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CONTACT: Jessica Trzyna or Ray Weiss
(443) 621-7690 or jtrzyna@weissprassociates.com

**THE TRAFFIC GROUP'S GUCKERT TO SPEAK AT THE URBAN LAND INSTITUTE'S
CONFERENCE**

BALTIMORE, MD (10/11/11) — Wes Guckert, PTP, President of The Traffic Group, Inc. (TTG) – one of the nation's leading traffic engineering and transportation planning firms – will be a featured speaker at the upcoming annual ULI LIVE, 2011 Fall Meeting and Urban Land Expo taking place October 25-28, 2011 in Los Angeles.

Guckert will provide his perspective and insights to ULI's Public Development and Infrastructure Council, of which he is a member. Specifically, Guckert's discussion will focus on site selection criteria from a traffic engineering standpoint in relation to a federal agency headquarters consolidation case study.

This year's conference, which will coincide with the organization's 75-year anniversary, will focus on Connecting Los Angeles to Asia: Opportunities for Sustainable Mobility. The conference will tackle tough challenges on transportation and the economy – and how sustainable transportation solutions can increase economic advantages for cities. Representatives from a variety of industries and countries will be on hand to learn and how cities in North America and Asia can learn from each other.

With nearly 40 years industry experience, Guckert is a recognized and well-respected expert in the field of traffic engineering, and transportation planning. Guckert has played a major role in over 6,000 projects spanning both urban and suburban areas throughout the United States, as well as internationally.

In addition to Guckert's technical expertise, he is often asked to serve as an expert witness, testifying before County and Municipal Boards, District Courts, and Planning Commissions on traffic engineering and transportation planning issues.

About The Traffic Group

Established in 1985, The Traffic Group, Inc. is a veteran-owned traffic engineering and transportation planning specialty firm headquartered in Baltimore County, Maryland. The firm also has offices in Arkansas, New York, Texas, and Virginia 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.

Specific traffic engineering and transportation services provided by The Traffic Group include rapid transit consultation, capacity analysis, feasibility studies, master planning and zoning, traffic simulations, site development and access, traffic forecasting and computer modeling, and traffic impact studies.

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