



Back to the Future: Carpool & the Transportation Revolution

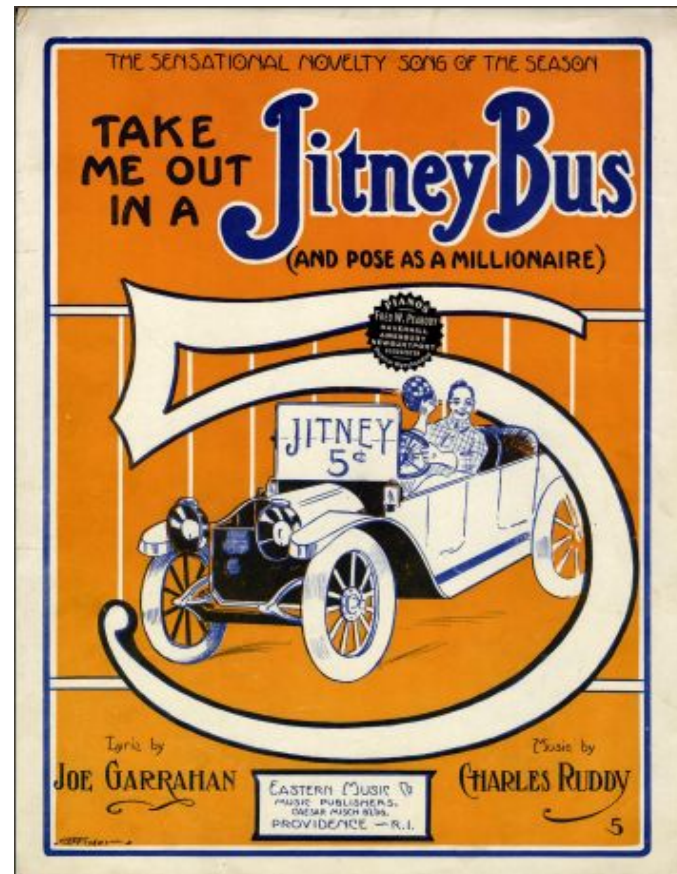
Josh Fried
Nov 7, 2019

Agenda

1. a brief history of carpool in the U.S.
2. why is Waze tackling carpool?
3. partnering for success

1914-1918

The Jitney Craze



1941-1945

Patriotic Persuasion



1941-1945

Patriotic Persuasion



1970-1979

Energy Crisis? Carpool is the answer!

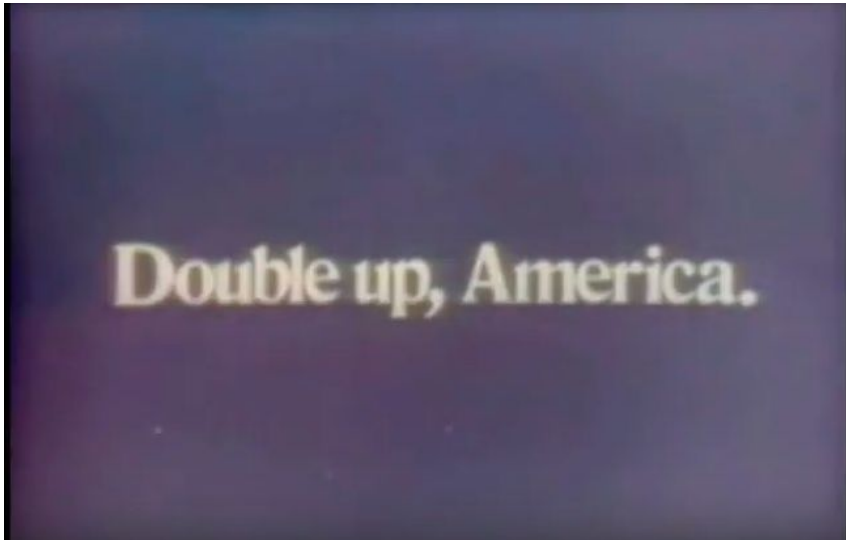


Noah's Ark PSA

<https://youtu.be/o1-2iXQTmU8>

1970-1979

Energy Crisis? Carpool is the answer!



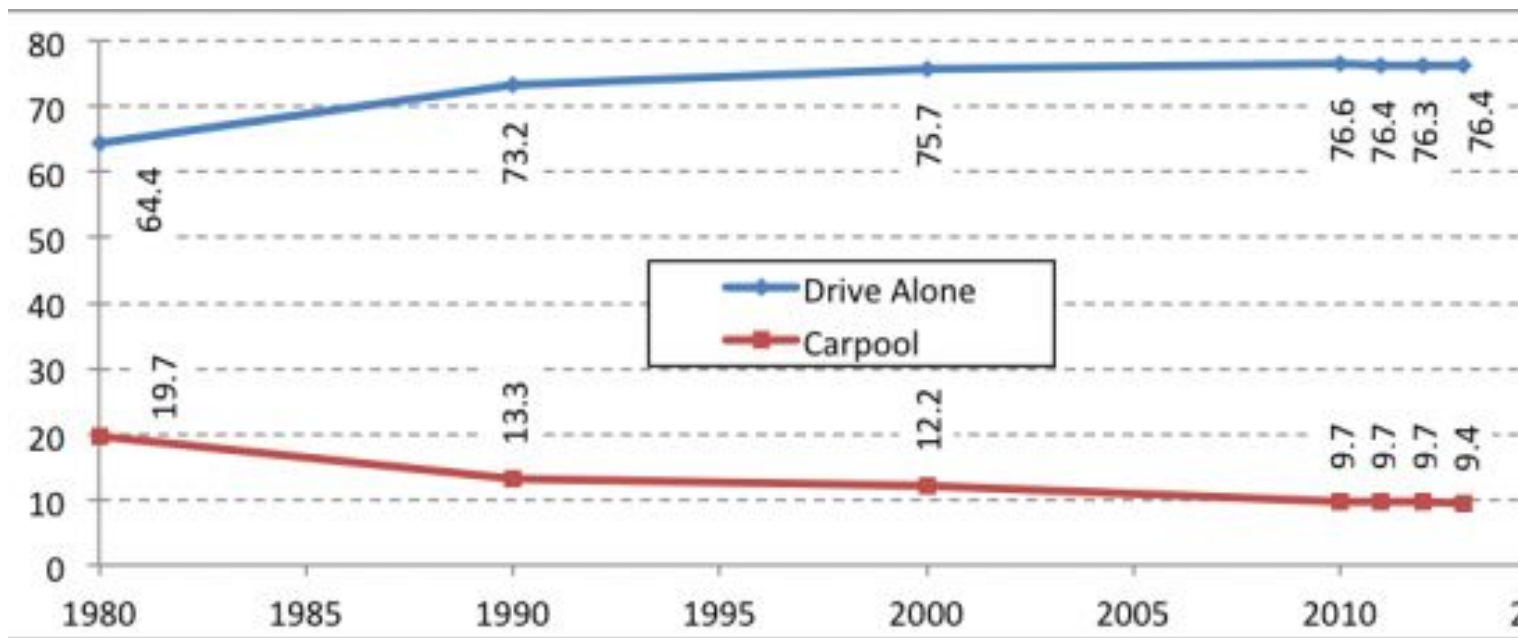
Double Up, America PSA
"Two can ride cheaper than one."



<https://youtu.be/CxI0v1L1sek>

1980-2010s

Carpool's slow decline



1980-2010s

Carpool's slow decline

Can America learn to love the carpool?

85 per cent of American commuters drive to work, most of them alone. But even though ridesharing offers cleaner air, faster travel, greater economy, and less inflation, this situation is not likely to greatly change.



system works who live out it converge down For all other marginally : spread deeper many, the and others, all the soaring costs, the best alter

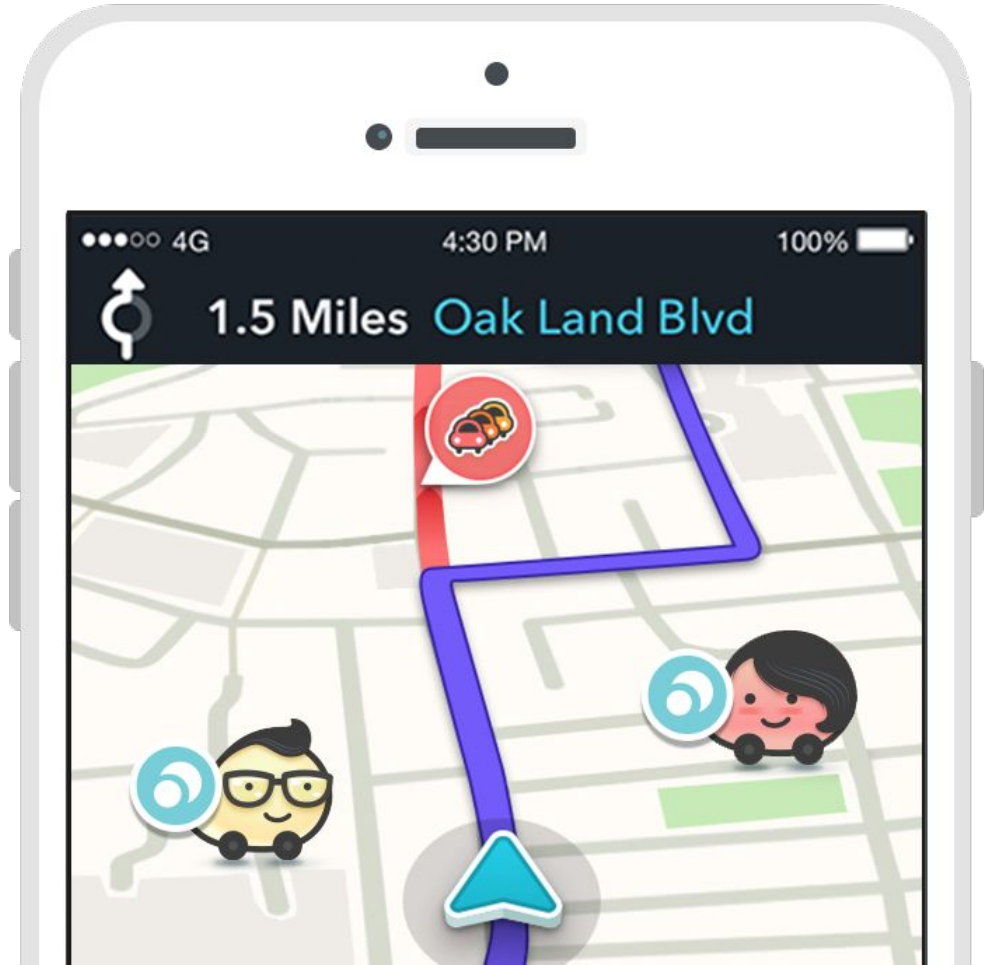
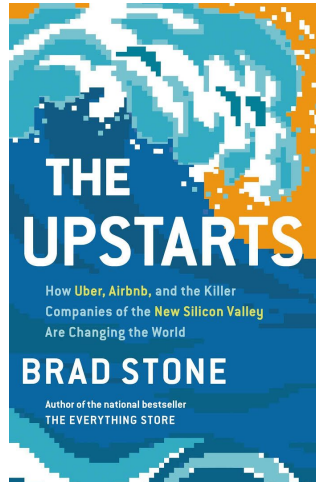
Some tran With such a pe of transit as ti to waste, why rather than ap it at far high only a minorit portation econ ly pointed out on the Chicag commuter con age by 1.12 pe than the 1.4 inbound auto

Chicago Tribune Nov. 23, 1980

2010 - today



2010 - today smartphones & “upstarts”



Carpool is everywhere.



Carpool is everywhere.



The Late Late Show with
James Corden

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Late Late Show with James Corden on CBS.






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8











Trump and Obama will carpool to Inauguration

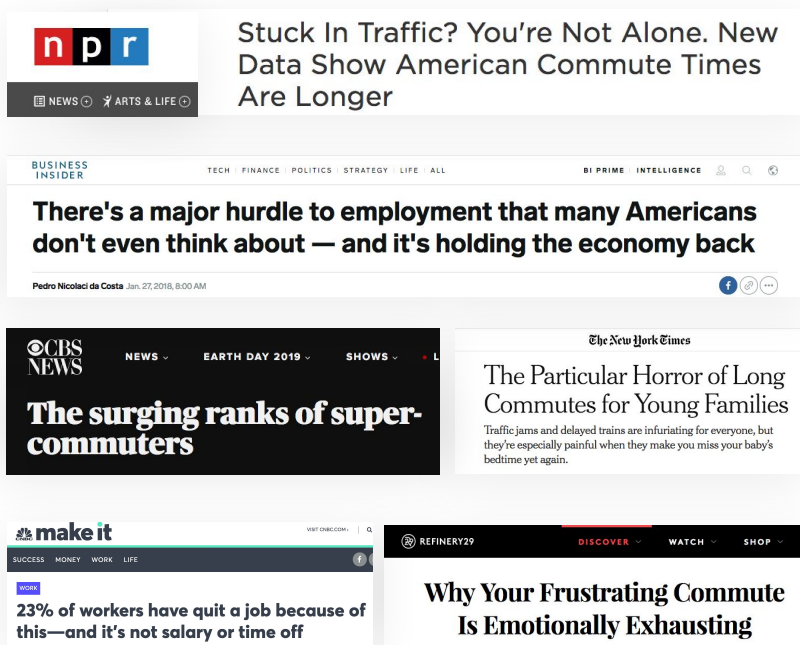




A photograph of a busy Hollywood Boulevard street scene. In the foreground, several cars are stopped at a red traffic light. The car on the left is a dark Chevrolet with license plate 6T30815. The car in the center is a silver BMW with license plate 5N19230. The car on the right is a silver Ford with license plate 6K19772. In the background, there are palm trees, movie posters for 'The Next Now' and 'The Next Now', and a sign for 'Highland Av'. A traffic light is visible in the center, showing a red light. The sky is a mix of orange and blue, suggesting sunset or sunrise. The overall scene is a busy urban environment.

**People are on
the move now
more than ever.**

Commuting impacts our health & wellbeing, and employee turnover



61%

Feel their commute has not improved

60%

Report their company hasn't worked to alleviate the commute

1 in 4

Workers have left a job due to a bad commute

Traffic congestion costs the US \$87B annually

97 hours

lost by each commuter every year.

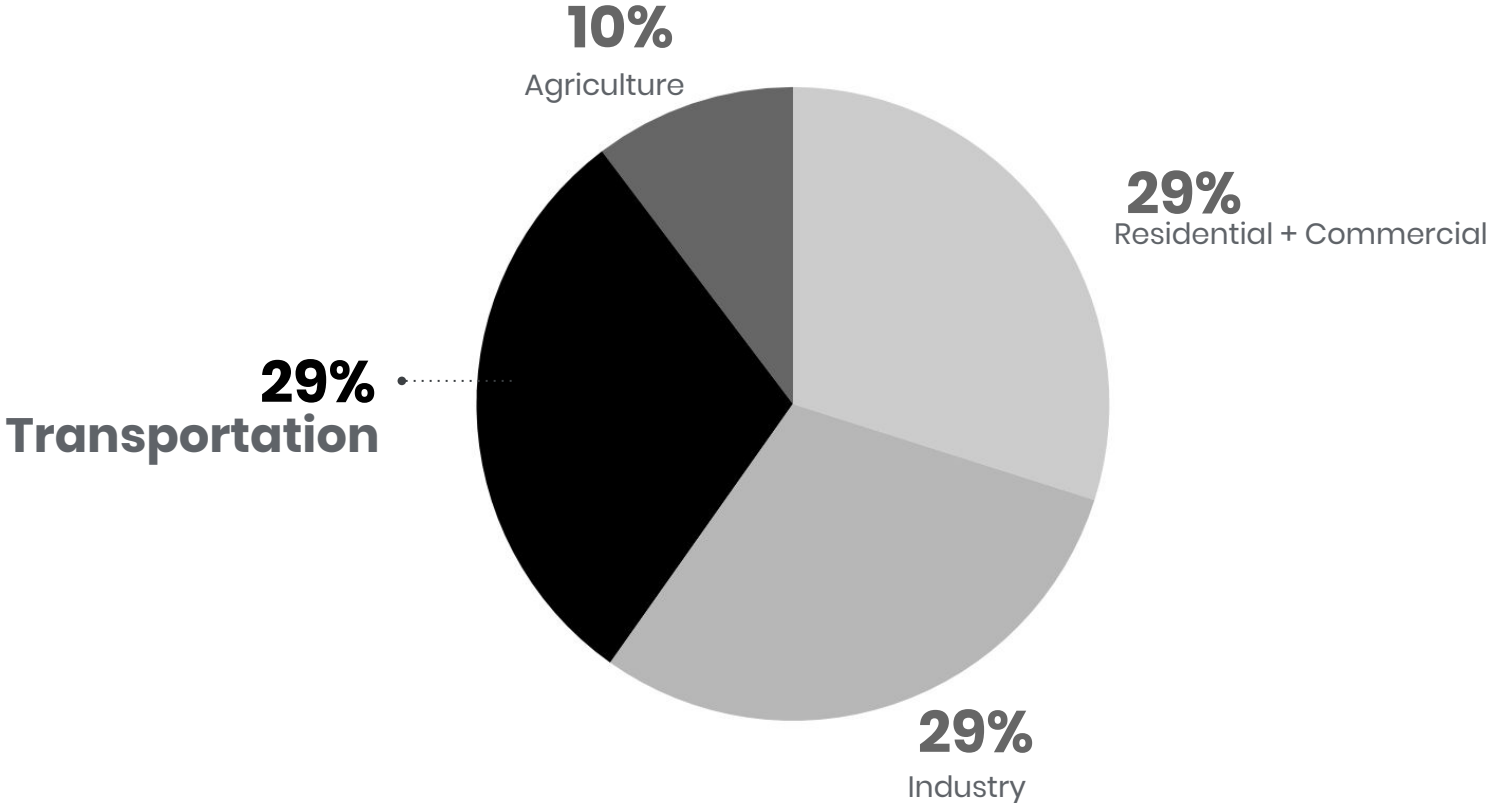
DC	LOS ANGELES	SF	SEATTLE
155	128	116	138

\$87B lost

to wasted productivity and wasted fuel.

Hours lost/driver/year

CO2 Emissions by Sector



But carpoolers rank commuting with leisure activities

People who carpool are

38% **More satisfied** with their commute



To date, carpool planning has been very manual

Define schedule, but what about days I don't go in?

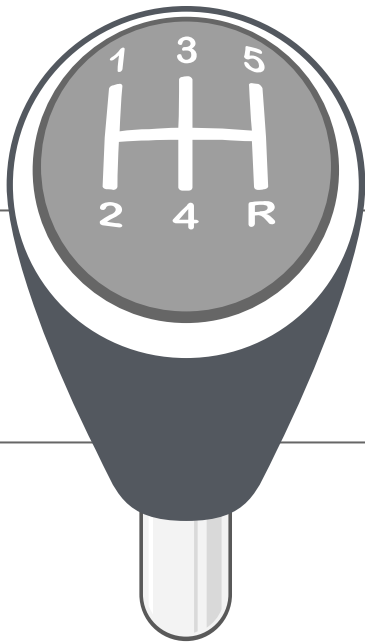
How can I feel safe?

How do I find someone on my route?

Do I pay the driver?
How much?
Will I have cash?

Who's going to drive?

Where do I meet my driver?
Are they a good driver?



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Our Core Belief

The best mobility solutions come from technology that empowers people to work together.

Our Mission

Change how people move through the world with everyday acts of cooperation.

THE WAZE YOU KNOW

A navigation app
that helps people
avoid traffic.

THE WAZE YOU WILL KNOW

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

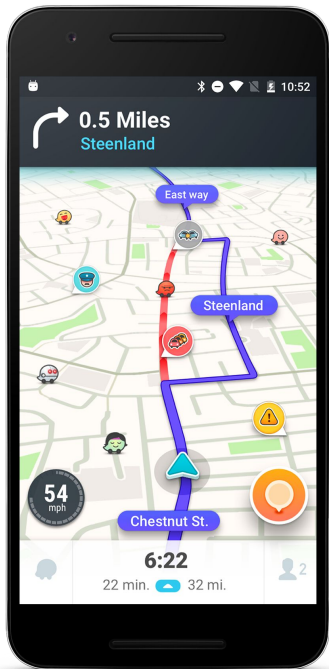
Waze is the world's largest crowd-sourced navigation app

130M+

Monthly Active Users

185+

Countries



25B KM

Driven/Month

60M+

User Reports Per Month

60 people
driving solo



60 people
driving solo

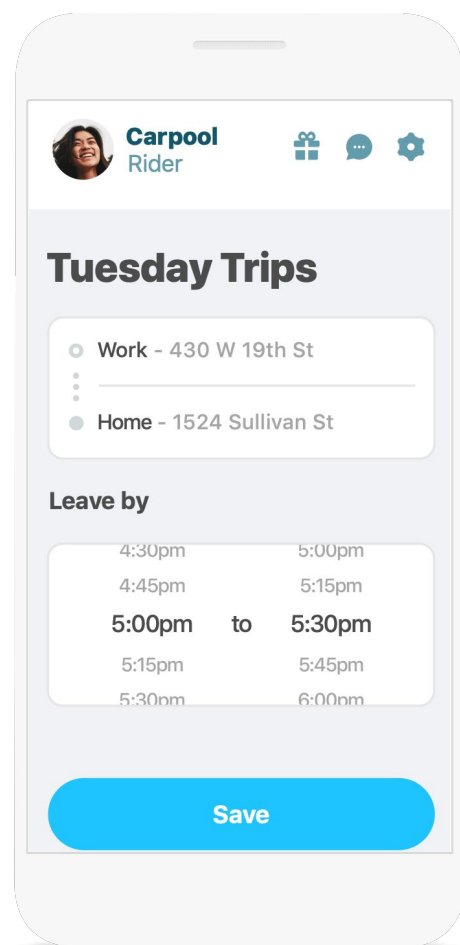
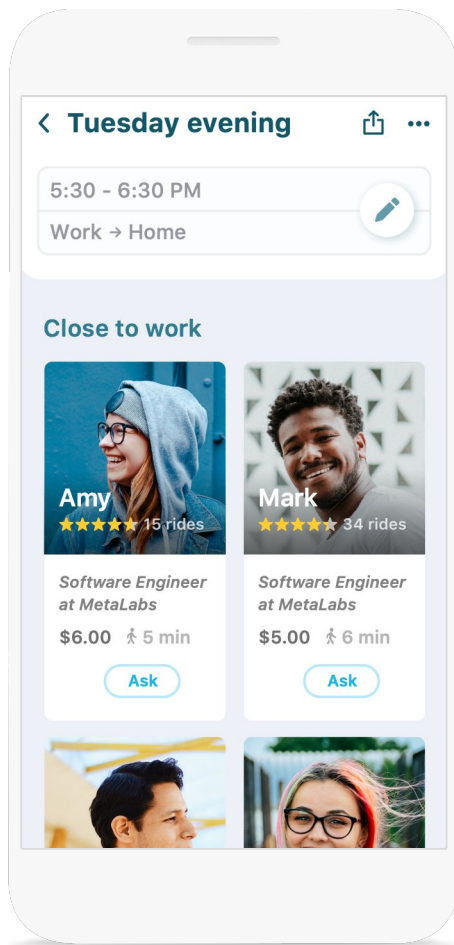
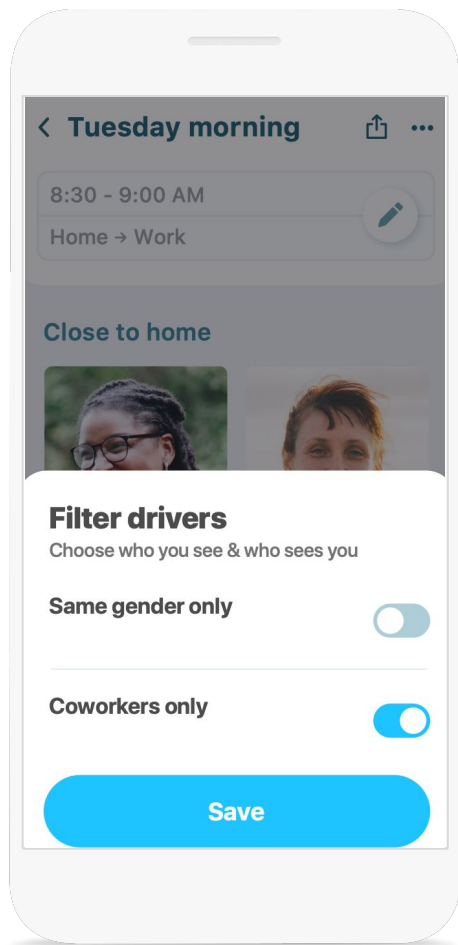


60 people
carpooling



60 people
carpooling





Waze's approach to Carpooling



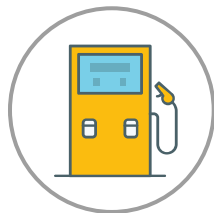
Regular
commuters, not
professional
drivers



Get to know
your co-pilot
first

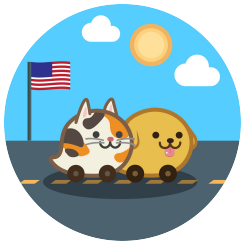


Drives
happening
anyway



Sharing
travel costs,
not earning

Waze Carpool is making inroads



25,000,000

miles shared by Waze
Carpoolers in the USA



700,000

global Carpools in October



150,000

trees would need to grow for
10 years to remove the same
amount of CO₂

While helping commuters help the greater good

“

I totally enjoy the social time with other people who want to go out of their way to take cars off the road.

Every ride is a mini adventure with traffic-conscious neighbors.

Rich Tait



While helping commuters help the greater good

“

I commute to San Jose every day, which is about 160 miles round trip. It just made sense to offer people rides—and earn a few extra dollars for gas and car insurance. **It's a more personal experience, and it's quicker.**

Ty Taylor



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amazon

SONY



hulu

300+



Google

Private & Public Partnerships to Date



facebook

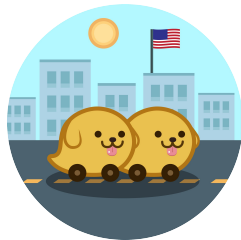


With momentum to celebrate after our first year, thanks to our partners



28,000+

Carpool riders and drivers
joined via partnerships



74,760,000+

miles traveled by Waze Carpool
partnerships in the USA



7,971,900

pounds of CO₂ avoided by
partner carpoolers



59,791

trees would need to be planted
to match partner carpoolers'
CO₂ reduction

Partner Program's Advantages



Building and maintaining parking is costly

	Design & Build	Operate and Maintain (annually)
Surface Lot (per space cost)	\$3,000	\$300
Parking Garage (per space cost)	\$21,000	\$500

Sustaining Carpool Behavior

Partnership & Subsidy's Impact



Thank You