

CROWDSOURCED

**How GasBuddy Worked with Partners & Government
During Hurricanes Harvey and Irma**

@GasBuddyGuy | @GasBuddy



TODAY: MOBILE APPS HELP PEOPLE IN TIMES OF NEED

Mobile apps help people find important information—even during emergencies.

Zello turns your mobile phone into a 2-way radio.

The #CajunNavy used Zello to locate and rescue people.



Zello app helping hurricane victims communicate

11:33 AM ET Fri, 8 Sept 2017

Bill Moore, Zello founder & CEO, discusses how his walkie-talkie app is used during emergency situations like hurricanes.

WHAT ABOUT FUEL?

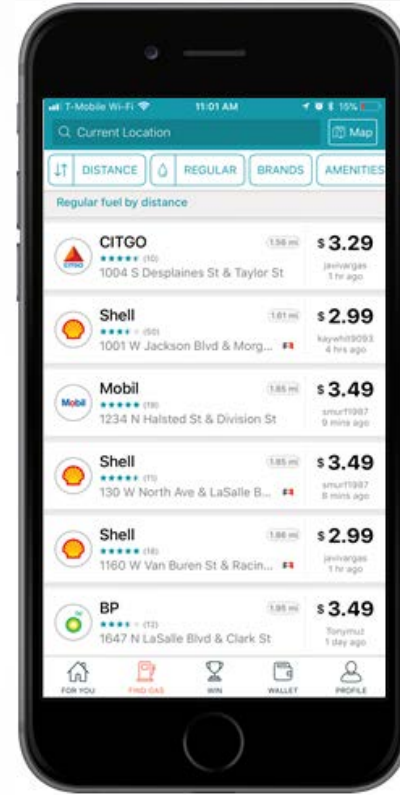
- » Fuel shortages can be severe during hurricanes.
- » Supply issues, increased demand, and other logistical challenges.
- » Drivers typically burn gas looking for gas. Not efficient—or safe.



WE REALIZED THAT WE COULD DO SOMETHING

GasBuddy had the network in place.
Already the premier mobile app for
convenience and fuel retailing.

What about crowdsourcing fuel
availability too?



\$ 707M

Annual Price Reports



70M+

Downloads to Date



12M+

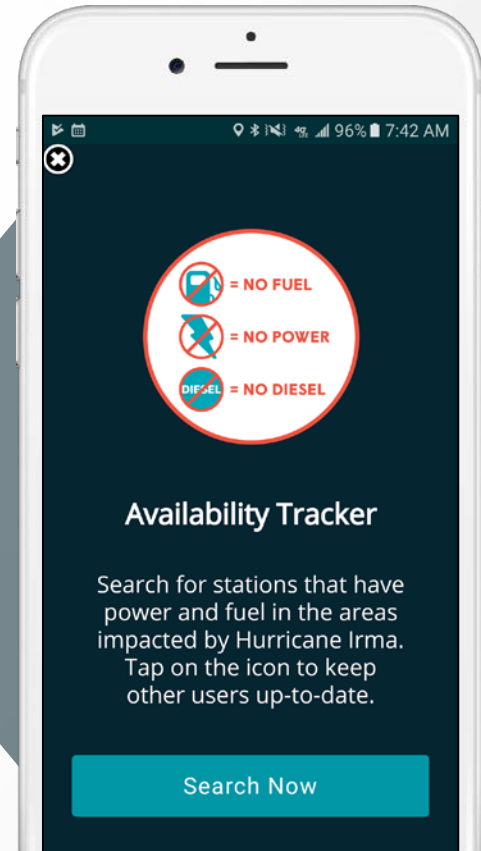
Monthly Active Users



150K

Retail Locations

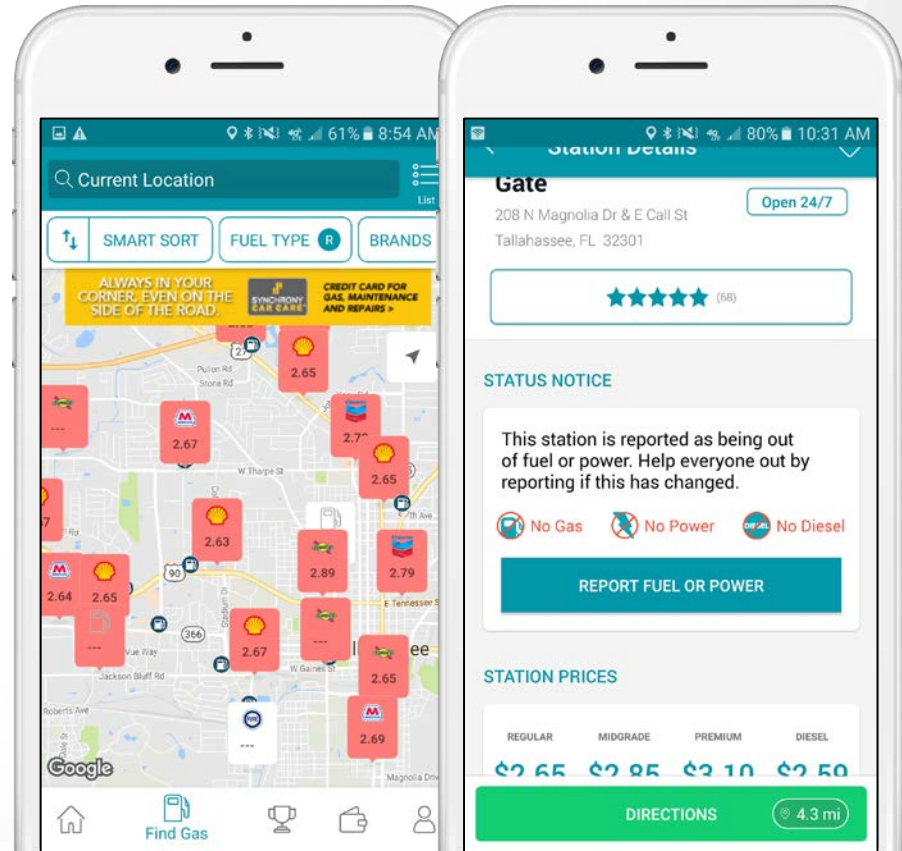
WOULDN'T IT BE NICE TO FIND GAS USING YOUR PHONE?



THE GASBUDDY (EMERGENCY) GAS TRACKER

Allows GasBuddy users to report if stations have gas, diesel, and power

Both in-app and on tracker.gasbuddy.com

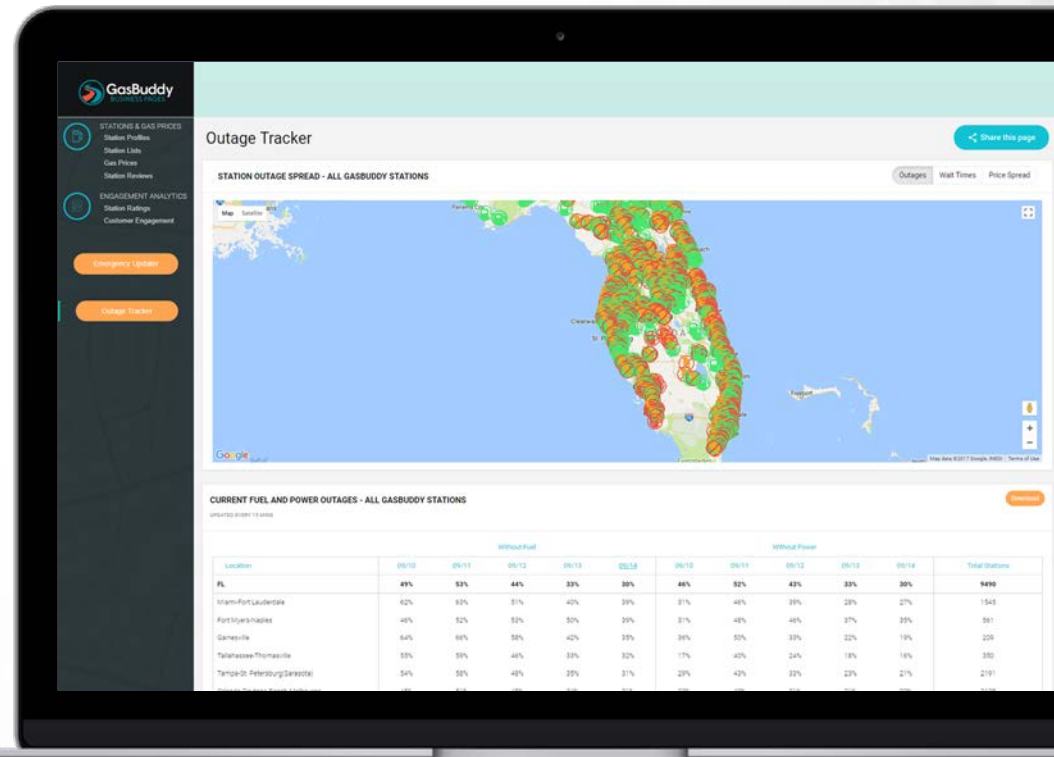


WORKING TOGETHER WITH RETAIL PARTNERS

Data made even more accurate
by getting it directly from fuel
marketers and convenience store
chains

Free during Irma

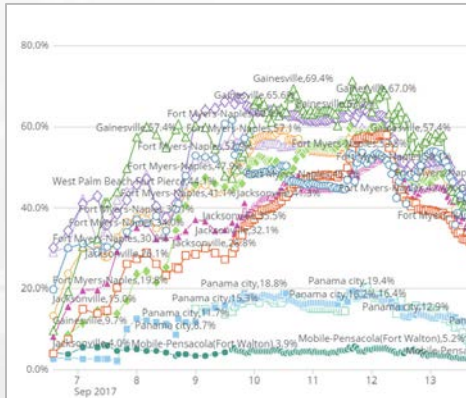
The Emergency Tracker Solution
is now complimentary to all
GasBuddy Business Pages
Partners



WHAT ABOUT HELPING STATE AND FEDERAL AGENCIES?

I traveled to Florida with Frank Beard,
GasBuddy's C-store Analyst

Provided key officials and agencies with data
on outages hourly, by location, by fuel type,
power status



Tia Mitchell 
@TIAreports

These guys represent one of the success stories when it comes to Irma response. [@GasBuddyGuy](#) [@GasBuddy](#)



1:03 PM · 12 Sep 17 from Tallahassee, FL



DATA FUELED DECISIONS

Which routes were better or worse for evacuations

Utilities identify where to fuel, government where to direct additional fuel

Watching data in real-time to evaluate situations as storm changes course



THE TRUSTED SOURCE FOR LIFE-SAVING INFORMATION


“The GasBuddy app is a great resource to find open stations with fuel.”

- Florida Gov. Rick Scott urges residents to use the GasBuddy app to find fuel



As Irma nears, Florida Governor tells residents to use Gas Buddy, Expedia, Google Maps & more





“ Every family I know on Marco Island has been sent the link to download and use GasBuddy.

They then in turn are sharing it with others as every family, many of them with small children, are on the highway today trying to get North to their safe destinations.

The number #1 worry is not their homes and loss of irreplaceable items such as pictures, but simply “how do I get my family to where I am going on a tank of gas?”

”

THANK YOU

For More Information:

www.gasbuddy.com

pdehaan@gasbuddy.com



@GasBuddy



@GasBuddyGuy