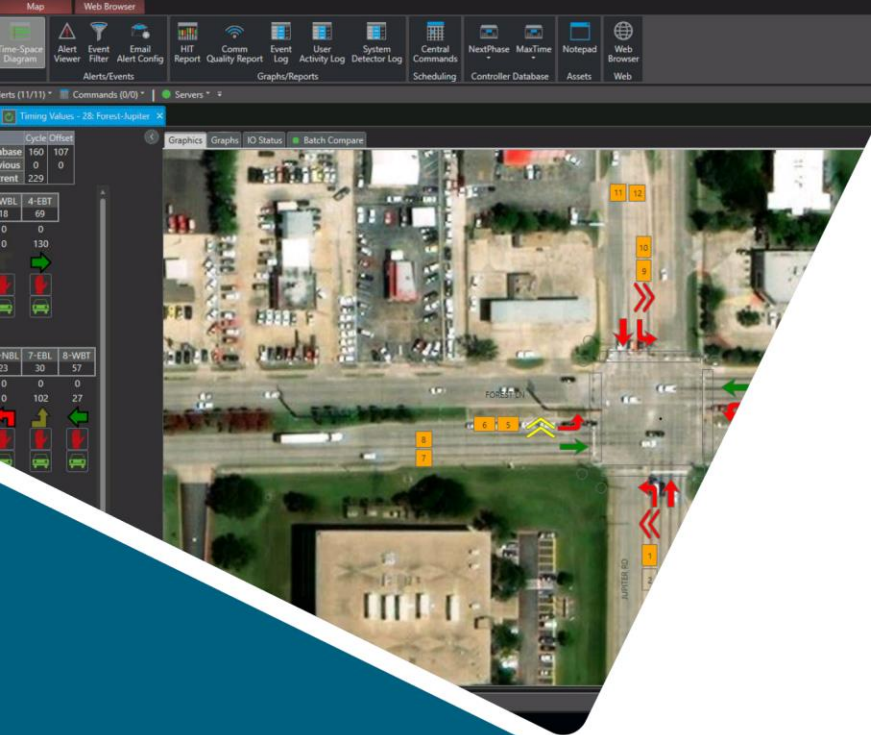


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Kimley»»Horn

# 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](http://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



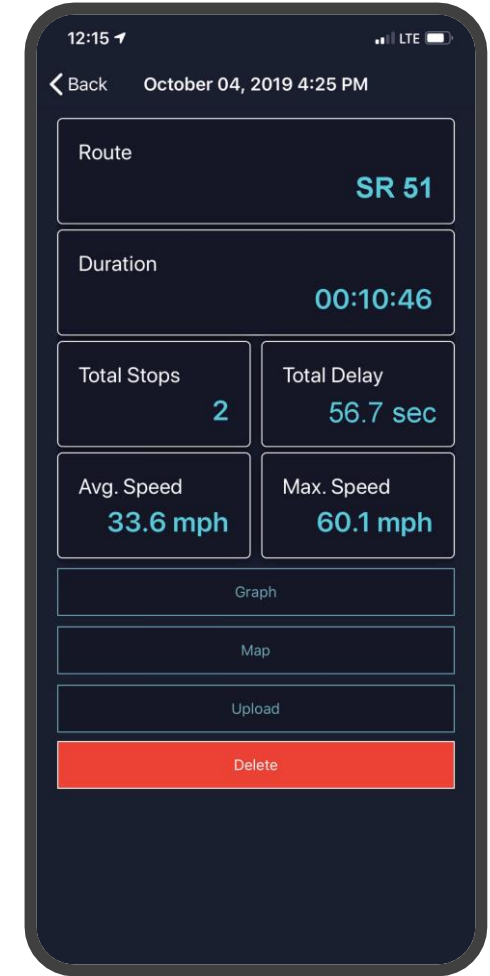
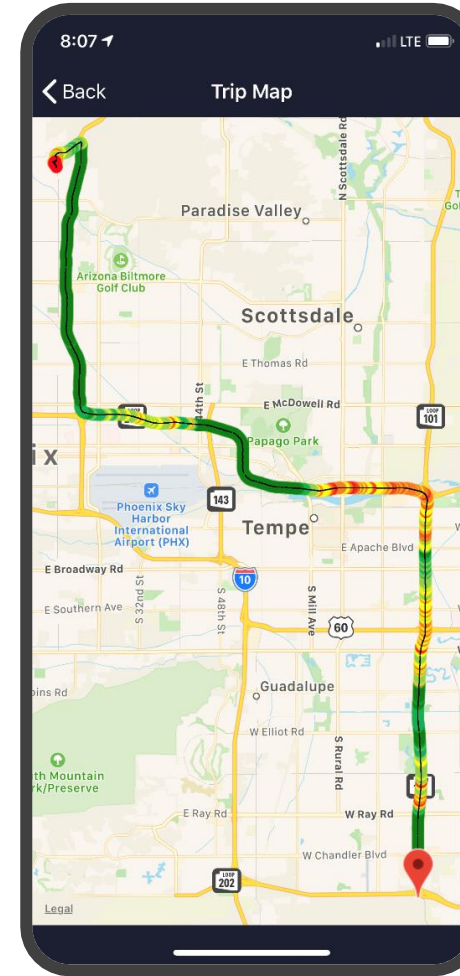
# Traction Capabilities

- 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 App Store & Google Play



# Common Use-Cases



Manage Parking Operations



Perform before and after studies

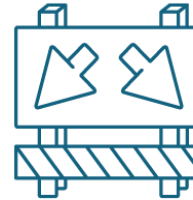
Post expected travel times on DMS



Collect baseline corridor data



Evaluate real-time parking detours and pedestrian strategies



Evaluate construction impacts



Monitor congestion conditions

Quantify incident impacts





**Demo**

A dark gray background featuring a stylized, light gray silhouette of a city skyline at the bottom. The skyline includes various building shapes, some with grid patterns representing windows. On the left side, there are several overlapping, angular shapes that resemble a stylized sun or a series of overlapping planes, also in a light gray tone.

**Thank You**