

# Traction

Transportation Performance Analytics.

Improve your traffic operations and propel smart city initiatives by leveraging reliable, real-time data across your roadway network. It has never been easier... and it starts now.

## What is Traction?

Traction is an easy-to-use, browser/mobile-based, cloud-hosted solution. It features comprehensive transportation performance analytics, on-line reporting, and powerful data visualizations, accessible from your workstation, smartphone, or tablet.

## How Does it Work?

**No costly infrastructure or time consuming deployments are required.** Traction immediately unlocks the ability to gather single vehicle and crowd-sourced travel times, along with other key health indicators for your freeways and arterials.

**Functional Modules** Traction users can access and leverage three modules.

### USER TRIP

- » Android and iOS App for individual vehicle travel times
- » Powerful analytics: travel time, delay, number of stops, and speed vs. distance graphs
- » Calibration of other probe sources

### CROWD DATA

- » Travel times for any corridor of interest, any time of day, up to once per minute
- » Automated reports: heat maps and travel time vs. time of day graphs
- » Real-time trends, threshold notifications, and traffic health over time

### ATSPM DASHBOARD

- » Easy-to-access system and intersection operational performance
- » Engaging, analytical dashboard with data trends to improve work flow
- » Now with on-premise UDOT ATSPM integration



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## Getting Started is Easy.

### START TRACTION

Browse to the website or launch the mobile app for iOS and Android

### FOCUS ON YOUR NEEDS

Specify roads of interest or collect valuable field travel runs

### LET DATA TELL THE STORY

Empowering strategic, well-informed decision making while driving your future actions

## Why Traction?

- » **Efficient** and cost-effective way to gather performance data
- » Substantial **savings** and increased travel time **accuracy** vs. Bluetooth field devices
- » System can be used to calibrate **any other source** of travel time data
- » **No lead time required.** Data collection and threshold monitoring starts the moment you request it

## Ready For More?

[www.kimley-horn.com/traction](http://www.kimley-horn.com/traction)



## Our Clients Say:

“ Traction is keeping us well-informed on how I-35 construction activities are impacting travel times for the motoring public in Austin. Traction provides our data by the minute, all day and night. The benefits have been immediate and are a great asset to the project. ”

*John Nevares, TxDOT Austin District*



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