CARTO Announces CARTO Traffico to Address Transportation Congestion and City Planning

Crowdsourced GPS data traffic management Solution integrates Waze data; City of Madrid first to adopt

MADRID, April 20, 2018 - CARTO, the leader in location intelligence, today announced the availability of CARTO Traffico, a traffic management solution powered by crowdsourced GPS data. The packaged solution helps cities better understand traffic mobility patterns and inform better decisions about infrastructure and traffic management by combining real-time and historical traffic data from city sources and the Waze API.

The International Organization for Migration estimated in 2015 that approximately 3 million people are moving to cities every week worldwide, and the United Nations estimates that 65 percent of the world's population will reside in cities by 2050. The aging infrastructure and narrow roads in these urban environments were not designed to handle the volume of vehicles, and as a result cities battle gridlocked streets that present very real challenges for their communities. To address these very challenges, the City of Madrid will be the first city in Europe to leverage Traffico for decision making.

"The trend toward urbanization is not slowing down, and the need for better city and traffic planning has become apparent around the globe. City planners have a lot on their plate and gathering the right data shouldn't be a barrier to using it to improving the community," said Javier de la Torre, CEO of CARTO. "Our goal is to provide access to quality data analytics so that cities can focus on creating strategies to address areas of congestion, and quickly allocate resources to areas that need it most."

Crowdsourced data is critical to achieving an accurate view of any city challenge, but aggregating these real-time data streams across departments into a single view can be a challenge for cities with limited resources and many high priority initiatives - and this challenge is only compounded by the growth of connected cities and traffic sensors. Urban planners and city operations managers require the ability to address all of these data sources and unique factors that contribute to urban traffic congestion, and Traffico offers a single viewpoint of that data to:

- Identify city locations where public transportation accessibility would have the largest potential to reduce congestion
- Plan repair and maintenance work for transportation systems during times that will cause the least disruption
- Reduce incident response times by routing emergency response teams through streets with the lowest travel times

CARTO Traffico allows traffic managers to analyze open source datas streams alongside real-time and historical city data made available through the Waze Connected Citizens Program (CCP), a data exchange program built on a community-centric rather than a commuter-centric approach to addressing today's mobility problems.

"The city of Madrid has already taken an innovative approach when it comes to traffic congestion measures, and we see CARTO Traffico as the next step towards an even smarter, safer city," said Luis Cueto Alvarez de Sotomayor, from the city of Madrid. "We are excited to combine real-time data with location intelligence to improve the citizen experience."

"Through the Connected Citizens Program, we empower our partners to harness real-time driver insights to make better informed planning decisions, and ultimately eliminate traffic altogether," said Avichai Bakst, Director of Partnerships EMEA, Waze. "No one knows more about what is happening on the roads than Wazers, and the City of Madrid will be able to use these anonymous insights to further promote safer roads. In exchange, the City of Madrid is providing critical road closure and incident data to Waze, helping Wazers better circumvent major traffic events and real-time traffic blocks."

To learn more about CARTO Traffico, visit www.carto.com/solutions/traffico/.
To learn more about the Waze Connected Citizens Program, visit www.waze.com/ccp.

About CARTO
CARTO is leading the location intelligence revolution. We are the platform that turns location data into better behavioral marketing, optimized delivery routes, strategic store placements and maximized assets. Everyone, from data scientists to business analysts, use our open, cloud software to understand where things happen, why they happen and predict what will happen in the future.

CARTO was founded in 2012 by a team of experts in geospatial development, big data analytics, and visualization techniques. The company is based in New York City and Madrid, with additional locations in London, Washington, DC, and Estonia. CARTO has a team of more than 1,500 global customers and more than 200,000 users over the globe, and is backed by investors including Accel and Salesforce Ventures.

ABOUT CARTO

CARTO leads the world of location intelligence, empowering any organization and individual to discover and predict key insights through location data. With CARTO's intuitive location intelligence platform, analysts and developers build self-service location based apps that help optimize operational performance, strategic investments, and everyday decisions.

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