



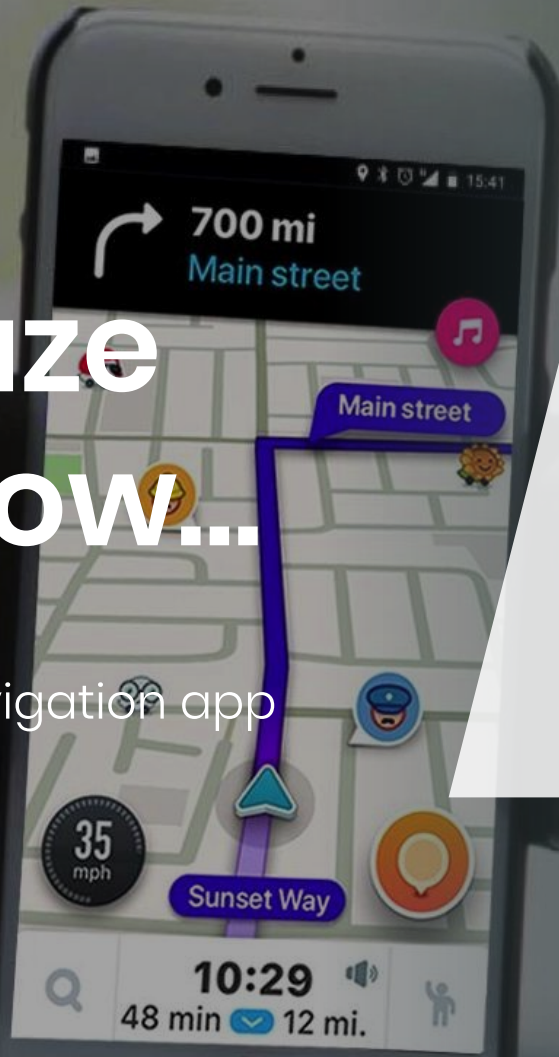
Waze Carpool

DC Area Market Learnings

Dani Simons
July 16, 2019

The Waze You Know...

The world's largest,
crowdsourced navigation app



120M

Monthly
Active Users

25B KM

Driven/Month

185

Countries

Completely
free

A woman with a large, curly afro hairstyle is driving a car, smiling. She is wearing a denim vest over a white top. A passenger is visible in the back seat, also smiling. The car is a convertible, and the background shows a green landscape.

The Waze You Will Know...

A mobility platform that helps people move more freely in the communities where they live & work.

60M

User Reports
Per Month

500K

Map Editor
Volunteers

What Makes Waze Unique

We bring together users, public sector organizations, private sector companies and community members to solve mobility challenges globally.



Why We Do It

We're all in this together. The best mobility solutions come from technology empowering people to work together.

Waze's Tools for Cities

We're all in this together, and we're happy to partner with cities to help them meet our shared goals. We have four programs that take some of the best of Waze and give it to cities—and are made stronger by city participation.



Data Sharing

Free, real-time data sharing to inform planning



Carpooling

Reduce CO2 emissions and congestion



Beacons

Improve safety in non-GPS environments



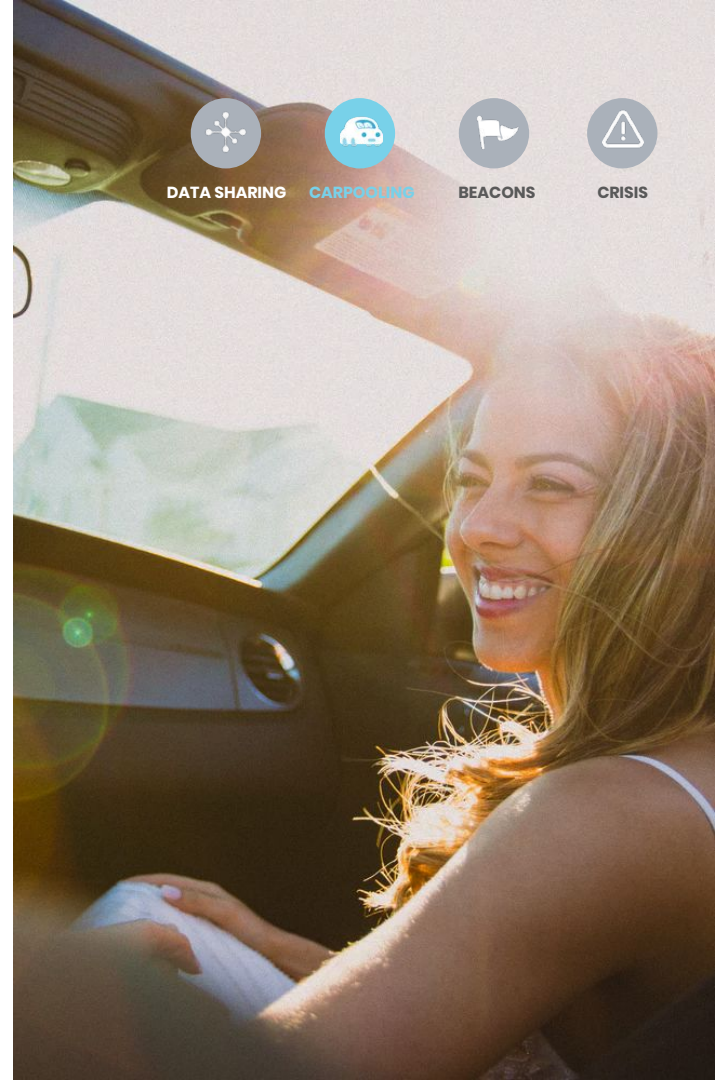
Crisis

Keep citizens safe and informed during incidents

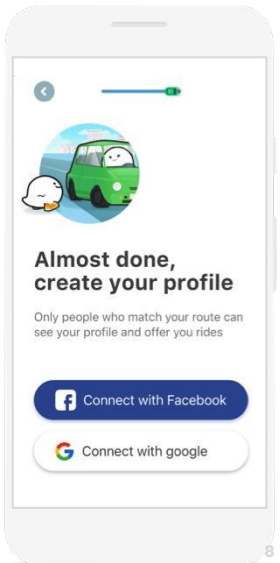
Waze Carpool

We're helping make peer-to-peer carpooling a reality in cities through our easy-to-use app, promoting:

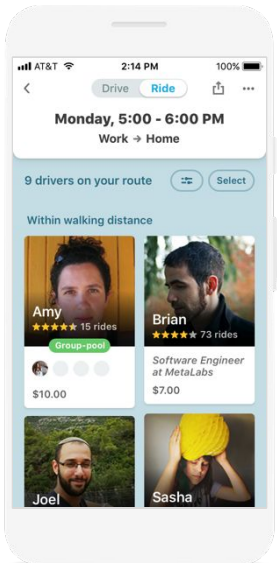
- **Reduced congestion & CO2 emissions**
- **Happier & more affordable commutes**
- **Greater mobility access for residents**



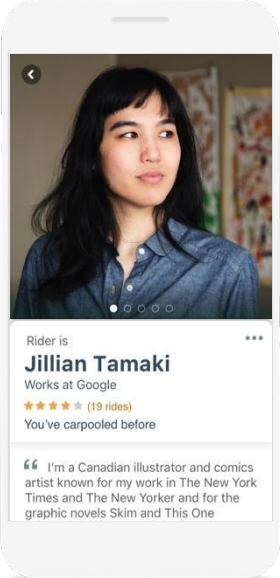
Waze Carpool makes sharing a trip easy, safe and fun



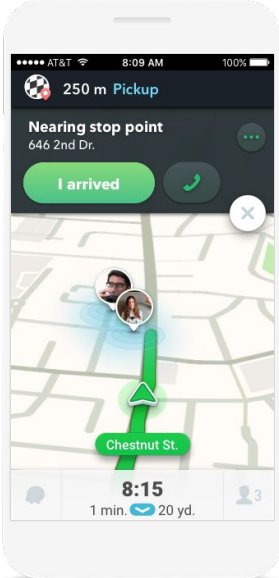
Easy onboarding with email, social profile or phone number



Algorithm automatically matches drives & riders on or near route

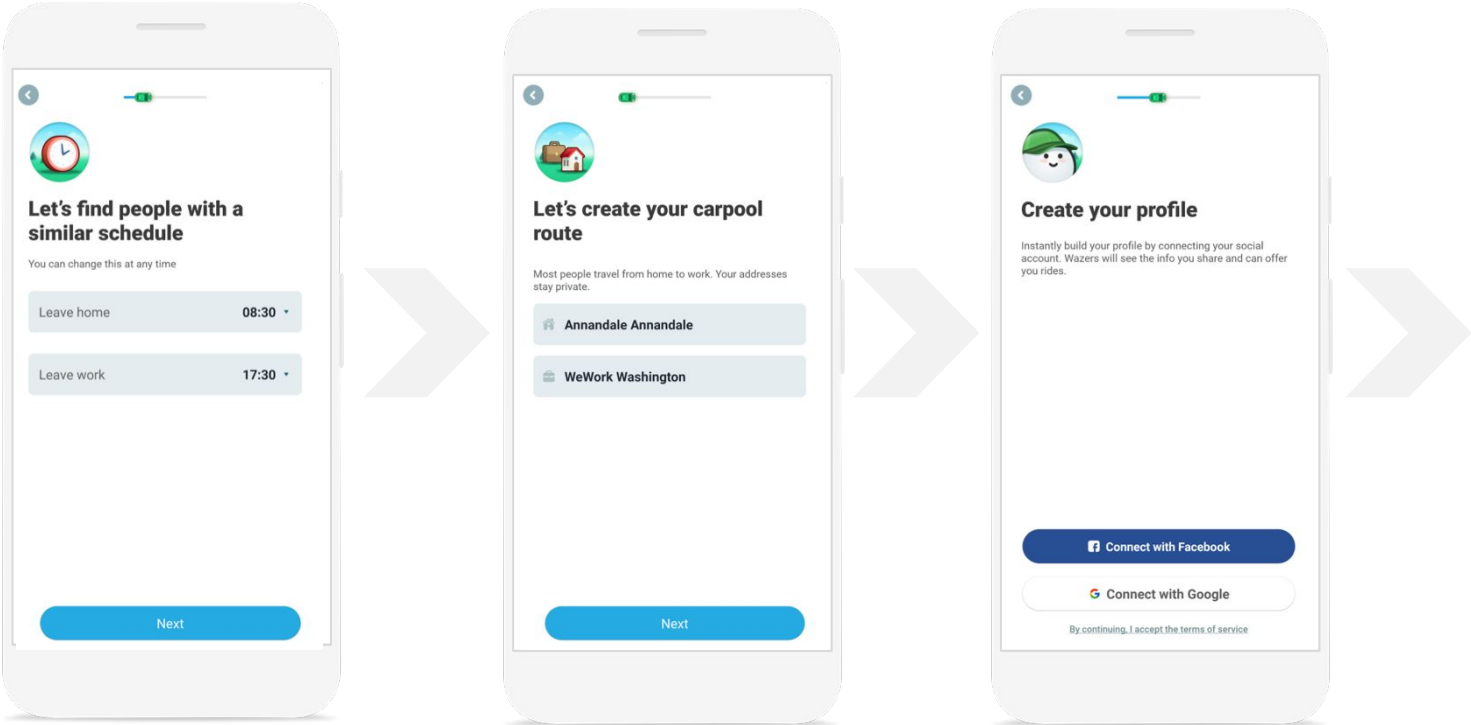


Safety first: get to know carpoolers, filter by same gender or coworkers only



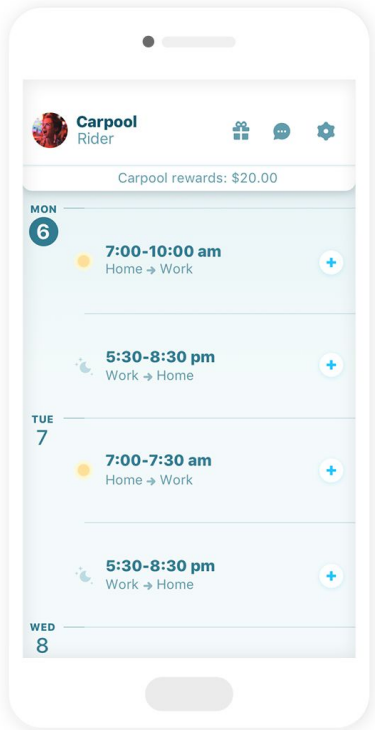
Most efficient route using Waze technology

Simple onboarding flow

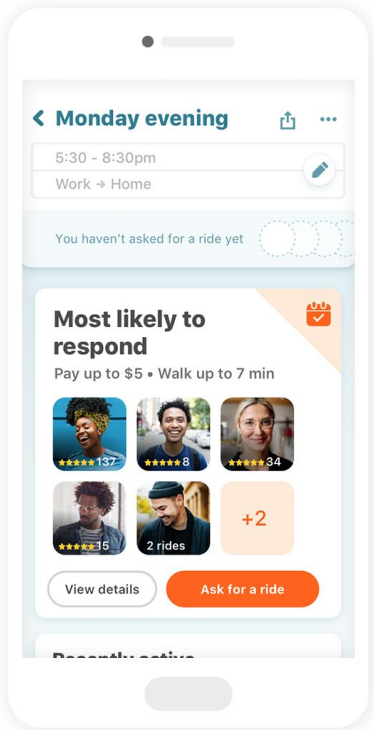


Schedule your rides for a day...or a week

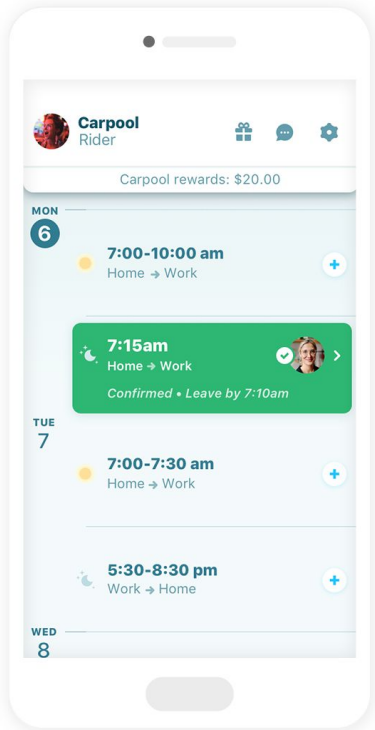
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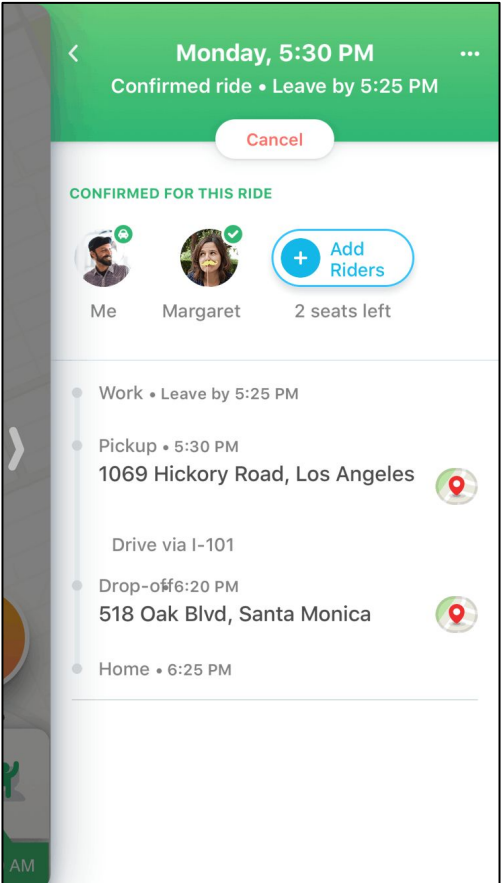
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3



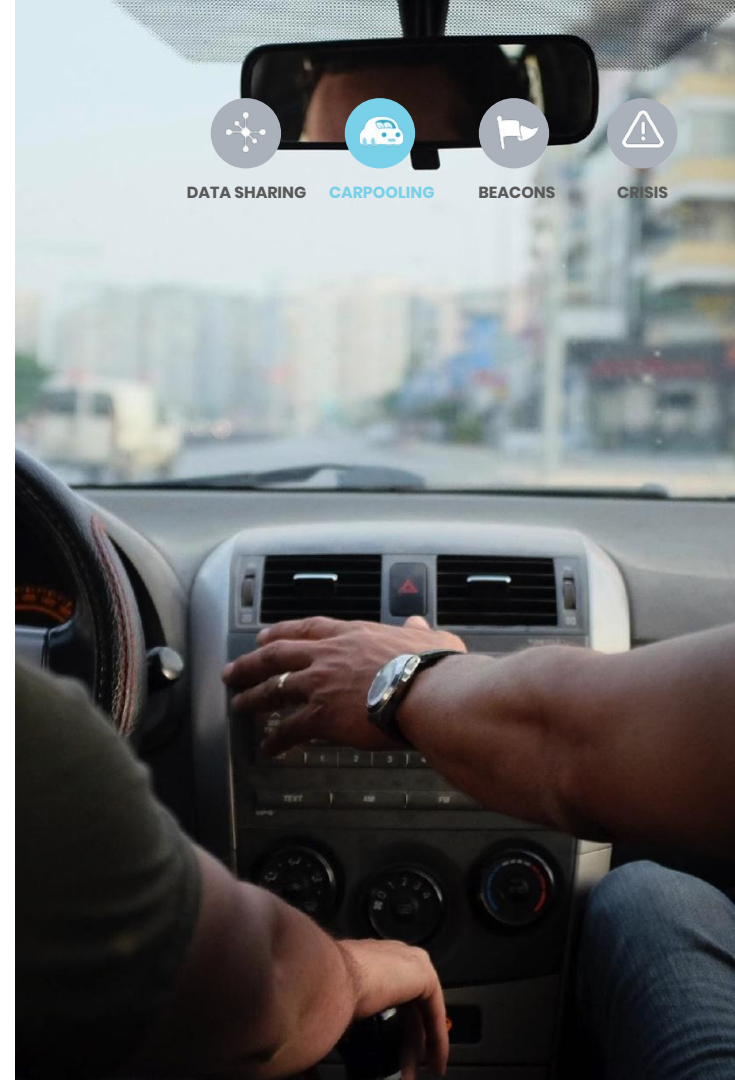
Pick up one or more passengers



Carpooling & Cities

Waze is helping public sector partners put the power of Carpool to work:

- No licensing fees for cities or employers
- No service fees for riders
- Waze data helps identify routes and neighborhoods likely to benefit from carpooling
- Turn-key marketing kit to promote carpooling to employees & area residents
- Ability to provide incentives to encourage trial and use until carpooling becomes habit
- Data to track progress



Carpooling In Action – Bay Area MTC



DATA SHARING



CARPOOLING



BEACONS



CRISIS

Goal:

Increase the use of carpooling to reduce congestion and meet environmental goals

Strategy:

MTC is promoting 5 free rides to Waze Carpoolers, among other special offers to encourage carpooling as a habit.

Results:

Carpooling increased 56% in the Bay Area (Jan–May 2019) thanks to MTC promotions and strong policies that encourage carpooling





ACME CORP

May 2019

Hello! Here's a snapshot of your organization's carpool data.



Check out how your stats compare to others in your city

Leaderboard



See the top carpoolers in your company

Company page

Happy carpooling - the Waze Carpool team



DATA SHARING



CARPPOOLING



BEACONS



CRISIS

Waze Carpool helps you track your TDM goals

Waze Carpool DC Campaign Recap

In April 2019, Waze began an integrated marketing campaign to boost Carpooling in the Washington D.C. metro area.

At the time, the market had relatively low Waze Carpool awareness and usage.

Key Metrics

April-June 2019

- Over 26,000 new Carpoolers onboarded
- Over 90,000 ride requests sent
- 173% increase in Carpool rides completed Q1 to Q2

Top routes for Carpooling:

- I-66
- Dulles Toll Road

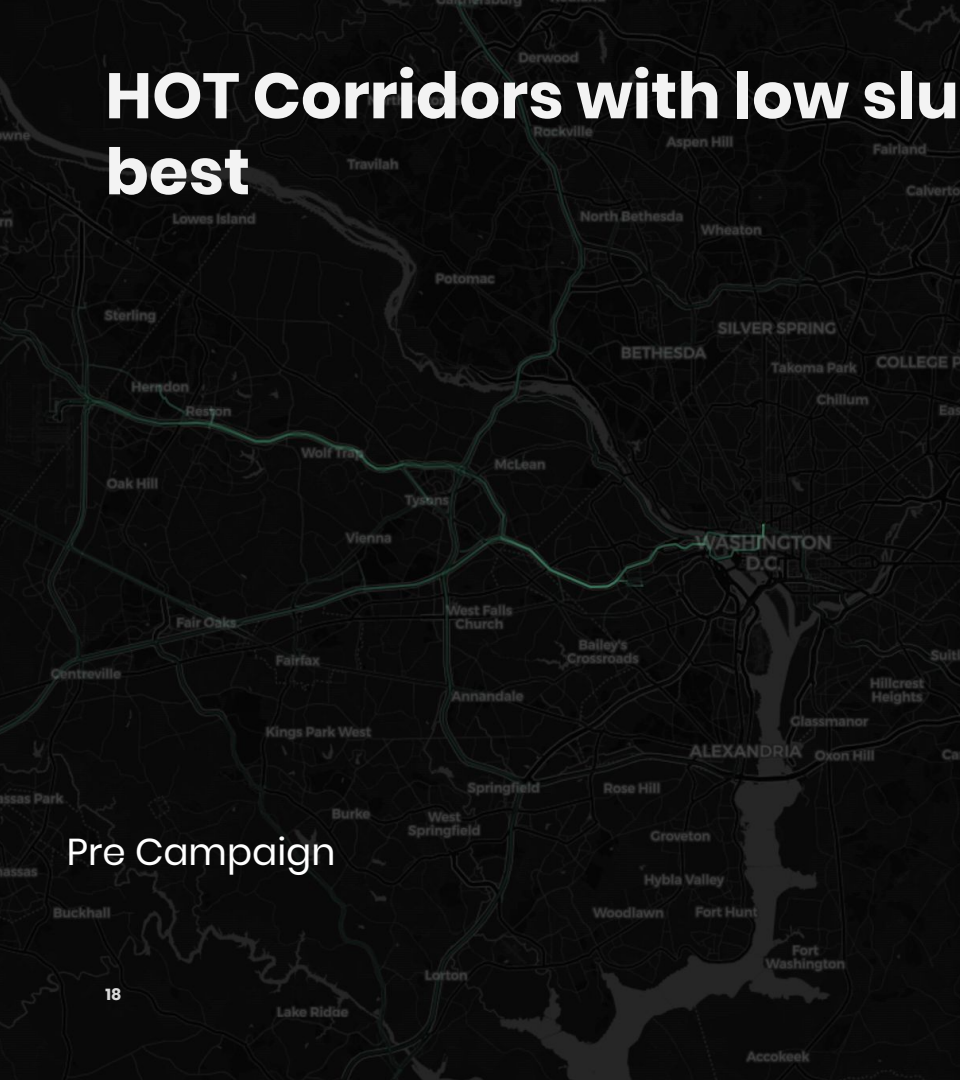
High-intent areas:

- I-95 Corridor
- I-395
- Alexandria

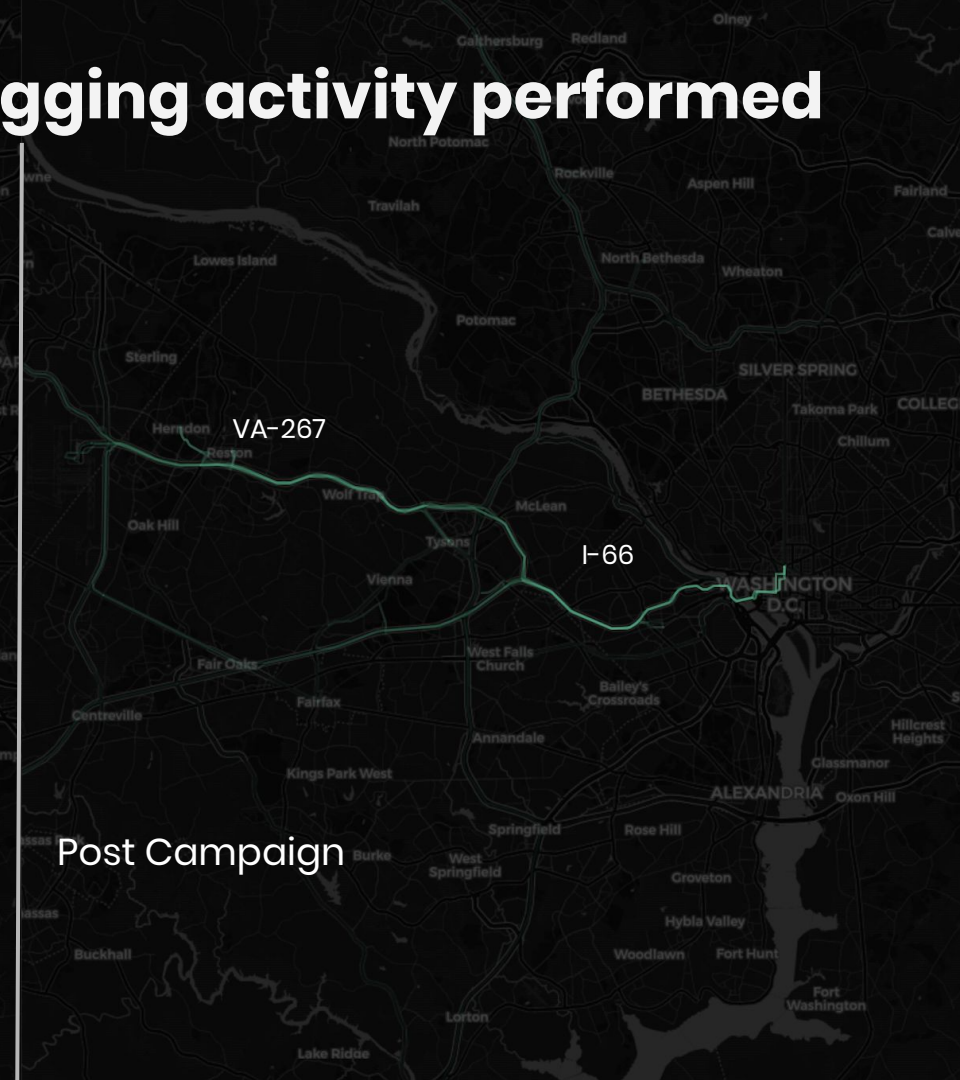
Context: Waze introduced Waze Carpool to the D.C. Metro Area starting in April 2019, these numbers reflect the initial results after the first 90 days of the marketing campaign

Key Learnings

HOT Corridors with low slugging activity performed best



Pre Campaign

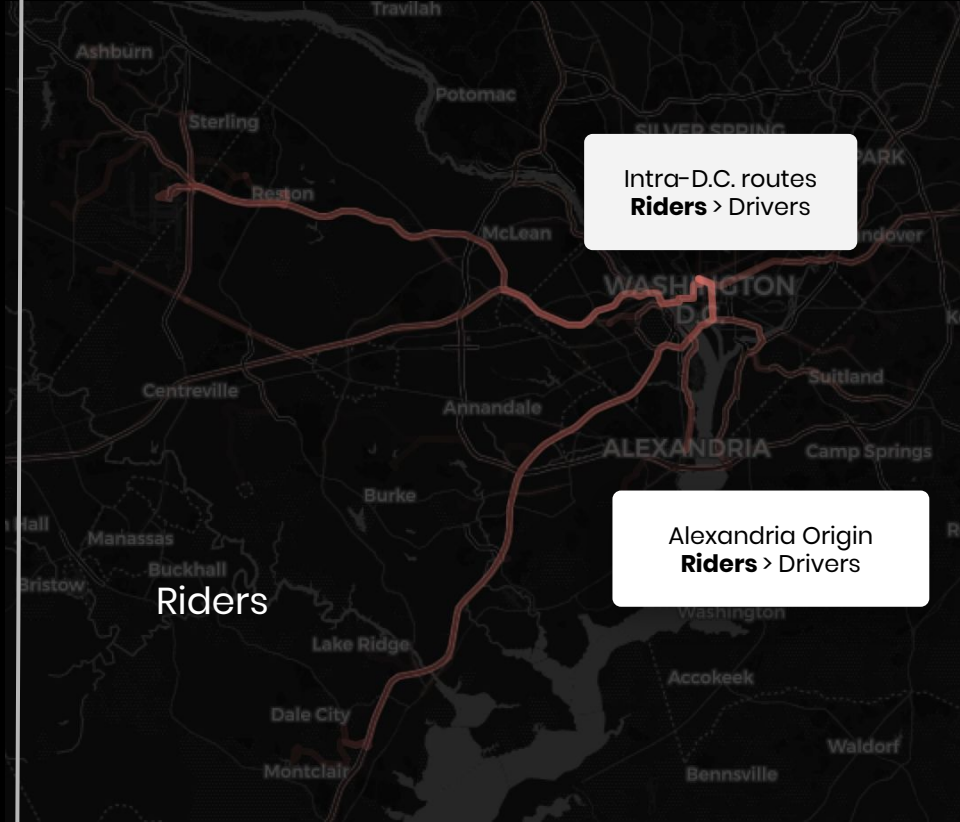
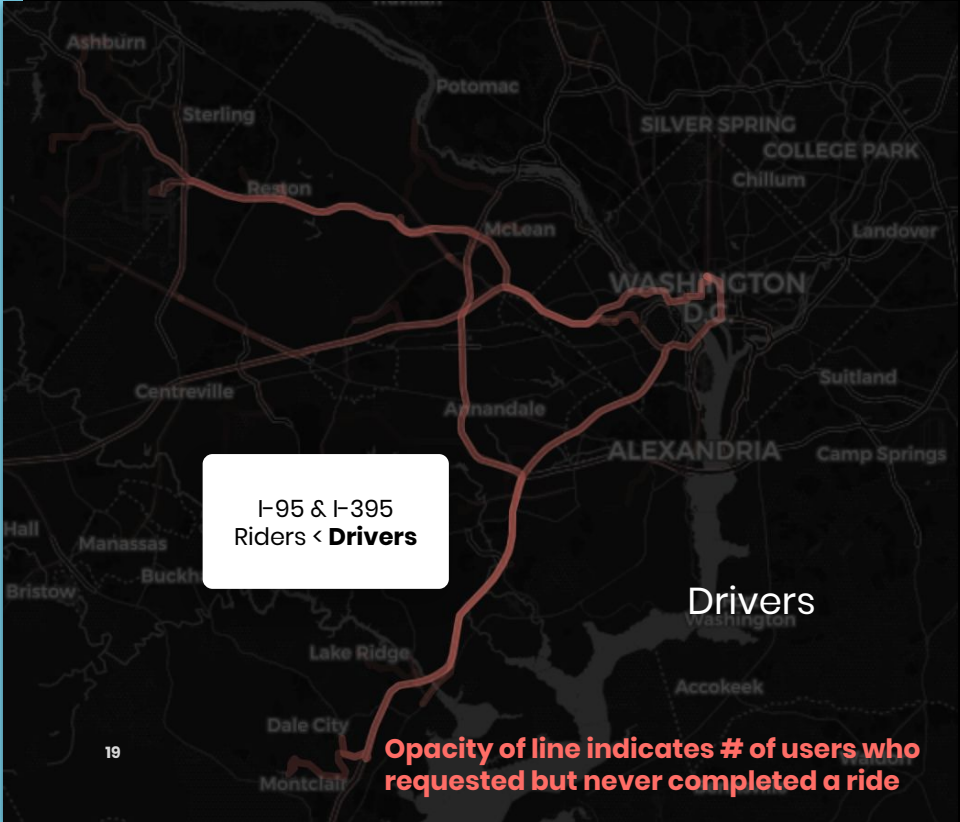


Post Campaign

VA-267

I-66

Several other areas showed high intent but imbalanced rider/driver ratios



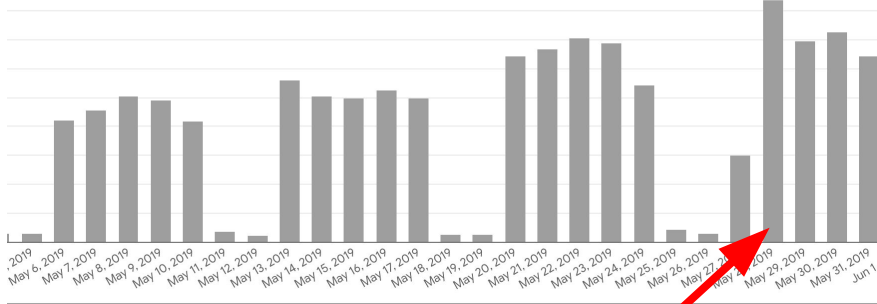
Opacity of line indicates # of users who requested but never completed a ride

Experiments to boost matching

Challenge: Imbalance in driver/ride ratio leading to frustrated would-be riders

Hypothesis: Drivers need a push to send more offers and complete rides, jumpstarting a more robust marketplace

DC Area Ride Requests May 2019



Platform reconstruction project begins

Experiment: If a Driver sends 3+ offers to rides they get at least \$5 & up to full value of ride they were offering. Test with subset of drivers in DC Area.

Prelim results: *Treatment group had more completed rides (17% increase), sent more requests (76% increase), boost in overall completed rides*

Next steps: Continue testing with a wider audience.

waze

Thank you!

Stay in touch!

danisimons@waze.com

203-980-8820

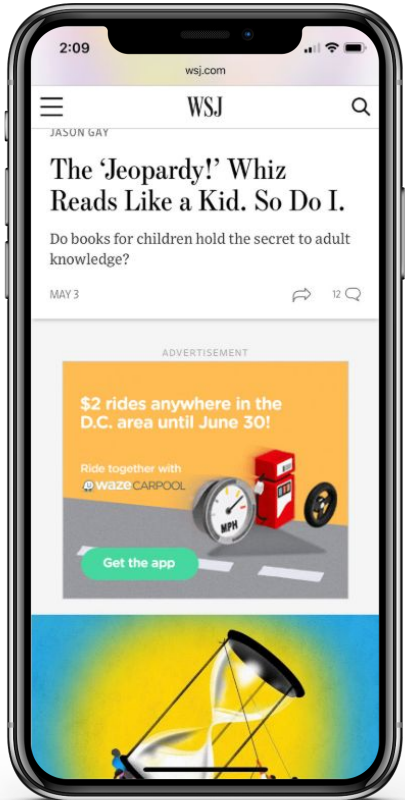
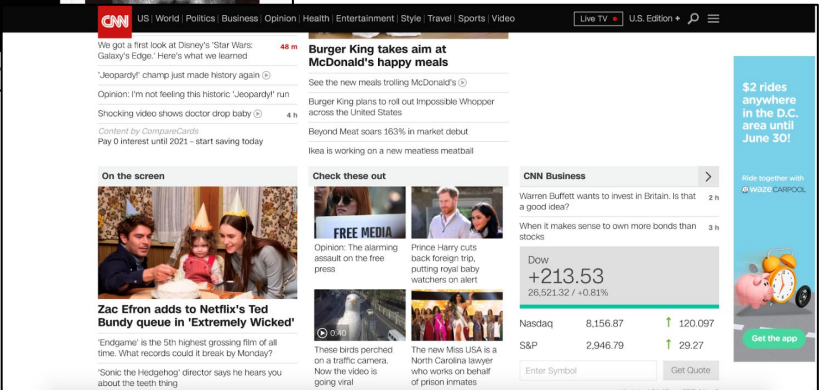
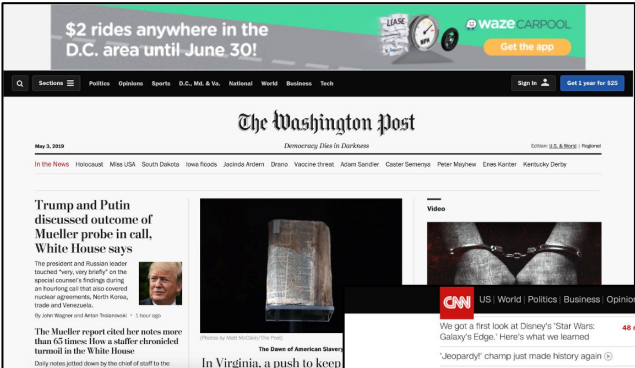
waze.com/wazeforcities

Sample Creative

Out of Home



Digital

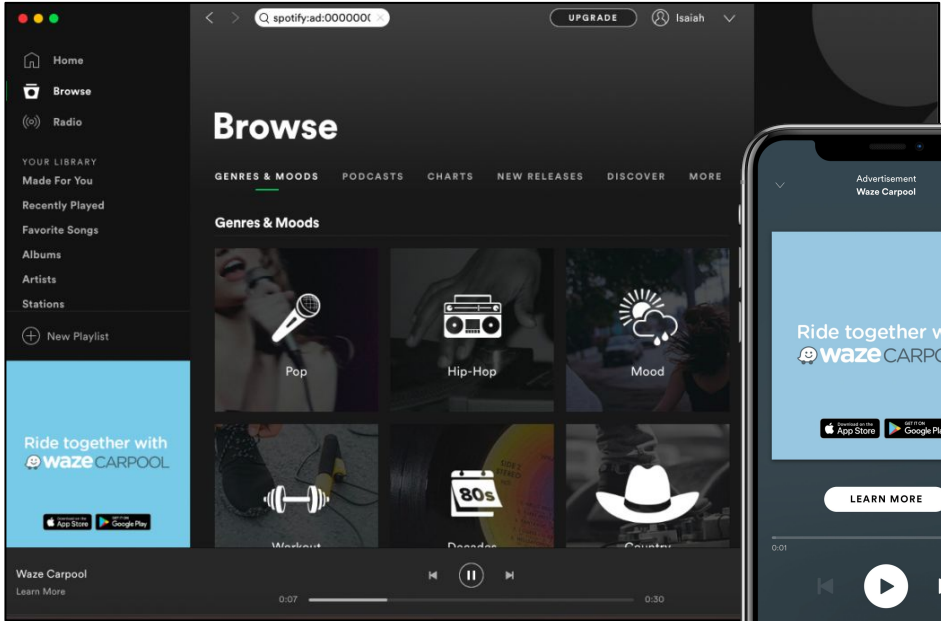


Radio: Traditional & Streaming Audio/Podcasts

English



Spanish



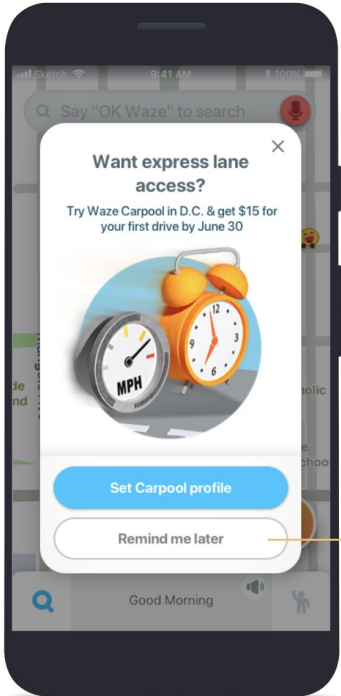
English



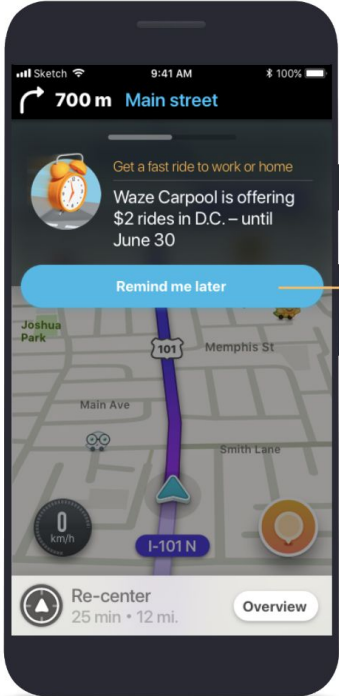
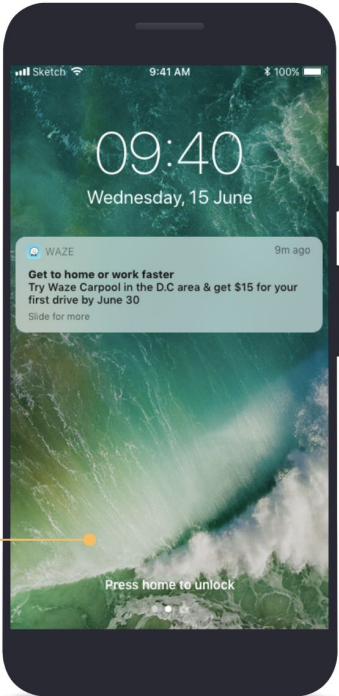
Spanish



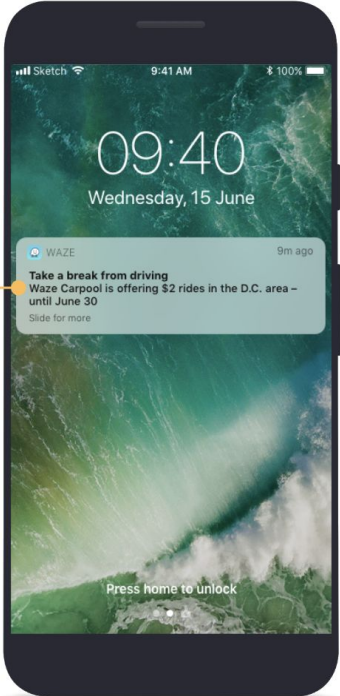
Waze-owned channels

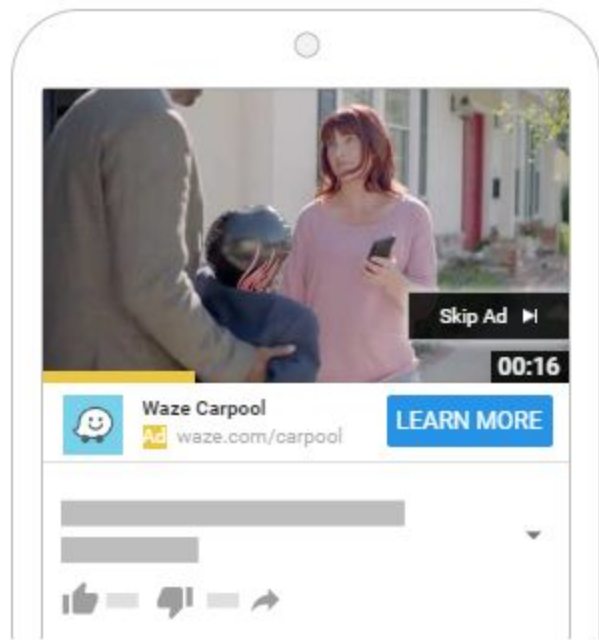


DRIVER



RIDER





Instagram

wazecarpool Sponsored

Riders take a car off the road.
Drivers may take the express lane.

Ride together with **waze**CARPOOL

[Install Now](#)

wazecarpool Enjoy \$2 rides anywhere in D.C. until June 30 ... more

The advertisement features a green background with white text. Below the text is an illustration of a car on a road, with a speedometer showing "MPH" and a crumpled paper sign that says "LEASE".

Waze (Default) Sponsored

You don't need imaginary friends to help you make it through rush hour traffic. Just try #WazeCarpool and see how easy it is to catch a ride or give a ride to work or home.

waze.com/carpool

Enjoy \$2 rides anywhere in D.C. until June 30

[LEARN MORE](#)

The video player shows a scene from the advertisement with a man, a woman, and a dog. The video is paused at 0:03 of a 0:15 duration. There are play, volume, and full-screen icons.

Like Comment Share

[Refresh preview](#) • [Report a problem with this preview](#)

waze