



9605 NE 24th Street • Clyde Hill, Washington 98004
425-453-7800 • Fax: 425-462-1936 • www.clydehill.org

TO: Traffic Subcommittee Members

FROM: John Greenwood

DATE: April 19, 2017

RE: WAZE/Google Maps Outreach

BACKGROUND.

Early in the process of developing the Communications Plan for the Traffic Management and Traffic Safety Program, the Traffic Subcommittee recognized the need to perform outreach with the WAZE and Google Maps application engineers. The purpose of this communication is to inform these companies of the changes to Clyde Hill's traffic system so that they could reflect these changes in their programs, thereby assisting with the alteration of driving behaviors (cutting through Clyde Hill).

In preparation for this outreach, City staff spoke with traffic engineers at the City of Fremont, CA, a city that was experiencing similar traffic issues and implementing program responses similar to our own (e.g. reaching out to WAZE and Google Maps). Fremont staff were kind enough to explain their own experience with reaching out to WAZE and Google Maps. While proving effective at helping to mitigate their traffic issues, Fremont staff also emphasized the need to establish outreach efforts in advance as it took a significant amount of time for these companies to process changes in their traffic system (Google Maps in particular).

Armed with this new information and with the installation of the City's speed radar signs scheduled to occur in the next month, City staff believes it is now appropriate to reach out to WAZE and Google Maps, establish a communication channel/partnership and prepare to inform them of changes to our system as they occur. This will, in turn, facilitate increased responsivity of the traffic apps to any such changes as well as the change in driving behaviors and statistics that are likely to follow.

SUBCOMMITTEE'S DECISION.

Direct City staff to perform outreach with WAZE and Google Maps.