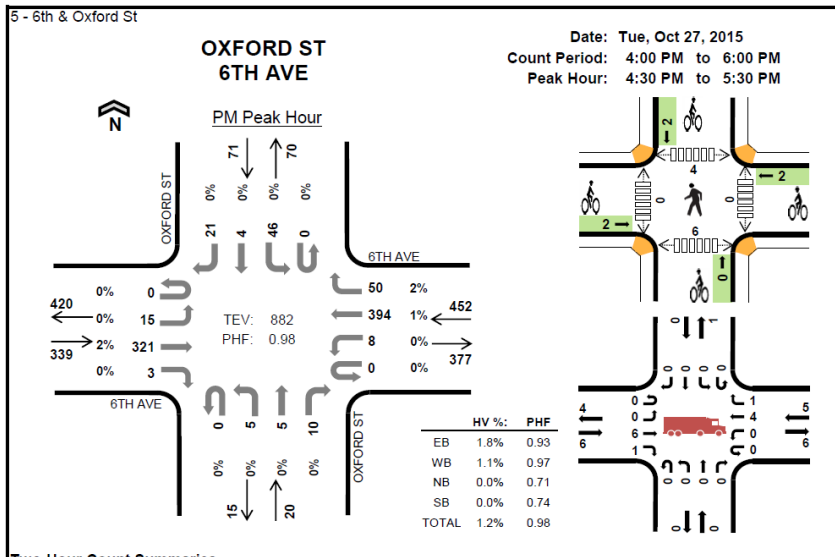


# 1-CLICK Traffic Analytics

Just a Click



# TYPICAL TRAFFIC COUNT SHEETS



## Two-Hour Count Summaries

Interval Start	6TH AVE Eastbound				6TH AVE Westbound				OXFORD ST Northbound				OXFORD ST Southbound				15-min Total	Rolling One Hour
	UT		RT		UT		RT		UT		RT		UT		RT			
	UT	LT	TH	RT	UT	LT	TH	RT	UT	LT	TH	RT	UT	LT	TH	RT		
4:00 PM	0	7	74	0	0	2	85	12	0	1	0	1	0	8	3	6	199	0
4:15 PM	0	6	74	3	0	5	91	10	0	3	0	3	0	17	4	6	222	0
4:30 PM	0	5	78	1	0	2	97	15	0	2	0	4	0	13	0	6	223	0
4:45 PM	0	3	85	0	0	1	98	12	0	2	1	1	0	11	1	4	219	863
5:00 PM	0	5	71	0	0	3	96	12	0	1	0	2	0	16	2	6	214	878

## Intersection Turning Movement Counts

Street: Ells St  
 Block: 2000  
 Counter: 3188

Site: 00000000000  
 Monday, 8/9/2010, 8:59:02 AM -  
 Thursday, 8/12/2010, 1:34:32 PM

### Classification Grand Totals

	Westbound													
	Total	Bike	Cars & Trailer	2 Axle Long	Buses	2 Axle 6 Tire	3 Axle Single	4 Axle Single	<5 Axle Double	5 Axle Double	>6 Axle Double	<6 Axle Multi	6 Axle Multi	>6 Axle Multi
12:00 AM	17.0	0.0	12.7	3.3	0.0	0.3	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0
1:00 AM	28.0	0.0	23.0	4.0	0.0	1.7	0.3	0.0	0.3	0.0	0.7	0.0	0.0	0.0
2:00 AM	10.7	0.0	6.7	2.7	0.0	0.3	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0
3:00 AM	21.7	0.3	13.0	3.0	0.3	0.7	2.0	0.0	0.0	1.3	0.7	0.0	0.0	0.3
4:00 AM	39.3	0.0	20.0	8.7	0.3	2.3	5.3	0.0	0.3	2.0	0.3	0.0	0.0	0.0
5:00 AM	59.7	0.3	36.3	15.3	1.0	3.0	0.7	0.0	0.3	1.7	0.7	0.0	0.0	0.3
6:00 AM	92.0	0.7	53.7	21.3	3.3	7.0	1.7	0.0	0.3	3.3	0.7	0.0	0.0	0.0
7:00 AM	112.3	0.3	87.7	22.3	2.7	11.3	3.0	0.3	2.7	2.7	1.3	0.0	0.0	0.0
8:00 AM	90.5	0.0	43.5	21.0	3.8	12.3	2.3	0.0	2.8	3.0	1.5	0.3	0.0	0.3
9:00 AM	196.3	1.5	107.3	45.5	5.5	21.0	4.5	0.0	3.5	5.0	1.0	0.5	0.3	0.3
10:00 AM	224.0	2.0	125.8	51.0	4.3	24.5	3.5	0.0	4.3	6.0	1.8	0.0	0.0	0.3
11:00 AM	265.0	2.8	153.8	60.8	4.5	25.5	3.8	0.0	8.0	4.3	1.8	0.0	0.0	0.0
12:00 PM	248.8	2.0	147.3	58.5	5.3	20.0	3.8	0.3	3.5	6.3	1.5	0.0	0.0	0.5
1:00 PM	324.3	4.0	202.3	72.5	5.0	24.8	4.8	0.0	2.8	5.5	1.8	0.0	0.0	0.5
2:00 PM	462.3	4.3	276.0	96.3	15.3	25.7	5.3	0.3	25.3	8.7	0.7	1.0	0.0	3.3
3:00 PM	562.0	8.0	298.3	102.7	48.0	70.8	5.3	0.3	19.0	6.0	1.0	0.7	0.0	2.3
4:00 PM	337.7	2.3	188.0	48.3	49.7	33.3	1.0	0.0	8.3	2.0	1.0	2.0	0.0	1.7
5:00 PM	148.7	1.0	117.0	20.0	1.7	5.3	2.0	0.0	0.7	1.0	0.0	0.0	0.0	0.0
6:00 PM	77.3	0.0	60.0	11.3	1.0	2.0	1.0	0.0	1.0	0.7	0.0	0.3	0.0	0.0
7:00 PM	52.3	0.3	40.7	8.0	1.0	1.3	0.0	0.0	0.3	0.7	0.0	0.0	0.0	0.0
8:00 PM	52.7	0.0	41.0	5.3	0.7	2.0	1.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0
9:00 PM	34.3	0.0	26.0	6.7	0.7	0.7	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10:00 PM	27.7	0.0	21.3	3.7	0.7	0.7	0.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0
11:00 PM	23.0	0.0	19.3	2.0	0.3	0.7	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0
ADT	3307.4	29.9	2096.4	655.3	154.9	296.2	50.8	1.3	84.1	65.3	16.6	4.8	0.3	9.8

Study Grand Totals														
	Total	Bike	Cars & Trailer	2 Axle Long	Buses	2 Axle 6 Tire	3 Axle Single	4 Axle Single	<5 Axle Double	5 Axle Double	>6 Axle Double	<6 Axle Multi	6 Axle Multi	>6 Axle Multi
Westbound	11871	102	7075	2396	493	1016	175	4	277	227	59	15	1	31
		0.9%	59.6%	20.2%	4.2%	8.6%	1.5%	0.0%	2.3%	1.9%	0.5%	0.1%	0.0%	0.3%

## Volume - Speed - Vehicle Classification



# PROBLEM STATEMENT



← Hiding in a Folder



← Not Associated with a Geographical Location

→ Time Consuming




# 1-CLICK Traffic Analytics

A cloud-based application which provides charts, graphs and 100s of analytics using the traffic counts (i.e., intersection turning movements, and tube counts (24 HR Volumes, Classifications, and Speed).


**WITHOUT 1-click traffic analytics:**

- \*Need to open multiple files
- \*Need to spend 4-6 Hours to create Heat maps




**WITH 1-CLICK YOU ARE JUST A CLICK AWAY!**


1-CLICK Traffic Analytics – which provides charts, graphs and 100s of analytics using the traffic counts.



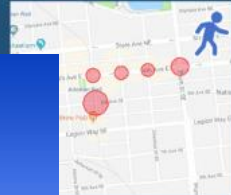
**Heat Map - Total Turning Movements**



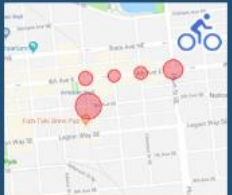
**Heat Map - % of Heavy Vehicles**



**Heat Map - Total Pedestrians**



**Heat Map - Total Bikes**



**WITH 1-CLICK YOU ARE JUST A CLICK AWAY!**

1-CLICK Traffic Analytics – which provides charts, graphs and 100s of analytics using the traffic counts.



- \* Need to open multiple files
- \* Need to spend 4-6 Hours to create Graphics



**Total Turning Movements**

4TH Ave. E / Jefferson St. NE



Year	Total Turning Movements
2012	243
2013	168
2014	171
2015	243
2016	250
2017	243

**% of Heavy Vehicles**

4TH Ave. E / Jefferson St. NE



Year	% of Heavy Vehicles
2012	24
2013	2
2014	2
2015	2
2016	2
2017	2

**Total Pedestrians**

4TH Ave. E / Jefferson St. NE



Year	Total Pedestrians
2012	11
2013	12
2014	15
2015	40
2016	3
2017	45

**Total Bikes**

4TH Ave. E / Jefferson St. NE



Year	Total Bikes
2012	27
2013	5
2014	10
2015	97
2016	2
2017	97

# Simple Two STEP

**Initial Setup:** The agency will send the traffic counts data to us, and the cloud-based application will process and upload the data onto the application. Our team will conduct QA-QC and send you a web link to review before it is available for the targeted audience. The web link can be embedded on the agency's website and can be accessible by anyone.

**On-going data upload:** After the initial setup, the agency will send additional data as the additional data get collected, and our cloud-based application will process and upload the data onto the application.

# 1-CLICK –Five Nos & A Tool for All

Traffic Counts Heat Map



Intersection Turning Movements



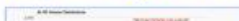
24 HR Volumes, Classifications and Speed Data



Graphical Output



Graphical Output and more



# FIVE NOS

1. No **Training** is required to learn a new software
2. No **Staff time** is required to process and manage traffic data
3. No in-house **software Maintenance** is required
4. No Complex Traffic Data Process and Management **experiences** are required
5. No **Big Budget** is required

Traffic Counts Heat Map



Intersection Turning Movements



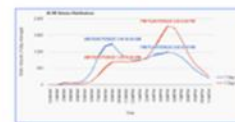
24 HR Volumes, Classifications and Speed Data



Graphical Output



Graphical Output and more



1-CLICK Traffic Analytics (Just A Click) which provides charts, graphs and 100s of analytics using the traffic counts.



TRAFFIC ENGINEERS:

- a. Assist Addressing **Citizen's** Concerns,
- b. Assist Addressing **Council Member's** inquires
- c. Assist Identifying **Congested Area**
- d. Assist Identifying **Hot Spots**
- e. Assist Updating **Signal Timing** - by providing details traffic volumes

TRANSPORTATION PLANNERS:

- a. Assist Analyzing **Multimodal** Transportation System
- b. Assist Prioritizing **Capital Improvement** Projects

LONG RANGE PLANNERS:

- a. Provides Citywide **Traffic Growth Trend**

LAND USE PLANNERS:

- a. Provides an insight relationship **between land use and traffic**

ECONOMISTS:

- a. Assist Analyzing **Market**
- b. Provides a unique insight into **Business Opportunities**

DEVELOPERS:

- a. Assist Selecting **Site**
- b. Assist evaluating **Development**

