

**MASTER AGREEMENT #122325****CATEGORY: Permanent, Fixed-Message Signage with Related Products and Services****SUPPLIER: ATS Traffic Ltd.**

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 ATS Traffic Ltd., 9015 14th Street NW, Edmonton, AB T6P 0C9 (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.

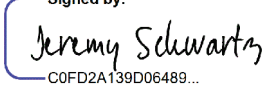
- 6) **Additional Terms and Conditions Permitted.** Participating Entity and Supplier may negotiate and include additional terms and conditions within transaction documentation as mutually agreed. Such terms may supplant or supersede this Master Agreement when necessary and as solely determined by Participating 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

ATS Traffic Ltd.

Signed by:

 C0FD2A139D06489...
 By: _____
 Jeremy Schwartz
 Title: Chief Procurement Officer
 Date: 2/23/2026 | 1:42 PM CST

DocuSigned by:

 353EE593C4C2477...
 By: _____
 Colin McCarten
 Title: EVP Sales & Marketing
 Date: 2/23/2026 | 12:38 PM MST

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

Vendor Details

Company Name: ATS Traffic
Does your company conduct business under any other name? If yes, please state: Alberta
Address: 9015 14 Street NW
Edmonton, Alberta T6P 0C9
Contact: Kyle Clarkson
Email: kylec@atstraffic.ca
Phone: 780-440-4114
Fax: 780-440-4114
HST#:

Submission Details

Created On: Friday November 21, 2025 14:31:06
Submitted On: Tuesday December 23, 2025 11:53:06
Submitted By: Peter Kehoe
Email: peterk@atstraffic.ca
Transaction #: aa55619f-20d4-4a87-bfd0-85d242ba2e0b
Submitter's IP Address: 147.243.242.235

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.	ATS Traffic Ltd.
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).	Advanced Government Services, LLC (Subsidiary)
4	Provide your CAGE code or Unique Entity Identifier (SAM):	EXJMAKUDU361
5	Provide your NAICS code applicable to Solutions proposed.	339950 - Sign Manufacturing This industry comprises establishments primarily engaged in manufacturing signs and related displays of all materials (except printing paper and paperboard signs, notices, displays).
6	Proposer Physical Address:	Corporate Head Office 9015 14 Street NW, Edmonton, AB T6P 0C9
7	Proposer website address (or addresses):	https://www.atstraffic.ca https://www.store.atstraffic.ca https://www.agspnw.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):	Colin McCarten EVP Sales & Marketing 9015 14 Street NW, Edmonton, AB T6P 0C9 colinm@atstraffic.ca 587.458.2051
9	Proposer’s primary contact for this proposal (name, title, address, email address & phone):	Doug Sibert Director, Strategy and Operations 8644 Pacific Avenue, Tacoma, WA 98444 doug@advancedgovernmentservices.com 253-531-9782
10	Proposer’s other contacts for this proposal, if any (name, title, address, email address & phone):	Peter Kehoe Marketing & Corporate Communications Manager (Canada/US) 9015 14 Street NW, Edmonton, AB T6P 0C9 peterk@atstraffic.ca 587.405.5700

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

Line Item	Question	Response *
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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>Founded in 1966 by Lorne Hooper, ATS Traffic began as Alberta Traffic Supply Ltd., the first barricade rental company in Western Canada. What started as a vision to replace kerosene flare pots with safer, flashing barricade lights has grown into Canada's largest traffic safety and control solutions provider. For six decades, we have evolved alongside the infrastructure industry, continuously innovating to meet the complex demands of public safety, mobility, and temporary traffic control.</p> <p>At our core, ATS Traffic is driven by a single mission: to make roads safer so that people get home safely, every day. This purpose guides our business philosophy of building trust through consistent, reliable, and responsive service. We take a consultative approach, tailoring solutions to the specific needs of each client and community we serve, whether that's a municipality, utility provider, or private contractor.</p> <p>Our company values guide how we operate and deliver for our clients. We believe in doing what's right, holding ourselves to high ethical standards and acting with integrity and accountability in every decision. We believe our people matter, which is why we prioritize safety, inclusion, and development to build a strong, empowered workforce. We build trust through teamwork, collaborating closely with our partners and colleagues to achieve shared success. And we are always striving for excellence, continuously improving and delivering with precision, professionalism, and a customer-first mindset.</p> <p>These values are embedded into every aspect of our operations, from how we train personnel and maintain equipment to how we respond to emergencies and develop engineered traffic control plans. Our teams, many of whom are certified through the Alberta Construction Safety Association (ACSA), are committed to upholding rigorous standards of quality, compliance, and professionalism.</p> <p>With nearly 700 employees and 16 branches across Canada and the U.S., ATS Traffic has the scale, systems, and expertise to deliver end-to-end work zone solutions. Our offerings span traffic control devices, signage, smart work zone technologies, lane closures, engineering support, and 24/7 emergency response.</p> <p>ATS Traffic is proud to be a Platinum Club Member of Canada's Best Managed Companies and a 3M Certified Digital Fabricator. For over 30 years, we have maintained the designation of 3M Certified Fabricator, upholding the highest standards for manufacturing and warranty support. This commitment ensures that our signs are produced using only the highest quality, responsibly sourced materials, which can make the difference between safely navigating a roadway or reducing the possibility of a crash.</p>
12	What are your company's expectations in the event of an award?	<p>Once a contract is awarded, our focus will be around further integrating Sourcewell into our Sales and operations strategies. This includes aligning on invoicing and reporting, and confirming key points of contact (for ongoing communication). From there, a detailed launch plan should be established — outlining timelines, deliverables, and regional strategies, as well as the actioning the priorities below:</p> <ul style="list-style-type: none"> - Kickoff Meeting: Align on goals, scope, roles, and key milestones; reaffirm communication cadence and reoccurring meeting schedule (Example: Quarterly business reviews) - Data & Information Sharing: Securely exchange documents, customer/member databases (regional strategy alignment), and any needed brand or technical assets. - Go-to-Market (GTM) Strategy: Define audience, messaging, team roles, and timeline. Align on KPIs, tools, and cobranding opportunities. Please see the Marketing Plan for more information.
13	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>As a privately held company, ATS Traffic does not disclose bank statements; however, our financial strength is clearly demonstrated by our long-standing presence in the industry, continuous growth, and national expansion since our founding in 1966. To provide assurance of our financial stability, we have included a letter from our Finance Director outlining our company's fiscal health, operational capacity, and ability to support long-term projects and commitments.</p>

14	What is your US market share for the Solutions that you are proposing?	<p>Advanced Government Services (AGS) is a well-established traffic control services and equipment provider based in Tacoma, Washington, with operations throughout Washington, Oregon, and Idaho. Since its founding in 2003, AGS has built a strong regional reputation for safety, reliability, and responsiveness in traffic control, lane closures, and flagging services.</p> <p>Over the years, AGS has become a trusted partner for public agencies and private contractors, consistently delivering high-quality support on infrastructure and construction projects. Strong relationships with municipalities and utility companies have positioned AGS as a go-to provider in the Pacific Northwest.</p> <p>In 2023, AGS entered into a strategic partnership with ATS Traffic, the leading Canadian traffic safety firm. This partnership marks a significant step toward expanding AGS's capabilities and footprint in the U.S. By leveraging ATS Traffic's Interprovincial Traffic Services (ITS) expertise, AGS is now equipped to deliver smart work zone technologies, advanced traffic management solutions, and connected safety systems that meet the growing demand for innovation in road safety.</p> <p>Additionally, ATS Traffic is one of the largest 3M Certified sign manufacturers in the world and the fifth largest in North America, ensuring Sourcewell members access to high-quality, industry-leading signage and materials. This manufacturing strength combined with ITS capabilities positions AGS for rapid strategic growth in the greater Pacific Northwest and beyond, offering clients a comprehensive suite of solutions that enhance safety, efficiency, and reliability.</p>
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<p>15</p>	<p>What is your Canadian market share for the Solutions that you are proposing?</p>	<p>Thanks to decades of consistent growth, deep industry partnerships, and a commitment to safety and service, ATS Traffic is estimated to hold approximately 40% of the market share in the Canadian regions it serves. This dominant position reflects its leadership in both operational capacity and customer trust across the traffic control and safety sector.</p> <p>Today, ATS Traffic operates 14 strategically located branches across Canada, with a presence in Alberta, British Columbia, Saskatchewan, Manitoba, and Ontario. This wide geographic reach allows our company to deliver localized expertise while maintaining a consistent national standard of safety, service, and quality.</p> <p>ATS Traffic has opened 8 new locations in the past 5 years, including in cities like Ottawa, Mississauga, Grande Prairie, Kelowna, and Kamloops. This expansion reflects a growing demand for the company's products and services across a diverse range of markets. By strategically opening locations in both major urban centers and smaller cities, ATS Traffic is tapping into new customer bases and increasing its geographic reach. In all the markets that we serve, ATS Traffic has been awarded municipal contracts for Traffic Control Services and/or supply of products. Our ability to expand quickly in different regions is based on existing customer relationships, sound strategic decision making, strong market potential and financial stability. Each new location provides an opportunity for increased revenue, greater market share, and enhanced brand recognition.</p> <p>Another means of market expansion that ATS Traffic pursues is through acquisitions. In 2023, ATS Traffic formalized and announced the acquisition of two organizations. Though ATS Traffic has always explored opportunities for entering new geographic markets in Canada, these two acquisitions represent a progressive shift in business strategy. Below is a brief overview of each of these acquisitions:</p> <ul style="list-style-type: none"> - Acquisition of Advanced Government Services (AGS): on June 12th, 2023, we announced the acquisition of Tacoma-based traffic control company, AGS. AGS are award-winning traffic safety providers with a reputable track record and loyal customer base. For the first time in our history, ATS Traffic has expanded to the United States. ATS Traffic have had our sights set South of the Canadian border for some time, particularly the Pacific Northwest region. Together, we will continue to push the boundaries of our industries, adopting new technology and delivering consistent services to our customers across North America. AGS will now be supported by our robust product offerings and operational scale and ATS Traffic will be able to fully spread its wings in the traffic industry in the Pacific Northwest. ATS Traffic and AGS we are eager to grow together and create exponential growth and deliver a new standard of road safety solutions to the region. Currently underway is the full integration of our two teams from an operational, inventory, technology, and marketing standpoint. - Acquisition of Interprovincial Traffic Services (ITS): On September 5th, 2023 we announced the acquisition of Interprovincial Traffic Services (ITS), a reputable traffic technology systems provider based in Surrey BC. With this exciting acquisition ATS Traffic now becomes the largest provider of intelligent transportation systems technology in Canada. ITS and ATS traffic customers will benefit from the wider network of combined branches and distribution centers across Canada and the Pacific Northwest. This acquisition signifies a continued commitment to the future of transportation and technology, particularly in the intersection. ATS Traffic continues to invest in expanding our product portfolio in the smart city infrastructure and traffic data analytics areas as these are emerging trends shaping our industry. Like ATS Traffic, the history of ITS as a company spans over 50 years in the traffic safety industry. They have built a strong reputation in delivering top quality traffic products and services to municipalities and contractors throughout Western Canada. Forming the foundation of this success are the dedicated ITS employees that have earned the respect and loyalty of their customer base by demonstrating consistent professional knowledge, service, and industry expertise.
<p>16</p>	<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>N/A</p>
<p>17</p>	<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). 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</p>	<p>ATS Traffic is best described as a complete solutions provider, with a strong foundation in manufacturing and fabrication. We leverage our advanced manufacturing capabilities for signage and customized solutions, supported by exclusive supply chain agreements for supplemental product supply and installation. This combination allows us to deliver end-to-end traffic solutions—from design and production to installation and ongoing support.</p> <p>At the core of our operations is our Edmonton facility, which serves as the central design and manufacturing hub and houses the largest inventory of signs and traffic</p>

of the products proposed in this RFP. If applicable, is your dealer network independent or company owned?
 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?

products in Western Canada. Spanning 120,000 sq. ft., this strategically organized facility enables peak production of approximately 1,000 signs per day, ensuring both high output and uncompromising quality control. The layout is optimized for efficiency:

- Production (Art, Print, and Fabrication): 36,000 sq. ft. (30%)
- Warehouse (Rental and Shipping): 54,000 sq. ft. (45%)
- Other Operations and Support Areas: 30,000 sq. ft. (25%)

This scale and structure allow ATS Traffic to maintain timely delivery across Canada and the Pacific Northwest, while supporting projects of any size.

Beyond manufacturing, our branches are staffed with dedicated ATS Traffic employees and professionals in sales, administration, installs, repairs, and manufacturing. We also provide comprehensive support for Sourcewell members through regional executives, account managers, and customer service teams. Our engagement model includes consultation, sales, billing services, installation, customer satisfaction, warranty work, and return services when necessary, ensuring a seamless experience from start to finish.

Integrated Support System for Sales, Service, Dealers, Manufacturing, and Strategic Partnerships

At ATS Traffic, we've built a fully integrated ecosystem where quality control, customer feedback, manufacturing excellence, and supplier collaboration all converge to support and empower our sales teams, field service professionals, dealer network, and strategic partners. This system is designed not just for operational efficiency, but to ensure we consistently deliver exceptional, end-to-end experiences to our customers.

Data-Driven Insights to Empower Sales, Service, and Manufacturing

Using Power BI, we consolidate data from across our business systems—including sales, finance, customer support, manufacturing operations, and HR. These insights provide leadership and front-line teams with visibility into key performance indicators that drive informed decisions, align operations, and uncover sales opportunities.

Our Supply Chain and Manufacturing teams use this data to forecast demand, optimize inventory, and ensure high-demand products are available where and when they're needed. This allows sales representatives to confidently promise availability, while service teams and installation crews can execute work without disruption or delays. For our in-house manufactured products, this visibility ensures quality and lead times remain consistent, helping us exceed customer expectations and giving us a significant competitive edge.

Quality and Compliance Built to Support the Front Lines

At the heart of our quality control strategy is Intelex QMS, our cloud-based quality and safety management system. Intelex houses all standard operating procedures, safety policies, training content, and field documentation—ensuring internal teams, technicians, and partners have access to current, compliant, and trackable information. It supports:

Real-time tracking to reduce product and service defects

Automated corrective actions that resolve issues efficiently

Supplier quality management for consistency and reliability

Alignment with customer and regulatory standards across projects

Our UKG Pro system complements this by managing training, certifications, and compliance across our workforce, from production teams to sales and service personnel, ensuring all staff are skilled, informed, and accountable.

Leveraging Customer Feedback to Fuel Continuous Improvement

Customer feedback is a vital part of our integrated support system. Using Microsoft Customer Voice and on-site kiosks, feedback is captured at various touchpoints and logged into Intelex by any employee. The process then flows through the following stages:

Feedback Entry – Sales, service, or support teams log customer insights or issues via desktop or mobile.

Escalation & Review – Sales Directors review and assign investigations regionally.

Root Cause & Corrective Action – Investigations are completed and action plans are tracked in Intelex QMS.

Customer Follow-Up – Sales teams close the loop, rebuilding trust and ensuring satisfaction.

Insights & Trends – Feedback data is analyzed in Power BI to identify recurring

	<p>issues and improvement areas.</p> <p>This loop doesn't just drive improvements in product and service delivery, it gives our teams the insights they need to proactively engage customers, offer tailored solutions, and build long-term loyalty. The system also tracks safety observations in real time, creating visibility across leadership to identify trends and elevate safety, quality, and customer satisfaction.</p> <p>Strategic Supplier and Manufacturing Partnerships That Drive Results We maintain strong relationships with our key suppliers through regular business reviews, focusing on sales strategy, co-branded marketing, inventory planning, and new product innovation. These partnerships help drive initiatives like our "Good, Better, Best" product model, giving our sales teams flexible tools to meet varying customer budgets and technical requirements.</p> <p>In parallel, our procurement and manufacturing teams work in sync with sales and operations to ensure readiness and availability—an advantage that allowed us to maintain stable product flow even during pandemic supply chain disruptions. Our ability to even supply competitors during shortages underscores the reliability and resilience of our supply network.</p> <p>We also work closely with partners such as 3M, Livable Cities, Ver-Mac, Plasticade, and Pexco to expand and diversify our product offerings. Our investments in manufacturing, rental fleet capacity, and legislative advocacy allow us to meet customers' growing infrastructure needs, both in scale and complexity.</p> <p>End-to-End Services That Reflect Our Integrated Approach Our full-service offering—from manufacturing and installation to rentals, design, and on-street support—means we're more than just a supplier; we're a true solutions partner. Our certified field technicians, traffic control experts, and project managers ensure each engagement is executed with precision, safety, and efficiency.</p> <p>Core service areas include: On-Street Traffic Control – Flagging, lane closures, detours, equipment deployment, and emergency response Rentals – High-quality traffic control products for short-term projects or events Design Services – Site-specific traffic accommodation plans, turning radii, detours, and more Installation – Permanent signage, barriers, crash attenuators, and pavement markings installed by certified professionals</p> <p>ATS Traffic's integrated support system isn't just a set of tools—it's a strategic framework built to empower our people, partners, and processes. By aligning sales, service, manufacturing, and strategic partnerships through data, feedback, and operational excellence, we ensure every customer touchpoint delivers value, consistency, and quality.</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>ATS Traffic proudly holds two prestigious designations from 3M: 3M Certified Fabricator for Regulated Traffic Signs and 3M Certified Digital Fabricator for Regulated Traffic Signs. These certifications represent a rigorous commitment to quality and compliance. To achieve and maintain these designations, ATS Traffic undergoes an onsite audit by 3M's Transportation Safety Division every 18 months. This audit verifies that our facility, equipment, raw material storage, operator training, and production processes meet or exceed 3M's stringent standards for manufacturing regulated traffic signs.</p> <p>The certification criteria include proper handling and processing of 3M™ Reflective Materials according to 3M specifications, compliance with screen print, cut-and-applied, and digital production requirements, verified digital sign performance testing, adherence to packaging, storage, and shipping protocols, and robust sign identification and traceability practices. These designations ensure that every sign we produce is backed by the 3M™ MCS™ Warranty, guaranteeing legibility, retroreflectivity retention, and durability for the life of the product. Our annual audits and continuous improvement processes demonstrate ATS Traffic's unwavering commitment to quality and safety.</p> <p>Safety Certifications and Programs</p> <p>ATS Traffic is deeply committed to health and safety and maintains a strong internal safety culture. Our safety program includes:</p> <p>- COR Certification: Recognized in multiple provinces, COR (Certificate of Recognition) is a voluntary program that verifies a fully implemented safety and health management system that meets national standards. CORs (Certificates of</p>

Recognition). ATS Traffic holds active COR certifications in multiple jurisdictions, confirming that our organization has implemented an occupational health and safety management system that meets national and provincial standards. These certifications are held through Alberta Construction Safety Association (ACSA), British Columbia Construction Safety Alliance (BCCSA), Heavy Construction Safety Association of Saskatchewan (HCSAS), and Manitoba Heavy Construction Association (MHCA). COR certification is a critical credential for public infrastructure work and is a core component of our internal safety program.

- Internal Safety Training: All field staff receive in-house and third-party training on key safety practices. Courses include:

- Leadership for Safety Excellence
- Construction Safety Training System (CSTS)
- Fatigue Management
- WHMIS
- Load Securement
- First Aid
- Flag Person Training (ACSA)
- Radio Communication Training
- Workplace Violence and Harassment Awareness
- Respect in the Workplace
- Fit-for-Duty Monitoring

- Safety Officers and Certifications: Our team includes Canadian Registered Safety Professionals (CRSP), Canadian Registered Safety Technicians (CRST), National Construction Safety Officers (NCSO), and NHTSA-certified leaders (National Health and Safety Administrators).

- Safety Management Systems: We use systems like Intelex QMS (Quality Management System) for real-time safety data, incident tracking, corrective actions, and proactive performance monitoring.

Licensed to Operate

We are fully licensed to operate across all provinces and regions in which we conduct business. This includes business licenses, contractor registrations, transportation and fleet operating certifications, and municipal permits, all of which are maintained and reviewed regularly to ensure compliance. We also meet requirements for equipment operation, temporary traffic control, and work zone management as regulated by provincial and local authorities.

Associations

ATS Traffic is a respected leader in the traffic industry and continues to work diligently with public programs and member associations across North America. Our consistent involvement and financial support (i.e.: event sponsorship) has helped build our reputation among these associations and the traffic industry. Being active members of national and international associations allows ATS Traffic to stay current on evolving safety regulations, participate in industry leadership, and access high-quality training and information. Associations include:

- ATSSA* – American Traffic Safety Services Association (*ATS Traffic were original members)
- TAC – Transportation Association of Canada
- ARHCA – Alberta Roadbuilders & Heavy Construction Association
- ITS Canada – Intelligent Transportation Systems
- AWWOA – Alberta Water & Wastewater Operators Association
- ACSA – Alberta Construction Safety Association
- APWA – American Public Works Association (state and provincial chapters)
- Rural Municipalities of Alberta (RMA)
- Association of Municipalities of Ontario (AMO), Saskatchewan Association of Rural Municipalities (SARM)
- Saskatchewan Urban Municipalities Association (SUMA) and Association of Manitoba Municipalities (AMM)

These memberships provide our team with access to evolving industry standards, certification programs, workshops, and thought leadership opportunities.

Lean

ATS Traffic incorporates Lean methodology into its operational and administrative practices to drive continuous improvement, reduce inefficiencies, and maximize customer value. Our production leadership possess various levels of lean certifications (yellow belt, green belt, black belt, etc.), and they hold manual Lean White Belt Training for all staff as an introduction to the methodology. Lean focuses on streamlining workflows, improving safety, and eliminating waste, whether that's time, material, or unnecessary processes.

		<p>In our context, Lean practices are used to optimize areas such as equipment inventory management, order fulfillment, traffic control setup procedures, and administrative workflows. By applying tools like standard work procedures, visual management, and value stream mapping, we're able to deliver more efficient, consistent, and scalable service to our clients. This translates to faster response times, reduced costs, and higher service quality.</p> <p>Advanced Government Services (AGS) As a wholly owned subsidiary of ATS Traffic, AGS is fully aligned with our safety, licensing, and compliance programs. AGS operates under the same COR certification requirements, internal training protocols, and operational standards. AGS specializes in work zone services and is included in this proposal as a Responsible Supplier with the capability to support Sourcewell Participating Entities.</p> <p>Certifications and Training All AGS field personnel are state-certified traffic control specialists. Training is conducted through a robust in-house program led by the Corporate Trainer, supplemented with daily on-site instruction. AGS field staff are certified and compliant with:</p> <p>OSHA and MUTCD (Manual on Uniform Traffic Control Devices) standards Oregon and Washington flagging certifications Work Zone Traffic Control (WZTC) First Aid, CPR, WHMIS-equivalent protocols Emergency response and job hazard awareness</p> <p>AGS is a union signatory under LiUNA Local 737, ensuring its workforce is trained under standardized safety and labor agreements.</p> <p>Associations and Recognitions Member of ATSSA (PNW Chapter) Vice-Chair, Women in Construction 2024–2025 Serves on the City of Seattle WMBE Advisory Council Member of National Association of Minority Contractors (NAMC) 2022 AGC Subcontractor of the Year</p>
19	<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>N/A</p>
20	<p>Describe any relevant industry awards or recognition that your company has received in the past five years.</p>	<p>ATS Traffic Ltd. has been named a Platinum Club Member in the Canada's Best Managed Companies program for the third consecutive year. This recognition reflects over nine years of consistent excellence in business practices, organizational performance, and strategic growth. The Platinum status is reserved for companies that have maintained Best Managed status for seven years or more and have demonstrated outstanding leadership, innovation, and corporate culture. The Platinum designation brings additional benefits such as increased media exposure, exclusive branding rights, and expanded networking opportunities.</p> <p>More about Canada's Best Managed Companies program: Canada's Best Managed Companies program continues to be the mark of excellence for privately-owned Canadian companies. Every year since the launch of the program in 1993, hundreds of entrepreneurial companies have competed for this designation in a rigorous and independent process that evaluates their management skills and practices. The awards are granted on four levels: 1) Canada's Best Managed Companies new winner (one of the new winners selected each year); 2) Canada's Best Managed Companies winner (award recipients that have re-applied and successfully retained their Best Managed designation for two additional years, subject to annual operational and financial review); 3) Gold Standard winner (after three consecutive years of maintaining their Best Managed status, these winners have demonstrated their commitment to the program and successfully retained their award for 4-6 consecutive years); 4) Platinum Club member (winners that have maintained their Best Managed status for seven years or more). Program sponsors are Deloitte Private, CIBC, The Globe and Mail, Salesforce and TMX Group. For more information, visit www.bestmanagedcompanies.ca</p>
21	<p>What percentage of your sales are to the governmental sector in the past three years?</p>	<p>Percentage of sales from customers in the governmental sector in the past three years for ATS Traffic is roughly 50%. ATS Traffic is proud to serve 2200 cities, municipalities and other public sector organizations across Canada and the Pacific Northwest. Through our exclusive vendor partnerships, manufacturing certifications, and regional association memberships, communities are able to leverage our expertise and special pricing programs. Our stability, growth, and capacity allow us to deliver tangible services and products to clients.</p>

22	What percentage of your sales are to the education sector in the past three years?	Percentage of sales from customers in the governmental sector in the past three years for ATS Traffic is roughly 20%. ATS Traffic has 60 years of experience working with communities to create safer traffic conditions. We understand that educational spaces are vital to a healthy community and these properties deserve the highest quality products and services we can offer.	*
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?	<p>Active Group Purchasing Contracts ATS Traffic are authorized suppliers to public sector group purchasing associations.</p> <p>We currently hold two Sourcewell Contracts: 1) ATS Traffic AGS Authorized Supplier of Micro Sensors and Detection Devices (Contract #041525-ATST / Maturity Date: 7/22/2029) 2) ATS Traffic AGS Authorized Supplier of Safety and Traffic Equipment (Contract #042225-ATST / Maturity Date: 6/29/2029)</p> <p>Kinetic GPO and Canoe Procurement Group of Canada are two national contracts that were awarded to ATS Traffic. The vetting process was extensive as we had to prove our financial stability/growth and showcase our capacity to deliver tangible services and products to municipal/public sector enterprises.</p> <p>Canoe Procurement Group of Canada (\$2M CAD annually). Authorized Supplier of the Traffic Supply Program (Contract: CAN-2028-008-ATS Contract Valid Until: 31 Oct 2029)</p> <p>Kinetic GPO (\$800k CAD annually). Awarded Contract for Traffic Control Products and Related Products and Solutions (RFSO Contract Number: 25-05 – September 1, 2025 to August 31, 2028 with the option to renew for an additional two (2) additional one year periods through August 31, 2030)</p>	*
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?	ATS Traffic does not currently hold any GSA contracts in the U.S. or federal Standing Offers and Supply Arrangements in Canada. However, we have been awarded various municipal and provincial/state contracts through competitive procurement processes and remain active in qualifying for future standing arrangements.	*

Table 2B: References/Testimonials

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

Entity Name *	Contact Name *	Phone Number *	
Government of Saskatchewan	Madison Ryan	306-933-6219	*
Douglas County	Riley Haug	509-884-7173	*
City of Calgary	Jeremy Croteau	403-650-0914	*

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

Describe your company’s capability to meet the needs of Sourcewell 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 *
26	Sales force.	<p>ATS Traffic’s experienced Sales and Customer Support team delivers localized products and services across Canada and the Pacific Northwest through an extensive network of branches. Our team members are well-versed in regional specifications and regulatory requirements and are continuously trained in the latest advancements in intelligent transportation systems.</p> <p>Empowered by cutting-edge tools—including Microsoft Dynamics CRM, Business Central ERP, Ecommerce platforms, and Customer Portals—our Sales team effectively manages customer accounts while delivering exceptional service and added value.</p> <p>Below is a breakdown of ATS Traffic’s 66 Field Sales and Customer Support personnel, by branch location:</p> <p>Edmonton: 18</p> <p>Calgary: 12</p>

		<p>Grande Prairie: 1</p> <p>Langley: 6</p> <p>Kamloops: 3</p> <p>Kelowna: 1</p> <p>Prince George: 1</p> <p>Surrey: 5</p> <p>Regina: 5</p> <p>Saskatoon: 3</p> <p>Winnipeg: 5</p> <p>Brandon: 3</p> <p>Ottawa: 2</p> <p>Mississauga: 6</p> <p>Tacoma: 4</p> <p>Portland: 2</p> <p>Commitment to Responsiveness We are committed to responding to clients as promptly as possible—both internally and externally. In cases where a delay is caused by pending internal input, we prioritize clear communication, ensuring clients are informed of when they can expect a follow-up. This commitment to transparency reinforces trust and demonstrates that their requests have not been overlooked.</p> <p>Dedicated Support Across Divisions To better serve our clients, ATS Traffic has established dedicated sales and support teams tailored to divisional membership relationships (e.g., RMA, SUMA, AMM) across Canada and the U.S. These teams provide:</p> <ul style="list-style-type: none"> Published contact lists Transparent pricing on signage and installation services Streamlined ordering and return protocols Enhanced sales oversight and communication <p>This structure has improved service delivery and driven broader adoption of ATS Traffic's solutions.</p> <p>Expert Engagement and Education Our subject matter experts support customers with the latest innovations, including:</p> <ul style="list-style-type: none"> Solar Pedestrian Crossing & Lighting Systems Traffic Reporting Tools Intersection Detection Solutions <p>These experts engage through trade show participation, “lunch and learn” sessions, and on-site consultations. Whether addressing new technologies, product education, warranty concerns, or problem resolution, ATS Traffic representatives are readily available to assist clients and ensure a positive experience.</p>
27	Describe the network of Authorized Sellers who will deliver Solutions, including dealers, distributors, resellers, and other distribution methods.	<p>ATS Traffic specializes in full-service turnkey traffic safety solutions. Our team and facilities are fully equipped to provide every aspect of signage design, manufacturing, direct shipping, installation, and repair.</p> <p>Our subsidiary AGS branches in Tacoma, WA and Portland, OR will act as central hubs for Sourcewell customers in the Western U.S. and beyond. Depending on product needs, inventory levels and shipping costs, orders may be fulfilled through one of our Canadian branches.</p>

28	Service force.	<p>ATS Traffic and its wholly owned subsidiary, Advanced Government Services (AGS), together form one of the largest and most experienced traffic control service forces in North America. With nearly 700 employees across both organizations and 16 branch locations, our combined capacity provides unmatched coverage, depth of expertise, and scalability to meet Sourcewell Participating Entities' needs on projects of all sizes and timelines.</p> <p>Service Force Resources Across ATS Traffic and AGS, our service teams are made up of:</p> <p>Certified Traffic Control Technicians Flaggers and Traffic Control Specialists Equipment Operators Signage and Barrier Installers On-Call Emergency Response Crews Traffic Engineers and TCP Designers Field Supervisors and Safety Officers Logistics, Maintenance, and Support Teams</p> <p>Installation Team Certified Installation Crews End-to-End Technical Support Equipment Procurement Support Responsive Deployment Coordinators Project Management & Estimating Team</p>
29	Describe the ordering process. If orders will be handled by distributors, dealers or others, explain the respective roles of the Proposer and others.	<p>Currently, Sourcewell members engage us either online or via sales or customer service calls, and we consult on their requirements to generate a quote or proposal. If the client wishes to proceed, we handle the transaction all the way through delivery and installation. Once the transaction is completed, the invoice is routed through our billing and reporting processes. Our financial systems can generate reporting based on the Sourcewell Members terms of invoicing, with detailed information on product, service, installation and associated costs and taxes. Customer service or sales follow up on a regular basis to ensure satisfaction and determine if there are any additional or ongoing requirements.</p>
30	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>We are committed to providing exceptional service and support to our customers. Our team is on call 24/7 for emergency callout services, ensuring rapid assistance whenever On-Street services are needed. For sales orders and other customer inquiries, we aim to respond within two business hours, reflecting our dedication to timely and reliable communication.</p> <p>Regional Customer Service Professionals ATS Traffic's Customer Service Professionals (CSPs) are an experienced and well-trained team that assist our customers with inquiries for rentals, sales, service or support. Whether it's for an event in your community that would require traffic control measures, including set up for safe and efficient lane closures, traffic equipment installation services or on-call emergency traffic control, we have you covered. Every component, from sales and rentals to labour and traffic movement, is handled in-house by our team of experts.</p> <p>Our Sales, Customer Service Providers, and management have also completed the highest level of certification through our in-house training program—run by our Corporate Trainers and designated staff who facilitate technical field operations courses for all staff, with ongoing, hands-on operational and product training.</p> <p>From Customer Service Professionals to our On-Street Technicians, we are certified and experienced in handling a wide range of traffic volumes and project scopes. We have designed and executed numerous traffic management strategies, and our commitment is always to provide the safest and best-fit solutions for communities. In addition to our Sales and Services teams, our innovative and driven support teams, including Marketing, Technology and Procurement, are strategically aligned with our growing vendor partner network.</p> <p>As an example of the programs we offer our MASH customers, ATS Traffic provides RMA and its members with access to our Traffic Partner Program, designed to solve municipal traffic challenges and create a safer experience for people in motion. As a Traffic Partner, RMA/SARM members have access to over 15,000 products, dedicated sales and customer service teams, online ordering tools, and a full range of on- and off-site services.</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>ATS Traffic takes pride in meeting all required regulatory standards for traffic signage. This includes strict compliance with specifications for materials, sizing, retroreflectivity, and mounting requirements.</p> <p>As a 3M™ Certified Digital Manufacturer, we use industry-leading 3M materials that meet or exceed most legislative safety requirements, including both Diamond Grade (DG) and High Grade (HG) sheeting. Our in-house manufacturing capabilities also allow us to accommodate custom materials, formats, and designs for signage that falls outside standard regulatory or construction guidelines.</p> <p>Our strong relationships with national and local transportation regulatory bodies—such as TAC, ATSSA, and others—ensure that our artwork, manufacturing processes, and finished products align with evolving regulations. We follow a structured compliance process based on recognized standards for traffic signage and control devices, including TAC and MUTCDC guidelines in Canada and MUTCD requirements in the United States.</p> <p>As a 3M™ Certified Fabricator and Certified Digital Fabricator, ATS Traffic guarantees that all products are manufactured using approved materials and processes that meet regulatory specifications for retroreflectivity, durability, and safety. Compliance requirements are embedded in our standard operating procedures and managed through our Intalex Quality Management System, which provides real-time tracking, documentation, and corrective action workflows. This system ensures every project meets or exceeds regulatory standards and supports continuous improvement through internal audits.</p> <p>Our field personnel and installation crews undergo mandatory training in WHMIS, TDG, provincial occupational health and safety regulations, and MUTCD standards. For U.S. operations, AGS ensures compliance with OSHA and state-specific work zone traffic control certifications. Environmental compliance is also integrated into our operations through adherence to the Canadian Environmental Protection Act and municipal bylaws governing noise, air, and soil protection.</p> <p>By combining certified manufacturing processes, regulatory expertise, and robust quality management systems, ATS Traffic guarantees that all products and services delivered under this agreement fully comply with applicable state, provincial, and local regulations.</p>
<p>32</p>	<p>Describe your ability and willingness to provide your products and services to Sourcewell participating entities.</p>	<p>ATS Traffic is fully equipped and committed to providing high-quality traffic safety products and integrated services to the U.S. municipal sector. With 60 years of experience serving government and municipal clients across Canada, we bring a proven track record in delivering tailored solutions that meet local regulatory requirements, budget constraints, and community safety goals.</p> <p>Our ability to scale operations, combined with strategic partnerships and a robust supply chain, allows us to reliably source, deliver, and install traffic control products—from signage and barricades to intelligent transportation systems (ITS) and connected infrastructure technologies.</p> <p>ATS Traffic is actively pursuing expansion into the U.S. market and is prepared to align with municipal procurement processes, including prequalification requirements, Buy America(n) standards, and local labor compliance. We are committed to building lasting relationships with U.S. municipalities through responsive service, collaborative problem-solving, and innovative product offerings.</p> <p>Whether through direct sales, local partnerships, or public-private collaboration, ATS Traffic is ready and eager to support safe, efficient, and future-focused mobility across U.S. communities.</p>

33	Describe your ability and willingness to provide your products and services to Sourcwell participating entities in Canada.	<p>ATS Traffic is a trusted Canadian leader in traffic safety solutions, with 60 years of experience partnering with municipalities from coast to coast. Our ability to serve the Canadian municipal market is rooted in a combination of deep industry expertise, nationwide infrastructure, and a uniquely integrated support system that spans sales, service, manufacturing, logistics, and strategic partnerships.</p> <p>Proven Capability Across Canada</p> <p>1. National Footprint: We operate multiple full-service branches strategically located across Canada, including Alberta, British Columbia, Saskatchewan, Manitoba, and Ontario. Each location is equipped with local inventory, service teams, and project management resources to support municipal operations year-round.</p> <p>2. Scalable Inventory and Manufacturing: With our in-house manufacturing and customization capabilities, including sign fabrication, traffic device assembly, and smart technology integration, we can fulfill high-volume orders while tailoring products to specific municipal standards and design requirements.</p> <p>3. Certified Expertise: Our teams include certified traffic control personnel, engineers, and project managers who understand the complexities of municipal procurement, public safety, and compliance with standards such as TAC, MUTCDC, and provincial regulations. We also maintain prequalification with numerous provincial and municipal vendor systems.</p> <p>4. Turnkey Solutions: ATS Traffic provides full lifecycle support—from planning and product selection to installation, maintenance, and ongoing service. Our Intelligent Transportation Systems (ITS), temporary traffic control services, asset tracking technologies, and permanent infrastructure offerings are all designed to reduce risk, improve efficiency, and enhance public safety.</p> <p>Commitment to Collaboration and Service We work closely with municipal stakeholders to understand their challenges and goals, offering proactive support and agile response times. Our willingness to collaborate is reflected in our long-term relationships with municipalities across the country, including work on major infrastructure projects, road safety programs, and community engagement initiatives.</p> <p>ATS Traffic is ready, capable, and committed to supporting municipalities across Canada—not just as a supplier, but as a long-term partner in building safer, smarter, and more connected communities.</p>	*
34	Identify any geographic areas of the United States or Canada that you will NOT be fully serving through the proposed agreement.	<p>Canada: ATS Traffic currently services all provinces and territories except Quebec. We maintain active operations and service capabilities across the rest of the country.</p> <p>United States: We currently offer full services to customers in the greater PNW states of Washington, Oregon, Idaho, Wyoming, and Montana, with plans for continued expansion. While we do provide delivery and procurement services for signage and related products to customers outside of these states, full-service offerings, such as installation services, are not yet available in other regions.</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.	N/A	*
36	Define any specific requirements or restrictions that would apply to our participating entities in Hawaii and Alaska and in US Territories.	N/A	*
37	Will Proposer extend terms of any awarded master agreement to nonprofit entities?	Yes, ATS Traffic is willing to extend the terms of any awarded master agreement to qualified nonprofit entities under the same terms and conditions.	*

Table 4: Marketing Plan (100 Points)

Line Item	Question	Response *
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<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>ATS Traffic will use a variety of marketing channels to promote this opportunity.</p> <p>To ensure new and existing customers are made aware of the partnership between ATS Traffic and Sourcewell, we would launch:</p> <ul style="list-style-type: none"> • Semi-monthly newsletters to existing customers who fit Sourcewell's target, as well as potential new customers we find through ZoomInfo, our tool for finding new contacts by industry, location, and job title. • Bi-weekly social media posts to promote products beneficial to Sourcewell customers. • Google Ads campaigns to target potential customers by industry (municipalities, utilities, airports, schools, etc.) across North America. • Programmatic advertising campaigns through Multiview targeting current customers, potential customers who match current user profiles, website visitors, and email lists obtained through ZoomInfo. <p>ATS Traffic puts a strong emphasis on attending relevant tradeshows and events where our sales team can interact with new and existing customers face-to-face. This includes events across North America, targeting municipalities, utilities, and other relevant public sector customers. A look at our confirmed events can be found in the attached Marketing Plan sample.</p> <p>ATS Traffic are proud members of a variety of industry associations and participate in their respective trade shows and conference throughout the year. In 2025 alone, ATS Traffic Marketing and Sales representatives participated in over 90 events. ATS Traffic is fully committed and excited to participate in in-person events again over the coming years across the regions we serve.</p> <p>During the last few years, ATS Traffic's Marketing team has been able to create a calendar of strategic events that offer the most value to our customers, our company, and our partnerships. Sourcewell and other member-engagement events are at the top of this priority list for sponsoring and participation due to their high visibility and value offered to the delegates — majority of whom have a great working relationship with ATS Traffic and AGS.</p>
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<p>39</p>	<p>Describe your use of technology and digital data (e.g., social media, metadata usage) to enhance marketing effectiveness.</p>	<p>We leverage social media analytics to monitor engagement, sentiment, and audience demographics, enabling us to tailor content for maximum reach and relevance. By utilizing metadata from programmatic and SEM ad campaigns, we identify high-performing audience segments and channels to optimize ad spend and improve ROI. Additionally, website analytics and heatmaps guide UI/UX refinements for better conversion rates, while CRM integrations and marketing automation tools support personalized email marketing based on user behavior and preferences.</p> <p>The ATS Traffic Online Store is a fantastic resource for customers- we've gathered product information, images, specifications, and applications, along with substitute and complementary products to make the shopping experience as seamless as possible. A chat feature allows store users to speak directly with an ATS Traffic representative, who is happy to assist with any questions. Ordering on the Online Store is simple – once your account is created, your customer-specific pricing is pulled through and displayed. Customers can view and manage past orders from one convenient place. ATS Traffic even has the capability to create a catalog of signs specific to a company or county – these hidden catalogs are visible only to selected users.</p> <p>ATS Traffic manages digital marketing campaigns on Google Ads and on social media (Facebook, Instagram, LinkedIn). All tools help us optimize ad spend dynamically, identify high-value audience segments, and personalize campaigns at scale. Real-time AI analytics guide adjustments for better ROI and continuous improvement. We use Buffer to create, schedule, and share content across all our platforms, and monitor our performance to ensure we maintain high engagement with our audience. We also regularly email a subscriber list to let them know of any relevant promotions or events.</p> <p>To ensure we stay relevant in search results, we use SEMrush. This tool allows us to understand search terms potential customers use and how we can optimize our pages for those keywords, helping us rise to the top of the search results page. When creating new content or posts, we use SEMrush to determine the page structure and content. ATS Traffic integrates AI-driven best practices across marketing. We apply Answer Engine Optimization (AEO) to improve visibility in voice and AI-powered searches, while advanced SEO techniques ensure strong organic rankings.</p> <p>ATS Traffic captures leads and contact info through various forms on our website. Once entered, these details are passed through to our CRM, Microsoft Dynamics. Contacts are added to relevant email lists, while leads can be assigned to relevant account managers and tracked from initial inquiry to project completion. In addition to Microsoft Dynamics, we use ClickDimensions to further our marketing efforts – this tool allows us to create automated email campaigns.</p> <p>We use ZoomInfo to grow our list of contacts – this tool helps us find contacts based on their location, company profile, and job title. Using ZoomInfo, we can build a list of contacts sorted by industry (municipal, educational, utilities, for example) and target them through online advertising or send them our newsletter.</p> <p>We use MultiView to launch programmatic digital advertising campaigns which can target previous website visitors, email lists, and users whose browsing history aligns with ATS Traffic/AGS customers. We can also target emails found through- ZoomInfo searches. These campaigns can be industry- and location- specific.</p>
<p>40</p>	<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>Similar to ATS Traffic's agreements with Canoe/Kinetic, Sourcewell customers would have their own dedicated price list for our full inventory. This price list would apply to all sales channels including purchases made on the online store, at our branches, over the phone, via email or forms filled on the website for a consistent, omnichannel experience.</p> <p>We can communicate and engage with your audience in a variety of ways, including our presence and participation in major industry events across Canada and the US, print and online distribution of our product catalogue and connecting with members and other industry professionals through the delivery of information in municipal association newsletters, e-updates, and publications. ATS Traffic's reputable and experienced Marketing team are responsible for planning and executing value-added content (brochures, case studies, white-papers, infographics, etc.); campaigns (social, direct mail, digital advertisements, etc.); website optimization and ecommerce. Therefore, any information that Sourcewell can provide in these related programs and events ahead of time can assist the ATS Traffic Marketing team in leveraging any Sourcewell marketing channel available to suppliers.</p> <p>Supporting the internal rollout for our Sales and support teams would also be a value that Sourcewell can provide our teams. Messaging around how customers can leverage their exclusive Sourcewell member pricing would be provided to customer facing ATS staff members who would also be briefed regularly on the particulars of the contract.</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>Yes, ATS Traffic has an online store (https://store.atstraffic.ca) which facilitates the ordering of all traffic safety equipment, including signage, delineation, message and arrow boards, temporary barriers, and more. Currently, this store is only available in Canada with a new multinational/multicurrency store platform being developed (coming 2026).</p> <p>Our municipal customers have used the online store to order signage (which can be made custom to their county specifications), temporary delineation and other work zone essentials, traffic calming devices, and ITS solutions. The online store makes it easy to track and manage your orders, as well as monitor spending.</p> <p>Our current ecommerce website was built to streamline the order process and provide our customers with a seamless and user-friendly experience. Notable features and updates related to this contract include:</p> <ul style="list-style-type: none"> - Account Pricing: Account price lists automatically applied to users upon setup (Ex. Sourcewell pricing) - Automated Emails: Abandoned cart, reminders, promotional offers and more - Tailored Experience: Depending on the region, users will have access to their provincial sign catalogue - 'Branded Signs' category: This custom category is filled with signs unique to that customer. This category is currently being leveraged by large construction firms (branded work site signs) to municipalities and counties. - Dedicated Success Team: Our Customer Service Providers work in tandem with our Ecommerce Administrators (Marketing team) to assist our customers with account/user setup, order management, and ongoing support. We remain available for ongoing training and customization support for customers. We also offer white-glove, on-demand user training. - Purchase Lists: One notable feature is the 'Purchase List' tool that can streamline navigation and ordering by creating a favorites list of products, either by saving these through the store or by importing an Excel sheet - Chat tool and Support: Help documents, and articles are constantly being added. The ChatBeacon tool is managed by the store administrator (Digital Marketing Specialist) and all inquiries are expeditiously triaged to the local customer service team
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Table 5A: Value-Added Attributes (100 Points, applies to Table 5A and 5B)

Line Item	Question	Response *
42	<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>ATS Traffic provides comprehensive training and support programs designed to help Sourcewell participating entities maximize the value of their traffic control products and services. Our approach ensures that customers receive the correct specifications and operational guidance to meet regional regulatory requirements and application needs.</p> <p>Our trained Customer Service Professionals (CSPs) deliver regional support and consult on specifications during the procurement process. This includes guidance on selecting the appropriate sign type and ensuring compliance with local and national standards. By offering this consultative approach, we help customers achieve safe, efficient, and compliant traffic control solutions.</p> <p>ATS Traffic also offers operator training programs focused on the proper use and maintenance of traffic control products and equipment. Training is provided by qualified ATS Traffic personnel and can be delivered on-site or virtually, depending on customer needs. Standard training is included as part of our product and service offering.</p> <p>In addition to training, ATS Traffic provides maintenance support to ensure long-term performance and compliance of traffic control devices and signage. Maintenance programs can be tailored to meet specific customer requirements, helping extend product life and maintain safety standards.</p>
43	<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>Warranty Program Overview ATS Traffic is an authorized 3M™ Certified Fabricator and Certified Digital Fabricator, ensuring compliance with 3M's stringent manufacturing standards for regulated traffic signs. Our warranty program is built on the 3M™ MCS™ Warranty for Traffic and 3M™ MCS™ Warranty, which provide industry-leading coverage for signs fabricated using 3M's matched component system. These warranties guarantee long-term durability, legibility, and retroreflective performance when all manufacturing guidelines are followed.</p> <p>Conditions and Requirements to Qualify</p> <p>Signs must be fabricated using 3M-approved materials (reflective sheeting, inks, overlays, EC</p>

films) and processed according to 3M guidelines.
Proper substrate preparation and vertical installation must be maintained.
The Fabrication Date must be permanently marked on each sign, and production records retained.
Failures caused by external factors such as vandalism, collisions, chemical exposure, improper installation, or acts of God are excluded.

Coverage and Warranty Life (for most common sheeting options)

HIP (High Intensity Prismatic): 10 years
DG³ (Diamond Grade): 12 years
(Excludes fluorescent diamond-grade sheeting)

Coverage includes:

Legibility Warranty: Resists fading, cracking, peeling, and blistering.
Retroreflection Retention Warranty: Maintains minimum retroreflectivity standards after cleaning.
Durability Warranty: Applies to unimaged portions of the sign.

Technical Standards and Materials

Reflective Sheeting:

Type IV (High Intensity Prismatic Series 3930): Non-metallized prismatic construction for highway and construction signage. Meets ASTM D4956 Type IV.

Maintains 80% retroreflectivity for 7 years and 70% for 10 years.

Type XI (Diamond Grade DG³ Series 4000): Full-cube prismatic construction for superior brightness at high observation angles. Meets ASTM D4956 Type XI.

Maintains 80% retroreflectivity for 7 years and 70% for 12 years.

Fluorescent colors maintain luminance for 10 years (except fluorescent orange, which is 3 years).

Matched Component System:

ElectroCut™ Film Series 1170 for transparent colored backgrounds.
Premium Protective Overlay Film 1160i for UV protection and graffiti resistance.
Process Color Series 880I/880N for screen printing.

Substrates:

Aluminum alloys 5052-H38 (flat panels) and 6063-T6 (extruded panels).
HDO plywood for large construction signs.

Performance Requirements:

Retroreflective sheeting must retain minimum RA values per ASTM E810 and maintain color per ASTM D4956 Table 13.
All components must be stored, applied, and installed per 3M recommendations.

Claims Procedure

Notification: Report the issue within the applicable warranty period.
Documentation: Provide fabrication date, proof of compliance with 3M guidelines, and production records.

Inspection and Remedy:

If validated, 3M/ATS Traffic will:

Restore the sign face (including aluminum substrate) during the sign restoration remedy period.
Supply replacement materials (sheeting, overlays, EC films, inks) during the materials replacement remedy period.

		<p>Labor and hardware for installation are not covered.</p> <p>Overall Structure</p> <p>Warranty Period: Varies by product and imaging method (refer to 3M MCS Warranty matrices). Terms: Replacement signs carry coverage only for the original sign's unexpired warranty period.</p> <p>Why ATS Traffic?</p> <p>Certified by 3M since 1987 for regulated traffic signs. Uses matched component system for fabrication, including:</p> <p>3M™ High Intensity Prismatic Series 3930 3M™ Diamond Grade™ DG³ Series 4000 3M™ Fluorescent Work Zone Sheeting Series 3924S 3M™ ElectroCut™ Films and Protective Overlays</p> <p>For more information on Warranty coverage, please see page 15 of our Additional Document upload (Product Catalogue).</p> <p>Literature References:</p> <p>https://www.3m.com/3M/en_US/road-safety-us/warranties/ http://multimedia.3m.com/mws/media/422630/if-1-7-3m-reflective-sheeting-sign-base-surface-preparation.pdf http://multimedia.3m.com/mws/media/74090/pb-1170-3m-electrocut-film-series-1170.pdf https://multimedia.3m.com/mws/media/1933871O/3m-mcs-warranty-matrix-for-traffic-for-hp-latex-1500-printer.pdf https://multimedia.3m.com/mws/media/1487325O/3m-mcs-warranty-matrix-for-durst-163ts-and-163ts-hs-printers.pdf https://multimedia.3m.com/mws/media/1198717O/3m-mcs-warranty-matrix-for-efi-h1625-rs.pdf https://multimedia.3m.com/mws/media/2207348O/3m-mcs-warranty-for-traffic-matrix-for-screen-printed-signs.pdf https://multimedia.3m.com/mws/media/1407152O/3m-mcs-warranty-for-traffic-matrix-electrocut-series-1170.pdf</p>
<p>44</p>	<p>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>	<p>Yes, ATS Traffic's highway signage products are specifically engineered to withstand harsh environmental conditions and maintain long-term performance. Key attributes include:</p> <ul style="list-style-type: none"> • UV Resistance: All signs use 3M™ Reflective Sheeting (including Diamond Grade™ DG3, High Intensity Prismatic, and Engineer Grade Prismatic series), which is designed to resist fading and discoloration caused by prolonged UV exposure. This ensures consistent visibility and compliance with ASTM D4956 standards. • Rust-Proof Construction: Sign substrates are manufactured from 5052-H38 sign-grade aluminum, which is corrosion-resistant and will not rust. This material is treated through a verified etching process to enhance adhesion and durability. • Durability in Extreme Conditions: Our reflective sheetings provide long-term performance even in severe climates. For example: <ul style="list-style-type: none"> o Diamond Grade™ DG3 Sheeting offers up to 12 years of durability for non-fluorescent colors and up to 10 years for fluorescent colors (except orange, which is 3 years). o High Intensity Prismatic Sheeting maintains reflectivity for 7–10 years depending on color and application. • Protective Coatings and Anti-Graffiti Options: Optional overlays such as 3M™ ElectroCut™ Film 1170C Clear provide an extra layer of protection against graffiti, chemicals, and abrasion, while maintaining UV resistance. • Performance in Canadian Climate: All combined production materials (sheeting, inks, overlay films) have been successfully tested for durability in Canadian weather conditions, including extreme cold, snow, and high humidity. These features ensure that ATS Traffic signs remain legible, reflective, and structurally sound for many years, even under challenging environmental conditions.
<p>45</p>	<p>Describe any technological advances that your proposed Solutions offer.</p>	<p>ATS Traffic and Advanced Government Services (AGS) are continuously evolving through the integration of advanced technologies, digital tools, and customer-focused platforms. From smart work zones to new eCommerce and new ERP systems, our solutions reflect a commitment to innovation that enhances customer experience, operational efficiency, and safety.</p> <p>Advanced Manufacturing and Signage Technology</p>

As a 3M™ Certified Digital Fabricator, ATS Traffic uses fully automated, CAD-driven production processes to deliver high-visibility, durable traffic signage. With distributed printing capabilities across key branches, we've reduced turnaround times and transportation costs. Our regional hubs now produce core signage in-house to meet urgent municipal needs, with centralized facilities handling custom or specialty items.

We also manufacture permanent and temporary signs in-house for AGS deployments, ensuring fast job site readiness and full compliance with local requirements.

Customer Support and Order Support Systems
 ATS Traffic has invested heavily in modernizing our customer support systems to ensure fast, informed, and personalized service. Our integrated ERP and CRM platforms provide our teams with real-time customer data, job status, and service histories. This system enables our Customer Experience and Inside Sales teams to streamline quote generation, order processing, and project updates, resulting in a significantly improved client experience.

ATS Traffic Customer Portal
 Our custom-built ATS Traffic Customer Portal (powered by our TCR platform) provides clients with 24/7 access to a centralized hub for managing orders, rentals, and service delivery. This secure, self-serve system supports:

- Real-time order and service tracking
- Equipment rental oversight and scheduling
- Geo-tagged job progress and site updates
- Invoices, payment history, and project documentation
- Custom dashboards and reporting tools

Designed to enhance transparency and reduce manual coordination, the portal empowers customers with the insights and tools needed to efficiently manage their traffic control projects from start to finish. Internal teams also use this system to ensure consistent job execution, field scheduling, and safety compliance — all in one platform.

eCommerce Platform
 ATS Traffic's user-friendly eCommerce site allows for real-time browsing, quoting, and ordering of signage, equipment, and accessories. With pre-negotiated pricing and integrated contract terms for Sourcwell Participating Entities, the platform supports:

- Fast reordering of commonly used products
- Inventory visibility and fulfillment timelines
- Integration with corporate procurement workflows
- Digital quote-to-order conversion

This self-serve model aligns with the needs of fast-paced operations and geographically dispersed customers.

In 2026, our new estore, built on the leading platform, BigCommerce, will feature multinational/multicurrency capability, expanded user account features and more scalable marketing capabilities.

ERP Transformation Initiative
 ATS Traffic has launched a new enterprise-wide ERP system to automate and integrate processes across Finance, Procurement, Supply Chain, Manufacturing, and Sales. This project will:

- Eliminate manual entry and reduce operational risk
- Connect sales, inventory, and customer data in real time
- Improve fulfillment speed, order accuracy, and reporting
- Enable a fully enhanced eCommerce and client onboarding experience

The result is an agile, scalable infrastructure that supports our long-term growth and customer-centric model.

Digital Marketing and Brand Visibility
 We've invested in multi-channel digital marketing to drive awareness, conversion, and retention. This includes:

- SEO/AEO-optimized website and eCommerce
- Paid campaigns on LinkedIn, Instagram, and Google
- Digital job promotion and recruitment ads
- Use of our Canada's Best Managed Companies Platinum status as a trust signal across marketing channels, including newsletters, proposals, email signatures, and fleet vehicles

Our social media marketing alone has reached over 978,000 users in the past year.

Recognition as a Best Managed Company

		<p>ATS Traffic's Best Managed Companies Platinum designation reflects our excellence in strategy, innovation, operations, and culture. This award has enabled:</p> <ul style="list-style-type: none"> • Stronger partnerships and RFP wins • Enhanced internal systems, including new ERP and app tools • Improved recruitment and employee engagement • Increased trust from clients and industry partners <p>Our commitment to innovation is not only about adopting technology — it's about aligning it with strategy, customer needs, and sustainable growth.</p>
46	<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>Sustainability</p> <p>ATS Traffic and Advanced Government Services (AGS) are committed to sustainable practices and environmental stewardship across all areas of operation, from procurement and product development to on-site service delivery and internal systems. These efforts are guided by formal environmental policies, supported by dedicated sustainability teams, and aligned with local, provincial/state, and federal regulations.</p> <p>ATS Traffic Environmental Initiatives Green Purchasing & Sustainable Procurement ATS Traffic follows a formal Green Purchasing Policy, which prioritizes responsibly sourced, recyclable, durable, and energy-efficient materials. Our internal Sustainability Committee conducts an annual review of "Green Products" to guide procurement decisions and introduce more sustainable alternatives into our supply chain.</p> <p>Sustainable Packaging and Manufacturing</p> <ul style="list-style-type: none"> • Use of recycled packaging materials and reduced screen printing • Waste tracking across aluminum, wood, and sheeting • Regional signage manufacturing to reduce emissions from transportation • Decreased reliance on chemical-intensive processes (e.g., acid etching) <p>Digital Systems and Paperless Operations Enterprise systems such as Intalex, SalesPad, and the TCR portal enable fully paperless documentation for quoting, job tracking, billing, and reporting. This supports environmental goals while improving internal efficiency and collaboration.</p> <p>Carbon Reduction and Energy Efficiency</p> <ul style="list-style-type: none"> • Carpooling incentives and fleet maintenance reduce transportation emissions • Manufacturing shift consolidation lowers facility energy use • Vendor partnerships with firms like First Light Technologies enable integration of premium, solar-powered systems across Canada <p>Industry Certifications and Compliance</p> <ul style="list-style-type: none"> - COR – Certificate of Recognition (BC, AB, SK, MB) - CAA Certified traffic safety supplier - WHMIS, TDG, and Canadian Environmental Protection Act compliance - Conformance with municipal/regional sustainability bylaws and environmental permitting

<p>47</p>	<p>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.</p>	<ul style="list-style-type: none"> - Canada's Best Managed Companies -Platinum Member - LEAN <p>ATS Traffic is committed to environmental responsibility and sustainability across all operations and product offerings. Our approach includes: Certificate of Recognition (COR): ATS Traffic holds COR certification for developing, implementing, and auditing a health and safety management system that meets approved industry standards. This certification reflects our proactive approach to managing health, safety, and environmental risks, supporting long-term sustainability objectives. Third-Party Compliance Platforms: We utilize recognized compliance management systems such as Avetta, CanQual Network, ComplyWorks, ContractorCheck, and ISN. These platforms validate our programs, monitor key performance indicators, and benchmark our environmental, health, and safety performance against industry standards. Green Purchasing Policy: ATS Traffic prioritizes products that are durable, non-toxic, energy-efficient, recyclable, and manufactured in an environmentally responsible manner. Our Green Purchasing Policy reduces environmental impact throughout the product lifecycle and limits packaging waste by selecting recyclable materials. Verified Sustainable Solutions Program: We partner with municipalities to design and implement sustainable, solar-powered solutions that promote mobility for vulnerable road users and active transportation. Environmental Stewardship Initiatives: ATS Traffic integrates sustainability into operations through measures such as in-house recycling programs, paperless tracking systems, sustainable packaging, and water conservation practices. We also deploy adaptive traffic signal control systems and SmartLinx micro-sensors to reduce emissions and improve air quality. Fleet Efficiency: Our green fleet initiatives include piloting electric vehicles, prioritizing hybrid replacements, and using telematics to monitor and reduce fuel consumption and emissions. LEAN: Our LEAN methodology contributes to corporate sustainability and performance by eliminating waste, optimizing resource efficiency, and fostering a culture of continuous improvement, which reduces environmental impact and operational costs. By streamlining processes and maximizing value delivery, LEAN enhances ATS Traffic's agility, employee engagement, and long-term resilience.</p> <p>These certifications and programs demonstrate ATS Traffic's commitment to energy efficiency, life-cycle design, and sustainable practices across all aspects of our operations.</p>
<p>48</p>	<p>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>	<p>ATS Traffic and Advanced Government Services (AGS) provide Sourcewell Participating Entities with a uniquely scalable, safety-first, and vertically integrated traffic management solution. What sets us apart is our ability to combine national reach with deep local expertise, all underpinned by our investments in people, technology, infrastructure, and supply chain resilience.</p> <p>Scale and Region Coverage ATS Traffic is one of Canada's largest traffic safety suppliers, with branches in five provinces with over 500 employees. Our subsidiary, AGS, is one of the largest and reputable Traffic Safety providers in the Pacific Northwest, based in Tacoma, WA with a new branch in Portland, OR. We are also one of the largest 3M certified manufacturers in Canada and fifth largest in North America.</p> <p>Supply Chain and Inventory Management We maintain a national inventory network, supported by local warehouses, ERP-connected stock tracking, and dedicated logistics personnel. Our regional sign manufacturing hubs reduce lead times and transportation emissions. As a 3M™ Certified Digital Fabricator, we can meet high-volume and custom signage needs with minimal turnaround. For Sourcewell members, this means dependable availability of critical safety products and fewer procurement delays.</p> <p>Management and Buying Power As a Platinum Member of Canada's Best Managed Companies, ATS Traffic has the operational maturity, financial strength, and leadership structure to execute contracts with consistency and accountability. Our financial systems, ERP implementation, and strategic planning capacity ensure stable performance even during high-demand periods. Our centralized management team includes cross-functional leadership in safety, finance, operations, and procurement, all working to streamline service delivery and continuous improvement.</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 resellers if available. Select all that apply.		<input type="radio"/> Yes <input checked="" type="radio"/> No	<p>Advanced Government Services (AGS), a woman-founded and currently minority woman-led company, has been in business since 2003. In 2016, Arti O'Brien followed her dream of becoming an entrepreneur and purchased AGS from its original founder. Born in Tanzania, Africa, Arti's life experiences prepared her to become the successful businesswoman that she is today. Ms. O'Brien has over 30 years of leadership experience across diverse industries, focusing on delivering innovative and reliable traffic control solutions. Under her guidance, AGS has become a trusted name and has earned high credibility in the industry by General Contractors and various Government Agencies. AGS provides end-to-end traffic control services, rents and sells traffic control equipment, and provides Intelligent Transportation Systems (ITS) throughout the Pacific Northwest. Ms. O'Brien is a key figure in the traffic control industry; from the City of Seattle to Pierce County to the Washington State Department of Transportation and liaising with the state governor, she has been involved at every level.</p> <p>In deciding to make the leap from Corporate America to running an entrepreneurial traffic control company in the construction industry, Ms. O'Brien had three goals in mind:</p> <ol style="list-style-type: none"> 1. To fulfill her lifelong dream of being an entrepreneur. 2. To mentor and coach people starting out in the industry. 3. To successfully grow the business. Ms. O'Brien knew that she could not do it alone but would need to involve herself in the construction industry and be a vocal member of the DBE community. <p>To that end, Ms. O'Brien has devoted her time and industry expertise to various volunteer roles, including but not limited to:</p> <ul style="list-style-type: none"> • WSDOT DBE Advisory Council: DBE Representative - 2017 to present. • WSDOT – Associated General Contractors (AGC) Administration - 2021 to present. • Founding member of USI Committee (Union, Senators, and Industry) Safety Council. • NAMC Washington in 2018. • NAMC Oregon member in 2021. • Minority Business Development Agency (MBDA), Tacoma member. • ODOT DBE Advisory Council: 1st year DBE Representative from 2020–2023. • Protégé in WSDOT's DBE Mentorship Program with Atkinson Construction. • City of Seattle, WMBE Advisory Council, Committee Member - 2024 to present. • ATSSA Board of Directors, Pacific Northwest Chapter. • National Association Women in Roadway Safety - Co-Chair.
50		Minority Business Enterprise (MBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	Please see Line Item 49 Comment.
51		Women Business Enterprise (WBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	Please see Line Item 49 Comment.
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	<p>Having graduated from the Disadvantaged Business Enterprise (DBE) program in 2023, Ms. O'Brien continues to be a strong supporter of the DBE Program and influential leader within the traffic control industry. Ms. O'Brien is also associated with the Oregon Department of Transportation's (ODOT) Urban Mobility office. She is often mentioned as a leader or key figure within the department, particularly regarding transportation projects like the I-205 improvements project, which focuses on safety measures within the work zone.</p> <p>In addition to building and promoting a diverse workforce, Ms. O'Brien personally helped to mentor and coach female flaggers to become Traffic Control Supervisors (TCS). AGS is also a strong advocate in providing second chance opportunities for individuals who have been formerly incarcerated. Ms. O'Brien often proudly states that some of AGS's best TCS's are female and/or second chance individuals.</p> <p>As a DBE graduate, Ms. O'Brien continues to promote and support DOT DBE offices in their efforts to achieve their mission of building capacity and creating sustainable businesses upon graduation from the DBE Program and providing employment opportunities to under-represented and disadvantaged individuals.</p> <p>Ms. O'Brien continues to support various efforts which seek to promote a diverse workforce. In 2023, Ms. O'Brien worked with the Washington Minority Business Development Agency (MBDA) office to present a DBE/MBDA Community Workshop Training Seminar with Tucci & Sons with over 12 current and aspiring DBE traffic control companies and shared her experiences about how she grew AGS 5x from 2016 to present. Out of the 12 DBE traffic control companies, over 60% were black owned businesses. Ms. O'Brien was also featured at Governor Jay Inslee's Governor's Results Washington Initiative - she spoke at a results presentation for Small Business Sector Growth and Supplier Diversity, addressing the hurdles faced by minority small business owners and how AGS has overcome them to be named the Subcontractor of the Year by the Association of Government Contractors.</p>
57		Women-Owned Small Business (WOSB)	<input type="radio"/> Yes <input checked="" type="radio"/> No	Please see Line Item 49 Comment.

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.	Payment terms are Net 30 days. ATS Traffic accepts cheques, electronic fund transfers, and all credit/ procurement cards.
59	Describe any leasing or financing options available for use by educational or governmental entities.	Although ATS Traffic does not offer standardized leasing or financing options for this product scope, we are flexible in developing alternative leasing, financing, rental or rent to own requirements for major purchases if necessary.
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.	See the Standard Transaction Document Samples upload which includes samples of our an Online Store Order Confirmation, a Quote, and an Invoice.
61	Do you accept the P-card procurement and payment process? If so, is there any additional cost to Sourcwell participating entities for using this process?	Yes – ATS Traffic accepts P-card payment options with no additional administrative costs to Sourcwell for this service.

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.	Our pricing model is based on providing Sourcewell Members with discounts designed for municipal verticals in Canada and the US Pacific Northwest across all product lines and the value-added components associated with service, delivery and warranty provisions. The pricing offered is a specific discount off list approach, where manufacturing and supply chain leverage our purchasing power and strong vendor relationships to provide the lowest landed cost in our procurement systems. Resale Items are based on Municipal market discounts off list depending on economic conditions, regional specifications, and strategic growth strategies in communities where we are attempting to garner market share. See attached Pricing	*
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.	Pricing models for this scope of services are based on an average discount structure as follows: 50% off list for sheeted panels and building/facility safety signage, 25% off list for posts, bases, and mounting hardware, 30% off list for LED signs, beacons, and pedestrian safety systems, and 10% off list for monument/community welcome marquees and related services.	*
64	Describe any quantity or volume discounts or rebate programs that you offer.	ATS Traffic currently offers a range of quantity and volume rebates within specific product or manufactured items contracts negotiated with our customers. Typical examples would include three thresholds of 1%, 2%, 3% rebates on spend based on annual spend. These arrangements are usually negotiated directly with the client depending on their requirements.	*
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.	To accommodate our client's requirements, we are often asked to provide items outside of our contracted scope to provide a single source option for a project or ongoing supply requirement. We have implemented a structured method that provides transparency, efficiency, and value for all parties involved that is based on a cost+20% flow-through pricing model to cover corporate overheads. These are quoted to the customer as a separate line item and clearly communicated as part of the transactional process with the customer.	*
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.	Our installation services (if required by the client) can, from time to time, run into potential additional charges associated with in-ground installs and locates. If a quote has been issued based on customer provided information but locates determine underground hazards or frozen ground requiring additional hydro-vac services, this can be an additional charge depending on the circumstances. Our estimating and install teams communicate these potential issues well in advance of the installation date to ensure the client is aware of the risks before proceeding, and our installation quotes clearly identify that the price does not include additional costs (i.e. hydrovac services.)	*
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.	ATS Traffic's shipping strategy is based on regional distribution for available inventory on hand from closest branch to customer. Custom manufactured or configured products ship direct from central manufacturing. ATS uses the most economical freight carrier based on size and weight of order, required timeframe, and/or specialized shipping requirements for technology solutions for quoting freight charges, and provides a flow through mark-up of 20% as a separate line item on the invoice. If the client prefers their own carrier, ATS will provide no charge service to engage that carrier and use the customer's account to ship the goods to destination.	*
68	Specifically describe freight, shipping, and delivery terms or programs available for Alaska, Hawaii, Canada, or any offshore delivery.	ATS Traffic has multiple locations across Canada and the Pacific Northwest that utilized managed inventory and delivery to regional customers. For locations outside of these regions, ATS Traffic will facilitate delivery options including brokerage and other fees, to provide total cost shipping options to our clients in Alaska, Hawaii, or other offshore locations.	*

69	Describe any unique distribution and/or delivery methods or options offered in your proposal.	Our regional distribution centers stock the most common inventory to minimize distance shipped to the customer and we leverage our supply chain relationships with carriers and our customer's carriers to ensure we are getting the best rates based on overall volume of shipments. Our sales and support teams encourage our clients on best practices to minimize freight – reducing multiple monthly orders by "batching" requirements if possible, maintaining a standard stock on hand at their location for emergency requirements that is replenished quarterly to reduce rush shipments, and engaging the customer on their demand cycles to ensure they have stock on hand during their busy seasons.	*
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>ATS Traffic utilizes centralized enterprise-wide pricing and customer relationship tools (Dynamics 365-based) to maintain consistent pricing and service levels across our customer network. Supply Chain integration with our estimating tools and customer order entry systems ensure that customer-service staff have real time visibility on inventory availability, preferred or contracted pricing models and customer shipping and delivery requirements.</p> <p>These tools provide both visibility and compliance across our locations, including quoting and order history, spend analysis and historical order details for communication to Sourcewell for administration fee submissions as required.</p>	*
71	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.	ATS Traffic provides both ad-hoc and scheduled reviews, or Vendor Performance Reports, designed to provide our clients with updates on our relationship, service and pricing model updates, pricing effectiveness, spend analysis and billing volumes, sales and customer service team updates, service levels, notable activity, upcoming events/initiatives and jointly discussed objectives moving forward for the next reporting periods. We believe this provides both transparency and effectiveness in meeting the objectives of our mutually beneficial relationship.	*
72	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>ATS Traffic is proposing a 3% administrative fee.</p> <p>Our finance department has the existing tools and reporting/submitted tools already in place to integrate Sourcewell into our invoicing and rebate processes.</p> <p>All Sourcewell clients will be assigned a specific class ID in our system with specific pricing sheets and discounts attached to their profiles. This facilitates both spend analysis, complete with product and services skus, contact information, shipping and other freight details and summary reporting tools. ATS will be able to provide this summary information on a monthly or quarterly basis (as required) to Kinetic for tracking and administrative fee purposes.</p>	*

Table 6B: Pricing Offered

Line Item	The Pricing Offered in this Proposal is: *	Comments
73	The pricing offered is as good as or better than pricing typically offered through existing cooperative contracts, state contracts, or agencies.	The products and pricing included in the attached Pricing are for review purposes only and represent a limited sample of our offerings. Prices may vary by volume, customization, and project scope. Availability and specifications may differ based on location. Final pricing will be confirmed through consultation and formal quotation, or contract. Prices exclude freight, shipping, and applicable taxes.

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

Line Item	Question	Response *

<p>74</p>	<p>Provide a detailed description of all the Solutions offered, including used Solutions if applicable, offered in the proposal.</p>	<p>ATS Traffic Signage Solutions ATS Traffic manufactures a full range of signage solutions—including construction, regulatory, information, wayfinding, and custom signs—in a variety of sizes, materials, and mounting configurations. From small wall-mounted signs to intersection signage and large highway directional signs, we provide solutions for every application. All signs are produced using 3M™ certified retroreflective sheeting, available in:</p> <ul style="list-style-type: none"> • 3M™ High Intensity Prismatic (HIP) Reflective Sheeting • 3M™ Diamond Grade™ DG³ Reflective Sheeting (DG) <p>Customization and Design Our in-house Art Department specializes in:</p> <ul style="list-style-type: none"> • Personalized branding • Artistic styling • Non-standard shapes and colors <p>We have developed complete custom signage programs for clients, enabling standardized permanent signage across multiple regions with a centralized catalogue for consistency and efficiency.</p> <p>Comprehensive Signage Offering ATS Traffic provides signage solutions for municipalities, transportation authorities, and private organizations across Canada and the Pacific Northwest, including:</p> <ul style="list-style-type: none"> • Regulatory & Parking • Construction & Warning • Information & Guide • Specialty & Branded • Street Name Blades & Rural Addresses • Foamcore Monuments • Wayfinding • Workplace/Facility Safety Signs <p>LED Enhanced Signs and Beacons ATS Traffic manufactures LED-enhanced traffic signs and flashing beacon systems to improve visibility and compliance in high-risk areas such as crosswalks, school zones, and work zones.</p> <ul style="list-style-type: none"> • LED Enhanced Signs <ul style="list-style-type: none"> o Integrated LED lights embedded into regulatory or warning signs for maximum conspicuity. o Ideal for stop signs, pedestrian crossings, and speed limit signs. o Available in solar-powered or hardwired DC configurations for flexibility. • Flashing Beacons <ul style="list-style-type: none"> o Rectangular Rapid Flashing Beacons (RRFBs) for pedestrian crosswalks, meeting MUTCD standards. o Single or dual-sided configurations with alternating LED flash patterns for high visibility. o Solar or DC options with energy-efficient design and long-life batteries. o Optional wireless activation via push-button or passive detection. <p>These solutions are engineered for durability, weather resistance, and compliance with Canadian and U.S. standards, ensuring enhanced safety where it matters most.</p> <p>Mounting Hardware and Accessories</p> <ul style="list-style-type: none"> • Hardware & Security: Tamper-proof Tufnut assemblies and standard hardware • Posts: Square perforated tubing, round galvanized posts, pipeline posts, breakaway systems • Anchors & Bases: Penetrator anchors, concrete bases, barrier mount plates • Post Accessories: Caps, manual/powerd drivers, driver caps • Specialty Mounts: Sign brackets, slip bases, multi-sign assemblies • Surface Mount Options: Base plates, barrier clamp systems <p>Materials and Sheeting</p> <ul style="list-style-type: none"> • Substrates: Heavy-gauge aluminum, highway extruded panels, street name blades, plywood, coroplast, magnetic • Sheeting & Films: Diamond Grade™ DG³, High Intensity Prismatic, Engineer Grade, vinyl films • Environmental Benefits: Prismatic sheetings reduce VOC emissions by 97% and energy use by 72% <p>Certified Manufacturing and Quality</p> <ul style="list-style-type: none"> • 3M™ Certified Fabricator and Digital Fabricator • Backed by 3M™ MCS™ Warranty for up to 12 years <p>Value-Added Services</p> <ul style="list-style-type: none"> • Design, assembly, installation, repair, warranty support, and delivery through regional hubs • Onsite consultation, including location solar power reports (for system performance requirements) • Dedicated Project Manager for installation services
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<p>75</p>	<p>Describe additional services you are proposing such as assembly, installation, design, maintenance, repair, and delivery.</p>	<p>ATS Traffic offers a comprehensive suite of services designed to support municipalities and transportation authorities across Canada and the Pacific Northwest, ensuring compliance with regional standards and durability in diverse climates. These services include:</p> <p>Assembly All signs are fabricated and assembled at ATS Traffic's Edmonton manufacturing facility using lean processes and strict quality control. Assembly includes:</p> <ul style="list-style-type: none"> • Preparation of aluminum panels with acid-etching for corrosion resistance. • Application of 3M™ Reflective Sheeting to ensure long-term visibility and compliance with traffic safety standards. <p>Installation Services ATS Traffic offers professional installation services to ensure traffic signs are securely and correctly deployed in compliance with regional standards. Our installation capabilities include:</p> <ul style="list-style-type: none"> • On-Site Expertise: Local teams across Canada and the Pacific Northwest provide hands-on installation for all types of traffic signage. • Complete Mounting Solutions: Installation includes posts, brackets, bases, and associated hardware to meet municipal and transportation specifications. • Compliance Assurance: All installations follow applicable Canadian and American traffic standards, ensuring safety and regulatory adherence. • Project Coordination: Our installation teams work closely with clients to schedule and execute installations efficiently, minimizing disruption and meeting project timelines. <p>Design Our in-house Art Department delivers custom sign design services aligned with Canadian and American traffic standards. Services include:</p> <ul style="list-style-type: none"> • Layout optimization and graphic creation. • Compliance verification for regulated signage to meet regional specifications. <p>Repair Defective or damaged products are managed through ATS Traffic's warranty process.</p> <p>Customer Service coordinates:</p> <ul style="list-style-type: none"> • Pickup and inspection of defective materials. • Corrective action or credit issuance through Sales Support. <p>Delivery ATS Traffic manages delivery through a centralized production and distribution system, supported by regional inventory hubs. This approach ensures:</p> <ul style="list-style-type: none"> • Efficient order fulfillment and reduced transit times. • Reliable delivery to project sites across Canada and the Pacific Northwest. • Coordination by our logistics team to meet project timelines and minimize disruptions.
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76	<p>Within this RFP category there may be subcategories of solutions. List subcategory titles that best describe your products and services.</p>	<p>ATS Traffic delivers a comprehensive range of signage solutions designed to meet the needs of municipalities, businesses, and organizations across Canada and the Pacific Northwest. Our offerings include:</p> <ul style="list-style-type: none"> - Traffic and Roadway Signage Regulatory, warning, and directional signs for roads and highways, manufactured using 3M™ certified retroreflective sheeting such as High Intensity Prismatic (HIP) and Diamond Grade™ DG³ for superior visibility and durability. - Construction and Safety Signage Temporary signs for work zones, safety compliance, and hazard warnings, fabricated to withstand harsh conditions and ensure compliance with safety standards. - Parking Signage for Commercial, Retail or Public Spaces Customizable parking lot signage solutions including regulatory, directional, reserved, accessible, and branded signs designed to improve safety and traffic management. - Illuminated Signs Internally Illuminated LED street signs, blank out signs, and interactive, customizable displays for dynamic communication in traffic and commercial environments. - Wayfinding and Directional Signage Interior and exterior navigation signs for facilities, campuses, and public spaces, supporting clear and efficient movement. - Street Name Blades & Rural Address Signs Street name signs and neighborhood identification signage designed for municipalities and private developments, available in multiple sizes and mounting configurations. - Event and Temporary Signage Portable signs for events, exhibitions, and short-term use, offering flexibility and quick deployment. - Custom and Specialty Signage Tailored designs featuring unique materials, branding-specific solutions, and non-standard shapes or colors. Our in-house Art Department specializes in creating customized signage programs, including centralized catalogues for multi-region standardization.
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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	Please see below:
78		Park and Trail Recreational Signage	<input checked="" type="radio"/> Yes <input type="radio"/> No	We provide recreational signage for parks and trails, including directional markers, interpretive panels, and safety notices. All signs are produced using 3M™ High Intensity Prismatic or Diamond Grade™ reflective sheeting applied to corrosion-resistant aluminum substrates. Our Art Department offers full customization for graphics, colors, and non-standard shapes, ensuring compliance with TAC and MUTCDC standards while enhancing visual appeal.
79		Monument Signs	<input checked="" type="radio"/> Yes <input type="radio"/> No	ATS Traffic designs and fabricates monument signs for community entrances and public facilities. These signs are built with extruded aluminum panels and finished with 3M™ reflective sheeting for visibility and longevity. Custom branding, color matching, and decorative elements are available to meet municipal identity requirements.

80		Community welcome marquees	<input checked="" type="radio"/> Yes <input type="radio"/> No	We produce community welcome marquees and gateway signage using durable aluminum substrates and premium reflective materials. Options include full-color digital graphics, municipal logos, and decorative shapes. All signs are manufactured in compliance with TAC and MUTCDC standards and can incorporate LED-enhanced features for improved visibility.
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	Please see below:
82		Wayfinding and Informational	<input checked="" type="radio"/> Yes <input type="radio"/> No	We offer wayfinding and informational signage designed to guide visitors through facilities, campuses, and public spaces. Our Art Department provides custom layouts, bilingual options, and decorative elements. Signs are fabricated using corrosion-resistant aluminum and premium reflective materials for durability and clarity.
83		ADA-compliant signage (ex: braille and tactile lettering)	<input type="radio"/> Yes <input checked="" type="radio"/> No	
84		Fire safety and emergency evacuation	<input checked="" type="radio"/> Yes <input type="radio"/> No	We provide fire safety and emergency evacuation signage for buildings and facilities, ensuring compliance with safety regulations. These signs are manufactured using high-visibility materials customized to suite any workplace, yard, parking lot and more.
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	Please see below:
86		Warning and hazard	<input checked="" type="radio"/> Yes <input type="radio"/> No	We provide warning and hazard signage for roadways, work zones, and public spaces. These signs are fabricated in-house using lean manufacturing processes and 3M™ reflective materials to ensure high visibility in all conditions. Custom options are available for bilingual text and unique hazard indicators.
87		Stationary traffic and pedestrian safety systems	<input checked="" type="radio"/> Yes <input type="radio"/> No	ATS Traffic offers stationary traffic and pedestrian safety systems, including permanent signage, mounting hardware, and bases. These systems are engineered for compliance with municipal and provincial standards and can be integrated with LED-enhanced or solar-powered options for improved safety.
88		Mile-markers, speed limit, civic, and rural address and street signage	<input checked="" type="radio"/> Yes <input type="radio"/> No	We manufacture mile-markers, speed limit signs, and civic or rural address signage using 5052-H38 aluminum substrates and 3M™ reflective sheeting for superior durability and retroreflectivity. These signs meet TAC and MUTCDC specifications and can be customized for regional requirements.
89	Complementary products and services directly related to those solutions outlined above including but not limited to: assembly, installation, design, repair, maintenance, bi-lingual 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	ATS Traffic provides a full suite of complementary products and services, including posts, bases, mounting hardware, illuminated and LED-enhanced signage, bilingual options, and custom solutions. We also offer design, assembly, installation, maintenance, and repair services through certified crews across Canada and the Pacific Northwest.

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

Line Item 90. NOTICE: To identify any exception, or to request any modification, to Sourcewell 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 Sourcewell 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 Sourcewell 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 Sourcewell.
3. Sourcewell may reject any response where any document(s) cannot be opened and viewed by Sourcewell.
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](#) - Sourcewell Signage Market Basket - ATS Traffic - AGS.xlsx - Tuesday December 23, 2025 11:14:41
 - [Financial Strength and Stability](#) - Financial Stability Letter.pdf - Tuesday December 23, 2025 11:13:56
 - [Marketing Plan/Samples](#) - Sourcewell Marketing Plan Gantt - Permanent Fixed-Message Signage.pdf - Tuesday December 23, 2025 11:12:35
 - WMBE/MBE/SBE or Related Certificates (optional)
 - [Standard Transaction Document Samples](#) - Transaction Documentation Examples.pdf - Tuesday December 23, 2025 11:14:55
 - Requested Exceptions (optional)
 - [Upload Additional Document](#) - ATS Traffic Catalogue 2025 - Flipping Book - March 2025 compressed.pdf - Tuesday December 23, 2025 11:17:11

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. - Peter Kehoe, Marketing & Corporate Communications Manager (Canada/US), ATS Traffic Ltd.

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