



Driving innovation for an ever changing world

Safer Roads, Saving Lives



Virginia DOT study finds friction enhancements identified using continuous pavement friction measurement could prevent ~13,000 crashes in Virginia.

A report analyzing more than 3,000 miles of continuous pavement friction data on Virginia roads found that VDOT could reduce crashes by 20% and generate economic savings of more than \$1.7 billion over three years through targeted improvements to friction.

The report concluded that (1) “returns on investment would easily justify proactive state-level friction management using continuous friction measurement” and (2) “A pavement friction management program should be an integral part of a network-level systemic approach to safety.”

Using SCRIM® friction, texture, and geometric data, the analysis identified locations where friction enhancing treatments generated a BCR>1 and a minimum \$500,000 savings.

Treating approximately 4.5% of VDOT’s network could lead to 13,000 fewer crashes and \$1.7 billion in savings over three years. The report outlined options for districts to prioritize locations that generate significant economic benefit.

Data collection was a joint effort by the Virginia Tech Transportation Institute (VTTI) and WDM. The VTTI SCRIM® is owned by FHWA and has been critical in piloting pavement friction management programs across the US.

In 2021, FHWA named continuous pavement friction measurement a Proven Safety Countermeasure. By filling in the gaps in data at critical locations, continuous friction measurement helps agencies “measure the way to a safer future.”

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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. WDM's SCRIM® is the most-used network-level continuous friction measurement device in the world.

Since 2018, WDM has been the leader in providing SCRIM® continuous friction equipment and survey services to the US. WDM has multiple SCRIM® vehicles designed to meet a range of needs, including single-or double-sided measurement at the project- and network-level.

Beyond delivering high-quality, accurate, and repeatable SCRIM® data, WDM is dedicated to working collaboratively alongside each of its clients to inform projects, programs, and policies related to pavement friction and texture 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. WDM draws on years of industry experience to help transportation agencies better characterize material performance, evaluate the benefit-cost and effectiveness of various friction-enhancing treatments, develop prioritization methodologies to ensure agencies can treat the right place at the right time, and proactively integrate road safety into decision-making.

We are curious, passionate, and dedicated to engineering safer roads. We are WDM.

We Deliver More.

Contact Us



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