



For Immediate Release

May 7, 2013

Press Contact:

Corey Connors, Corporate Communications Director
925-977-3241

**Fehr & Peers Enhances ASAP Initiative
by Adding INRIX as a Big Data Partner**

WALNUT CREEK, CA – [Fehr & Peers Transportation Consultants](#) is proud to announce a new partnership with [INRIX](#), one of the fastest growing traffic information and big data analytics companies in the world, to further enhance [Fehr & Peers' ASAP initiative \(asap.fehrandpeers.com\)](#): a cutting-edge initiative that harnesses Big Data for better transportation planning and engineering decisions.

Big Data is changing the landscape of transportation planning – the days of sending an intern to manually and subjectively gather traffic data will soon be over. Many transportation consultants have not responded to this change, but Fehr & Peers has created the ASAP initiative to lead the adoption of Big Data in the transportation planning industry. ASAP consists of three strategies: a suite of proprietary tools that analyze Big Data, partnerships with other leaders in Big Data, and Fehr & Peers' own investment into continued research and development.

Expert planners and engineers at Fehr & Peers will leverage INRIX Analytics to evaluate, model, and predict traffic conditions more effectively, and at a lower cost than ever before. Data will include weeks, months, and years of travel time, travel speeds, and bottleneck locations. This enhanced understanding of variables will enable Fehr & Peers' public agency and private-sector clients to be more confident in making transportation decisions that are in the best interests of their communities.

"Big Data is transforming the way we plan, design, and construct our communities. We are pleased to partner with other leaders like INRIX to continue bringing the most innovative and creative transportation solutions to our clients, and to make a difference in our communities," said [Fehr & Peers](#) CEO Matt Henry.

"Through collaboration with accomplished companies like Fehr & Peers, we look forward to extending the benefits of INRIX Analytics to transportation agencies of all sizes and budgets," said [INRIX](#) Vice President of Public Sector Rick Schuman.

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About Fehr & Peers

Fehr & Peers specializes in providing transportation planning and traffic engineering services to public and private sector clients. We emphasize the development of creative, cost-effective, and results-oriented solutions to planning and design problems associated with all modes of transportation. Maintaining this singular focus on transportation enables us to provide state-of-the-practice expertise to our clients.