

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



»» Traction

A Kimley-Horn Software Solution

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



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



Kimley»