PickUp Program
with Waze Carpool

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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
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!

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