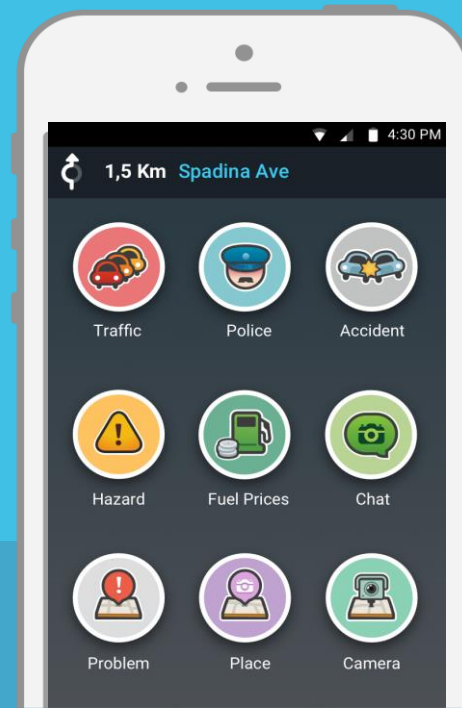
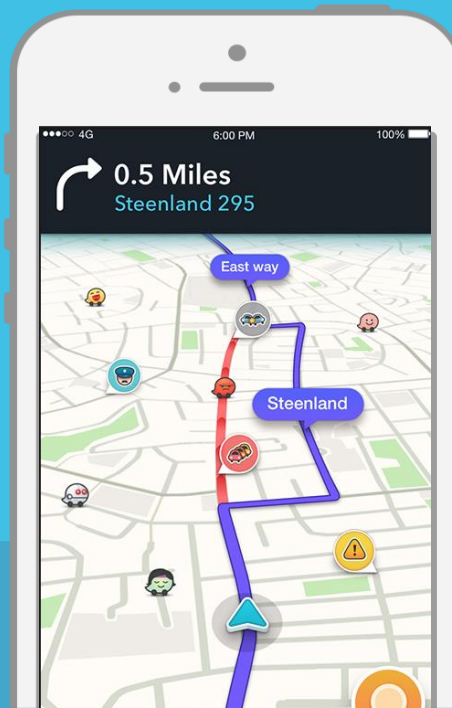
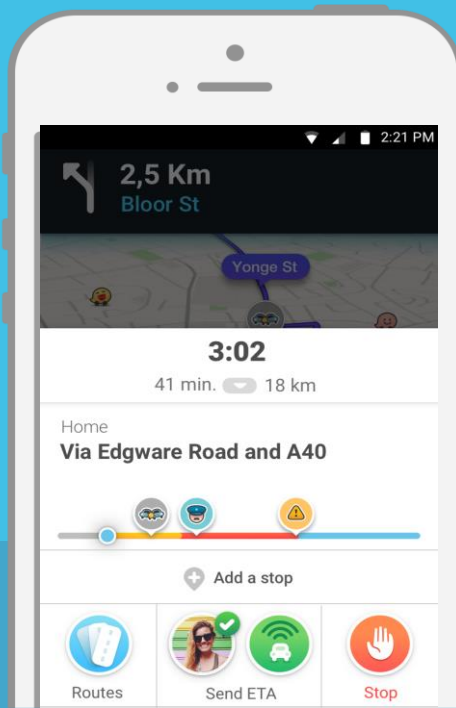




Connecting Cities and Citizens to Improve Urban Mobility

Adam Fried : Global Partnerships, Waze

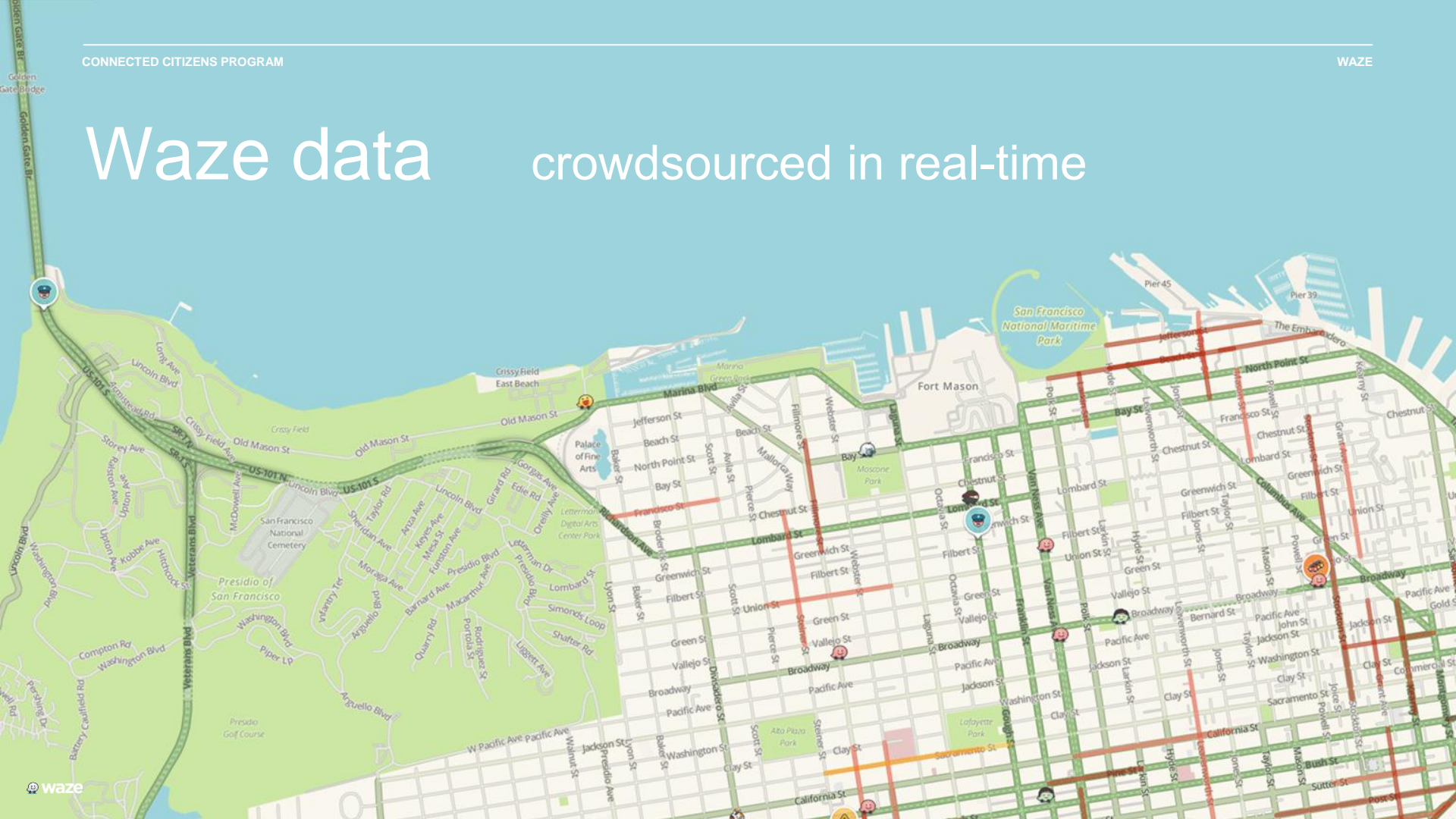
World's largest community of drivers



WAZE MISSION: Outsmarting Traffic, Together



Waze data crowdsourced in real-time



NEW WAZE MISSION: ~~Outsmarting~~ Ending Traffic, Altogether



Free, Two-way Data Exchange

Waze

Anonymous, real-time, Wazer-generated incident and slow-down information

Municipal Partners

Real-time road closures, construction, major traffic events and incidents





4000 PARTNERS

Partner organizations



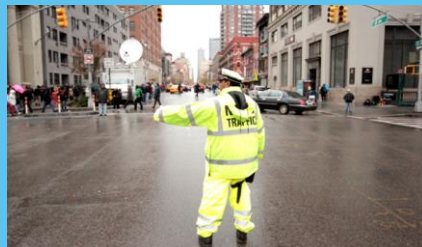
Departments of Transportation



Emergency response



Tollway Authorities



Police Departments



Transit Agencies



Share Data with Waze

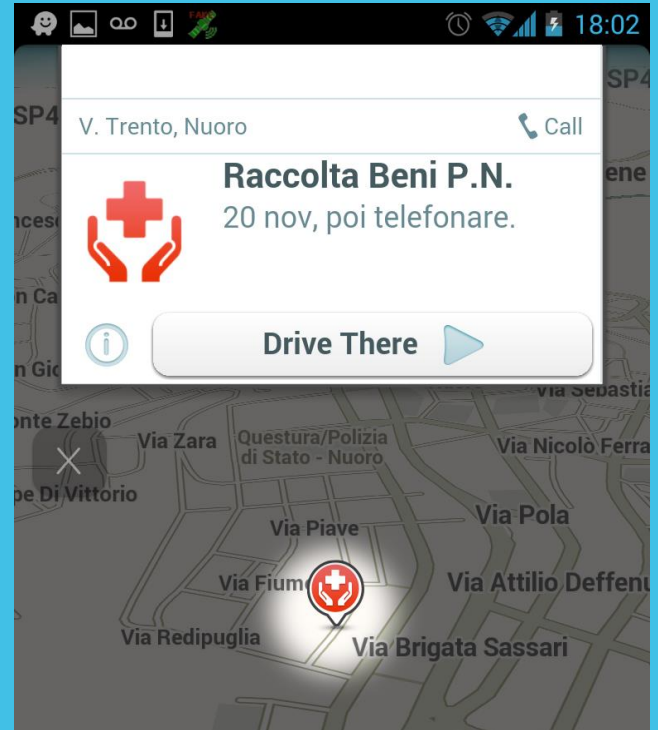
GOVERNMENT DATA:

Content

Closures



Incidents



Partner data formats

How to share

Waze can handle several formats:

- Live feed API (JSON, XML or KML)
- Waze.com Road Closure Tool
- Partner Google Form
- Emails to **Closures@google.com**

Or any combination of these formats

Data format standard

CIFS V2.0

A standard data format across all partners:

- Live feed
- Closure and Incidents
- Includes feed syntax and element definitions

**Standard across Waze & Google
Maps**

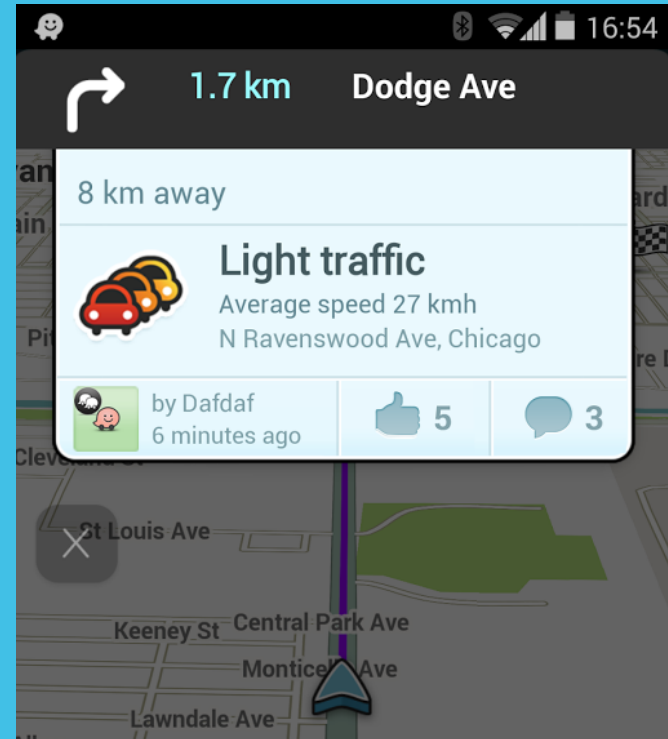


Getting Waze data

Waze data

Content

1. **User-reported incidents:** Accidents, traffic jams, hazards, construction, potholes, roadkill, stopped vehicles, objects on road, missing signs
1. **System-generated traffic jams:** identified by analyzing user GPS signals



Partner data formats

How to receive Waze data

- Live feed API (JSON, XML)
- Traffic View Tool web interface
- Email alerts

Or any combination of these formats

Data format standard

Waze Traffic Data Spec

A standard data format across all partners:

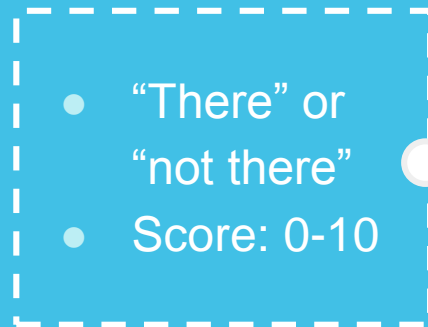
- Live feed
- User-reported incidents and traffic jams
- Includes feed syntax and element definitions

Standard across Waze & private partners

Confidence & Reliability Score



Confidence



Reliability





Program impact



Jakarta, Indonesia

2M
Commuters
per day

Jakarta, Indonesia

\$15B

**Congestion costs
each year**

Jakarta, Indonesia

19%
Reduction in
travel time

Rio de Janeiro, Brazil

6.3M

People

1M

Olympic
visitors

Rio de Janeiro, Brazil

3
New
highways built

Rio de Janeiro, Brazil

27%
Decrease in
congestion



Emergency response

63%

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

Emergency response

30k

**crashes reported on Waze
in the U.S. per day**

Emergency response

70%

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

Emergency response

4+ mins

reduction in emergency
response time

An aerial, top-down view of a city intersection. The image shows a multi-lane road with several cars in motion. To the left, there is a large parking lot filled with cars. In the upper left, a building with a flat roof is visible, with some snow on the ground nearby. To the right, a tall, modern skyscraper with a grid-like facade rises. The overall scene is a dense urban environment. The text "City as a lab." is centered in the middle of the image in a white, sans-serif font.

City as a lab.

Thank You

afried@google.com