

Ample  
Accurate  
Affordable

Prepared for:  
Ticon valued Customer

# Traffic Data Essentials Report

Demo address, USA



October 2024

# Report Coverage

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# General Notes

1

Aggregated parameters in this report represent the estimation made by Ticon algorithm with the use of multi-sourced data, including GIS information and GPS probe data. Each GPS probe represents the data averaged for 15 min interval. Usually, 96 probes per day are available.

2

Average traffic volume is calculated as a time period average of all probes available for this period (year, month, day or other). The end date of the analysis is: 04/30/2023

3

Congested hours are defined as periods of time when the median speed is below 80% of the expected speed for the road segment. [Ignored if less than 2%].

4

Rush hours are defined as periods of time when the median speed is below 50% of the expected speed and traffic flow is more than 60% of the maximal capacity for the road segment.

5

Congested (rush) hour ratios are defined as a percentage of congested (rush) hours out of normal travel hours (between 6:00 am and 11:00 pm). [Ignored if less than 2%].

6

Normal speed is defined as the average speed of a vehicle travelling at maximum safe speed, obeying the speed limit, road signs and traffic lights signals.

7

Hours of intense load are defined as a period of time with intense traffic regardless of the speed during this period.

8

Impact analysis aims to define abnormalities in traffic patterns if noticed during one year observation period. Such abnormalities may be caused by road repair, construction, social or weather events, etc.

9

Traffic impact is calculated as a difference between values of traffic volume estimated for regular conditions and for current (irregular) conditions.

10

Demographic data are based on the US Census information.

Ticon traffic flow data and related materials represent an estimation produced with the use of proprietary algorithm and are provided "as is". Ticon makes no representations or warranties expressed, with respect to the methods, algorithms, software, data or the related materials, including by way of example and not limitation, the implied warranties of merchantability and fitness for a particular purpose.



# Site Traffic Map

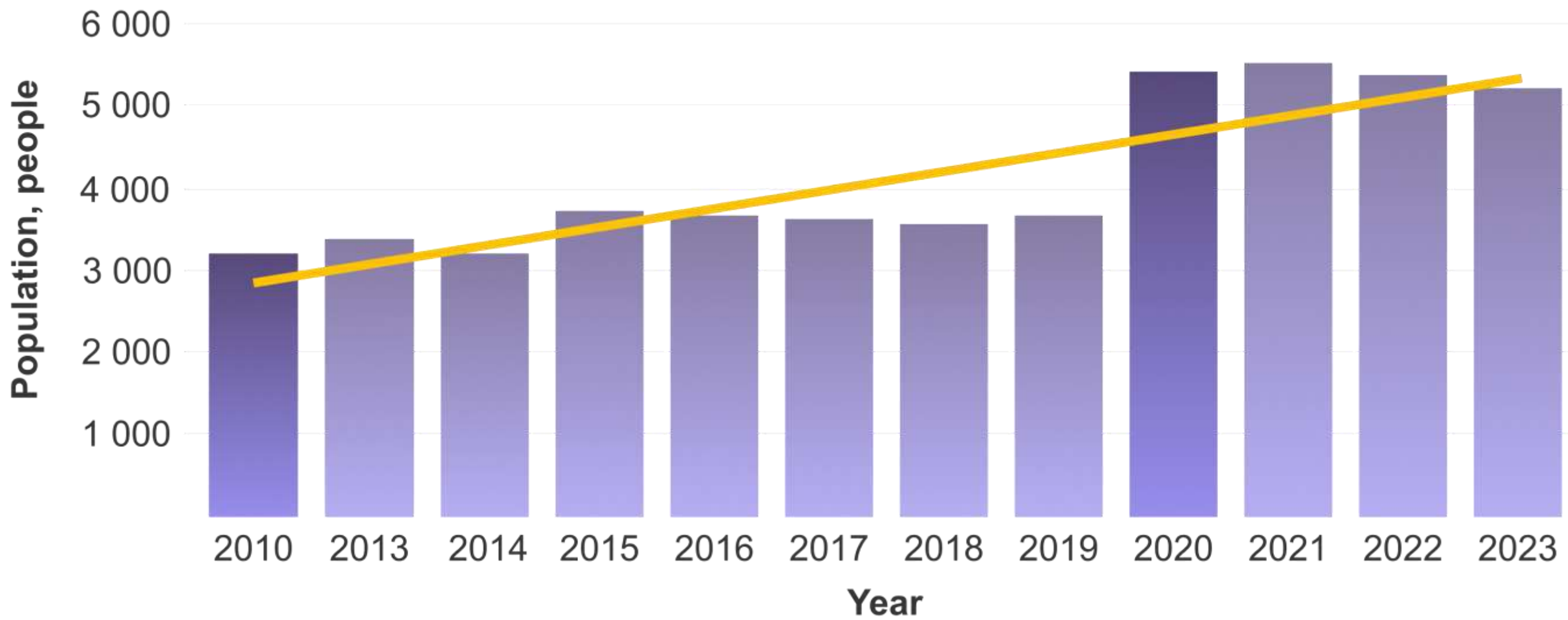




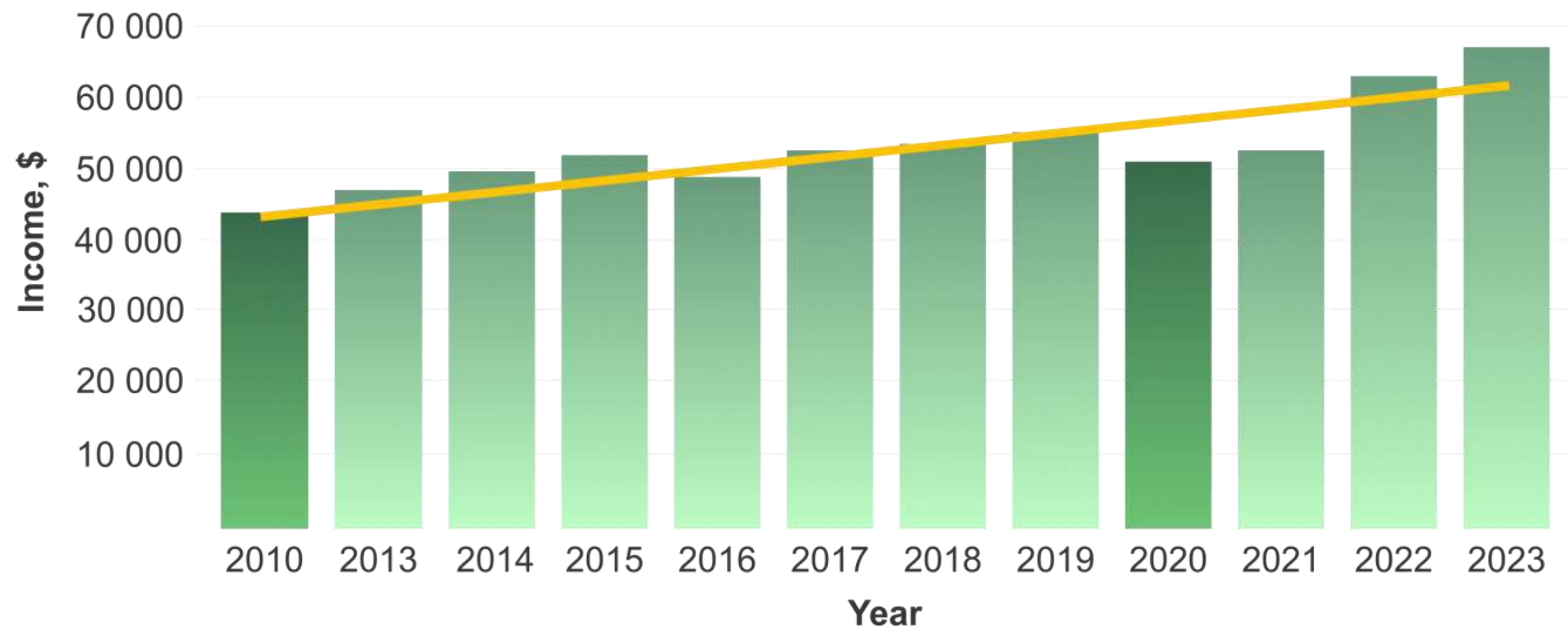


Population growth, 5 mi radius

+4.93% per year




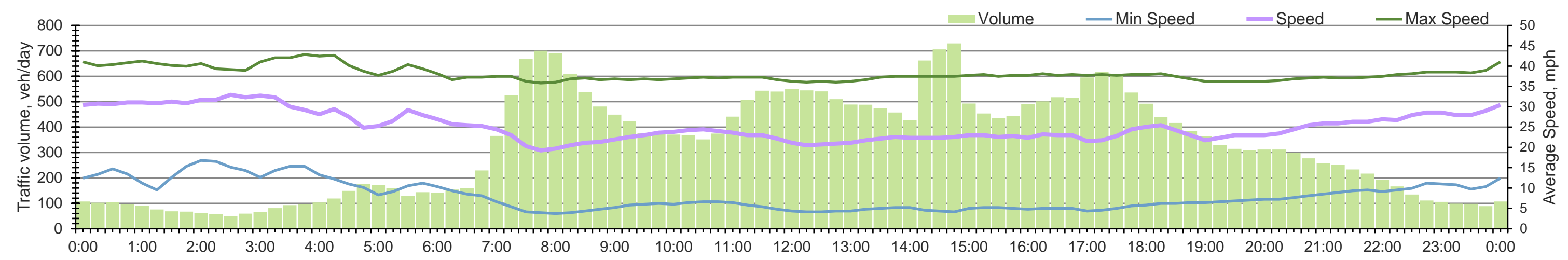




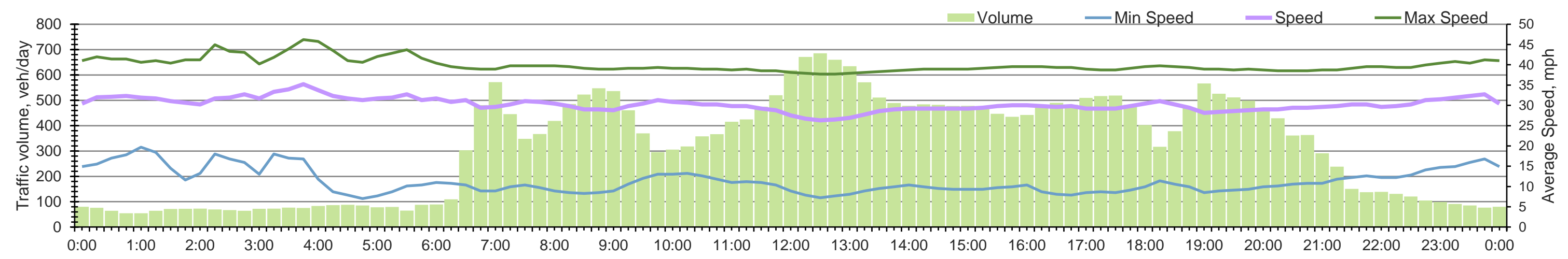




  
A Rd  
Eastbound



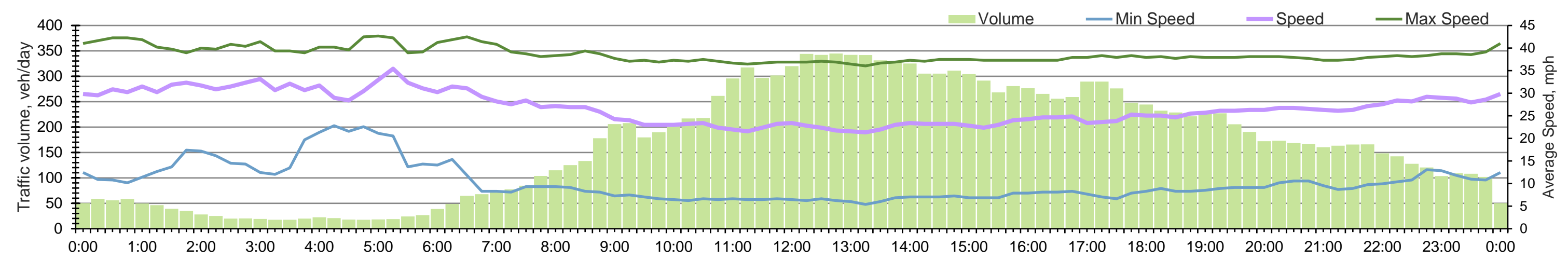
  
B Rd  
Southbound



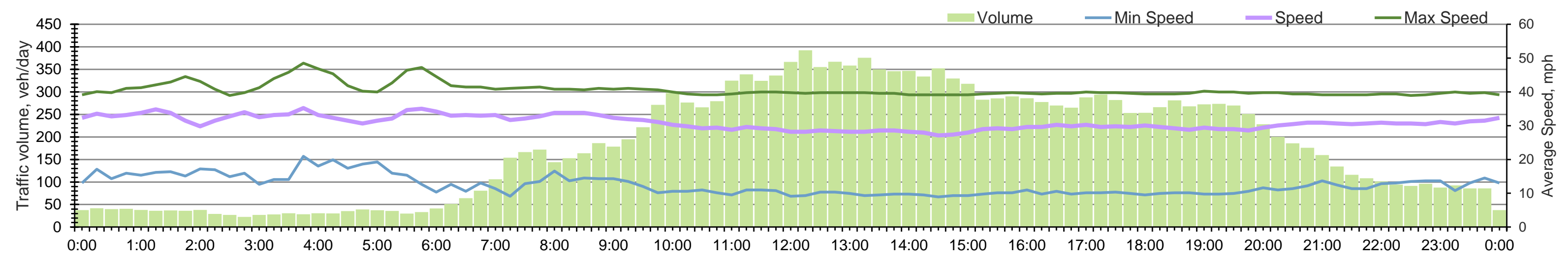




A Rd  
Eastbound



B Rd  
Southbound




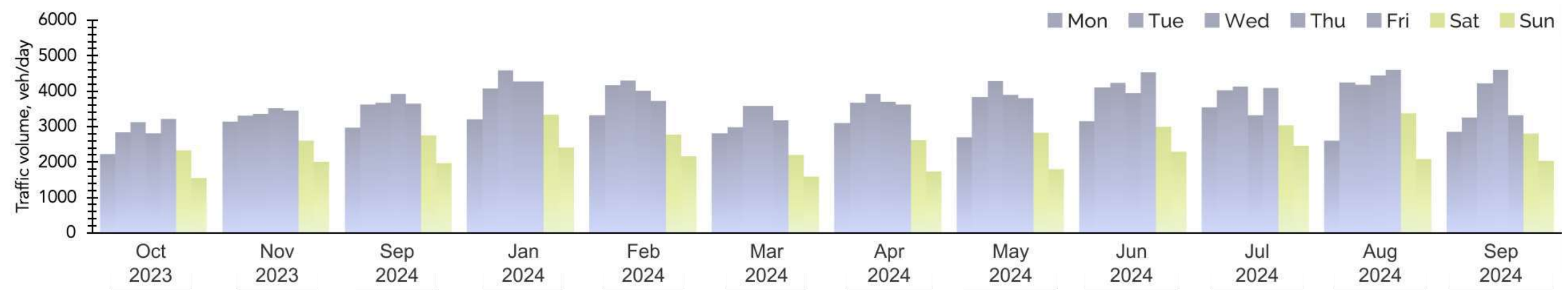




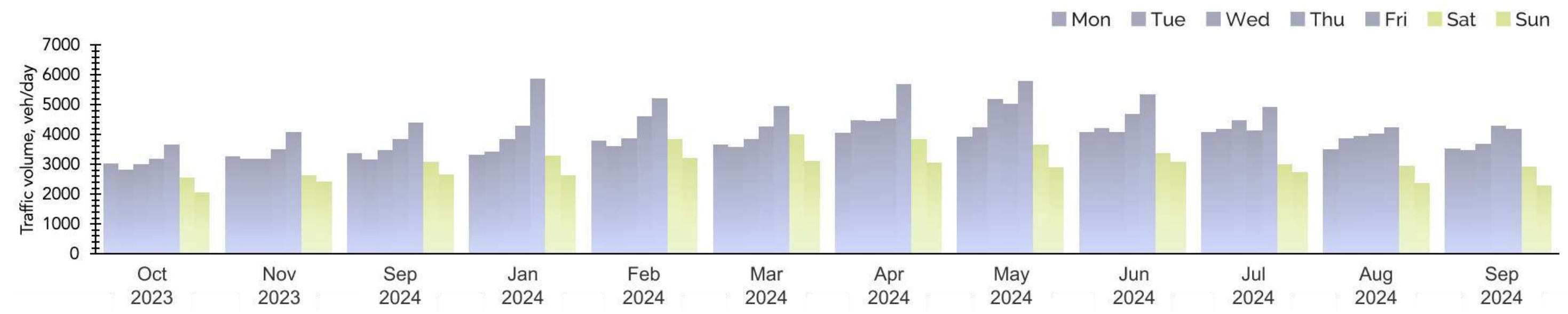
# Seasonal Traffic Fluctuations

Optional

  
A Rd  
Eastbound



  
B Rd  
Southbound







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