



# traffikcounts<sup>®</sup> rate card 2016

Traffic count database by geographic area

**Description:**

Recent **US and Canadian traffic counts** are assembled, mapped and factored to reflect **growth to the current year** and the common currency of **AADT (Annual Average Daily Traffic)**. Available as a points shape file or data table, the counts represent road segments along which the traffic volume is relatively consistent.

Data fields include name of street, name of endpoint cross streets, municipality, province, one-way designation and AADT traffic count.

Available by city, market, state, province or nationwide.

Rates are quoted in the currency of the road location, net of all taxes, and are valid until December 31, 2016.

# Counts	Cost
≤1,000	\$ 1,700
1,001 to 2,000	\$ 2,700
2,001 to 3,000	\$ 3,300
3,001 to 4,000	\$ 4,100
4,001 to 5,000	\$ 4,900
5,001 to 8,000	\$ 7,000
8,001 to 10,000	\$ 8,100
<b>Nationwide</b> (approx. 15,000)	<b>\$ 9,200</b>

**Annual Maintenance Fee Option:**

**+25% of above price**

Provides one data update per year. Must be purchased within 12 months of original data purchase.

## Custom traffic and pedestrian count data

Self-serve website at [www.GetTrafficCounts.com](http://www.GetTrafficCounts.com) or by custom request:

Number of Locations*	Standard Cost/Count**	Repeat Customer Cost/Count***
1 to 10	\$75	\$65
11 to 25	\$70	\$60
26 to 50	\$65	\$55
>50	To be quoted individually	
Custom traffic counts	To be quoted individually	
<b>Pedestrian counts</b>	<b>To be quoted individually</b>	

**NOTES:**

\* Number of count locations in a single written request at any one time. All count requests may be submitted by email to [counts@peoplecount.biz](mailto:counts@peoplecount.biz).

\*\* Rates are quoted in the currency of the count location, net of all taxes, and are valid until December 31, 2016. Additional charges may apply to offset government data costs. If applicable, client will be informed in advance.

\*\*\* Applicable after \$2,500 cumulative orders per calendar year.



## Custom GIS services

### Description:

Custom GIS services including data mapping, setup, training and custom map creation.

Minimums and bulk rates may apply.

Rates are quoted in the currency of the country in which the work is performed, net of all taxes, and are valid until December 31, 2016.

Consultant Type	2016 Rate
Principal	\$265/hr
Senior Manager	\$175/hr
Senior Professional or Specialist	\$135/hr
Intermediate Professional or Specialist	\$110/hr
Junior Professional/ Surveyor/Clerical Staff	\$55/hr
Geocoding (assigning latitude and longitude)	\$1/record

## About peoplecount

Peoplecount is a registered consulting engineering firm supplying traffic and pedestrian counts, transportation models and retail and out-of-home advertising audience metrics for over 20 years. Peoplecount continues to innovate and push boundaries by experimenting with the latest technologies to aid in place-based measurement. We are staffed with transportation engineers, geographic information specialists, data analysts and a network of field surveyors. Clients include government entities, landowners, retailers, real estate companies, out-of-home advertising associations, advertising agencies, and operators of out-of-home advertising media and digital signage.

Peoplecount balances traditional values of **integrity** and client support with a constantly evolving, **creative** perspective.

### For more information, contact us:

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