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
Reach over 1 billion people!

40% of top global cities

50% of U.S. Depts of Transportation
Partner organizations

Departments of Transportation

Emergency response

Tollway Authorities

Police Departments

Transit Agencies
Share Data with Waze
GOVERNMENT DATA:

Content

Closures
- SPORTS
- CONSTRUCTION
- HOLIDAY/FESTIVAL
- VIP VISIT

Incidents
- CRISIS/NATURAL DISASTERS
- EXTREME WEATHER CONDITIONS
- PROTESTS
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
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
- “There” or “not there”
- Score: 0-10

Reliability
- User exp. level
- Score: 0-10
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
3
New highways built

Rio de Janeiro, Brazil
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
City as a lab.
Thank You

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