The Connected Citizens Program is a free, two-way data exchange empowering municipalities to harness real-time insights to improve congestion and make better informed planning decisions.

“This partnership is transformative not only to our citizens, but to everyone that we work with at KYTC. It’s going to completely change how we work.”

Jason Siwula
Kentucky Transportation Cabinet
Since 2008, Waze has evolved from a traffic app to the change agent in traffic and mobility innovation. Harnessing the insights of more than 65 million monthly active users, its Map Editor communities, and data-driven partnerships like the Connected Citizens Program, Waze continues to share its unprecedented knowledge base of traffic and driver insights to improve urban mobility across the world.

Launched in October 2014 with 10 city partners, the program now has more than 100 global partners including city, state and country government agencies, nonprofits and first responders. Unlike many “smart city” programs, the Waze Connected Citizens Program has driven measurable impact since its inception two years ago.
Genesis PULSE, an emergency response center software provider, integrated Waze data into its system to provide first responders with real-time, Waze-reported crash alerts.

70% of the time, crashes are reported by Waze users an average of 4.5 minutes before they are called into emergency response centers through 9-1-1 or equivalent channels.

According to the FCC, a 1 minute decrease in the average ambulance response time saves more than 10,000 lives in the US annually.
Waze is creating a partnership between government and society—this is the future of better government.

— RIO DE JANEIRO, BRAZIL

**IMPROVING THE ROAD TO RIO**

As the host of the Games, Rio de Janeiro’s traffic and operations center worked with Waze and its Map Editor Community to prepare for one of the world’s largest traffic events.

**BEFORE THE GAMES:**

- Rio used Waze slow-down and traffic jam alert insights to determine where three new highways were created to control Games-related traffic and reroute major roads.
- Developed an “Unusual Traffic Alert” system to update the Waze live map and input road closures.
- Map Editors updated 1,000 road segments on the map and added 44,000 places of interest.

**DURING THE GAMES:**

- Used new API with Waze to automatically update the Waze map with road closures.
- Reported 430+ closures (~342km of roads) during the Games from 41 different neighborhoods in the city.
- 24–27% decrease in congestion during morning commute.
REDUCING CONGESTION THROUGH DATA-DRIVEN EXPERIMENTS

Boston used Waze data to evaluate the impact of mobility experiments and institute operational and regulatory changes to optimize traffic flow. Using Waze-detected traffic jam data, the city identified problematic intersections within the Seaport District, analyzed signal timing, experimented with timing adjustments, and measured the impact.

18% month-over-month reduction in congestion at key intersections

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BOSTON, MASS., U.S.A.
The Kentucky Transportation Cabinet’s (KYTC) previous 5-1-1 traveler information system was expensive, labor-intensive and limited in terms of the insights it could provide. In November 2016, KYTC revamped its current 5-1-1 infrastructure to use Waze as its core reporting and data tool, improving response times and saving the department time and costs.
A spill from a gasoline line in Alabama on September 19, 2016 caused a shortage of fuel and elevated gas prices in Georgia, Alabama, Tennessee, S. Carolina, N. Carolina, and the southern half of Virginia. Approximately 2 million Wazers were asked to update gas station availability and pricing if gas was “not offered.”

Within 24 hours, we were able to mobilize Wazers in the affected area. Ultimately, in an area covering 22,008 gas stations, we found that 18.8% or 4,127 of the updated gas stations ran out of gas.
HARNESSING CROWDSOURCED REPORTS TO IMPROVE CRISIS RESPONSE

To keep people in affected areas safe and informed, partners worked in tandem with the Waze Map Editor Community and Waze HQ team to upload critical closure and shelter information to the Waze map during major weather emergencies.

HURRICANE JOAQUIN
SOUTH CAROLINA:

Information on 1,000+ road closure and 69 shelters sent to 1.9M+ Wazers. FEMA and South Carolina’s Department of Transportation (DOT) utilized Waze data during the storm.

STORM JONAS
PENNSYLVANIA, D.C. AND KENTUCKY:

The PA Turnpike, DDOT and KYDOT shared shelter and real-time closure information with Wazers throughout the storm. In total, Waze displayed 69 crisis centers and 4,707 road closures.

HURRICANE MATTHEW
SOUTHEAST U.S.A.:

~11,500 users clicked on the 379 shelters Waze added to the map. 140+ Wazers were successfully routed to these shelters.
Made odd/even license plate restrictions permanent after Waze data showed a one-month pilot reduced congestion.

Piloted a Traffic Ward Allocation project using Waze data both to identify high priority intersections for traffic management personnel and to measure resulting changes in congestion costs.

JAKARTA, INDONESIA

USING DATA TO GUIDE POLICY

Learning from the successes of fellow partner Rio de Janeiro, Jakarta pitched internally for resources to develop a Smart City Unit and pilot a traffic management allocation program. They also used Waze data-driven insights to change municipal policy.

ANNUAL CONGESTION COSTS IN JAKARTA

$2.14B
LOS ANGELES, CALIF., U.S.A.

FACILITATING PARTNER AND COMMUNITY COLLABORATION TO DIGITALIZE EVENT DATA

Waze connected the City of L.A.’s events department with two L.A. Map Editor Champs during its city-wide cycling race, CicLAvia, to accurately digitize road closures and to manage real-time closure updates.

IMPACT

Digitized road closures and responded dynamically to unforeseen events, including a medical emergency that required a 30 minute road closure.
INFORMING TRAFFIC RESOURCE ALLOCATION DURING ELECTIONS

Rio de Janeiro analyzed congestion during its presidential election to reduce the impact of future election cycles on the city’s infrastructure. By aggregating Wazer-reported incidents of congestion, the city was able to identify the neighborhoods that experienced the most traffic during election day and appropriately allocate transit management personnel.

IMPACT

Decreased congestion at hotspots throughout the city
BUILDING THE FUTURE OF TRAFFIC MANAGEMENT CENTERS

According to the City of Ghent, the future of traffic management is in the cloud. Sourced by Waze and Twitter, the city’s new app is the first step toward traffic management as a service.

IMPACT

Ghent designed a mobile application from scratch that allows both traffic management operators and drivers to access local traffic data from anywhere in the world.

Traffic management as a service will be the future of traffic management.

— CITY OF GHENT
Every day, thousands of drivers pass through the Interstate 80 and Highway 65 corridor on their daily commute to Sacramento, California. In October 2016, the California Transportation Authority began using Waze data to provide the ETA updates displayed on three of its Variable Messaging Signs (VMSs).

~148,000 drivers receive better route times each week via VMS
Waze fosters collaboration between partners to further global urban mobility. Through the Connected Citizens Program partner forum, summits, and partner-organized meetings, partners work together to solve common challenges and drive innovative solutions.

**BRIDGING CONNECTIONS BETWEEN PARTNERS**

Rio de Janeiro visited Boston, Mass. to learn how it’s using Waze data to evaluate policy decisions. Rio also hosted Petrópolis, Vitória and Juiz de Fora at its traffic center to share data analysis best practices.

Miraflores, Peru used its resources to create a data feed for Vitoria, Brazil to more easily share data with Waze. Other partners are now exploring using the Miraflores feed creation tool to digitize closure and incident data.

Johns Creek, Georgia invited all partners in the state to attend a regional summit to learn from each other and share best practices.
Join our global partners

https://www.waze.com/ccp