



**TRAFFIC PLANNING AND DESIGN, INC.**

**WWW.TRAFFICPD.COM**

April 21, 2006

**KIDS LEARN HOW TO MEASURE TRAFFIC  
AT TPD'S BRING YOUR CHILD TO WORK DAY**

FOR IMMEDIATE RELEASE

POTTSTOWN, PA – For the seventh consecutive year, Traffic Planning and Design, Inc. (TPD) will celebrate National “Bring Your Child to Work Day.” This year, employees’ children will be introduced to the Traffic Data Collection and field work aspects of transportation engineering during the event, scheduled for Thursday, April 27th. The goal is to give children insight into their parent’s work at TPD and introduce them to the fundamentals of transportation engineering.

While the main purpose of the event is for TPD’s employees to show their children where they work and what they do while away from home, the company takes the day a step further by planning events and activities designed to entertain and educate employees’ children. This year’s focus is on Traffic Data Collection which is the primary building block for transportation planning studies and highway/bridge and traffic signal designs. Activities planned for the day include having the future drivers actually track vehicle parking activity, turning movements, and speed, and then interpret the traffic data they collect. Participants will learn how collecting vehicle data relates to the roadway and traffic signal designs that exist in their everyday environments, including TPD’s many projects that create safe access to and from local schools.

This event provides employees with an opportunity to show their children the important work they perform for the community and is a primary aspect of TPD’s continuous efforts to provide a family-friendly atmosphere and promote a healthy work-life balance.

From offices in Pottstown, Harrisburg, and the Lehigh Valley, PA, and an office in Camden, NJ, TPD specializes in providing transportation engineering, highway/bridge and traffic signal design, and environmental and construction services to municipal, state (DOT), and private clients. TPD is currently ranked as one of the Top 10 Best Places to Work in PA and is also ranked by Civil Engineering News magazine as one of the Top 25 Civil Engineering Firms to Work For in the United States.

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