

The Waze Connected Citizens Program is a free, two-way data exchange empowering municipalities to harness real-time driver insights to improve congestion and make better informed planning decisions. Launched in October 2014 with 10 partners, the program has expanded to more than 80 partners including city, state and country government agencies, nonprofits and first responders.

WAZE provides real-time, anonymous, proprietary incident and slow-down information directly from the source: drivers themselves PARTNERS provide real-time and advance information on governmentreported construction, crash and road closure data







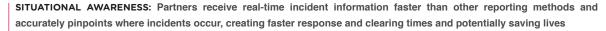




BENEFITS



The Waze map evolves with every driver and data point added. Connected Citizens yields more data, giving Wazers a greater ability to circumvent road closures and traffic jams.





TWO-WAY DRIVER COMMUNICATION: Partners leverage Waze as a two-way communication channel: Partners use Waze to inform drivers of major traffic events and drivers communicate back real-time road insights through the app

INFRASTRUCTURE PLANNING: Insights into locations with frequent congestion or hazards yields smarter urban planning

BRIDGING CONNECTIONS WITH OTHER PARTNERS: Waze gathers partners via in-person summits and an online forum to discuss case studies and exchange ideas to further impact communities globally

STREAMLINING DATA INPUTS: Partners can utilize data standards designed by Waze for closure and incident reporting to reduce data fragmentation and promote transport and government data aggregation.

REAL-LIFE CONNECTED CITIZENS DATA EXCHANGE CASES

Analyzed traffic and incident data from Waze to identify neighborhoods that experience the most congestion on election days (FIG. 1).



Rio later used this analysis during a secondary election to test transit management personnel staffing within neighborhood. The right image shows a decrease in reported heavy congestion (dark red) as a result of this test.



Used Waze-detected traffic jams to determine and measure the impact of signal timing adjustments within the Seaport District.

Analysis indicated an average 18% month-over-month reduction in congestion at key intersections of Seaport Blvd. and Atlantic Ave (FIG. 2).



