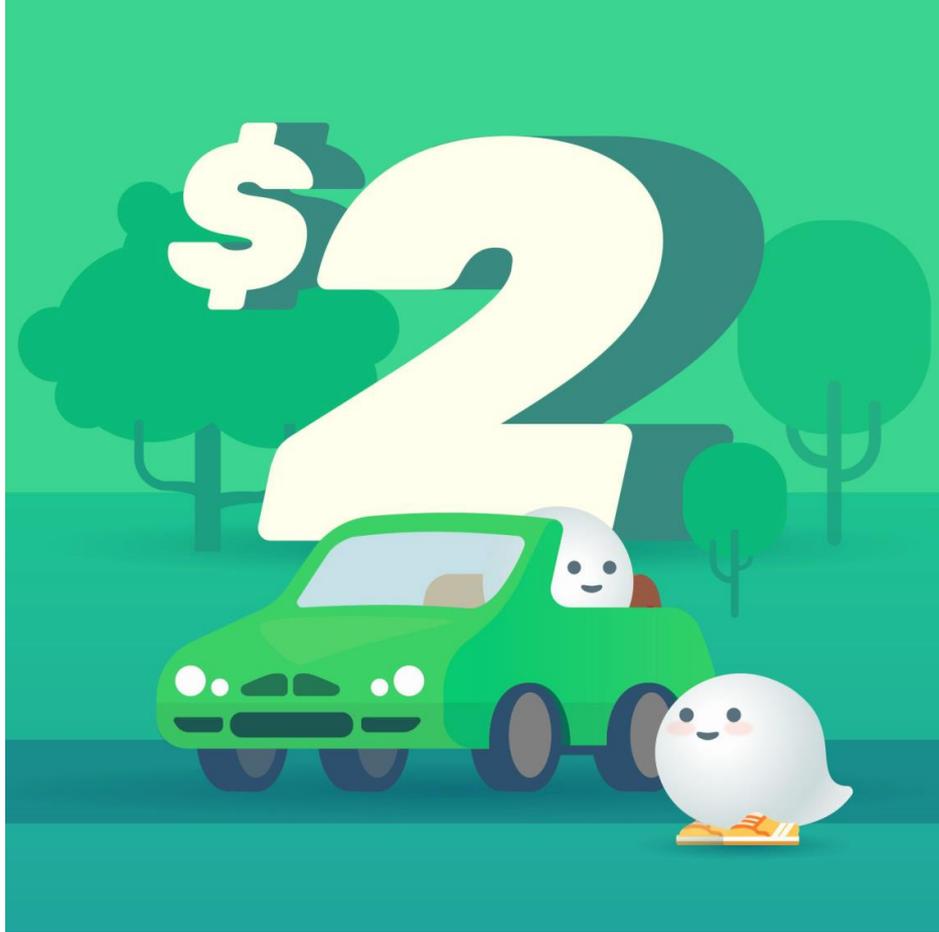


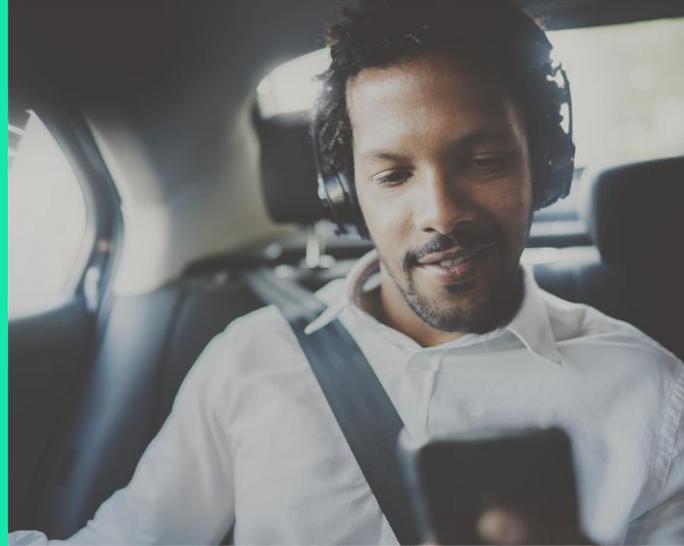
# WAZE Pilot

Citizens Advisory Committee  
July 17, 2018



wazeCARPOOL

OCTA's rideshare program implements promotional campaigns to encourage the public to rideshare.



What is Waze?

Waze is the world's largest community-based traffic and navigation app.

# Waze Carpool: The Evolution

Evolving the Waze Mission: From “Outsmarting” to “Ending”

WAZE MISSION:  
Outsmarting  
Traffic, Together



WAZE CARPOOL MISSION:  
~~Outsmarting~~ Ending  
Traffic, Altogether



# What is Waze Carpool?

WE CONNECT DRIVERS & RIDERS ON SIMILAR ROUTES

## Behind the wheel?

Get Waze and give a ride.

Send to mobile



Waze Carpool is a **TWO APP  
CARPOOLING SYSTEM**

Drivers sign up and offer rides in  
the “Waze” app

Riders sign up and request rides  
in the “Waze Carpool” App

## Ride shotgun?

Get Waze Carpool and catch a ride.

Send to mobile





Irvine LOVES  
Waze Carpool!

Let's Make it  
even better!

# 2

Total Completed Carpools  
in SoCal\* (2018)

\*Incl: LA, SD, OC

# 1

Total Carpool Miles Driven\* (2018)

\*Incl: LA, SD, OC

# 2

Top Colleges in SoCal (2018)

\*Incl: LA, SD, OC, total Users





OCTA (Orange County Transportation Authority) has partnered with [Waze Carpool](#) to deliver a pilot program that offers subsidized carpool rides to or from Irvine! From February 1 through April 30, all rides to and from Irvine will be just \$2 per rider, regardless of how long the trip is. For example, this means your employees can get rides from Long Beach to Irvine for only \$2!

Waze Carpool matches up to 5 people with nearly identical commutes based on their home and destination addresses. Commuters can choose to be a driver or a rider. Drivers earn gas money and riders pay a small rate to cover the costs of gas and vehicle wear and tear.

 Orange County  
Transportation Authority

550 S. Main Street, PO Box 14184  
Orange, CA 92863-1584, USA



Carpool Rides to or from Irvine are just \$2!



OCTA has partnered with Waze Carpool for a pilot program to deliver subsidized carpool rides to and from Irvine! From February 1 through April 30, all rides to or from Irvine will be just \$2 per rider, regardless of how long the trip is!

Waze Carpool matches up to 5 people with nearly identical commutes based on their home and destination addresses. Commuters can choose to be a driver or a rider. Drivers earn gas money and riders pay a small rate to cover the costs of gas and vehicle wear and tear.

FAQ

[Get Started](#)

### 3 Easy Steps

1

Tell Waze Carpool where you live and where your destination is. Get matched with a fellow carpooler going your way.

2

When it's time, one carpooler picks up the other and off they go.

3

Payment is set in advance based on distance. When the ride is over, Carpool transfers it from rider to driver.

# ORANGE COUNTY On the move

A blog on OCTA transportation news & events



Bus



Metrolink



Share



Freeways  
& Streets



About



## Share



### OCTA Partners with Waze Carpool in Irvine

Wednesday, February 21, 2018



As part of its mission to take more cars off the road and encourage people to commute together, OCTA has partnered with Waze Carpool to deliver a pilot program that offers subsidized carpool rides to or from Irvine.

From February 1 through April 30, all rides to or from Irvine will be just \$2 per rider, regardless of how long the trip is. The 45-mile trip from Long Beach to Irvine, for example, will cost only \$2 each way.

Here's how it works: Waze Carpool matches up to 5 people with nearly identical commutes based on their home and destination addresses. Commuters can choose to be a driver or a rider. Drivers earn gas money and riders pay a small rate to cover the costs of gas and vehicle wear and tear.

Along with Spectrumotion and the University of California Irvine, OCTA is assisting with this incentive by promoting the offer and sharing it with employers in the Irvine area. For more about the Waze Carpool pilot program, [click here](#).

Through its Rideshare Program, OCTA helps commuters, employers and everyday travelers explore alternative modes of transportation. [Learn more about it here](#).

#### sections



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- ▶ [Innovative Videos and Video Game Teach Road Safety](#)
- ▶ [Win Free Metrolink Tickets to Swallows Day in Capistrano](#)
- ▶ [OCTA Bus Campaign Wins Top Industry Award](#)



# ORANGE COUNTY On the move

A blog on OCTA transportation news & events



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About



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### Rideshare to Irvine for Only \$2 with New, Improved Waze Carpool

Tuesday, March 20, 2018



OCTA's pilot program with Waze Carpool just got better. It already offers subsidized carpool rides to or from Irvine for only \$2 per rider, regardless of the length of the trip. Through its app, Waze Carpool matches up to 5 people with nearly identical commutes based on their home and destination addresses. Commuters can choose to be a driver or a rider. Drivers earn gas money and riders pay a small rate to cover the costs of gas and vehicle wear and tear.

And now, there's an updated app that makes Waze Carpool even better. Improvements include:

- **No more blind matching:** See drivers and riders going your way and choose the people you want to carpool with based on detailed profiles, star ratings, and connections like same workplace and mutual friends—along with price and distance off route. Best matches (closest to your route) will appear at the top.
- **Customized rides:** New filters let you choose to ride with coworkers only, or opt to select a driver of the same gender.
- **Improved matching:** Send multiple ride or drive requests and easily access your calendar view.

#### sections



Bus



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About

#### recent posts

- ▶ [Rideshare to Irvine for Only \\$2 with New, Improved Waze Carpool](#)
- ▶ [Fun in Fullerton Starts with Metrolink](#)
- ▶ [Service Animal Training Day Will Be at ARTIC April 7](#)

 **Waze Carpool**  
Sponsored · 🌐

How far can \$2 get you? A long way! \$2 rides to or from Irvine.



**\$2 Rides To & From Irvine** [INSTALL NOW](#)

  9      3 Comments   2 Shares

 Like    Comment    Share

 **Waze Carpool**  
Sponsored · 🌐

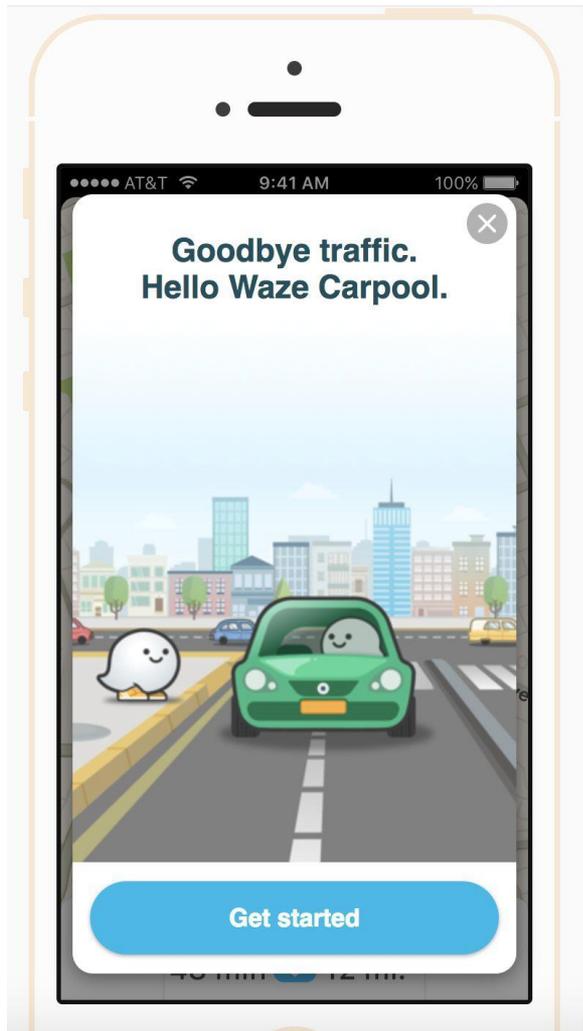
How far can \$2 get you? A long way! \$2 rides to or from Irvine.



**\$2 Rides To & From Irvine** [INSTALL NOW](#)

 8      1 Share

 Like    Comment    Share



**wazeCARPOOL**



## \$2 flat rides

every time you ride to & from Irvine

[Request a ride](#)

On desktop? Hop on your phone before tapping this button

Happy carpooling,  
The Waze Carpool Team

 [More about Waze Carpool!](#)

 [Questions? We're here](#)

 [Join the community on Facebook](#)

# Irvine Campaign Impact



**Completed Carpools**



**Total Users**



**City Level Impact**

**+78%**

**Growth in Carpools**



**-1,119**  
**CO2 reduction (kg)**



**THANK YOU**



# “Dump the Pump” - Partnership & National Movement!

## OCTA

- Free Rides on Dump the Pump Day (June 21)
- Online Content
- Bus Ads
- Waze Ads

## Waze

- Free Rides on Dump the Pump Week (June 18 to June 22)
- Design support
- Social Amplification



DUMP THE PUMP

# GIVE YOUR CAR THE DAY OFF

RIDE FREE USING:



OC BUS APP  
JUNE 21



WAZE CARPOOL APP  
JUNE 18 - 22



LEARN MORE AT  
[OCBUS.COM/FREE](https://ocbus.com/free)

# Dump the Pump Marketing- OOH



# Dump the Pump Marketing- Waze Ads

