



The Waze for Cities Data program is a free, two-way data exchange empowering public sector decisions to achieve concrete community impact. Launched in October 2014 with 10 city partners, the program has expanded to nearly 1,000 partners including city, state, and country government agencies, academic institutions, and first responders.

**WAZE** provides real-time, anonymous, proprietary incident and slow-down information directly from drivers themselves.

**PARTNERS** provide real-time and advance information on construction, crash, and road closure data.



## BENEFITS



**TO WAZERS**

The Waze map evolves with every driver and data point added. The Waze for Cities Data program provides drivers with information about major traffic events directly from the government entities that are managing streets and highways.



**TO PARTNERS**

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

**TWO-WAY DRIVER COMMUNICATION:** 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.

**COMMUNITY:** Waze convenes partners online via an in-person events to share best practices and exchange ideas to improve mobility in communities around the globe.

**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.

## WAZE FOR CITIES DATA CASE STUDIES



**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 neighborhoods. The image to the right shows a decrease in reported heavy congestion (dark red) as a result of this test.



**CITY OF BOSTON**

Analyzed three months of Waze data to determine locations with the most double parked car reports (FIG. 2). Issued month-long test where the Bike Strike Team was dispatched to alleviate traffic conditions.

In one month, issued more than 240 move-alongs and 36 parking tickets. Test has led to additional mobility experimentation by the city.



# GETTING DATA FROM WAZE

## FEEDS



### TRAFFIC INCIDENTS INCLUDING:

Jams, crashes, hazards, construction, potholes, roadkill, stopped vehicles, objects on road, and missing signs

Reported by our community of mobile users



### SYSTEM-GENERATED TRAFFIC JAMS:

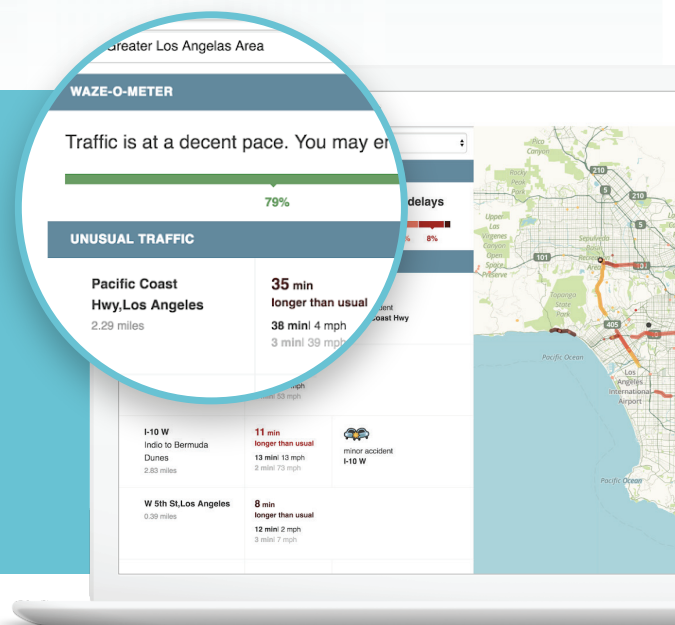
Location and speed data associated with slow downs below average speed for a particular segment for the time of day/day of week

Identified by analyzing anonymized user GPS signals in aggregate

## TOOLS

Waze's Traffic View tool provides you with a live map of traffic conditions in your area, lets you customize routes you want to track, and alerts you to unusual traffic conditions as they occur.

Waze's Email Alerts notify you directly of unusual traffic events including details and insights you can use to manage them.



# GIVING DATA TO WAZE

Waze asks that Waze for Cities Data partners share data about road closures (both planned and in real-time), traffic incidents (construction, crashes, etc), and major traffic events (e.g. marathons, parades, VIP visits, or disasters).

Waze can also accept unique data sets on:

- 1 Crisis centers
- 2 Dynamic speed limits
- 3 Business locations
- 4 Parking locations
- 5 Real-time snow plow/garbage truck feeds