



Back to the Future: Carpool & the Transportation Revolution

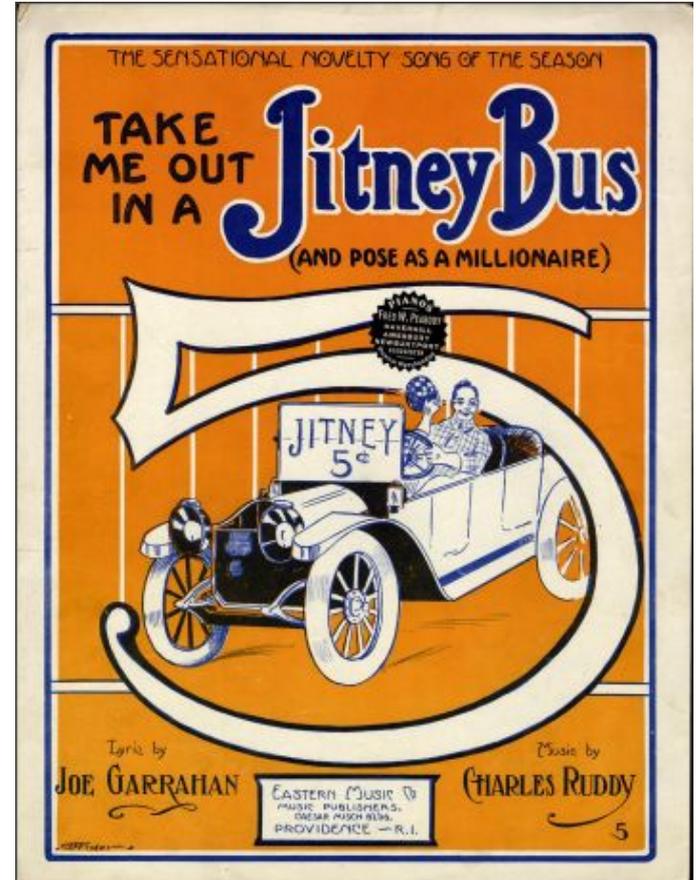
Josh Fried
Nov 7, 2019

Agenda

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

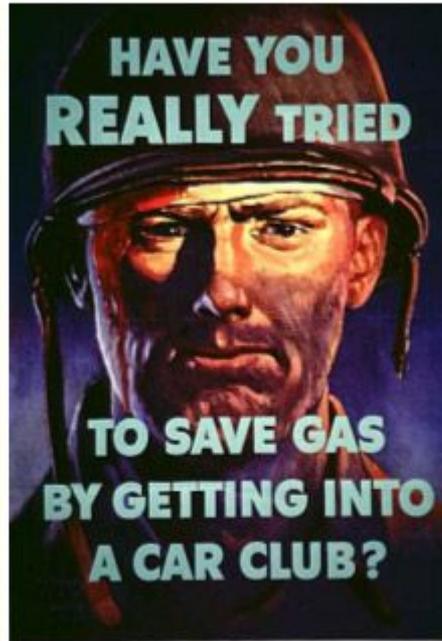
1914-1918

The Jitney Craze



1941-1945

Patriotic Persuasion



1941-1945

Patriotic Persuasion



1970-1979

Energy Crisis? Carpool is the answer!

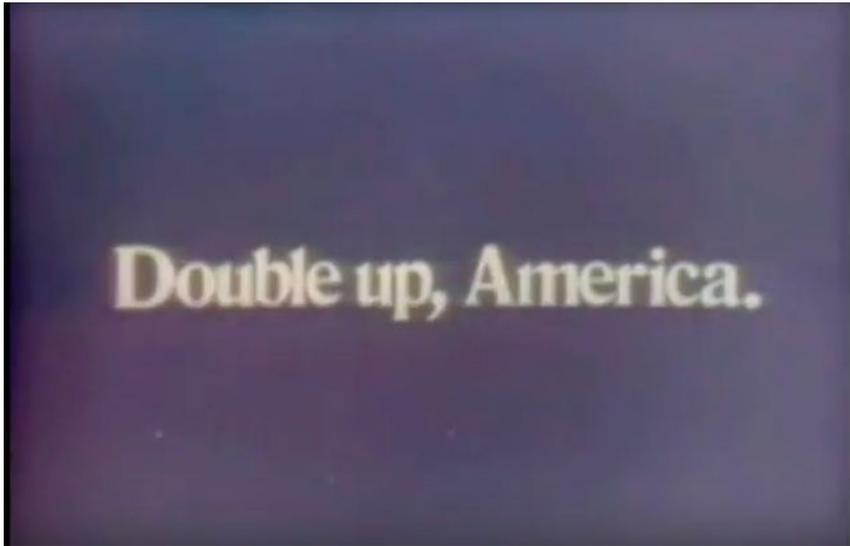


Noah's Ark PSA

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

1970-1979

Energy Crisis? Carpool is the answer!



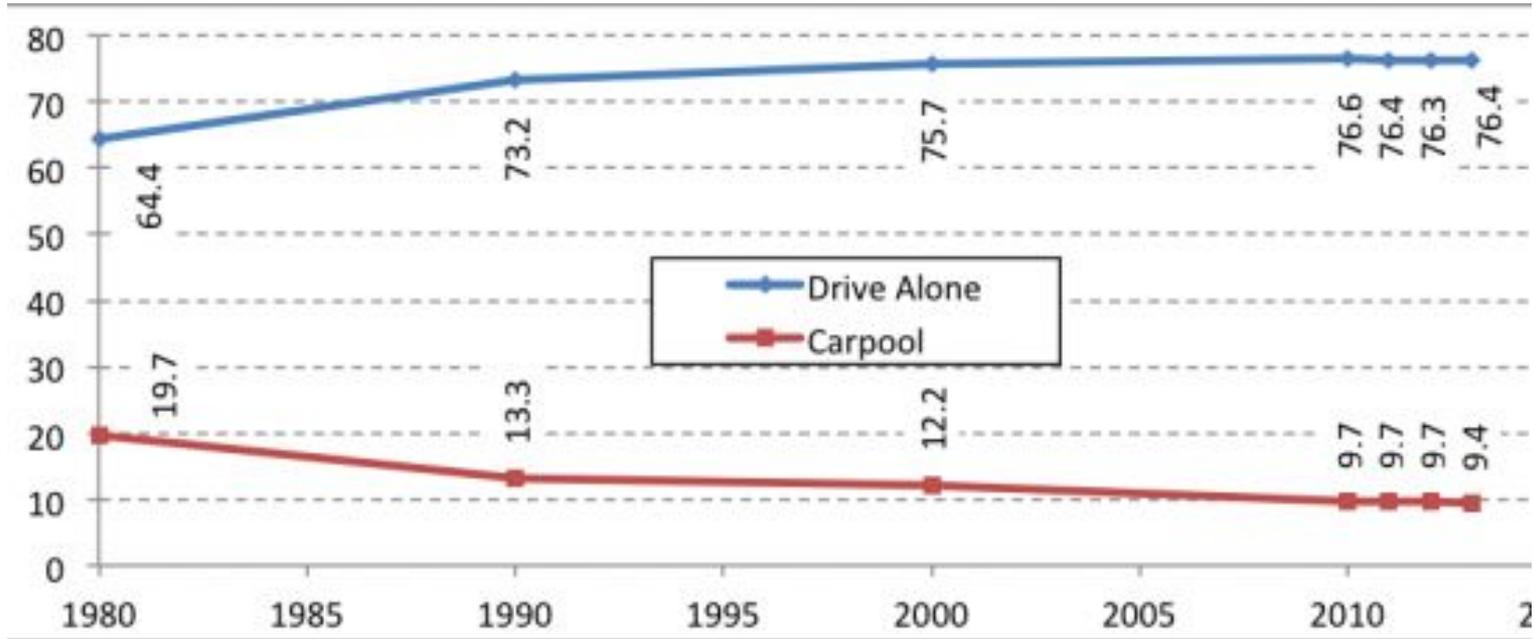
Double Up, America PSA
"Two can ride cheaper than one."



<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.



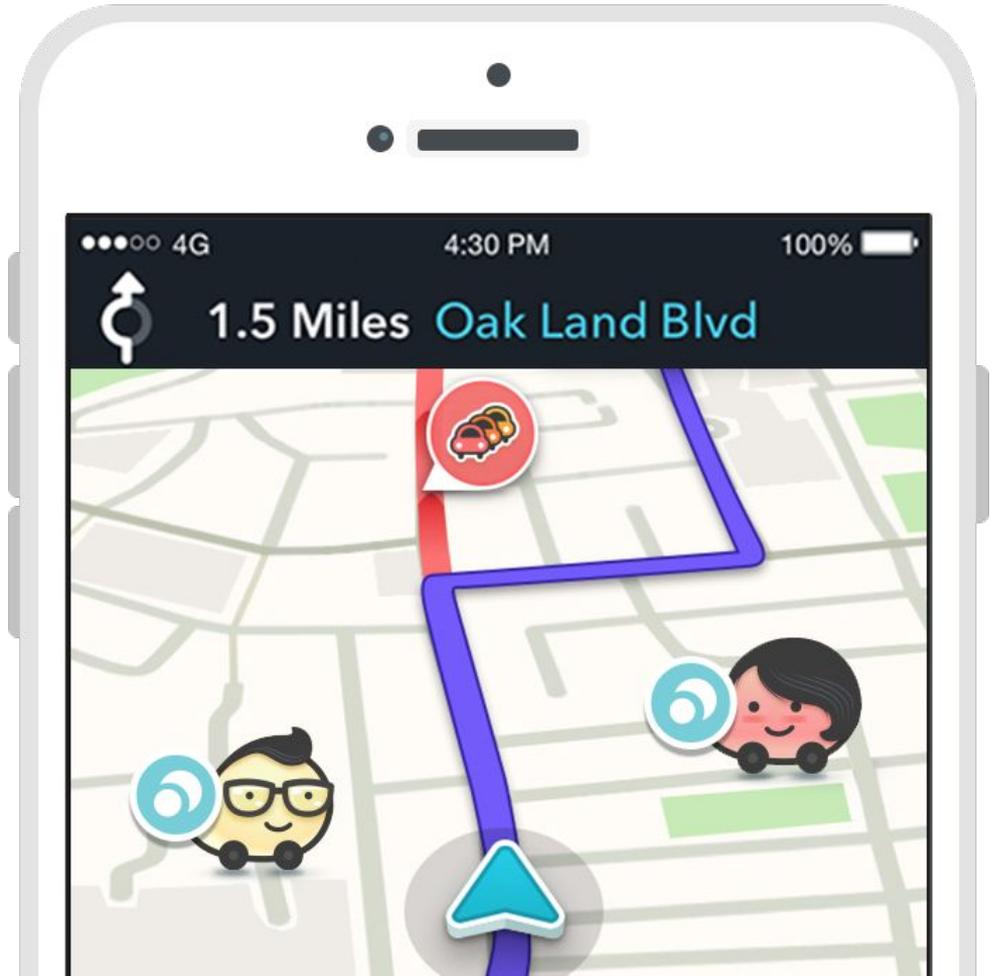
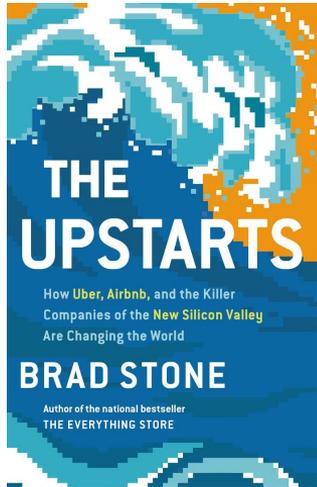
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inbound auto

Chicago Tribune Nov. 23, 1980

2010 - today



2010 - today smartphones & “upstarts”



Carpool is everywhere.



Carpool is everywhere.



The Late Late Show with James Corden

11,898,418 subscribers • 2,075 videos

This is the official YouTube channel for The Late Late Show with James Corden on CBS.





BREAKING NEWS

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Trump and Obama will carpool to Inauguration

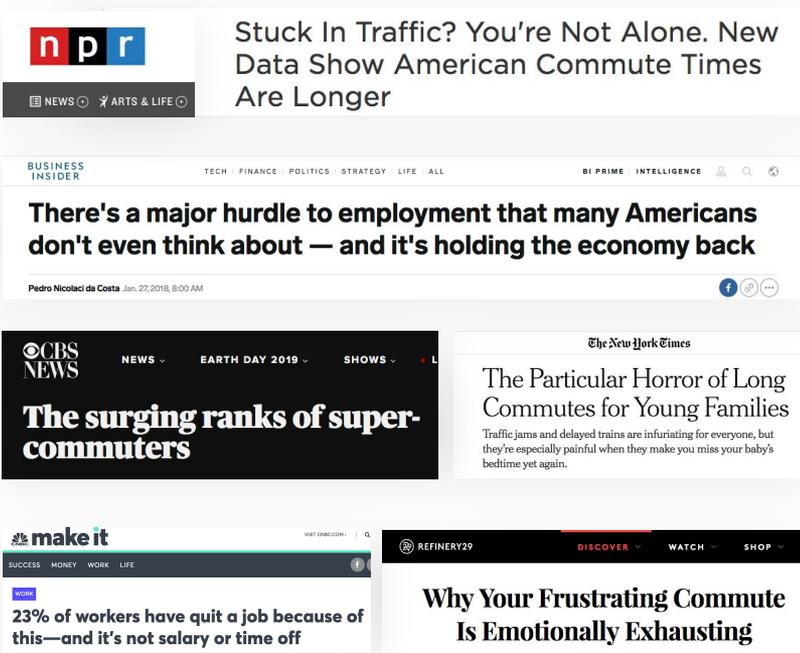


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**People are on
the move now
more than ever.**

Commuting impacts our health & wellbeing, and employee turnover



Traffic congestion costs the US \$87B annually

97 hours

lost by each commuter every year.

\$87B lost

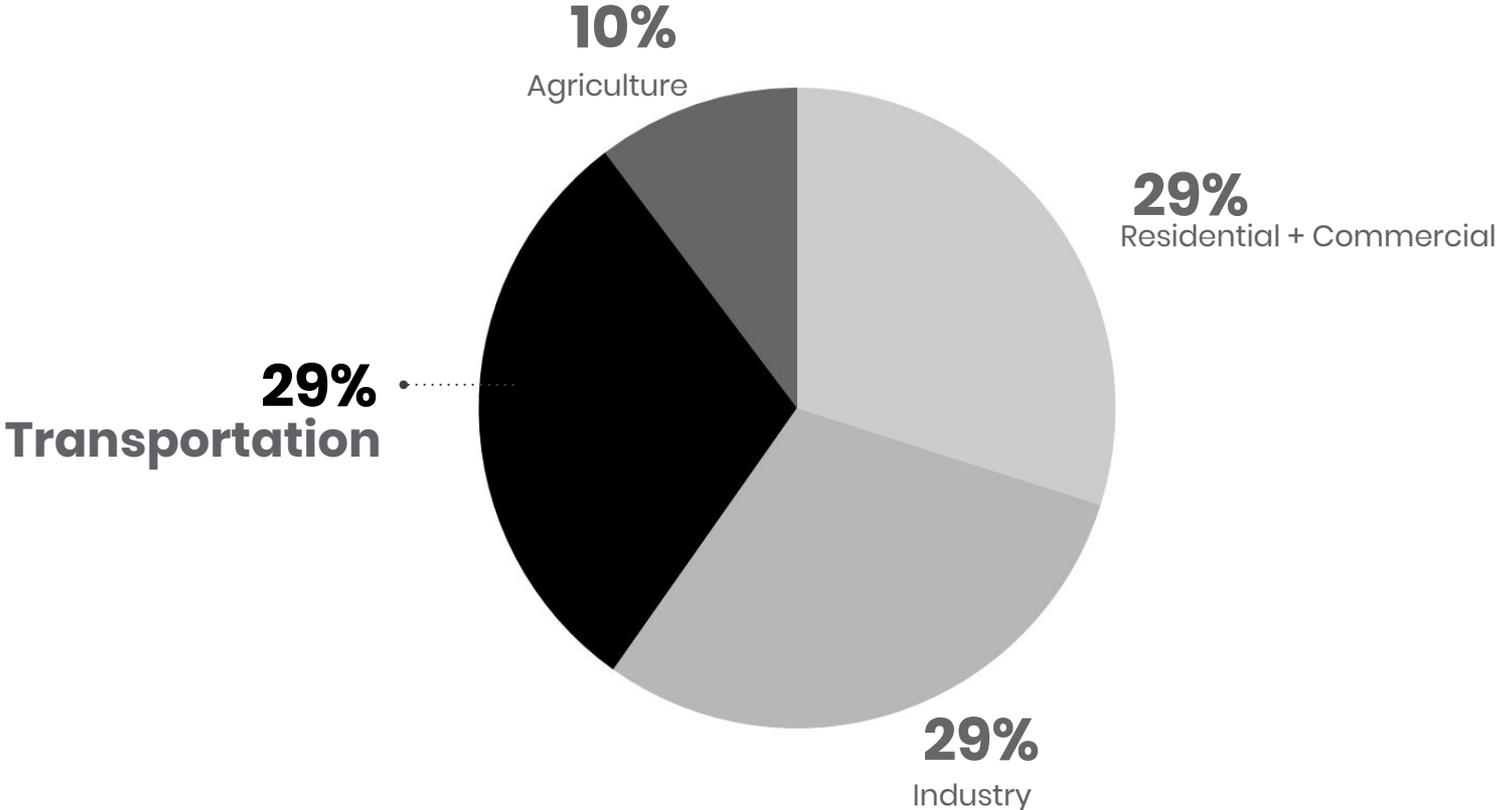
to wasted productivity and wasted fuel.

DC	LOS ANGELES	SF	SEATTLE
155	128	116	138

Hours lost/driver/year

Source: INRIX 2018 Global Traffic Scorecard, <http://inrix.com/press-releases/scorecard-2018-us/>

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.

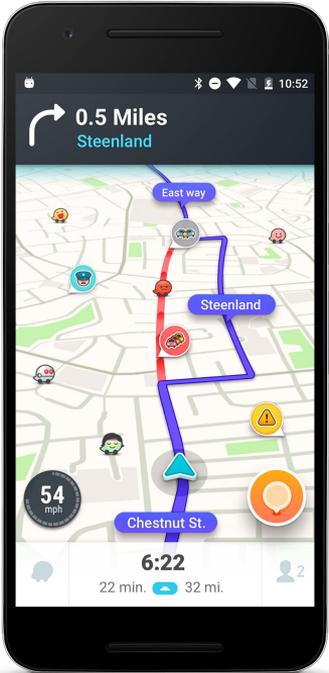
Waze is the world's largest crowd-sourced navigation app

130M+

Monthly Active Users

185+

Countries



25B KM

Driven/Month

60M+

User Reports Per Month

60 people
driving solo



60 people
driving solo

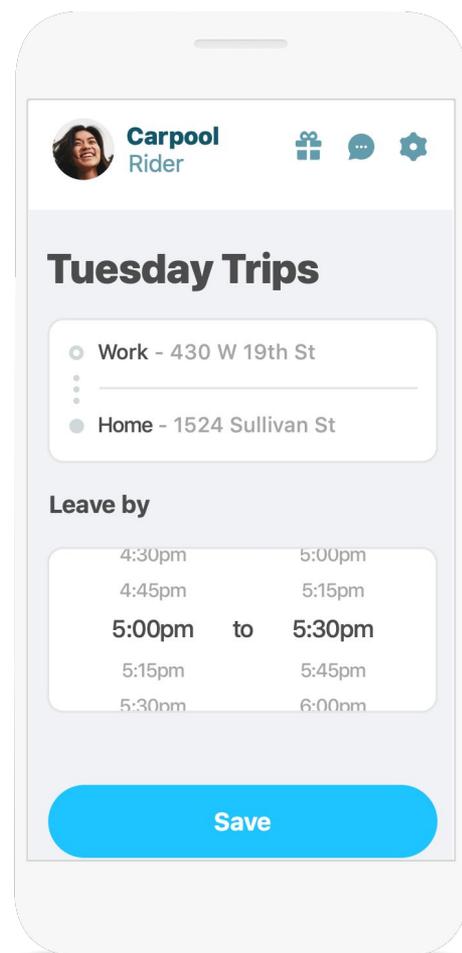
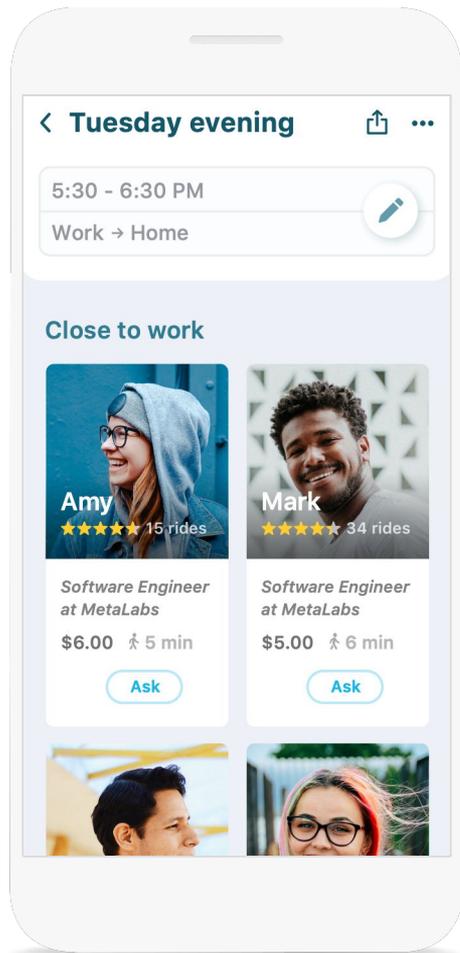
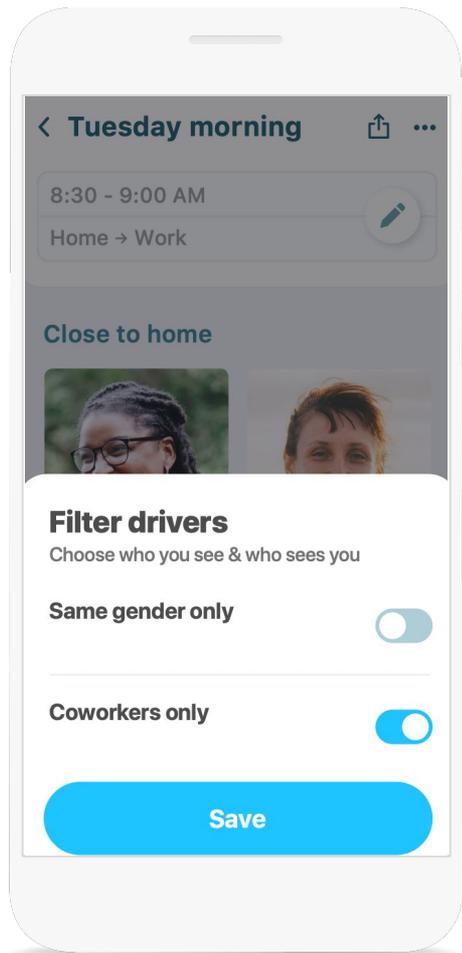


60 people
carpooling



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



Launching
& Support



Our
Investment



Reporting

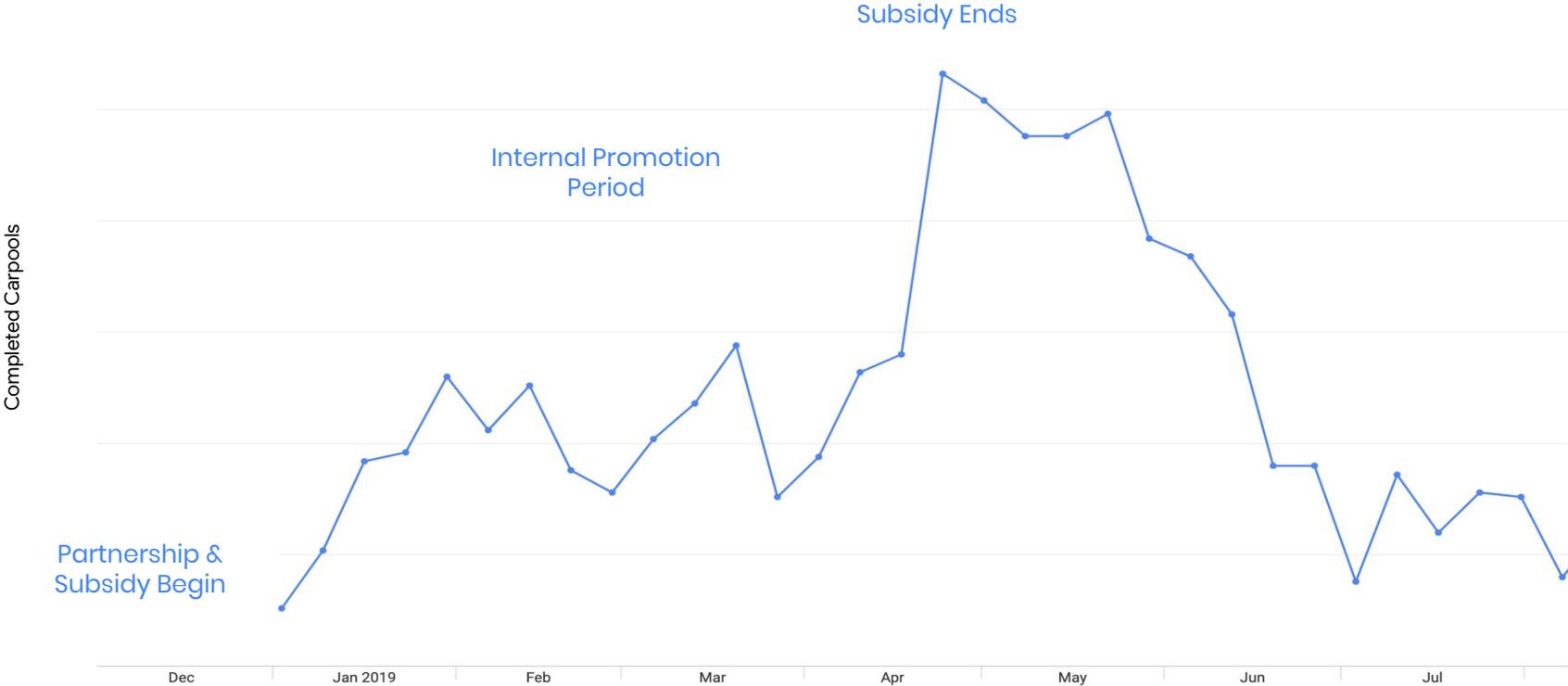
Building and maintaining parking is costly

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

38 Source: <http://buildabetterburb.org/financing-parking-garages-qa-with-parking-consultant-gerard-giosa/>

Sustaining Carpool Behavior

Partnership & Subsidy's Impact



Thank You