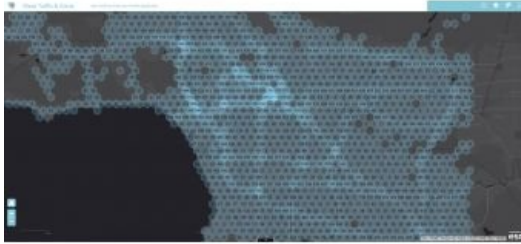


Partnership for Traffic-related Data-sharing Options for Governments



Esri has entered into a partnership with Waze, the free, crowdsourced traffic and navigation app that makes it easier for governments of every size, anywhere in the world, to begin building intelligent transportation systems in their communities. Governments already using the Esri ArcGIS platform can quickly and easily exchange data through the Waze Connected Citizens Program, a free, two-way data share of publicly available traffic information.

Waze is sharing and harnessing the power of anonymous, aggregated data to promote transportation efficiency, deeper insight into travel conditions, and safer roads.

Governments that have not already subscribed to Esri technology or joined the [Waze Connected Citizens Program](#) can [sign up online](#) to start sharing road closure alerts and

other information with their citizens right away.

Real-time Reports Without Sensor Networks

According to Andrew Stauffer, manager of civic technology at Esri, municipalities can leverage real-time reports without having to invest in sensor networks or an Internet of Things infrastructure. Waze allows local governments to share open data with a purpose—in an application that is already popular with constituents, commuters and tourists.

The simplicity and structure of the data feeds allow local governments to merge information into existing enterprise systems, such as emergency dispatch and street maintenance systems, to make their communities operate smarter—and safer.

Empowering Citizens

The partnership enables communities to extend the reach of the data they map and manage by sharing it with Waze, which has more than 65 million monthly active users worldwide. This free, public-private partnership allows greater government transparency and collaboration with citizens to help people better navigate their streets and highways.

Paige Fitzgerald, head of new business development—data acquisition for Waze, explains that the Waze Connected Citizens Program empowers municipalities to harness real-time driver insight to improve congestion and make better informed planning decisions. With 100 partners worldwide, Waze provides each partner with the same set of free, data-driven tools and resources to foster collaboration and communication between all partners. Working with Esri allows Waze to further scale the program and creates additional opportunities for our partners to collaborate, helping each other incorporate the power of crowdsourced data into their traffic management strategies.

In 2014, Waze pioneered data standards for road closure and incident reporting, which are embedded within customized data feeds provided to each partner. Established as a two-way data share, Waze provides partners with real-time, anonymous, Waze-generated incident and slowdown information directly from the source: drivers themselves. In exchange, partners provide real-time, government-reported construction, crash, and road closure data to Waze to return one of the most thorough records of current road conditions.