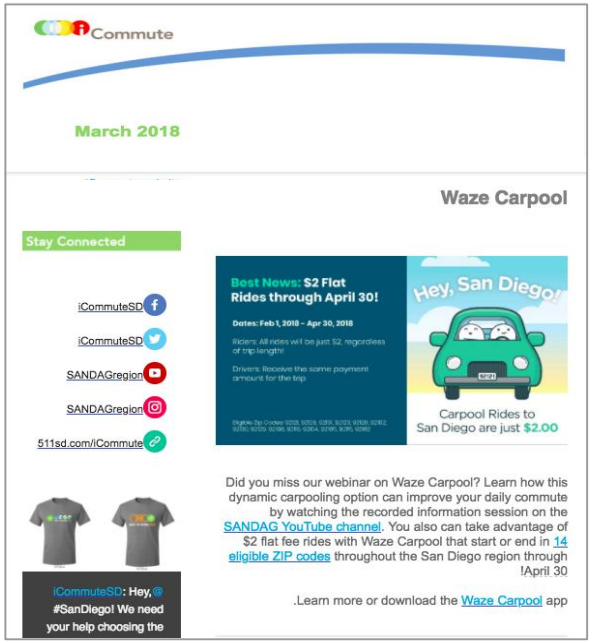
2 Employers- Strategic regional partners

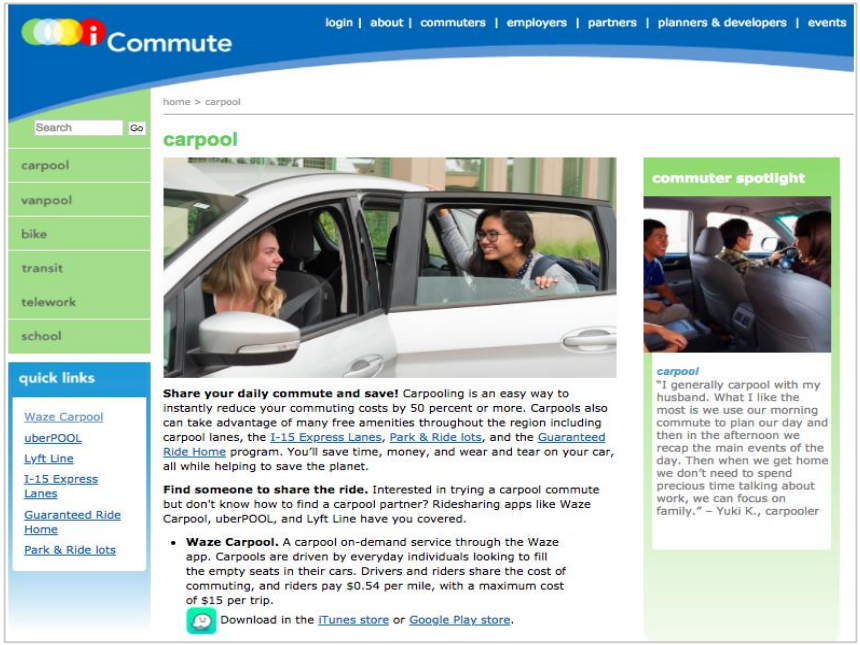
3 Innovation- Optimizing mobility for all

SANDAG iCommute wazeCARPOOL

Commuters- Outreach Channels

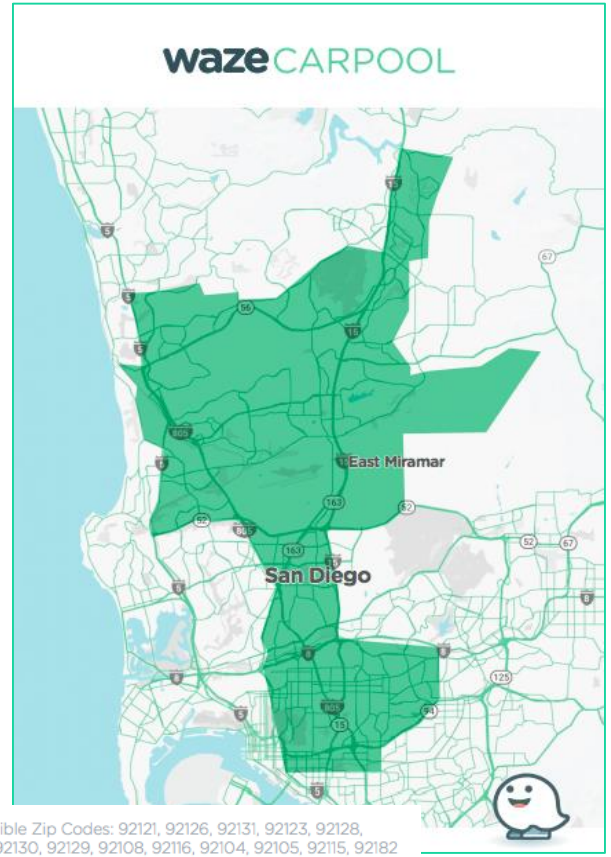
Transit Newsletters, RideShare Information Website





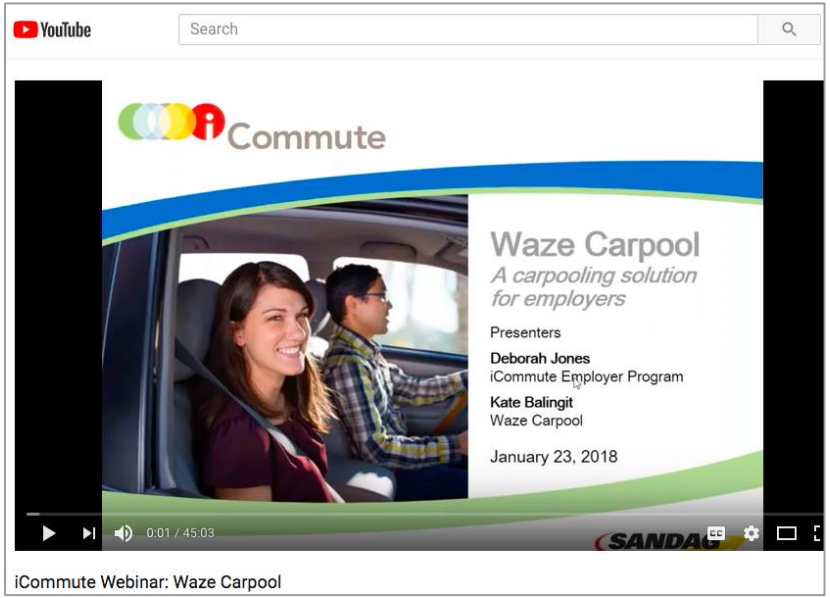
Commuters- City Wide Promotion Program

$2 Flat Rides to Most Popular Zip Codes



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



iCommute Webinar: Waze Carpool

Employer Subsidies // Waze Funded at 1 Employer

Testing One Month of Free Rides with Sony San Diego

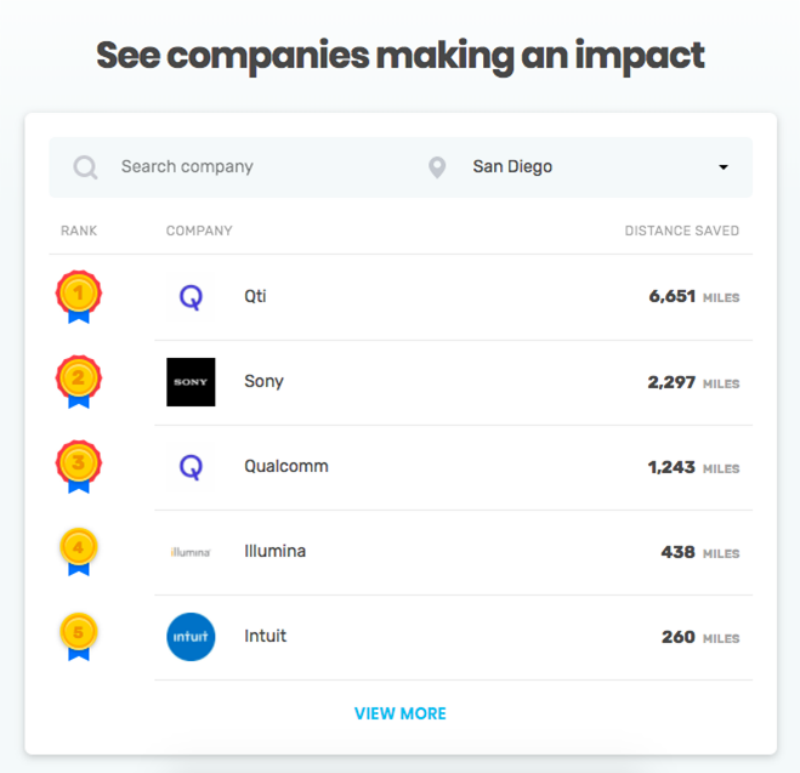
SONY

2

Completed Rides
Jan 2018

65

Completed Rides
Feb 2018



Employer Subsidies // SANDAG Funded across county

90-Day Subsidy Program launching May 1, 2018

Ride

10

Free Rides from SANDAG*

*Includes 1st ride free from Waze

Drive

$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..,	To Vanpool…,	To a Data-Driven Future
Bringing Waze Carpool to Employers & Commuters together	Testing Waze Carpool to fill empty Vanpool Seats along strategic routes	Comprehensive data-sharing strategy to optimize transit

Drive

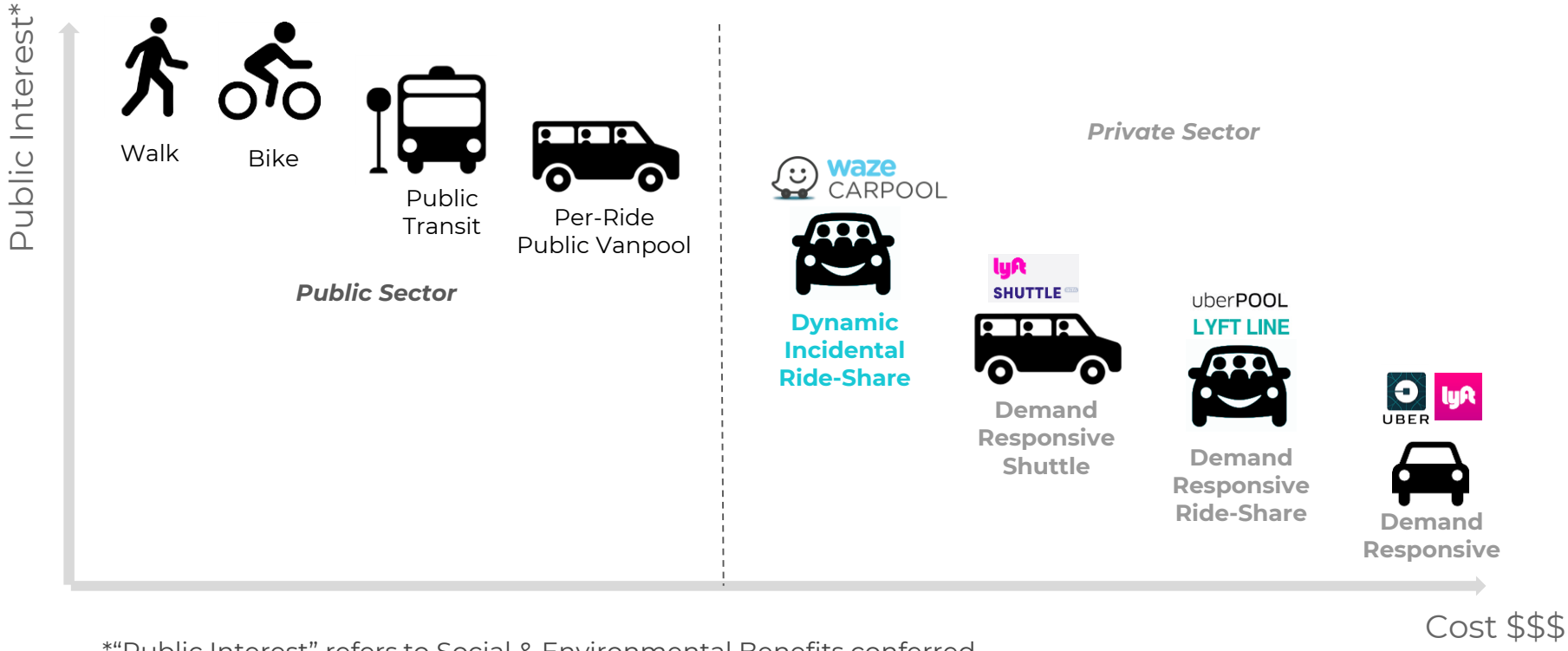
Ride

CONNECTED CITIZENS

by waze

“Mobility as a Service” Stack

Prioritizing transit modes based on Public Interest and Cost of service



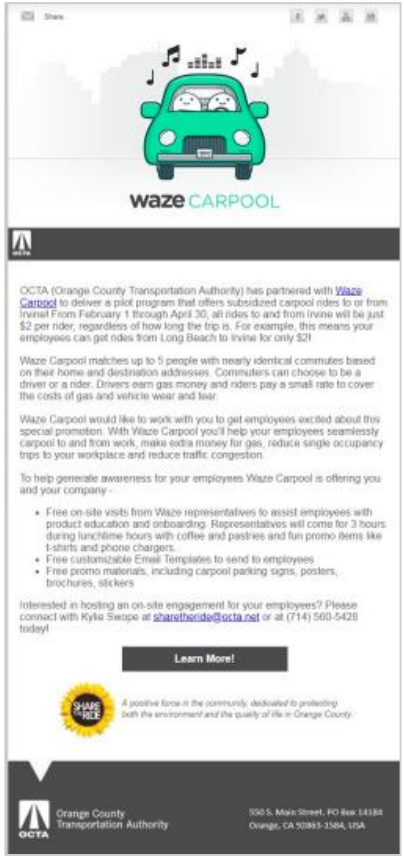
*“Public Interest” refers to Social & Environmental Benefits conferred

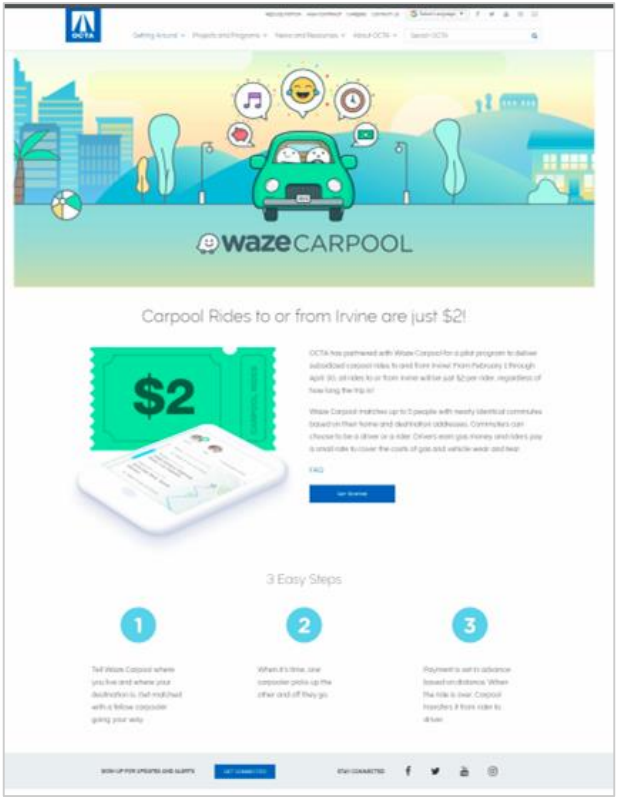
Source: Matute, Juan (2017). Personal Communication via email on 8/30/17.

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

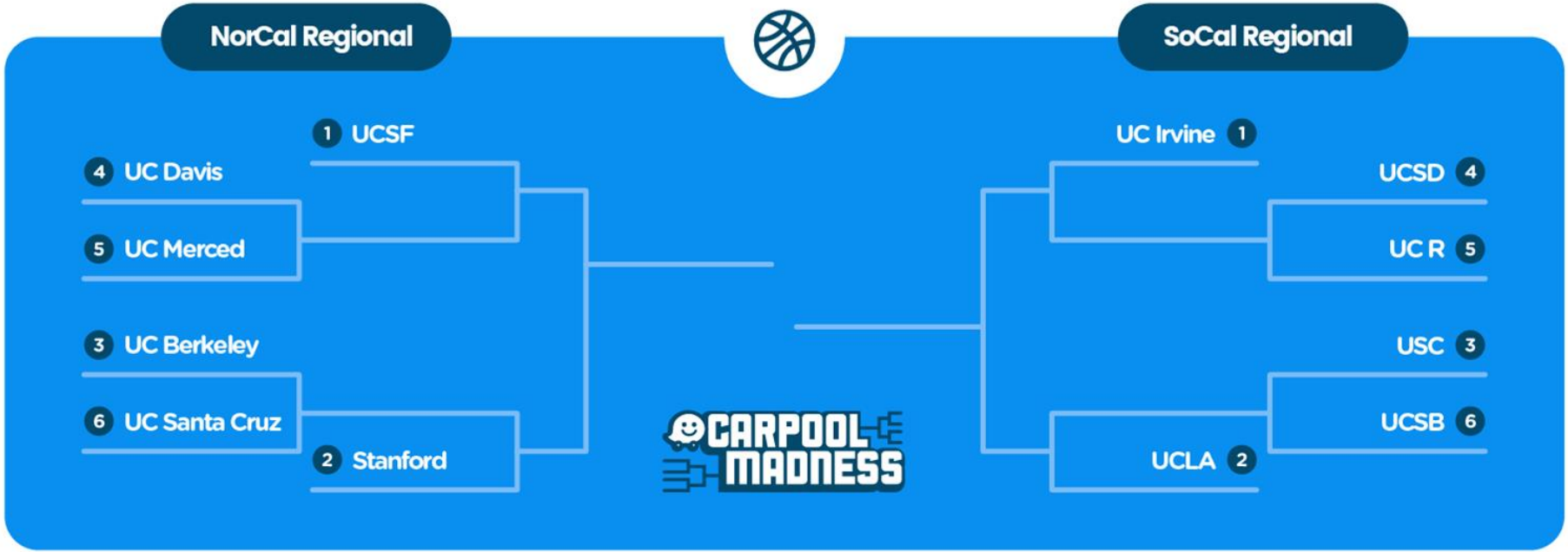
From Comms...

ORANGE COUNTY
On the move
A blog on OCTA transportation news & events
Bus
Metrolink
Share
Freeways & Streets
About
Share
Rideshare to Irvine for Only $2 with New, Improved Waze Carpool
sections
Bus
Metrolink
Share
Freeways & Streets
About
recent posts
waze CARPOOL
IT'S MODERN DAY SLAVERY. MAKE A DIFFERENCE.
BE THE ONE! BT1 TO HELP OUT
BRAVO!
Orange County Transportation Authority


Share
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 connect with Kylia Swope at sharethride@octa.net or at (714) 560-5428 today!
Learn More!
A positive force in the community, dedicated to protecting both the environment and the quality of life in Orange County.
Orange County Transportation Authority
550 S. Main Street, PO Box 14184
Orange, CA 92863-1584, USA


waze CARPOOL
Carpool Rides to or from Irvine are just $2!
$2
3 Easy Steps
1
2
3

...to Custom Contests!



Schools are seeded based on number of miles carpooled.

waze