

Crafton Tull Announces Acquisition of Laneshift

February 19, 2025

Crafton Tull announced Wednesday the acquisition of Bentonville-based Laneshift, which will continue to operate under the same name. Laneshift was established in 2017 by Ryan Hale and provides education and planning services focused on improving bicycle and pedestrian infrastructure. The four-person team works with cities, companies, developers and advocacy groups to facilitate active transportation initiatives, including educational tours of established trail networks and a four-day professional development course called the Active Transportation Academy.

“Ryan Hale and his Laneshift team have established themselves as one of the premier active transportation education and planning organizations in the United States,” Crafton Tull President and CEO, Matt Crafton said. “Combined with our existing award-winning planning and design teams, we think the collective expertise and experience that we bring in active transportation planning, design and education will be second to none.”

“Laneshift was founded on the vision of strengthening people and places through active transportation,” Hale said. “Working alongside the hundreds of talented professionals at Crafton Tull creates an opportunity to elevate our level of service and impact within communities across the country.”

Hale is a longtime resident of Northwest Arkansas. He was team captain for the University of Arkansas Razorbacks football team in 1998 and played in the NFL for the New York Giants during the 1999-2000 seasons. Before founding Laneshift, he spent five years with the Walton Family Foundation (WFF) as a program officer, helping to plan and grow bicycle and pedestrian infrastructure in the Home Region. At WFF, he played a key role in the development of the Razorback Greenway, Back 40 mountain biking trails and Lake Atalanta’s redevelopment.

Laneshift will operate under its own name as a separate division within Crafton Tull. As part of the acquisition, Laneshift employees will become Crafton Tull employee-owners through the company’s Employee Stock Ownership Plan. Crafton Tull became a 100% employee-owned company in 2019.

Link to original press release:

<https://www.craftontull.com/insights/news/crafton-tull-announces-acquisition-of-laneshift>

