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**BALTIMORE'S TRAFFIC GROUP RECEIVES \$2.4 MILLION CONTRACT FROM ARKANSAS
STATE HIGHWAY DEPARTMENT**

BALTIMORE, MD (3/8/11) —The Arkansas State Highway Transportation Department (AHTD) has awarded a new \$2.4 million contract to The Traffic Group, Inc. (TTG) – one of the nation's leading traffic engineering and transportation planning firm – to handle traffic data collection services for the state from now through 2013.

Under the terms of the new contract, The Traffic Group will complete more than 8,700 mechanical volume counts and an average of 425 classification counts annually across the State of Arkansas. The data collected will then be analyzed to get a better understanding of prevailing traffic.

“By collecting data at thousands of count locations, we are able to provide public sector agencies such as AHTD with the information needed to receive federal and state funding for their road systems,” explains Wes Guckert, PTP, President of The Traffic Group.

According to Guckert, The Traffic Group has the largest inventory of data collection equipment in the U.S. For the Arkansas project, the company expects to use 350 Diamond Tally 6 counters to handle the mechanical volume counts and 100 Peek ADR 1000s for the classification counts.

Field technicians also will collect GPS coordinates with each count to ensure the proper placement of the counters.

Additionally, The Traffic Group has hired local, Arkansas residents to handle all on-site work for the Arkansas Highway Transportation Department project. Contributing to the local economies, TGI hires local workers for all out-of-state projects.

With over 1,500 pieces of data collection equipment, The Traffic Group conducts more than 20,000 counts annually, providing data for License Plate Survey/Origin and Destination Studies; Manual Turning Movement Counts; Parking Lot Occupancy and Turnover Studies; Pedestrian/Vehicle Classification Counts; Portable Machine Counts; Queuing Studies; and Speed, Travel Time, and Delay Studies.

The Traffic Group began providing traffic data collection services for AHTD in 2000. “The Traffic Group, Inc. has completed all requested counts each year and has remained within the project budget,” notes Elizabeth Mayfield-Hart of the Arkansas Highway Transportation Department.

In addition to its headquarters in Baltimore County, MD, The Traffic Group has offices in Virginia, Arkansas, Texas, and New York as well as on Maryland's Eastern Shore. The company provides consultation on all aspects of projects dealing with the movement of vehicles and pedestrians, including traffic engineering and transportation planning studies, expert testimony, roadway and parking lot design, and data collection services.

For more information about The Traffic Group, visit the company's website at www.trafficgroup.com.

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