All Traffic Data Acquired Traffic Research & Analysis

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All Traffic Data Services, LLC ("ATD"), a traffic data collection and analysis firm, recently announced that it has acquired Traffic Research & Analysis, Inc. and Intellisite Traffic Systems, LLC (collectively "TRA"), a Phoenix-based provider of traffic data collection and analysis services for civil engineering firms, government transportation authorities, universities, and commercial customers in Arizona, California, and other western markets.

The acquisition adds the ninth office to All Traffic Data's network of locations across the West, Central, and Southeast regions of the US. Partnering with TRA, a regional leader in the Southwest for 30+ years, deepens All Traffic Data's service capabilities in the Southwest and complements existing offices in Oregon and Washington to support full-service coverage of western markets, including California, Nevada, Arizona, Utah, and New Mexico.

Susan and Bob Medland, TRA's founders and operators, will join the ATD team to provide ongoing guidance and advisory support, effective immediately.

Eric Boivin, CEO of ATD, said, "Our partnership with TRA aligns with our commitment to bring best-in-class service, broad data capabilities, and deep regional resources to our customers. Bob and Susan have built a strong data services platform with a trusted reputation and multiple products that complement ATD's offering. In particular, we are excited to expand Intellisite's retail intelligence and data offerings to our other service territories. This acquisition supports a natural expansion of our regional footprint, and we are excited to serve new customers across several Southwest markets."

Susan Medland, CEO and founder of TRA, said, "As one of the most-established data collection firms in the country, we remain committed to our founding principle of superior quality and service. Together with ATD, we look forward to bringing our clients greater resources and broader geographic reach within the Southwest and beyond. Our combined scope of service capabilities covers end-to-end data needs for infrastructure, transportation, and real estate asset management."

The combined company's service offerings include tech-enabled traffic pattern surveys, average daily traffic counts, turning movement counts, origin / destination studies, safety studies and crash diagrams, Geographic Information Systems ("GIS") data collection and management, parking studies, non-intrusive radar data, and permanently installed occupancy data. The company also offers consulting services for transportation infrastructure maintenance, development, and safety.

Link to original press release:
https://www.businesswire.com/news/home/20210107005240/en/All-Traffic-Data-a-Seaport-Capital-Portfolio-Company-Acquires-Traffic-Research-Analysis