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"A GREAT PLACE TO LIVE"

PRESS RELEASE

Waze Carpool launches pilot program offering \$2 trips in DFW

Watauga, Texas – The North Central Council of Governments (NCTCOG) and Try Parking It, the regional ride-matching and tracking site, have partnered with Waze Carpool to introduce a new pilot program to Dallas-Fort Worth area. The program allows commuters to utilize Waze Carpool for a flat rate of \$2.

Under the partnership, Waze has committed \$50,000 in monetary incentives, while NCTCOG and Try Parking It will allow carpoolers to log commutes to earn points that can be used to enter additional contest, purchase rewards and earn milestone prizes. The pilot is schedule to last for three months.

Under the program, passengers who wish to carpool with a Waze driver will be able to download the Waze Carpool App and request a ride. This app is separate from the Waze Navigation app and is designed so that riders chip in to cover the cost of gas while getting an affordable ride. Waze drivers get gas money and passengers which allow them to use carpool lanes.

An example of how the program would work is that, assuming an average trip for commuters is 20 miles, or \$10, Waze would subsidize the trip on average \$8, with the commuter paying the remaining \$2. With the proposed budget, Waze estimates that this will allow them to subsidize more than 6,000 rides.

To take advantage of this program, commuters will need to download the Waze Carpool app which is available in both the Apple and Android stores.

For more information on Try Parking It, visit www.tryparkingit.com, or download the TryParkingIt App from the Apple or Android store.