



Driving innovation for an ever changing world

# A Roadmap to Safer Roads

Pavement friction management helps organizations reduce crashes and save money by **proactively integrating friction and texture** into design, material, maintenance, and safety decision-making.



Managing crash risk across a road network and throughout the pavement lifecycle requires an in-depth understanding of the complex and varied factors influencing the interaction between road surfaces and vehicles.

**WDM's insights** are distilled from clients in industry, research, and Federal, State, and Local transportation authorities in more than 30 countries. With experience identifying and adapting design, material, and maintenance best practices, WDM helps clients engineer safer roads, saving lives.

## ***Proven crash reduction with a benefit-cost of 35:1***

In addition to delivering network and pavement performance insights using SCRIM® data, WDM's Consulting Team develops projects, programs, and policies that can accelerate gains from pavement friction management.

By focusing on decision-making throughout an organization, WDM helps clients establish a comprehensive, consistent, and proactive approach to delivering the right treatment at the right place at the right time.

When combined with network reference, traffic, and crash records, **SCRIM® data can be used to:**

- Establish friction demand levels, prioritization methodologies, and other proactive maintenance/management strategies
- Identify hotspots, develop network and site risk ratings, and calculate the B/C of specific or systemic treatments
- Align design, materials and mix-design specifications to deliver sustained pavement friction performance

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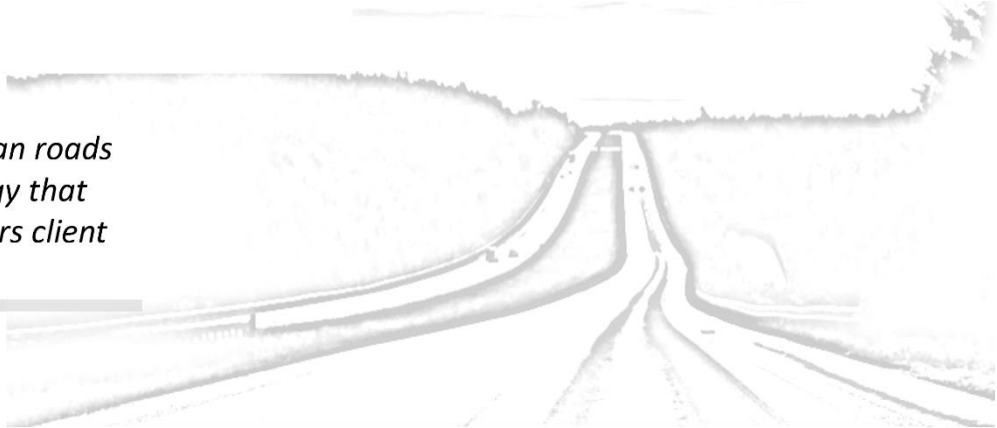
# Who We Are

Over the past 50 years, WDM has built an unrivalled track record of providing transportation authorities with specialized road condition equipment and survey, consulting, and software services. Every year, transportation authorities in more than 30 countries rely on WDM equipment and engineering expertise to design and maintain safer roads. WDM delivers more than 200,000 lane miles of specialized road condition surveys annually, including in the US, where it has been the leader in providing SCRIM® continuous friction survey services since 2018.

Beyond delivering high-quality, accurate, and repeatable SCRIM® data, WDM is dedicated to working collaboratively alongside its clients to inform projects, programs, and policies related to pavement friction management. Each agency and project comes with a unique set of objectives, constraints, and roadway characteristics. WDM excels in adapting best practices to local contexts when helping clients implement effective pavement friction management programs.

We are curious, passionate, and committed to engineering safer roads. We are WDM. **We Deliver More.**

Equipment	<b>Vision and Values</b> <i>Be a driving force for difference on American roads by creating technology that saves lives and delivers client value</i>
Surveys	
Software	
Consultancy	
	<b>Integrity</b> Professionalism Quality Innovation



## Contact Us



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### How Does Pavement Friction Intersect with a Safe System Approach?



Site Location	MSC EMP	% Decrease in Crashes	Impact Rank		
Network 1 A1	0.9588	34.36 (29/99)	1		
Network 1 B4	0.9638	30.81 (29/33)	2		
Network 1 A2	0.9651	29.91 (28/33)	4		
Network 1 Y1	0.9704	25.94 (23/29)	6		
Network 1 Z1	0.9726	24.22 (24/25)	8		
Network 1 B3	0.9729	23.99 (21/26)	9		
Network 2 A1	0.9646	30.24 (25/35)	3		
Network 2 B4	0.9697	26.48 (24/29)	5		
Network 2 A2	0.9710	25.52 (23/29)	7		
Network 2 Y1	0.9763	21.29 (20/23)	11		
Network 2 Z1	0.9786	19.46 (15/21)	12		
Network 3 A1	0.9755	22.01 (16/29)	10		
Network 3 B4	0.9806	17.80 (15/21)	14		
Network 3 A2	0.9819	16.72 (14/21)	15		
Network 3 Y1	0.9873	12.00 (11/24)	17		
Network 3 Z1	0.9896	9.95 (9/12)	18		
Network 3 B3	0.9899	9.68 (6/13)	19		
Network 4 A1	0.9856	13.50 (7/21)	16		
Network 4 B4	0.9908	8.84 (6/13)	20		
Network 4 A2	0.9921	7.64 (4/13)	21		
Network 4 Y1	0.9976	2.41 (0/6)	22		
Network 4 Z1	0.9999	0.14 (2/4)	23		
<b>Crashes Saved (EB) when MSC or MPD are increased</b>					
	0	0	25,000	45,000	65,000
Unit Increase in MPD (mm)	0.1	6,000	30,000	50,000	70,000
	0.5	15,000	35,000	55,000	75,000