



❖ Building your Smart Cities ecosystem starts with Traction™

Imagine a better connection with the motorists on your roadways. A next-generation solution to push important information to vehicles, improve driver awareness at any location, and create harmonious mobility with greater safety and fewer surprises.

Kimley-Horn introduces **Traction Connect**, the next generation of 511: connect to the public to provide relevant alerts, warnings, and traveler information, geofenced specifically for nearby drivers.

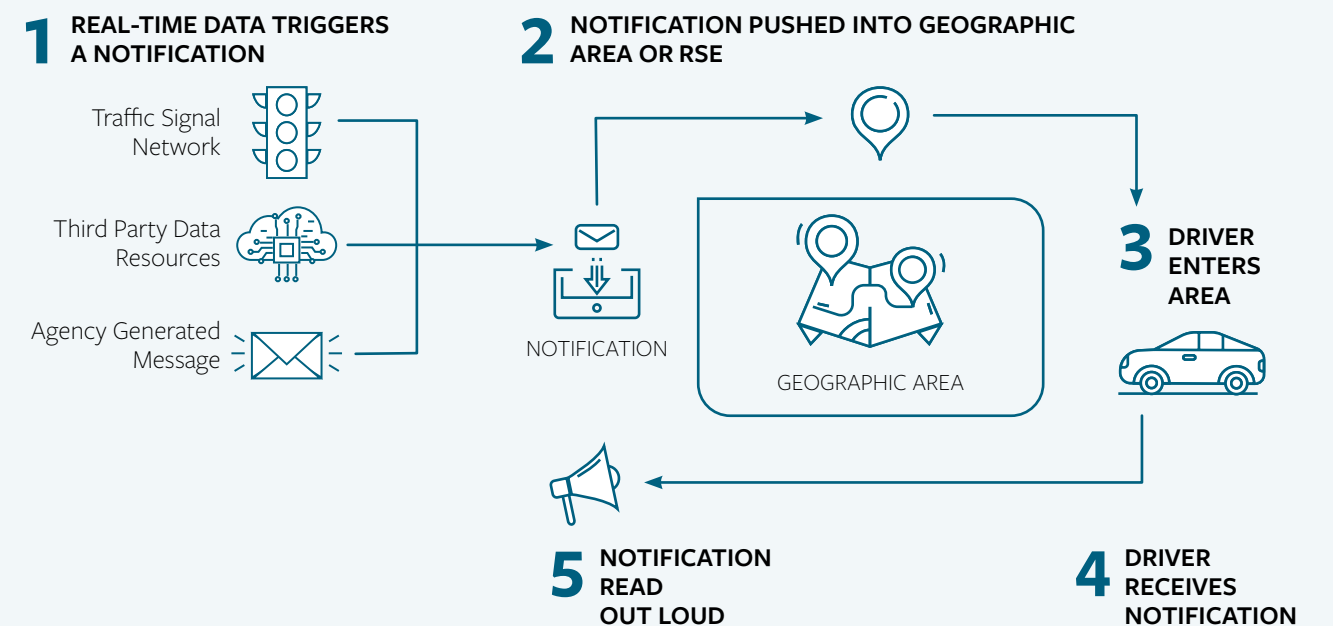


## WHAT IS IT?

**Traction Connect** is a cloud-hosted virtual messaging solution that provides real-time, geo-located notifications, safely displayed on drivers' infotainment systems with Apple CarPlay® and Android Auto™ or through connected vehicle Roadside Equipment (RSE) infrastructure.

## HOW IT WORKS

- ❖ Traveler information message is automated or created by your agency for a desired notification area
- ❖ Motorists traveling within the area will receive a traveler information messages via their infotainment system and request the message to be read out loud and receive traffic signal status information including eco driving recommendations.
- ❖ Agencies receive performance measures including vehicle trajectories





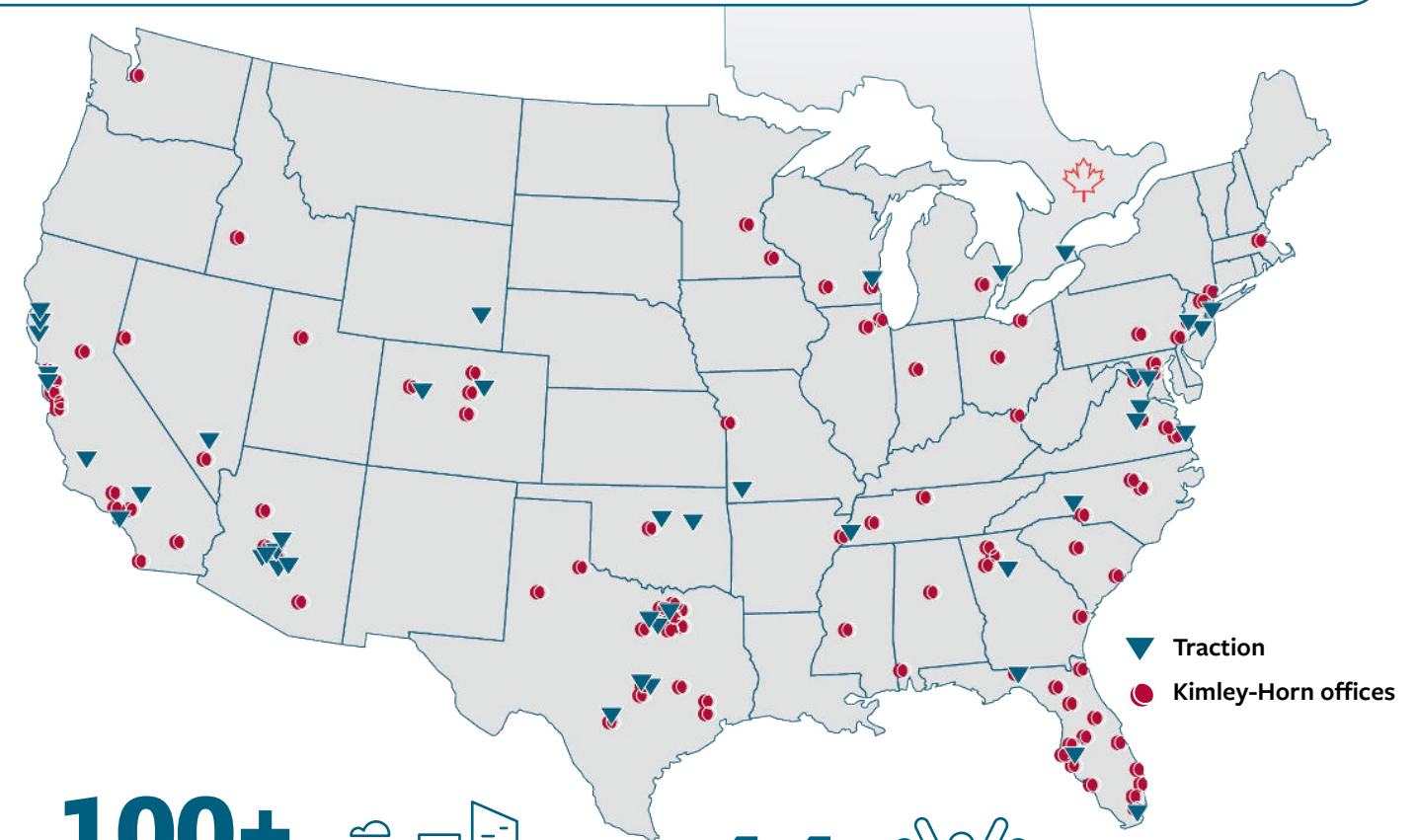
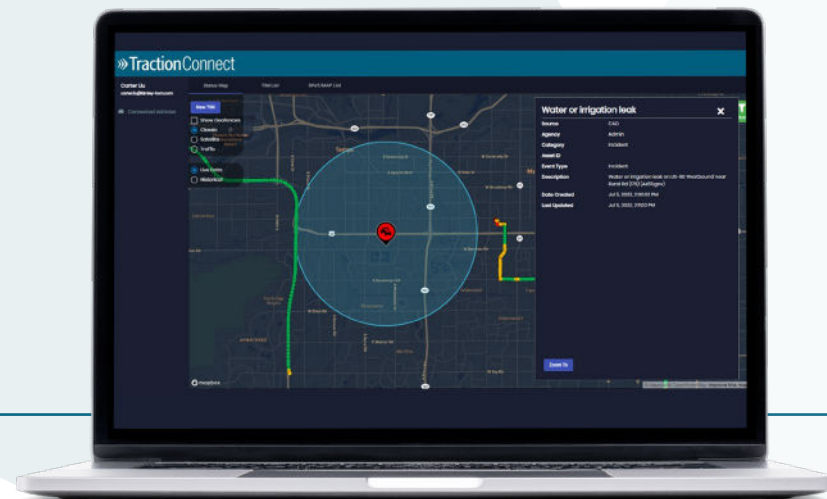
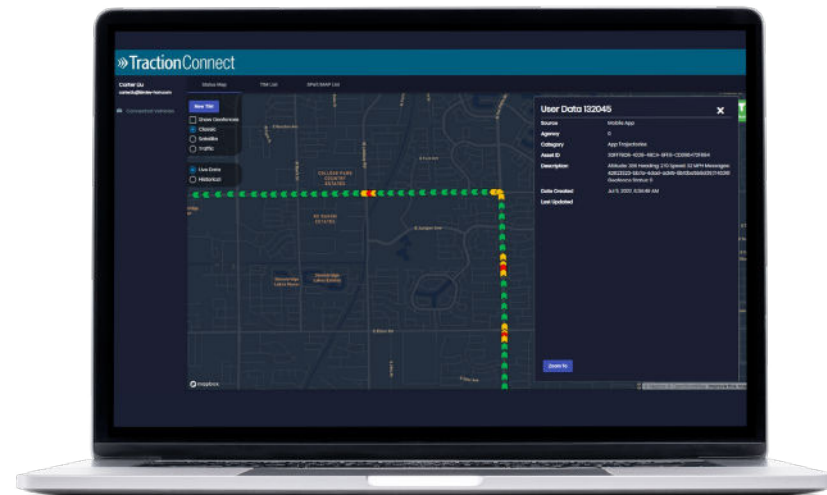
- APIS SUPPORTED**
- ✦ WZDx
  - ✦ TMDD
  - ✦ SPaT/MAP
  - ✦ NTCIP
  - ✦ CAD
  - ✦ REST/GeoJSON

## NOTIFICATIONS

- ✦ Signal in flash
- ✦ Crash ahead
- ✦ Debris in roadway
- ✦ Queue ahead
- ✦ Signal dark
- ✦ Green light status and eco-driving recommendations
- ✦ Railroad crossing occupied
- ✦ Drawbridge up
- ✦ TIM/BIM ITIS codes and ad hoc
- ✦ Turn around, don't drown®
- ✦ Amber/Silver
- ✦ Weather event (dust, snow, fog)
- ✦ Black ice
- ✦ Work zone ahead
- ✦ Wrong way driver approaching
- ✦ You are going the wrong way
- ✦ ...and more

## BENEFITS

- ✦ Performance measures such as basic safety message data, RSE status, and vehicle trajectory data
- ✦ Complements many I2V apps with no RSE field hardware
- ✦ Save costs of building DMS and ATM gantries
- ✦ Opt-in option to send CV data back to TMC, safely and securely without PII
- ✦ Infotainment system integration reduces driver distraction
- ✦ Talk to NextGen511, using Siri and Google Assistant
- ✦ Open APIs for third-party connectivity



**100+**  
KIMLEY-HORN  
OFFICES  
NATIONWIDE

**44**  
TRACTION  
AGENCY USERS

**Douglas Gettman, Ph.D.**

602.906.1332 | [doug.gettman@kimley-horn.com](mailto:doug.gettman@kimley-horn.com)

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