

**August 8, 2025**

# **RPC Traffic Counting Program Update: 2025-2206 Transportation System Surveillance**

RPC Task A-1.26TC: FY-26 UPWP



**All Traffic Data Services**

12200 West 52nd Avenue, Unit 4  
Wheat Ridge, CO 80033

[www.rekor.ai](http://www.rekor.ai) | [proposalsteam@rekor.ai](mailto:proposalsteam@rekor.ai) | 720.218.3742



# COVER LETTER

August 4, 2025

Ms. Joan Rupp  
Regional Planning Commission  
10 Veterans Memorial Blvd.  
New Orleans, LA 70124

Dear Ms. Rupp:

All Traffic Data Services, LLC (ATD), a wholly owned subsidiary of Rekor Systems, Inc., is pleased to present our qualifications for the Regional Planning Commission's project entitled: "RPC Traffic Counting Program Update, 2025-2206 Transportation System Surveillance – RPC Task A-1.26TC; FY-26 UPWP."

Incorporated in 2001, ATD has steadily grown to include offices in Colorado (Headquarters), Arizona, California, Florida, Georgia, Kansas, Maryland, Nebraska, Nevada, New Mexico, Oregon, South Carolina, Tennessee, Virginia, and Washington. In 2024, ATD was acquired by Rekor Systems, Inc., a publicly traded company that collects, connects, and organizes the world's mobility data to deliver revolutionary roadway intelligence.

ATD has developed familiarity with the region's roadways and traffic patterns through local project experience since 2003. We know reliable data is the foundation for guiding infrastructure, transportation, and communities into the future. By combining our data collection expertise with cutting-edge artificial intelligence (AI) and machine learning, we aim to transform the region's data into powerful insights—enabling faster and more efficient traffic data collection and improving the quality of life for residents across south Louisiana.

Should you have any questions or require additional documentation, your contact for this contract is Dawn Boivin, Chief Administrative Officer. She can be reached at (720) 218-3742, [dboivin@rekor.ai](mailto:dboivin@rekor.ai), or [proposalsteam@rekor.ai](mailto:proposalsteam@rekor.ai).

Sincerely,



Eyal Hen  
Chief Financial Officer  
Rekor Systems, Inc.



**DOTD FORM: 24-102**

(Revised December 12, 2024)

**PROPOSAL TO PROVIDE CONSULTANT SERVICES**

Prime consultant shall complete the DOTD Form 24-102 without altering the Form's text; however, the instruction and/or guidance for Sections 12 through 23 can be removed but do not remove Section title and number.

ANY CONSULTANT FAILING TO SUBMIT ANY OF THE INFORMATION REQUIRED ON THE DOTD FORM 24-102, OR PROVIDING INACCURATE INFORMATION ON THE DOTD FORM 24-102, MAY BE CONSIDERED NON-RESPONSIVE.

1. Contract Name as shown in the advertisement	RPC Traffic Counting Program Update: 2025-2026 Transportation System Surveillance
2. Contract Number(s) as shown in the advertisement	RPC Task A-1.26TC: FY-26 UPWP
3. State Project Number(s), if shown in the advertisement	
4. Prime consultant name (name must match <b>exactly</b> as registered with the Louisiana Secretary of State (SOS) where such registration is required by law; including punctuation; <b>include screenshot from SOS at the end of Section 20</b> )	ALL TRAFFIC DATA SERVICES LLC
5. Prime consultant license number (as registered with the Louisiana Professional Engineering and Land Surveying Board (LAPELS) if registration is required under Louisiana law)	N/A
6. Prime consultant mailing address	12200 West 52nd Avenue, Unit 4, Wheat Ridge, CO 80033
7. Prime consultant physical address (existing or to be established, if location is used as an evaluation criteria)	12200 West 52nd Avenue, Unit 4, Wheat Ridge, CO 80033
8. Name, title, phone number, and email address of prime consultant's contract point of contact	Dawn Boivin, Chief Administrative Officer, (720) 218-3742, <a href="mailto:dboivin@rekor.ai">dboivin@rekor.ai</a> or <a href="mailto:proposalsteam@rekor.ai">proposalsteam@rekor.ai</a>
9. Name, title, phone number, and email address of the official with signing authority for this proposal	Eyal Hen, Chief Financial Officer, (410) 762-0800, <a href="mailto:ehen@rekor.ai">ehen@rekor.ai</a>

Prime consultant should enter the firm name in the footer at the bottom of this page. (It will carry over to subsequent pages.)

**10.** This is to certify that all information contained herein is accurate and true, and that the team presently has sufficient staff to perform these services within the designated time frame. By submitting this proposal, proposer certifies that it is not engaged in a boycott of Israel and it will, for the duration of its contract obligations, refrain from a boycott of Israel. Proposer also certifies and agrees that the following information is correct: In preparing its response, the proposer has considered all proposals submitted from qualified, potential subcontractors and suppliers, and has not, in the solicitation, selection, or commercial treatment of any subcontractor or supplier, refused to transact or terminated business activities, or taken other actions intended to limit commercial relations, with a person or entity that is engaging in commercial transactions in Israel or Israeli-controlled territories, with the specific intent to accomplish a boycott or divestment of Israel. The proposer also has not retaliated against any person or other entity for reporting such refusal, termination, or commercially limiting actions. DOTD reserves the right to reject the response of the bidder or proposer if this certification is subsequently determined to be false, and to terminate any contract awarded based on such a false response.

*Eyal Her*

Signature above shall be the same person listed in Section 9:

Date: August 1, 2025

**Pursuant to Act No. 581 of the 2024 Louisiana Legislature Regular Session, proposer further certifies that it does not have a practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association based solely on the entity's or association's status as a firearm entity or firearm trade association. In addition, proposer certifies it will not discriminate against a firearm entity or firearm trade association during the term of the contract based solely on the entity's or association's status as a firearm entity or firearm trade association.**

**11.** If a Disadvantaged Business Enterprise (DBE) goal has been set for this advertisement, indicate which firm(s) will be used to meet the DBE goal and each firm(s)' percentage.

Firm(s):  
N/A

Firm(s)' %:

**12. Discipline Table:**

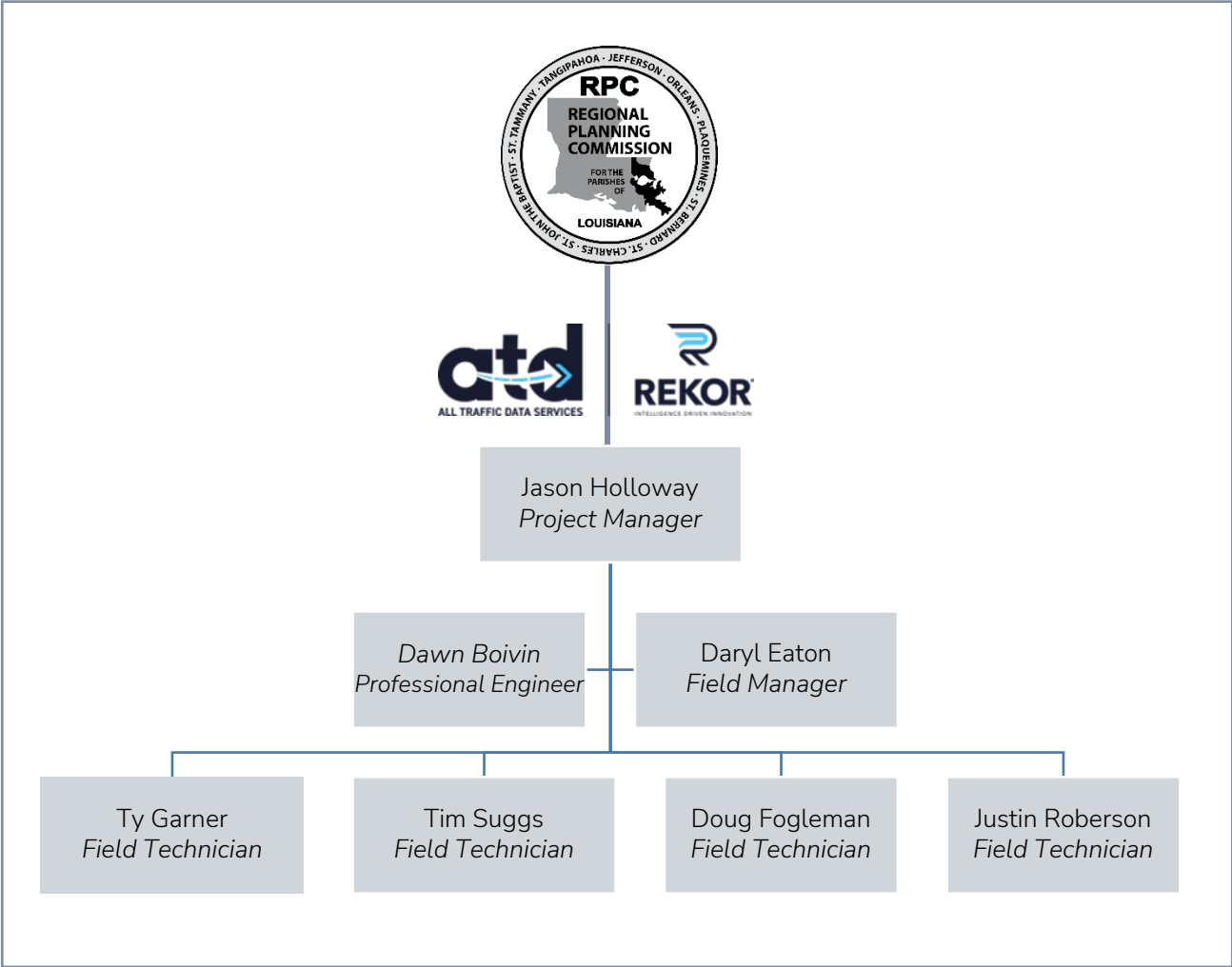
Discipline(s)	% of Overall Contract	Prime	Firm B	Firm C	Firm D	Firm E	Each Discipline must total to 100%
Data Collection	100%	All Traffic Data Services, LLC					<b>100%</b>
Identify the percentage of work for the <b>overall contract</b> to be performed by the prime consultant and each sub-consultant.							
Percent of Contract	<b>100%</b>						

**13. Firm Size:**

Firm name	DOTD Job Classification	<b>Number of personnel committed to this contract</b>	Total number of personnel available in this DOTD Job Classification (if needed)
All Traffic Data Services, LLC	Technician	4	35
All Traffic Data Services, LLC	Project Office Manager	1	6
All Traffic Data Services, LLC	Engineer – Other	1	1
All Traffic Data Services, LLC	Senior Technician	1	6

(Add rows as needed)

14. Organizational Chart:



**15. Minimum Personnel Requirements:**

MPR No. Do not insert wording from ad	Personnel being used to meet the MPR (Individual(s) may not satisfy more than one MPR unless specifically allowed by Attachment B of the advertisement)	Firm employed by	Type of license and discipline meeting MPR/ certification & number (Ex: PE # - Civil)	State of license	License / certification expiration date
1	Jason Holloway	All Traffic Data Services, LLC	None		
2	Dawn Boivin	All Traffic Data Services, LLC	PE #0039288	CO	10/31/2025
3	Daryl Eaton	All Traffic Data Services, LLC	None		
4	Ty Garner	All Traffic Data Services, LLC	None		
5	Tim Suggs	All Traffic Data Services, LLC	None		
6	Doug Fogleman	All Traffic Data Services, LLC	None		
7	Justin Roberson	All Traffic Data Services, LLC	None		

(Add rows as needed)

**16. Staff Experience:**

Firm employed by All Traffic Data Services, LLC				
Name	Jason Holloway		Years of relevant experience with this employer	19
Title	Project Manager		Years of relevant experience with other employer(s)	0
Degree(s) / Years / Specialization		N/A		
Active registration number / state / expiration date		N/A		
Year registered	N/A	Discipline	N/A	
Contract role(s) / brief description of responsibilities		Mr. Holloway provides exceptional operational oversight, including monitoring project performance, managing scheduling, communicating potential issues to the Client, and providing final quality assurance (QA) and quality control (QC) for all data prior to submission. His additional skills include marketing, proposal/scope reviews, field data collection, and final report processing.		
Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; <i>i.e.</i> , “designed drainage”, “designed girders”, “designed intersection”, etc. Experience dates should cover the years of experience specified in the applicable MPR(s).			
01/2005-Current	Georgia Department of Transportation (GDOT) Regional Traffic Operations Program – Manages on-call data collection as a subconsultant to several consulting firms.			
05/2024	Alabama Regional Traffic Operations Program – Oversaw turning movement counts at more than 200 locations for traffic signal timing.			
09/2023	Georgia State Route 400 – Managed the capture of 46 automatic traffic recorder (ATR) locations for seven days to provide an accurate map of traffic movement NB/SB on the SR-400 corridor. Provided data and captured footage for the Client within 30 days, meeting their scheduling needs.			

Firm employed by All Traffic Data Services, LLC				
Name	Dawn Boivin		Years of relevant experience with this employer	24
Title	Professional Engineer		Years of relevant experience with other employer(s)	8
Degree(s) / Years / Specialization		BS Civil Engineering / 2000 / Traffic Engineering		
Active registration number / state / expiration date		PE #0039288, Colorado, 10/31/25		
Year registered	2005	Discipline	Civil Engineering	
Contract role(s) / brief description of responsibilities		Ms. Boivin is skilled in all forms of data collection, including turning movement counts, average daily traffic counts, origin destination studies, travel time studies, and radar data collection. As a Colorado-registered Professional Engineer (PE), she performs tasks ranging from roadway design, signing and striping plans, traffic modeling, and traffic impact studies.		
Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; <i>i.e.</i> , “designed drainage”, “designed girders”, “designed intersection”, etc. Experience dates should cover the years of experience specified in the applicable MPR(s).			

08/2018	SNTS HOV Reevaluation Data Collection, Las Vegas, NV – Collected 72-hour classification data at 16 mainline highway sites to determine the percentage of high-occupancy vehicle (HOV) lane usage as compared to general purpose lanes along U.S. 95 in the NW part of the Valley.
09/2001-Current	City of Littleton Annual Counts, CO – Collected 48-hour ADT data at 150 locations annually. Additional on-call data may be requested as part of this contract.

Firm employed by All Traffic Data Services, LLC				
Name	Daryl Eaton		Years of relevant experience with this employer	18
Title	Field Manager		Years of relevant experience with other employer(s)	0
Degree(s) / Years / Specialization		N/A		
Active registration number / state / expiration date		N/A		
Year registered	N/A	Discipline	N/A	
Contract role(s) / brief description of responsibilities		Mr. Eaton oversees all field operations, from devising technician schedules to assigning the appropriate equipment for each project. He provides technicians with maps and organizes site locations into efficient travel routes. Following data collection, he verifies its completeness and performs a preliminary check for accuracy, flagging any questionable data.		
Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; <i>i.e.</i> , “designed drainage”, “designed girders”, “designed intersection”, etc. Experience dates should cover the years of experience specified in the applicable MPR(s).			
01/2024-12/2024	Collected Gwinnett County data at neighborhood locations for speed calming analysis. This consisted of 24-hour classification counts at over 400 locations year to date.			
03/2024	I-285 (Georgia) Traffic - Congestion – Managed simultaneous data capture to provide the Client with reliable, consistent data spanning multiple areas on the same days. Also managed 108 turning movement counts (TMCs) for three-hour AM/PM peak periods, 295 average daily traffic (ADT) locations for 48 hours, and 74 ATR locations for 48 hours.			
09/2023	Georgia State Route 400 – Managed the capture of 46 ATR locations for seven days to provide an accurate map of traffic movement NB/SB on the SR-400 corridor. Delivered data and captured footage to the Client within 30 days, meeting their scheduling needs.			

Firm employed by All Traffic Data Services, LLC				
Name	Ty Garner		Years of relevant experience with this employer	3
Title	Field Technician		Years of relevant experience with other employer(s)	0
Degree(s) / Years / Specialization		N/A		
Active registration number / state / expiration date		N/A		
Year registered	N/A	Discipline	N/A	

Contract role(s) / brief description of responsibilities	Mr. Garner proficiently installs, monitors, and ensures accuracy of traffic data collected per each job's specification.
Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; <i>i.e.</i> , “designed drainage”, “designed girders”, “designed intersection”, etc. Experience dates should cover the years of experience specified in the applicable MPR(s).
05/2025	Nashville, TN I-24 – Collected and processed 81 locations of seven-day data by lane; all sites were collected simultaneously.
09/2022-09/2023	City of Broomfield, CO – Collected 140 72-hour ADTs and provided location information in the ArcGIS application.

Firm employed by All Traffic Data Services, LLC			
Name	Tim Suggs	Years of relevant experience with this employer	2
Title	Field Technician	Years of relevant experience with other employer(s)	0
Degree(s) / Years / Specialization	N/A		
Active registration number / state / expiration date	N/A		
Year registered	N/A	Discipline	N/A
Contract role(s) / brief description of responsibilities	Mr. Suggs adeptly installs, monitors, and ensures accuracy of traffic data collected per each job's specification.		
Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; <i>i.e.</i> , “designed drainage”, “designed girders”, “designed intersection”, etc. Experience dates should cover the years of experience specified in the applicable MPR(s).		
01/2023-Current	Sarasota County, FL – Collects and processes all annual counts for the county of Sarasota, including approximately 325 ADT counts by lane.		
01/2023-Current	District 2 and District 3 Florida Department of Transportation (FDOT) Safety On Call – Collects data for the FDOT Safety contract with multiple consultants. Collects TMC, ADT, and delay studies to determine whether existing intersections require changes.		

Firm employed by All Traffic Data Services, LLC			
Name	Doug Fogleman	Years of relevant experience with this employer	17
Title	Field Technician	Years of relevant experience with other employer(s)	0
Degree(s) / Years / Specialization	N/A		
Active registration number / state / expiration date	N/A		
Year registered	N/A	Discipline	N/A
Contract role(s) / brief description of responsibilities	Mr. Fogleman skillfully installs, monitors, and ensures accuracy of traffic data collected per each job's specification.		
Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; <i>i.e.</i> , “designed drainage”, “designed girders”, “designed intersection”, etc. Experience dates should cover the years of experience specified in the applicable MPR(s).		

09/2023	Georgia State Route 400 – Installed equipment to capture seven days of video traffic by lane for all lanes on the SR-400 corridor.
01/2024-12/2024	Gwinnett County – Collected data at neighborhood locations for speed calming analysis. This consisted of 24-hour classification counts at more than 400 locations.

Firm employed by All Traffic Data Services, LLC				
Name	Justin Roberson		Years of relevant experience with this employer	9
Title	Field Technician		Years of relevant experience with other employer(s)	0
Degree(s) / Years / Specialization		N/A		
Active registration number / state / expiration date		N/A		
Year registered	N/A	Discipline	N/A	
Contract role(s) / brief description of responsibilities		Mr. Roberson expertly installs, monitors, and ensures accuracy of traffic data collected per each job’s specification.		
Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; <i>i.e.</i> , “designed drainage”, “designed girders”, “designed intersection”, etc. Experience dates should cover the years of experience specified in the applicable MPR(s).			
09/2023	Georgia State Route 400 – Coordinated technician schedules and provided field oversight to capture data at 46 ATR locations over a seven-day period, providing an accurate map of traffic movement NB/SB on the SR-400 corridor. Provided count data by lane and captured footage.			
03/2024	I-285 (Georgia) Traffic - Congestion – Managed multiple areas of simultaneous data capture to provide the Client with reliable and consistent data spanning different areas capturing the same days. Also oversaw 108 TMC locations for three-hour AM/PM peak periods, 295 ADT locations for 48 hours, and 74 ATR locations for 48 hours.			

(Add rows as needed)

**17. Firm Experience:**

Firm name	All Traffic Data Services, LLC	Discipline(s)*	Data Collection
Project name	Gwinnett County, GA Traffic Counting Services On-Call	Firm responsibility (prime or sub?)	Prime
Project number	20241015	Owner's name	Gwinnett County
Project location	Gwinnett County, GA	Owner's Project Manager	Sylvia Goalen
Owner's address, phone, email	446 West Crogan Street Ste 410, Lawrenceville GA, 30046, (770) 822-7467, <a href="mailto:Sylvia.Goalen@gwinnettcountry.com">Sylvia.Goalen@gwinnettcountry.com</a>		
Services commenced by this firm (mm/yy)	01/2024	Total consultant contract cost (\$1,000's)	\$235
Services completed by this firm (mm/yy)	Current	Cost of consultant services provided by this firm (\$1,000's)	\$235

On a monthly basis, tasks are assigned that include volume, classification, and speed counts as well as turning movement counts with pedestrian and bicycle data, with an average of 100 sites each month.

Team: Jason Holloway, Daryl Eaton, Craig Turbeyfield, Justin Roberson, Gavin Swords, and Doug Fogleman.

Firm name	All Traffic Data Services, LLC	Discipline(s)*	Data Collection
Project name	City and County of Denver, CO On-Call Data Collection	Firm responsibility (prime or sub?)	Prime
Project number	202056569	Owner's name	City and County of Denver (CCD)
Project location	Denver, CO	Owner's Project Manager	Kayla Zacharias
Owner's address, phone, email	201 West Colfax, Denver, CO 80202, (720) 865-3012, <a href="mailto:kayla.zacharias@denvergov.org">kayla.zacharias@denvergov.org</a>		
Services commenced by this firm (mm/yy)	01/2021	Total consultant contract cost (\$1,000's)	\$1500
Services completed by this firm (mm/yy)	Current	Cost of consultant services provided by this firm (\$1,000's)	\$1100

Counts delivered to Denver for various projects include:

- Signal timing counts at 200 sites for AM/MID/PM count periods.
- Left turn analysis data collected at over 100 sites for AM/PM peak periods.
- Bicycle data collection consisting of average daily traffic (ADT) counts at over 100 sites, turning movement data at over 100 sites during AM/PM peak hours, pedestrian turning movement counts (TMC) for 12 hours at around 50 sites, and bike counts for 24 hours at approximately 50 sites.
- On-call data request to collect 150 72-hour ADTs and 15 TMCs in one week.
- All historical data previously collected by ATD for the City and County of Denver was entered into their MS2 platform to help backfill in their network. All new data is entered into MS2 at the time of collection.

Team: Randy Martinez, Walt Wair, Noah Bullock, Adrian Kelly, Eric Savage, Donnie Keith, and Dawn Boivin.

Firm name	All Traffic Data Services, LLC	Discipline(s)*	Data Collection
Project name	City of Charlotte, NC Neighborhood Streets Traffic Counts	Firm responsibility (prime or sub?)	Prime
Project number	2021001191	Owner's name	City of Charlotte
Project location	Charlotte, NC	Owner's Project Manager	Corey Watt
Owner's address, phone, email	600 East 4th Street   6th Floor, Suite 620, Charlotte, NC 28202, (980) 229-8378, <a href="mailto:corey.watt@charlottenc.gov">corey.watt@charlottenc.gov</a>		
Services commenced by this firm (mm/yy)	04/2021	Total consultant contract cost (\$1,000's)	\$27
Services completed by this firm (mm/yy)	Current	Cost of consultant services provided by this firm (\$1,000's)	\$27

On a monthly basis, tasks are assigned that include volume, classification, and speed counts as well as TMCs with pedestrian and bicycle data, at an average of 20-30 sites per month.

Team: Jason Holloway, Daryl Eaton, Josh Vice, Justin Roberson, Matt Evans, and Antrell Williams.

Firm name	All Traffic Data Services, LLC	Discipline(s)*	Data Collection
Project name	Non-Motorized Travel Counts	Firm responsibility (prime or sub?)	Prime
Project number	N/A	Owner's name	Casper Area MPO
Project location	Casper, WY	Owner's Project Manager	Meseret Tegenu
Owner's address, phone, email	200 N. David Street, Casper, WY 82601, (307) 235-8346, <a href="mailto:mtegenu@casperwy.gov">mtegenu@casperwy.gov</a>		
Services commenced by this firm (mm/yy)	10/2021	Total consultant contract cost (\$1,000's)	\$189
Services completed by this firm (mm/yy)	Current	Cost of consultant services provided by this firm (\$1,000's)	\$189

ATD collects 24-hour volume counts at 250-300 locations across the City of Casper annually and provides data in Excel, PDF, and ArcGIS Shapefiles.

Team: Randy Martinez, Walt Wair, Noah Bullock, Adrian Kelly, Eric Savage, Donnie Keith, and Dawn Boivin.

Firm name	All Traffic Data Services, LLC	Discipline(s)*	Data Collection
Project name	Eagle County, CO Annual and On-Call Count Program	Firm responsibility (prime or sub?)	Prime
Project number	N/A	Owner's name	Eagle County, CO
Project location	Eagle County, CO	Owner's Project Manager	Julie Pranger
Owner's address, phone, email	500 Broadway, Eagle, CO 81631, (970) 328-3563, <a href="mailto:julie.pranger@eaglecounty.us">julie.pranger@eaglecounty.us</a>		
Services commenced by this firm (mm/yy)	04/2020	Total consultant contract cost (\$1,000's)	\$40
Services completed by this firm (mm/yy)	Current	Cost of consultant services provided by this firm (\$1,000's)	\$40

All Traffic Data Services, LLC (ATD)

ATD collects five-day volume and classification counts at 70 locations on an annual basis. We also collect TMCs at intersections and roundabouts on an on-call basis.

Team: Randy Martinez, Walt Wair, Noah Bullock, Adrian Kelly, Eric Savage, Donnie Keith, and Dawn Boivin.

## 18. Approach and Methodology:

ATD, a subsidiary of Rekor Systems, Inc., fully supports the New Orleans Regional Planning Commission (RPC)'s investment in building the road to a better region. As the region advances its vision through smart, data-driven planning, ATD shares the same big-picture vision and is ready to help evolve the region's transportation systems in a strategic and sustainable way.

Here's how: Combining our expertise in data collection with cutting-edge artificial intelligence (AI) and machine learning, ATD can transform the region's data into powerful insights—delivering tailored data solutions that fit your project needs and enhance the quality of life for the people of south Louisiana. ATD's Jason Holloway will be your Project Manager, bringing stellar leadership and a results-driven approach to surpass the RPC's expectations. With decades of experience serving the region and completing hundreds of similar contracts – attaining a collection accuracy rate of 97% – the ATD team has great familiarity with the region's roadway infrastructure and traffic patterns.

### Proposed Project Schedule

ATD proposes deploying up to four field technicians, each responsible for setting up an average of 40 counters per week based on site proximity and the grouping of count locations. We will schedule technicians strategically to optimize route efficiency and balance workloads. A preliminary map of locations can be viewed to the right.

Field technicians will set up equipment on Monday to collect Tuesday and Wednesday data, then retrieve it on Thursday. If necessary, they will set up equipment on Tuesday to collect Wednesday/Thursday data and retrieve it on Friday. Over the weekend, ATD downloads and processes the data, delivering it within one week of field collection. Actual data collection dates are scheduled at the RPC's request.

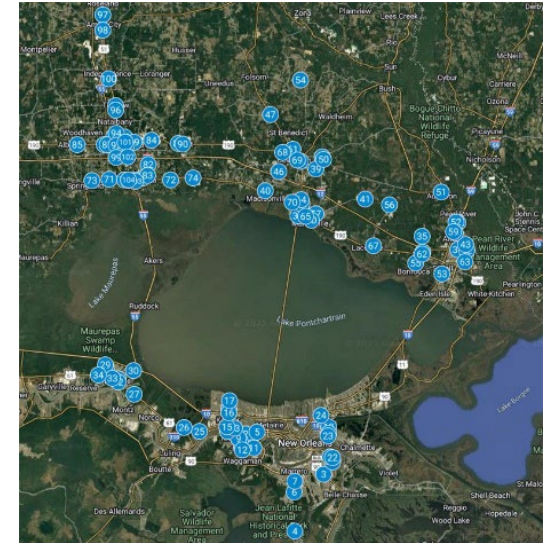
### Work Plan

#### *Scope*

ATD follows a clear process for collecting traffic data. We begin by verifying sites, inspecting location conditions using Google Streetview, forming a schedule, and checking the weather forecast. Next, we prepare maps and paperwork for field technicians, organizing by route to ensure efficient operations and minimizing field personnel's time spent at each site for safety. Before leaving the office, our technician reviews paperwork and resolves any issues.

#### *Deployment*

When deploying turning movement cameras and tube counters, ATD sets and checks equipment to ensure a complete view of the intersection, then schedules the device to collect the correct times. Staff place paperwork inside each camera box and record the box number on paperwork kept by our technician. This provides a backup method to verify locations if any paperwork is lost. All equipment is securely chained and locked to a sturdy fixture at a safe distance from the roadway to avoid obstructing sidewalks or crosswalks.



### *Equipment*

ATD has ample equipment available to support the specific data collection tasks requested for this project, including over 1,000 MetroCount Counters, 1,000 CountCam and Miovision camera systems, and 40 vehicles dedicated to equipment installation.

### *Site Check*

During the count duration, our staff verifies data collection accuracy. For tube counts, a technician visually confirms accurate axle hits during site inspection.

### *Pick Up*

Upon completion of the count duration, our team re-checks all data to confirm successful collection. We retrieve all equipment with the same care used during setup, ensuring the site is left exactly as it was found. Once equipment is returned to the office, we process the collected data.

### *Safety*

Ensuring the safety of our staff and the general public is our highest priority. When placing data collection devices, all ATD personnel must follow stringent safety requirements. At a minimum, they activate flashing safety lights on our vehicles, wear reflective safety vests, and exercise utmost caution when working near roadways. Additionally, vehicles are always parked at a safe distance from the driving lanes, and personnel have all paperwork and equipment easily accessible to reduce the time spent on the side of the road, minimizing hazards to themselves and to the public.

### *Processing*

ATD enforces strict policies to ensure accuracy during each data collection phase. Counting device placement is critical, as data collection accuracy depends on location. We compare each site for similar numbers, by hour and direction, once the data is captured. In addition, each day is verified for a reverse flow from the AM to the PM. When available, data from adjacent intersections is compared to confirm consistent data patterns. After formatting the data into the requested format, such as Excel, PDF, and MS2, we submit it to the Project Manager for final review.

### *Specification Development*

ATD develops clear specifications for data collection methods, providing RPC with a consistent and actionable plan for implementing data collection processes and procedures. Establishing a centralized data reporting system – using programs such as MS2 – not only streamlines data storage but also verifies current conditions with historical data.

### Approach, Strategy & Innovation

ATD will conduct 48-hour traffic counts at 15-minute intervals between Monday and Friday during the hours requested. We will not perform data collection on holidays or during special events, when school is out of session, during inclement weather, or when unusual conditions on a roadway segment are present. ATD is experienced at incorporating special tasks into our workload and is ready to accommodate any additional work requested during this contract. Our references can attest to our ability to efficiently balance scheduled projects with last-minute needs.

We will start your project by evaluating each task and devising a cost-effective data collection plan tailored to the region's needs, including any additional services requested. Once the scope and budget are agreed upon, data collection begins and involves field work. We collect data as scoped, verify it for accuracy/completeness, and process it into the required format. Our team's diverse skill set enables us to offer expanded data processing and program implementation services, such as signal timing, bike route planning, parking analysis, warrant studies, and other design/planning

solutions. We also provide asset inventory and condition assessments, GIS services, and CAD/drafting support. As the project progresses, we monitor the scope and budget to ensure alignment with the original plan.

Innovative data collection services can be provided through Rekor Edge Flex systems, which utilizes artificial-intelligence (AI) processing software for data collected in real-time—also known as “on the edge”—in temporary settings.

### Critical Steps for Success

*Adherence to Schedule:* One of the most critical steps ATD takes to keep projects on schedule and within budget is adherence to the agreed-upon timeline. Our approach helps prevent delays and ensures data is collected under optimal conditions. ATD is also mindful of external factors. During months prone to weather disruptions, ATD communicates with the RPC to prioritize data collection on specific days or events. In such cases, we may also use alternative data collection devices or postpone services until weather conditions improve. Under normal weather conditions, we plan schedules with the expectation of uninterrupted data collection. However, recounts may be necessary due to factors such as equipment failure or traffic incidents. In these instances, ATD recollects data on the next suitable day, as directed by the RPC.

*Flexibility and Responsiveness:* The RPC can rely on ATD to maintain clear, open, and transparent communication throughout the traffic data collection process. Should unforeseen challenges arise, the RPC will be promptly informed. We are well equipped to adapt quickly and address potential delays with efficiency. Furthermore, we have built a reputation for remaining highly responsive to emails, phone calls, and data requests. ATD responds to emails and phone calls within two hours. Data collection is completed within one week of the request and less than two weeks for larger projects. For very large jobs, we optimize quality and efficiency by leveraging resources from other offices for streamlined data delivery.

**19. Workload:**

Firm(s) <b><u>ALL FIRMS</u></b> MUST BE REPRESENTED IN THIS TABLE	Discipline(s) *	Contract Number and State Project Number	Project Name	Remaining Unpaid Balance**
N/A	Choose an item.			

(Add rows as needed)

DO NOT SUM

**20. Certifications/Licenses:**

If the advertisement requires submission of licenses and/or certificates, include them here. **Otherwise, leave this section blank.**

State of  
Louisiana  
Secretary of  
State



**COMMERCIAL DIVISION**  
225.925.4704

Fax Numbers  
225.932.5317 (Admin. Services)  
225.932.5314 (Corporations)  
225.932.5318 (UCC)

Name	Type	City	Status
ALL TRAFFIC DATA SERVICES LLC	Limited Liability Company	BATON ROUGE	Active

**Previous Names**

**Business:** ALL TRAFFIC DATA SERVICES LLC  
**Charter Number:** 46394232K  
**Registration Date:** 3/21/2025

**Domicile Address**

8550 UNITED PLAZA BLVD., SUITE 702  
BATON ROUGE, LA 70809

**Mailing Address**

6721 COLUMBIA GATEWAY DRIVE, SUITE 400  
COLUMBIA, MD 21046

**Status**

**Status:** Active  
**Annual Report Status:** In Good Standing  
**File Date:** 3/21/2025  
**Last Report Filed:** N/A  
**Type:** Limited Liability Company

**Registered Agent(s)**

<b>Agent:</b>	LEGALINC CORPORATE SERVICES INC.
<b>Address 1:</b>	8550 UNITED PLAZA BLVD., STE. 702
<b>City, State, Zip:</b>	BATON ROUGE, LA 70809
<b>Appointment Date:</b>	3/21/2025

**Officer(s)**

Additional Officers: No

<b>Officer:</b>	DAWN BOIVIN
<b>Title:</b>	Manager
<b>Address 1:</b>	6721 COLUMBIA GATEWAY DRIVE, SUITE 400
<b>City, State, Zip:</b>	COLUMBIA, MD 21046

**Amendments on File**

No Amendments on file

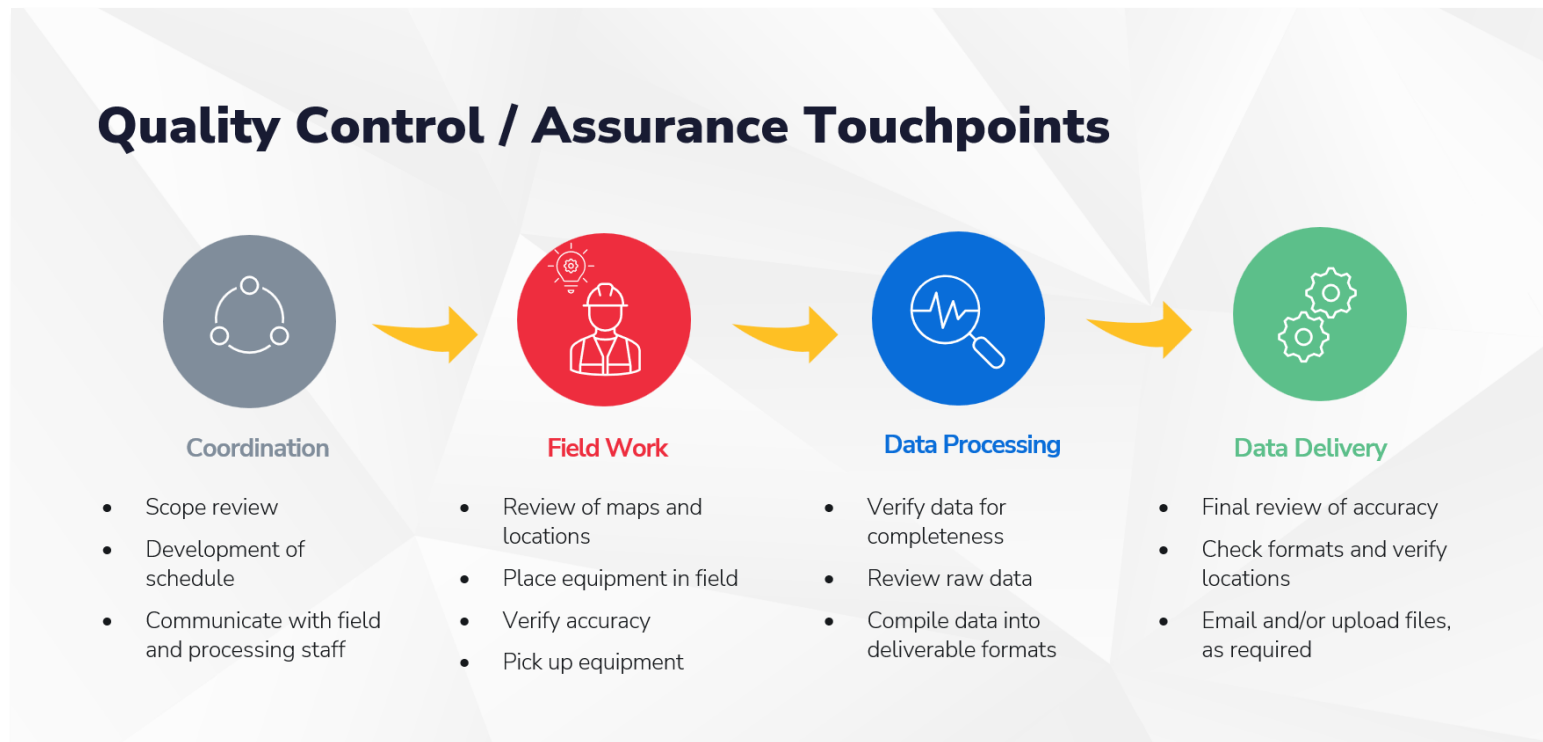
All Traffic Data Services, LLC (ATD)

## 21. QA/QC Plan:

At ATD, quality control (QC) and quality assurance (QA) are fundamental to our operations. We have strict policies in place to ensure accuracy at every phase of data collection—from equipment placement and operation to data processing and verification. Data collection accuracy is determined by the location of the counting device. All equipment undergoes periodic checks to ensure sensors are working correctly.

After the data is captured, we compare manual count data to axle count data to ensure accuracy. We verify a reverse flow from the AM to the PM each day. When available, we compare data from adjacent locations to ensure the collection of comparable information at a larger view. All data collected is reviewed for anomalies by hour, direction, and classification. Data is then formatted into the requested formats and sent to our Project Manager for final review before it is delivered to the customer and uploaded to MS2. Should a recount be deemed necessary, it is collected during the same month, at no cost.

Your project's success depends on the reliability of our rigorous processes, as follows:



**22. Sub-consultant information:**

If one or more sub-consultants will be used, provide the name, address, point of contact and phone number for each. Otherwise, leave this section blank.

<b>Firm Name</b> (Name must match <u>exactly</u> as registered with Louisiana’s Secretary of State (SOS): <u>including punctuation, include screenshot(s) from SOS at the end of Section 20</u> )	<b>Address</b>	<b>Point of Contact and email address</b>	<b>Phone Number</b>

(Add rows as needed)

**23. Location:**

ATD will use staff in the Southeast region to support this contract. Since 2003, we have provided data that is reliable, trusted, and accurate throughout the region. Our proximity and readily available team allow for fast response times and seamless task execution, even under challenging conditions. Jason Holloway, based in Georgia, will be your Project Manager and primary point of contact, managing data collection efforts and ensuring this project’s success. Throughout the duration of this on-call contract, four local traffic data collection technicians are available to meet your project objectives, with an additional 31 technicians on standby to provide immediate support if needed.

With our localized and experienced staff, responsive service, ample resources, and cutting-edge equipment, ATD is well-equipped to serve as the region’s go-to data collection partner.