

❖ 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.

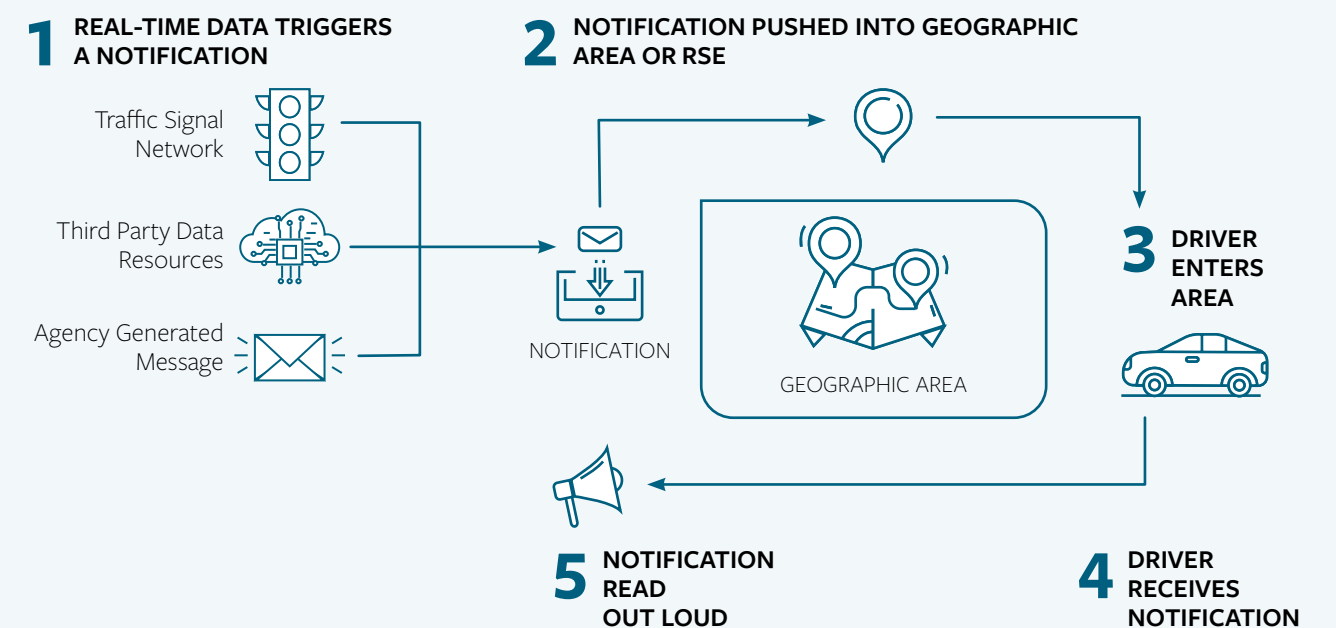


WHAT IS IT?

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

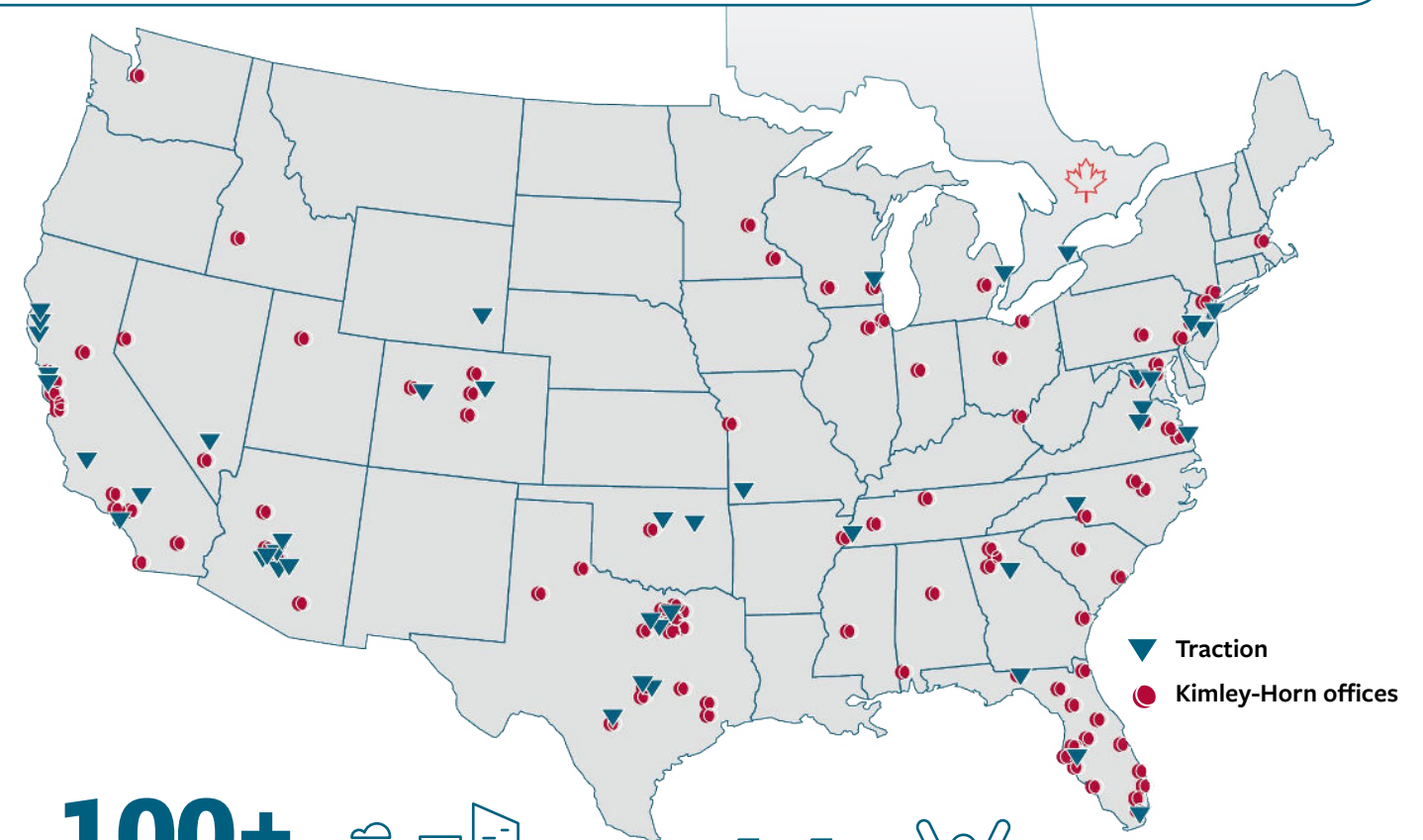
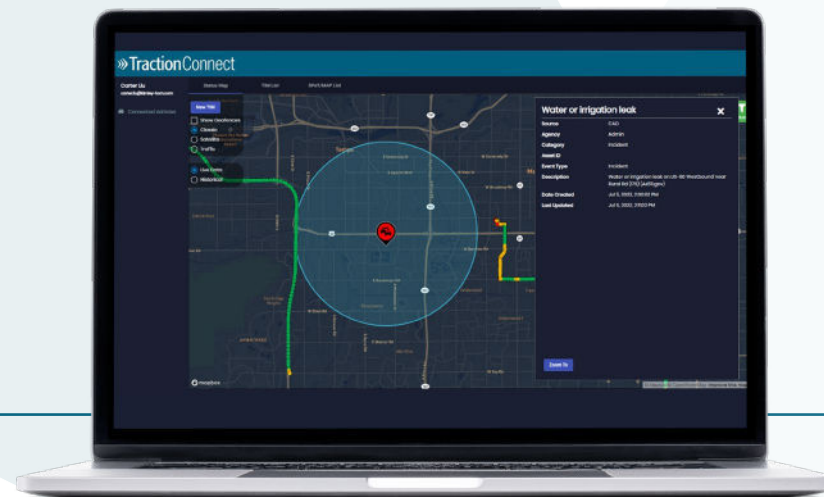
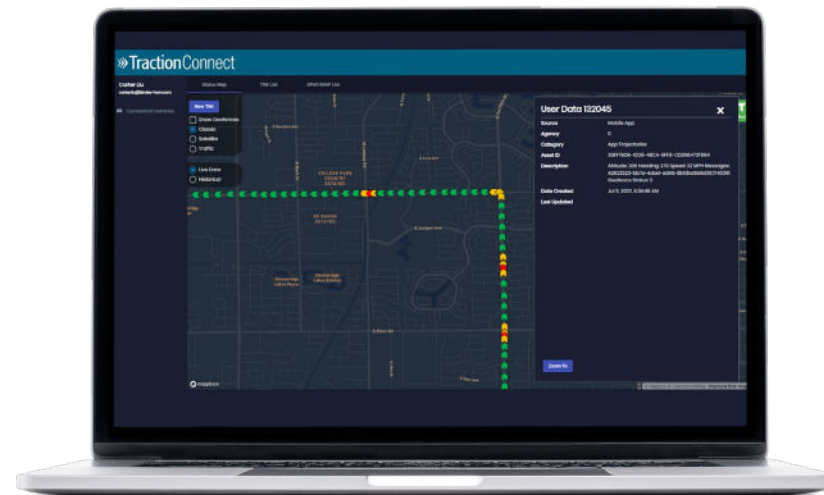
- ✧ WZDx
- ✧ TMDD
- ✧ SPaT/MAP
- ✧ NTCIP
- ✧ CAD
- ✧ REST/GeoJSON

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

 kimley-horn.com/traction-connect