

**MASTER AGREEMENT #122325****CATEGORY: Permanent, Fixed-Message Signage with Related Products and Services****SUPPLIER: Radarsign, LLC**

This Master Agreement (Agreement) is between Sourcewell, a Minnesota service cooperative located at 202 12th Street Northeast, P.O. Box 219, Staples, MN 56479 (Sourcewell) and Radarsign, LLC, 1325 Cobb International Dr., Suite 113, Kennesaw, GA 30152 (Supplier).

Sourcewell is a local government and service cooperative created under the laws of the State of Minnesota (Minnesota Statutes Section 123A.21) offering a Cooperative Purchasing Program to eligible participating government entities.

Under this Master Agreement entered with Sourcewell, Supplier will provide Included Solutions to Participating Entities through Sourcewell's Cooperative Purchasing Program.

**Article 1:
General Terms**

The General Terms in this Article 1 control the operation of this Master Agreement between Sourcewell and Supplier and apply to all transactions entered by Supplier and Participating Entities. Subsequent Articles to this Master Agreement control the rights and obligations directly between Sourcewell and Supplier (Article 2), and between Supplier and Participating Entity (Article 3), respectively. These Article 1 General Terms control over any conflicting terms. Where this Master Agreement is silent on any subject, Participating Entity and Supplier retain the ability to negotiate mutually acceptable terms.

- 1) **Purpose.** Pursuant to Minnesota law, the Sourcewell Board of Directors has authorized a Cooperative Purchasing Program designed to provide Participating Entities with access to competitively awarded cooperative purchasing agreements. To facilitate the Program, Sourcewell has awarded Supplier this cooperative purchasing Master Agreement following a competitive procurement process intended to meet compliance standards in accordance with Minnesota law and the requirements contained herein.
- 2) **Intent.** The intent of this Master Agreement is to define the roles of Sourcewell, Supplier, and Participating Entity as it relates to Sourcewell's Cooperative Purchasing Program.
- 3) **Participating Entity Access.** Sourcewell's Cooperative Purchasing Program Master Agreements are available to eligible public agencies (Participating Entities). A Participating Entity's authority to access Sourcewell's Cooperative Purchasing Program is determined through the laws of its respective jurisdiction.
- 4) **Supplier Access.** The Included Solutions offered under this Agreement may be made available to any Participating Entity. Supplier understands that a Participating Entity's use of this Agreement is at the Participating Entity's sole convenience. Supplier will educate its sales and service forces about Sourcewell eligibility requirements and required documentation. Supplier will be responsible for ensuring sales are with Participating Entities.

- 5) **Term.** This Agreement is effective upon the date of the final signature below. The term of this Agreement is four (4) years from the effective date. The Agreement expires at 11:59 P.M. Central Time on February 20, 2030, unless it is cancelled or extended as defined in this Agreement.
- a) **Extensions.** Sourcewell and Supplier may agree to up to three (3) additional one-year extensions beyond the original four-year term. The total possible length of this Agreement will be seven (7) years from the effective date.
- b) **Exceptional Circumstances.** Sourcewell retains the right to consider additional extensions as required under exceptional circumstances.
- 6) **Survival of Terms.** Notwithstanding the termination of this Agreement, the obligations of this Agreement will continue through the performance period of any transaction entered between Supplier and any Participating Entity before the termination date.
- 7) **Scope.** Supplier is awarded a Master Agreement to provide the solutions identified in RFP #122325 to Participating Entities. In Scope solutions include:
- a. Public Spaces, Parks and Trails- Signage designed to guide, inform, and educate visitors about the space such as:
- i. Park and trail recreational signage;
 - ii. Monument signs; and,
 - iii. Community welcome marquees.
- b. Building and Facility Signage- Signage used for identification and directional purposes within and outside a building such as:
- i. Wayfinding and informational;
 - ii. ADA-compliant signage (braille and tactile lettering); and,
 - iii. Fire safety and emergency evacuation.
- c. Regulatory and Safety Signage- Signage intended to ensure safety and compliance in a public space or on a roadway such as:
- i. Warning and hazard;
 - ii. Stationary traffic and pedestrian safety systems; and,
 - iii. Mile-markers, speed-limit, civic and rural address and street signage.
- 8) **Included Solutions.** Supplier's Proposal to the above referenced RFP is incorporated into this Master Agreement. Only those Solutions included within Supplier's Proposal and within Scope (Included Solutions) are included within the Agreement and may be offered to Participating Entities.
- 9) **Indefinite Quantity.** This Master Agreement defines an indefinite quantity of sales to eligible Participating Entities.
- 10) **Pricing.** Pricing information (including Pricing and Delivery and Pricing Offered tables) for all Included Solutions within Supplier's Proposal is incorporated into this Master Agreement.
- 11) **Not to Exceed Pricing.** Suppliers may not exceed the prices listed in the current Pricing List on file with Sourcewell when offering Included Solutions to Participating Entities. Participating Entities may

request adjustments to pricing directly from Supplier during the negotiation and execution of any transaction.

12) **Open Market.** Supplier's open market pricing process is included within its Proposal.

13) Supplier Representations:

- i) **Compliance.** Supplier represents and warrants it will provide all Included Solutions under this Agreement in full compliance with applicable federal, state, and local laws and regulations.
- ii) **Licenses.** As applicable, Supplier will maintain a valid status on all required federal, state, and local licenses, bonds, and permits required for the operation of Supplier's business with Participating Entities. Participating Entities may request all relevant documentation directly from Supplier.
- iii) **Supplier Warrants.** Supplier warrants that all Included Solutions furnished under this Agreement are free from liens and encumbrances, and are free from defects in design, materials, and workmanship. In addition, Supplier warrants the Solutions are suitable for and will perform in accordance with the ordinary use for which they are intended.

14) **Bankruptcy Notices.** Supplier certifies and warrants it is not currently in a bankruptcy proceeding. Supplier has disclosed all current and completed bankruptcy proceedings within the past seven years within its Proposal. Supplier must provide notice in writing to Sourcwell if it enters a bankruptcy proceeding at any time during the term of this Agreement.

15) **Debarment and Suspension.** Supplier certifies and warrants that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from programs operated by the State of Minnesota, the United States federal government, or any Participating Entity. Supplier certifies and warrants that neither it nor its principals have been convicted of a criminal offense related to the subject matter of this Agreement. Supplier further warrants that it will provide immediate written notice to Sourcwell if this certification changes at any time during the term of this Agreement.

16) **Provisions for non-United States federal entity procurements under United States federal awards or other awards (Appendix II to 2 C.F.R § 200).** Participating Entities that use United States federal grant or other federal funding to purchase solutions from this Agreement may be subject to additional requirements including the procurement standards of the Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards, 2 C.F.R. § 200. Participating Entities may have additional requirements based on specific funding source terms or conditions. Within this Section, all references to "federal" should be interpreted to mean the United States federal government. The following list applies when a Participating Entity accesses Supplier's Included Solutions with United States federal funds.

- i) **EQUAL EMPLOYMENT OPPORTUNITY.** Except as otherwise provided under 41 C.F.R. § 60, all agreements that meet the definition of "federally assisted construction contract" in 41 C.F.R. § 60-1.3 must include the equal opportunity clause provided under 41 C.F.R. § 60-1.4(b), in accordance with Executive Order 11246, "Equal Employment Opportunity" (30 FR 12319, 12935,

3 C.F.R. §, 1964-1965 Comp., p. 339), as amended by Executive Order 11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity," and implementing regulations at 41 C.F.R. § 60, "Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor." The equal opportunity clause is incorporated herein by reference.

ii) **DAVIS-BACON ACT, AS AMENDED (40 U.S.C. § 3141-3148).** When required by federal program legislation, all prime construction contracts in excess of \$2,000 awarded by non-federal entities must include a provision for compliance with the Davis-Bacon Act (40 U.S.C. § 3141-3144, and 3146-3148) as supplemented by Department of Labor regulations (29 C.F.R. § 5, "Labor Standards Provisions Applicable to Contracts Covering Federally Financed and Assisted Construction"). In accordance with the statute, contractors must be required to pay wages to laborers and mechanics at a rate not less than the prevailing wages specified in a wage determination made by the Secretary of Labor. In addition, contractors must be required to pay wages not less than once a week. The non-federal entity must place a copy of the current prevailing wage determination issued by the Department of Labor in each solicitation. The decision to award a contract or subcontract must be conditioned upon the acceptance of the wage determination. The non-federal entity must report all suspected or reported violations to the federal awarding agency. The contracts must also include a provision for compliance with the Copeland "Anti-Kickback" Act (40 U.S.C. § 3145), as supplemented by Department of Labor regulations (29 C.F.R. § 3, "Contractors and Subcontractors on Public Building or Public Work Financed in Whole or in Part by Loans or Grants from the United States"). The Act provides that each contractor or subrecipient must be prohibited from inducing, by any means, any person employed in the construction, completion, or repair of public work, to give up any part of the compensation to which he or she is otherwise entitled. The non-federal entity must report all suspected or reported violations to the federal awarding agency. Supplier must comply with all applicable Davis-Bacon Act provisions.

iii) **CONTRACT WORK HOURS AND SAFETY STANDARDS ACT (40 U.S.C. § 3701-3708).** Where applicable, all contracts awarded by the non-federal entity in excess of \$100,000 that involve the employment of mechanics or laborers must include a provision for compliance with 40 U.S.C. §§ 3702 and 3704, as supplemented by Department of Labor regulations (29 C.F.R. § 5). Under 40 U.S.C. § 3702 of the Act, each contractor must be required to compute the wages of every mechanic and laborer on the basis of a standard work week of 40 hours. Work in excess of the standard work week is permissible provided that the worker is compensated at a rate of not less than one and a half times the basic rate of pay for all hours worked in excess of 40 hours in the work week. The requirements of 40 U.S.C. § 3704 are applicable to construction work and provide that no laborer or mechanic must be required to work in surroundings or under working conditions which are unsanitary, hazardous or dangerous. These requirements do not apply to the purchases of supplies, materials, or articles ordinarily available on the open market, or contracts for transportation or transmission of intelligence. This provision is hereby incorporated by reference into this Agreement. Supplier certifies that during the term of an award for all Agreements by Sourcewell resulting from this procurement process, Supplier must comply with applicable requirements as referenced above.

iv) **RIGHTS TO INVENTIONS MADE UNDER A CONTRACT OR AGREEMENT.** If the federal award meets the definition of "funding agreement" under 37 C.F.R. § 401.2(a) and the recipient or subrecipient wishes to enter into a contract with a small business firm or nonprofit

organization regarding the substitution of parties, assignment or performance of experimental, developmental, or research work under that “funding agreement,” the recipient or subrecipient must comply with the requirements of 37 C.F.R. § 401, “Rights to Inventions Made by Nonprofit Organizations and Small Business Firms Under Government Grants, Contracts and Cooperative Agreements,” and any implementing regulations issued by the awarding agency. Supplier certifies that during the term of an award for all Agreements by Sourcewell resulting from this procurement process, Supplier must comply with applicable requirements as referenced above.

v) **CLEAN AIR ACT (42 U.S.C. § 7401-7671Q.) AND THE FEDERAL WATER POLLUTION CONTROL ACT (33 U.S.C. § 1251-1387).** Contracts and subgrants of amounts in excess of \$150,000 require the non-federal award to agree to comply with all applicable standards, orders or regulations issued pursuant to the Clean Air Act (42 U.S.C. § 7401- 7671q) and the Federal Water Pollution Control Act as amended (33 U.S.C. § 1251- 1387). Violations must be reported to the Federal awarding agency and the Regional Office of the Environmental Protection Agency (EPA). Supplier certifies that during the term of this Agreement it will comply with applicable requirements as referenced above.

vi) **DEBARMENT AND SUSPENSION (EXECUTIVE ORDERS 12549 AND 12689).** A contract award (see 2 C.F.R. § 180.220) must not be made to parties listed on the government wide exclusions in the System for Award Management (SAM), in accordance with the OMB guidelines at 2 C.F.R. § 180 that implement Executive Orders 12549 (3 C.F.R. § 1986 Comp., p. 189) and 12689 (3 C.F.R. § 1989 Comp., p. 235), “Debarment and Suspension.” SAM Exclusions contains the names of parties debarred, suspended, or otherwise excluded by agencies, as well as parties declared ineligible under statutory or regulatory authority other than Executive Order 12549. Supplier certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation by any federal department or agency.

vii) **BYRD ANTI-LOBBYING AMENDMENT, AS AMENDED (31 U.S.C. § 1352).** Suppliers must file any required certifications. Suppliers must not have used federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any federal contract, grant, or any other award covered by 31 U.S.C. § 1352. Suppliers must disclose any lobbying with non-federal funds that takes place in connection with obtaining any federal award. Such disclosures are forwarded from tier to tier up to the non-federal award. Suppliers must file all certifications and disclosures required by, and otherwise comply with, the Byrd Anti-Lobbying Amendment (31 U.S.C. § 1352).

viii) **RECORD RETENTION REQUIREMENTS.** To the extent applicable, Supplier must comply with the record retention requirements detailed in 2 C.F.R. § 200.333. The Supplier further certifies that it will retain all records as required by 2 C.F.R. § 200.333 for a period of 3 years after grantees or subgrantees submit final expenditure reports or quarterly or annual financial reports, as applicable, and all other pending matters are closed.

ix) **ENERGY POLICY AND CONSERVATION ACT COMPLIANCE.** To the extent applicable, Supplier must comply with the mandatory standards and policies relating to energy efficiency which are contained in the state energy conservation plan issued in compliance with the Energy Policy and Conservation Act.

- x) **BUY AMERICAN PROVISIONS COMPLIANCE.** To the extent applicable, Supplier must comply with all applicable provisions of the Buy American Act. Purchases made in accordance with the Buy American Act must follow the applicable procurement rules calling for free and open competition.
- xi) **ACCESS TO RECORDS (2 C.F.R. § 200.336).** Supplier agrees that duly authorized representatives of a federal agency must have access to any books, documents, papers and records of Supplier that are directly pertinent to Supplier's discharge of its obligations under this Agreement for the purpose of making audits, examinations, excerpts, and transcriptions. The right also includes timely and reasonable access to Supplier's personnel for the purpose of interview and discussion relating to such documents.
- xii) **PROCUREMENT OF RECOVERED MATERIALS (2 C.F.R. § 200.322).** A non-federal entity that is a state agency or agency of a political subdivision of a state and its contractors must comply with Section 6002 of the Solid Waste Disposal Act, as amended by the Resource Conservation and Recovery Act. The requirements of Section 6002 include procuring only items designated in guidelines of the Environmental Protection Agency (EPA) at 40 C.F.R. § 247 that contain the highest percentage of recovered materials practicable, consistent with maintaining a satisfactory level of competition, where the purchase price of the item exceeds \$10,000 or the value of the quantity acquired during the preceding fiscal year exceeded \$10,000; procuring solid waste management services in a manner that maximizes energy and resource recovery; and establishing an affirmative procurement program for procurement of recovered materials identified in the EPA guidelines.
- xiii) **FEDERAL SEAL(S), LOGOS, AND FLAGS.** The Supplier cannot use the seal(s), logos, crests, or reproductions of flags or likenesses of Federal agency officials without specific pre-approval.
- xiv) **NO OBLIGATION BY FEDERAL GOVERNMENT.** The U.S. federal government is not a party to this Agreement or any purchase by a Participating Entity and is not subject to any obligations or liabilities to the Participating Entity, Supplier, or any other party pertaining to any matter resulting from the Agreement or any purchase by an authorized user.
- xv) **PROGRAM FRAUD AND FALSE OR FRAUDULENT STATEMENTS OR RELATED ACTS.** The Contractor acknowledges that 31 U.S.C. § 38 (Administrative Remedies for False Claims and Statements) applies to the Supplier's actions pertaining to this Agreement or any purchase by a Participating Entity.
- xvi) **FEDERAL DEBT.** The Supplier certifies that it is non-delinquent in its repayment of any federal debt. Examples of relevant debt include delinquent payroll and other taxes, audit disallowance, and benefit overpayments.
- xvii) **CONFLICTS OF INTEREST.** The Supplier must notify the U.S. Office of General Services, Sourcewell, and Participating Entity as soon as possible if this Agreement or any aspect related to the anticipated work under this Agreement raises an actual or potential conflict of interest (as described in 2 C.F.R. Part 200). The Supplier must explain the actual or potential conflict in writing in sufficient detail so that the U.S. Office of General Services, Sourcewell, and Participating Entity are able to assess the actual or potential conflict; and provide any additional information as necessary or requested.

xviii) **U.S. EXECUTIVE ORDER 13224.** The Supplier, and its subcontractors, must comply with U.S. Executive Order 13224 and U.S. Laws that prohibit transactions with and provision of resources and support to individuals and organizations associated with terrorism.

xix) **PROHIBITION ON CERTAIN TELECOMMUNICATIONS AND VIDEO SURVEILLANCE SERVICES OR EQUIPMENT.** To the extent applicable, Supplier certifies that during the term of this Agreement it will comply with applicable requirements of 2 C.F.R. § 200.216.

xx) **DOMESTIC PREFERENCES FOR PROCUREMENTS.** To the extent applicable, Supplier certifies that during the term of this Agreement, Supplier will comply with applicable requirements of 2 C.F.R. § 200.322.

Article 2: Sourcewell and Supplier Obligations

The Terms in this Article 2 relate specifically to Sourcewell and its administration of this Master Agreement with Supplier and Supplier's obligations thereunder.

- 1) **Authorized Sellers.** Supplier must provide Sourcewell a current means to validate or authenticate Supplier's authorized dealers, distributors, or resellers which may complete transactions of Included Solutions offered under this Agreement. Sourcewell may request updated information in its discretion, and Supplier agrees to provide requested information within a reasonable time.
- 2) **Product and Price Changes Requirements.** Supplier may request Included Solutions changes, additions, or deletions at any time. All requests must be made in writing by submitting a Sourcewell Price and Product Change Request Form to Sourcewell. At a minimum, the request must:
 - Identify the applicable Sourcewell Agreement number;
 - Clearly specify the requested change;
 - Provide sufficient detail to justify the requested change;
 - Individually list all Included Solutions affected by the requested change, along with the requested change (e.g., addition, deletion, price change); and
 - Include a complete restatement of Pricing List with the effective date of the modified pricing, or product addition or deletion. The new pricing restatement must include all Included Solutions offered, even for those items where pricing remains unchanged.

A fully executed Sourcewell Price and Product Change Request Form will become an amendment to this Agreement and will be incorporated by reference.

- 3) **Authorized Representative.** Supplier will assign an Authorized Representative to Sourcewell for this Agreement and must provide prompt notice to Sourcewell if that person is changed. The Authorized Representative will be responsible for:
 - Maintenance and management of this Agreement;
 - Timely response to all Sourcewell and Participating Entity inquiries; and
 - Participation in reviews with Sourcewell.

Sourcewell's Authorized Representative is its Chief Procurement Officer.

- 4) **Performance Reviews.** Supplier will perform a minimum of one review with Sourcewell per agreement year. The review will cover transactions to Participating Entities, pricing and terms, administrative fees, sales data reports, performance issues, supply chain issues, customer issues, and any other necessary information.
- 5) **Sales Reporting Required.** Supplier is required as a material element to this Master Agreement to report all completed transactions with Participating Entities utilizing this Agreement. Failure to provide complete and accurate reports as defined herein will be a material breach of the Agreement and Sourcewell reserves the right to pursue all remedies available at law including cancellation of this Agreement.
- 6) **Reporting Requirements.** Supplier must provide Sourcewell an activity report of all transactions completed utilizing this Agreement. Reports are due at least once each calendar quarter (Reporting Period). Reports must be received no later than 45 calendar days after the end of each calendar quarter. Supplier may report on a more frequent basis in its discretion. Reports must be provided regardless of the amount of completed transactions during that quarter (i.e., if there are no sales, Supplier must submit a report indicating no sales were made).

The Report must contain the following fields:

- Participating Entity Name (e.g., City of Staples Highway Department);
- Participating Entity Physical Street Address;
- Participating Entity City;
- Participating Entity State/Province;
- Participating Entity Zip/Postal Code;
- Sourcewell Participating Entity Account Number;
- Transaction Description;
- Transaction Purchased Price;
- Sourcewell Administrative Fee Applied; and
- Date Transaction was invoiced/sale was recognized as revenue by Supplier.

If collected by Supplier, the Report may include the following fields as available:

- Participating Entity Contact Name;
 - Participating Entity Contact Email Address;
 - Participating Entity Contact Telephone Number;
- 7) **Administrative Fee.** In consideration for the support and services provided by Sourcewell, Supplier will pay an Administrative Fee to Sourcewell on all completed transactions to Participating Entities utilizing this Agreement. Supplier will include its Administrative Fee within its proposed pricing. Supplier may not directly charge Participating Entities to offset the Administrative Fee.
 - 8) **Fee Calculation.** Supplier's Administrative Fee payable to Sourcewell will be calculated as a stated percentage (listed in Supplier's Proposal) of all completed transactions utilizing this Master Agreement within the preceding Reporting Period. For certain categories, a flat fee may be proposed. The Administrative Fee will be stated in Supplier's Proposal.
 - 9) **Fee Remittance.** Supplier will remit fee to Sourcewell no later than 45 calendar days after the close of the preceding calendar quarter in conjunction with Supplier's Reporting Period obligations

defined herein. Payments should note the Supplier's name and Sourcewell-assigned Agreement number in the memo; and must be either mailed to Sourcewell above "Attn: Accounts Receivable" or remitted electronically to Sourcewell's banking institution per Sourcewell's Finance department instructions.

- 10) **Noncompliance.** Sourcewell reserves the right to seek all remedies available at law for unpaid or underpaid Administrative Fees due under this Agreement. Failure to remit payment, delinquent payments, underpayments, or other deviations from the requirements of this Agreement may be deemed a material breach and may result in cancellation of this Agreement and disbarment from future Agreements.
- 11) **Audit Requirements.** Pursuant to Minn. Stat. § 16C.05, subdivision 5, the books, records, documents, and accounting procedures and practices relevant to this Agreement are subject to examination by Sourcewell and the Minnesota State Auditor for a minimum of six years from the end of this Agreement. Supplier agrees to fully cooperate with Sourcewell in auditing transactions under this Agreement to ensure compliance with pricing terms, correct calculation and remittance of Administrative Fees, and verification of transactions as may be requested by a Participating Entity or Sourcewell.
- 12) **Assignment, Transfer, and Administrative Changes.** Supplier may not assign or otherwise transfer its rights or obligations under this Agreement without the prior written consent of Sourcewell. Such consent will not be unreasonably withheld. Sourcewell reserves the right to unilaterally assign all or portions of this Agreement within its sole discretion to address corporate restructurings, mergers, acquisitions, or other changes to the Responsible Party and named in the Agreement. Any prohibited assignment is invalid. Upon request Sourcewell may make administrative changes to agreement documentation such as name changes, address changes, and other non-material updates as determined within its sole discretion.
- 13) **Amendments.** Any material change to this Agreement must be executed in writing through an amendment and will not be effective until it has been duly executed by the parties.
- 14) **Waiver.** Failure by Sourcewell to enforce any right under this Agreement will not be deemed a waiver of such right in the event of the continuation or repetition of the circumstances giving rise to such right.
- 15) **Complete Agreement.** This Agreement represents the complete agreement between the parties for the scope as defined herein. Supplier and Sourcewell may enter into separate written agreements relating specifically to transactions outside of the scope of this Agreement.
- 16) **Relationship of Sourcewell and Supplier.** This Agreement does not create a partnership, joint venture, or any other relationship such as employee, independent contractor, master-servant, or principal-agent.
- 17) **Indemnification.** Supplier must indemnify, defend, save, and hold Sourcewell, including their agents and employees, harmless from any claims or causes of action, including attorneys' fees incurred by Sourcewell, arising out of any act or omission in the performance of this Agreement by the Supplier or its agents or employees; this indemnification includes injury or death to person(s) or property alleged to have been caused by some defect in design, condition, or performance of Included

Solutions under this Agreement. Sourcewell's responsibility will be governed by the State of Minnesota's Tort Liability Act (Minnesota Statutes Chapter 466) and other applicable law.

- 18) **Data Practices.** Supplier and Sourcewell acknowledge Sourcewell is subject to the Minnesota Government Data Practices Act, Minnesota Statutes Chapter 13. As it applies to all data created and maintained in performance of this Agreement, Supplier may be subject to the requirements of this chapter.
- 19) **Grant of License.**
- a) **During the term of this Agreement:**
 - i) **Supplier Promotion.** Sourcewell grants to Supplier a royalty-free, worldwide, non-exclusive right and license to use the trademark(s) provided to Supplier by Sourcewell in advertising, promotional materials, and informational sites for the purpose of marketing Sourcewell's Agreement with Supplier.
 - ii) **Sourcewell Promotion.** Supplier grants to Sourcewell a royalty-free, worldwide, non-exclusive right and license to use Supplier's trademarks in advertising, promotional materials, and informational sites for the purpose of marketing Supplier's Agreement with Sourcewell.
 - b) **Limited Right of Sublicense.** The right and license granted herein includes a limited right of each party to grant sublicenses to their respective subsidiaries, distributors, dealers, resellers, marketing representatives, partners, or agents (collectively "Permitted Sublicensees") in advertising, promotional, or informational materials for the purpose of marketing the Parties' relationship. Any sublicense granted will be subject to the terms and conditions of this Article. Each party will be responsible for any breach of this section by any of their respective sublicensees.
 - c) **Use; Quality Control.**
 - i) Neither party may alter the other party's trademarks from the form provided and must comply with removal requests as to specific uses of its trademarks or logos.
 - ii) Each party agrees to use, and to cause its Permitted Sublicensees to use, the other party's trademarks only in good faith and in a dignified manner consistent with such party's use of the trademarks. Each party may make written notice to the other regarding misuse under this section. The offending party will have 30 days of the date of the written notice to cure the issue or the license/sublicense will be terminated.
 - d) **Termination.** Upon the termination of this Agreement for any reason, each party, including Permitted Sublicensees, will have 30 days to remove all Trademarks from signage, websites, and the like bearing the other party's name or logo (excepting Sourcewell's pre-printed catalog of suppliers which may be used until the next printing). Supplier must return all marketing and promotional materials, including signage, provided by Sourcewell, or dispose of it according to Sourcewell's written directions.
- 20) **Venue and Governing law between Sourcewell and Supplier Only.** The substantive and procedural laws of the State of Minnesota will govern this Agreement between Sourcewell and Supplier. Venue for all legal proceedings arising out of this Agreement between Sourcewell and Supplier will be in

court of competent jurisdiction within the State of Minnesota. This section does not apply to any dispute between Supplier and Participating Entity. This Agreement reserves the right for Supplier and Participating Entity to negotiate this term to within any transaction documents.

- 21) **Severability.** If any provision of this Agreement is found by a court of competent jurisdiction to be illegal, unenforceable, or void then both parties will be relieved from all obligations arising from that provision. If the remainder of this Agreement is capable of being performed, it will not be affected by such determination or finding and must be fully performed.
- 22) **Insurance Coverage.** At its own expense, Supplier must maintain valid insurance policy(ies) during the performance of this Agreement with insurance company(ies) licensed or authorized to do business in the State of Minnesota having an "AM BEST" rating of A- or better, with coverage and limits of insurance not less than the following:
- a) **Commercial General Liability Insurance.** Supplier will maintain insurance covering its operations, with coverage on an occurrence basis, and must be subject to terms no less broad than the Insurance Services Office ("ISO") Commercial General Liability Form CG0001 (2001 or newer edition), or equivalent. At a minimum, coverage must include liability arising from premises, operations, bodily injury and property damage, independent contractors, products-completed operations including construction defect, contractual liability, blanket contractual liability, and personal injury and advertising injury. All required limits, terms and conditions of coverage must be maintained during the term of this Agreement.
 - \$1,500,000 each occurrence Bodily Injury and Property Damage
 - \$1,500,000 Personal and Advertising Injury
 - \$2,000,000 aggregate for products liability-completed operations
 - \$2,000,000 general aggregate
 - b) **Certificates of Insurance.** Prior to execution of this Agreement, Supplier must furnish to Sourcewell a certificate of insurance, as evidence of the insurance required under this Agreement. Prior to expiration of the policy(ies), renewal certificates must be mailed to Sourcewell, 202 12th Street Northeast, P.O. Box 219, Staples, MN 56479 or provided to in an alternative manner as directed by Sourcewell. The certificates must be signed by a person authorized by the insurer(s) to bind coverage on their behalf. Failure of Supplier to maintain the required insurance and documentation may constitute a material breach.
 - c) **Additional Insured Endorsement and Primary and Non-contributory Insurance Clause.** Supplier agrees to list Sourcewell, including its officers, agents, and employees, as an additional insured under the Supplier's commercial general liability insurance policy with respect to liability arising out of activities, "operations," or "work" performed by or on behalf of Supplier, and products and completed operations of Supplier. The policy provision(s) or endorsement(s) must further provide that coverage is primary and not excess over or contributory with any other valid, applicable, and collectible insurance or self-insurance in force for the additional insureds.
 - d) **Waiver of Subrogation.** Supplier waives and must require (by endorsement or otherwise) all its insurers to waive subrogation rights against Sourcewell and other additional insureds for losses paid under the insurance policies required by this Agreement or other insurance applicable to the Supplier or its subcontractors. The waiver must apply to all deductibles and/or self-insured retentions applicable to the required or any other insurance maintained by the Supplier or its

subcontractors. Where permitted by law, Supplier must require similar written express waivers of subrogation and insurance clauses from each of its subcontractors.

- e) **Umbrella/Excess Liability/SELF-INSURED RETENTION.** The limits required by this Agreement can be met by either providing a primary policy or in combination with umbrella/excess liability policy(ies), or self-insured retention.

- 23) **Termination for Convenience.** Sourcewell or Supplier may terminate this Agreement upon 60 calendar days' written notice to the other Party. Termination pursuant to this section will not relieve the Supplier's obligations under this Agreement for any transactions entered with Participating Entities through the date of termination, including reporting and payment of applicable Administrative Fees.
- 24) **Termination for Cause.** Sourcewell may terminate this Agreement upon providing written notice of material breach to Supplier. Notice must describe the breach in reasonable detail and state the intent to terminate the Agreement. Upon receipt of Notice, the Supplier will have 30 calendar days in which it must cure the breach. Termination pursuant to this section will not relieve the Supplier's obligations under this Agreement for any transactions entered with Participating Entities through the date of termination, including reporting and payment of applicable Administrative Fees.

Article 3: Supplier Obligations to Participating Entities

The Terms in this Article 3 relate specifically to Supplier and a Participating Entity when entering transactions utilizing the General Terms established in this Master Agreement. Article 1 General Terms control over any conflict with this Article 3. Where this Master Agreement is silent on any subject, Participating Entity and Supplier retain the ability to negotiate mutually acceptable terms.

- 1) **Quotes to Participating Entities.** Suppliers are encouraged to provide all pricing information regarding the total cost of acquisition when quoting to a Participating Entity. Suppliers and Participating Entities are encouraged to include all cost specifically associated with or included within the Suppliers proposal and Included Solutions within transaction documents.
- 2) **Shipping, Delivery, Acceptance, Rejection, and Warranty.** Supplier's proposal may include proposed terms relating to shipping, delivery, inspection, and acceptance/rejection and other relevant terms of tendered Solutions. Supplier and Participating Entity may negotiate final terms appropriate for the specific transaction relating to non-appropriation, shipping, delivery, inspection, acceptance/rejection of tendered Solutions, and warranty coverage for Included Solutions. Such terms may include, but are not limited to, costs, risk of loss, proper packaging, inspection rights and timelines, acceptance or rejection procedures, and remedies as mutually agreed include notice requirements, replacement, return or exchange procedures, and associated costs.
- 3) **Applicable Taxes.** Participating Entity is responsible for notifying supplier of its tax-exempt status and for providing Supplier with any valid tax-exemption certification(s) or related documentation.
- 4) **Ordering Process and Payment.** Supplier's ordering process and acceptable forms of payment are included within its Proposal. Participating Entities will be solely responsible for payment to Supplier and Sourcewell will have no liability for any unpaid invoice of any Participating Entity.

- 5) **Transaction Documents.** Participating Entity may require the use of its own forms to complete transactions directly with Supplier utilizing the terms established in this Agreement. Supplier’s standard form agreements may be offered as part of its Proposal. Supplier and Participating Entity may complete and document transactions utilizing any type of transaction documents as mutually agreed. In any transaction document entered utilizing this Agreement, Supplier and Participating Entity must include specific reference to this Master Agreement by number and to Participating Entity’s unique Sourcewell account number.

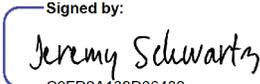
- 6) **Additional Terms and Conditions Permitted.** Participating Entity and Supplier may negotiate and include additional terms and conditions within transaction documentation as mutually agreed. Such terms may supplant or supersede this Master Agreement when necessary and as solely determined by Participating Entity. Sourcewell has expressly reserved the right for Supplier and Participating Entity to address any necessary provisions within transaction documents not expressly included within this Master Agreement, including but not limited to transaction cancellation, dispute resolution, governing law and venue, non-appropriation, insurance, defense and indemnity, force majeure, and other material terms as mutually agreed.

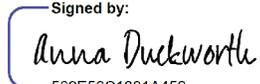
- 7) **Subsequent Agreements and Survival.** Supplier and Participating Entity may enter into a separate agreement to facilitate long-term performance obligations utilizing the terms of this Master Agreement as mutually agreed. Such agreements may provide for a performance period extending beyond the full term of this Master Agreement as determined in the discretion of Participating Entity.

- 8) **Participating Addendums.** Supplier and Participating Entity may enter a Participating Addendum or similar document extending and supplementing the terms of this Master Agreement to facilitate adoption as may be required by a Participating Entity.

Sourcewell

Radarsign, LLC

Signed by:

 C0FD2A139D06489...
 By: _____
 Jeremy Schwartz
 Title: Chief Procurement Officer
 Date: 2/20/2026 | 1:30 PM CST

Signed by:

 569E56C1801A452...
 By: _____
 Anna Duckworth
 Title: Director of Sales
 Date: 2/20/2026 | 10:43 AM CST

RFP 122325 - Permanent, Fixed-Message Signage with Related Products and Services

Vendor Details

Company Name: Radarsign
Address: 1220 Kennestone Circle; Suite 130
Marietta, Georgia 30066
Contact: Anna Duckworth
Email: aduckworth@radarsign.com
Phone: 678-965-4814 120
Fax: 678-403-1256
HST#: 20-0870791

Submission Details

Created On: Tuesday November 04, 2025 09:47:03
Submitted On: Tuesday December 23, 2025 13:47:09
Submitted By: Tracy Clement
Email: tclement@radarsign.com
Transaction #: 853d5cdc-5066-4502-9589-363da14534ae
Submitter's IP Address: 147.243.202.237

Specifications

Table 1: Proposer Identity & Authorized Representatives (Not Scored)

General Instructions (applies to all Tables) Sourcewell prefers a brief but thorough response to each question. Do not merely attach additional documents to your response without also providing a substantive response. Do not leave answers blank; respond “N/A” if the question does not apply to you (preferably with an explanation).

Table 1 Specific Instructions. Sourcewell requires identification of all parties responsible for providing Solutions under a resulting master agreement(s) (Responsible Supplier). Proposers are strongly encouraged to include all potential Responsible Suppliers including any corporate affiliates, subsidiaries, D.B.A., and any other authorized entities within a singular proposal. All information required under this RFP must be included for each Responsible Supplier as instructed. Proposers with multiple Responsible Supplier options may choose to respond individually as distinct entities, however each response will be evaluated individually and only those proposals recommended for award may result in a master agreement award. Unawarded entities will not be permitted to later be added to an existing master agreement through operation of Proposer’s corporate organization affiliation.

Line Item	Question	Response *
1	Provide the legal name of the Proposer authorized to submit this Proposal.	Radarsign, LLC (prepared by Tracy Clement and Anna Duckworth)
2	In the event of award, is this entity the Responsible Supplier that will execute the master agreement with Sourcewell? Y or N.	Yes
3	Identify all subsidiaries, D.B.A., authorized affiliates, and any other entity that will be responsible for offering and performing delivery of Solutions within this Proposal (i.e. Responsible Supplier(s) that will execute a master agreement with Sourcewell).	Radarsign, LLC
4	Provide your CAGE code or Unique Entity Identifier (SAM):	SAM CAGE NUMBER-583U5 SAM Unique entity ID LQUGU5GMALK3
5	Provide your NAICS code applicable to Solutions proposed.	339950 Sign Manufacturing 335129 Other lighting equipment manufacturing 334290 Other communication equipment manufacturing
6	Proposer Physical Address:	Radarsign, 1325 Cobb International Dr Suite 113 Kennesaw Ga 30152
7	Proposer website address (or addresses):	www.radarsign.com
8	Proposer’s Authorized Representative (name, title, address, email address & phone) (The representative must have authority to sign the “Proposer’s Assurance of Compliance” on behalf of the Proposer):	Anna Duckworth Director of Sales 1325 Cobb International Dr, STE 113 Kennesaw, GA 30152 aduckworth@radarsign.com O: 678-965-4814 Ext:120 M: 470-577-4982
9	Proposer’s primary contact for this proposal (name, title, address, email address & phone):	Tracy Clement Project Manager 1325 Cobb International Dr, STE 113 Kennesaw, GA 30152 tclement@radarsign.com O: 678-965-4814 M: 770-401-8753
10	Proposer’s other contacts for this proposal, if any (name, title, address, email address & phone):	Paul Kenney Sr. Account Manager 1325 Cobb International Dr, STE 113 Kennesaw, GA 30152 pkenney@radarsign.com O: 678-965-4814 Ext: 116 M:404-403-9826 Michael-Carson Bailey Product Manager 1325 Cobb International Dr, STE 113 Kennesaw, GA 30152 mbailey@radarsign.com O: 678-965-4814 Ext: 119 M: 404-697-0222

Table 2A: Financial Viability and Marketplace Success (50 Points, applies to Table 2A and 2B)

Line Item	Question	Response *
11	Provide a brief history of your company, including your company's core values, business philosophy, and industry longevity related to the requested Solutions.	<p>Radarsign was founded in 2004 in Marietta, Georgia, by a small group of professionals with backgrounds in law enforcement, engineering, and sales who shared a common frustration. Too many communities lacked reliable, long lasting tools to slow traffic and protect people. The spark that turned that frustration into action came close to home. While spending time together in their own neighborhood, the founders witnessed a young child nearly get struck by a speeding vehicle. That moment made the risk personal and immediatly it became the catalyst for starting a company focused on preventing those kinds of close calls from becoming tragedies.</p> <p>One of Radarsign's earliest contributions to the industry was the introduction of the first armored radar speed sign, designed specifically to withstand harsh environments, vandalism, and long-term outdoor exposure. From the beginning, the emphasis was not on creating flashy technology, but on building equipment that could be trusted to work day after day in real world conditions. One of Radarsign's first installations, deployed at a Michelin facility in South Carolina, remains operational nearly two decades later, reflecting that original focus on durability and reliability.</p> <p>Over time, Radarsign grew from a single radar sign offering into a full U.S. manufacturer of permanent traffic safety solutions. The product line expanded to include battery, solar, and AC powered radar speed feedback signs, school zone beacons, flashing warning signs, flashing stop signs, and a comprehensive catalog of MUTCD compliant static signage. To support agencies seeking complete, single source solutions, Radarsign also provides mounting systems, poles and bases, and structural hardware designed to integrate seamlessly with both static and electronic products.</p> <p>As demand increased, Radarsign expanded its manufacturing and warehouse facilities four times, each expansion driven by organic growth rather than outside investment. Today, the company serves municipalities, schools, state and federal agencies, commercial campuses, and military installations across all 50 states, Puerto Rico, Canada, and U.S. military bases. All engineering, manufacturing, assembly, customer support, and logistics functions are performed in the United States, and products proudly carry the Certified Georgia Made designation.</p> <p>While the product offering has evolved, Radarsign's business philosophy has remained consistent since day one. The company operates with a consultative, needs-driven approach, focused on doing what is right for the customer and delivering solutions that last. The goal is not to oversell technology, but to provide dependable, standards-aligned products that agencies can install with confidence and maintain with minimal burden over time.</p> <p>At its core, Radarsign is guided by values that show up in everyday decisions. Integrity means operating transparently and building long term relationships rather than chasing short-term wins. Quality and durability are reflected in aluminum construction, vandal resistant designs, high intensity reflective materials, and ISO certified manufacturing processes. Stability matters as well. Radarsign is privately held, debt free, and supported by a long tenured workforce, ensuring consistency in both product quality and customer support. All service, training, and technical assistance are provided by Radarsign employees, not outsourced call centers.</p> <p>Innovation at Radarsign is practical and purpose driven. Advancements have focused on improving power efficiency, simplifying installation, strengthening housings, improving communication technology and expanding LED enhanced signage options. Sustainability is addressed through widespread use of solar powered systems, recycled and fully recyclable aluminum components, and refurbishment programs that extend product life and reduce waste.</p> <p>After more than 20 years in operation, Radarsign remains focused on the same mission that sparked its founding. Helping communities create safer, more predictable environments through reliable traffic safety solutions. This long term-commitment to durability, service, and responsible manufacturing positions Radarsign as a stable and dependable partner for Sourcewell members seeking high-quality, standardized traffic and wayfinding solutions.</p>
12	What are your company's expectations in the event of an award?	<p>In the event of an award, Radarsign's expectation is to be an active, engaged partner to Sourcewell and its Members, not simply a contract holder. Our focus will be on increasing awareness of the Sourcewell cooperative contract, making procurement easier for eligible agencies, and ensuring Members clearly understand how to access competitively priced, high-quality traffic safety solutions through a simplified purchasing process.</p> <p>The majority of our customers are government, municipal, school, and public sector agencies, many of whom are already eligible for Sourcewell membership. As part of our standard sales process, Radarsign plans to incorporate a Sourcewell membership discussion into the initial customer consultation. Account Managers will ask whether</p>

an agency is a Sourcwell Member and, if not, will explain the benefits of cooperative purchasing and assist with enrollment when appropriate. This ensures that eligible agencies are aware of the contract early in the purchasing process and can take full advantage of its value.

Radarsign's Sales Team will serve as the primary point of connection between the company and Sourcwell Members. Each Account Manager will be trained on Sourcwell contract objectives, pricing compliance, and reporting requirements, and will guide Members from initial consultation through delivery. Sales representatives will clearly communicate how the cooperative purchasing model simplifies procurement, reduces administrative burden, and eliminates the need for repetitive bidding, while still meeting public procurement requirements.

Internally, Radarsign will maintain full alignment across Sales, Marketing, Operations, and Finance to ensure contract readiness and compliance. The company uses NetSuite ERP for opportunity tracking, forecasting, order management, and data accuracy, supported by a secure document management platform for contract documentation, reporting, and record retention. This infrastructure supports data transparency, audit readiness, and accurate performance documentation in accordance with Articles 2 and 3 of the Master Agreement.

If awarded a Sourcwell contract, Radarsign's Marketing Team will actively support contract awareness and utilization in close coordination with Sourcwell's Supplier Development and Marketing teams. Our expectation is to operate as a committed and responsive supplier, fully aligned with Sourcwell's branding, reporting, and participation requirements, and focused on helping the contract continue as a trusted and widely used procurement pathway for traffic calming and signage solutions.

Marketing efforts will center on three priorities: awareness, education, and streamlined access. The goal is to ensure that procurement officers, engineers, administrators, and decision makers clearly understand the benefits of cooperative purchasing and can confidently procure Radarsign products through the Sourcwell contract.

To support this effort, Radarsign will execute a coordinated, multi channel approach. Digital visibility will include dedicated Sourcwell landing pages, homepage features, and search optimized content to make contract information easy to find, along with website banners and calls to action that guide Members directly to purchasing steps. Targeted outreach will include email campaigns to existing customers, prospects, and distributor partners, particularly during budgeting and planning cycles, with messaging focused on the efficiency and cost savings of cooperative purchasing.

Education and enablement will be supported through clear purchasing guides, frequently asked questions, and step-by-step instructions tailored to procurement staff. Distributor sales materials, training documents, and talking points will be updated to ensure the broader partner network can confidently and accurately communicate Sourcwell contract benefits. Awareness efforts will also include social media announcements, case studies, contract spotlights, and participation in industry publications and press outreach to highlight real world applications of Radarsign solutions. At industry events and trade shows, Sourcwell contract messaging will be clearly integrated into booth displays, handouts, and presentations at transportation, school safety, municipal, and public works conferences.

Contract administration and reporting will be managed by Radarsign's Sales Director, with support from the Finance department. Product catalogs, pricing, and contract documentation will be maintained accurately and kept current. Quarterly sales and performance reports will be submitted on time through Sourcwell's designated reporting system in accordance with Article 3 of the Master Agreement. All purchase orders, invoices, delivery confirmations, and supporting documentation will be securely stored within Radarsign's document management system to ensure transparency and audit accessibility.

From the customer's perspective, Radarsign expects the Sourcwell experience to feel seamless and personal. Sourcwell Participating Entities will receive the same responsive, U.S. based support that defines Radarsign's approach to customer service. Every customer is assigned an Account Manager and a Support Team member, each providing direct contact information, including cell phone access, to ensure fast response times and continuity throughout the life of the product.

Customers have direct access to installation guidance, operational training, troubleshooting assistance, warranty support, and lifetime technical support. By simplifying every step of the process, from initial consultation through procurement, delivery, installation, and ongoing support, Radarsign aims to deliver a smooth, efficient, and human centered procurement experience that aligns fully with Sourcwell's mission and Member expectations.

<p>13</p>	<p>Demonstrate your financial strength and stability with meaningful data. This could include such items as financial statements, SEC filings, credit and bond ratings, letters of credit, and detailed reference letters. Upload supporting documents (as applicable) in the document upload section of your response. DO NOT PROVIDE ANY TAX INFORMATION OR PERSONALLY IDENTIFIABLE INFORMATION.</p>	<p>Radarsign, LLC is a privately held U.S. manufacturer and does not publicly release financial statements. However, the company demonstrates strong financial health and long-term stability through multiple verifiable indicators appropriate for public-sector procurement review.</p> <p>Radarsign has been in continuous operation for over 20 years and has achieved 14 consecutive years of year-over-year growth. To demonstrate financial trajectory without disclosing sensitive financial information, indexed revenue data is provided. From 2020 through 2025, Radarsign experienced indexed revenue growth of approximately 47%, representing a compound annual growth rate of approximately 8.0% over that period.</p> <p>The company's growth has been supported entirely through internally generated revenue. Radarsign operates as a debt-free organization with stable cash flow and does not rely on outside investors, loans, or credit facilities to fund day-to-day operations or long-term expansion. Since its founding, Radarsign has expanded its manufacturing and warehouse facilities four times in response to increased demand. The most recent expansion in 2025 increased production capacity and inventory footprint to support sustained long-term growth.</p> <p>Radarsign maintains long-standing banking relationships and has received a formal letter of good standing from its financial institution confirming its established relationship and positive account status. This letter is included as a supporting document to further demonstrate financial stability and responsible financial management.</p> <p>Operational stability is further supported by ISO 9001:2015 certified quality management processes, which ensure consistent manufacturing, documentation, and internal controls. Radarsign is a Certified Georgia Made manufacturer and was recognized as Best Manufacturer in 2025, reflecting operational maturity, reliability, and sustained manufacturing performance.</p> <p>See attached financial documents: Radarsign_CORP_FinancialDocuments_001_Sourcewell-RFP122325_20251218.pdf</p>
<p>14</p>	<p>What is your US market share for the Solutions that you are proposing?</p>	<p>Because Radarsign and its major competitors are privately held, the traffic-calming and signage industry does not publish formal market-share data. In this sector, market share must therefore be assessed using deployment footprint and the size of the realistic public-sector buyer base, rather than the total number of U.S. municipalities.</p> <p>Radarsign solutions are deployed nationwide, with installations in more than 3,100 incorporated towns, cities, and villages across all 50 states, Puerto Rico, Canada, and U.S. military installations.</p> <p>According to FHWA Highway Statistics*, only a portion of U.S. municipalities own and maintain public roads, and an even smaller subset regularly procures MUTCD-compliant traffic-calming devices, RRFBs, beacons, or static signage each year. When measured against this active purchaser group, which includes cities with public works or transportation departments, counties, school districts with school-zone infrastructure, and state and federal agencies, Radarsign's presence in 3,100+ communities represent a substantial share of the national market.</p> <p>In addition to direct municipal purchases, Radarsign maintains a nationwide distributor network, and many public-sector agencies purchase through these partners rather than through direct procurement. These transactions are not reflected in direct-sales counts and significantly expand Radarsign's reach.</p> <p>Factoring both direct and distributor channels, Radarsign estimates its total U.S. market penetration at 20–25% across its proposed product categories. This footprint reflects broad national adoption, long-term customer retention, and sustained demand for Radarsign's MUTCD-compliant static signage and electronic traffic-calming solutions.</p> <p>* Data Source: US Department of Transportation, Federal Highway Administration, Office of Highway Policy Information, Highway Statistics.</p>
<p>15</p>	<p>What is your Canadian market share for the Solutions that you are proposing?</p>	<p>Radarsign holds an estimated 10–20% market presence in Canada, positioning the company among the leading providers in a highly competitive market. Through its long-standing Canadian distributor, Ramudden Digital, Radarsign has supported municipal customers across Canada for more than a decade. Numerous large municipalities have standardized on Radarsign speed feedback signs, reflecting confidence in the product's quality, durability, and long-term performance.</p>

16	<p>Disclose all current and completed bankruptcy proceedings for Proposer and any included possible Responsible Party within the past seven years. Proposer must provide notice in writing to Sourcewell if it enters a bankruptcy proceeding at any time during the pendency of this RFP evaluation.</p>	<p>Not applicable. Radarsign has never been involved with any bankruptcy proceedings.</p>
17	<p>How is your organization best described: is it a manufacturer, a distributor/dealer/reseller, or a service provider? Answer the question that best applies to your organization, either a) or b).</p> <p>a) If your company is best described as a distributor/dealer/reseller (or similar entity), provide your written authorization to act as a distributor/dealer/reseller for the manufacturer of the products proposed in this RFP. If applicable, is your dealer network independent or company owned?</p> <p>b) If your company is best described as a manufacturer or service provider, describe your relationship with your sales and service force and with your dealer network in delivering the products and services proposed in this RFP. Are these individuals your employees, or the employees of a third party?</p>	<p>Radarsign, LLC is best described as a manufacturer of permanent traffic control devices. Radarsign designs, engineers, and manufactures its core product lines in the United States, including radar speed feedback signs, school zone beacons, and related electronic traffic safety equipment.</p> <p>To support public agencies seeking a single-source solution for permanent signage, Radarsign also offers a comprehensive catalog of permanent, MUTCD-compliant printed traffic signs that complement our electronic products and are provided as part of a unified contract offering.</p> <p>Radarsign's sales, customer support, and service functions are performed by Radarsign employees. These internal teams work directly with agencies to provide consultative sales support, technical guidance, order management, and ongoing service. Radarsign remains the contract holder and single point of accountability for all products and services offered under this Sourcewell contract, including warranty administration and technical support.</p> <p>To enhance national reach and provide localized support, Radarsign maintains a small, carefully selected network of authorized distributors, whose personnel are employees of independent third-party organizations. Ramudden Digital (Canada), Traffic Systems (NY/NJ), Amsignal (CA, WY, NM, UT, CO), A&A Safety (OH), and Decker Supply (WI). These distributors provide regional sales support, basic product guidance, and installation coordination in select states. Distributors typically handle Level 1 customer support and product training, while Level 2 and Level 3 technical support, engineering escalation, and warranty management are handled directly by Radarsign employees.</p> <p>Radarsign also assigns a dedicated internal employee to manage distributor relationships and directly support distributor-served customers. This role includes order placement, customer communication, technical clarification, and consultative product support, ensuring that customers in distributor-supported regions receive the same level of service, responsiveness, and accountability as those served directly by Radarsign.</p>

<p>18</p>	<p>If applicable, provide a detailed explanation outlining the licenses and certifications that are both required to be held, and actually held, by your organization (including third parties and subcontractors that you use) in pursuit of the business contemplated by this RFP.</p>	<p>Radarsign, LLC is licensed to conduct business across all 50 U.S. states, Canada, and Puerto Rico. We maintain all required business registrations, permits, and state-level authorizations necessary for manufacturing and sales operations within these territories.</p> <p>Radarsign is MUTCD 11th edition-compliant, ISO 9001:2015 certified, and proudly Certified Georgia Made®, reflecting our commitment to quality, safety, and domestic production standards. As a manufacturer, Radarsign does not provide construction or installation services and therefore does not hold general contractor or specialty licenses related to roadway construction or installation.</p> <p>These certifications and registrations collectively ensure Radarsign’s readiness to serve federal, state, and local government agencies with full compliance to applicable standards and regulations.</p> <p>FCC Part 15 All Radarsign products with electronic components comply with FCC Part 15 requirements, ensuring they operate safely without causing harmful interference to other equipment. This compliance reflects our commitment to delivering devices that meet federal performance and safety standards.</p> <p>NEMA 4 Radarsign enclosures meet NEMA 4 standards, providing protection against rain, sleet, snow, hose-directed water, and external ice formation. This level of environmental durability ensures long-lasting performance in demanding outdoor conditions.</p> <p>MUTCD 11th Edition Compliant Radarsign products adhere to the latest MUTCD 11th Edition requirements for visibility, legibility, placement, and operational safety. This compliance ensures our equipment supports uniform national traffic control standards and enhances roadway safety for all users.</p> <p>Georgia Made® The Georgia Made® designation confirms Radarsign’s commitment to local manufacturing and quality craftsmanship. It reflects our investment in Georgia’s economy and our dedication to building products with exceptional reliability.</p> <p>ISO 9001:2015 Certified Radarsign operates under an ISO 9001:2015 certified quality management system, demonstrating a structured approach to product consistency, continuous improvement, and customer satisfaction. This certification ensures we maintain high operational standards across all departments.</p> <p>NEMA 3 Products designed to NEMA 3 standards are protected against falling dirt, rain, sleet, snow, and external ice formation. This rating demonstrates Radarsign’s ability to withstand harsh environments where reliable, weather-resistant equipment is essential.</p> <p>See attached certification documents: Radarsign_COMPL_CertificationDocuments_001_Sourcewell-RFP122325_20251218.pdf</p>
<p>19</p>	<p>Disclose all current and past debarments or suspensions for Proposer and any included possible Responsible Party within the past seven years. Proposer must provide notice in writing to Sourcewell if it enters a debarment or suspension status any time during the pendency of this RFP evaluation.</p>	<p>Not applicable. Radarsign is not currently and has never been debarred at any time in past.</p>
<p>20</p>	<p>Describe any relevant industry awards or recognition that your company has received in the past five years.</p>	<p>Georgia Made® Certification (2025): Radarsign earned the Georgia Made® certification for meeting the state’s highest standards for in-state manufacturing, product quality, and economic contribution. This designation reinforces our commitment to domestic production, supply chain dependability, and consistent performance across our full product line.</p> <p>Georgia Business Journal – Best of Manufacturing (2025): Radarsign was recognized as a top manufacturer in Georgia Business Journal’s “Best of Manufacturing” awards, a distinction driven by customer trust and community support. This honor highlights our reputation for reliable operations, durable products, and long-standing relationships with municipalities, schools, and public-sector organizations.</p> <p>Entrepreneur of the Year Award – Finalist, Ken Bass (2025): CEO and Co-Founder Ken Bass was named a finalist for the 2025 Entrepreneur of the Year Award for his leadership, innovation, and commitment to roadway safety. His recognition reflects Radarsign’s strong vision, ongoing product innovation, and consistent organizational growth.</p>

21	What percentage of your sales are to the governmental sector in the past three years?	Radarsign serves primarily the Government Sector, with approximately 80% of total sales over the past three years attributed to governmental entities. This customer base includes municipalities, law enforcement agencies, Schools and state/county departments of transportation. Within that mix, municipal agencies account for roughly 34% of government-sector sales, state and county agencies represent about 20%, and approximately 26% are law enforcement agencies using Radarsign solutions to support community speed management and safety initiatives. Radarsign's public-sector reach is further extended through an established network of authorized distributors and resellers who incorporate Radarsign products into their solutions for thousands of communities nationwide.	*
22	What percentage of your sales are to the education sector in the past three years?	Approximately 5% of Radarsign's sales over the past three years have been made directly to education-sector customers, including K-12 schools, school districts, and campus safety departments. However, this figure does not fully reflect Radarsign's presence in school zones nationwide. A significant portion of our municipal customers purchase Radarsign solutions specifically for deployment around local schools, meaning the number of school environments we equip is substantially higher than direct sales data alone indicates.	*
23	List all state, cooperative purchasing agreements that you hold. What is the annual sales volume for each of these agreement over the past three years?	1. COSTARS: 570,016 2. Buyboard: \$155,000 3. Utah #MA4184- Amsignal: \$152,662 4. Colorado DOT #311002542- Amsignal: \$321,762 5. Boulder Traffic Equipment #68-2021 (5/1/21-12/31/26): \$10,485 6. MA state Contract PSE01 - Central Equipment: Just awarded 7. TX State contract for School Beacons: \$88,000 8. New Mexico-Amsignal: - ITS Equipment Parts: \$16,549 - ITS Equipment Parts and Supplies 40-80500-23-17055 (1/16/2024-1/15/2028): \$20,878 - Traffic Signal Equipment 40-80500-23-17055 (1/16/2024-5/16/2028): \$5,275	*
24	List any GSA contracts or Standing Offers and Supply Arrangements (SOSA) that you hold. What is the annual sales volume for each of these contracts over the past three years?	Not applicable. Radarsign does not currently hold any GSA contracts or SOSAs.	*

Table 2B: References/Testimonials

Line Item 25. Supply reference information from three customers who are eligible to be Sourcwell participating entities.

Entity Name *	Contact Name *	Phone Number *	
Gwinnett County DOT Lawrenceville, GA	Daniel Herrington	(678) 639-8823	*
Deschutes County Bend, OR	Bill Langdon	Main: (541) 322-7128 Cell: (541) 280-5112	*
The Georgia Institute of Technology Atlanta, GA	Lt. Charles Gaston	Main: (404) 894-2500 Cell: (404) 486-3472	*
Gates County Sheriffs Office Gatesville, NC	Sheriff Ray Campbell	(252) 333-9026	
Texas DOT Austin, TX	Gary Barnett	(903) 799-1362	
Supplemental references are provided in Radarsign_BID_AdditionalDocuments_001_Sourcwell-RFP122325_20251218.pdf			

Table 3: Ability to Sell and Deliver Solutions (150 Points)

Describe your company's capability to meet the needs of Sourcwell participating entities across the US and Canada, as applicable. Your response should address in detail at least the following areas: locations of your network of sales and service providers, the number of workers (full-time equivalents) involved in each sector, whether these workers are your direct employees (or employees of a third party), and any overlap between the sales and service functions.

Line Item	Question	Response *
-----------	----------	------------

<p>26</p>	<p>Sales force.</p>	<p>Radarsign operates from its manufacturing facility in Kennesaw, Georgia, where all direct employees work under one roof to allow close coordination between sales, support, engineering, production, and leadership. The facility employs 32 full-time staff, including 4 Account Managers (Sales reps) and 3 Sales Support Representatives who work closely with the Director of Sales in daily operations. In every aspect we want there to be flexibility to provide the best service and product. This is enhanced especially for our Account managers by using Netsuite CRM, which has all business operations in one system, allowing for sales to see what support is doing, or when production will be starting an order, or when the warehouse will be shipping the order.</p> <p>Each customer is assigned to an Account Manager who serves as the primary point of contact throughout the sales and fulfillment process. Account Managers take a consultative approach, working with customers to determine with the best solution for their needs and coordinating internally with engineering, production, marketing, and management when additional support is required. This structure allows sales and service functions to overlap intentionally, ensuring continuity from quoting through delivery and post-sale support.</p> <p>To enhance coverage and provide localized support, Radarsign works with authorized distributors in select regions. All Distributors have been a partner with Radarsign for a long time and are trained on Radarsign products, provided with pricing, sales tools, and marketing materials. They are also supported by a dedicated Radarsign Account Manager. Their account manager will enter orders, service coordination, provide shipping updates, answer questions, and provide warranty support.</p> <p>Distributor employees (Sales and support specific) include:</p> <ul style="list-style-type: none"> - Ramudden Digital – Canada: 6 full-time employees - Traffic Systems – NY / NJ: 14 full-time employees - AMSignal – CA, WY, NM, UT, CO: 21 full-time employees - A & A Safety – Ohio: 8 full-time employees - Decker Supply – Wisconsin: 4 full-time employees <p>All distributors report to Radarsign’s Director of Sales and receive additional support from executive leadership as needed.</p> <p>Across direct staff and distributor partners, Radarsign supports Sourcewell members with approximately 60 full-time sales and support personnel who are supported by Director of Sales, General Manager, and Managing Partner. Sales and service responsibilities intentionally overlap to ensure customers receive consistent guidance, responsive support, and a single accountable manufacturer throughout the lifecycle of the product.</p>
-----------	---------------------	--

<p>27</p>	<p>Describe the network of Authorized Sellers who will deliver Solutions, including dealers, distributors, resellers, and other distribution methods.</p>	<p>Radarsign delivers its solutions through a hybrid direct and distribution network designed to provide coverage across North America, localized expertise, and consistent manufacturer-direct accountability. The company sells directly to government, education, and commercial agencies while supporting five authorized distributors strategically positioned to extend geographic reach, enable fast response, and ensure a consistent customer experience.</p> <p>Distributor Requirements & Standards Each authorized distributor operates under a formal agreement that requires:</p> <ul style="list-style-type: none"> • Completion of Radarsign product and installation training • Adherence to Radarsign’s warranty, documentation, and quality standards • Use of approved pricing structures and contract-compliant quotations • Delivery of consistent customer communication and first-line technical support • Participation in ongoing product updates and annual training with Radarsign <p>These requirements ensure that every distributor operates as an extension of Radarsign, maintaining full alignment with our customer-service, compliance, and technical expectations.</p> <p>Distributor Capabilities (Level 1 Support + Localized Service)</p> <ul style="list-style-type: none"> • Authorized distributors are trained to provide: <ul style="list-style-type: none"> • Local product demonstrations and field presentations • Installation orientation and configuration guidance • Basic troubleshooting and field diagnostics • Local communication tailored to regional needs • Support for procurement processes used by state, municipal, and agency customers • Radarsign maintains full ownership of all warranty processing, replacements, and advanced technical support. Distributors provide frontline customer engagement but Radarsign remains the manufacturer-of-record for every order. <p>Direct Manufacturer Oversight</p> <ul style="list-style-type: none"> • Radarsign’s Dedicated Account Manager for distributors work directly with distributor teams to support quoting, technical clarification, compliance documentation, artwork approval for printed signage, and order processing. All pricing integrity, warranty service, and contract adherence remain under Radarsign’s control, ensuring consistent and reliable support for Sourcewell Members regardless of region. <p>Authorized Distributor Network</p> <ul style="list-style-type: none"> • Ramudden Digital – Canada Provides national coverage, written bilingual customer communication, Level 1 support, import coordination, and installation guidance across Canadian provinces. • Traffic Systems – New York / New Jersey Delivers localized demonstrations, field training, and municipal agency outreach. • AmSignal – California, Wyoming, New Mexico, Utah, Colorado One of Radarsign’s longest-tenured partners, providing robust field support, demonstrations, and installation orientation. • A & A Safety – Ohio Supports public works, municipal agencies, and traffic-safety integrators throughout the region. • Decker Supply – Wisconsin Provides community-level demonstrations and hands-on installation guidance throughout Wisconsin. • Per article 2: 1) Authorized Sellers. Supplier must provide Sourcewell a current means to validate or authenticate Supplier’s authorized dealers, distributors, or resellers which may complete transactions of Included Solutions offered under this Agreement. Upon award, Radarsign can provide copies of signed agreements to validate authorized distributors. <p>By combining direct national sales coverage with trained, contract-compliant distributors, Radarsign ensures that Sourcewell Members receive a seamless purchasing and support experience, whether working directly with Radarsign or through an authorized regional partner.</p>
-----------	---	--

<p>28</p>	<p>Service force.</p>	<p>Radarsign's service capability is built around a cross-functional team designed to provide fast, consistent, and accountable support to all customers. All service-related staff operate from Radarsign's facility in Kennesaw, Georgia, allowing close coordination across departments and a seamless customer experience.</p> <p>Radarsign employs 30 full-time employees who all contribute to a customer's account, order, or service needs in some capacity. This includes 4 Account Managers, 3 Customer Support Representatives, 6 Engineering staff members (quality and tech support), 8 Production team members, 4 Warehouse personnel, and 3 Accounts Payable staff. These employees are all supported by management, especially the Director of Sales, General Manager, Production Manager, and Warehouse Manager. Production staff support both new orders and ongoing service needs through Radarsign's refresh and repair programs, ensuring continuity throughout the product lifecycle. Our goal is for products to last as long as possible, which is why we provide a refresh program for our electronic units. (Please note: full description of this program is included in Question 43.)</p> <p>All business operations are managed within NetSuite. This system provides full transparency, allowing any authorized Radarsign employee to see the complete service history of a customer and step in when needed without disruption.</p> <p>Radarsign also uses NetSuite's case-management system to track all service activity, including warranty claims, refresh requests, technical questions, and training needs. This shared visibility ensures consistent follow-up, clear documentation, and efficient handoffs across teams. Most cases are completed within 24 hours, with more technical issues completed in an average of 7 days.</p> <p>Customers have multiple avenues to reach support. Customers have direct access to their assigned Account Manager, including mobile phone contact for immediate assistance. Customers can also reach out to our office via phone (678-965-4814) or through a dedicated support email address (customersupport@radarsign.com) to efficiently route service requests. We also maintain a support section on our website that allows customers to fill out a form for warranty or refresh requests, contact a customer service representative, and schedule a support call that will automatically be added to the support representative's work calendar. Radarsign guarantees that all customer calls, emails, and website inquiries received before 4:00 PM EST are responded to within the same business day, with an internal goal of responding within two hours.</p> <p>In regions supported by authorized distributors, those partners serve as the first line of service for customers in their territory. This provides an additional approximately 50 full-time employees who are involved in sales and/or support in those regions. However, Radarsign's distributor-dedicated Account Manager remains fully available to support both the distributor and the end customer, ensuring manufacturer-direct accountability at all times.</p> <p>This service model is intentionally designed to prioritize responsiveness, transparency, and continuity, ensuring Sourcwell members receive timely support and a consistent experience throughout the life of their relationship with Radarsign.</p>
-----------	-----------------------	---

<p>29</p>	<p>Describe the ordering process. If orders will be handled by distributors, dealers or others, explain the respective roles of the Proposer and others.</p>	<p>All orders are entered and processed through Radarsign's NetSuite system so pricing, approvals, and documentation stay consistent and traceable. Quotes and purchase orders may come through a Radarsign sales representative or, in certain regions, an authorized distributor. When a distributor is involved, the order is reviewed by Radarsign's dedicated distributor account manager and then approved by the Director of Sales, who confirms pricing, terms, and required documentation before the order moves forward.</p> <p>All products are manufactured, assembled, and shipped from Radarsign's Georgia facility at 1325 Cobb International Drive. Order records, serial numbers, and shipping documents are maintained in NetSuite and Radarsign's document management system to support contract and audit requirements. Manufacturing and fulfillment follow Radarsign's ISO 9001:2015 quality system.</p> <p>From the customer's perspective, the process usually starts with a phone call, email, or website inquiry. Based on the customer's location, the request is routed to the appropriate Radarsign representative or authorized distributor. We don't force customers into a rigid process. Some customers know exactly what they need and move quickly. Others are new to traffic safety equipment or have more complex requirements, and the process may take longer. That timeline is driven entirely by the customer.</p> <p>When approvals are required on the agency side, such as internal reviews or council meetings, we support that process as much as possible. This often includes virtual meetings with multiple stakeholders so questions can be answered directly and everyone hears the same information at the same time. These conversations help avoid confusion and keep projects moving.</p> <p>In distributor-supported regions, the process works the same way, with an added layer of support. The local distributor serves as the on-the-ground contact, while the Radarsign distributor account manager is available to assist as needed. That Radarsign employee functions just like our internal sales staff, working with the customer, coordinating internally, and making sure the order is accurate and complete. Customers benefit from local support without losing direct access to Radarsign's internal team.</p> <p>When a customer has a request outside our standard offerings, we involve the appropriate departments. Engineering, production, operations, or warehouse leadership may be brought in depending on the need. For custom or non-standard items, Radarsign holds a Custom order panning meeting to confirm feasibility, technical requirements, state requirements, documentation needs, lead time, and cost before moving forward.</p> <p>Once the customer is ready to place an order, we accept either a purchase order or a signed quote. The assigned representative enters the order into NetSuite and uploads the supporting documents, such as the PO, signed quote, and tax-exempt forms. The Director of Sales then reviews the order against the customer documentation and approves it.</p> <p>After approval, the customer receives an order confirmation that includes the sales order, estimated lead time, and any applicable manuals. Customers are also reminded that Radarsign is available to assist with technical support or training for electronic products at any time. Representatives provide direct contact information so customers can reach someone quickly if questions come up.</p> <p>The order is then scheduled for production or shipment. Made-to-order items are built by the production team, tested and signed off before moving to the warehouse. Off-the-shelf items are pulled, verified, and prepared for shipment by the warehouse team. Our ERP houses all aspects of our business which makes it simple for each department to have all necessary information for the order from beginning to end. When the order ships, tracking information is emailed to both the customer and the sales representative.</p> <p>See attached transaction documents: Radarsign_BID_TransactionDocuments_001_Sourcewell-RFP122325_20251218.pdf</p>
-----------	--	---

<p>30</p>	<p>Describe in detail the process and procedure of your customer service program, if applicable. Include your response-time capabilities and commitments, as well as any incentives that help your providers meet your stated service goals or promises.</p>	<p>Sales and customer support operate under the same leadership, allowing clear communication and full visibility across accounts, order history, and service interactions. We understand that when customers reach out, they are looking for answers or resolution as quickly as possible. To make that easy, Radarsign provides multiple ways to contact us, including our website, our office line at 678-965-4814, our dedicated support email at customersupport@radarsign.com, and direct contact information for assigned Account Managers.</p> <p>Radarsign is committed to fast and reliable communication:</p> <p>Calls and emails received during business hours are acknowledged the same day, typically within one to three business hours.</p> <p>For electronic products, most troubleshooting begins immediately or within one business day, and when escalation is required, customers receive updates at regular intervals from the support representative.</p> <p>Static sign issues such as misprints, incorrect formatting, or damage are handled immediately, with replacement signs sent first and incorrect signs returned after receipt.</p> <p>Urgent operational concerns are escalated directly to management.</p> <p>Radarsign uses NetSuite CRM/ERP, which includes a built-in case management system. For any customer question or issue, a case is created to track progress toward resolution. Each case documents the customer's concern, original order date, serial numbers when applicable, and priority level. Because the case system is fully integrated with the ERP, authorized Radarsign employees can see the full account history alongside the active case, allowing any team member to step in and assist without the customer having to repeat information.</p> <p>The case system is integrated with Radarsign's website. When a customer submits a service request online, a case is automatically created and assigned to a support representative. Emails sent to customersupport@radarsign.com also automatically generate a case and are routed to support. Customers may additionally schedule time with Customer Support directly through the website, which automatically places the appointment on the support representative's calendar.</p> <p>Radarsign provides no-cost training and onboarding for electronic products following the initial sale, as well as refresher training or onboarding for new agency staff when needed. Customers are encouraged to schedule a call when their unit arrives so their Account Manager can walk through installation and initial configuration. Radarsign also maintains a customer resource center on its website that includes manuals, installation guidance, and troubleshooting information.</p> <p>Customers have direct access to their assigned Account Manager via mobile phone, office phone, or email. Account Managers are trained on common issues, installation guidance, and general product support, allowing many needs to be resolved immediately. They also have direct access to NetSuite to provide shipment tracking, estimated delivery dates, and order status information. If an issue cannot be resolved right away, the Account Manager provides a warm handoff directly to Customer Support so the customer does not have to restart the process.</p> <p>The case system automatically flags cases that are at risk of missing response or resolution commitments, notifying both leadership and the support team. This helps ensure issues do not linger or fall through the cracks and allows the team to intervene quickly when needed.</p> <p>Radarsign gathers customer feedback to support continuous improvement. Surveys are sent approximately 60 days after shipment to collect feedback on sales, support, installation, and product operation. Feedback is reviewed, shared with the appropriate teams, and discussed with leadership during quarterly reviews. Beginning in 2026, Radarsign will also issue surveys after support cases are closed to capture feedback specific to the service experience.</p> <p>As part of the ordering process, customers receive an order confirmation email that includes a copy of the sales order, estimated lead time, and applicable manuals. When the order ships, both the customer and the Account Manager receive tracking information by email. Tracking details are also available within the customer's account record, allowing any authorized Radarsign employee to provide shipment information if needed.</p> <p>Overall, Radarsign's customer service process is designed to be straightforward and responsive, with clear ownership, timely communication, and consistent follow-through from first contact through final resolution.</p>
-----------	--	--

<p>31</p>	<p>Describe your process for reviewing and adhering to state and local regulations related to the solution(s) you are proposing.</p>	<p>Radarsign follows a structured, ISO 9001:2015–certified Design & Development process to ensure every product is aligned with applicable federal, state, and local regulations.</p> <p>Federal Compliance Review (MUTCD Alignment) All product designs begin with a detailed review of the MUTCD 11th Edition and, where relevant, FHWA interpretations. Federal compliance is validated during design planning and through formal design reviews prior to release.</p> <ul style="list-style-type: none"> • Static MUTCD Signs: Graphics, colors, letter heights, stroke widths, retro reflectivity, symbols, and layout are produced to MUTCD specifications. • Radar Speed Signs: Display behavior, message formats, legends, and "YOUR SPEED" sign elements follow MUTCD requirements for driver feedback devices. • Flashing Beacons and RRFBs: Operational flash patterns, placement considerations, and housing requirements align with MUTCD guidance and IA-21 standards. • Flashing Warning Signs: LED perimeter systems, message visibility, and sign legends adhere to MUTCD Part 2 provisions. <p>State & Local Specification Review Because many states adopt MUTCD with supplemental requirements, Radarsign:</p> <ul style="list-style-type: none"> • Reviews state DOT specifications, approved-products lists, supplemental sign codes, and beacon criteria. • Confirms local ordinances, school-zone laws, and speed-feedback placement rules when communicated by the customer. • Adjusts configurations (sign sizes, legends, post heights, solar sizing, RRFB positioning, etc.) to meet state or municipal requirements. <p>Customer-Specific Compliance Support Radarsign provides:</p> <ul style="list-style-type: none"> • Clear documentation in installation/operation manuals referencing applicable MUTCD guidance. • Product-selection assistance to help agencies choose correct sizes, colors, luminosity levels, and features for their jurisdiction. • MUTCD-oriented educational resources that explain proper deployment, placement, and operational considerations. • Custom order planning that considers customer requirements, applicable state and local regulations, solution configuration, and documentation needs for both static signage and electronic speed sign products, supported by ISO 9001:2015 quality management processes.. <p>Continuous Monitoring & Regulatory Updates When an update is identified, it is evaluated through our formal Risk & Opportunity process. Required adjustments—whether design, labeling, documentation, or configuration—are implemented under our ISO-controlled change management system.</p> <p>Radarsign tracks changes to:</p> <ul style="list-style-type: none"> • MUTCD updates and FHWA rulemaking, • State DOT supplemental manuals, • Localized requirements affecting school zones, pedestrian safety devices, or sign visibility. <p>Ensuring Long-Term Compliance & Reliability This disciplined and repeatable process ensures that every Radarsign product is engineered, documented, and supported with current regulatory requirements in mind. It helps agencies deploy compliant systems confidently while maintaining the long-term safety and operational standards expected across the public sector.</p> <p>Radarsign and AMSignal jointly hosted an educational webinar outlining MUTCD 11th Edition updates impacting vehicle speed feedback signage. This serves as an example of Radarsign’s proactive product alignment with updated requirements and its commitment to training and education for public agencies.</p> <p>Please See Radarsign_MKT_MarketingDocumentsAndSamples_001_Sourcewell-RFP122325_20251218 for Webinar Slides.</p>
-----------	--	---

32	Describe your ability and willingness to provide your products and services to Sourcewell participating entities.	<p>Radarsign is fully willing and able to provide its complete product line to all Sourcewell participating entities. Products are sold either directly by Radarsign or, in select regions, through long-standing authorized distributors. In all cases, Radarsign remains fully responsible for product quality, fulfillment, warranty, and customer satisfaction.</p> <p>All engineering, manufacturing, quality control, account management and documentation are managed by Radarsign at its facility in Kennesaw, Georgia. Orders are tracked through established internal systems to ensure accurate configuration, traceability, and reliable delivery for Sourcewell members.</p> <p>The majority of Radarsign's customers are public-sector agencies, including municipalities, DOTs, law enforcement, public works departments, and school districts. Radarsign works within government procurement requirements every day and is experienced with public-sector documentation, compliance standards, and purchasing workflows. The company ships products to government agencies in all 50 states on a regular basis.</p> <p>With over 21 years of continuous operation, Radarsign has the production capacity, staffing, and operational stability to support Sourcewell's national membership. Radarsign's U.S.-based team, supported by authorized regional distributors, provides consistent coverage while maintaining manufacturer-direct accountability.</p> <p>Radarsign's commitment extends beyond delivery. All warranty administration, replacements, and post-sale support are handled directly by Radarsign, ensuring Sourcewell members have a single, accountable point of contact throughout the life of the product.</p>	*
33	Describe your ability and willingness to provide your products and services to Sourcewell participating entities in Canada.	<p>Radarsign, LLC is fully committed and prepared to provide its complete product line to Sourcewell entities throughout Canada through our Canadian Distributor Ramudden Digital. Ramudden has been a long time partner with Radarsign, covers all areas of Canada and is fully prepared to take care of all orders coming from the Sourcewell Contract. Working with our local distributors eases international orders because all orders are sent to Ramudden's facility in Ontario and is then distributed to the customer by Ramudden.</p>	*
34	Identify any geographic areas of the United States or Canada that you will NOT be fully serving through the proposed agreement.	<p>Radarsign proudly serves customers in all U.S. states and across Canada with no regional exclusions. We maintain reliable shipping and support capabilities nationwide and are fully prepared to serve all Sourcewell Participating Entities in the U.S. and Canada under the proposed agreement.</p>	*
35	Identify any account type of Participating Entity which will not have full access to your Solutions if awarded an agreement, and the reasoning for this.	<p>All Sourcewell Participating Entities—including municipalities, educational institutions, tribal governments, and nonprofit organizations—will have full access to Radarsign's products, solutions, and support. No restrictions or limitations apply.</p>	*
36	Define any specific requirements or restrictions that would apply to our participating entities in Hawaii and Alaska and in US Territories.	<p>Radarsign is fully able and willing to provide its products and services to Sourcewell members located in Hawaii, Alaska, Puerto Rico, and other U.S. territories. All products, service offerings, warranty terms, and support commitments remain consistent with those provided to members in the continental United States.</p> <p>The only variation involves shipping logistics and transportation costs</p> <p>For Alaska, Hawaii, Puerto Rico, U.S. territories, and Canada, shipping costs are calculated at the time of quotation based on carrier availability, dimensional weight, destination-specific freight requirements, and any applicable customs considerations.</p> <p>For the lower 48 states, Radarsign provides established, standardized shipping rates.</p> <p>Radarsign does not ship directly to overseas military installations. Shipments are limited to U.S. territories and military bases located within North America.</p> <p>There are no additional product restrictions, service limitations, or warranty exclusions associated with these locations. All orders are fulfilled and supported directly from Radarsign's facility in Kennesaw, Georgia, and all technical support, warranty administration, and customer-care services apply uniformly regardless of destination.</p>	*
37	Will Proposer extend terms of any awarded master agreement to nonprofit entities?	<p>Radarsign will extend the same Sourcewell contract terms and pricing to qualified nonprofit entities, ensuring equitable access to our traffic-calming solutions.</p>	*

Table 4: Marketing Plan (100 Points)

Line Item	Question	Response *
-----------	----------	------------

<p>38</p>	<p>Describe your marketing strategy for promoting this opportunity. Upload representative samples of your marketing materials (if applicable) in the document upload section of your response.</p>	<p>Radarsign will execute an integrated, contract-focused marketing program designed to drive awareness, Member utilization, and measurable contract performance across Sourcewell Participating Entities. Our strategy will promote Sourcewell as the preferred procurement path for MUTCD-compliant static signage (primary), and supporting safety systems including radar speed feedback signs, flashing beacons, RRFBs, flashing warning/stop signs, and BABA-compliant poles/hardware.</p> <p>Contract Launch & Awareness (immediately following award) Radarsign will publish and distribute a coordinated contract announcement across owned, earned, and partner channels to establish immediate visibility and a clear purchase path:</p> <ul style="list-style-type: none"> - Dedicated Sourcewell landing page on Radarsign.com with contract overview, eligible product categories (static signage first), “how to buy,” and quote request flow. - Homepage placements and contract badging across relevant product families. - Press release + trade media outreach to public works, municipal, school safety, and procurement audiences. - Co-branded purchasing guide and “most-purchased sign sets” sheets to reduce friction for Member buyers. <p>Ongoing Education & Utilization Growth (12-month cadence) Radarsign will maintain always-on, segmented outreach that prioritizes practical procurement guidance and application-based solutions:</p> <ul style="list-style-type: none"> - Segmented email streams for municipalities/public works, schools/higher ed, parks/trails, public safety, and facilities—paired with seasonal and budget-cycle messaging. - SEO/LLMEO content program built around MUTCD sign codes, application bundles (school zones, corridors, crosswalks, parks), and cooperative purchasing queries to capture intent-based traffic. - PPC and retargeting to procurement titles and high-intent behaviors (landing page visits, category views, quote starts) to increase conversion efficiency. - Distributor and partner enablement via co-branded sell sheets, bundle kits, and contract FAQs to ensure consistent contract messaging in the field. <p>Performance Measurement, Reporting & Continuous Improvement Radarsign will track and report contract marketing performance quarterly, aligned to Sourcewell’s expectations for utilization and Member value:</p> <ul style="list-style-type: none"> - Awareness metrics: contract page traffic, search visibility, impressions, reach. - Engagement metrics: click-through rates, time on page, content downloads, email engagement. - Conversion metrics: quote requests, lead-to-quote rate, quote-to-order rate, attributed sales by product line (static signs and devices). - Member satisfaction inputs: customer references/quotes, distributor feedback, support responsiveness trends. <p>See attached marketing documents: Radarsign_MKT_MarketingDocumentsAndSamples_001_Sourcewell-RFP122325_20251222.pdf</p>
-----------	--	--

<p>39</p>	<p>Describe your use of technology and digital data (e.g., social media, metadata usage) to enhance marketing effectiveness.</p>	<p>Radarsign integrates data-driven technology across its marketing and sales ecosystem to ensure every campaign is measurable, targeted, and continuously optimized for performance.</p> <p>Digital Analytics and Optimization Radarsign actively tracks campaign results through Google Analytics, social media insights, and advertising dashboards to evaluate website traffic, visitor behavior, and engagement trends. These insights inform ongoing content, keyword, and creative adjustments that strengthen message relevance and conversion rates.</p> <p>CRM and Data Management Radarsign uses NetSuite CRM to manage customer interactions, leads, and Sourcewell-related opportunities. Our NetSuite dashboards consolidate campaign data, track opportunity progression, and link marketing touchpoints to resulting sales, allowing full visibility from outreach to conversion.</p> <p>Social and Advertising Intelligence Radarsign's digital team monitors engagement metrics across LinkedIn, Facebook, and Google Ads to identify top-performing content and optimize posting cadence, ad placement, and audience segmentation. Metadata from these platforms guides future creative decisions and targeting refinements.</p> <p>Content and Website Performance We leverage SEO best practices and metadata tagging across our website to maximize search visibility for key phrases such as "traffic calming," "radar speed signs," and "school zone beacons." Website analytics help us measure visitor paths, dwell time, and download activity to continually enhance the user experience and improve lead capture.</p> <p>Performance Measurement and Reporting Radarsign compiles monthly analytics summaries tracking KPIs such as web traffic, email open and click-through rates, ad performance, and lead conversion trends. These data points ensure our marketing efforts remain aligned with Sourcewell's goals and provide a clear feedback loop for continuous improvement.</p> <p>See attached marketing documents: Radarsign_MKT_MarketingDocumentsAndSamples_001_Sourcewell-RFP122325_20251222.pdf</p>
-----------	--	--

40	<p>In your view, what is Sourcewell's role in promoting agreements arising out of this RFP? How will you integrate a Sourcewell-awarded agreement into your sales process?</p>	<p>Sourcewell plays a critical role by providing a trusted, widely recognized cooperative purchasing platform that simplifies and accelerates procurement for public agencies. Based on our experience with state contracts and regional cooperatives, we have seen firsthand how these agreements reduce administrative burden and help agencies move forward more efficiently with essential projects. Sourcewell's reputation, compliant process, and broad member network allow those benefits to scale to North America as a whole, while connecting vendors like Radarsign with new decision-makers who value quality, integrity, and long-term solutions.</p> <p>Being awarded a Sourcewell contract is essential both for Radarsign and for our customers. A dedicated Sourcewell price list will be established for Radarsign's full product inventory, ensuring clear, consistent pricing for participating entities. Given that more than 80% of Radarsign's customer base consists of government agencies, we expect this contract to apply to the majority of our customers and will actively ensure they are aware of and able to use it. Our goal is always to provide customers with the best available pricing and the easiest path to purchase.</p> <p>Upon award, the Sourcewell agreement will be integrated into Radarsign's CRM as a designated pricing option within the quoting workflow. This allows sales and customer-service teams to easily identify eligible opportunities, apply contract pricing, and consistently document Sourcewell purchases. All customer-facing staff, including sales, fulfillment, and marketing, will receive training on contract eligibility, benefits, and proper usage, supported by quick-reference guides and ongoing refresher training.</p> <p>Radarsign will designate a single internal point of contact to coordinate with Sourcewell's Supplier Development team, ensuring alignment with Sourcewell processes, timely responses to member inquiries, and up-to-date contract materials. Another important role that Sourcewell plays is providing comprehensive information and documentation to awarded vendors. With this information, Radarsign can fully execute the range of marketing and training activities planned for the contract.</p> <p>Radarsign will also work collaboratively with Sourcewell to promote the awarded agreement through digital campaigns, webinars, trade show materials, white papers, social media outlets, and other shared marketing efforts. The Sourcewell logo and contract number will be featured on Radarsign's website, product literature, and relevant communications to increase awareness and make it easy for members to engage and purchase through the contract. Please see the Marketing section for additional details on how Radarsign's Marketing Director plans to support the awarded agreement.</p> <p>See attached marketing documents: Radarsign_MKT_MarketingDocumentsAndSamples_001_Sourcewell-RFP122325_20251222.pdf</p>
41	<p>Are your Solutions available through an e-procurement ordering process? If so, describe your e-procurement system and how governmental and educational customers have used it.</p>	<p>Radarsign does not currently maintain a formal e-procurement or online ordering portal. Orders are processed through Radarsign's internal sales team to ensure accurate configuration, contract pricing, and fulfillment. However, customers may request quotes or submit order requests via the electronic request form on Radarsign.com, which, if awarded, will include a question to determine whether the requester is a Sourcewell member. In addition, Radarsign plans to add a Sourcewell-specific landing page to its website that will explain the contract, how to become a member, and include a separate request-for-quote form linked from that landing page as well. All requests are currently reviewed and validated for other cooperative or contract eligibility, so Radarsign is familiar with applying the best possible contract and pricing for each customer.</p> <p>All transactions are managed within NetSuite CRM, providing visibility into order status, documentation, and communication history. Radarsign also supports customers using internal e-procurement platforms and accepts purchase orders and quote submissions through systems such as Coupa, OpenGov, and other agency-approved e-procurement tools.</p> <p>Radarsign is evaluating future enhancements to online order management as part of its long-term technology roadmap. These capabilities are expected to be available within the next two years for standard, off-the-shelf products. For products with more complex configuration, Radarsign believes it is in the customer's best interest to consult an Account Manager before making a large purchase to ensure the product is configured to meet the customer's expectations and needs.</p>

Table 5A: Value-Added Attributes (100 Points, applies to Table 5A and 5B)

Line Item	Question	Response *
-----------	----------	------------

<p>42</p>	<p>Describe any product, equipment, maintenance, or operator training programs that you offer to Sourcewell participating entities. Include details, such as whether training is standard or optional, who provides training, and any costs that apply.</p>	<p>Radarsign provides comprehensive, no-cost training and support to our customers through a designated account manager and support team. Account managers serve as the primary point of contact for all customers. They are fully trained to assist with every aspect of an order and any subsequent training needs, including installation, software or configuration support, and day-to-day operation and maintenance.</p> <p>We pride ourselves on delivering a top-tier customer experience, and our account managers are empowered to act as customer advocates, ensuring each customer receives the support appropriate to their unique situation. When additional expertise is required, account managers are authorized to coordinate with engineering, technical support, marketing (for manuals and documentation), or production to develop and deliver the necessary training.</p> <p>Training is provided virtually by phone or live via video conference. Support is also available through Radarsign's Customer Resource Center online with training videos, user manuals, and quick-start guides.</p> <p>Distributors also provide on-site orientation and hands-on demonstrations during installation or delivery when requested.</p> <p>Radarsign provides ongoing support for maintenance assistance, additional training, and refresher training, including onboarding support when agencies experience staff turnover or hire new personnel. Support and training can be provided at any time based on the agency's needs, and we maintain a high level of flexibility to ensure timely assistance.</p> <p>Our objective is to deliver responsive, customer-driven support rather than limit engagement by a fixed number of sessions. As such, there is no predefined cap on meetings or training sessions; we provide as many as necessary to ensure proper use of the equipment and overall customer satisfaction.</p>
<p>43</p>	<p>Describe in detail your warranty program, including conditions and requirements to qualify, claims procedure, and overall structure. You may upload representative samples of your warranty materials (if applicable) in the document upload section of your response.</p>	<p>Radarsign's warranty program is structured by product category and supported by written warranty documentation provided with each product.</p> <p>A. Printed Static Signage</p> <p>Radarsign warrants that all printed static signage is free from defects in materials and workmanship under normal use and service.</p> <p>Coverage includes:</p> <ul style="list-style-type: none"> - Manufacturing defects present at the time of sale - Printing, fabrication, or assembly workmanship defects - Shipping damage or verified misprints <p>A one (1) year limited workmanship warranty applies from the date of shipment for defects related to printing, fabrication, or assembly. Remedies are limited to replacement at Radarsign's discretion.</p> <p>If a sign is received with shipping damage, defects, or a misprint, the customer must notify Radarsign within 24 hours of receipt. Upon verification, Radarsign will issue a service case and provide a replacement sign at no additional cost</p> <p>B. Electronic Traffic Calming Systems</p> <p>Radarsign provides a two (2) year limited product warranty on electronic traffic calming systems or Flashing Signage, beginning from the date of shipment, regardless of whether the product was purchased directly from Radarsign or through an authorized distributor.</p> <p>Coverage includes:</p> <ul style="list-style-type: none"> - Defects in materials and workmanship under normal use - Repair, replacement, or credit/refund at Radarsign's discretion <p>Specific coverage provisions:</p> <ul style="list-style-type: none"> - TC-400 batteries are warranted for one (1) year <p>Installation, operation, and maintenance requirements are clearly documented and made available through Radarsign's Customer Resource Center, supporting consistent qualification and compliance across agencies.</p> <p>Special Provisions – Sign Refresh & Lifecycle Support</p> <p>In addition to Radarsign's standard warranty coverage, Radarsign offers a Sign Refresh Program designed to help agencies extend the usable life and performance of their radar speed signs. This program is separate from and supplemental to the formal warranty and reflects Radarsign's commitment to long-term customer success and sustainability.</p> <p>Radarsign's Sign Refresh Program includes complete electronic replacement for signs outside the warranty period for a fraction of the cost of a new unit. All electrical components are replaced at Radarsign's facilities, and Radarsign provides a new one (1) year warranty on the refreshed sign. This program helps agencies maintain equipment performance while</p>

		<p>avoiding premature full replacements and reducing overall lifecycle costs. Radarsign's first installed sign remains in operation after more than twenty-one (21) years and has undergone two refresh cycles during that time.</p> <p>Conditions & Requirements to Qualify Warranty eligibility requires that products:</p> <ul style="list-style-type: none"> - Are installed, operated, and maintained in accordance with Radarsign's published documentation - Have not been subjected to misuse, abuse, vandalism, unauthorized modification, or improper relocation - Have not been damaged by acts of nature or external electrical interference <p>These conditions align with industry standards and are intended to ensure product safety, performance reliability, and fair application of warranty coverage.</p> <p>Claims Process & Resolution Radarsign utilizes a clear, documented, and responsive claims procedure designed to minimize downtime and administrative burden for participating agencies.</p> <p>Claims procedure:</p> <ol style="list-style-type: none"> 1. Customer contacts Radarsign within the applicable warranty period 2. Radarsign evaluates the claim and issues a Return Authorization (RA) or Return Material Authorization (RMA), if required 3. Upon verification, Radarsign repairs or replaces the product, or issues a credit/refund in accordance with warranty terms <p>Shipping responsibilities:</p> <ul style="list-style-type: none"> - For electronic products within the first 90 days, Radarsign covers shipping to and from the repair facility for U.S. addresses - After 90 days, inbound shipping is customer-paid; Radarsign covers return shipping within North America for the remainder of the warranty period - Static signage replacements for verified defects or shipping damage are provided at no additional cost if notified within 24 hours of receiving shipment. <p>Commitment Beyond Written Warranty While Radarsign's written warranties establish formal terms and conditions, they represent a baseline standard, not a ceiling. As a manufacturer serving public safety agencies, Radarsign places a strong emphasis on integrity, long-term partnerships, and practical problem resolution.</p> <p>Radarsign's internal teams are empowered to work collaboratively with customers to address issues promptly and reasonably, particularly where safety, continuity of operations, or agency confidence are concerned. This approach has resulted in long-standing customer relationships and repeat business across municipal, county, and state agencies.</p> <p>Supporting Documentation</p> <p>The following representative warranty documents have been uploaded in support of this response:</p> <ul style="list-style-type: none"> - Limited Product Warranty – Static Signage - Radarsign Limited Warranty Agreement (CS0009 v24.01) <p>Additional details on the Sign Refresh Program are available at Radarsign.com under Support / Sign Refresh.</p> <p>These documents reflect Radarsign's formal warranty structure and are actively used to support customers throughout North America.</p> <p>See attached additional documents: Radarsign_BID_AdditionalDocuments_001_Sourcewell-RFP122325_20251218.pdf</p>
44	Describe whether any of your products are weather-resistant or have attributes which enable them to remain durable in unfavorable conditions (UV-resistant, anti-graffiti coatings, rust-proof, etc.).	<p>Weather Resistance & Durability of Products</p> <p>Radarsign designs and manufactures all product families, including static MUTCD signage, radar speed feedback signs, flashing warning signs, and school zone beacons, for long-term performance in harsh outdoor environments. All products are engineered and manufactured in the United States and built to deliver durability, low maintenance requirements, and reliable operation for Sourcewell Participating Entities across all climate regions.</p> <p>Static MUTCD Signage (Regulatory, Warning, Guide, School Zone, Recreation, and Facility Signs)</p> <p>Radarsign's static signage is manufactured using premium aluminum substrates and industry-leading retroreflective materials that meet or exceed MUTCD requirements. All standard signs are produced using .080" aluminum (5052 alloy), providing superior strength and corrosion resistance for long-term outdoor exposure.</p>

Reflective Sheeting

- Standard offering: High Intensity Prismatic (HIP)
- Optional upgrade: Diamond Grade DG3
- Diamond Grade sheeting typically provides 10–12 years of service life, depending on environmental conditions
- All reflective materials meet or exceed ASTM D4956 Types I, III/IV, and XI, as applicable

Key Durability Features

- Rust-Proof Aluminum Construction:
Manufactured from alodized 5052 aluminum, which forms a protective oxidation layer that resists corrosion and prevents “white rust.”
- UV-Stable Reflective Sheeting:
Outdoor-grade reflective materials are engineered to maintain brightness, color, and retroreflectivity under prolonged UV exposure.
- Environmental Resistance:
Reflective sheetings are designed for long-term outdoor roadway environments and to withstand exposure to heat, cold, humidity, and moisture without premature cracking, peeling, or delamination when installed and used under normal conditions, in accordance with ASTM D4956.

Anti-Graffiti & Cleanable Surfaces:

Smooth, sealed aluminum and reflective surfaces allow for easy removal of graffiti, stickers, and adhesives. Optional anti-graffiti coatings are available.

MUTCD-Compliant Fabrication:

Signs are produced with MUTCD-standard mounting holes, rounded corners, and dimensional tolerances to ensure safe, consistent installation.

Radar Speed Feedback Signs (TC-Series)

Radarsign’s TC-Series radar speed feedback signs are engineered for continuous roadside operation and extended service life in demanding environments.

Key Durability & Weather-Resistant Features

- All-Aluminum Housing:
Rugged, rust-proof aluminum enclosures contain no plastic structural components and resist warping, cracking, and UV degradation.
- Vandal-, Impact-, Weather-, and Bullet-Resistant Design (BashPlate® Protection):
Radarsign radar speed signs incorporate a proprietary BashPlate® system, a trademarked design unique to Radarsign and a key contributor to long-term durability and performance.

The BashPlate® is a thick, solid protective plate mounted in front of the LED display, cone-shaped openings drilled for each individual LED. This design provides both mechanical protection and optical performance enhancement.

Key BashPlate® benefits include:

Bullet-Resistant & Impact-Resistant Protection:

- The BashPlate® provides a hardened physical barrier designed to protect the LED array and internal electronics from severe impact and vandalism. In real-world field conditions, BashPlates® have demonstrated bullet resistance and high-impact durability, contributing to long-term reliability and structural integrity.

- Protection of Internal Electronics:

By shielding the display and electronics from direct impact, debris, and vandalism, the BashPlate® significantly reduces damage risk, contributing to extended service life and reduced maintenance requirements.

- Focused Optical Performance:

The cone-shaped openings in the BashPlate® act like light funnels, directing the LED light straight down the road toward approaching drivers. This improves visibility where it matters most and reduces wasted light shining off to the sides of the sign.

- Environmental Durability:

Adds an additional layer of protection against wind-borne debris, hail, and environmental exposure.

This combination of ballistic resistance, vandal deterrence, and optical efficiency is unique to Radarsign and is a core reason its speed feedback signs consistently outperform traditional open-face or plastic-lens designs in real-world roadside environments.

- Impact Detection (“Possum Switch”):

Radarsign speed feedback signs include an internal impact sensor we call the "Possum Switch." If the unit is struck hard (such as by vandalism) the sign temporarily shuts itself off "Plays dead". This makes it appear as though the sign has been disabled, which typically causes the vandal to leave. After a short period of time, the sign automatically powers back on and resumes normal operation, helping prevent further damage and reducing maintenance calls.

- UV-Resistant Components:

Enclosures, displays, and lenses are UV-stabilized to prevent fading, discoloration, or material degradation.

- Water-Resistant Construction:

Weather-sealed enclosures and moisture-resistant internal designs protect electronics from rain, snow, humidity, and coastal conditions. Drainage features allow condensation to exit naturally when pole-mounted.

- Wide Operating Temperature Range:

Engineered for operation from -40°F to +160°F, suitable for extreme North American climates.

- Anti-Graffiti & Easy-Clean Surfaces:

Smooth aluminum housings and thick polycarbonate LED covers allow for fast cleanup and vandal resistance.

- Shock-Absorbent Internal Mounting:

Components are mounted to reduce vibration and shock from traffic, wind, and environmental forces.

- Solar-Powered Options:

High-efficiency solar panels and weather-resistant mounting systems support reliable operation in variable lighting and seasonal conditions.

Flashing Stop Signs, LED-Enhanced Warning Signs & RRFBs

These devices are designed with high-output LEDs and rugged housings for continuous outdoor exposure.

Durability Features

- Weather-sealed LED modules to prevent moisture intrusion
- UV-stable lenses to maintain color accuracy and visibility
- Engineered thermal management to protect LED performance in extreme temperatures

School Zone Beacons & Flashing Warning Beacons

Designed for frequent activation cycles and long-term outdoor service.

Durability Features

- Corrosion-resistant aluminum construction
- Heavy-duty mounting hardware for wind and vibration resistance
- Weather-resistant control enclosures protecting internal electronics

Long-Term Performance & Lifecycle Value

These durability attributes contribute to Radarsign products frequently remaining operational for 15–20+ years, with documented cases of units still in service nearly two decades after installation.

Radarsign's weather-resistant construction ensures long service life, reduced maintenance requirements, and dependable operation across all climate regions served by Sourcewell Participating Entities.

<p>45</p>	<p>Describe any technological advances that your proposed Solutions offer.</p>	<p>While there are limited technological advances for static signage, Radarsign does offer several technological advancements within its electronic sign solutions.</p> <p>Radar Speed Signs: Designed as the “tank” of vehicle speed feedback signs, these units feature cast aluminum housings that resist vibration, weather cycles, and impact. The bullet-resistant BashPlate™ protects the radar module and LED display while also directing light down the roadway where it is needed, minimizing ambient light spill to the sides.</p> <p>Each radar feedback sign also includes an integrated impact sensor, commonly referred to as the “possum switch.” When a significant impact is detected, the unit temporarily powers down. In many cases, vandals stop once the display goes dark, believing they have disabled the unit. The sign automatically restores operation after approximately 30 minutes, helping prevent continued damage.</p> <p>RRFB: Radarsign’s RRFBs include several notable technological advancements. Two key features differentiate this solution from others on the market. First, a radar module has been integrated into the RRFB, allowing agencies to collect traffic data at pedestrian crossings. Additional data capabilities and enhanced safety features are planned for future releases.</p> <p>Second, Radarsign has added a pedestrian countdown display to the side of the rectangular beacon—similar to those typically seen only at signalized intersections. This allows pedestrians to clearly see how much time remains to cross the roadway.</p> <p>Flashing Beacons: Radarsign has focused on making school zone beacon scheduling easier and more flexible for school districts. The advanced scheduler allows users to create up to 24 different daily schedules and apply them across an entire year. Rather than relying on basic on/off weekday timers, districts can create specific schedules for holidays, early-release days, teacher workdays, snow days, and late starts. Schedules can be built using the school calendar and applied to the entire school year at once, then exported and imported to additional locations to speed up deployment.</p> <p>Command Center: For electronic signage, customers can access Radarsign’s Command Center through either a local wireless (Wi-Fi) connection or cellular connectivity.</p> <p>The user interface has been designed to give agencies a single dashboard view of all Radarsign devices, regardless of connection type. Many municipalities currently track serial numbers, passwords, and locations using spreadsheets. Command Center replaces this with a centralized fleet-management system that displays each device’s location on a map, login credentials, last data collection date, and available traffic data.</p> <p>Municipalities often rely on data from permanent signage to address speeding complaints on problem roadways. The Command Center also includes a case-tracking feature that allows agencies to assign case numbers to specific locations and reference them later for town hall meetings or public inquiries. For example, if citizen complaints are received about speeding on a roadway where a permanent TC-800 sign is installed, staff can track the location, reference specific complaint dates, and quickly retrieve the corresponding data.</p> <p>Radarsign’s data collection capabilities were further enhanced over the past year, with the ability to provide individual vehicle counts, rather than industry-standard summaries, planned for release in 2026.</p>
<p>46</p>	<p>Describe any “green” initiatives that relate to your company or to your Solutions, and include a list of the certifying agency for each.</p>	<p>Radarsign does not currently hold a formal third-party “green” certification; however, sustainability is built into both our electronic products and long-term support model.</p> <p>Radarsign’s electronic traffic safety devices are solar powered and engineered to minimize battery consumption, reducing reliance on grid power and overall lifecycle energy use. Housings for these electronic signs are manufactured from recycled aluminum, and components are selected to be recyclable wherever feasible. Internally, Radarsign maintains recycling practices for applicable materials, including batteries and metal, as part of standard operating procedures.</p> <p>Radarsign also offers a Sign Refresh Program for electronic signs that supports sustainability by extending product life and reducing waste. This program applies to electronic radar speed signs and other electronic traffic safety devices outside the original warranty period. Through the Refresh Program, all electronic components are replaced while the original aluminum housing is retained, restoring full functionality at a fraction of the cost and environmental impact of full replacement. Refreshed electronic signs include a new one-year warranty.</p> <p>By preserving aluminum housings and structural components, the Sign Refresh Program helps agencies avoid premature disposal and reduce lifecycle costs. Radarsign’s first installed electronic radar speed sign remains in operation after more than twenty-one (21) years and has undergone multiple refresh cycles, demonstrating the long-term effectiveness of this approach.</p>

47	Identify any third-party issued eco-labels, ratings or certifications that your company has received for the Solutions included in your Proposal related to energy efficiency or conservation, life-cycle design (cradle-to-cradle), or other green/sustainability factors.	Radarsign has not pursued or received any third-party issued eco-labels, ratings, or sustainability certifications for the solutions included in this proposal related to energy efficiency, life-cycle design, or other green initiatives. However, Radarsign's products are designed with energy efficiency and material sustainability in mind, including solar-powered operation, low-power electronics, and the use of recycled and recyclable materials, as described in the previous response. *
48	What unique attributes does your company, your products, or your services offer to Sourcewell participating entities? What makes your proposed solutions unique in your industry as it applies to Sourcewell participating entities?	<p>Radarsign's most unique company attribute is our culture. I know that can sound like a buzzword, so I want to explain what that really means. Radarsign was founded on the idea of making a difference in communities. As described in an earlier response, the three owners were sitting together outside a garage when they saw a boy in their neighborhood nearly get hit by a speeding car. That moment put them into action, not just to build a product, but to solve a real problem affecting real people.</p> <p>As that idea grew into a product and then into a company, one founding principle stayed constant: take care of employees and take care of customers. Taking care of both of those will take care of communities across the country. Twenty-one years later, that belief is still strong and carried forward by every new employee who joins our team. We do business the right way, the way it should be done. Not every situation fits neatly into a written policy, so while we have policies in place, we also operate by one guiding footnote: do the right thing. That mindset is rare in business today, and it's what makes Radarsign a genuinely good company to work with.</p> <p>Another defining attribute of Radarsign is our focus on durability and long-term performance. In previous answers, I mentioned features such as the bullet-resistant BashPlate™, the possum switch, and the aluminum housing. All of these design choices are unique to Radarsign and exist for one reason, to keep the sign working, even after real-world abuse. I've personally received calls where a vehicle struck a unit on the roadside, and all that was needed to get it back in service was a new solar panel. That kind of durability is intentional.</p> <p>This same philosophy is why we offer a refresh program, which is also unique to Radarsign. To our knowledge, no other manufacturer in this sector offers a program that allows agencies to fully refresh (not individual repairs) their electronic signage rather than replace it. Even the highest-quality electronics will wear over time. Our goal is not to force agencies to purchase entirely new units when that happens. Instead, we replace all electronic components while reusing the existing housing, giving agencies essentially a brand-new sign (at a fraction of the cost) and extending the life of their investment as long as possible.</p> <p>Our static (non-electronic) signage is built with the same mindset. While MUTCD roadside signs must meet specific standards and often appear similar, we choose high-quality aluminum alloys and premium reflective sheeting to maximize longevity. We want customers to get the most value and longest service life possible from every sign we provide.</p> <p>As mentioned in our response to Question 46, Radarsign's RRFBs and Command Center include unique product features that further differentiate our solutions.</p> <p>Radarsign's RRFB incorporates two features that are not commonly available in the market: an integrated radar module and a pedestrian LED countdown display. The radar module allows agencies to collect traffic data at pedestrian crossings, providing insight into vehicle speeds and behavior. This data supports more informed safety decisions and future planning. The pedestrian countdown display, typically seen only at signalized intersections, gives pedestrians clear visual guidance on how much time remains to cross, improving safety and confidence at unsignalized crossings. *</p> <p>Radarsign's Command Center also offers functionality beyond a standard dashboard. While many platforms focus on basic device visibility, the Command Center provides true fleet management across all Radarsign devices. Any Radarsign electronic device is automatically associated with the customer's account, allowing agencies to manage serial numbers, passwords, and device information in one centralized location. Devices can be mapped by location, even when cellular connectivity is not present.</p> <p>A particularly unique feature of the Command Center is its location-based tagging and tracking capability. Agencies can assign custom searchable tags to specific locations to identify recurring speeding complaints or problem areas. These tags allow staff to easily retrieve historical speed data associated with a specific concern, document patterns over time and support discussions during internal reviews or public meetings. This approach is intentionally simple, giving agencies an easy way to organize and reference traffic safety concerns in a case-style format without adding unnecessary complexity. This type of tag-driven tracking remains relatively uncommon in the industry.</p> <p>The Command Center is also an actively evolving platform. The tagging and tracking capability represents an early foundation with additional enhancements and expanded functionality planned over the coming years as agencies' needs continue to shape the system's development.</p>

		<p>Radarsign's sales team is also a differentiator. We operate as consultants, not order takers. Even when customers believe they know exactly what they need (and often they do), we still ask a few questions. Our goal is to understand the outcome they're trying to achieve and confirm that the product they're requesting truly solves the problem they're facing. We want customers to purchase a solution to their problem, not just a specific product.</p> <p>Our support team reflects that same philosophy. Customers are given direct access to their Account Manager's mobile phone number and are encouraged to call, especially when installing or configuring electronic devices for the first time. We're happy to walk customers through installation and setup in real time. Manuals and videos are helpful, but there's something different about having a knowledgeable person on the phone guiding you step by step. And we don't charge for that. Training, troubleshooting, and helping customers succeed is simply part of doing business the right way.</p>
--	--	---

Table 5B: Value-Added Attributes

Line Item	Question	Certification	Offered	Comment
49	Select any Women or Minority Business Entity (WMBE), Small Business Entity (SBE), or veteran owned business certifications that your company or hub partners have obtained. Upload documentation and a listing of dealerships, HUB partners or re-sellers if available. Select all that apply.		<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
50		Minority Business Enterprise (MBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
51		Women Business Enterprise (WBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
52		Disabled-Owned Business Enterprise (DOBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
53		Veteran-Owned Business Enterprise (VBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
54		Service-Disabled Veteran-Owned Business (SDVOB)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
55		Small Business Enterprise (SBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
56		Small Disadvantaged Business (SDB)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
57		Women-Owned Small Business (WOSB)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A

Table 6A: Pricing (400 Points, applies to Table 6A and 6B)

Provide detailed pricing information in the questions that follow below.

Line Item	Question	Response *
58	Describe your payment terms and accepted payment methods.	Radarsign's standard payment terms are Net 30 from the date of shipment. Accepted payment methods include checks, ACH, wire transfers, credit cards, and P-Cards, with no fees or surcharges.
59	Describe any leasing or financing options available for use by educational or governmental entities.	Radarsign does not offer any financing or leasing at this time.

60	Describe any standard transaction documents that you propose to use in connection with an awarded agreement (order forms, terms and conditions, service level agreements, etc.). Upload all template agreements or transaction documents which may be proposed to Participating Entities.	<p>Radarsign will use these Standard documents:</p> <p>Quote- Created in our Netsuite system. Provides all necessary information including PO and contract numbers when applicable. Sample provided</p> <p>Quote worksheet- This is a quote by Radarsign in excel format, allowing customers to see and choose upgrade options or additional items during early discussions with Account managers. - Sample provided</p> <p>Sales Order- Created in our Netsuite system. Sample provided</p> <p>Invoice- Created in our Netsuite system. Sample Provided-Includes payment terms and ACH information. PO Terms & Conditions</p> <p>See attached transaction documents: Radarsign_BID_TransactionDocuments_001_Sourcewell-RFP122325_20251218.pdf</p>	*
61	Do you accept the P-card procurement and payment process? If so, is there any additional cost to Sourcewell participating entities for using this process?	Radarsign accepts all major P-Cards and credit cards (Visa, AmEx, MasterCard) with no surcharge, processing, or administrative fees.	*
62	Describe your pricing model (e.g., line-item discounts or product-category discounts). Provide detailed pricing data (including standard or list pricing and the Sourcewell discounted price) on all of the items that you want Sourcewell to consider as part of your RFP response. If applicable, provide a SKU for each item in your proposal. Upload your pricing materials (if applicable) in the document upload section of your response.	<p>Radarsign is providing a full list of offered products and providing a category discount to sourcewell members based on two main categories: Static Signage and Electronic Signage. Attached Product list with SKU/MSRP/Discount%/Master Agreement Price)</p> <p>While we offer numerous SKUs for each section of the contract scope, static signage is very broad and there may be signs or sizes, we have not marked as a standard offering. If a Sourcewell member requests a static sign that is not currently listed, Radarsign will add that item to its standard offerings using consistent pricing based on similar sizes and specifications, while maintaining the Sourcewell discount.</p> <p>See attached Sales document: Radarsign_SAL_SalesDocuments_001_Sourcewell-RFP122325_20251218.pdf</p>	*
63	Quantify the pricing discount represented by the pricing proposal in this response. For example, if the pricing in your response represents a percentage discount from MSRP or list, state the percentage or percentage range.	<p>Radarsign will discount by category:</p> <ul style="list-style-type: none"> - 5% off static signage - 8% off electronic signage 	*
64	Describe any quantity or volume discounts or rebate programs that you offer.	Radarsign is willing to offer additional quantity or volume-based discounts to Sourcewell participating entities for larger or project-specific purchases. Radarsign has extensive experience working with government agencies on large or unique projects and will work directly with Sourcewell members to evaluate order volume, scope, and project requirements. Any applicable discounts will be reflected in a detailed, project-specific quote provided at the time of request.	*
65	Propose a method of facilitating "sourced" products or related services, which may be referred to as "open market" items or "non-contracted items". For example, you may supply such items "at cost" or "at cost plus a percentage," or you may supply a quote for each such request.	<p>Radarsign is able and willing to facilitate open-market or non-contracted items when requested by Sourcewell participating entities.</p> <p>As mentioned before, Due to the broad range of static printed signage, Radarsign can add additional sign types or sizes to the static signage category when requested. If a Sourcewell member requests a static sign or a different size to an existing sign, that is not currently listed, Radarsign will add that item to its standard offerings using consistent pricing based on similar sizes and specifications, while maintaining the Sourcewell discount. For example, if a 30" x 36" sign is requested, it would be added at the same pricing as other 30" x 36" signs, and the applicable Sourcewell discount would still apply. We will also update our list with Sourcewell at the same time as the Quarterly report to make additional signage easily accessible to all members.</p> <p>For other non-contracted products or services, Radarsign will quote on a case-by-case basis and provide a project-specific quote. These items will be priced at cost plus a percentage appropriate to the product category and scope of the request.</p>	*

66	Identify any element of the total cost of acquisition that is NOT included in the pricing submitted with your response. This includes all additional charges associated with a purchase that are not directly identified as freight or shipping charges. For example, list costs for items like pre-delivery inspection, installation, set up, mandatory training, or initial inspection. Identify any parties that impose such costs and their relationship to the Proposer.	All costs outside of shipping charges are included in the price list.	*
67	If freight, delivery, or shipping is an additional cost to the Sourcewell participating entity, describe in detail the complete freight, shipping, and delivery program.	<p>Freight, delivery, and shipping are charged as a separate line item to Sourcewell participating entities. Radarsign ships all products FOB Origin using supplier-assisted freight.</p> <p>Radarsign utilizes a freight broker to secure competitive shipping rates and maintain flexibility in carrier selection based on shipment size, destination, urgency, and package type. Smaller shipments are typically sent via FedEx or similar courier services.</p> <p>Shipping costs vary by order and are clearly identified on each quote so the full cost is known at the time of quotation. For electronic permanent signage shipped within the continental United States, Radarsign maintains standardized shipping rates by state. Shipments to Alaska, Hawaii, and Canada are quoted on a case-by-case basis.</p> <p>If an agency requires a lift gate for freight delivery, an additional charge of \$120.00 applies to cover this service. Any lift gate requirement and associated cost is identified early in the process and included on the quote.</p> <p>During order entry, Radarsign account managers document any delivery requirements such as preferred delivery days, time windows, or site-specific instructions in the sales order memo. This information follows the order through Radarsign's internal systems, ensuring the warehouse manager and shipping team have full visibility into the same delivery requirements at the time of shipment. This process helps reduce delivery errors, missed appointments, and unnecessary delays.</p> <p>See Sales Order Sample 2 in Radarsign_CORP_TransactionDocuments_001_Sourcewell-RFP122325_20251218.pdf)</p> <p>Radarsign's sales and support teams maintain visibility into production and shipping schedules, allowing them to proactively communicate shipment timing and expected delivery dates. Once an order is packed and shipped, Radarsign's warehouse sends an email to the designated customer contact with tracking information.</p>	*
68	Specifically describe freight, shipping, and delivery terms or programs available for Alaska, Hawaii, Canada, or any offshore delivery.	<p>Freight, shipping, and delivery for Alaska, Hawaii, Canada, and offshore destinations are handled using the same overall process as domestic shipments, with the primary difference being higher freight costs due to distance and logistics.</p> <p>To ensure the most accurate and competitive pricing, Radarsign obtains carrier-specific shipping quotes at the time of quotation for these destinations. The quoted shipping cost is clearly listed as a separate line item and is honored for the duration of the quote's validity period. In most cases, shipping costs remain stable; however, once a quote has expired, Radarsign reserves the right to re-quote freight based on current carrier rates.</p> <p>For shipments to Canada, products are shipped to Radarsign's authorized distributor, Ramudden Digital, where they are then routed to the end customer. Radarsign coordinates this process to ensure continuity, visibility, and consistent service throughout delivery.</p>	*

69	Describe any unique distribution and/or delivery methods or options offered in your proposal.	<p>Radarsign primarily uses standard commercial freight and courier services for product delivery. However, the company remains flexible and will accommodate special delivery requests whenever feasible.</p> <p>This includes coordinating shipments around specific delivery windows when public works or municipal facilities have limited receiving hours, as well as arranging expedited or rush shipments when requested. Radarsign works directly with carriers to align delivery methods and timing with customer needs, ensuring reliable and practical delivery.</p> <p>See Sales Order Sample 2, which demonstrates how special shipping requirements are documented within a sales order and carried through the system across all departments. This ensures delivery instructions are visible at every stage of order processing, including final review prior to shipment.</p>
70	Specifically describe any self-audit process or program that you plan to employ to verify compliance with your proposed agreement with Sourcewell. This process includes ensuring that Sourcewell participating entities obtain the proper pricing.	<p>To ensure compliance with the Sourcewell agreement and proper pricing for participating entities, Radarsign will implement multiple internal controls and verification processes.</p> <p>First, Radarsign will deploy a dedicated Sourcewell landing page that routes inquiries directly into our CRM and automatically flags requests from Sourcewell participating entities. This ensures Account Managers are immediately aware of Sourcewell eligibility at the start of the sales process. The landing page will also provide information for agencies that are not yet members, encouraging eligible customers to enroll. Because the majority of Radarsign's customers are government entities, Sourcewell eligibility will be discussed during the initial consultation to confirm membership status or encourage enrollment when applicable.</p> <p>Second, Radarsign's CRM/ERP will contain a dedicated Sourcewell price list. Quotes generated for Sourcewell members will automatically apply contract pricing, eliminating the risk of manual pricing errors. Any approved price updates will be entered once and immediately reflected in all future Sourcewell quotes. Customer accounts will be clearly tagged as Sourcewell members, allowing sales staff to easily identify applicable pricing requirements.</p> <p>In addition, Radarsign will assign a designated internal administrator responsible for managing the Sourcewell contract and serving as the primary point of contact with Sourcewell. This individual will provide ongoing refresher training for sales and support staff and will conduct quarterly internal audits of Account Manager quotes to verify correct pricing and contract compliance.</p>

71	<p>If you are awarded an agreement, provide a few examples of internal metrics that will be tracked to measure whether you are having success with the agreement.</p>	<ul style="list-style-type: none"> - Sourcewell contract utilization, including number of transactions, total sales volume, and number of unique participating entities using the agreement. - Member awareness and adoption, including interest generated through Radarsign's Sourcewell landing page. Where permitted, Radarsign will monitor referral activity related to Sourcewell enrollment to better understand adoption opportunities and improve member outreach. - Pricing compliance, verified through quarterly internal audits of Sourcewell quotes to confirm correct application of contract pricing. - Quote and response timeliness, including time from inquiry to quote and adherence to Radarsign's same-business-day response standard. - Order fulfillment performance, including order-to-ship timelines and on-time delivery rates. - Service and warranty activity, tracked through Radarsign's ERP case-management system, including response time and resolution trends. - Reporting and administrative compliance, including timely submission of quarterly sales reports and accurate administrative fee remittance. <p>These metrics will be incorporated into Radarsign's existing monthly management review, where leadership already reviews customer cases, support activity, and operational performance. During these reviews, Radarsign's leadership team and the designated Sourcewell contract administrator will evaluate the metrics to identify trends, address issues early, and ensure the Sourcewell agreement is being used effectively, compliantly, and in alignment with Sourcewell's cooperative purchasing goals.</p>	*
72	<p>Provide a proposed Administration Fee payable to Sourcewell. The Fee is in consideration for the support and services provided by Sourcewell. The proposed Administrative Fee will be payable to Sourcewell on all completed transactions to Participating Entities utilizing this Agreement. The Administrative Fee will be calculated as a stated percentage, or flat fee as may be applicable, of all completed transactions utilizing this Master Agreement within the preceding Reporting Period defined in the agreement.</p>	<p>within the preceding Reporting Period defined in the agreement.</p> <p>Radarsign proposes a standard 2% administrative fee payable to Sourcewell on all completed transactions with Participating Entities utilizing this Agreement.</p> <p>The administrative fee is calculated as a percentage of total completed transaction value within each reporting period and is fully built into Radarsign's net pricing. The fee will not be charged as a separate line item to Participating Entities and is fully compliant with Sourcewell's administrative fee requirements and reporting terms.</p>	*

Table 6B: Pricing Offered

Line Item	The Pricing Offered in this Proposal is: *	Comments
73	<p>The pricing offered is as good as or better than pricing typically offered through existing cooperative contracts, state contracts, or agencies.</p>	<p>Radarsign is offering a discount of 5-8 % based on product category, which is in line with or better than other existing cooperative contracts. In addition, Radarsign is willing to work with individual agencies on project-specific pricing for larger or more complex orders, with any additional considerations evaluated on a case-by-case basis based on project scope, product mix, and quantities.</p>

Table 7A: Depth and Breadth of Offered Solutions (200 Points, applies to Table 7A and 7B)

Line Item	Question	Response *
74	<p>Provide a detailed description of all the</p>	<p>Radarsign offers a comprehensive portfolio of permanent, fixed-message signage and</p>

Solutions offered, including used Solutions if applicable, offered in the proposal.

related products designed to meet the needs of Sourcwell participating entities across public spaces, facilities, and roadway environments. All solutions are intended for long-term outdoor installation and are suitable for municipal, state, federal, and educational use.

Static (Non-Electronic) Signage

Radarsign offers an extensive catalog of permanent static signage, encompassing thousands of available sign types, sizes, and configurations. These signs are manufactured using high-quality 5052 aluminum alloy selected for durability and corrosion resistance and are produced in compliance with applicable MUTCD and industry standards. Reflective sheeting options are limited to High-Intensity Prismatic (HIP) and Diamond Grade materials to ensure maximum visibility and longevity.

Static signage offerings include, but are not limited to:

- Regulatory and safety signage such as warning, hazard, speed-limit, MUTCD roadway signs, and more.
- Wayfinding and informational signage for public spaces, and facilities, such as Interstate Route markers, Adopt a Hwy, Bus stop, Restroom signs, Lodging, Hospital, and more.
- Fire safety and emergency medical signage such as Emergency medical services, fire station, fire extinguisher.
- Community signage such as Clean after pet, neighborhood watch, etc.
- The product-Price list attached has a column included for the scope provided in the contract to identify which category each sign offering falls under.

In addition to standard offerings, Radarsign is willing and able to add additional static signage, including custom sizes, layouts, and messaging, to meet specific project requirements while maintaining consistent pricing structures and Sourcwell discounts.

Radar Speed Feedback Signs

Radarsign manufactures permanent radar speed feedback signs designed to improve driver awareness and traffic safety in public places. These electronic signs display real-time vehicle speed, and short message displays. They feature durable aluminum housings, solar-powered/AC/Battery operated operation, and designed to withstand harsh environmental conditions and vandalism.

Most units are a full matrix LED display which can do more than just show vehicle speed; allowing government agencies or schools to convey unique information to the public that may not be an existing static signage.

Radarsign has four models of feedback units that cover all road types (Single Lane, Multi-Lane, Expressway, and Freeway) listed in the MUTCD 11TH Edition. Each model is available in both the Plaque (W13-20Ap) and Sign (W13-20) version, which MUTCD requirements dictate depending on the installation type.

- TC-400: 11" LED Display. Have been commonly used to assist slowing down e-Bikes on park trails. Available as an AC powered unit or battery operated for shaded trails without AC infrastructure.
- TC-600: 13" LED Full Matrix Display. Perfect for neighborhoods, single lane or multilane roadways. Available as a Solar or AC unit.
- TC-800: 15" LED Full Matrix Display. Perfect for State Routes, Multi-Lane or Expressways. Available as a Solar or AC unit.
- TC-1100: 18" LED Full Matrix Display. Perfect for Expressway or Freeways. Available as a Solar or AC unit.

These solutions are commonly used by municipalities on local roads, state routes, school approaches, and neighborhood streets, often in conjunction with other regulatory or warning signs. In addition to providing real-time driver feedback, they also collect traffic data that helps municipalities evaluate speeding behavior and address traffic and pedestrian safety concerns.

Radarsign offers two options for data access: local access and cloud-based remote access, both presented through the same user interface for consistency and ease of use. The traffic data collected is the same for both options. With local access, users retrieve the data directly from the sign and upload it into the web-based platform. This option is a one-time cost at the time of purchase and includes a lifetime license per unit.

The cloud-based option provides remote access to traffic data and allows users to remotely configure the unit, including adjusting settings or scheduling operation times. This option is offered as a subscription service with an annual fee. All traffic data, regardless of access method, is housed within Radarsign's Command Center, which serves as the central platform for data review and management.

Flashing Warning and Static Flashing Signage

Radarsign offers flashing static signage designed to increase the visibility of regulatory and warning signs.

Flashing stop signs, pedestrian-crossing signs, and school pedestrian-crossing signs are equipped with integrated LED arrays that surround the perimeter of the sign and flash continuously to capture driver attention. These signs are available in solar-powered configurations and are engineered for continuous outdoor operation.

For agencies seeking enhanced visibility for other MUTCD warning signs (outside of stop or pedestrian applications), Radarsign also supplies standalone flashing warning beacons. These beacons can be installed in conjunction with nearly any MUTCD warning sign and are available in single or dual configurations, typically ranging from 8" to 12" in diameter. Flashing beacon systems are commonly installed in advance of exit ramps, curves, intersections, and other areas requiring increased driver awareness. These solutions are available in either solar-powered or AC configurations and are designed for long-term, continuous outdoor use.

School Zone Beacons

Radarsign provides permanent school zone beacon systems designed to alert motorists to active school zones and reduced speed requirements. These beacons are engineered for scheduled operation and long-term use, supporting complex school calendars and year-round programming. School zone solutions are widely used by school districts and municipalities to improve student safety during arrival and dismissal periods.

Radarsign's school zone beacons are highly customizable and are offered in twelve preconfigured system bundles. Most commonly, systems include two 12-inch beacon heads, a printed "School Zone – Speed Limit When Flashing" sign, a power cabinet with battery backup, a solar panel, and mounting hardware.

School zone beacons can be accessed locally or remotely and are added to the agency's Command Center account for centralized management. While these beacons support scheduling and system control they do not collect traffic data unless installed in conjunction with a Radarsign speed feedback sign.

RRFB

Radarsign's offerings include pedestrian safety systems such as Rectangular Rapid Flashing Beacons (RRFBs), designed to improve visibility and encourage driver yielding at marked crosswalks. These systems are intended for permanent installation and are commonly used by municipalities to enhance pedestrian safety in a variety of roadway environments.

Radarsign RRFB systems are customizable and available in yellow or black housings. They can be purchased as a single-unit system or as a dual-unit configuration, with front and rear lightbars mounted on the same pole to improve visibility for traffic approaching from both directions. Systems are paired with MUTCD-compliant pedestrian warning signs and mounting hardware to match site-specific installation needs.

Radarsign's RRFBs include several technology features that set them apart from other solutions on the market. An integrated radar module allows agencies to collect traffic data at pedestrian crossings, with additional data capabilities planned for future releases. This gives agencies better insight into how drivers are behaving at crosswalks and helps support data-driven pedestrian safety decisions.

Radarsign has also added a pedestrian countdown display on the side of the rectangular lightbar. Similar to countdown timers typically found only at signalized intersections, this display clearly shows pedestrians how much time remains to safely cross the roadway, helping improve awareness and confidence while crossing.

Radarsign RRFBs can be accessed locally or remotely and are added to the agency's Command Center account. As with Radarsign speed feedback signs, agencies can choose between local data access or cloud-based remote access, both presented through the same user interface for consistency and ease of use, with the same traffic data available through either option.

With local access, users retrieve data directly from the RRFB and upload it into the web-based platform. This option is a one-time cost at the time of purchase and includes a lifetime license per unit. The cloud-based option provides remote access to traffic data and the ability to adjust system settings remotely. Cloud access is offered as a subscription service with an annual fee. All traffic data, regardless of access method, is housed within Radarsign's Command Center for easy review and ongoing management.

Accessories and Supporting Hardware

To support permanent installations, Radarsign offers related accessories and

		<p>hardware, including poles, mounting systems, and related components required for proper installation and long-term stability. These accessories are designed to integrate seamlessly with Radarsign signage systems and meet applicable structural and installation requirements.</p> <p>Refresh Radarsign does not offer used or refurbished signage as standard solutions. However, for Radarsign products that are outside of warranty, we offer a refresh program designed to extend the useful life of existing equipment. Through this program, agencies can update select components as technology evolves or as wear items reach end of life, providing a cost-effective alternative to full unit replacement. The refresh program supports long-term asset management and allows agencies to maintain reliable, up-to-date equipment while maximizing their original investment</p>
75	<p>Describe additional services you are proposing such as assembly, installation, design, maintenance, repair, and delivery.</p>	<p>Radarsign supports agencies beyond the initial purchase by offering a range of additional services throughout the life of the equipment. While Radarsign does not perform on-site installation, our team provides general guidance related to product setup, configuration, and scheduling to help ensure products are installed and operating as intended.</p> <p>Ongoing support is provided for training, troubleshooting, maintenance questions, and repair services, both during and after the warranty period. For equipment that is outside of warranty, Radarsign offers a refresh program that updates the entire unit, allowing agencies to restore existing equipment to current standards without full replacement.</p> <p>Delivery is coordinated through Radarsign's established shipping program, with delivery requirements documented during order entry and tracking information provided once orders ship.</p>
76	<p>Within this RFP category there may be subcategories of solutions. List subcategory titles that best describe your products and services.</p>	<ul style="list-style-type: none"> -Static Printed Signage (Recreation, Warning, Hazard, Wayfinding interior/exterior) - Radar Speed Feedback Signs - School Zone Beacon Systems - Rectangular Rapid Flashing Beacons (RRFBs) - Flashing Warning Signs - Traffic Data Collection and Management Software - Accessories: Mounting Hardware, Aluminum Poles - Lifecycle Support, Refresh, and Repair Services

Table 7B: Depth and Breadth of Offered Solutions

Indicate below if the listed types or classes of Solutions are offered within your proposal. Provide additional comments in the text box provided, as necessary.

Line Item	Category or Type	Subcategory	Offered *	Comments
77	Public Spaces, Parks and Trails- Signage designed to guide, inform, and educate visitors about the space such as:		<input checked="" type="radio"/> Yes <input type="radio"/> No	Attached sales pricing list includes indicated scope per SKU. See file: Radarsign_SAL_SalesDocuments_001_Sourcewell-RFP122325_20251218.pdf
78		Park and Trail Recreational Signage	<input checked="" type="radio"/> Yes <input type="radio"/> No	Attached sales pricing list includes indicated scope per SKU. See file: Radarsign_SAL_SalesDocuments_001_Sourcewell-RFP122325_20251218.pdf
79		Monument Signs	<input type="radio"/> Yes <input checked="" type="radio"/> No	Radarsign does not currently offer this product.
80		Community welcome marquees	<input type="radio"/> Yes <input checked="" type="radio"/> No	Radarsign does not currently offer this product.
81	Building and Facility Signage- Signage used for identification and directional purposes within and outside a building such as:		<input checked="" type="radio"/> Yes <input type="radio"/> No	Attached sales pricing list includes indicated scope per SKU. See file: Radarsign_SAL_SalesDocuments_001_Sourcewell-RFP122325_20251218.pdf
82		Wayfinding and Informational	<input checked="" type="radio"/> Yes <input type="radio"/> No	Attached sales pricing list includes indicated scope per SKU. See file: Radarsign_SAL_SalesDocuments_001_Sourcewell-RFP122325_20251218.pdf
83		ADA-compliant signage (ex: braille and tactile lettering)	<input type="radio"/> Yes <input checked="" type="radio"/> No	Radarsign does not currently offer tactile lettering but is willing to source as described in Q 65.
84		Fire safety and emergency evacuation	<input checked="" type="radio"/> Yes <input type="radio"/> No	Attached sales pricing list includes indicated scope per SKU. See file: Radarsign_SAL_SalesDocuments_001_Sourcewell-RFP122325_20251218.pdf
85	Regulatory and Safety Signage- Signage intended to ensure safety and compliance in a public space or on a roadway such as:		<input checked="" type="radio"/> Yes <input type="radio"/> No	Attached sales pricing list includes indicated scope per SKU. See file: Radarsign_SAL_SalesDocuments_001_Sourcewell-RFP122325_20251218.pdf
86		Warning and hazard	<input checked="" type="radio"/> Yes <input type="radio"/> No	Attached sales pricing list includes indicated scope per SKU. See file: Radarsign_SAL_SalesDocuments_001_Sourcewell-RFP122325_20251218.pdf.
87		Stationary traffic and pedestrian safety systems	<input checked="" type="radio"/> Yes <input type="radio"/> No	Attached sales pricing list includes indicated scope per SKU. See file: Radarsign_SAL_SalesDocuments_001_Sourcewell-RFP122325_20251218.pdf
88		Mile-markers, speed limit, civic, and rural address and street signage	<input checked="" type="radio"/> Yes <input type="radio"/> No	Attached sales pricing list includes indicated scope per SKU. See file: Radarsign_SAL_SalesDocuments_001_Sourcewell-RFP122325_20251218.pdf
89	Complementary products and services directly related to those solutions outlined above including but not limited to: assembly, installation, design, repair, maintenance, bilingual signage, beacons, custom solutions, posts, bases, signage structures, mount fixtures, illuminated stationary signage, LED enhanced, and specialty signage.		<input checked="" type="radio"/> Yes <input type="radio"/> No	Attached sales pricing list includes indicated scope per SKU. See file: Radarsign_SAL_SalesDocuments_001_Sourcewell-RFP122325_20251218.pdf

Table 8: Exceptions to Terms, Conditions, or Specifications Form

Line Item 90. NOTICE: To identify any exception, or to request any modification, to Sourcwell standard Master Agreement terms, conditions, or specifications, a Proposer must submit the proposed exception(s) or requested modification(s) via redline in the Master Agreement Template provided in the “Bid Documents” section. Proposer must upload the redline in the “Requested Exceptions” upload field. All exceptions and/or proposed modifications are subject to review and approval by Sourcwell and will not automatically be included in the Master Agreement.

Do you have exceptions or modifications to propose?	Acknowledgement *
	<input type="radio"/> Yes <input checked="" type="radio"/> No

Documents

Ensure your submission document(s) conforms to the following:

1. Documents in PDF format are preferred. Documents in Word, Excel, or compatible formats may also be provided.
2. Documents should NOT have a security password, as Sourcwell may not be able to open the file. It is your sole responsibility to ensure that the uploaded document(s) are not either defective, corrupted or blank and that the documents can be opened and viewed by Sourcwell.
3. Sourcwell may reject any response where any document(s) cannot be opened and viewed by Sourcwell.
4. If you need to upload more than one (1) document for a single item, you should combine the documents into one zipped file. If the zipped file contains more than one (1) document, ensure each document is named, in relation to the submission format item responding to. For example, if responding to the Marketing Plan category save the document as “Marketing Plan.”

- [Pricing](#) - Radarsign_SAL_SalesDocuments_001_Sourcwell-RFP122325_20251218.pdf - Tuesday December 23, 2025 13:09:05
- [Financial Strength and Stability](#) - Radarsign_CORP_FinancialDocuments_001_Sourcwell-RFP122325_20251218.pdf - Monday December 22, 2025 15:28:50
- [Marketing Plan/Samples](#) - Radarsign_MKT_MarketingDocumentsAndSamples_001_Sourcwell-RFP122325_20251222.pdf - Tuesday December 23, 2025 09:36:34
- [WMBE/MBE/SBE or Related Certificates](#) - Radarsign_COMPL_CertificationDocuments_001_Sourcwell-RFP122325_20251218.pdf - Monday December 22, 2025 15:30:24
- [Standard Transaction Document Samples](#) - Radarsign_BID_TransactionDocuments_001_Sourcwell-RFP122325_20251218.pdf - Tuesday December 23, 2025 11:12:49
- Requested Exceptions (optional)
- [Upload Additional Document](#) - Radarsign_BID_AdditionalDocuments_001_Sourcwell-RFP122325_20251218.pdf - Monday December 22, 2025 15:32:38

Addenda, Terms and Conditions

PROPOSER AFFIDAVIT OF COMPLIANCE

I certify that I am an authorized representative of Proposer and have authority to submit the foregoing Proposal:

1. The Proposer is submitting this Proposal under its full and complete legal name, and the Proposer legally exists in good standing in the jurisdiction of its residence.
2. The Proposer warrants that the information provided in this Proposal is true, correct, and reliable for purposes of evaluation for award.
3. The Proposer certifies that:
 - (1) The prices in this Proposal have been arrived at independently, without, for the purpose of restricting competition, any consultation, communication, or agreement with any other Proposer or competitor relating to-
 - (i) Those prices;
 - (ii) The intention to submit an offer; or
 - (iii) The methods or factors used to calculate the prices offered.
 - (2) The prices in this Proposal have not been and will not be knowingly disclosed by the Proposer, directly or indirectly, to any other Proposer or competitor before award unless otherwise required by law; and
 - (3) No attempt has been made or will be made by Proposer to induce any other concern to submit or not to submit a Proposal for the purpose of restricting competition.
4. To the best of its knowledge and belief, and except as otherwise disclosed in the Proposal, there are no relevant facts or circumstances which could give rise to an organizational conflict of interest. An organizational conflict of interest is created when a current or prospective supplier is unable to render impartial service to Sourcewell due to the supplier's: a. creation of evaluation criteria during performance of a prior agreement which potentially influences future competitive opportunities to its favor; b. access to nonpublic and material information that may provide for a competitive advantage in a later procurement competition; c. impaired objectivity in providing advice to Sourcewell.
5. Proposer will provide to Sourcewell Participating Entities Solutions in accordance with the terms, conditions, and scope of a resulting master agreement.
6. The Proposer possesses, or will possess all applicable licenses or certifications necessary to deliver Solutions under any resulting master agreement.
7. The Proposer will comply with all applicable provisions of federal, state, and local laws, regulations, rules, and orders.
8. Proposer its employees, agents, and subcontractors are not:
 1. Included on the "Specially Designated Nationals and Blocked Persons" list maintained by the Office of Foreign Assets Control of the United States Department of the Treasury found at: <https://www.treasury.gov/ofac/downloads/sdnlist.pdf>;
 2. Included on the government-wide exclusions lists in the United States System for Award Management found at: <https://sam.gov/SAM/>; or
 3. Presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from programs operated by the State of Minnesota; the United States federal government, as applicable; or any Participating Entity. Vendor certifies and warrants that neither it nor its principals have been convicted of a criminal offense related to the subject matter of this solicitation.

By checking this box I acknowledge that I am bound by the terms of the Proposer's Affidavit, have the legal authority to submit this Proposal on behalf of the Proposer, and that this electronic acknowledgment has the same legal effect, validity, and enforceability as if I had hand signed the Proposal. This signature will not be denied such legal effect, validity, or enforceability solely because an electronic signature or electronic record was used in its formation. - Anna Duckworth, Director of Sales, Radarsign, LLC

The Proposer declares that there is an actual or potential Conflict of Interest relating to the preparation of its submission, and/or the Proposer foresees an actual or potential Conflict of Interest in performing the obligations contemplated in the solicitation proposal.

Yes No

The Bidder acknowledges and agrees that the addendum/addenda below form part of the Bid Document.

Check the box in the column "I have reviewed this addendum" below to acknowledge each of the addenda.

File Name	I have reviewed the below addendum and attachments (if applicable)	Pages
Addendum_3_Permanent_Fixed-Message_Signage_RFP_122325 Tue December 16 2025 09:39 AM	<input checked="" type="checkbox"/>	1
Addendum_2_Permanent_Fixed-Message_Signage_RFP_122325 Wed November 19 2025 11:50 AM	<input checked="" type="checkbox"/>	2
Addendum_1_Permanent_Fixed-Message_Signage_RFP_122325 Tue November 11 2025 08:58 AM	<input checked="" type="checkbox"/>	2