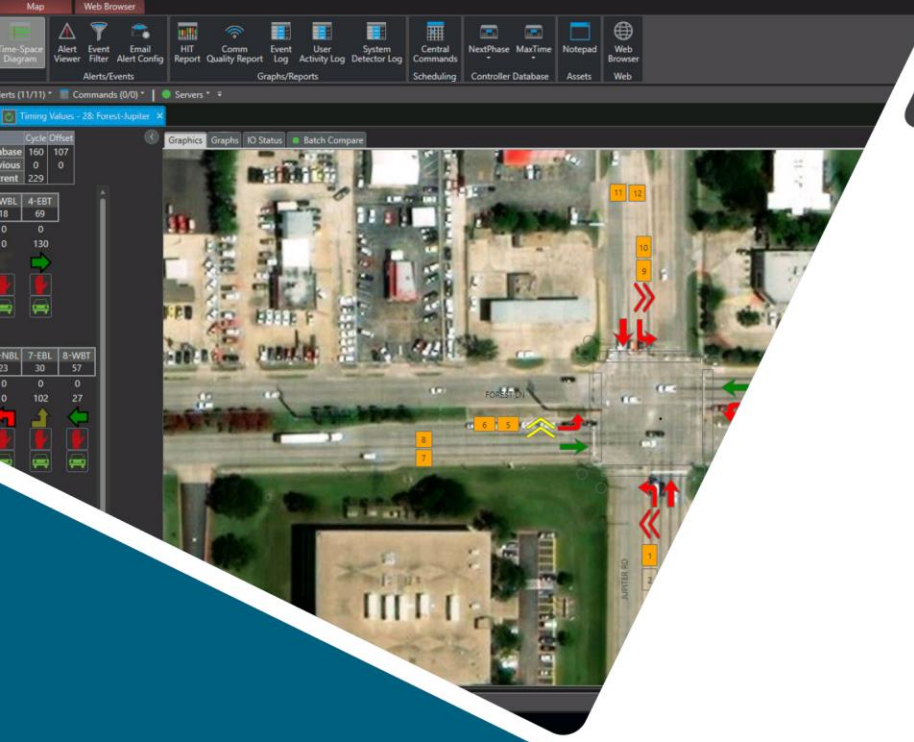

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Kimley»Horn

SMART CITIES TECHNOLOGY FORUM

Traction Travel

»KITS
A Kimley-Horn Software Solution

»Kadence
A Kimley-Horn Software Solution

»Traction
A Kimley-Horn Software Solution

What is Traction?

- Mobile/browser-based application
  - traction.kimley-horn.com
- Easy to use
- Cloud-hosted
- Comprehensive transportation analytics
- Powerful data visualizations
- Does NOT require field hardware
- You must measure to improve!

Traction Technologies

Microsoft Azure

Google Maps

waze

INRIX

ANDROID

iOS

KITS
A Kimley-Horn Software Solution

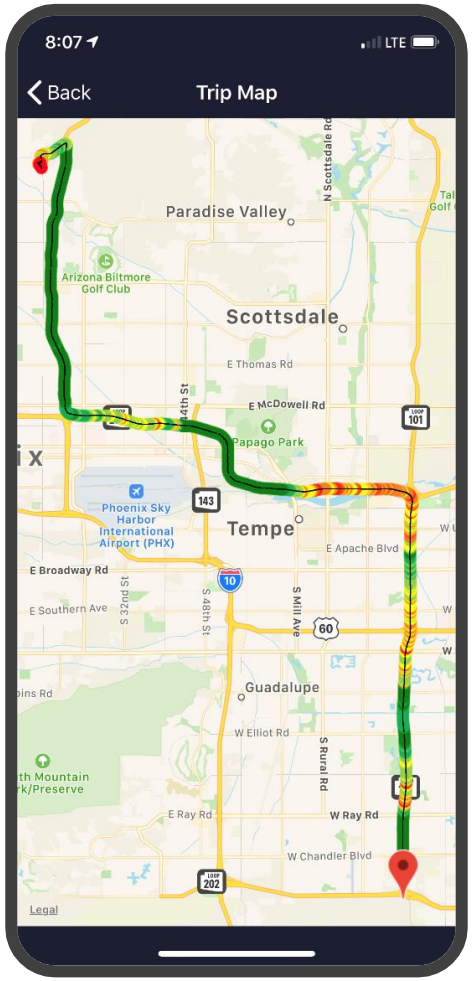
Kadence
A Kimley-Horn Software Solution

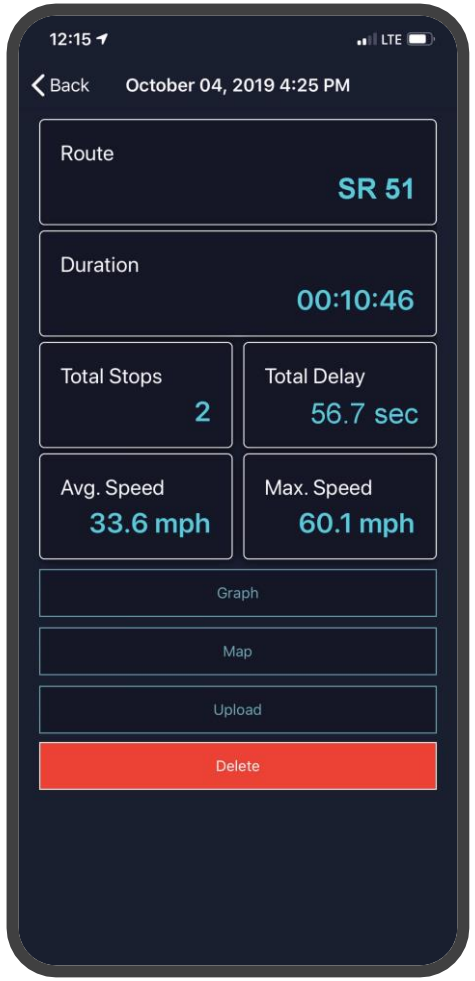
Traction Capabilities

- Travel times for any corridor
- Crowd Data Source From:
  - Azure
  - Google
  - Waze
- Azure playback

Traction Capabilities

- Trajectory Data
  - Mobile app data collection
  - Automatic calculation of travel time, stops, delay, and speed
  - Calibrate other sources
  - Available in Apple Appe Store & Google Play





Common Use-Cases

- Manage Parking Operations
- Perform before and after studies
- Post expected travel times on DMS
- Collect baseline corridor data
- Evaluate real-time parking detours and pedestrian strategies
- Evaluate construction impacts
- Monitor congestion conditions
- Quantify incident impacts

Demo

Thank You