

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 vehicle trajectory and crowd-sourced travel times, along with other key health indicators for your transportation network.

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

1 USER TRAJECTORY

Now Available in the App Store

- » Android and iOS App for capturing second-by-second user trajectory data
- » Powerful analytics: travel time, delay, number of stops, fuel consumption, and speed vs. distance graphs
- » Calibration of other probe sources

2 CROWD DATA

- » Travel times for any corridor of interest, any time of day, up to once per minute
- » Rich data sets sourced from **Azure/Tom-Tom, Waze, and Google**
- » Waze CCP data analytics including jams, alerts and irregularities
- » Real-time trends, heat maps, travel time vs. time of day graphs, threshold notifications, and traffic health over time

3 ATSPM DASHBOARD

- » Easy-to-access system and intersection operational performance
- » Engaging, analytical dashboard with data trends to improve work flow
- » Mobile app visualizations for key system indicators
- » Now with optional 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

Identify routes of interest and collect valuable second by second user trajectory data using the mobile app. Integrate Traction with your Waze CCP

LET DATA TELL THE STORY

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



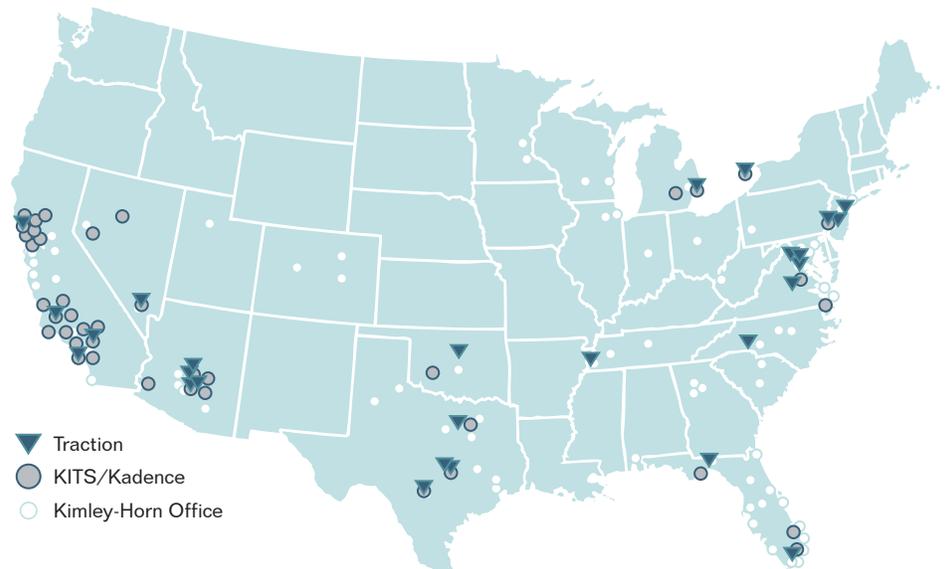
Our Clients Say:

“ 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

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

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