

**MASTER AGREEMENT #042225****CATEGORY: Roadway Work Zone: Safety and Traffic Management Equipment with Related Products****SUPPLIER: All Traffic Solutions, Inc.**

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 All Traffic Solutions, Inc., 14201 Sullyfield Circle, Suite 300, Chantilly, VA 20151 (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 June 27, 2029, 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 #042225 to Participating Entities. In Scope solutions include:

Sourcewell is seeking Proposals for Roadway Work Zone: Safety and Traffic Management Equipment with Related Products specifically designed for temporary roadway work zones. Permanent solutions or products not directly intended for work zones may not be considered. Permanent only solutions will not be considered. The scope includes, but is not limited to, the following categories:

- a. Channelizing Devices - Products specifically designed to guide and control traffic flow in temporary work zones, such as:
- Cones;
 - Bollards and drums; and
 - Delineators and reflective posts
- b. Crash Attenuation Devices - Temporary or mobile equipment designed to reduce the impact of collisions in work zones, such as:
- Truck and trailer-mounted attenuators
 - Water or sand-filled arrays
 - Guardrail end treatments
- c. Flagging Equipment - Devices used to manage and direct traffic manually or automatically in work zones, such as:
- Hand signaling and warning flags
 - High-visibility safety flags
 - Automated Flagger Assistance Devices (AFADs)
- d. Safety Barriers - Barriers used exclusively for temporary work zones to separate traffic from construction areas, such as:
- Jersey barriers (temporary applications only)
 - Temporary gate systems
 - Temporary safety fencing, screens, and panels
 - Work zone barricades

- e. **Work Zone Signage** - Signage designed for temporary deployment in work zones to provide clear and dynamic information to drivers, such as:
- Work zone speed awareness signs
 - Flashing beacons
 - Work zone dynamic warning systems
 - Variable message signs and roadway message boards
 - Portable traffic signals

In addition to the primary solutions offered, proposers may offer complementary products and services directly related to those solutions in a-e above, including but not limited to: work zone product rentals, temporary speed bumps or traffic calming equipment, hazardous vehicle mitigation products, smart work zone products, work zone inspections, flagging services, traffic control project consulting and plan design, temporary pedestrian access routes (TPAR), rumble strips, work zone personal safety equipment, guardrails, and connected work zone notification systems.

- 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 Sourcwell 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 Sourcewell 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 Sourcewell 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.

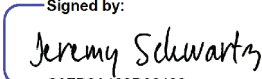
- 1) **Quotes to Participating Entities.** Suppliers are encouraged to provide all pricing information regarding the total cost of acquisition when quoting to a Participating Entity. Suppliers and Participating Entities are encouraged to include all cost specifically associated with or included within 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

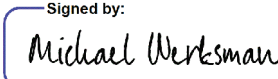
Entity to address any necessary provisions within transaction documents not expressly included within this Master Agreement, including but not limited to transaction cancellation, dispute resolution, governing law and venue, non-appropriation, insurance, defense and indemnity, force majeure, and other 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

All Traffic Solutions, Inc.

Signed by:

C0FD2A139D06489...
By: _____
Jeremy Schwartz
Title: Chief Procurement Officer
Date: 6/26/2025 | 7:56 PM CDT

Signed by:

3AFEE2746ECB453...
By: _____
Michael Werksman
Title: Vice President of Finance
Date: 6/26/2025 | 4:46 PM CDT

RFP 042225 - Roadway Work Zone: Safety and Traffic Management Equipment with Related Products

Vendor Details

Company Name: All Traffic Solutions

Does your company conduct business under any other name? If yes, please state: Virginia

Address: 14201 Sullyfield Cir #300
#300
Chantilly, Virginia 20151

Contact: Berit Giessler

Email: bgiessler@alltrafficsolutions.com

Phone: 226-505-7166

HST#: 25-1887906

Submission Details

Created On: Thursday March 20, 2025 12:24:47

Submitted On: Tuesday April 22, 2025 12:18:50

Submitted By: Berit Giessler

Email: bgiessler@alltrafficsolutions.com

Transaction #: d7758303-488d-4c46-883b-15a374a54193

Submitter's IP Address: 147.243.254.69

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.	All Traffic Solutions, Inc.	*
2	In the event of award, is this entity the Responsible Supplier that will execute the master agreement with Sourcewell? Y or N.	Y	*
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).	N/A. All Traffic Solutions, Inc. has no subsidiary entities.	*
4	Provide your CAGE code or Unique Entity Identifier (SAM):	SAM UEI: CU4MYN4JM2N7 CAGE: 34FQ5	*
5	Provide your NAICS code applicable to Solutions proposed.	339950 - Sign Manufacturing 518210 - Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	
6	Proposer Physical Address:	14201 Sullyfield Circle, Suite 300, Chantilly, VA 20151	*
7	Proposer website address (or addresses):	https://www.alltrafficsolutions.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):	Name: Michael Werksman Title: Vice President of Finance Address: 14201 Sullyfield Circle, Suite 300, Chantilly, VA 20151 Email: mwerksman@alltrafficsolutions.com Toll Free: (866) 366-6602, ext 304	*
9	Proposer's primary contact for this proposal (name, title, address, email address & phone):	Name: Berit Giessler Title: Vice President of Business Development Address: 14201 Sullyfield Circle, Suite 300, Chantilly, VA 20151 Email: bgiessler@alltrafficsolutions.com Toll Free: (866) 366-6602, ext 8891	*
10	Proposer's other contacts for this proposal, if any (name, title, address, email address & phone):	Name: Carrie Fedders Title: Vice President of Sales Address: 14201 Sullyfield Circle, Suite 300, Chantilly, VA 20151 Email: cfedders@alltrafficsolutions.com Toll Free: (866) 366-6602, ext 308	*

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

Line Item	Question	Response *
11	Provide a brief history of your company, including your company's core values, business philosophy, and industry longevity related to the requested Solutions.	Since the company's founding in 2000, All Traffic Solutions, Inc. (ATS) has been an innovator in the traffic and safety space. ATS is known for providing portable, durable, easy-to-use traffic safety solutions that we stand behind with integrity and excellent customer service. Our products are made in the United States in compliance with the Buy American Act and Buy America Act, setting ATS apart from other similar companies from the very beginning. In 2003, All Traffic Solutions, Inc. developed the first portable radar speed sign that

could be quickly and securely mounted to existing signposts. These signs show drivers how fast they're traveling, collect traffic data, and are effective tools to reduce speeding. The signs are popular for use around work zones because they are easy to move between locations as needed and are effective at slowing speeding to create a safer roadside working environment.

To help with other challenges that municipalities face, All Traffic Solutions, Inc. developed portable variable message boards in 2005. These electronic signs could be programmed to display custom text and share important information with the public in a highly visible way. This new product called InstAlert, was the first sign of its kind that could fold in half to comfortably fit in the trunk of a car. InstAlert was also the first variable message sign that could be mounted in a variety of ways like on a portable post, vehicle hitch, pole, or trailer. At the time, other variable message signs could only be mounted on trailers. These innovations make InstAlert highly portable and easy to deploy wherever rapid information sharing is essential, such as in work zones to communicate traffic pattern changes and safety alerts. Because of these unique features, InstAlert signs quickly became popular among municipalities.

All Traffic Solutions, Inc. found that many customers were operating with limited time and resources. We recognized a need to provide solutions that were not only effective but also efficient and easy to use. In 2006, All Traffic Solutions, Inc. became the first company to offer its variable message signs with Bluetooth connectivity. This allowed customers to change messages displayed on InstAlert signs wirelessly from the safety of their vehicles. In the same year, the company also created the first online remote management platform for radar speed signs. This innovation saved customers time by letting them access the data their signs collect online. They no longer had to travel to locations where signs were deployed to retrieve data.

Continuing to listen to and prioritize the needs of its customers, All Traffic Solutions, Inc. developed the first comprehensive online management platform for its radar speed and message signs in 2010. This technology quickly gained popularity because it made the signs easier to use and saved customers time. Soon, over one-third of all products sold were subscribed to our remote management services.

In 2013, All Traffic Solutions, Inc. was awarded US Patent 8,417,442 for this industry-leading innovation. In 2016, the platform, formerly known as SmartApps, became known as TrafficCloud. With this name change came a new, more user-friendly interface that was developed through customer feedback. This revolutionary online platform allows customers to monitor their signs, change signs' settings, update message displays, and access the data collected by the signs from anywhere with an internet connection. This technology continues to evolve today, always improving to help customers save even more time, effort, and resources.

Some of All Traffic Solutions' most recent innovations include the expansion of our line of trailers, with the introduction of license plate recognition (LPR) camera-read trailers in 2023, and the ATS 5 FLEX trailer and surveillance camera-ready trailers in 2024. These new expanded-capability trailers can power LPR cameras, surveillance cameras, or other tech along with a radar speed or message sign—offering customers versatile, all-in-one mobile solutions for tackling multiple challenges efficiently.

Over the years, All Traffic Solutions, Inc. has solidified its place as an industry leader by consistently providing exceptional quality, extraordinary customer service, and unmatched ease of use. We have earned a reputation of over-delivering on promises with a sense of urgency and exceeding customer expectations. Integrity, honesty, transparency, and respect are integral in all interactions that ATS employees have with each other, with partners, and with customers. Those core values have helped the company achieve the innovations and success it enjoys today. ATS continues to develop new products and improve upon existing ones to better serve the ever-changing needs of our customers.

We proudly stand behind our products with US-based tech support, complimentary one-on-one product training, and industry-leading warranty plans, so customers get the most out of their purchase for years to come. As a company, we understand that when customers secure budgets to purchase tools, the equipment needs to stand the test of time. It needs to be durable enough to stand all weather conditions and possible tampering that may occur on the roadside. ATS products are built to last for a decade or more of year-round use, even through inclement weather conditions. Since our founding in 2000, ATS has grown to serve over 6,000 customers in all 50 U.S. states, with many customers using ATS products for 10 years or more. Our products are not quick fixes for traffic safety problems, they are long-lasting solutions that make communities safer and make customers' jobs easier. All Traffic Solutions, Inc. stays engaged when things get tough, supporting its employees and its community at large.

12	What are your company's expectations in the event of an award?	All Traffic Solutions, Inc. works with thousands of government agencies and educational institutions, many of whom rely on cooperative purchasing contracts like Sourcewell to streamline procurement and access competitively priced products. Our primary expectation with this contract is to meet the needs of Sourcewell Participating Entities, introduce new members to the advantages of using Sourcewell, and ensure a seamless, compliant, and cost-effective purchasing experience. Upon award, our Marketing Team will launch an immediate announcement campaign targeting our existing government and education Sourcewell Participating Members, supported by a dedicated landing page. Blog posts and Press Releases will also be created to spread the news through various channels. We will incorporate the Sourcewell logo on our "Purchase Options" webpage alongside other awarded contracts and continue building short-, mid-, and long-term marketing campaigns to promote the contract. Having previously worked with Sourcewell's marketing team, we plan to maintain close collaboration to ensure alignment with branding guidelines and content relevance. Our Sales Team, which includes comprising Account Development Representatives and Territory Managers, will be promptly informed, trained, and incentivized to share the benefits of our Sourcewell contract with relevant prospects. The Contract Manager will lead training on resources and best practices, and work with our Vice President of Sales to promote and encourage participation in Sourcewell-led training. Our CRM system gives the Sales Team access to valuable Sourcewell Participating Member insights and integrates with our support teams to facilitate responsive, informed outreach and elevate the Sourcewell Participating Member experience. Our Business Development Team is responsible for developing contract-related tools and training programs to support our Sales, Marketing, and Administrative teams. This work is essential to maximizing utilization of the Sourcewell contract while ensuring ongoing compliance. The team's Contract Manager and Vice President of Business Development will work in close coordination with Sourcewell's success team to ensure that all tools and trainings are coherent, effective, and aligned with Sourcewell expectations. To support Sales and Marketing efforts, ATS' contract team maintains up-to-date contract price lists, shares relevant contract resources, creates tailored trainings on contract use, conducts research, and provides data to support targeted outreach. The team also assists with procurement-related conversations with Sourcewell Participating Members to ensure clarity and contract alignment. For administrative functions, the team monitors quotes for pricing compliance, tracks changes to price lists to ensure accuracy, and communicates any updates or risks to administrative stakeholders. Additionally, resources and internal processes are developed to support administrative teams in maintaining compliance with Sourcewell contract requirements. All Traffic Solutions, Inc. leverages a centralized CRM system (Salesforce) that integrates across all departments. This system stores our full quote history and pricing lists and tracks changes over time. This enables our Contract Manager to verify pricing accuracy and ensure transparency across teams. In conjunction with the CRM, we use Google Business Suite to distribute resources and streamline communication with our accounting, order management, and production teams. This ensures full compliance with Sourcewell contract terms, including insurance documentation, delivery timelines, invoicing accuracy, and payment conditions. In the interactions with Sourcewell participating entities through this contract, All Traffic Solutions, Inc. looks forward to continuing to evolve our solutions to meet Sourcewell Member's changing needs. This is reflected in our continuous year over year growth in contract sales in the last three years, which then directly lends to product development, releases, and updates for our customers. All Traffic Solutions, Inc. knows that contracts offer Sourcewell participating entities an easier buying experience that is typically at a better price. With that in mind, we expect to be able to offer a more efficient buying experience and a more competitive price to an increasing number of our buyers (participating entities and those who choose to become participating entities). Overall, based on our actions as a result of the Sourcewell award, we expect a mutually beneficial outcome for Sourcewell, Sourcewell participating entities, and All Traffic Solutions, Inc.
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.	A Financial Strength Letter from the Vice President of Finance at All Traffic Solutions, Inc. is attached. This letter outlines key financial details that demonstrate the company's overall financial health, strength, and long-term stability.

14	What is your US market share for the Solutions that you are proposing?	IBISWorld is a leading provider of industry and market research who publishes reports based on NAICS codes. All Traffic Solutions, Inc. aligns with NAICS 339950, which covers sign manufacturing. Therefore, we reference IBISWorld's 2024 industry report for NAICS 339950, titled "Billboard & Sign Manufacturing in the US," to estimate our U.S. market share. The report estimates the total value of digital billboards and signs in the U.S. at \$6.8 billion. Our 2024 sales were approximately \$26.2 million, which would suggest a market share of about 0.4 percent. However, this figure is significantly understated, as the report includes products we do not offer, such as billboards and monument signs, and accounts for manufacturers that are not our competitors. Due to limited market data specific to our offerings, it is difficult to calculate an exact market share. Based on the number of known competitors and the specialized nature of our solutions, including radar speed signs, remote cloud-based management software, and surveillance-ready trailers, we estimate our market share to be closer to 15 to 20 percent. Our market share has continued to grow in recent years and over the long term, reflected by a consistent increase in annual sales and an expanding customer base.	*
15	What is your Canadian market share for the Solutions that you are proposing?	IBISWorld's 2024 industry report for NAICS 339950, titled "Billboard & Sign Manufacturing in the US," estimates the total value of digital billboards and signs in Canada at \$450.6 million. However, this figure is not fully representative of the market for our proposed solutions, as it includes unrelated products and manufacturers who are not direct competitors. Our Canadian sales in 2024 were approximately \$100,000, indicating a market share less than 0.1%. While this may appear modest, we continue to make progress in growing our customer base in Canada. We have also onboarded our current Sourcewell contract (090122-ATS) with Canoe, extending its benefits to all Canadian Sourcewell and Canoe members. We are also a subsidiary of the Canadian company Logix ITS, which can distribute our solutions to Canadian Sourcewell Members from its facilities in Quebec.	*
16	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.	All Traffic Solutions, Inc. does not have any past or current bankruptcy proceedings to disclose.	*

17	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 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?	B) All Traffic Solutions, Inc. is a manufacturer. All Sales, Manufacturing (Production), and Distribution activities are held within company constraints, through employed individuals by the Corporation itself. The manufacturing facility is maintained and operated by the Corporation in State College, Pennsylvania. All Traffic Solutions, Inc. operates Sales, Support, and Manufacturing all under All Traffic Solutions, Inc. management. The production team is responsible for the assessment, purchase, supply chain security, quality control, and negotiation of contracts of raw materials from designated suppliers. The production team then uses machine and materials setup to turn the raw materials into tangible finished products. Our Sales team responds to any requests via phone, web, email, or in person for quotes and helps with the creation of purchase orders for the production team. Which the production team then manufactures, tests for quality, and ships out to the customer. Our Finance team issues relative invoices and processes transactions directly with our customers. The Account Management team stays in direct contact with the customer if any technical support is needed and brings in the Customer Support team to help if necessary. Our Customer Support Team is also easily accessible via phone, web, email and responds within two hours or less for requests within business hours. If the customer has purchased software like TraffiCloud, our Software Trainer provides live training as well as written and video resources for reference. Hardware training and support can be provided by our Sales Team (Territory Managers and Account Managers) or Customer Support Team. All Traffic Solutions, Inc. does offer complementary products from other manufacturers relative to our core offerings, including Genetec's ALPR systems and Houston Radar's vehicle count and classification devices. However, we do not intend to submit these products for consideration under the scope of this RFP. These solutions are currently available through our existing Sourcewell contract (090122-ATS). The dealer network for All Traffic Solutions, Inc. is primarily company-owned for both our proprietary products and those we distribute from Genetec and Houston Radar. As it pertains to the work contemplated in this RFP, We will directly coordinate distribution for all Sourcewell Members. If a Sourcewell Member prefers to procure our solutions through a reseller, we have dedicated resources in place to evaluate and engage resellers who are best positioned to meet their needs. A Senior Partner Account Manager oversees reseller activities and works closely with our Finance and Production teams to ensure quality standards are upheld and Sourcewell Members receive consistent, high-quality service.	*
18	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.	All Traffic Solutions, Inc. is not required to hold any specialty service licenses (e.g., contracting, construction, installation), as we do not directly perform these services. As a manufacturer, we instead maintain product-specific certifications and licenses, which are detailed in our response to Question 47 of this RFP. These certifications are obtained to ensure compliance with local, state, and federal ordinances related to key aspects of our solutions, including safety, durability, and visibility. All Traffic Solutions, Inc. is also able to certify to Sourcewell Members that our products are compliant with Buy America and Buy American Acts (attached in 'Product Licenses and Certifications' folder within the 'Additional documents folder'). Many federal and state funding sources require compliance with the Buy America and Buy American Acts. Our products meet these requirements, making procurement easier for federal, state, and local government customers. All Traffic Solutions, Inc. holds all necessary business licenses and permits to operate our facilities in Chantilly, VA, and State College, PA. We also maintain business licenses and registrations in every state that requires them. Our Engineering, Finance, and Business Development teams are well-equipped and experienced in obtaining any additional certifications or licenses if and when needed.	*
19	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.	All Traffic Solutions, Inc. does not have any past or current debarments or suspensions to disclose.	*
20	Describe any relevant industry awards or recognition that your company has received in the past five years.	All Traffic Solutions, Inc. received Northern Virginia Technology Council's Honors (NVTC Tech 100) in 2018, 2019, and 2020. This honor is given by the NVTC to 100 "roster of cutting-edge companies, executives, innovators, NextGen leaders and rising stars who are driving tech innovation, leading economic growth, and making a positive impact in the region." (NVTCC Web Publishing). Please refer to attached publications in the "Additional Documents" folder. We have always strived for innovation that is meaningful and impacts our customers in a positive way. From the first portable pole-mountable speed display to the first universally-connected traffic calming signs, ease of use coupled with high-quality performance is always a constant principle.	*

21	What percentage of your sales are to the governmental sector in the past three years?	About 81% of our sales in the past 3 years (January 1, 2022- December 31, 2024) have been to the government sector. More specifically, about 77% of our sales are to state and local government entities and 4% is to federal government entities.	*
22	What percentage of your sales are to the education sector in the past three years?	About 4.1% of our sales from January 1, 2019, to December 31, 2021, were to educational institutions, including both K-12 and higher education. This is a market we began actively targeting within the past five years. Sales in this sector grew from approximately \$457,000 in 2020 to \$954,000 by the end of 2022. In 2024, sales to educational institutions reached \$2.1 million which is an increase of over 133% from 2023, when sales totaled \$905,000. We prioritize partnerships with educational institutions and continue to execute targeted marketing, sales, and product initiatives to better serve this sector. We remain committed to expanding our presence in the education market in the years to come.	*
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?	Sourcewell - 090122-ATS 2022: \$74,209.86 2023: \$5,943,358.54 2024: \$7,810,674.54 NASPO Value Point - 24823 No sales volume for 2022, 2023, and 2024. This contract was awarded in September 2024. We have executed participating addendums with 7 states and are promoting this contract. NJSTART (New Jersey Statewide Contract) - 17-FLEET-00776 2022: \$786,998.56 2023: \$1,441,720.16 2024: \$1,161,517.12 North Carolina Sheriff's Association - 24-08-0421R & 25-09-0423 2022: \$232,693.12 2023: \$250,549.90 2024: \$344,509.93 Virginia Sheriff's Association - 25-06-0711 2022: \$33,499.18 2023: \$203,644.75 2024: \$5,317.18 Florida Sheriff's Association - FSA23-EQU21.0 2022: N/A - Contract awarded OCT 2023 2023: \$46,650.00 2024: \$226,379.00 PACOSTARS (Pennsylvania Statewide Contract) - 012-E22-305 2022: \$942,267.23 2023: \$778,988.81 2024: \$1,088,701.26 Texas BuyBoard - 703-23 2022: \$866,646.90 2023: \$324,370.28 2024: \$753,177.86 Utah Statewide Contract - MA4183 2022: \$99,942.50 2023: \$90,053.00 2024: \$70,386.51 Purchasing Cooperative of America - OD-318-20 & OD-383-23 2022: \$12,946.00 2023: \$0 2024: \$0 791 Purchasing Cooperative - 791-2024-09-006 & 791-2020-03-002 & 791-2023-03-001 2022: \$0 2023: \$0 2024: \$49,998.16	*
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?	All Traffic Solutions, Inc. holds the following GSA contract: GS-07F-6092R Volume: 2022: \$3,510,318.93 2023: \$1,330,103.11 2024: \$870,440.64	*

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 *	
Michigan Department of Transportation	Paul Schiefer	(517) 242-5784	*
Tennessee State Parks	Andrew McDonagh	(615) 532-0434	*
City of Lawrence, KS	Dustin Smith	(785) 832-3034	*
Town of Clarksville, IN Public Works Department	Mike Huff	(812) 283-8233	
Penn State Transportation Services	Lynn McCool	(814) 863-6686	

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 *	
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26	Sales force.	All Traffic Solutions, Inc. employs a total of 24 full-time professionals dedicated to our sales force. All sales activities are managed internally, ensuring Sourcewell Members receive expert service and support through a robust, company-managed sales structure, as outlined below: Our sales force consists of a dedicated Sales Team comprised of Territory Managers, supported by various sales support teams, including Business Development Team, Account Managers, and Inside Sales Managers. Sales Team We have eight Territory Sales Managers based in Pennsylvania, Missouri, Arizona, Virginia, Illinois, Maryland, Massachusetts, and Washington. They provide efficient and reliable sales coverage across all U.S. states, territories, and Canada. Their areas of expertise include: - Providing expert consultation to customers and recommending solutions tailored to their practical and procurement needs. This approach builds a strong foundation for the customer relationship and ensures it is nurtured over time. - Identifying and pursuing new opportunities within their assigned territories, leveraging local market insights to generate leads and expand the customer base. This maximizes lead conversion and ensures a smooth sales process from initial contact to close. - In collaboration with Account Managers the team ensures seamless onboarding after a purchase order, addressing post-sale needs and ensuring customers receive dedicated support throughout the customer lifecycle. Business Development Team This team includes two Sales Enablement professionals, a Contract Manager, a Sales Analytics professional, and the BDR group. - The Sales Enablement team ensures that the Sales Team has the training, tools, and resources needed to execute day-to-day sales and marketing strategies effectively. - The Contract Manager is responsible for creating, maintaining, and delivering training on contract resources to support compliant and efficient contract related sales activities. - The Sales Analytics professional delivers data-driven insights that guide mid-to-long term sales strategies, optimize pricing, and support decision-making across the sales organization. Business Development Representatives (BDRs) Led by a BDR Manager, our three BDRs focus on generating and qualifying new leads, enhancing the sales pipeline, and driving new business opportunities. They also provide additional sales coverage for Territory Managers to ensure all customer inquiries are addressed. Account Managers Four Account Managers oversee existing customer accounts, provide software services, and ensure ongoing customer satisfaction. They serve as a reliable point of contact for customers to initiate hardware and administrative support requests. Their role is critical in maintaining long-term relationships and maximizing customer lifetime value. This team is overseen by the Director of Account Management. Inside Sales Representatives Two inside Sales Representatives make sure that our clients receive support while our Territory Managers are traveling. They specialize in post-sales support, including parts, accessories, and new product offerings. Sales Leadership Sales operations are led by our Vice President of Sales, who collaborates closely with the Vice President of Business Development to ensure strategic alignment and successful execution across all sales activities.
27	Describe the network of Authorized Sellers who will deliver Solutions, including dealers, distributors, resellers, and other distribution methods.	All Traffic Solutions will fulfill any contract award resulting from this RFP through direct sales and delivery to Sourcewell Members. This direct-to-customer model allows us to maintain end-to-end control over the customer experience, ensuring contract-compliant pricing, expert product knowledge, and seamless service from quote to installation and beyond. At this time, we do not plan to extend Sourcewell contract sales to third-party resellers or dealers. While our Sourcewell contract will be fulfilled directly, All Traffic Solutions does maintain strategic partnerships with a small number of authorized resellers for other sales channels. To support those relationships, we have a dedicated Senior Partner Account Manager who oversees reseller engagement and ensures alignment with our company's service standards. Our internal processes include formal partner onboarding, coordination with Finance and Production for quality control, and ongoing monitoring to ensure consistent customer satisfaction across all sales channels.

28	Service force.	All Traffic Solutions, Inc. directly employs eight full-time Customer Support professionals, all based in the United States. Five employees are dedicated to Customer Support, while three others focus on repairs and maintenance (RMA). Our Technical Support team is led by the Director of Customer Success & Technology, who not only provides support to customers but also works proactively to continuously improve and maintain the quality of service. The Director tracks key technical support case metrics, such as the number of cases and response time, to ensure a smooth experience for our customers. Four Customer Support Specialists respond to all phone calls and emails within two hours or less from the time support is requested, ensuring our customers receive prompt assistance. We also have a full-time Software Trainer who services our customers through various methods. The Software Trainer creates video and written content, as well as conducts live training sessions for all software users. Our Customer Support professionals are integrated into our customer relationship management system, which provides visibility into all customer service requests for our Sales and Production teams. This system tracks and communicates key information, such as the stage of a support case, response times, contact information, part numbers for repairs or additions, and more. For repairs or maintenance, customers can reach out to our Customer Support team via phone, email, or website. Upon receiving a request, the team creates a case in our database and gathers the necessary details. If repairs are required and the product is under warranty, we initiate the return merchandise authorization process. Shipping labels and packaging are provided to the customer at no charge. Once the product is received at our Production facility in State College-PA, our Repair and Maintenance team performs diagnostics and informs the customer of any necessary repairs. After receiving approval from the customer, the team proceeds with the required services. The product is then tested for defects before being shipped back to the customer. Throughout the repair process, Technical Support and Account Management maintain constant communication with the customer to ensure satisfaction with the product after repairs or services have been completed. All Traffic Solutions, Inc. provides both electronic and hard copy training manuals for our products, offering customers reference materials at any time.
29	Describe the ordering process. If orders will be handled by distributors, dealers or others, explain the respective roles of the Proposer and others.	All Traffic Solutions, Inc. processes orders from Sourcewell Members directly through our internal Sales and Sales Support Teams. We follow a structured and well-documented distribution process that enables us to manufacture and deliver products across the United States and Canada, typically within a 2-4 week timeframe. To initiate an order, a Sourcewell participating entity can contact All Traffic Solutions, Inc. by phone, email, or through our website. They are then connected with the Territory Manager assigned to their geographic region. The Territory Manager works with the customer to determine the best configuration of signage, mounting, power options, and software, and provides a customized quote. A sales order is created only when the participating entity returns a signed quote. Once the signed quote is received, it is forwarded to our Director of Order Management and her team for review and processing. The order is entered into our accounting system and customer relationship management platform. Our Production Team then tracks the full lifecycle of the order through manufacturing, testing, and shipment. Each product is tested to confirm all purchased functionality before it is packed and shipped. Once shipped, all relevant stakeholders are notified. If a required delivery date has been specified, the order is tracked in our customer relationship management system to ensure timely delivery. All orders managed and supported by All Traffic Solutions, Inc. are carefully processed to ensure consistent service, clear communication, and contract compliance.

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.	Our Service Level Agreement (SLA) guarantees a response time within two hours if a service request is submitted during business hours. For service requests received outside of business hours, we respond the next business day. Our support hours are 8:00 AM to 6:00 PM Eastern Time, Monday through Friday. Any Sourcewell participating entity can submit customer support requests via email, our website, or by phone. Incoming service requests generate notifications not only for our customer service team but also for our Sales Representatives. This ensures expedited responses, provides relevant context, and reinforces familiarity with Sourcewell participating entities. Once a service request is received, the respective Sourcewell participating entity is automatically notified, and a Customer Support Specialist is assigned to the case. The support specialist maintains continuous communication throughout the case lifecycle, providing updates and ensuring timely resolution. We also offer remote diagnostics capabilities for customers equipped with TrafficCloud remote management tools. Tracking and Performance Evaluation The Director of Customer Support & Technology oversees the customer service team and monitors monthly and quarterly performance indicators, such as case volume and response times. These metrics are used to improve and develop our service to better meet customer needs. Additionally, the Customer Support Supervisor tracks daily performance to ensure all support inquiries are responded to within two hours. These metrics are readily available in our customer relations management system and are key to maintaining high service standards. These metrics include case volume, response and resolution times, case status, priority issues, third-party involvement, RMAs, training cases, and call activity. This ensures timely, high-quality support and continuous service improvement. Incentives and Service Goals To help our team meet response-time commitments, we provide performance-based incentives for customer service and support staff. Performance metrics are visible to leadership to enable immediate action in case of any gaps in coverage or service quality. These incentives encourage prompt responses and effective problem resolution, promote internal collaboration for continuous improvement, and reinforce our commitment to exceptional service and meeting SLA goals.	*
31	Describe your ability and willingness to provide your products and services to Sourcewell participating entities.	All Traffic Solutions, Inc. is fully capable and committed to providing products and services to all 50 U.S. states and territories. Our production facility in State College, PA, supports nationwide fulfillment, and our proven track record under our current Sourcewell contract (090122-ATS) includes service to over 600 Sourcewell Members across the country. We consistently exceed industry delivery standards, with an average turnaround time of two to four weeks from purchase order to product delivery. Our production team includes 11 skilled manufacturing professionals and a dedicated shipping specialist, enabling efficient, high-quality operations and dependable fulfillment. We are ready and eager to support all Sourcewell participating entities with reliable, high-performance solutions tailored to their traffic safety needs.	*
32	Describe your ability and willingness to provide your products and services to Sourcewell participating entities in Canada.	All Traffic Solutions, Inc. is fully willing and equipped to provide products and services to all Sourcewell participating entities in Canada. Our current Sourcewell contract (090122-ATS) has been onboarded with Canoe, allowing us to extend contract benefits to all Canadian Sourcewell and Canoe members. Additionally, All Traffic Solutions, Inc. is a subsidiary of Traffic Logix, a Canadian company based in Quebec, which enables us to fulfill orders from within Canada and streamline procurement for Canadian agencies. We have successfully delivered solutions across Canada, including consistent business with multiple law enforcement agencies over the past three years. Our production facility in State College, Pennsylvania, also supports direct delivery to Canadian customers with efficient turnaround times. Currently, we have a significant pipeline in Canada with estimated sales closures over the next 12 months, reflecting strong demand and ongoing expansion in the region. This is reflecting the strong demand and ongoing expansion in the region. All Traffic Solutions, Inc. remains committed to supporting Sourcewell members throughout Canada with reliable service, timely fulfillment, and high-quality traffic safety and management solutions.	*
33	Identify any geographic areas of the United States or Canada that you will NOT be fully serving through the proposed agreement.	All Traffic Solutions, Inc. is fully committed and capable of serving all geographic areas in the United States and Canada under the proposed agreement. There are no regions within these countries that we will be unable to fully serve.	*

34	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.	All Traffic Solutions, Inc. has not identified any account types of Participating Entities who will not have full access to our solutions if awarded an agreement.	*
35	Define any specific requirements or restrictions that would apply to our participating entities in Hawaii and Alaska and in US Territories.	All Traffic Solutions, Inc. will not impose any specific contract requirements or restrictions on Sourcewell participating entities in Hawaii, Alaska, or any U.S. territories. Over the past three years, we have served customers in these regions and have generated approximately \$300,000 in sales across Hawaii, Alaska, and Puerto Rico.	*
36	Will Proposer extend terms of any awarded master agreement to nonprofit entities?	All Traffic Solutions, Inc. will extend terms of any awarded master agreement to nonprofit entities.	*

Table 4: Marketing Plan (100 Points)

Line Item	Question	Response *	
37	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.	Our Marketing and Business Development teams collaborate to contextualize the contract information as it pertains to all end users, for both internal and external users. Through internal training, creation of marketing materials and updates, and other written forms of communication, we share critical information with sales, production, and finance teams. Examples of critical information shared are contract legal language and technicalities, critical dates, prices affected, and product bundle updates. This enables our sales and marketing teams to collaborate on the most efficient campaigns to maximize relative information exposure. Our customer relationship management database has hundreds of thousands of contacts to whom we communicate. This allows our outreach to be implemented with relevance, as we can segment our contacts in a multifaceted manner for sales and marketing outreach. In addition to creating and updating marketing materials, such as our cooperative purchasing options guide and webpage that includes all important information for our contracts, we also plan and execute marketing campaigns to promote any new contracts. In the case of Sourcewell, we would launch a multi-channel campaign via email, social media, our website, and trade shows. Email Marketing - We have a strong email channel for pipeline generation due to our database, our personnel talent, and our fast-paced environment. We will identify the best target personas in our database that will benefit from purchasing our products leveraging this Sourcewell contract. We will send multiple emails announcing the contract, sharing additional information on how they can leverage the contract, and offering them to connect with a representative for any additional help. All Traffic Solutions, Inc. Website - We have a strong web presence, especially with municipalities. Through brand awareness, referrals, organic search, paid advertising, and returning customers, we get an average of nearly 10,000+ visitors per month. If we are awarded a contract, a separate landing page will be created to help our sales team promote the contract and provide customers with easy access to product and procurement information. We will also ensure that our Sourcewell contract information is included on our cooperative purchasing webpage, as well as on other relevant web pages and blog content. Trade Shows - We exhibit at around 50 conferences per year in the US. We will display any Sourcewell flags/banners or other materials provided by Sourcewell at our booth. We also update our print collateral to include our Sourcewell contract information. Social Media - we will announce our Sourcewell contract and share any relevant content we create, such as a press release, landing pages, and blogs via LinkedIn, Facebook and X. Marketing samples attached in the "Marketing Plan Samples" folder.	*
38	Describe your use of technology and digital data (e.g., social media, metadata usage) to enhance marketing effectiveness.	We use time-sorted data, from yearly to daily, of performance metrics such as contract sales growth. We are capable of tracking interest and prospects which come in through our marketing efforts, and adjust our approach according to the results. We also do industry-specific and geography-specific marketing campaigns, to ensure contextualization of information provided to our customers. Our customer relationship management database metadata hygiene is constantly monitored to produce quality reports usable by any ATS team member. One example is our use of the NeverBounce application to ensure our emails are valid and relative, given the high turnover rate for email addresses per user. In addition to using Salesforce as our customer relationship management (CRM) system to track overall marketing performance, access customer activity data, and ensure data accuracy and hygiene, we use other various digital tools/technology to enhance our marketing effectiveness. Most of these tools provide key metrics and other metadata as they relate to each tool's function(s), which allows us to further optimize our performance for different activities. The technology tools and an overview of how we use them along with	

the data they provide are below.

HubSpot's Content Management System (CMS) - We create, share, manage, and track all marketing email campaigns, web form submissions and chatbox communication, and social media channels through HubSpot. As one of the top marketing tools in the market, this robust platform provides massive amounts of data concerning user activity and key performance indicator metrics (KPIs) for each channel and activity mentioned above. Our marketing team utilizes this data to continuously improve our campaigns, activities, and our prospects' experience. Further, this tool allows us to easily perform A/B tests and use marketing automation to do more with the content we have, learn from test results to incorporate the findings for new content creation, and ultimately improve our prospects' and customers' experience. Lastly, HubSpot is integrated with Salesforce, our customer relationship management system, which gives our sales team easy access to prospect and customer activity within Salesforce, and allows the marketing team to track the performance of each lead generated up to the closing of a sale. This allows marketing and other teams to know how much revenue each campaign helps generate.

Wordpress, Yoast Search Engine Optimization (SEO), Google Analytics, Google Search Console, SEMRush digital tools - We use these different tools to enhance our AllTrafficSolutions.com website.

Wordpress and Yoast SEO - we use this website Content Management System (CMS) to make all website updates. We have a plug-in, Yoast SEO, that checks the content of each page to ensure we are following search engine optimization best practices before publishing a page. For example, it asks for your targeted primary keyword on the page and scans the content on the page and its meta description to ensure you are including the keyword the recommended number of times and in the right places.

Google Analytics - we use this tool to track all of our website traffic volume by medium (ie. organic search, direct traffic, email, paid advertising, social media, referral etc.), source (ie. Google, Bing, Facebook, email campaign etc.), campaign, device type and more. This gives us visibility into how visitors are getting to our site to ensure we are focusing on the right places and to identify areas of improvement. Furthermore, this tool also gives key web traffic metrics like page views, average page time-on-site, and the bounce rate for all webpages on our site. This is helpful to know which pages get the most visits, whether visitors are finding the information they are looking for, and if the traffic to each page is increasing or decreasing over time in order to make improvements accordingly.

Google Search Console and SEMRush - We use these tools to track and improve our search engine optimization efforts. Google Search Console is used to access information about how each of our pages are ranking through Google's search engine by providing the keywords we are ranking for, their positions, and the number of clicks we are getting for each webpage. We use this information to track organic traffic performance. SEMRush provides similar web traffic information but also has other tools to make it easier to improve our organic search rankings. For example, it has a 'Keyword Magic tool' that allows us to find keywords that are relevant for new webpages and gives us the number of times they are being searched, and a score of how easy or difficult they are to rank for them so we can strategically decide what keywords we want to go after for our web pages and blogs.

Other technology and associated data - We are constantly testing new tools that can help us reach our goals. For example, we recently implemented Crazy Egg on our top-performing website pages. This tool generates heat maps, scroll maps, and more to show ATS how users navigate our website. Once we've collected a good sample of data, we'll analyze users' interactions with our site. After analyzing the data collected, we will implement updates to help improve performance. Crazy Egg allows us to conduct A/B tests to see which new changes perform better. Additionally, we do paid advertising through Google, Microsoft and Facebook. Their paid advertising platforms also give us access to a lot of data in relation to the different campaigns we run. We use that data to continuously improve our paid advertising efforts.

Our use of technologies and digital data enables us to execute and plan nuanced campaigns to achieve maximum exposure to relevant Sourcewell Members.

39	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?	In our view, Sourcewell's role in promoting contracts from this RFP is to provide a well-organized platform that increases access to vetted information and solutions of higher quality to their entities. We are dedicated to providing pertinent information of value to our customers so they can make their best decisions, which is why we view Sourcewell as a strong cooperative contracting partner for All Traffic Solutions, Inc (ATS). Any Sourcewell marketing Materials provided, such as logos, flags, or banners, will be used by our marketing and sales teams to promote the contract. Additionally, any Sourcewell sales resources will be utilized by our Sales and Business Development teams to support internal training on how to effectively present the contract during procurement discussions and to ensure our sales processes remain compliant with contract terms. . If All Traffic Solutions, Inc is awarded this contract with Sourcewell, it will ensure a systematic and synergistic internal process to ensure that Sourcewell Members, Sourcewell and ATS have a flawless experience. The business development team vets any pricing information from the contract and communicates with the Vice President of Sales and the Director of Production. The Director of Production then implements any price and production changes for quotes through our customer relationship management system (CRM). This ensures that everyone has access to the same pricing information at ATS. The Business Development team creates reference and training materials, which are approved by the Vice President of Sales. Training materials such as FAQ documents, contract use summary, price guides, and contact information are saved as separate files to an electronic Sourcewell folder, which is accessible by every team. We anticipate working closely with Sourcewell's Supplier Development personnel to ensure we are utilizing all available resources and staying informed on best practices related to contract administration, management, and compliance. Training sessions are conducted virtually by our Business Development team for our sales and marketing teams, where they are walked through the contract material and resources. The Business Development team is also available to answer any questions outside of the training sessions. Targeted lists of contacts are created for outreach. Territory-specific contact reports are organized according to geography, customer status, industry, and time are given to each respective territory's sales representative and their sales development representatives. These reports are used by our sales team for direct outreach and email communications to inform our customers of contract information and usability. Our sales team also organizes informational sessions virtually or face-to-face to inform customers or interested parties. This effort by the sales team is aided by the collateral created by the marketing team, such as informational brochures, webpages, landing pages, and webinars. The Business Development Team will interface with Sourcewell's Supplier Development personnel to schedule sales training for internal sales staff and integrate Sourcewell Supplier resources to internal sales processes. Marketing updates our cooperative purchasing webpage, adds the Sourcewell-approved logo, and conducts press releases. The performance of these activities is measured by technological applications such as Google Analytics and SEMRush, which allow Marketing to make continuous improvements to marketing materials relative to this contract. Based on the contract information, marketing identifies the personas who will benefit the most from leveraging this contract from the database to send communications to. The email campaigns communicate pertinent information about the contract and offer to connect any Sourcewell participating entity to a sales representative. As we continue to attend trade shows, marketing updates any print material, such as banners and brochures, to reflect the contract information. The marketing team also updated social media sources like Facebook, X, and LinkedIn with relevant blog posts, landing pages, press releases, and other forms of media. We anticipate our Marketing Team will collaborate with Sourcewell's Marketing Team, and by combining this partnership with a coordinated approach from both our sales and marketing efforts, we will achieve strong visibility and reach among all relevant prospects. The Contract Manager, as part of the Business Development Team, is also available to support communication between Sourcewell and internal stakeholders regarding new procurement methods available to Sourcewell Members, such as Intergovernmental Support Agreements. This role helps ensure that Sourcewell receives all relevant information in a timely and accurate manner. We expect Sourcewell to continue forwarding any inquiries from Sourcewell Members about our solutions through the awarded contract and other available procurement methods. In summary, we anticipate that Sourcewell will play an active role in promoting an awarded contract by providing resources and guidance that our internal teams can use to accurately promote the contract and ensure broad visibility. We also expect Sourcewell to continue developing and maintaining tools that make it easy for Sourcewell Members to access the solutions and information they need, such as the BuySourcewell platform.
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40	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.	Select All Traffic Solutions product bundles are available on Amazon Business. Customers can find our products and storefront on Amazon and select which product bundles best meet their needs. Ordering Process: Users with an Amazon Business account can add product bundles to their cart and purchase them straight through Amazon. Once the products have been purchased, All Traffic Solutions, Inc. receives a notification of an order. Our team will review the order and then retrieve the order details to input to Salesforce and involve the relevant sales representative as needed. Once an order is confirmed by our team, the order is processed and shipped to the buyer in as little as a few weeks. ATS handles the order processing and shipping, rather than using Amazon as a shipping method, allowing us to prepare and ship the proper bundles in our State College facility as quickly as possible for our customers.	*
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Table 5A: Value-Added Attributes (100 Points, applies to Table 5A and 5B)

Line Item	Question	Response *	
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41	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.	Training Overview Our training is always free and included with any purchase. Training is not required but is heavily recommended and offered repeatedly by our Software Trainer or Customer Success Representative. Hardware Product Training Customers are walked through hardware product usage and set-up by our Territory Managers or Technical Support Specialists. We also provide comprehensive user manuals for reference to every product, and customers are always encouraged to reach out if they need any assistance. Software Trainer and TrafficCloud We have a dedicated Software Trainer who is directly employed by All Traffic Solutions, Inc. and provides extensive training to all TrafficCloud users. TrafficCloud is our cloud-based remote traffic management system. Our 1-hour training sessions are designed to assist our customers with efficiently managing their signs. Customer Feedback and Benefits Our customers have said that this training program, along with TrafficCloud itself, helps them quickly respond to neighborhood speed complaints, calm traffic in areas with known speeding issues, direct traffic during scheduled and unplanned events, and review traffic data for enforcement and planning. The training gives them the resources to remotely configure their signs for on-demand or scheduled display settings. It also allows them immediate remote access to GPS coordinates and tamper and battery notifications for peace of mind. Continuous Improvement Our Software Trainer is also actively collecting feedback and creating YouTube videos on our products for ease of use by our customers. Our YouTube software training videos break down the training into topics, so customers can quickly get a crash course or refresher on the information they need. Onboarding Program Our onboarding program includes both live and self-paced components. Territory Managers and Customer Support Specialists are available to deliver live virtual onboarding for hardware. A dedicated Software Trainer schedules and conducts live virtual software training to ensure customers are fully supported. Additionally, our hardware training manuals and instructional videos guide customers through equipment preparation, deployment, and maintenance. Certification Program For customers wanting a self-paced way to learn, we recently created a TrafficCloud Certification Program, a group of courses available to TrafficCloud subscribers at no extra cost. These courses include videos, quizzes, and assignments. The assignments have customers deploy their equipment for a real-world, hands-on experience. Account Manager Support Account managers track customers who have not received training and work with them to set up an appointment. Account managers reach out consistently and repeatedly to ensure a response. Cost-Free Training There is no additional cost to TrafficCloud training, nor remote hardware training. All Traffic Solutions, Inc. also provides electronic and hard copy training manuals on products. Training Video Example An example of our training video can be found at this link: https://c.alltrafficsolutions.com/TCuseradmin
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42	Describe any technological advances that your proposed Solutions offer.	All Traffic Solutions, Inc. has a long-standing history of innovation in roadway safety technology, with several industry firsts that have reshaped traffic management in work zones and beyond. We developed the first portable radar speed sign that mounts securely to existing infrastructure and collects actionable traffic data. InstAlert is the only variable message sign on the market that folds in half for easy transport and storage. It was also the first of its kind to offer multiple mounting options beyond trailers, making it ideal for the ever-changing demands of work zones. Our patented TrafficCloud platform (US Patent 8,417,442) was the first comprehensive online management platform for radar speed and message signs. With TrafficCloud, users can wirelessly update sign messages, monitor equipment status, and access traffic data from any internet-connected device—eliminating manual retrieval and enabling faster, data-driven decision making. This remote management capability improves operational efficiency and maximizes ease of use. We continue to evolve our product line with recent advancements including the ATS 5 FLEX trailer and surveillance- and LPR-ready trailers—capable of powering radar or message signs alongside license plate recognition cameras, surveillance cameras, or other cameras/sensors. These all-in-one mobile solutions support a wide range of traffic management and enforcement tech, giving customers the flexibility to rapidly respond to safety and traffic management needs in work zones.	*
43	Describe any “green” initiatives that relate to your company or to your Solutions, and include a list of the certifying agency for each.	All Traffic Solutions, Inc. is not currently certified by agencies for “green” initiatives. However, we actively implement several environmentally friendly practices as part of our commitment to sustainability. We prioritize paperless communications and documentation, significantly reducing our paper usage and minimizing our environmental impact. Additionally, we order very few office supplies, which helps reduce waste and resource consumption. Many positions within Sales and Business Operations are flexible, allowing remote work. This policy reduces travel-related costs and emissions, supporting a more sustainable work environment. We also make efforts to reduce and reuse by reusing shipping boxes, particularly those used for shipping electronics, in collaboration with one of our vendors called Etemco. While not formally certified, All Traffic Solutions, Inc. remains committed to environmentally conscious practices across all areas of our operations.	*
44	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.	All Traffic Solutions, Inc. offers solar power for every sign we sell, with many of our solutions being solar-powered. These signs enhance battery capacity and mobility, providing greater flexibility for Sourcewell Members, as they do not need to be uninstalled or moved to be charged, reducing the need for driving and thus saving time, resources, and CO2 emissions. Additionally, solar-powered solutions help members reduce electricity consumption, contributing to a smaller carbon footprint. While All Traffic Solutions, Inc. does not hold third-party issued eco-labels, ratings, or certifications for energy efficiency, life-cycle design, or other sustainability factors, we are committed to implementing environmentally responsible practices in our operations and solutions.	*
45	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?	All Traffic Solutions, Inc. provides innovative, highly portable, and user-friendly traffic safety solutions designed to enhance efficiency and effectiveness. ATS products are engineered to address traffic safety, data collection, and message-sharing needs in any location. All products are deployed fast on a range of mounting options, offering unmatched flexibility and ease of use. ATS also offers the only foldable variable message sign on the market, InstAlert, which is remarkably easy to carry, transport, and store. A key differentiator is All Traffic Solutions, Inc.’ patented TrafficCloud platform, which enables remote management of cloud-connected signs and devices. This technology allows users to change messages, update settings, track device locations, monitor battery levels, and more through a secure online portal, reducing the need for on-site maintenance and improving operational efficiency. Additionally, traffic data collected by ATS devices is accessible online, where users can generate ready-made reports featuring clear tables, graphs, and charts for seamless analysis and sharing. TrafficCloud also has the ability to connect to other applications through an API. This allows other applications to pull and use data collected by TrafficCloud. TrafficCloud can securely store and report collected data such as time logs, sign site locations, and more. All Traffic Solutions, Inc. stands out in the industry by engineering and manufacturing its signs and trailers in the United States with high-quality craftsmanship and some of the fastest lead times available. Complemented by US-based customer support, complimentary product training, and industry-leading warranty plans, ATS solutions are designed to provide long-term value and reliability. This commitment to quality and service makes ATS an ideal partner for Sourcewell participating entities seeking cutting-edge, user-friendly, and dependable traffic safety solutions.	*
46	Describe whether any of your products are produced from recycled products intended to minimize the carbon footprint and protect the environment.	Most of our signs feature aluminum enclosures, which are recyclable and likely contain recycled aluminum, as approximately 75% of all aluminum used in manufacturing is made from recycled content. This helps minimize the carbon footprint of our products and supports environmentally sustainable practices.	

47	Describe certifications your products hold related to safety such as MASH (Manual for Assessing Safety Hardware), DOT (Department of Transportation) state approvals, ASTM (The American Society for Testing and Materials) standards, MUTCD (Manual on Uniform Traffic Control Devices), and others.	All Traffic Solutions, Inc. products hold multiple certifications and approvals demonstrating compliance with federal and state safety standards, ensuring dependable use in traffic safety applications. MUTCD Compliance All Traffic Solutions' products comply with the design and application principles of the Manual on Uniform Traffic Control Devices (MUTCD). Our instALERT variable message signs and Shield radar speed displays meet relevant MUTCD Sections 2L.01-2L.05, 6F.60, and 2B.13, including standards for legibility, display characteristics, brightness control, and appropriate use of dynamic message elements. DOT State Approvals Our radar speed display models (Shield 12 and Shield 15) are listed as approved products with the following Departments of Transportation: - Florida DOT (FDOT) - APL Certified under listing 700-019-007 - Alabama DOT (ALDOT) - Listed on Work Zone Traffic Control Devices APL, certified BABA compliant - Massachusetts DOT (MassDOT) - Listed under Speed Display Signs - Minnesota DOT (MnDOT) - Model SH12 and SH15 approved for use, with defined sizes and power sources - Pennsylvania DOT (PennDOT) - Qualified in Bulletin 15 for use on construction projects - Idaho DOT (ID DOT) - Approved radar speed sign; subject to specific MUTCD Section 2C.100 constraints on use - Nebraska DOT (NDOT) - The Shield 12, Shield 15, and SpeedAlert 18 radar speed display signs are listed under Product Category Traffic Control Devices and Material Code 401RSDS. All three products have been approved effective October 19, 2021 and are valid through October 19, 2026, confirming compliance with NDOT's specifications and Buy America documentation requirements FCC and Industry Canada Certification Shield 12 and Shield 15 radar message signs are certified under: - FCC Part 15, Subpart B (Class B Digital Device) - Industry Canada ICES-003 These devices meet the electromagnetic emission limits for unintentional radiators and were tested and certified by Retlif Testing Laboratories NEMA TS-2 EMC Testing Both Shield 12 and Shield 15 passed environmental and electromagnetic compatibility testing to the NEMA TS-2:2003 standard, confirming robustness for roadside deployment, including resistance to power transients, high/low temperatures, and vibration. A Washington Labs gap analysis also confirmed conformance with most TS-4 requirements except pulsed immunity thresholds Environmental Testing Testing performed by Washington Laboratories, Ltd. on the Shield 12 and Shield 15 confirmed durability against fog, frost, condensation, vibration, and shock Radar Accuracy Certification Shield 12 complies with radar accuracy specifications defined by NHTSA DOT HS 812 266:2016, validating radar performance through tuning fork and live field testing. The Shield 12 passed all criteria with ± 1 MPH accuracy across tested speeds Please refer to folder titled 'Licenses and Certifications' within the 'Additional Documents' folder for documentation.
48	List any associations or memberships your company holds such as ATSSA (American Traffic Safety Services Association), AASHTO (American Association of State Highway & Transportation Officials), IRF (International Road Federation), FHWA (Federal Highway Administration), and others. Include benefits of membership from those you are affiliated with and what value those benefits may bring Sourcewell participating agencies (training and certification programs, information sharing regarding evolving policies, etc.)	We are currently a member of the Wisconsin Chiefs of Police Association. While we are not affiliated with additional trade organizations at this time, we actively engage with relevant industry associations and events to stay connected with the evolving needs of Sourcewell agencies. We remain open to expanding our network of affiliations in the future, ensuring that we can better serve and support Sourcewell members through valuable industry insights and collaborative opportunities.

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.		☒ Yes ☐ No	All Traffic Solutions, Inc. (ATS) identifies under the NAICS code 339950 (Sign Manufacturing), and SBA size standard for qualifying as a small business for that NAICS is 500 employees or less. In this regard, ATS is a "small business concern". This is also reflected in our SAM registration. ATS does not hold any small business certifications or registrations.	*
50		Minority Business Enterprise (MBE)	☐ Yes ☒ No	Not Applicable	*
51		Women Business Enterprise (WBE)	☐ Yes ☒ No	Not Applicable	*
52		Disabled-Owned Business Enterprise (DOBE)	☐ Yes ☒ No	Not Applicable	*
53		Veteran-Owned Business Enterprise (VBE)	☐ Yes ☒ No	Not Applicable	*
54		Service-Disabled Veteran-Owned Business (SDVOB)	☐ Yes ☒ No	Not Applicable	*
55		Small Business Enterprise (SBE)	☐ Yes ☒ No	Not Applicable	*
56		Small Disadvantaged Business (SDB)	☐ Yes ☒ No	Not Applicable	*
57		Women-Owned Small Business (WOSB)	☐ Yes ☒ No	Not Applicable	*

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.	All Traffic Solutions, Inc. (ATS) invoices customers on the date the order is shipped and offers Net 30 Days payment terms from the date of invoice. ATS accepts payments in the form of wire transfer, check, ACH (electronic), credit cards (Visa, Amex, MasterCard), and P-cards.	*
59	Describe any leasing or financing options available for use by educational or governmental entities.	All Traffic Solutions, Inc. does not offer leasing or financing options.	*
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.	We require a purchase order or signed quote to initiate all transactions, along with a sales tax exemption form or a written statement if the organization is not tax exempt. Invoices are provided for all shipped orders. For trailer orders, we also require a completed Trailer Delivery Form to coordinate delivery logistics. Sample versions of our standard transaction documents, including a quote, invoice, and Trailer Delivery Form, are attached for reference in the 'Standard Transactional Documents' folder.	*
61	Do you accept the P-card procurement and payment process? If so, is there any additional cost to Sourcewell participating entities for using this process?	All Traffic Solutions, Inc. does accept P-card procurement and payment processes when these transactions can be processed as VISA, MasterCard, or American Express.	*

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.	All Traffic Solutions, Inc. provides a line-item discount pricing model for all hardware and software. The attached Excel file includes the item number, item description, list MSRP price, discounts applied, and the Sourcewell discounted price. This allows for clear visibility into the pricing structure for each product.	*
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.	A discount rate of 10.5% is applied to all line-items, excluding freight charges, which are added as a separate line-item on quotes.	*
64	Describe any quantity or volume discounts or rebate programs that you offer.	All Traffic Solutions, Inc.'s standard practice is to offer volume discounts on orders with 10 or more units. However, we are working with Sourcewell Members on a case by case basis to provide personalized pricing (ceiling based) that aligns with the scale and requirements of each order, ensuring that agencies can maximize their budget while benefiting from high-quality products and services.	*
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.	All Traffic Solutions, Inc. will provide quotes on a case-by-case basis for non-contracted, nonstandard items and sourced products. Non-contracted items will be noted on quotes for Sourcewell Member visibility.	*
66	Identify any element of the total cost of acquisition that is NOT included in the pricing submitted with your response. This includes all additional charges associated with a purchase that are not directly identified as freight or shipping charges. For example, list costs for items like pre-delivery inspection, installation, set up, mandatory training, or initial inspection. Identify any parties that impose such costs and their relationship to the Proposer.	All elements of the total cost of acquisition are included in the pricing submitted with this response. This includes any additional charges related to the purchase that are not identified as freight or shipping costs. Training is provided at no additional charge and is actively encouraged by our Sales, Technical Support, and Account Management teams.	*
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.	Freight, delivery, and shipping costs are separate from product pricing and will be determined based on the specific requirements of each order. Factors that affect pricing include the size, weight, and destination of the order, as well as any specialized delivery requirements. Our Shipping and Production teams work closely with our Sales Force and Sourcewell Members to ensure transparency and reliable service. Once an order is placed, the Shipping and Production Manager finalizes the carrier selection and delivery routes, and coordinates with the Order Management Team to establish a delivery schedule that effectively meets customer needs while optimizing cost structure. Customers are advised when an order ships, and, when applicable, provided with tracking numbers to monitor their shipments in real-time. We also maintain backup freight options to handle potential supply chain disruptions and collaborate with trusted delivery services to ensure shipments arrive at their destination on time. All Traffic Solutions, Inc. offers FCA shipping terms.	*
68	Specifically describe freight, shipping, and delivery terms or programs available for Alaska, Hawaii, Canada, or any offshore delivery.	All Traffic Solutions, Inc. uses common carrier and freight services to ship to Alaska, Hawaii, and Canada. Freight and shipping charges for these locations are not included in the pricing provided through this contract and will be calculated based on the specific requirements of each order. Our logistics team evaluates the most efficient and cost-effective shipping methods based on destination, weight, and package size, ensuring that Sourcewell participating entities receive transparent shipping costs prior to shipment. These details are clearly communicated at the time of quotation and order confirmation.	*

69	Describe any unique distribution and/or delivery methods or options offered in your proposal.	All Traffic Solutions, Inc. continues to meet the urgency required by Sourcewell Members with a standard product delivery time of 2-4 weeks within the United States and Canada. We offer this delivery timeframe as part of our current process, ensuring that our Sourcewell Members receive their products quickly and efficiently. Unique to All Traffic Solutions, Inc., we provide a "white-glove" delivery service for radar speed and message trailers. The majority of our speed and message trailers are delivered via this service, where a driver contracted by All Traffic Solutions, Inc unloads the trailer upon arrival. During the delivery, the driver provides a brief overview of the products to ensure that our Sourcewell Members are comfortable operating their new equipment.
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.	All Traffic Solutions, Inc. has a comprehensive internal audit process involving Sales, Production, and Business Development teams to ensure accuracy and timeliness in contract activities. When the contract is awarded, the Contract Manager and Sales Enablement team communicate the prices and items approved by the contract to our Production Team. The Production Director updates the relevant pricing in our customer relationship management system. Once the contract price updates are verified, the Contract Manager ensures they align with the awarded contract. After the prices are matched between our CRM and the contract document, communications are sent to Sales and Marketing teams to promote contract compliance. This process is validated by our VP of Sales for accuracy and transparency. Our Contract Manager maintains quarterly reports of all contract-related sales orders. Anyone entering a sales order into our CRM uses a sales order template that requires a specific field to be filled out for contracts. This information is reflected in the sample quote attached and can be seen in the top left corner of the first page. Once the contract field is completed on the quote, the Sourcewell Member's assigned number is automatically carried over to the sales order, invoice, and customer account record. This ensures consistency across all contract related documents and supports accurate tracking throughout our systems. We also track contract opportunities at various stages. These reports are verified by the Contract Manager and Sales Analytics team to ensure up-to-date information. Our Controller and Finance Team use the same CRM database to keep track of all invoices and purchase orders required for verifying contract sales volumes. Finance also collaborates with Production and Business Development units to remit administrative fees according to the contract terms. Additionally, the Contract Manager tracks all contract and reporting requirements, including deadlines, contacts, and proactive measures to meet contractual obligations. This is managed through the use of shared calendars, resource folders, and an organized system for managing contracts and customer relations.

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.	We generate detailed reports for all cooperative contracts to track the number of opportunities that have been converted into sales orders. This helps not only with compliance but also in measuring the success of our performance on the contract. We also track the number of opportunities created, even if they have not yet resulted in purchases. These reports will include key metrics such as the number of opportunities, opportunity cycle length, opportunity location, dollar amount, number of new accounts vs existing accounts, and the sub-industries represented. In addition, we will examine year-over-year trends to evaluate how often customers are using the Sourcewell contract over time. The reports generated are flexible and can be analyzed on a daily, weekly, monthly, or quarterly basis. These insights are also valuable for Marketing to optimize activities like email campaigns, social media presence, and website optimization. Furthermore, we will collect qualitative feedback from our Sales Representatives regarding ease of use, Sourcewell brand recognition, and customer acceptance. Marketing is actively involved in running informational campaigns and reporting performance metrics, such as the number of new contacts gained through outreach. These campaigns are executed through email, our website, social media, and trade shows.	*
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.	To maintain consistency with our existing Sourcewell contract, All Traffic Solutions, Inc. offers a quarterly administrative fee of 2% on all sales orders. This fee is in line with the administrative fees we currently pay for our own contract, ensuring competitiveness and simplicity. While our average administrative fee across other contracts is 1.1%, we believe the 2% fee remains an attractive and reasonable rate for Sourcewell, reflecting our commitment to supporting the contract and promoting its success.	*

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.	In line with our current Sourcewell contract #090122-ATS, we are offering a 10.5% discount, compared to our standard 8% discount.	*

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

Line Item	Question	Response *	
74	Provide a detailed description of all the Solutions offered, including used Solutions if applicable, offered in the proposal.	Shield Radar Speed Signs All Traffic Solutions offers Radar Speed Signs in two sizes: the Shield 12 and the Shield 15. These signs display drivers' speeds as they approach and can flash an optional strobe light at vehicles exceeding the posted speed limit. This feature grabs attention and warns drivers to slow down. Increasing driver awareness in this way has proven effective in reducing speeding. Shield signs also collect speed and traffic volume data, helping to analyze traffic patterns and support data-driven decisions. They are commonly deployed in roadway work zones to calm traffic, enforce reduced speed limits, and enhance safety for both workers and drivers. Shield signs are lightweight and easy to install on roadside signposts. Their portability makes them ideal for rotating between different work zones. Built for durability, they excel in radar accuracy, power recovery, autonomous battery operation, and crash resistance. They're shatterproof, graffiti-resistant, and can withstand wind speeds up to 150 mph, as well as harsh weather conditions including snow, rain, and ice. With proper care, Shield signs can last for over a decade. They come with flexible power options: battery-powered or integrated solar. The integrated solar version eliminates the need for battery removal during recharging, making setup and relocation even easier.	*

InstAlert Variable Message Signs

InstAlert Variable Message Signs are designed to be the most portable, durable, and user-friendly signs available. They can display up to six different screens of custom text and/or graphics. Their bright, large displays make them ideal for conveying important roadside information quickly and clearly.

These signs offer flexibility in messaging. They are widely used to notify drivers of upcoming roadwork, changes in traffic patterns, reduced speed limits, and flagger instructions. InstAlert signs can also display general safety reminders.

Two sizes are available: the InstAlert 18 and InstAlert 24. The InstAlert 24 is the only foldable variable message sign on the market, making it easy to transport, and it even fits in a car trunk.

Lightweight and versatile, InstAlert signs can be mounted on posts, poles, trailers, or vehicle hitches by one person in just a few minutes. Messages can be programmed remotely through TrafficCloud, saving time and effort. No on-site visits are required to update the display.

InstAlert signs are built to last over 10 years. They are shatterproof, graffiti-resistant, and weatherproof. Power options include lithium batteries, AC, or solar. The InstAlert 18 is also available with integrated solar power.

SpeedAlert Radar Message Signs

SpeedAlert Radar Message Signs combine radar speed display with variable message functionality, offering a highly versatile solution. These signs show vehicle speeds along with custom speed-dependent messages.

For example, speeding drivers may see a warning to slow down, while those obeying the limit may receive a thank-you message. The sign can also activate flashing red and blue strobes to alert speeders.

Besides speed-dependent messages, SpeedAlert can be used like a regular message sign for general alerts or instructions. It also collects speed and volume data.

The combination of radar feedback, messaging, and data collection makes SpeedAlert a multifunctional tool which is ideal for traffic studies, traffic control, or driver safety education in work zones.

ATS Speed & Message Trailers

All Traffic Solutions offers two trailer models for mounting radar speed and message signs.

The ATS 3 trailer is compatible with smaller signs, including the Shield 12, Shield 15, SpeedAlert 18, and InstAlert 18. It features a 360-degree rotating pole, making it easy to position the sign in any direction. This compact trailer is perfect for streets with speed limits under 45 mph.

The ATS 5 trailer supports larger signs such as the InstAlert 24 and SpeedAlert 24. It's ideal for high-speed roads up to 55 mph and can be equipped with a red and blue strobe bar to alert speeding drivers.

ATS trailers are engineered for easy transport and deployment. They require no special equipment; any vehicle with a 2" receiver hitch can tow them. Thanks to their welded steel frames and marine-grade powder coating, these trailers remain in excellent condition even after 10 to 15 years of year-round use in harsh weather.

License Plate Recognition (LPR) Camera-Ready Trailers

These trailers power a SpeedAlert or InstAlert sign along with customer-provided LPR cameras. This makes them a powerful, all-in-one solution for traffic calming, data collection, messaging, and license plate capture.

A variety of configurations are available to support the customer's camera of choice. All Traffic Solutions partners with most major LPR brands to ensure seamless integration.

Efficient solar panels and batteries provide long runtime for both the sign and cameras. These trailers are highly mobile, rugged, and perfect for areas lacking fixed infrastructure.

Cameras are purchased separately, but ATS includes professional installation at no additional cost.

Surveillance-Ready Trailers

These trailers are designed to power a SpeedAlert or InstAlert sign along with a

		customer-selected surveillance system. They feature a detachable telescoping mast that folds down to fit in a car trunk. Using a hand-operated pneumatic lift, the mast extends to 22 feet in just 30 seconds. Once attached to the trailer's receiver hitch, it's ready to use. The design is compatible with many camera brands, giving customers the freedom to choose their preferred equipment. A mounting assembly is included for easy plug-and-play setup. These rugged trailers offer a mobile, reliable solution for monitoring work zones, construction sites, high-traffic areas, and more—without requiring any permanent infrastructure. ATS 5 FLEX Trailers The ATS 5 FLEX trailer supports SpeedAlert or InstAlert signs and accommodates a wide range of add-ons, including noise sensors, AI cameras, and other safety technologies. Its flexible design allows seamless integration with various customer-selected devices. Different mounting and configuration options are available, and ATS can collaborate with technology partners to ensure a smooth setup. Highly efficient solar panels and battery power enable extended operation in the field, with minimal maintenance. Customers supply their own sensors, cameras, or radar, and ATS provides installation and configuration at no extra charge. TraffiCloud TraffiCloud is All Traffic Solutions' patented remote management system, available by annual subscription. It allows customers to monitor and manage their devices online, saving significant time. There's no need to visit the sign location to collect data or make updates. Data from Shield signs, SpeedAlert signs, and StatTrak counter classifiers is uploaded in real time to TraffiCloud. Users can view and analyze data through intuitive charts, tables, and graphs. Reports can be downloaded or set to auto-send via email. TraffiCloud also enables alerts for low battery, tampering, movement, or high-speed violations. If tampering occurs, the sign captures an image viewable through the portal. Sign locations are tracked in real time via a live map. Message signs can be programmed directly from TraffiCloud. Users can create or select messages, push them to one or multiple signs, and even schedule them in advance - making the system ideal for proactive communication in work zones.	
75	Within this RFP category there may be subcategories of solutions. List subcategory titles that best describe your products and services.	All Traffic Solutions, Inc. seeks to provide products and services described in this RFP response under the scope provided in solicitation details, which states, "Work Zone Signage" as a type of solution stipulated. In addition, we provide complimentary products such as surveillance ready trailers and software as a service which ties in all traffic safety equipment provided, along with free training and extended warranty options through TraffiCloud subscriptions. Therefore, we propose "Workzone Signage Software" and "Workzone Surveillance and Monitoring Solutions" as the titles that best represent the subcategories of our offerings as they relate to the scope of this RFP.	*

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	Offered *	Comments	
76	Channelizing Devices - Products specifically designed to guide and control traffic flow in temporary work zones, such as: Cones, bollards and drums, delineators and reflective posts	☐ Yes ☒ No	Not applicable	*
77	Crash Attenuation Devices - Temporary or mobile equipment designed to reduce the impact of collisions in work zones, such as: truck and trailer-mounted attenuators, water or sand-filled arrays, and guardrail end treatments	☐ Yes ☒ No	Not applicable	*
78	Flagging Equipment - Devices used to manage and direct traffic manually or automatically in work zones, such as: hand-signaling and warning flags, high-visibility safety flags, and automated flagger assistance devices (AFADs)	☐ Yes ☒ No	Not applicable	*
79	Safety Barriers - Barriers used exclusively for temporary work zones to separate traffic from construction areas, such as: jersey barriers (temporary applications only), temporary gate systems, temporary safety fencing, screens and panels, and work zone barricades.	☐ Yes ☒ No	Not applicable	*
80	Work Zone Signage - Signage designed for temporary deployment in work zones to provide clear and dynamic information to drivers, such as: work zone speed awareness signs, flashing beacons, work zone dynamic warning systems, variable message signs and roadway message boards, and portable traffic signals.	☒ Yes ☐ No	We are offering Radar Speed Signs, Radar Message Signs, and Variable Message Signs for roadway work zones to calm traffic, alert motorists and other roadway users, enforce reduced speed limits, and enhance safety for both workers and drivers. In addition, we offer complementary products such as surveillance ready trailers and software as a service that integrates with our traffic safety equipment, along with free training and extended warranty options through TrafficCloud subscriptions.	*

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

Line Item 81. 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 *
	☐ Yes ☒ 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](#) - ATS Sourcewell Price List - RFP 042225.xlsx - Monday April 21, 2025 14:12:22
- [Financial Strength and Stability](#) - Financial Strength Letter 2025.docx.pdf - Monday April 21, 2025 13:41:48
- [Marketing Plan/Samples](#) - Marketing Plan Samples.zip - Monday April 21, 2025 13:53:20
- WMBE/MBE/SBE or Related Certificates (optional)
- [Standard Transaction Document Samples](#) - Standard Transactional Documents.zip - Monday April 21, 2025 14:06:49
- Requested Exceptions (optional)
- [Upload Additional Document](#) - Additional Documents.zip - Monday April 21, 2025 14:20:09

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. - Michael Werksman, Vice President of Finance, All Traffic Solutions, Inc.

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 4 Roadway Work Zone: Safety and Traffic Management Equipment Mon April 14 2025 11:30 AM	☒	1
Addendum 3 Roadway Work Zone: Safety and Traffic Management Equipment Mon April 7 2025 07:57 AM	☒	1
Addendum 2 Roadway Work Zone: Safety and Traffic Management Equipment Fri March 21 2025 11:53 AM	☒	1
Addendum 1 Roadway Work Zone: Safety and Traffic Management Equipment Tue March 4 2025 03:39 PM	☒	1

AMENDMENT #1 TO MASTER AGREEMENT 042225-ATS

THIS AMENDMENT, effective upon the date of the last signature below, is by and between **Sourcewell** and **All Traffic Solutions, LLC** (Supplier).

Sourcewell awarded a Master Agreement (042225-ATS) to Supplier to provide roadway work zone traffic safety equipment to Participating Entities through Sourcewell's Cooperative Purchasing Program (Master Agreement).

As of August 25, 2025, Traffic and Parking Control Co., LLC (TAPCO) formally acquired all interests of Logix US Bidco LLC. As a result, each company updated its legal corporate suffix in its state of incorporation, All Traffic Solutions, Inc. is now All Traffic Solutions, LLC and the parties wish to amend the Contract to reflect that.

NOW, THEREFORE, the parties amend the Master Agreement as follows:

"Table 1: Proposer Identity and Authorized Representatives" is modified as follows:

<u>Line Item</u>	<u>Question</u>	<u>Clarification/Update</u>
1	Provide the legal name of the Proposer authorized to submit this Proposal	All Traffic Solutions, LLC
3	Identify all subsidiaries, D.B.A.s, 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).	Traffic and Parking Control Co., LLC (TAPCO) Traffic Logix, LLC
6	Physical Address	5100 W. Brown Deer RD., Brown Deer, Wisconsin 53223, USA
8	Authorized Representative	Amanda Schulz, Vice President of Sales amanda.schulz@tapconet.com 262-649-5230

Except as amended by this Amendment, the Master Agreement remains in full force and effect.

Sou Signed by:
Jeremy Schwartz
C0FD2A139D06489...

By: _____
Jeremy Schwartz
Chief Operating and Procurement Officer

Date: 7/30/2026 | 11:22 AM CDT

All Signed by:
Amanda Schulz
B82F3D20082442F...

By: _____
Amanda Schulz
Vice President of Sales

Date: 7/30/2026 | 11:41 AM CDT