Waze for Cities Data Program

The Waze for Cities Data program is a free, two-way data exchange empowering public sector decision makers to achieve concrete community impact. Launched in October 2014 with 10 city partners, the program has expanded to over 1,500 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 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.

1900+ partners on five continents	**Motorway Operators in Europe and LATAM**	**40** U.S. state departments of transportation	**25+** emergency management agencies

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

GOOGLE CLOUD

Waze for Cities data is available via feeds or Google Cloud. The Cloud integration provides Waze for Cities partners access to best-in-class data warehouse tool BigQuery and data visualization tool Data Studio. These tools make our data easy to interpret and communicate to non-technical audiences.

Partners have access to 1+ years of historical Waze traffic data via Cloud and can analyze up to 1TB of data and store up to 10 GB of their own data for free each month. This integration allows partners to securely and privately store and analyze their own data sets, marrying them with Waze for Cities data as needed to find relationships and trends. As with all Google Cloud partners and customers, Waze for Cities partners will remain in complete control of their data.

Giving Data to Waze

FROM PARTNERS

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

To get more information on the Waze for Cities program and see case studies from our partners, visit waze.com/wazeforcities