Waze Carpool

an introduction

waze
CARPOOL
10110

Our Mission

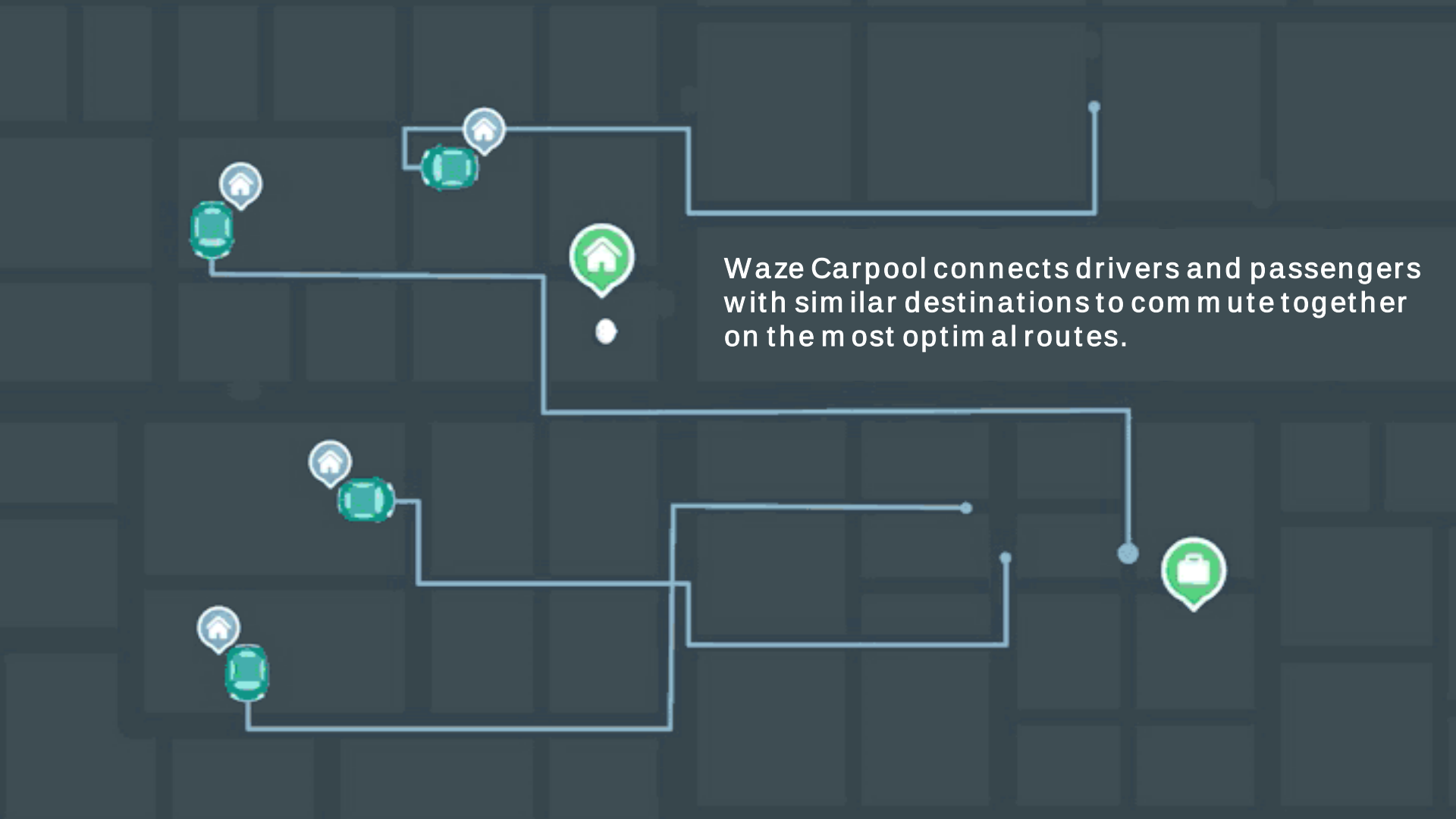
from:

outsmarting traffic together

to:

~~outsmarting~~ **ending traffic altogether**

Change the way people move with everyday acts of cooperation.


Waze Carpool connects drivers and passengers with similar destinations to commute together on the most optimal routes.

Road needed for 60 commuters

Waze Carpool is different from taxis or ride hailing services

Core Benefits

What's in it for Wazers

1. Trusted Community
2. Save time
3. Save money
4. Help the environment
5. End traffic, altogether

HOW CAN YOU HELP?

GOVERNMENT
PROMOTE THE BEHAVIOUR

COMPANIES
ENCOURAGE WORKFORCE

MOBILITY COMPANIES
PARTNER WITH US

USERS
JOIN CARPOOL

How does Waze Carpool work?

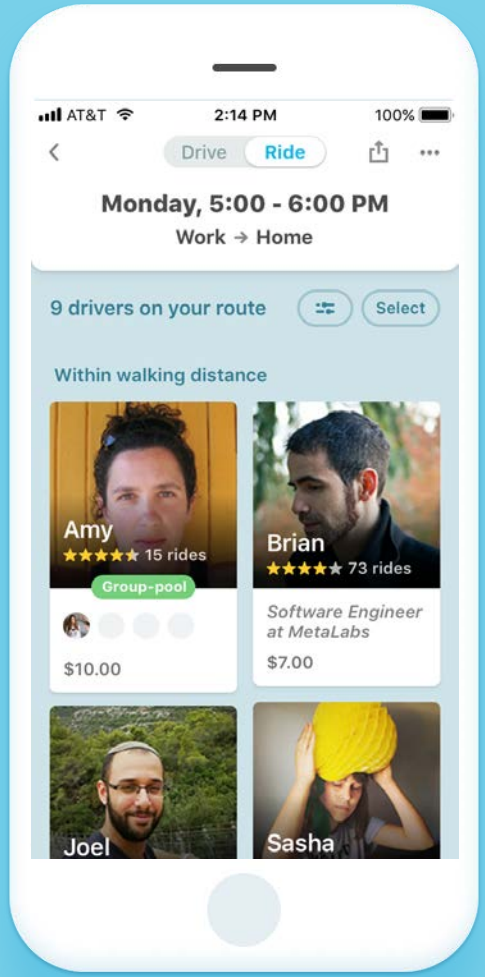
The list

Scroll through matches based on best fit for you

On route

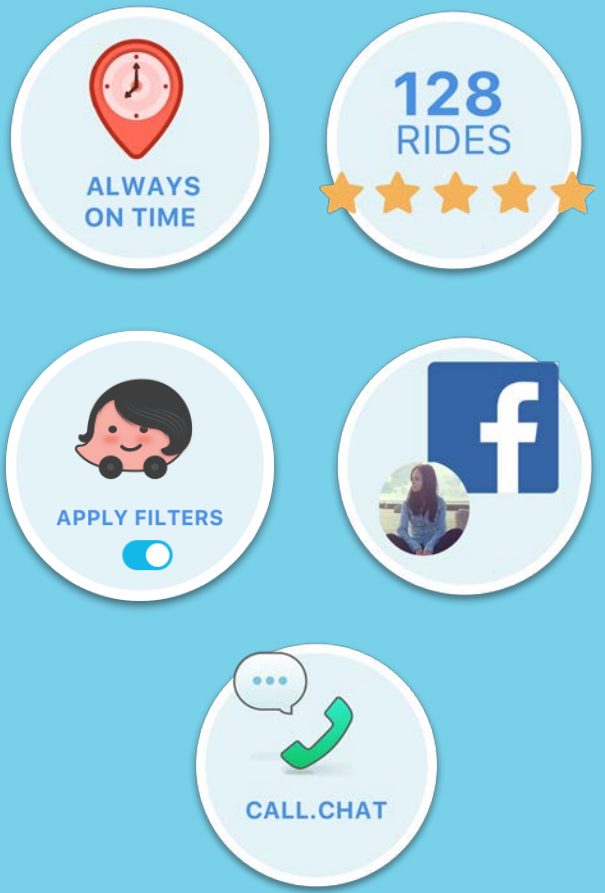
5-10 min extra

11-15 min extra



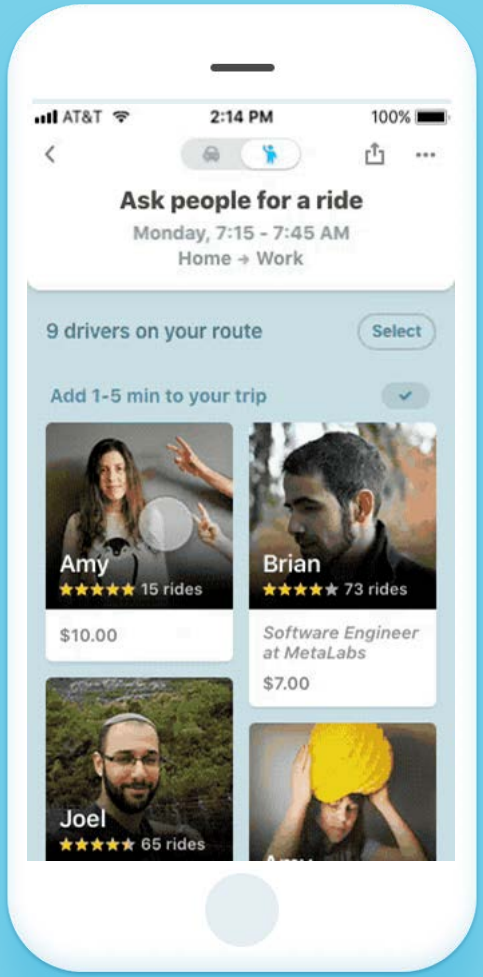
Designed for choice

You decide who joins your ride



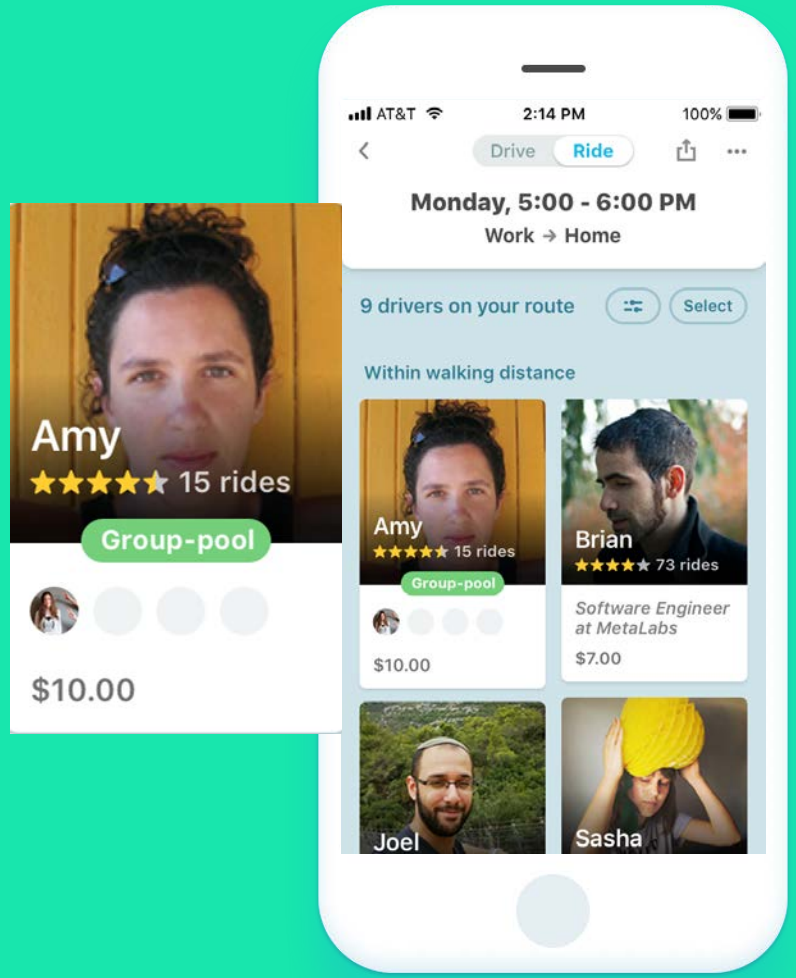
Your first ride

Choose one or more carpoolers and send an offer



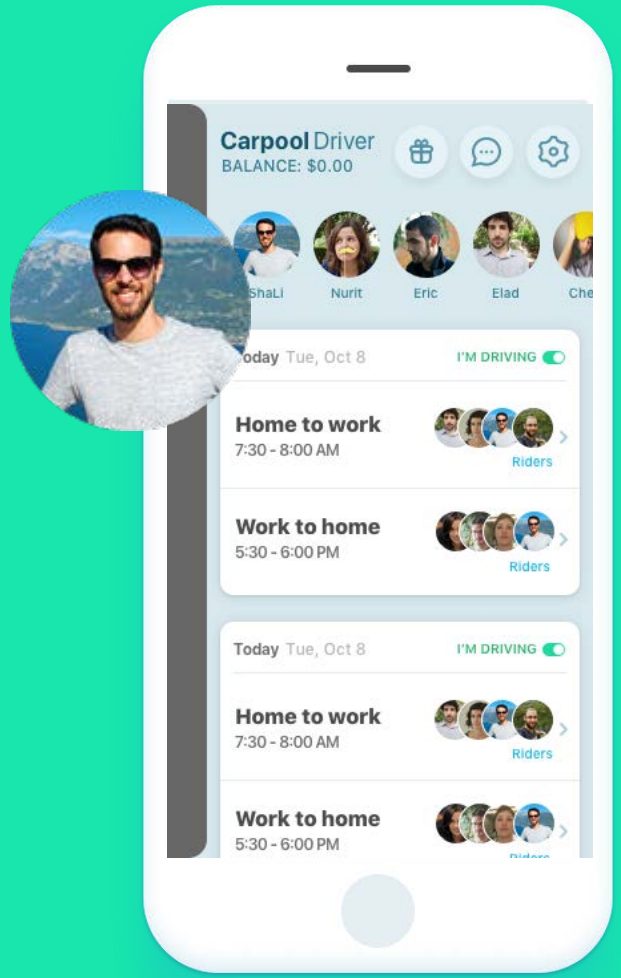
HOV Group pool

Fill up the car and take the fast lane



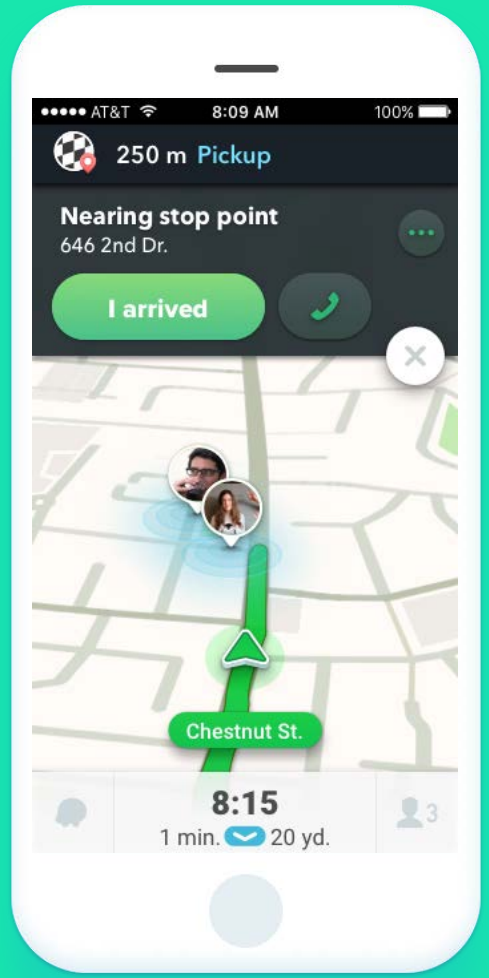
Set your week

Easily schedule rides with people you know or people in the Sac community



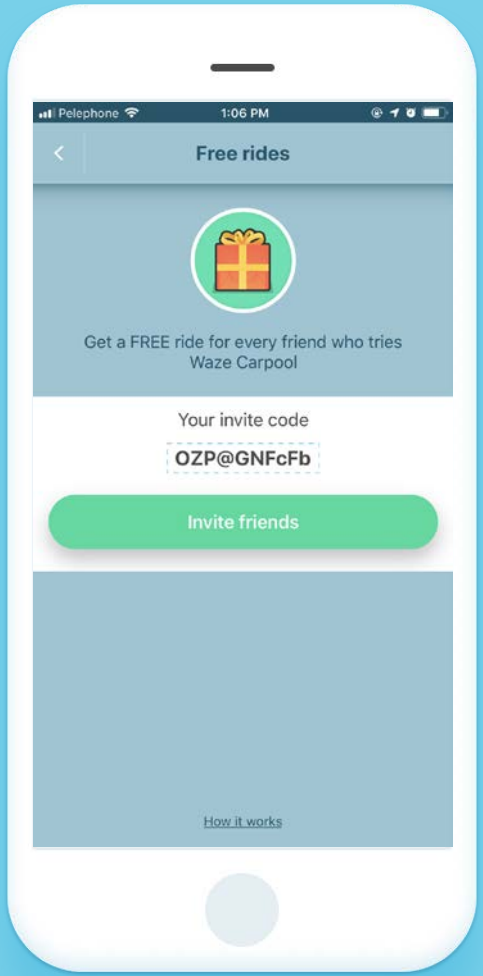
Live ride

Integrated with Waze driving experience



Spread the word

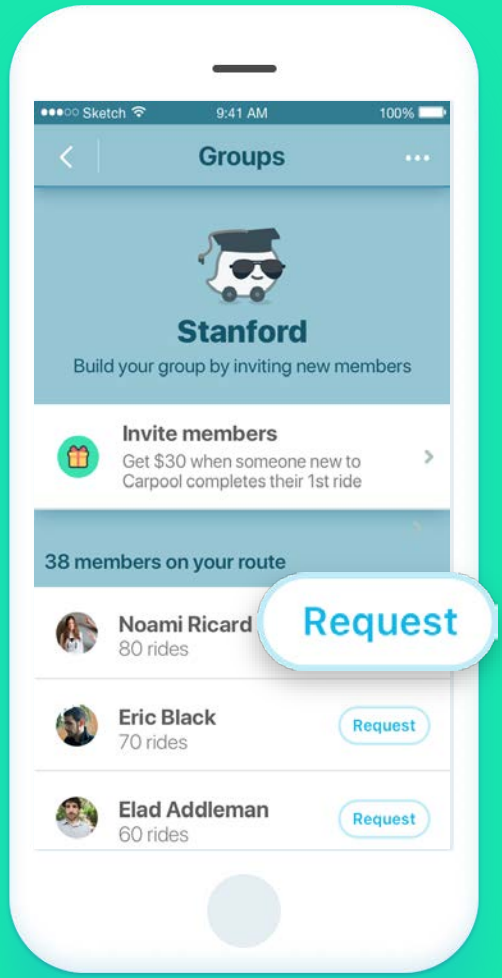
Share your route with friends and coworkers



New Feature:
Groups

Friends
Coworkers
Neighbors
Classmates

Groups can be used to easily coordinate carpools with people in specific social circles



Waze Carpool

is

FREE

to employers
to drivers
to riders
of ads

$2
RIDES
*FOR A LIMITED TIME
waze

Join the ride

Questions?

Steven Lemeshow, Waze Carpool Partnerships
slemeshow@google.com

Appendix

Costs and & Subsidy Options

Costs

Waze Carpool is **FREE**

- Free to employers
- Free to drivers
- Free to riders
- Ads free

Currently no monetization

Subsidies & Bonuses

Free rides for 1 month or
$2 flat for 2 months or
$3 flat for 3 months
*Longer term subsidies can result in lasting behavioral change.

$20 referral bonuses to anyone that refers a new carpooler (up to 10)

Quantifying Results

Company Pages (beta)

- Company leaderboard to track carpools
- Triggered when 5 employees verify their workplace email domain
- Available within the next 2-3 weeks!

Detailed Reporting

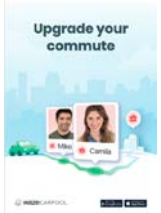
- More robust reporting available given level of partnership as well as reaching certain minimums
- Emissions reduction data

Toolkit and Instructions

Getting Started:

- Reach out to slemeshow@waze.com
- Select a subsidy option ($0for1, $2for2, $3for3)
- Identify your company ‘carpool hero’
- Download Waze or Waze Carpool - try it out!
- Determine which materials are appropriate for you
- Start sharing with employees
- Possibly tabling event after promotion has begun

Materials:



- Postcards
- Digital signage
- What is Waze? intro video
- Instructional videos (coming soon)
- A Frames for the office - great visibility
- Posters - great for walls, doors, bathrooms, etc.
- Welcome emails, social posts, other collateral
- Informational decks to share at all hands

** Promotion must come from multiple angles