



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 government-reported construction, crash and road closure data



### BENEFITS



#### TO WAZERS

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.



#### TO PARTNERS

**SITUATIONAL AWARENESS:** Partners receive real-time incident information faster than other reporting methods and accurately pinpoints where incidents occur, creating faster response and clearing times and potentially saving lives

**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



#### RIO DE JANEIRO (COR)

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.



#### CITY OF BOSTON

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).

