

PickUp Program with Waze Carpool

11/9/2021

Presented by Steven daCosta of Greater Mercer TMA

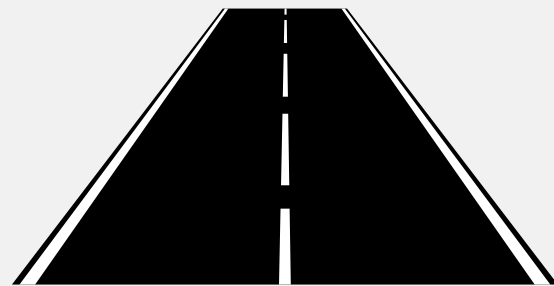
How do we get under-served workers in Trenton and Hightstown to warehouse jobs in East Windsor and Cranbury?



**Lack of Public
Transportation**



**Limited Income,
low wage jobs**



**Jobs located
miles away**

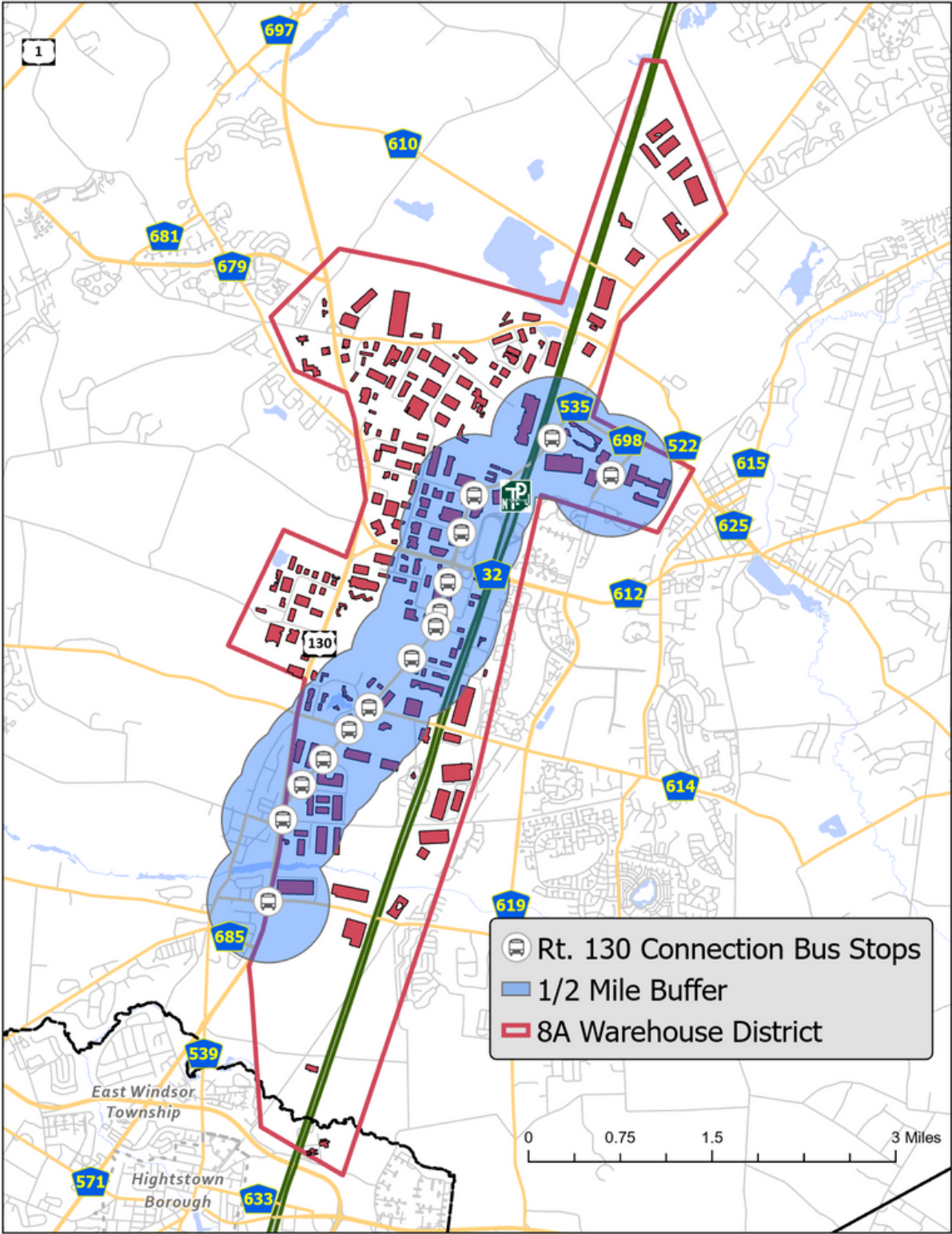
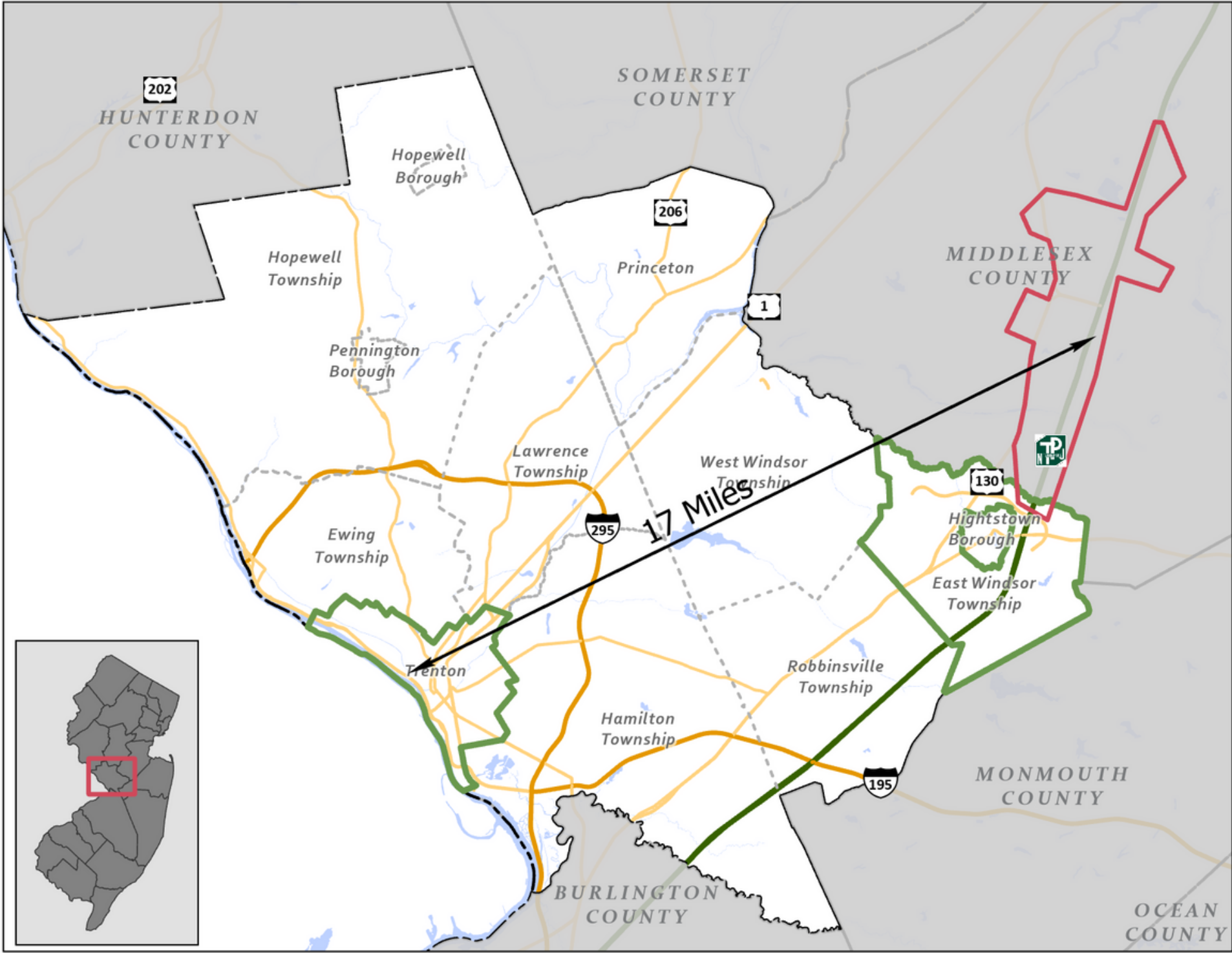


**Employers Need
Workers,
Workers Need Jobs**

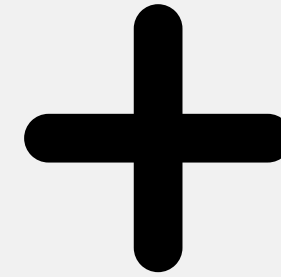
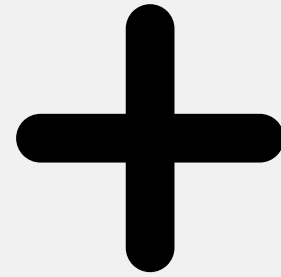
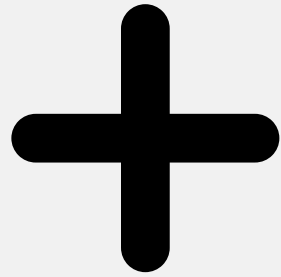
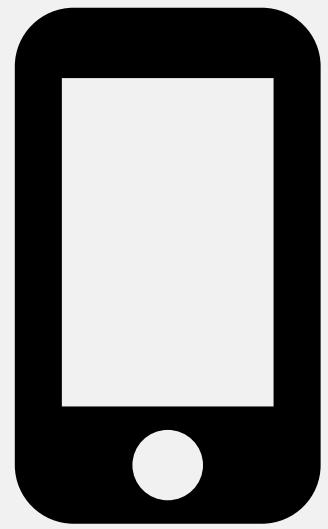


**Current Private
Options Unreliable,
Expensive**

The problem:



The solution:



**Waze Carpool
App**

Subsidies

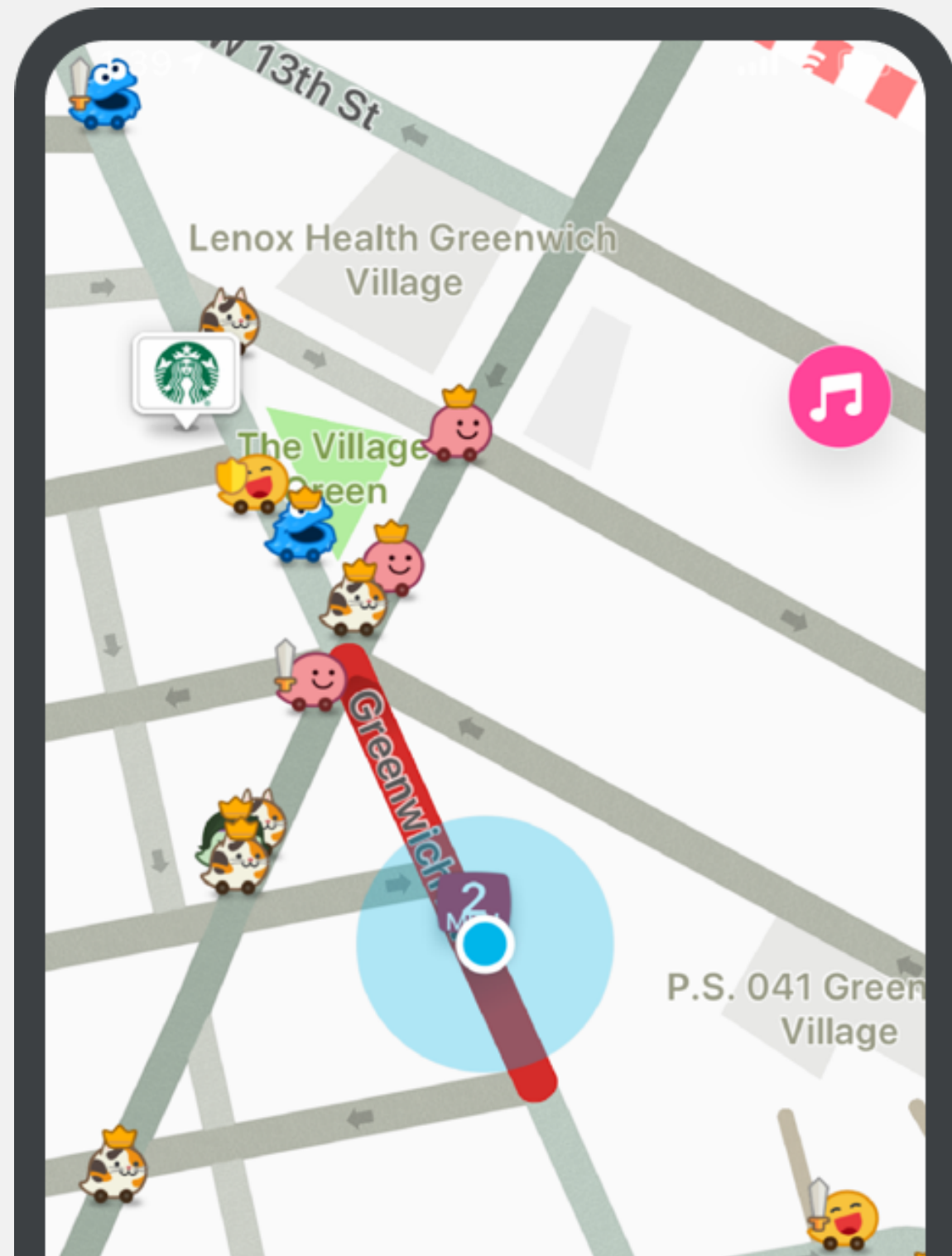
Driver Incentives

Geofencing

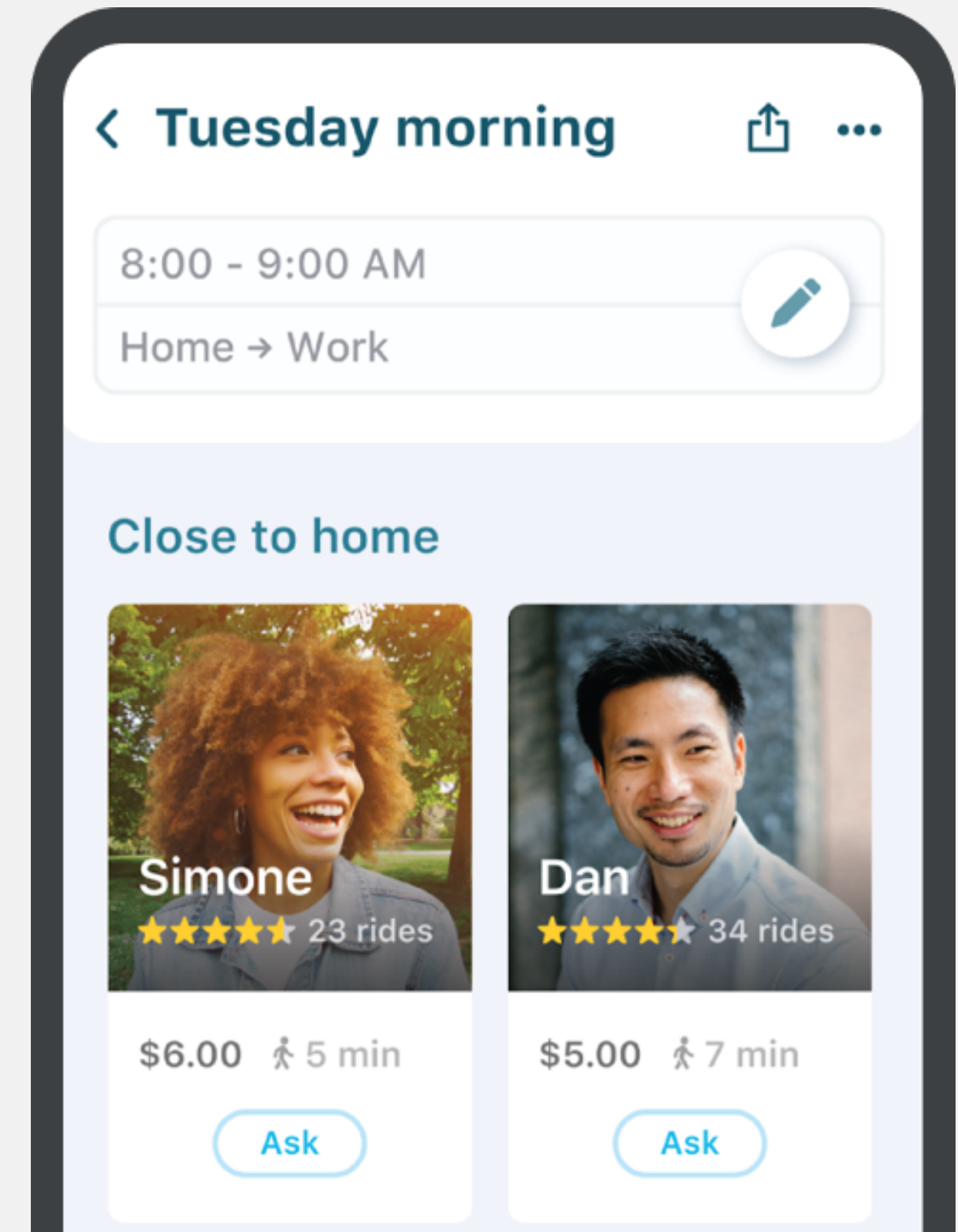
**A Peer-to-Peer
Carpooling App**

Waze App

Waze Navigation App



Waze Carpool App



Partners:

Project Development Partners

- Mercer County Planning
- Mercer County TRADE
- NJ Transit
- Delaware Valley Regional Planning Commission
- RISE, A Community Partnership
- Trenton Area Soup Kitchen (TASK)
- East Trenton Collaborative

Business Partners

- UPS
- Wayfair

Where we are now:

- Conducting outreach with Community Partners
- Working with partnered warehouses to sign people up
- Developing new marketing strategies



Lessons Learned:

- Need for viable transportation options for both employees and employers
- Always test your idea with the future users
- Sometimes it's not always about the money

Thank you!

Steven daCosta

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wazecarpool