

**MASTER AGREEMENT #042225****CATEGORY: Roadway Work Zone: Safety and Traffic Management Equipment with Related Products****SUPPLIER: ATS Traffic Ltd.**

This Master Agreement (Agreement) is between Sourcewell, a Minnesota service cooperative located at 202 12th Street Northeast, P.O. Box 219, Staples, MN 56479 (Sourcewell) and ATS Traffic Ltd., 9015 14 Street NW, Edmonton, Alberta, Canada T6P 0C9 (Supplier).

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

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

**Article 1:
General Terms**

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

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

- 5) **Term.** This Agreement is effective upon the date of the final signature below. The term of this Agreement is four (4) years from the effective date. The Agreement expires at 11:59 P.M. Central Time on 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.

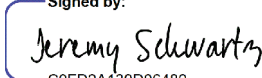
- 1) **Quotes to Participating Entities.** Suppliers are encouraged to provide all pricing information regarding the total cost of acquisition when quoting to a Participating Entity. Suppliers and Participating Entities are encouraged to include all cost specifically associated with or included within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

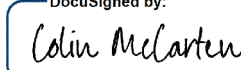
Entity to address any necessary provisions within transaction documents not expressly included within this Master Agreement, including but not limited to transaction cancellation, dispute resolution, governing law and venue, non-appropriation, insurance, defense and indemnity, force majeure, and other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

ATS Traffic Ltd.

Signed by:

 C0FD2A139D06489...
 By: _____
 Jeremy Schwartz
 Title: Chief Procurement Officer
 Date: 6/25/2025 | 12:20 PM CDT

DocuSigned by:

 353EE593C4C2477...
 By: _____
 Colin McCarten
 Title: EVP Sales & Marketing
 Date: 6/25/2025 | 11:12 AM MDT

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

Vendor Details

Company Name: ATS Traffic

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

Address: 9015 14 Street NW

 Edmonton, Alberta T6P 0C9

Contact: Kyle Clarkson

Email: kylec@atstraffic.ca

Phone: 780-440-4114

Fax: 780-440-4114

HST#:

Submission Details

Created On: Wednesday April 02, 2025 15:31:11

Submitted On: Tuesday April 22, 2025 13:44:46

Submitted By: Kyle Clarkson

Email: kylec@atstraffic.ca

Transaction #: 10634477-1f56-444a-aca9-60ff2b599d4f

Submitter's IP Address: 147.243.242.170

Specifications

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

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

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

Line Item	Question	Response *	
1	Provide the legal name of the Proposer authorized to submit this Proposal.	ATS Traffic Ltd.	*
2	In the event of award, is this entity the Responsible Supplier that will execute the master agreement with Sourcewell? Y or N.	Yes	*
3	Identify all subsidiaries, D.B.A., authorized affiliates, and any other entity that will be responsible for offering and performing delivery of Solutions within this Proposal (i.e. Responsible Supplier(s) that will execute a master agreement with Sourcewell).	<ul style="list-style-type: none"> - Advanced Government Services, LLC (Subsidiary) - Interprovincial Traffic Services (Subsidiary) 	*
4	Provide your CAGE code or Unique Entity Identifier (SAM):	EXJMAKUDU361	*
5	Provide your NAICS code applicable to Solutions proposed.	<ul style="list-style-type: none"> - 561990 - Flagging (i.e. Traffic control) services - 532490 - Other Commercial and Industrial Machinery and Equipment Rental and Leasing / Traffic control equipment (e.g. Barricades, cones, traffic signs) rental or leases). 	
6	Proposer Physical Address:	Head Office 9015 14 Street NW, Edmonton, Alberta Canada T6P 0C9	*
7	Proposer website address (or addresses):	https://www.atstraffic.ca https://www.store.atstraffic.ca https://www.agspnw.com	*
8	Proposer's Authorized Representative (name, title, address, email address & phone) (The representative must have authority to sign the "Proposer's Assurance of Compliance" on behalf of the Proposer):	Colin McCarten EVP Sales & Marketing 9015 14 Street NW, Edmonton, Alberta, Canada T6P 0C9 colinm@atstraffic.ca 587.458.2051	*
9	Proposer's primary contact for this proposal (name, title, address, email address & phone):	Peter Kehoe Marketing & Corporate Communications Manager (Canada/US) 9015 14 Street NW, Edmonton, Alberta, Canada T6P 0C9 peterk@atstraffic.ca 587.405.5700	*
10	Proposer's other contacts for this proposal, if any (name, title, address, email address & phone):	Doug Sibert Director, Strategy and Operations 8644 Pacific Avenue, Tacoma, Washington, USA 98444 doug@advancedgovernmentservices.com T 253-531-9782	*

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

Line Item	Question	Response *	
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11	Provide a brief history of your company, including your company's core values, business philosophy, and industry longevity related to the requested Solutions.	<p>Founded in 1966 by Lorne Hooper, ATS Traffic began as Alberta Traffic Supply Ltd., the first barricade rental company in Western Canada. What started with a simple vision to replace kerosene flare pots with safer, flashing barricade lights has grown into Canada's largest traffic safety and control solutions provider. For nearly six decades, we have evolved alongside the infrastructure industry, continuously innovating to meet the complex demands of public safety, mobility, and temporary traffic control.</p> <p>At our core, ATS Traffic is driven by a single mission: to make roads safer so that people get home safely, every day. This purpose guides our business philosophy of building trust through consistent, reliable, and responsive service. We take a consultative approach, tailoring solutions to the specific needs of each client and community we serve, whether that's a municipality, utility provider, or private contractor.</p> <p>Our company values guide how we operate and deliver for our clients. We believe in doing what's right, holding ourselves to high ethical standards and acting with integrity and accountability in every decision. We believe our people matter, which is why we prioritize safety, inclusion, and development to build a strong, empowered workforce. We build trust through teamwork, collaborating closely with our partners and colleagues to achieve shared success. And we are always striving for excellence, continuously improving and delivering with precision, professionalism, and a customer-first mindset.</p> <p>These values are embedded into every aspect of our operations, from how we train personnel and maintain equipment to how we respond to emergencies and develop engineered traffic control plans. Our teams, many of whom are certified through the Alberta Construction Safety Association (ACSA), are committed to upholding rigorous standards of quality, compliance, and professionalism.</p> <p>With more than 700 employees and 11 branches across Canada and the U.S., ATS Traffic has the scale, systems, and expertise to deliver end-to-end work zone solutions. Our offerings span traffic control devices, signage, smart work zone technologies, lane closures, engineering support, and 24/7 emergency response. We are proud to be a Platinum Club Member of Canada's Best Managed Companies, a 3M Certified Digital Fabricator, and Western Canada's exclusive Premier Ver-Mac distributor.</p> <p>In 2023, ATS Traffic welcomed Advanced Government Services (AGS) into our family of companies. Founded in 2003 and based in Tacoma, Washington, AGS has earned a reputation as one of the Pacific Northwest's most trusted providers of traffic control planning and management. As a woman-led, union-signatory company, AGS specializes in on-call flagging, equipment deployment, signage installation, traffic control plans, and smart work zone support.</p> <p>AGS employs over 80 certified traffic control professionals in the off-season, scaling to over 100 during peak construction periods. The company has extensive experience managing municipal, state, and federal projects across Washington and Oregon. AGS does not subcontract, ensuring full quality control and consistency across every project. The team operates 24/7 with an in-house fleet that includes TMAs, message boards, arrow boards, and automated flagger assistance devices (AFADs), all supported by its own training program and corporate instruction team.</p> <p>Together, ATS Traffic and AGS form a powerhouse in the traffic safety industry, offering unmatched reach, deep expertise, and a shared commitment to safety, innovation, and customer service. Backed by nearly 60 years of combined experience, we are uniquely positioned to support Sourcewell Participating Entities with scalable, reliable, and values-driven traffic control solutions across North America.</p>
12	What are your company's expectations in the event of an award?	<p>Once a contract is awarded, our focus shifts to setting a solid foundation for execution. This includes finalizing contract terms, aligning on invoicing and reporting, and confirming key points of contact (for ongoing communication). From there, a detailed launch plan should be established—outlining timelines, deliverables, and regional strategies, as well as the actioning the priorities below:</p> <ul style="list-style-type: none"> - Kickoff Meeting: Align on goals, scope, roles, and key milestones; Confirm communication cadence and reoccurring meeting schedule (Example: Quarterly business reviews) - Data & Information Sharing: Securely exchange documents, customer/member databases (regional strategy alignment), and any needed brand or technical assets. - Go-to-Market (GTM) Strategy: Define audience, messaging, team roles, and timeline. Align on KPIs, tools, and cobranding opportunities. Please see the Marketing Plan for more information.

13	Demonstrate your financial strength and stability with meaningful data. This could include such items as financial statements, SEC filings, credit and bond ratings, letters of credit, and detailed reference letters. Upload supporting documents (as applicable) in the document upload section of your response. DO NOT PROVIDE ANY TAX INFORMATION OR PERSONALLY IDENTIFIABLE INFORMATION.	Please see the letter attached.	*
14	What is your US market share for the Solutions that you are proposing?	<p>Advanced Government Services (AGS) is a well-established traffic control services provider based in Tacoma, Washington, with operations throughout Washington, Oregon, and Idaho. Since its founding in 2003, AGS has built a strong regional reputation for safety, reliability, and responsiveness in traffic control, lane closures, and flagging services.</p> <p>Over the years, AGS has become a trusted partner for public agencies and private contractors, consistently delivering high-quality support on infrastructure and construction projects. Their strong relationships with municipalities and utility companies have positioned them as a go-to provider in the Pacific Northwest.</p> <p>In 2023, AGS entered into a strategic partnership with ATS Traffic, a major Canadian traffic safety firm, marking a significant step toward expanding its capabilities and footprint in the U.S. This partnership reflects AGS's forward-thinking approach and reinforces its leadership not only in operations but also in market positioning.</p> <p>AGS continues to invest in regional brand visibility and operational growth — leveraging both local knowledge and strategic alliances to strengthen its presence and influence within the traffic control space.</p>	*

15	What is your Canadian market share for the Solutions that you are proposing?	<p>Thanks to decades of consistent growth, deep industry partnerships, and a commitment to safety and service, ATS Traffic is estimated to hold approximately 40% of the market share in the Canadian regions it serves. This dominant position reflects its leadership in both operational capacity and customer trust across the traffic control and safety sector.</p> <p>Today, ATS Traffic operates 14 strategically located branches across Canada, with a presence in Alberta, British Columbia, Saskatchewan, Manitoba, and Ontario. This wide geographic reach allows our company to deliver localized expertise while maintaining a consistent national standard of safety, service, and quality.</p> <p>ATS Traffic has opened 8 new locations in the past 5 years, including in cities like Ottawa, Mississauga, Grande Prairie, Kelowna, and Kamloops. This expansion reflects a growing demand for the company's products and services across a diverse range of markets. By strategically opening locations in both major urban centers and smaller cities, ATS Traffic is tapping into new customer bases and increasing its geographic reach. In all of the markets that we serve, ATS Traffic either has been awarded municipal contracts for Traffic Control Services and/or supply of products. Our ability to expand quickly in different regions is based on existing customer relationships, sound strategic decision making, strong market potential and financial stability. Each new location provides an opportunity for increased revenue, greater market share, and enhanced brand recognition.</p> <p>Another means of market expansion that ATS Traffic pursues is through acquisitions. In 2023, ATS Traffic formalized and announced the acquisition of two organizations. Though ATS Traffic has always explored opportunities for entering new geographic markets in Canada, these two acquisitions represent a progressive shift in business strategy. Below is a brief overview of each of these acquisitions:</p> <ul style="list-style-type: none"> - Acquisition of Advanced Government Services (AGS): on June 12th, 2023, we announced the acquisition of Tacoma-based traffic control company, AGS. AGS are award-winning traffic safety providers with a reputable track record and loyal customer base. For the first time in our history, ATS Traffic has expanded to the United States. ATS Traffic have had our sights set South of the Canadian border for some time particularly the Pacific Northwest region. Together, we will continue to push the boundaries of our industries, adopting new technology and delivering consistent services to our customers across North America. AGS will now be supported by our robust product offerings and operational scale and ATS Traffic will be able to fully spread its wings in the traffic industry in the Pacific Northwest. ATS Traffic and AGS we are eager to grow together and create exponential growth and deliver a new standard of road safety solutions to the region. Currently underway is the full integration of our two teams from an operational, inventory, technology, and marketing standpoint. - Acquisition of Interprovincial Traffic Services (ITS): On September 5th, 2023 we announced the acquisition of Interprovincial Traffic Services (ITS), a reputable traffic technology systems provider based in Surrey BC. With this exciting acquisition ATS Traffic now becomes the largest provider of intelligent transportation systems technology in Canada. ITS and ATS traffic customers will benefit from the wider network of combined branches and distribution centres across Canada and the Pacific Northwest. This acquisition signifies a continued commitment to the future of transportation and technology, particularly in the intersection. ATS Traffic continues to invest in expanding our product portfolio in the smart city infrastructure and traffic data analytics areas as these are emerging trends shaping our industry. Like ATS Traffic, the history of ITS as a company spans over 50 years in the traffic safety industry. They have built a strong reputation in delivering top quality traffic products and services to municipalities and contractors throughout Western Canada. Forming the foundation of this success are the dedicated ITS employees that have earned the respect and loyalty of their customer base by demonstrating consistent professional knowledge, service, and industry expertise.
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 Sourcwell if it enters a bankruptcy proceeding at any time during the pendency of this RFP evaluation.	N/A – ATS Traffic has not been involved in any bankruptcy proceedings within the past seven years. The company maintains a strong and stable financial position, with a long-standing track record of fiscal responsibility and operational resilience.
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	<p>ATS Traffic is best described as a complete solutions provider, leveraging our manufacturing capabilities for signage and customized solutions, and our exclusive supply chain agreements for supplemental product supply and installation. Our branches are staffed with dedicated ATS Traffic employees and professionals in sales, administration, installs, repairs, and manufacturing. We have regional executives, account managers and customer support personnel for each Sourcwell member and fully support the engagements with consultation, sales, billing services, installation, customer satisfaction, warranty work and return services if necessary.</p> <p>Integrated Support System for Sales, Service, Dealers, Manufacturing, and Strategic</p>

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?

Partnerships

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

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

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

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

Quality and Compliance Built to Support the Front Lines

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

Real-time tracking to reduce product and service defects

Automated corrective actions that resolve issues efficiently

Supplier quality management for consistency and reliability

Alignment with customer and regulatory standards across projects

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

Leveraging Customer Feedback to Fuel Continuous Improvement

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

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

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

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

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

Insights & Trends – Feedback data is analyzed in Power BI to identify recurring issues and improvement areas.

This loop doesn't just drive improvements in product and service delivery—it gives our teams the insights they need to proactively engage customers, offer tailored solutions, and build long-term loyalty. The system also tracks safety observations in real time, creating visibility across leadership to identify trends and elevate safety, quality, and customer satisfaction.

Strategic Supplier and Manufacturing Partnerships That Drive Results

We maintain strong relationships with our key suppliers through regular business reviews, focusing on sales strategy, co-branded marketing, inventory planning, and new product innovation. These partnerships help drive initiatives like our “Good, Better, Best” product model, giving our sales teams flexible tools to meet varying customer budgets and technical requirements.

In parallel, our procurement and manufacturing teams work in sync with sales and operations to ensure readiness and availability—an advantage that allowed us to maintain stable product flow even during pandemic supply chain disruptions. Our

		<p>ability to even supply competitors during shortages underscores the reliability and resilience of our supply network.</p> <p>We also work closely with partners such as Livable Cities, Cubic, Ver-Mac, Plasticade, and Pexco to expand and diversify our product offerings. Our investments in manufacturing, rental fleet capacity, and legislative advocacy allow us to meet customers' growing infrastructure needs, both in scale and complexity.</p> <p>End-to-End Services That Reflect Our Integrated Approach Our full-service offering—from manufacturing and installation to rentals, design, and on-street support—means we're more than just a supplier; we're a true solutions partner. Our certified field technicians, traffic control experts, and project managers ensure each engagement is executed with precision, safety, and efficiency.</p> <p>Core service areas include:</p> <p>On-Street Traffic Control – Flagging, lane closures, detours, equipment deployment, and emergency response</p> <p>Rentals – High-quality traffic control products for short-term projects or events</p> <p>Design Services – Site-specific traffic accommodation plans, turning radii, detours, and more</p> <p>Installation – Permanent signage, barriers, crash attenuators, and pavement markings installed by certified professionals</p> <p>Conclusion ATS Traffic's integrated support system isn't just a set of tools—it's a strategic framework built to empower our people, partners, and processes. By aligning sales, service, manufacturing, and strategic partnerships through data, feedback, and operational excellence, we ensure every customer touchpoint delivers value, consistency, and quality.</p>
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.	<p>Safety Certifications and Programs ATS Traffic is deeply committed to health and safety and maintains a strong internal safety culture. Our safety program includes:</p> <ul style="list-style-type: none"> - COR Certification: Recognized in multiple provinces, COR (Certificate of Recognition) is a voluntary program that verifies a fully implemented safety and health management system that meets national standards. CORs (Certificates of Recognition). ATS Traffic holds active COR certifications in multiple jurisdictions, confirming that our organization has implemented an occupational health and safety management system that meets national and provincial standards. These certifications are held through Alberta Construction Safety Association (ACSA), British Columbia Construction Safety Alliance (BCCSA), Heavy Construction Safety Association of Saskatchewan (HCSAS), and Manitoba Heavy Construction Association (MHCA). COR certification is a critical credential for public infrastructure work and a core component of our internal safety program. - Internal Safety Training: All field staff receive in-house and third-party training on key safety practices. Courses include: <ul style="list-style-type: none"> Leadership for Safety Excellence Construction Safety Training System (CSTS) Fatigue Management WHMIS Load Securement First Aid Flag Person Training (ACSA) Radio Communication Training Workplace Violence and Harassment Awareness Respect in the Workplace Fit-for-Duty Monitoring - Safety Officers and Certifications: Our team includes Canadian Registered Safety Professionals (CRSP), Canadian Registered Safety Technicians (CRST), National Construction Safety Officers (NCSO), and NHSA-certified leaders (National Health and Safety Administrators). - Safety Management Systems: We use systems like Intellex QMS (Quality Management System) for real-time safety data, incident tracking, corrective actions, and proactive performance monitoring. <p>fe Licensed to Operate We are fully licensed to operate across all provinces and regions in which we conduct business. This includes business licenses, contractor registrations,</p>

transportation and fleet operating certifications, and municipal permits, all of which are maintained and reviewed regularly to ensure compliance. We also meet requirements for equipment operation, temporary traffic control, and work zone management as regulated by provincial and local authorities.

Associations

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

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

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

Lean

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

In our context, Lean practices are used to optimize areas such as equipment inventory management, order fulfillment, traffic control setup procedures, and administrative workflows. By applying tools like standard work procedures, visual management, and value stream mapping, we're able to deliver more efficient, consistent, and scalable service to our clients. This translates to faster response times, reduced costs, and higher service quality.

Advanced Government Services (AGS)

As a wholly owned subsidiary of ATS Traffic, AGS is fully aligned with our safety, licensing, and compliance programs. AGS operates under the same COR certification requirements, internal training protocols, and operational standards. AGS specializes in work zone services and is included in this proposal as a Responsible Supplier with the capability to support Sourcewell Participating Entities.

Certifications and Training

All AGS field personnel are state-certified traffic control specialists. Training is conducted through a robust in-house program led by the Corporate Trainer, supplemented with daily on-site instruction. AGS field staff are certified and compliant with:

OSHA and MUTCD (Manual on Uniform Traffic Control Devices) standards
 Oregon and Washington flagging certifications
 Work Zone Traffic Control (WZTC)
 First Aid, CPR, WHMIS-equivalent protocols
 Emergency response and job hazard awareness

AGS is a union signatory under LiUNA Local 737, ensuring its workforce is trained under standardized safety and labor agreements.

Associations and Recognitions

Member of ATSSA (PNW Chapter)
 Vice-Chair, Women in Construction 2024–2025
 Serves on the City of Seattle WMBE Advisory Council
 Member of National Association of Minority Contractors (NAMC)

		2022 AGC Subcontractor of the Year	
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.	N/A – ATS Traffic has not been subject to any debarments or suspensions within the past seven years. The company operates with integrity and adheres to the highest standards of compliance and accountability across all jurisdictions.	*
20	Describe any relevant industry awards or recognition that your company has received in the past five years.	<p>ATS Traffic Ltd. has been named a Platinum Club Member in the Canada's Best Managed Companies program for the third consecutive year. This recognition reflects over nine years of consistent excellence in business practices, organizational performance, and strategic growth. The Platinum status is reserved for companies that have maintained Best Managed status for seven years or more and have demonstrated outstanding leadership, innovation, and corporate culture. The Platinum designation brings additional benefits such as increased media exposure, exclusive branding rights, and expanded networking opportunities.</p> <p>More about Canada's Best Managed Companies program: Canada's Best Managed Companies program continues to be the mark of excellence for privately-owned Canadian companies. Every year since the launch of the program in 1993, hundreds of entrepreneurial companies have competed for this designation in a rigorous and independent process that evaluates their management skills and practices. The awards are granted on four levels: 1) Canada's Best Managed Companies new winner (one of the new winners selected each year); 2) Canada's Best Managed Companies winner (award recipients that have re-applied and successfully retained their Best Managed designation for two additional years, subject to annual operational and financial review); 3) Gold Standard winner (after three consecutive years of maintaining their Best Managed status, these winners have demonstrated their commitment to the program and successfully retained their award for 4-6 consecutive years); 4) Platinum Club member (winners that have maintained their Best Managed status for seven years or more). Program sponsors are Deloitte Private, CIBC, The Globe and Mail, Salesforce and TMX Group. For more information, visit www.bestmanagedcompanies.ca.</p>	*
21	What percentage of your sales are to the governmental sector in the past three years?	Percentage of sales from customers in the governmental sector in the past three years for ATS Traffic is roughly 50%. ATS Traffic is proud to serve 2200 cities, municipalities and other public sector organizations across Canada and the Pacific Northwest. Through our exclusive vendor partnerships, manufacturing certifications, and regional association memberships, communities are able to leverage our expertise and special pricing programs. Our stability, growth, and capacity allow us to deliver tangible services and products to clients.	*
22	What percentage of your sales are to the education sector in the past three years?	Percentage of sales from customers in the governmental sector in the past three years for ATS Traffic is roughly 20%. ATS Traffic has nearly 60 years of experience working with communities to create safer traffic conditions. We understand that educational spaces are vital to a healthy community and these properties deserve the highest quality products and service we can offer.	*
23	List all state, cooperative purchasing agreements that you hold. What is the annual sales volume for each of these agreement over the past three years?	<p>Active Group Purchasing Contracts ATS Traffic are authorized suppliers to public sector group purchasing associations. Kinetic GPO and Canoe Procurement Group of Canada are two national contracts that were awarded to ATS Traffic. The vetting process was extensive as we had to prove our financial stability/growth and showcase our capacity to deliver tangible services and products to municipal/public sector enterprises.</p> <p>Canoe Procurement Group of Canada (\$2M CAD annually). Authorized Supplier of the Traffic Supply Program (Contract: CAN-2021-009-ATS Contract Valid Until: 31 Dec 2025)</p> <p>Kinetic GPO (\$800k CAD annually). Awarded Contract for Traffic Control Products and Related Products and Solutions (RFSO Contract Number: 20-56 - February 1, 2021 to January 31, 2024 Contract extended through March 31, 2026, completing the fourth and fifth year of a five-year term contract).</p>	*
24	List any GSA contracts or Standing Offers and Supply Arrangements (SOSA) that you hold. What is the annual sales volume for each of these contracts over the past three years?	ATS Traffic does not currently hold any GSA contracts in the U.S. or federal Standing Offers and Supply Arrangements in Canada. However, we have been awarded various municipal, provincial/state, and federal contracts through competitive procurement processes and remain active in qualifying for future standing arrangements.	*

Table 2B: References/Testimonials

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

Entity Name *	Contact Name *	Phone Number *	
City of Tacoma (AGS Reference)	Jennifer Welch (AGS Reference)	253.396.3049	*
City of Seattle (AGS Reference)	Jack Nolan (AGS Reference)	206-684-0452	*
City of Calgary (ATS Traffic Reference)	Jeremy Croteau (ATS Traffic Reference)	403-650-0914	*
City of Burnaby (ATS Traffic Reference)	Mark Riekman (ATS Traffic Reference)	604-294-7206	
King County (AGS Reference)	Steve Barron (AGS Reference)	206-263-0310	

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

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

Line Item	Question	Response *	
26	Sales force.	<p>ATS Traffic’s experienced Sales and Customer Support team delivers localized products and services across Canada and the Pacific Northwest through an extensive network of branches. Our team members are well-versed in regional specifications and regulatory requirements and are continuously trained on the latest advancements in intelligent transportation systems.</p> <p>Empowered by cutting-edge tools—including Microsoft Dynamics CRM, Business Central ERP, Ecommerce platforms, and Customer Portals—our Sales team effectively manages customer accounts while delivering exceptional service and added value.</p> <p>Below is a breakdown of ATS Traffic’s 66 Field Sales and Customer Support personnel, by branch location:</p> <p>Edmonton: 18</p> <p>Calgary: 12</p> <p>Grande Prairie: 1</p> <p>Langley: 6</p> <p>Kamloops: 3</p> <p>Kelowna: 1</p> <p>Prince George: 1</p> <p>Surrey: 5</p> <p>Regina: 5</p> <p>Saskatoon: 3</p> <p>Winnipeg: 5</p> <p>Brandon: 3</p> <p>Ottawa: 2</p> <p>Mississauga: 6</p> <p>Tacoma: 4</p> <p>Portland: 1</p>	*

Commitment to Responsiveness
We are committed to responding to clients as promptly as possible—both internally and externally. In cases where a delay is caused by pending internal input, we prioritize clear communication, ensuring clients are informed of when they can expect a follow-up. This commitment to transparency reinforces trust and demonstrates that their requests have not been overlooked.

Dedicated Support Across Divisions
To better serve our clients, ATS Traffic has established dedicated sales and support teams tailored to divisional membership relationships (e.g., RMA, SUMA, AMM) across Canada and the U.S. These teams provide:

Published contact lists

Transparent pricing on signage and installation services

Streamlined ordering and return protocols

Enhanced sales oversight and communication

This structure has improved service delivery and driven broader adoption of ATS Traffic's solutions.

Expert Engagement and Education
Our subject matter experts support customers with the latest innovations, including:

Solar Pedestrian Crossing & Lighting Systems

Traffic Reporting Tools

Intersection Detection Solutions

These experts engage through trade show participation, "lunch and learn" sessions, and on-site consultations. Whether addressing new technologies, product education, warranty concerns, or problem resolution, ATS Traffic representatives are readily available to assist clients and ensure a positive experience.

27	Describe the network of Authorized Sellers who will deliver Solutions, including dealers, distributors, resellers, and other distribution methods.	<p>ATS Traffic is a leading traffic safety and control solutions provider in North America, known for its extensive inventory, wide distribution network, and deep industry partnerships. As a premier distributor and exclusive partner for many top-tier manufacturers, ATS Traffic offers clients access to innovative, certified, and highly reliable work zone products from industry leaders such as Plasticade, Ver-Mac, Traffix Devices, 3M, OPTRAFFIC, RSS, and Pexco. These strategic relationships allow ATS to provide exclusive product lines, priority access to new technologies, and enhanced service support—giving customers a significant advantage in safety, efficiency, and compliance on the road.</p> <p>Here's a short overview of each of the listed companies that are recognized as leaders in work zone products:</p> <ol style="list-style-type: none"> 1. Plasticade Overview: Plasticade is a U.S.-based manufacturer known for its durable and innovative traffic safety products. Their product range includes barricades, cones, signs, and channelizers. Plasticade emphasizes ease of deployment and storage, serving both temporary and permanent traffic control needs. 2. Ver-Mac Overview: Headquartered in Canada, Ver-Mac specializes in electronic traffic control solutions such as message boards, arrow boards, speed signs, and smart work zone systems. They are a leading provider of connected, solar-powered devices used in traffic management and road safety. 3. Traffix Devices Overview: Traffix Devices, based in the U.S., focuses on crash attenuation and traffic control devices. Their portfolio includes crash cushions, barrier systems, and truck-mounted attenuators. They are known for designing high-performance products that meet strict crash-test standards. 4. 3M Overview: A global science-based company, 3M offers a broad array of traffic safety solutions including reflective sheeting, road marking materials, and digital signage. Their innovations help enhance roadway visibility and driver guidance, especially in work zones and low-light conditions. 5. OPTRAFFIC Overview: Based in China and expanding globally, OPTRAFFIC manufactures intelligent traffic control systems like variable message signs, solar traffic lights, and radar speed signs. They are known for integrating smart technologies into transport safety solutions. 6. Road Safety Services (RSS) Overview: RSS is a provider of traffic control services and equipment in the U.S. market. They offer a wide range of services, from signage and barriers to full-service work zone setups, focusing on compliance, worker safety, and efficient traffic flow. 7. Pexco (Davidson Traffic Control Products) Overview: Pexco is a U.S.-based leader in channelization and delineation products. Through their Davidson Traffic Control division, they manufacture flexible guide posts, lane separators, and work zone channelizers, with a strong emphasis on visibility and durability. <p>ATS Traffic offers the most comprehensive work zone and traffic safety product catalog in the world, backed by a robust supplier network and advanced, industry-leading supply chain practices. From high-performance traffic control devices to smart technology solutions and custom signage, ATS delivers unmatched product availability and logistical efficiency. This depth and reliability ensure that clients get what they need—when and where they need it—making ATS Traffic the trusted partner for safer, smarter roads across North America</p>
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28	Service force.	<p>ATS Traffic and its wholly owned subsidiary, Advanced Government Services (AGS), together form one of the largest and most experienced traffic control service forces in North America. With over 700 employees across both organizations and 11 branches nationwide, our combined capacity provides unmatched coverage, depth of expertise, and flexibility to meet Sourcewell Participating Entities' needs on projects of all sizes and timelines.</p> <p>Service Force Resources Across ATS Traffic and AGS, our service teams are made up of:</p> <p>Certified Traffic Control Technicians Flaggers and Traffic Control Specialists Equipment Operators Signage and Barrier Installers On-Call Emergency Response Crews Traffic Engineers and TCP Designers Field Supervisors and Safety Officers Logistics, Maintenance, and Support Teams</p> <p>During peak season, AGS alone scales from 80+ to over 100+ trained field staff and does not subcontract, allowing us to maintain full quality control. As a union signatory under LiUNA Local 737, AGS ensures all crew members are compensated fairly and trained to industry-leading standards. ATS Traffic adds hundreds of additional certified personnel, with support available across Canada and the U.S.</p> <p>Training and Certifications Our crews are extensively trained to handle the deployment, maintenance, and supervision of traffic control equipment in high-speed, high-traffic, and urban environments. All field personnel hold required safety certifications, including:</p> <p>Flag Person Certification (e.g. ACSA, MUTCD-compliant) Construction Safety Training System (CSTS) Leadership for Safety Excellence WHMIS First Aid & CPR Load Securement Radio Communication & Two-Way Protocols Fatigue Management Fit-for-Duty Monitoring Respect in the Workplace Workplace Violence and Harassment Awareness</p> <p>AGS additionally operates an in-house training facility led by a Corporate Trainer, providing hands-on instruction, technical field courses, and continuous safety refreshers. We support employees in earning designations such as CRSP, CRST, and NCSO, and maintain COR certification across multiple provinces.</p> <p>Flagging Services Flagging is a core service offering provided by both ATS Traffic and AGS. All flaggers are state or provincially certified and trained in safe work practices, situational awareness, and emergency response. Our flagging personnel are experienced in working in complex, high-volume conditions and are equipped with PPE, radios, and mobile signage. AGS has been delivering exclusive on-call flagging services to cities like Tacoma and Multnomah County for over a decade and is trusted by municipalities for event traffic, emergency response, and full-lane closures.</p> <p>Capabilities Summary Fully in-house field teams with zero reliance on subconsultants 24/7 on-call and emergency response Daily, weekly, and long-term deployment capabilities In-house engineering and Traffic Control Plan (TCP) design Fleet includes TMAs, message boards, arrow boards, cones, barricades, and smart work zone devices Flagging crews ready for immediate dispatch in urban, highway, and event environments</p> <p>With a service force that combines the legacy strength of ATS Traffic with the local expertise and agility of AGS, we are uniquely positioned to provide scalable, safe, and responsive work zone services anywhere in North America.</p>
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29	Describe the ordering process. If orders will be handled by distributors, dealers or others, explain the respective roles of the Proposer and others.	Currently, Sourcewell members engage us either online or via sales or customer service calls, and we consult on their requirements to generate a quote or proposal. If the client wishes to proceed, we handle the transaction all the way through to delivery and installation. Once the transaction is completed, the invoice is routed through our billing and reporting processes. Our financial systems can generate reporting based on the Sourcewell Members terms of invoicing, with detailed information on product, service, installation and associated costs and taxes. Customer service or sales follows up on a regular basis to ensure satisfaction and determine if there are any additional or ongoing requirements.	*
30	Describe in detail the process and procedure of your customer service program, if applicable. Include your response-time capabilities and commitments, as well as any incentives that help your providers meet your stated service goals or promises.	<p>Regional Customer Service Professionals</p> <p>ATS Traffic's Customer Service Professionals (CSPs) are an experienced and well-trained team that assist our customers with inquiries for rentals, sales, service or support. Whether it's for an event in your community that would require traffic control measures, including set up for safe and efficient lane closures, traffic equipment installation services or on-call emergency traffic control, we have you covered. Every component, from sales and rentals to labour and traffic movement is handled in-house by our team of experts.</p> <p>Our Sales, Customer Service Providers, and management have also completed the highest level of certification through our in-house training program—run by our Corporate Trainers and designated staff who facilitate technical field operations courses for all staff, with ongoing, hands-on operational and product training.</p> <p>From Customer Service Professionals to our On-Street Technicians, we are certified and experienced in handling a wide range of traffic volumes and project scopes. We have designed and executed numerous traffic management strategies and our commitment is always to provide the safest and best-fit solutions for communities. In addition to our Sales and Services teams, our innovative and driven support teams, including Marketing, Technology and Procurement, are strategically aligned with our growing vendor partner network.</p> <p>As an example of the programs we offer our MASH customers, ATS Traffic provides RMA and its members with access to our Traffic Partner Program, designed to solve municipal traffic challenges and create a safer experience for people in motion. As a Traffic Partner, RMA/SARM members have access to over 15,000 products, dedicated sales and customer service teams, online ordering tools, and a full range of on- and off-site services.</p>	*
31	Describe your ability and willingness to provide your products and services to Sourcewell participating entities.	<p>ATS Traffic is fully equipped and committed to providing high-quality traffic safety products and integrated services to the U.S. municipal sector. With over 50 years of experience serving government and municipal clients across Canada, we bring a proven track record in delivering tailored solutions that meet local regulatory requirements, budget constraints, and community safety goals.</p> <p>Our ability to scale operations, combined with strategic partnerships and a robust supply chain, allows us to reliably source, deliver, and install traffic control products—from signage and barricades to smart work zones, intelligent transportation systems (ITS) and connected infrastructure technologies.</p> <p>ATS Traffic is actively pursuing expansion into the U.S. market and is prepared to align with municipal procurement processes, including prequalification requirements, Buy America(n) standards, and local labor compliance. We are committed to building lasting relationships with U.S. municipalities through responsive service, collaborative problem-solving, and innovative product offerings.</p> <p>Whether through direct sales, local partnerships, or public-private collaboration, ATS Traffic is ready and eager to support safe, efficient, and future-focused mobility across U.S. communities.</p>	*

32	Describe your ability and willingness to provide your products and services to Sourcewell participating entities in Canada.	<p>ATS Traffic is a trusted Canadian leader in traffic safety solutions, with over 55 years of experience partnering with municipalities from coast to coast. Our ability to serve the Canadian municipal market is rooted in a combination of deep industry expertise, nationwide infrastructure, and a uniquely integrated support system that spans sales, service, manufacturing, logistics, and strategic partnerships.</p> <p>Proven Capability Across Canada</p> <p>1. National Footprint: We operate multiple full-service branches strategically located across Canada, including Alberta, British Columbia, Saskatchewan, Manitoba, and Ontario. Each location is equipped with local inventory, service teams, and project management resources to support municipal operations year-round.</p> <p>2. Scalable Inventory and Manufacturing: With our in-house manufacturing and customization capabilities—including sign fabrication, traffic device assembly, and smart technology integration—we can fulfill high-volume orders while tailoring products to specific municipal standards and design requirements.</p> <p>3. Certified Expertise: Our teams include certified traffic control personnel, engineers, and project managers who understand the complexities of municipal procurement, public safety, and compliance with standards such as TAC, MUTCDC, and provincial regulations. We also maintain prequalification with numerous provincial and municipal vendor systems.</p> <p>4. Turnkey Solutions: ATS Traffic provides full lifecycle support—from planning and product selection to installation, maintenance, and ongoing service. Our Intelligent Transportation Systems (ITS), temporary traffic control services, asset tracking technologies, and permanent infrastructure offerings are all designed to reduce risk, improve efficiency, and enhance public safety.</p> <p>Commitment to Collaboration and Service We work closely with municipal stakeholders to understand their challenges and goals, offering proactive support and agile response times. Our willingness to collaborate is reflected in our long-term relationships with municipalities across the country, including work on major infrastructure projects, road safety programs, and community engagement initiatives.</p> <p>Built for Municipal Partnerships Bilingual service across many regions</p> <p>Emergency response readiness for rapid deployment of equipment and crews</p> <p>Flexible contracting models including standing offers, joint purchasing groups, and multi-year agreements</p> <p>ATS Traffic is ready, capable, and committed to supporting municipalities across Canada—not just as a supplier, but as a long-term partner in building safer, smarter, and more connected communities.</p>	*
33	Identify any geographic areas of the United States or Canada that you will NOT be fully serving through the proposed agreement.	<p>Canada: ATS Traffic currently services all provinces and territories except Quebec. We maintain active operations and service capabilities across the rest of the country.</p> <p>United States: We currently offer full services to customers in Washington, Oregon, Idaho, Wyoming, Montana, and Alaska, with plans for continued expansion. While we do provide delivery and procurement services to customers outside of these states, full-service offerings are not yet available in other regions.</p>	*
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.	ATS Traffic does not restrict access to our Solutions based on account type. All Participating Entities, regardless of type, will have full access to our offered Solutions if awarded an agreement. We are committed to equitable service and support for all eligible entities under the Sourcewell contract, ensuring consistent product availability, pricing, and service levels across all sectors.	*
35	Define any specific requirements or restrictions that would apply to our participating entities in Hawaii and Alaska and in US Territories.	ATS Traffic does not impose any specific requirements or restrictions on Participating Entities located in Hawaii, Alaska, or U.S. Territories. All entities in these regions will have full access to our products. Standard considerations such as extended lead times and additional freight charges may apply due to geographic distance, but no limitations are placed on product availability or eligibility.	*
36	Will Proposer extend terms of any awarded master agreement to nonprofit entities?	Yes, ATS Traffic is willing to extend the terms of any awarded master agreement to qualified nonprofit entities under the same terms and conditions.	*

Table 4: Marketing Plan (100 Points)

Line Item	Question	Response *
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.	<p>ATS Traffic will use a variety of marketing channels to promote this opportunity.</p> <p>To ensure new and existing customers are made aware of the partnership between ATS Traffic and Sourcewell, we would launch:</p> <ul style="list-style-type: none"> • Monthly newsletters to existing customers who fit Sourcewell's target, as well as potential new customers we find through Zoominfo, our tool for finding new contacts by industry, location, and job title. • Bi-weekly social media posts to promote products beneficial to Sourcewell customers. • Google Ads campaigns to target potential customers by industry (municipalities, utilities, airports, schools, etc.) across North America. • Programmatic advertising campaigns through Multiview targeting current customers, potential customers who match current user profiles, website visitors, and email lists obtained through Zoominfo. <p>ATS Traffic puts a strong emphasis on attending relevant tradeshow and events where our sales team can interact with new and existing customers face-to-face. This includes events across North America, targeting municipalities, utilities, and other relevant public sector customers. A look at our confirmed events can be found in the attached Marketing Plan sample.</p> <p>ATS Traffic are proud members of a variety of industry associations and participate in their respective trade shows and conference throughout the year. In 2024 alone, ATS Traffic Marketing and Sales representatives participating in over 90 events. ATS Traffic is fully committed and excited to participate in in-person events again over the coming years across the regions we serve.</p> <p>During the last few years, ATS Traffic's Marketing team has been able to create a calendar of strategic events that offer the most value to our customers, our company, and our partnerships. Sourcewell and other member-engagement events are at the top of this priority list for sponsoring and participation due to their high visibility and value offered to the delegates — majority of whom have a great working relationship with ATS Traffic and AGS.</p> <p>Our marketing strategy for promoting this contract opportunity is centered around our Intelligent Transportation Systems (ITS), Livable Community Solutions and Creating Safer Communities initiatives. With a dedicated portfolio of various value-added products and services designed for municipalities of all sizes, we have aligned our message to this audience in a way that specifically addresses their needs.</p>

38	Describe your use of technology and digital data (e.g., social media, metadata usage) to enhance marketing effectiveness.	<p>The ATS Traffic Online Store is a fantastic resource for customers- we've gathered product information, images, specifications, and applications, along with substitute and complementary products to make the shopping experience as seamless as possible. A chat feature allows store users to speak directly with an ATS Traffic representative, who is happy to assist with any questions. Ordering on the Online Store is simple – once your account is created, your customer-specific pricing is pulled through and displayed. Customers can view and manage past orders from one convenient place. ATS Traffic even has the capability to create a catalog of signs specific to a company or county – these hidden catalogs are visible only to selected users.</p> <p>ATS Traffic manages digital marketing campaigns on Google Ads and on social media (Facebook, Instagram, LinkedIn). We use Buffer to create, schedule, and share content across all our platforms, and monitor our performance to ensure we maintain high engagement with our audience. We also regularly email a subscriber list to let them know of any relevant promotions or events.</p> <p>To ensure we stay relevant in search results, we use SEMrush. This tool allows us to understand search terms potential customers use and how we can optimize our pages for those keywords, helping us rise to the top of the search results page. When creating new content or posts, we use SEMrush to determine the page structure and content.</p> <p>ATS Traffic captures leads and contact info through various forms on our website. Once entered, these details are passed through to our CRM, Microsoft Dynamics. Contacts are added to relevant email lists, while leads can be assigned to relevant account managers and tracked from initial inquiry to project completion. In addition to Microsoft Dynamics, we use ClickDimensions to further our marketing efforts – this tool allows us to create automated email campaigns.</p> <p>We use Zoominfo to grow our list of contacts – this tool helps us find contacts based on their location, company profile, and job title. Using Zoominfo, we can build a list of contacts sorted by industry (municipal, educational, utilities, for example) and target them through online advertising or send them our newsletter.</p> <p>We use MultiView to launch programmatic digital advertising campaigns which can target previous website visitors, email lists, and users whose browsing history aligns with ATS Traffic/AGS customers. We can also target emails found through- Zoominfo searches. These campaigns can be industry- and location- specific.</p>
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?	<p>Similar to ATS Traffic's agreements with Canoe/Kinetic, Sourcewell customers would have their own dedicated price list for our full inventory. This price list would apply to all sales channels including purchases made on the online store, at our branches, over the phone, via email or forms fills on the website for a consistent, omnichannel experience.</p> <p>We can communicate and engage with your audience in a variety of ways, including our presence and participation in major industry events across Canada and the US, print and online distribution of our product catalogue and connecting with members and other industry professionals through the delivery of information in municipal association newsletters, e-updates, and publications. ATS Traffic's reputable and experienced Marketing team are responsible for planning and executing value-added content (brochures, case studies, white-papers, infographics, etc.); campaigns (social, direct mail, digital advertisements, etc.); website optimization and ecommerce. Therefore, any information that Sourcewell can provide in these related programs and events ahead of time can assist the ATS Traffic Marketing team in leveraging any Sourcewell marketing channel available to suppliers.</p> <p>Supporting the internal rollout for our Sales and support teams would also be a value that Sourcewell can provide our teams. Messaging around how customers can leverage their exclusive Sourcewell member pricing would be provided to customer facing ATS staff members who would also be briefed regularly on the particulars of the contract.</p>

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.	<p>Yes, ATS Traffic has an online store which facilitates the ordering of all traffic safety equipment, including signage, delineation, message and arrow boards, temporary barriers, and more.</p> <p>Our municipal customers have used the online store to order signage (which can be made custom to their county specifications), temporary delineation and other work zone essentials, traffic calming devices, and ITS solutions. The online store makes it easy to track and manage your orders, as well as monitor spending.</p> <p>Our new ecommerce website is built on a Canadian-made, industry-leading platform. We have focused our development efforts to streamline the order process and provide our customers with a seamless and user-friendly experience. Notable features and updates related to this contract include:</p> <p>Canoe Member Pricing: Account price lists automatically applied to users upon setup</p> <p>Automated Emails: Abandoned cart, reminders, promotional offers and more</p> <p>Tailored Experience: Depending on the region, users will have access to their provincial sign catalogue</p> <p>'Branded Signs' category: This custom category is filled with signs unique to that customer. This category is currently being leveraged by large construction firms (branded work site signs) to municipalities and counties</p> <p>Ongoing Additions and Continuous Improvements: New products, related to this contract, that have recently been added to the store include: Street name blades, Ver-Mac smart work zone equipment,</p> <p>Dedicated Success Team: Our Customer Service Providers work in tandem with our Ecommerce Administrators (Marketing team) to assist our customers with account/user setup, order management, and ongoing support. We remain available for ongoing training and customization support for customers.</p> <p>Purchase Lists: One notable feature is the 'Purchase List' tool that can streamline navigation and ordering by creating a favorites list of products, either by saving these through the store or by importing an Excel sheet</p> <p>Chat tool and Support: Help documents, and articles are constantly being added. The ChatBeacon tool is managed by the store administrator (Digital Marketing Specialist)</p> <p>Customers also have the option of renting any work zone equipment they may need – this can be coordinated through our office, rather than the online store.</p>	*
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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.	<p>We offer free one-on-one training for the ATS Traffic online store for users who wish to access it. This optional training includes how to order county-specific signs as well as our full inventory of traffic safety equipment: smart work zone equipment, delineation, pavement marking, temporary barriers, and more.</p> <p>ATS Traffic also offers free training with the purchase of any smart equipment including message and arrow boards, and automatic flaggers – this includes how to program your equipment on-site or remotely, scheduling, the use of any relevant software, and how to tow and set up your trailer. Similar training is offered for any ITS Solutions (school zone beacons, radar speed signs, etc.)</p> <p>ATS Traffic can perform maintenance and inspections on any smart traffic equipment we sell – costs vary. We also have the training and capability to handle any necessary repairs.</p> <p>Demos, Trials and Post Sales Support ATS Traffic is proud to offer our customers hands-on demos at either their site or at one of our locations. We also offer no-commitment trials where the solution can be installed at a location in the community for a time period. Once the trial period has elapsed, ATS Traffic can either remove the unit or the customer pays at that time. Further, throughout the sales process, our technical team will be available to streamline the onboarding and implementation.</p> <p>Educational Program - ATSU Our teams of product specialist are able to deliver tailored and engaging product training to a customer's team remotely or on-site. These engagements focus on the technical and safe operations of a product to overarching deployment strategies to get the most return on their investments.</p> <p>Quarterly Webinars ATS Traffic offers customer educational programs, in the forms of Lunch and Learns, Envisioning Sessions, and Webinars, tailored to the specific needs and product portfolio/roadmap of the customer. Internally, our education department, ATS University (or ATSU), is solely dedicated to providing training and resources for Sales staff within our organization. Vendor performance and a centralized pricing model are also key components of our strategy to ensure maximum impact, and our Sales teams across our branches are provided with regular product training and education from our vendors.</p>	*
42	Describe any technological advances that your proposed Solutions offer.	<p>ATS Traffic and Advanced Government Services (AGS) are continuously evolving through the integration of advanced technologies, digital tools, and customer-focused platforms. From smart work zones to eCommerce and ERP systems, our solutions reflect a commitment to innovation that enhances customer experience, operational efficiency, and safety.</p> <p>Customer Support and Order Support Systems ATS Traffic has invested heavily in modernizing our customer support systems to ensure fast, informed, and personalized service. Our integrated ERP and CRM platforms provide our teams with real-time customer data, job status, and service histories. This system enables our Customer Experience and Inside Sales teams to streamline quote generation, order processing, and project updates, resulting in a significantly improved client experience.</p> <p>ATS Traffic Customer Portal Our custom-built ATS Traffic Customer Portal (powered by our TCR platform) provides clients with 24/7 access to a centralized hub for managing orders, rentals, and service delivery. This secure, self-serve system supports:</p> <ul style="list-style-type: none"> Real-time order and service tracking Equipment rental oversight and scheduling Geo-tagged job progress and site updates Invoices, payment history, and project documentation Custom dashboards and reporting tools <p>Designed to enhance transparency and reduce manual coordination, the portal empowers customers with the insights and tools needed to efficiently manage their traffic control projects from start to finish. Internal teams also use this system to ensure consistent job execution, field scheduling, and safety compliance — all in one platform.</p> <p>eCommerce Platform ATS Traffic's user-friendly eCommerce site allows for real-time browsing, quoting, and ordering of signage, equipment, and accessories. With pre-negotiated pricing and integrated contract terms for Sourcewell Participating Entities, the platform supports:</p> <ul style="list-style-type: none"> Fast reordering of commonly used products Inventory visibility and fulfillment timelines Integration with corporate procurement workflows Digital quote-to-order conversion <p>This self-serve model aligns with the needs of fast-paced operations and geographically dispersed customers.</p>	

Smart Work Zones (SWZ)

ATS and AGS deploy a suite of Smart Work Zone technologies, including:

Queue detection and warning systems
 Automated Flagger Assistance Devices (AFADs)
 Portable Changeable Message Signs (PCMS)
 Radar speed display systems
 Solar-powered detection and lighting
 Remote monitoring and adjustment interfaces

These innovations improve driver awareness, reduce collision risks, and help agencies manage traffic flow dynamically. Our smart zone solutions are used on high-speed highways, construction corridors, and public events across North America.

Advanced Manufacturing and Signage Technology

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

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

ERP Transformation Initiative

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

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

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

Digital Marketing and Brand Visibility

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

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

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

Recognition as a Best Managed Company

ATS Traffic's Best Managed Companies Platinum designation reflects our excellence in strategy, innovation, operations, and culture. This award has enabled:

Stronger partnerships and RFP wins
 Enhanced internal systems, including new ERP and app tools
 Improved recruitment and employee engagement
 Increased trust from clients and industry partners

Our commitment to innovation is not only about adopting technology — it's about aligning it with strategy, customer needs, and sustainable growth.

Additional Innovations and Strategic Technology Integration

Beyond customer-facing platforms, ATS Traffic continues to invest in internal innovation and long-term digital strategy. This includes the adoption of Lean principles across departments to streamline operations, reduce waste, and enhance delivery speed. These continuous improvement practices are embedded into our ERP rollout, equipment handling, signage production, and field operations.

Following our acquisition of Interprovincial Traffic Services (ITS), we rapidly integrated their team and systems into our existing technology stack, including Microsoft Teams, Dynamics CRM, HR platforms, and our order management system. This seamless transition reflects our agility and ability to scale technology across newly onboarded teams.

We also recently launched our formal Intelligent Transportation Systems (ITS) product catalogue, which includes advanced traffic technology such as data collection sensors, smart signals, pedestrian safety systems, LED and blank-out signage, solar lighting, and intelligent

		<p>access control. These solutions complement our Smart Work Zone offerings and reflect our continued expansion into connected infrastructure and smart city support.</p> <p>Internally, our commitment to digital excellence extends to employee learning and development. We deliver structured training through a corporate learning platform, supporting leadership development (e.g., SLII, Lean Six Sigma White Belt), technical certifications, and policy education. These tools help us maintain consistent safety and service standards at scale, particularly in high-demand, high-risk environments.</p>
43	Describe any "green" initiatives that relate to your company or to your Solutions, and include a list of the certifying agency for each.	<p>ATS Traffic and Advanced Government Services (AGS) are committed to sustainable practices and environmental stewardship across all areas of operation, from procurement and product development to on-site service delivery and internal systems. These efforts are guided by formal environmental policies, supported by dedicated sustainability teams, and aligned with local, provincial/state, and federal regulations.</p> <p>ATS Traffic Environmental Initiatives</p> <p>1. Green Purchasing & Sustainable Procurement ATS Traffic follows a formal Green Purchasing Policy, which prioritizes responsibly sourced, recyclable, durable, and energy-efficient materials. Our internal Sustainability Committee conducts an annual review of "Green Products" to guide procurement decisions and introduce more sustainable alternatives into our supply chain.</p> <p>2. Sustainable Packaging and Manufacturing Use of recycled packaging materials and reduced screen printing Waste tracking across aluminum, wood, and sheeting Regional signage manufacturing to reduce emissions from transportation Decreased reliance on chemical-intensive processes (e.g., acid etching)</p> <p>3. Digital Systems and Paperless Operations Enterprise systems such as Intalex, SalesPad, and the TCR portal enable fully paperless documentation for quoting, job tracking, billing, and reporting. This supports environmental goals while improving internal efficiency and collaboration.</p> <p>4. Water and Waste Management Low-flow fixtures and energy-efficient HVAC in branches Segregated waste streams and on-site recycling at job sites PPE protocols for safe material handling and disposal Spill response and hazardous waste tracking as per federal TDG standards</p> <p>5. Smart City and Livable Communities Solutions ATS Traffic supports sustainable urban design and active transportation through a growing portfolio of solar-powered lighting and guidance products. Under our Livable Communities program, we collaborate with municipalities to implement solar bollards, area lighting, and wayfinding infrastructure that enhances public safety and environmental performance. Examples include: IPL Solar Architectural Light Series – Modern, wide-area lighting for campuses, parks, and transit stations SCL and SCL2 Solar Area Light Series – High-efficiency lighting for bikeways, parking lots, sidewalks, and perimeter safety BFL Solar Street Light Series – High-output solar lighting for collector roads and plazas PLB & WLB Solar Bollard Series – Full cut-off, contemporary designs for pedestrian pathways and traffic control Amber Solar Bollard – Wildlife- and ecology-sensitive applications using amber lighting</p> <p>6. Carbon Reduction and Energy Efficiency Carpooling incentives and fleet maintenance reduce transportation emissions Manufacturing shift consolidation lowers facility energy use Vendor partnerships with firms like First Light Technologies enable integration of premium, solar-powered systems across Canada</p> <p>7. Industry Certifications and Compliance COR – Certificate of Recognition (BC, AB, SK, MB) CAA Certified traffic safety supplier WHMIS, TDG, and Canadian Environmental Protection Act compliance Conformance with municipal/regional sustainability bylaws and environmental permitting</p> <p>AGS (Advanced Government Services) Environmental Initiatives As a union-signatory and self-performing traffic service provider, AGS complies with all local and federal environmental standards in Washington and Oregon, including Portland Bureau of Transportation (PBOT) and WA State DOT regulations.</p> <p>1. Equipment Efficiency AGS operates a modern fleet of TMAs, PCMS units, and AFADs, regularly maintained to reduce emissions and idling. Fuel-efficient practices and routing are built into daily deployment procedures.</p>

		<p>2. Material and Waste Minimization AGS internally manages its sign and device inventory to encourage reuse, reduce waste, and eliminate unnecessary packaging. In-house recycling programs are enforced across operations and staging areas.</p> <p>3. Sustainable Deployment Practices Field supervisors oversee staging locations, containment strategies, and compliance with job-specific erosion control or environmental stipulations. These are aligned with:</p> <p>OSHA and DOT standards City of Portland Environmental Policies PBOT Sustainable Procurement Program State-regulated spill prevention and hazardous materials handling rules</p> <p>4. Support for Project-Specific Sustainability Goals AGS regularly works with government clients on contracts that include green requirements, such as emissions reduction tracking, low-impact site staging, or sustainable signage specifications.</p>	
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.	<p>Our proposal includes a range of solutions from manufacturers who are committed to sustainability, energy efficiency, and life-cycle design. The following third-party certifications and sustainability initiatives are associated with the included products:</p> <p>Plasticade: Most products, including cones, barrels, delineators, and barricades, are MASH-approved and MUTCD-compliant. Plasticade demonstrates a strong commitment to sustainability by reclaiming over 9 million pounds of rubber annually, equivalent to recycling approximately 750,000 tires. These recycled materials are used in car stops, curbs, and bases, supporting energy conservation and reducing environmental impact.</p> <p>Pexco: Products meet ASTM reflective standards and are MASH-approved (e.g., FG300 Curb Systems, T3B Barricades), with additional NTPEP evaluation for delineators, channelizers, and bollards. Pexco also provides product recycling programs, promoting circular lifecycle practices.</p> <p>SMA Technologies: The Hercules crash cushions exceed MASH Level 3 performance standards, ensuring robust impact protection and compliance with advanced safety criteria.</p> <p>TrafFix Devices: The Scorpion Truck Mounted Attenuator exceeds NCHRP-350 and UKTD49 (110 km/h) standards, demonstrating superior crash attenuation performance beyond required benchmarks.</p> <p>Ver-Mac: The Automated Flagger Assistance Device (AFAD) is fully MUTCD-compliant, supporting safe, energy-efficient alternatives to traditional flagging operations.</p> <p>BarrierGuard: The Barrierguard800 is MASH-approved, meets NCHRP 350, and is made from 100% recyclable all-steel content, contributing to sustainable construction practices.</p> <p>OPTRAFFIC: All work zone signage and equipment meet MUTCD and provincial standards, ensuring regulatory compliance and safe, energy-efficient traffic control.</p> <p>These certifications and sustainability practices reflect our commitment to providing solutions that not only meet the highest safety standards but also contribute to environmental stewardship through recycling, material efficiency, and life-cycle conscious design.</p>	*
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?	<p>ATS Traffic and Advanced Government Services (AGS) provide Sourcewell Participating Entities with a uniquely scalable, safety-first, and vertically integrated traffic management solution. What sets us apart is our ability to combine national reach with deep local expertise, all underpinned by our investments in people, technology, infrastructure, and supply chain resilience.</p> <p>Safety Safety is the foundation of everything we do. ATS Traffic and AGS are COR-certified across multiple provinces and jurisdictions, with rigorous internal safety programs that go beyond minimum regulatory standards. Our crews are trained in WHMIS, TDG, ACSA flagging, fatigue management, and fit-for-duty monitoring. Field operations are supported by digital tools like Intelex QMS and real-time job tracking through our TCR platform. This ensures a consistent, compliant, and proactive safety culture that protects both the public and our crews, a critical differentiator when working on public-sector projects.</p> <p>People With more than 700 employees across North America, including 100+ certified traffic control professionals, ATS Traffic and AGS have the capacity to scale quickly without relying on subcontractors. Our people are union-supported (AGS – LiUNA Local 737), regularly trained through internal leadership and safety programs, and supported by a corporate learning platform. We also lead the industry in DEI initiatives and employee retention practices. This investment in people translates to consistent service, stronger customer relationships, and reduced risk for Sourcewell entities.</p>	

	<p>Operations We operate a hub-and-spoke model that enables centralized control with regional flexibility. Our 11 ATS branches (plus AGS facilities) are strategically positioned to support urban and rural projects, emergency response, and long-term municipal contracts. Our operations are supported by proprietary digital systems (TCR, ERP, CRM), giving Sourcewell members enhanced visibility into their orders, rental activity, and field services.</p> <p>Resources and Scope ATS Traffic and AGS together offer one of the most comprehensive scopes of traffic safety and control services available through a single contract:</p> <p>Equipment rentals (signs, cones, PCMS, TMAs, AFADs) On-call and long-term flagging Traffic Control Plans (TCPs) and engineered drawings Permanent and temporary signage (manufacturing and installation) Smart Work Zone (SWZ) deployment and support Livable Communities and solar-powered safety infrastructure 24/7 emergency services</p> <p>Whether it's a municipal crosswalk project or a province/state-wide lane closure program, our resources are fully scalable and ready to deploy.</p> <p>Supply Chain and Inventory Management We maintain a national inventory network, supported by local warehouses, ERP-connected stock tracking, and dedicated logistics personnel. Our regional sign manufacturing hubs reduce lead times and transportation emissions. As a 3M™ Certified Digital Fabricator, we can meet high-volume and custom signage needs with minimal turnaround. For Sourcewell members, this means dependable availability of critical safety products and fewer procurement delays.</p> <p>Management and Buying Power As a Platinum Member of Canada's Best Managed Companies, ATS Traffic has the operational maturity, financial strength, and leadership structure to execute contracts with consistency and accountability. Our financial systems, ERP implementation, and strategic planning capacity ensure stable performance even during high-demand periods. Our centralized management team includes cross-functional leadership in safety, finance, operations, and procurement, all working to streamline service delivery and continuous improvement.</p> <p>Vendor Agreements and Product Exclusivity ATS Traffic holds exclusive distribution agreements with several manufacturers, including:</p> <p>Premier Ver-Mac Distributor (Western Canada) First Light Technologies (solar-powered bollards and area lights) North American exclusive supplier for select message board and arrow board products CAA Certified provider, a mark of quality and consumer trust</p> <p>These vendor relationships provide Sourcewell Participating Entities with access to exclusive technologies, premium product lines, and favorable pricing that cannot be matched by general distributors or single-service firms.</p> <p>Summary ATS Traffic and AGS offer Sourcewell a uniquely integrated, self-performed, and scalable traffic control solution, built on safety, powered by technology, and backed by decades of public-sector experience. From our people and operational scale to our vendor relationships and inventory strength, we are positioned to deliver dependable, cost-effective, and forward-thinking solutions for Sourcewell Participating Entities across North America.</p>	
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46	Describe whether any of your products are produced from recycled products intended to minimize the carbon footprint and protect the environment.	<p>Several of the products included in our proposal are produced using recycled materials, directly supporting efforts to reduce carbon emissions and promote environmental sustainability:</p> <p>Plasticade: Plasticade manufactures a wide range of traffic safety products using reclaimed rubber, including car stops, curbs, bumpers, and weighted bases for cones, barrels, and delineators. Each year, the company recycles over 9 million pounds of rubber, equivalent to approximately 750,000 tires, significantly reducing landfill waste and supporting conservation of energy and natural resources.</p> <p>BarrierGuard: The Barrierguard800 steel safety barrier is constructed from 100% recyclable steel. The use of recyclable materials not only reduces the demand for virgin resources but also supports long-term environmental sustainability through end-of-life material recovery.</p> <p>Pexco: In addition to manufacturing products that undergo strict compliance testing, Pexco offers recycling programs for its products, enabling customers to participate in closed-loop lifecycle practices that minimize waste and environmental impact.</p> <p>Signage by ATS Traffic: ATS Traffic is fully committed to exceeding our customers' environmental requirements in a manner that ensures a clean and healthy environment. We believe it is both responsible business practice and our duty to protect the natural resources of the communities we serve. In alignment with this philosophy, we conduct all operations in an environmentally responsible manner that protects the public, our employees, and subcontractors, while fully complying with all applicable environmental laws and regulations. As part of our sustainability strategy, ATS Traffic has implemented LEAN sign manufacturing processes to enhance efficiency, reduce material waste, and minimize energy use. This approach supports our goal of continuous improvement in environmental performance by streamlining production, reducing overproduction, and optimizing resource utilization. Key elements of our environmental commitment include:</p> <ul style="list-style-type: none"> • Minimizing and mitigating adverse environmental impacts through proactive planning and response. • Recycling and reusing waste materials wherever feasible to reduce landfill dependency. • Practicing continuous improvement in efficiency and environmental processes. • Implementing preventative maintenance on equipment to reduce emissions and eliminate unnecessary idling. • Encouraging carpooling and promoting environmentally friendly commuting options for staff. • Providing training and accountability for all employees to ensure responsible waste handling, disposal, and compliance with environmental policies and standards. <p>As part of our General Waste Management program, ATS Traffic:</p> <ul style="list-style-type: none"> • Estimates and plans for waste generation before project commencement to reduce onsite waste. • Encourages proper segregation of waste to increase opportunities for recycling or reuse. • Coordinates with clients for appropriate disposal or removal of waste and scrap materials. • Provides clear guidance and equipment (such as PPE and labeled receptacles) to ensure safe and environmentally conscious handling of waste on every site. <p>These initiatives reflect our continued dedication to minimizing carbon footprints, sustainability, operational efficiency, and environmental protection across all aspects of our work.</p>
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47	<p>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.</p>	<p>The products included in our proposal are sourced from trusted manufacturers whose solutions are rigorously tested and certified to meet or exceed recognized safety standards. These certifications ensure high performance, regulatory compliance, and user protection across a wide range of traffic safety and control applications. Relevant certifications include:</p> <p>MASH (Manual for Assessing Safety Hardware): Multiple products are MASH-approved, indicating compliance with current federal crash testing standards. These include:</p> <p>Plasticade channelizing devices such as cones, delineators, barrels, and barricades.</p> <p>Pexco's FG300 Curb Systems and T3B Barricades.</p> <p>SMA's Hercules crash cushions, which exceed MASH Level 3 standards.</p> <p>The Barrierguard800 steel barrier system.</p> <p>MUTCD (Manual on Uniform Traffic Control Devices): Several products meet MUTCD compliance requirements for visibility, performance, and usage in roadway applications, including:</p> <p>Plasticade's and Ver-Mac's flagging and channelizing equipment.</p> <p>Optraffic's work zone signage and equipment.</p> <p>Ver-Mac's Automated Flagger Assistance Device (AFAD), which is fully compliant with MUTCD standards.</p> <p>DOT and State Approvals: Products such as the Scorpion Truck Mounted Attenuator by Traffix Devices are certified to meet and exceed NCHRP-350 (National Cooperative Highway Research Program) and UKTD49 (110 km/h) crash test standards, fulfilling and surpassing both U.S. and international safety benchmarks.</p> <p>ASTM (American Society for Testing and Materials): Pexco's reflective materials meet all relevant ASTM standards, ensuring high visibility and durability in diverse weather and road conditions.</p> <p>NTPEP (National Transportation Product Evaluation Program): Pexco's delineators, bollards, and channelizers undergo NTPEP evaluation, a nationally recognized program that tests and verifies the performance of transportation materials.</p>
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48	<p>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.)</p>	<p>Associations</p> <p>ATS Traffic is a respected leader in the traffic industry and continues to work diligently with public programs and member associations across North America. Our consistent involvement and financial support (i.e: event sponsorship) has helped build our reputation among these associations and the traffic industry. Being active members of national and international associations allows ATS Traffic to stay current on evolving safety regulations, participate in industry leadership, and access high-quality training and information. Associations include:</p> <ul style="list-style-type: none">• ATSSA* – American Traffic Safety Services Association (*ATS Traffic were original members)• APWA – American Public Works Association (state and provincial chapters)• TAC – Transportation Association of Canada• ITE and ITE Canada (Institute of Transportation Engineers)• ARHCA – Alberta Roadbuilders & Heavy Construction Association• ITS Canada – Intelligent Transportation Systems• AWWOA – Alberta Water & Wastewater Operators Association• ACSA – Alberta Construction Safety Association• RMA -Rural Municipalities of Alberta• AMO - Association of Municipalities of Ontario• SARM - Saskatchewan Association of Rural Municipalities• SUMA - Saskatchewan Urban Municipalities Association• AMM - Association of Manitoba Municipalities <p>These memberships provide our team with access to evolving industry standards, certification programs, workshops, and thought leadership opportunities.</p> <p>As a long-standing leader in the traffic safety industry, ATS Traffic is proud to maintain active membership in numerous respected national and regional associations across North America. These affiliations provide valuable access to training, certification programs, policy updates, and emerging best practices—benefits that are directly passed on to Sourcewell Participating Entities through our Solutions and expertise.</p> <p>Benefits of Our Association Memberships Include:</p> <p>Up-to-Date Industry Knowledge: Through associations such as ATSSA, ITE, and TAC, we remain informed of evolving safety standards, regulatory changes, and transportation trends. This ensures that Sourcewell Participating Entities receive guidance and products that are current, compliant, and effective.</p> <p>Training and Certification Access: Many of our affiliated organizations, including ACSA, ITS Canada, and APWA, offer high-quality professional development, safety certifications, and technical training. ATS Traffic leverages this access to continually enhance our team's capabilities, ensuring Participating Entities work with well-informed, certified professionals.</p> <p>Policy and Regulatory Insight: Our involvement in associations such as TAC and RMA enables us to contribute to, and stay informed on, discussions around public policy, infrastructure funding, and municipal needs. This insight supports our ability to help Participating Entities navigate regulatory landscapes and plan compliant, future-ready solutions.</p> <p>Innovation and Product Development: Membership in ITS Canada and similar forward-thinking associations connects us to the latest innovations in intelligent transportation systems. This allows us to integrate advanced technologies into our offerings—benefitting Participating Entities seeking modern, efficient solutions.</p> <p>Community and Municipal Understanding: Engagement with regional associations such as AMO, SUMA, SARM, and AMM deepens our understanding of the unique challenges and needs faced by local governments, enabling tailored support for Participating Entities across diverse geographies.</p> <p>By participating in these associations, ATS Traffic not only enhances our own capabilities but also brings added value to Sourcewell Participating Entities through knowledge-sharing, certified expertise, and access to evolving standards and innovations in the traffic safety space.</p>
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Table 5B: Value-Added Attributes

Line Item	Question	Certification	Offered	Comment
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49	Select any Women or Minority Business Entity (WMBE), Small Business Entity (SBE), or veteran owned business certifications that your company or hub partners have obtained. Upload documentation and a listing of dealerships, HUB partners or resellers if available. Select all that apply.		<input type="radio"/> Yes <input checked="" type="radio"/> No	<p>Advanced Government Services (AGS), a woman-founded and currently minority woman-led company, has been in business since 2003. In 2016, Arti O'Brien followed her dream of becoming an entrepreneur and purchased AGS from its original founder. Born in Tanzania, Africa, Arti's life experiences prepared her to become the successful businesswoman that she is today. Ms. O'Brien has over 30 years of leadership experience across diverse industries, focusing on delivering innovative and reliable traffic control solutions. Under her guidance, AGS has become a trusted name and has earned high credibility in the industry by General Contractors and various Government Agencies. AGS provides end-to-end traffic control services, rents and sells traffic control equipment, and provides Intelligent Transportation Systems (ITS) throughout the Pacific Northwest. Ms. O'Brien is a key figure in the traffic control industry; from the City of Seattle to Pierce County to the Washington State Department of Transportation and liaising with the state governor, she has been involved at every level.</p> <p>In deciding to make the leap from Corporate America to running an entrepreneurial traffic control company in the construction industry, Ms. O'Brien had three goals in mind:</p> <ol style="list-style-type: none"> 1. To fulfill her lifelong dream of being an entrepreneur. 2. To mentor and coach people starting out in the industry. 3. To successfully grow the business. Ms. O'Brien knew that she could not do it alone but would need to involve herself in the construction industry and be a vocal member of the DBE community. <p>To that end, Ms. O'Brien has devoted her time and industry expertise to various volunteer roles, including but not limited to:</p> <ul style="list-style-type: none"> • WSDOT DBE Advisory Council: DBE Representative - 2017 to present. • WSDOT – Associated General Contractors (AGC) Administration - 2021 to present. • Founding member of USI Committee (Union, Senators, and Industry) Safety Council. • NAMC Washington in 2018. • NAMC Oregon member in 2021. • Minority Business Development Agency (MBDA), Tacoma member. • ODOT DBE Advisory Council: 1st year DBE Representative from 2020–2023. • Protégé in WSDOT's DBE Mentorship Program with Atkinson Construction. • City of Seattle, WMBE Advisory Council, Committee Member - 2024 to present. • ATSSA Board of Directors, Pacific Northwest Chapter. • National Association Women in Roadway Safety - Co-Chair. 	*
50		Minority Business Enterprise (MBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	Please see Line Item 49 Comment.	*
51		Women Business Enterprise (WBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	Please see Line Item 49 Comment.	*
52		Disabled-Owned Business Enterprise (DOBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A	*
53		Veteran-Owned Business Enterprise (VBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A	*
54		Service-Disabled Veteran-Owned Business (SDVOB)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A	*
55		Small Business Enterprise (SBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A	*

56		Small Disadvantaged Business (SDB)	<input type="radio"/> Yes <input checked="" type="radio"/> No	<p>Having graduated from the Disadvantaged Business Enterprise (DBE) program in 2023, Ms. O'Brien continues to be a strong supporter of the DBE Program and influential leader within the traffic control industry. Ms. O'Brien is also associated with the Oregon Department of Transportation's (ODOT) Urban Mobility office. She is often mentioned as a leader or key figure within the department, particularly regarding transportation projects like the I-205 improvements project, which focuses on safety measures within the work zone.</p> <p>In addition to building and promoting a diverse workforce, Ms. O'Brien personally helped to mentor and coach female flaggers to become Traffic Control Supervisors (TCS). AGS is also a strong advocate in providing second chance opportunities for individuals who have been formerly incarcerated. Ms. O'Brien often proudly states that some of AGS's best TCS's are female and/or second chance individuals.</p> <p>As a DBE graduate, Ms. O'Brien continues to promote and support DOT DBE offices in their efforts to achieve their mission of building capacity and creating sustainable businesses upon graduation from the DBE Program and providing employment opportunities to under-represented and disadvantaged individuals.</p> <p>Ms. O'Brien continues to support various efforts which seek to promote a diverse workforce. In 2023, Ms. O'Brien worked with the Washington Minority Business Development Agency (MBDA) office to present a DBE/MBDA Community Workshop Training Seminar with Tucci & Sons with over 12 current and aspiring DBE traffic control companies and shared her experiences about how she grew AGS 5x from 2016 to present. Out of the 12 DBE traffic control companies, over 60% were black owned businesses. Ms. O'Brien was also featured at Governor Jay Inslee's Governor's Results Washington Initiative - she spoke at a results presentation for Small Business Sector Growth and Supplier Diversity, addressing the hurdles faced by minority small business owners and how AGS has overcome them to be named the Subcontractor of the Year by the Association of Government Contractors.</p>	*
57		Women-Owned Small Business (WOSB)	<input type="radio"/> Yes <input checked="" type="radio"/> No	Please see Line Item 49 Comment.	*

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

Provide detailed pricing information in the questions that follow below.

Line Item	Question	Response *	
58	Describe your payment terms and accepted payment methods.	Payment terms are Net 30 days. ATS Traffic accepts checks, electronic fund transfers, and all credit/ procurement cards.	*
59	Describe any leasing or financing options available for use by educational or governmental entities.	Although ATS Traffic does not offer standardized leasing or financing options for this product scope, we are flexible in developing alternative leasing, financing, rental or rent to own requirements for major purchases if necessary.	*
60	Describe any standard transaction documents that you propose to use in connection with an awarded agreement (order forms, terms and conditions, service level agreements, etc.). Upload all template agreements or transaction documents which may be proposed to Participating Entities.	See Quote and Invoice documentation attached.	*
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?	Yes – ATS Traffic accepts P-card payment options with no additional administrative costs to Sourcewell for this service.	*

62	Describe your pricing model (e.g., line-item discounts or product-category discounts). Provide detailed pricing data (including standard or list pricing and the Sourcewell discounted price) on all of the items that you want Sourcewell to consider as part of your RFP response. If applicable, provide a SKU for each item in your proposal. Upload your pricing materials (if applicable) in the document upload section of your response.	<p>Our pricing model is based on providing Sourcewell Members with discounts designed for municipal verticals in Canada and the US Pacific Northwest across all product lines and the value-added components associated with service, delivery and warranty provisions.</p> <p>Our pricing model is based on providing Sourcewell Members with discounts designed for municipal verticals in Canada and the US Pacific Northwest across all product lines and the value-added components associated with service, delivery and warranty provisions. The pricing offered is a specific discount off list approach, where manufacturing and supply chain leverage our purchasing power and strong vendor relationships to provide the lowest landed cost in our procurement systems. Resale Items are based on Municipal market discounts off list depending on economic conditions, regional specifications, and strategic growth strategies in communities where we are attempting to garner market share.</p> <p>Please see attached Pricing.</p>	*
63	Quantify the pricing discount represented by the pricing proposal in this response. For example, if the pricing in your response represents a percentage discount from MSRP or list, state the percentage or percentage range.	Pricing models for this scope of services is based on a 50% discount off list for all manufactured goods (signage, barricades) and 25% off list for all re-sale items (delineators, cones, barrels).	*
64	Describe any quantity or volume discounts or rebate programs that you offer.	ATS Traffic currently offers a range of quantity and volume rebates within specific product or manufactured items contracts negotiated with our customers. Typical examples would include three thresholds of 1%, 2%, 3% rebates on spend based on annual spend. These arrangements are usually negotiated directly with the client depending on their requirements.	*
65	Propose a method of facilitating "sourced" products or related services, which may be referred to as "open market" items or "non-contracted items". For example, you may supply such items "at cost" or "at cost plus a percentage," or you may supply a quote for each such request.	To accommodate our client's requirements, we are often asked to provide items outside of our contracted scope to provide a single source option for a project or ongoing supply requirement. We have implemented a structured method that provides transparency, efficiency, and value for all parties involved that is based on a cost+20% flow-through pricing model to cover corporate overheads. These are quoted to the customer as a separate line item and clearly communicated as part of the transactional process with the customer.	*
66	Identify any element of the total cost of acquisition that is NOT included in the pricing submitted with your response. This includes all additional charges associated with a purchase that are not directly identified as freight or shipping charges. For example, list costs for items like pre-delivery inspection, installation, set up, mandatory training, or initial inspection. Identify any parties that impose such costs and their relationship to the Proposer.	<p>Our installation services (if required by the client) can, from time to time, run into potential additional charges associated with in-ground installs and locates. If a quote has been issued based on customer provided information but locates determine underground hazards or frozen ground requiring additional hydro-vac services, this can be an additional charge depending on the circumstances.</p> <p>Our estimating and install teams communicate these potential issues well in advance of the installation date to ensure the client is aware of the risks before proceeding, and our installation quotes clearly identify that the price does not include additional costs (i.e. hydrovac services.)</p>	*
67	If freight, delivery, or shipping is an additional cost to the Sourcewell participating entity, describe in detail the complete freight, shipping, and delivery program.	<p>ATS Traffic's shipping strategy is based on regional distribution for available inventory on hand from closest branch to customer. Custom manufactured or configured products ship direct from central manufacturing.</p> <p>ATS Traffic uses the most economical freight carrier based on size and weight of order, required timeframe, and/or specialized shipping requirements for technology solutions for quoting freight charges, and provides a flow through mark-up of 20% as a separate line item on the invoice.</p> <p>If the client prefers their own carrier, ATS Traffic will provide no charge service to engage that carrier and use the customer's account to ship the goods to destination.</p>	*
68	Specifically describe freight, shipping, and delivery terms or programs available for Alaska, Hawaii, Canada, or any offshore delivery.	ATS Traffic has multiple locations across Canada and the Pacific Northwest that utilized managed inventory and delivery to regional customers. For locations outside of these regions, ATS Traffic will facilitate delivery options including brokerage and other fees, to provide total cost shipping options to our clients in Alaska, Hawaii, or other offshore locations.	*

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

Table 6B: Pricing Offered

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

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

Line Item	Question	Response *	
74	Provide a detailed description of all the	ATS Traffic is pleased to present a comprehensive lineup of temporary traffic control	

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

and work zone safety solutions in response to the Sourcewell RFP for Roadway Work Zone: Safety and Traffic Management Equipment Equipment and Related Products. As leading traffic safety provider with operations across North America, ATS Traffic offers turnkey solutions that span equipment supply, rentals, services, and smart technology integration—all designed to maximize safety and efficiency in temporary work zones. ATS Traffic provides a comprehensive array of Solutions that span across the full spectrum of temporary traffic control and work zone management. Below is a detailed description of all solutions offered, including new and used equipment where applicable:

1. Traffic Control Services

ATS Traffic provides turnkey traffic control solutions from design to on-site implementation:

Lane Closure & Detour Services

Full-service traffic accommodation including municipal and highway closures, detours, and construction access planning.

Equipped for emergency, event, and maintenance projects.

Flagging Services

Certified in-house trained flaggers.

Available for both urban and remote projects.

Supports manual control and AFADs (Automated Flagger Assistance Devices).

Equipment Deployment & Maintenance

Includes set-up, inspection, repair, and on-call support for all rental and customer-owned equipment.

2. Rentals – New and Used Equipment

For temporary projects or events, ATS Traffic offers a large fleet of rental equipment:

Message boards & arrow boards

Crash attenuators

Traffic signals & lights

Sign stands

Barricades, barriers, cones, drums, and delineators

Traffic calming equipment

Trench shields & confined space solutions

Used Solutions: While not directly listed, ATS Traffic's wide-scale operations often include refurbished and inspected rental fleet items that serve as cost-effective used solutions, especially for municipalities or contractors seeking budget-conscious options.

3. Traffic Design Services

ATS Traffic's Traffic Planning Division specializes in:

Traffic Accommodation Plans (TCPs & TMPs)

Vehicle turning radius analysis

Detour route optimization

Work zone & special event plans

Parking lot and staging design

All plans are jurisdiction-specific, ensuring full compliance with provincial and municipal regulations.

4. Installation Services

Certified teams install ATS-supplied products across various categories:

Permanent barriers (e.g., W-Beam, CASS, Cable Safety Systems)

Temporary barriers (e.g., TL-1/TL-2 Water Walls, Lo-Pro Barricades)

Impact attenuators

Road signage, posts, pavement markings, reflectors, curbs/stops, and bollards

Note: All installations adhere to TAC and regional specifications with a strong emphasis on safety and precision.

5. Sign Manufacturing

As a 3M™ Authorized & Certified Digital Fabricator, ATS manufactures high-performance signage:

Regulatory, guide, specialty, and branded signs

Street name blades, wayfinding, parking, and rural address signs

Uses Diamond Grade™, HIP, EG reflective sheeting

Materials include aluminum, plywood, coroplast, and magnetics

Also offers custom digital prints and overlay films for graffiti and UV protection.

6. Intelligent Transportation Systems (ITS)

ATS provides cutting-edge smart traffic technology, including:

Radar speed signs, LED-enhanced signage, and beacons

Detection systems (vehicle, bicycle, pedestrian)

Cabinets & controller components

Pedestrian safety solutions: crosswalk pushbuttons, APS, rapid flashing beacons

Smart access control: blank-out signs, dynamic signage, lighting

These systems are tailored for crosswalks, traffic calming, and remote access control scenarios.

7. Work Zone & Temporary Traffic Control Solutions

This core product group includes:

Barricades and temporary fencing

Crash attenuation systems

Portable signage and message boards

Delineators, cones, drums

Sign stands and mounts

Work zone detection and communication tech

ATS also provides confined space safety equipment for trenching and underground work zones.

8. Specialty Safety Signage and Markings

Custom solutions for facilities and job sites:

Workplace signs: danger, caution, muster points

Parking lot infrastructure: signs, speed bumps, curbs, thermoplastic markings

Digital decals and graphics for branding or directional messaging

9. Online Store & Digital Support

ATS Traffic offers:

Shop.ATSTraffic.ca with exclusive pricing for municipalities

Easy access to new signage, parts, and rental requests

Digital design consultations and product quotes

10. Complementary Solutions & Services

Aligned with Sourcewell's scope, ATS also delivers:

Temporary speed bumps

		<p>Traffic calming solutions</p> <p>Rumble strips</p> <p>Smart work zone packages</p> <p>Temporary pedestrian access routes (TPAR)</p> <p>Hazardous vehicle mitigation products</p> <p>Traffic inspections, project consulting, and plan design</p> <p>Summary</p> <p>ATS Traffic is more than a product supplier — it's a full-service, vertically integrated partner for traffic control and work zone management. From used crash barrels and rental barricades to custom signage manufacturing and ITS deployment, ATS delivers turnkey safety solutions with unmatched scale, quality, and expertise.</p> <p>Let me know if you'd like this turned into a formatted proposal or used in a bid response.</p>
75	<p>Within this RFP category there may be subcategories of solutions. List subcategory titles that best describe your products and services.</p>	<p>Our offering is built on more than five decades of field experience and is supported by the extensive inventory and capabilities showcased in the "Work Zone & Temporary Traffic Control" section of the ATS Traffic 2025 Product Catalogue (pages 205–231). This section details a broad range of compliant and field-proven products, including crash attenuation systems, barricades, delineation devices, portable signage, traffic calming solutions, and connected smart work zone technology.</p> <p>Every solution we deliver is backed by our deep understanding of regional standards, rigorous safety compliance, and a commitment to quality and reliability. From municipal lane closures to smart queue warning systems, ATS Traffic is uniquely positioned to serve Sourcewell members with industry-leading products, services, and expertise.</p> <p>The following subcategories represent ATS Traffic's key work zone product and service offerings aligned to the Sourcewell contract scope:</p> <p>1. Channelizing Devices</p> <p>Includes a wide range of products designed to guide and control vehicle and pedestrian movement through temporary work zones.</p> <p>Products include:</p> <p>Traffic Cones (various sizes and weights)</p> <p>Delineators and Reflective Guideposts</p> <p>Drums, Barrels, and Bollards</p> <p>Reboundable and Fixed-Mount Channelizers</p> <p>Bases and Reflective Sheeting Options</p> <p>2. Crash Attenuation Systems</p> <p>Temporary and mobile solutions engineered to absorb energy and reduce the severity of vehicle impacts in work zones.</p> <p>Products include:</p> <p>Truck- and Trailer-Mounted Attenuators (TMAs)</p> <p>Water-Filled and Sand-Filled Crash Barrels</p> <p>Guardrail End Treatments</p> <p>TL-1, TL-2, and TL-3 Rated Crash Cushions</p> <p>Deployment and Maintenance Services</p> <p>3. Temporary Barriers & Barricades</p> <p>Exclusive to temporary use for traffic separation, redirection, and pedestrian protection.</p> <p>Products include:</p> <p>Temporary Concrete and Water-Filled Jersey Barriers</p> <p>Steel Barriers (e.g., BarrierGuard 800)</p> <p>Lo-Pro Airport Barricades</p> <p>Work Zone Barricades (Type I, II, III)</p>

Temporary Fence Panels, Screens, and Gates
4. Work Zone Signage & Messaging Systems Portable signage and dynamic messaging devices used to communicate temporary traffic conditions. Products include:
Variable Message Signs (VMS)
Portable Changeable Message Boards (PCMS)
Arrow Boards
Speed Awareness Radar Signs
Flashing Warning Beacons and Lights
Sign Stands and Portable Signage Systems
Portable Traffic Signals
5. Smart Work Zone Technology Connected devices and solutions for real-time monitoring, data collection, and driver alerts. Systems include:
Radar Vehicle Detection & Data Collection
Real-Time Queue Warning Systems
Work Zone Alert & Notification Devices
Bluetooth Travel Time Systems
Crosswalk & Pedestrian Alert Systems
LED-Enhanced Warning and Regulatory Signs
Remote Monitoring and GPS Asset Tracking
6. Flagging Equipment & Certified Flagging Services Solutions for manual and automated flagging in compliance with provincial and federal regulations. Products and services include:
Manual Hand Signaling Devices and Flags
High-Visibility Safety Apparel
Automated Flagger Assistance Devices (AFADs)
Certified In-House Trained Flagging Crews
Deployment and Supervision
7. Traffic Control Rentals (New & Used Inventory) A wide-ranging rental fleet for short-term projects, emergencies, or seasonal demand. Rental items include:
Cones, Drums, Barricades, and Barriers
Crash Attenuators
Portable Traffic Signals and Lights
Signage and Sign Stands
PCMS and Arrow Boards
Confined Space Equipment (Trench Shields, etc.)
8. Work Zone Support Services Full turnkey services that support product deployment, planning, and site safety. Service offerings include:
Traffic Accommodation Plans (TCPs & TMPs)

		<p>Work Zone Design & Consulting</p> <p>Equipment Deployment, Setup & Maintenance</p> <p>On-Call Emergency Services</p> <p>Temporary Pedestrian Access Routes (TPAR)</p> <p>Traffic Inspections and Compliance Audits</p> <p>9. Temporary Traffic Calming Solutions Targeted solutions to manage speed and promote safety in temporary work zones or high-risk environments. Products include:</p> <p>Temporary Radar Speed Signs</p> <p>Portable Speed Bumps</p> <p>Temporary Rumble Strips</p> <p>Narrowing Devices and Chicanes</p>	
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Table 7B: Depth and Breadth of Offered Solutions

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

Line Item	Category or Type	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	<input checked="" type="radio"/> Yes <input type="radio"/> No	<p>Commander Traffic Drum: Tire locking ring design, Anti-roll bottom, flat sections on two sides. Five tier design. Available in high and low density polyethylene. Comes in two variation, Orange/White/Orange and Orange/White/White/Orange. Tire Ring Base For Commander Drum – 22.5 24lb</p> <p>Traffic Channelizer Drum (MB): This barrel is lightweight and stackable for transportation. The molded base provides for better stability on the road. Tire locking ring design. Anti-roll bottom, flat sections on two sides. Five tier design. 2X White Stripe, 2X Orange Strip – 40"</p> <p>Traffic Channelizer Drum (ON Spec): The TC-54 channelizer drum is designed to withstand the harshest traffic, construction, and weather conditions. Tire locking ring designs. Anti-roll bottom, flat sections on two sides. Five tier designs</p> <ul style="list-style-type: none"> - Made from low-density polyethylene - High-intensity reflective bands are insert for protection while stacking or unstacking - Handle has integrated barricade light-mounting hole for when illumination is required. <p>Standard PVC Traffic Cone – Orange with Base: The thin body profile of these cones allows for easier handling and storage. These injection-molded traffic cones can stand up to any weather and are great for high-wind conditions. An indented handle at the top allows for the cones to easily be picked up and stacked.</p>

Sizes available: 18", 28" & 36"

Recessed HI Collars Cone – Orange with Base: These durable, all-weather traffic cones are made from 100% PVC and are designed to stack easily for convenient storage. Models with reflective collars enhance visibility in low-light or nighttime conditions, while versions with recessed reflective collars help prevent abrasions, peeling, and tearing of the reflective tape. Size available:

- 28" (7lb base (1) 6" & (1) 4" HI White Recessed Collar)
- 18" (3lb base (1) 6" HI Collar)
- 36" (10lb base (1) 6" & (1) 4" HI White Recessed Collar)

Collapsible Traffic Cone LED Light: Ideal for emergency responders or motorists, these collapsible traffic cones offer high visibility day or night with built-in LED lights (steady or flashing; batteries included). Rubber feet keep them stable in wind or near traffic. Folds flat for compact storage.

Size available:

- 18" (3 Pack LED)
- 28" (5 Pack LED)
- 28" (5 Pack No LED)

Standard PVC Traffic Cone – Orange with Base: The thin body profile of these cones allows for easier handling and storage. These injection-molded traffic cones can stand up to any weather and are great for high-wind conditions. An indented handle at the top allows for the cones to easily be picked up and stacked. Sizes available: 18", 28" & 36"

Grabber Cones": The Grabber-Cone features a reinforced handle design that supports the weight of stacked cones and bases without causing permanent distortion. Made from low-density polyethylene, its handle design prevents cones from sticking together when stacked. The Grabber-Cone can be stacked with or without bases.

Available sizes:

- 28" (1) 6" & (1) 4" HI Band (10lb base)
- 42" (1) 6" & (1) 4" HI Band (10lb base)

Watchtower Stacker Cone: Watchtower channelizer cones feature ergonomic handles for easy placement and lifting, with or without the base. Portable, stackable, and low maintenance, they're perfect for guiding traffic, dividing lanes, and improving safety on construction and utility worksites.

Size: 42" (4) 4" WOWO HI Band

Looper Tube: The Orange Looper Tube stands 42" tall and features two white high-intensity reflective bands. The flexible, durable fluorescent low-density polyethylene stem includes UV inhibitors to reduce fading, and

recessed areas protect the reflective bands from damage. Its large flange ensures a secure fit with the separate rubber base. The "loop" style handle allows for quick setup by connecting multiple tubes with caution tape, flag line, or rope to easily close off areas of a job site. Available plan (no bands) or with (2) 4" HI Bands.

Watchtower Delineator: An easy to set up, large handled delineator. Use to provide protection and visibility for vehicles and pedestrians. Size: 42" (2) 4" White HI Band (11lb Base)

Glow Post Delineator: Simple but effective design, used to delineate or provide protection and visibility for vehicles and pedestrians. For post with base, please see below. Size: 42" - 2 DG3 Reflective Bands (11lb Base).

Add Ons:

Retractable Cone Bar: Attach this barrier to your 28" or 36" traffic cones to create a highly visible, continuous, rigid barrier for safely guiding vehicles and pedestrians around short-duration work sites. Reflective striping optional. Cones sold separately.

Available sizes and colors:

- 10' - Orange/White Stripes
- 10' - Black/Yellow Stripes
- 6' - Black/Yellow Stripes
- 6' - Orange/Yellow Stripes

Plastic Clip-On Cone Signs: Designed for traffic cones, barrels, and delineators, this clip-on sign provides supplemental warnings and directions for improved traffic control in work zones. The sign measures 12 3/4" x 10 1/2", with various message options available. Traffic delineators sold separately. *Sign comes blank.

Cable Cone Stand Octagonal: The Cable Cone Stand, exclusively from ATS Traffic and manufactured by Norwesco, is the only product of its kind available in Canada. Designed to support trailing electrical cables on mining and utility sites, this octagonal stand has proven versatile for a variety of uses. Whether as a delineator, a storage solution for extra pipe, or a highly visible hanging point for drag chains, the Cable Cone Stand can meet your needs.

Available sizes and colors:

- 32" - Orange with DG White Patches
- 32" - Yellow with DG White Patches

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	<input checked="" type="radio"/> Yes <input type="radio"/> No	<p>Scorpion® Truck- and Trailer-Mounted Impact Attenuators protect lane closure vehicles and slow-moving work equipment from errant vehicles in both stationary and mobile work zones.</p> <p>Tested and certified to meet all mandatory and optional NCHRP 350 TL-3 requirements, the Scorpion® TMA also meets the UKTD49 standard at 110 km/h (68 mph).</p> <p>Available Options:</p> <ul style="list-style-type: none"> • Truck-Mounted Attenuator: For sale or through our OSS lane closure services • Trailer-Mounted Attenuator: Available for sale or rent <p>Scorpion® TMA: The Scorpion® TMA Model C is designed to fold up and over the bed of flatbed, stake bed, or dump trucks. Its compact design and balanced weight distribution make it ideal for high-speed travel. The Model C delivers TL-3 impact protection, with optional side-mount configurations available.</p> <p>Scorpion® Tractor: The Scorpion® Tractor Attenuator features a unique curved design that provides full-width rear protection, including the truck's "coffin corners." It is NCHRP 350 tested and approved for all required and optional offset and angled impacts. Arrowboard/message board sold separately.</p> <p>Scorpion® II Metro: The Scorpion® II Metro delivers full-width impact protection using patented curved aluminum tube frames and energy-absorbing modules. Designed to deflect nuisance impacts, it offers redirection along the entire TMA length. MASH-tested and approved.</p> <p>SLED Waterfilled End Treatment: The Sentry Longitudinal Energy Dissipater (SLED) is a narrow, non-redirective, gating crash cushion designed to shield the ends of permanent and temporary barriers, including concrete, steel, and plastic. TL-3 approved and water-filled for impact protection. Available SLED: TL-1 & TL-3.</p>
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)	<input checked="" type="radio"/> Yes <input type="radio"/> No	<p>Stop/Slow Paddles: Hand-held Stop/Slow paddles for flaggers, available with a short handle or a 5' extended handle. Made with Diamond Grade on a .064 aluminum substrate, featuring standard 3MTM Diamond Grade reflective sheeting, with other reflective sheeting options available.</p> <p>LED Traffic Wand/Baton: Available in 16" and 21" lengths, these wands feature ultra-bright LEDs in the main tube and a 5-LED high-output flashlight. With 100 hours of continuous flashing, the 16" wand has a viewing distance of 200 meters, while the 21" wand reaches 500 meters. Two "D" batteries not included.</p>

Pin Flags: This highly visible 30" flag features a 4" x 5" PVC flag, with a 36" option also available. Sold in bundles of 100. Printed marking flags and custom prints are available upon request. Colors include lime-glo, orange-glo, green-glo, blue-glo, pink-glo, yellow, white, red, blue, and purple.

High-Visibility Fluorescent Flagging/Surveyors Tape: Guaranteed colorfastness for over a year and pliable down to -43°C. Available in lime-glo, orange-glo, pink-glo, blue-glo, yellow, white, red, and green. Measures 1" x 125', with other sizes available.

Barricade Tape: Perfect for temporary outdoor use or permanent indoor warning, with standard messages like "CAUTION" (black/yellow) and "DANGER DO NOT ENTER" (black/red). Other messages available upon request. Non-adhesive. Measures 3" x 1,000' x 2 mil.

Mesh Warning Flags: Durable 18" x 18" mesh flags made from fluorescent knitted vinyl, designed for fast-moving vehicles. Resistant to cracking, peeling, and fraying. Available with dowelling, pocket, or grommets for easy attachment.

Vinyl Warning Flags: High-quality 9 oz. vinyl-laminated nylon, available with or without a plastic diagonal stay and pocket.

Ver-Mac Flagger Mac (AFAD) Trailer Mounted: The Ver-Mac Flagger-Mac is a trailer-mounted gate device designed for flagging operations. The Flagger-Mac system consists of two gate devices that are operated using a wireless remote controller. This technology allows the operator to fully control both devices from a safe location outside the work zone. Our Flagger-Mac also has an innovative breakaway arm mechanism in case of impact, offering an additional layer of protection for your equipment and your workers. Each Flagger-Mac unit is equipped with two 12-inch lamps, (1) red and (1) yellow, one gate with a flag, a V-Touch Controller with wireless remote, and stealth technology.

Features:

- Wireless Remote
- V-Touch Controller
- Solar Panels
- Powder-Coated Superior Finish
- ITE Lamps
- Operating Width: 169"
- Operating Height: 129"
- Traveling Height: 100 3/4"
- Weight: Approx. 1,000 lbs

Ver-Mac Flagger-Mac Lite (AFAD) Hitch-Mounted: The Ver-Mac Flagger-Mac Lite is a hitch-mounted gate device designed for flagging

operations. The Flagger-Mac Lite is fast and effortless to set up, as it installs directly on your truck. When the device is deployed, operator can control the Flagger-Mac Lite entirely from inside the vehicle. The Flagger-Mac Lite is very robust and with its compact design makes for easy storage. The equipment doesn't take up vehicle's cargo space, and with no trailer required, its ideal for transportation. The unit is equipped with a wireless remote, a gate, traffics lights, and a trailer hitch. The Flagger-Mac Lite is designed to help significantly reduce the risk of work zone accidents.

Features:

- Compact Design
- Wireless Remote
- PVC Gate
- 12" ITE Traffic Lights
- Simple Connection
- Overall Length: 33.25"
- Operating Width: 185"
- Traveling Height: 99"
- Weight: Approx. 100 lbs

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.	<input checked="" type="radio"/> Yes <input type="radio"/> No	<p>Gemstone Vertical Panel: Channelizing vertical panel with oversized handle with comfort grip can be picked up easily, even with light attached. Designed to withstand repeated impacts and minimize damage to vehicles. Recycled rubber bases with carrying handles.</p> <p>Water-Wall TM Water-Filled Barrier: The Water-Cable Barrier features three molded-in galvanized steel cables and is MASH tested and approved for TL-1 at 31 mph (50 km/h) and TL-2 at 43.5 mph (70 km/h).</p> <p>Reversible Type III Barricades: This Type III barricade features a durable plastic post with square tube feet, offering a lightweight yet impact-resistant design. Unlike metal, the plastic construction won't rust or corrode, saving time and maintenance costs. Easy to handle, set up, and store, it can be assembled by one person. Reflective orange and white stripes on the boards enhance visibility, helping to protect both vehicles and pedestrians. Use power post with galvanized steel square tube feet (14 gauge) or angle iron feet (10 gauge). MASH Approved.</p> <p>Type II Barricade: The Multi-Purpose Barricade System is a versatile, ADA-compliant solution ideal for crowd control, manhole guarding, pedestrian pathways, and channelizing. It measures 72" L x 38" H and features a detectable edge along the top and bottom. The unique tripod leg system requires no sandbags when all three feet are used; larger feet with sandbags meet ADA requirements. Units pivot 120° for flexible layouts and nest tightly—up to 19 per pallet—for efficient transport. Features include recessed sheeting areas, dual connectors, soft-grip handles, light shelves, and sign mounting holes. MASH Accepted (WZ-428) and MUTCD compliant.</p> <p>Construction Fence: This conventional diamond mesh is ideal for construction, excavation, and demolition sites. It comes in a highly visible 4' x 50' roll of "international orange." Other sizes, colors, and models are also available.</p> <p>Snow Fencing: Widely used for highways, driveways, ski areas, and winter trails, this highly visible "international orange" mesh comes in a 4' x 50' roll. Other sizes, colors, and models are also available.</p>
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.	<input checked="" type="radio"/> Yes <input type="radio"/> No	<p>OPTRAFFIC Message Boards (ATS Traffic/AGS Exclusive Product Lin):</p> <p>VMS-200: The OPTRAFFIC VMS-200 is a compact, solar-powered message board that combines efficiency and versatility. It can display a wide range of amber text, graphics,</p>

				<p>and animations, making it ideal for urban roads, public works, and community events.</p> <p>Features:</p> <ul style="list-style-type: none"> - 1 x 150W Solar Panel - Battery System: 3 x 120Ah Gel Batteries - Display Panel: 1620mm x 990mm <p>VMS-300: The OPTRAFFIC VMS-200 is a compact, solar-powered message board that combines efficiency and versatility. It can display a wide range of amber text, graphics, and animations, making it ideal for urban roads, public works, and community events.</p> <p>Features:</p> <ul style="list-style-type: none"> - 3 x 150W Solar Panel - Battery System: 3 x 120Ah Gel Batteries - Display Panel: 2450mm x 1470mm <p>VMS-400: OPTRAFFIC's amber-colored variable traffic message signs feature innovative technology and are designed for traffic management across industries such as construction, mining, advertising, public events, and more!</p> <p>Features:</p> <ul style="list-style-type: none"> - 3 x 150W Solar Panel - Battery System: 3 x 120Ah Gel Batteries - Display Panel: 2660mm x 1600mm, 48 x 28 Pixels <p>VMS-400-3S Colour: OPTRAFFIC's variable traffic message boards feature innovative technology and are available in amber or 5-color LED options. These traffic devices are ideal for traffic management in industries such as construction, mining, advertising, public events, and more!</p> <p>Features:</p> <ul style="list-style-type: none"> - 3 x 150W Solar Panel - Battery System: 3 x 120Ah Gel Batteries - Display Panel: 2660mm x 1600mm <p>VMS-500: OPTRAFFIC's amber-colored variable traffic message boards utilize innovative technology and are designed for traffic management in industries such as construction, mining, advertising, public events, and more!</p> <p>Features:</p> <ul style="list-style-type: none"> - 3 x 150W Solar Panel - Battery System: 3 x 120Ah Gel Batteries - Display Panel: 3248mm x 1978mm <p>VMS-700: OPTRAFFIC's VMS-700 is the largest full-matrix, trailer-mounted variable message sign in stock. Built with the latest innovative technology, it combines cost-effective value and energy efficiency. Ideal for highway construction, public events, and various transportation applications.</p>	
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<p>Features:</p> <ul style="list-style-type: none">- 3 x 150W Solar Panel- Battery System: 4 x 12V Gel Batteries- Display Panel: 2121mm x 3835mm <p>Ver-Mac Message Boards (Premier Distributor):</p> <p>PCMS-320 Pro Series: The PCMS-320 Pro-Series is a mid-size, full-matrix trailer-mounted message sign with NTCIP-compliant V-Touch controller, Opti Power lens, Tilt-and-Rotate solar panels, and optional Stealth Technology. Combining energy efficiency and durable construction, it's ideal for highway construction and urban projects where space is limited.</p> <p>Features:</p> <ul style="list-style-type: none">- Full Matrix of 30 x 48 Pixels (4 LEDs Per Pixel)- Stealth Technology Batteries- Display Panel: 63" x 98" <p>PCMS-548 Pro Series: The PCMS-548 Pro Series are mini full-matrix trailer-mounted message signs featuring the NTCIP-compliant V-Touch controller, Tilt-and-Rotate solar panels, JamLogic software, and optional Stealth Technology. With energy-efficient design and durable construction, the PCMS-548 is ideal for lower-speed roadways and urban areas. The PCMS-548LE, in white with radar and modem, is tailored for law enforcement use.</p> <p>Features:</p> <ul style="list-style-type: none">- Full Matrix of 30 x 48 Pixels (4 LEDs Per Pixel)- Stealth Technology Batteries- Display Panel: 45" x 80" <p>PCMS-1210 Pro Series: The PCMS-1210 Pro Series is a 3-line, 8-character per line trailer-mounted message sign featuring Stealth Technology, NTCIP-compliant V-Touch controller, V-Sync WiFi, and JamLogic fleet management software. Combining advanced technology, energy efficiency, and durability, it offers a reliable, cost-effective solution.</p> <p>Features:</p> <ul style="list-style-type: none">- 4 LEDs Per Pixel- Stealth Technology Batteries- Display Panel: 71" x 133" <p>PCMS-1500 Pro Series: The PCMS-1500 Pro Series is a full-matrix, trailer-mounted message sign that displays 3 lines with 8 characters per line and graphic capabilities. Featuring Stealth Technology, NTCIP-compliant V-Touch controller, V-Sync WiFi, and JamLogic fleet management software, it combines advanced technology, energy efficiency, and durability. Ideal for highway construction, it offers a reliable, cost-effective solution.</p> <p>Features:</p> <ul style="list-style-type: none">- Full Matrix of 28 x 48 Pixels (4 LEDs Per Pixel)- Stealth Technology Batteries
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- Display Panel: 75" x 131"	
TM-548 Vehicle Mounted Message Board: The TM-548 is a full-matrix, truck-mounted message sign powered by the truck's battery. It supports full graphics, one-touch arrow and directional displays, and can show 3 lines of text with 9 characters per line. Featuring the V-Touch controller and a manual up/down bracket, it's perfect for highway construction, maintenance crews, stripping trucks, and emergency vehicles. Features: <ul style="list-style-type: none">- Full Matrix of 30 x 56 Pixels (4 LEDs Per Pixel)- Stealth Technology Batteries- Display Panel: 42" x 74"	
Post-Mounted Message Signs:	
B-548 Full Matrix: The B-548 is a compact, full-matrix post-mounted (permanent) message sign. It includes the NTCIP-compliant V-Touch controller and JamLogic® fleet management software. Features: <ul style="list-style-type: none">- Records Video Day or Night- HD Camera with Integrated WIFI and GPS- Easy To Install	*
B-320 Full Matrix: The B-320 is a mid-size semi-permanent message sign, offering a cost-effective alternative to large walk-in enclosures. It features the NTCIP-compliant V-Touch controller, Opti Power Lens, and JamLogic fleet management software. Features: <ul style="list-style-type: none">- Records Video Day or Night- HD Camera with Integrated WIFI and GPS- Easy To Install	
B-1500 Full Matrix: The B-1500 is a large-size, full-matrix semi-permanent message sign, providing a cost-effective alternative to large walk-in enclosures. Features: <ul style="list-style-type: none">- 4 Amber LED, Per Pixel- 5 x 7 Pixels with 30 Degree Viewing Angle- Display Panel: 28 x 48 Pixels	
Traffic Signals:	
TLD-3612 Solar-Powered Traffic Lights: Our solar-powered, full-size trailer-mounted traffic lights are perfect for large-scale highway or bridge work requiring cantilever signals. Each trailer comes with two 12" LED signal heads (set of 2), and synchronization is maintained via radio communications. Primary and secondary trailers can be placed up to 1.6 km apart, with on-site or remote programming available.	
TLD-2312 Solar-Powered Traffic Lights: Our solar-powered, mid-size	

trailer-mounted traffic lights are ideal for large-scale highway or bridge work. Each system includes one 12" LED signal head per trailer (set of 2), with synchronization maintained via radio communications. Primary and secondary trailers can be placed up to 1.6 km apart, with on-site or remote programming options.

Speed Signs:

SP-715V-Pro Feedback Trailer: The SP-710V PRO Series is a battery/solar-powered, trailer-mounted speed sign with a 2-digit display. It features Stealth Technology, a V-Touch SP controller, JamLogic® Fleet Management Software, and advanced Doppler radar. Designed to display real-time speed, it helps reduce driver speeds and improve safety in highway construction zones, school areas, and urban environments.

Features:

- 4 LEDs Per Pixels
- 18" Characters – Visible Up To 305m (1000 ft)
- Speed Display Panel: 35" x 36"

SP-3248V: The SP-3248V is a solar/battery-powered, trailer-mounted radar speed sign with a full-matrix display. It features advanced Houston Doppler radar, a V-Touch SP controller, and optional Stealth Technology. Designed to display real-time speed and feedback messages, it helps reduce speeds and enhance safety—ideal for highway construction, school zones, and urban areas.

Features:

- 1 LED Per Pixel
- Full Matrix Display: 32" x 35"
- Speed Display Panel: 32" x 35"

SP-3248-DSL Speed Wizard: Ver-Mac's Speed Wizard is the industry's first system combining a Work Zone Digital Speed Limit (WZDSL) and Speed Awareness display. It features 18" white LEDs for speed limits and 18" amber LEDs for vehicle speeds. The system auto-adjusts to posted limits with four warning levels and sends real-time speed notifications to Waze, WZDx, DOTs, and potentially automated vehicles.

Features:

- 5 x 7 Pixels
- 4 LEDs Per Pixel
- Speed Display Panel: 42.5" x 42.375"

Arrow Boards:

ST-4825 Pro Series Trailer Mounted: The ST-4825 Pro Series is a trailer-mounted arrow board with 25 LED lamps. It features a single-mast design, V-Switch controller, Stealth Technology, and OptiBright lamps. Built for durability and energy efficiency, it offers a reliable and cost-effective traffic control solution.

Features:

		<ul style="list-style-type: none">- 28 LEDs Per Lamp- 25 LED Lamps with OptiBright Technology- Arrowboard Panel: 48" x 96" <p>VM-306025 Truck Mounted Arrowboard: The VM-306025 is a 25-light vehicle-mounted arrow board designed for utility trucks, pickup trucks, and attenuator (TMA) vehicles. It offers multiple mounting options, including manual truck mount, slim power rack, bed floor, and bed rail. Easy and safe to program, it provides a flexible and efficient traffic control solution.</p> <p>Features:</p> <ul style="list-style-type: none">- 28 LEDs Per Lamp- 25 LED Lamps with OptiBright Technology- Display Panel: 30" x 60" <p>OPTRAFFIC VMAB-25 Vehicle Mounted Arrowboard: OPTRAFFIC® vehicle-mounted arrow boards meet MUTCD standards and offer excellent visibility with reliable actuators. Easy to operate and compatible with most vehicles, they feature a durable, energy-efficient design—ideal for directing traffic in work zones and high-volume areas.</p> <p>Features:</p> <ul style="list-style-type: none">- High Output LEDs- Light Modes: 13/26, 15/30, 25/50- Auto-Dimming and Manual Brightness Control <p>OPTRAFFIC TMAB-C25-CAM Trailer Mounted Arrowboards: OPTRAFFIC's Arrow Board Trailer is a versatile traffic safety device built in an ISO9001-certified facility. Designed for work zones, mining sites, and other traffic management areas, it displays bright flashing arrows, caution bars, warning signals, and directional instructions.</p> <p>Features:</p> <ul style="list-style-type: none">- Display Panel: 2400mm x 1200mm- 1 x 150W Solar Panel- Battery System: 1 x 120Ah Gel Batteries
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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 *
	<input type="radio"/> Yes
	<input checked="" type="radio"/> No

Documents

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

1. Documents in PDF format are preferred. Documents in Word, Excel, or compatible formats may also be provided.
 2. Documents should NOT have a security password, as Sourcewell may not be able to open the file. It is your sole responsibility to ensure that the uploaded document(s) are not either defective, corrupted or blank and that the documents can be opened and viewed by Sourcewell.
 3. Sourcewell may reject any response where any document(s) cannot be opened and viewed by Sourcewell.
 4. If you need to upload more than one (1) document for a single item, you should combine the documents into one zipped file. If the zipped file contains more than one (1) document, ensure each document is named, in relation to the submission format item responding to. For example, if responding to the Marketing Plan category save the document as "Marketing Plan."
- [Pricing](#) - Sourcewell Program Pricing - ATS Traffic.xlsx - Tuesday April 22, 2025 13:29:57
 - [Financial Strength and Stability](#) - Financial Stability Letter.pdf - Tuesday April 22, 2025 13:23:55
 - [Marketing Plan/Samples](#) - Marketing Plan & Samples.zip - Tuesday April 22, 2025 13:25:55
 - WMBE/MBE/SBE or Related Certificates (optional)
 - [Standard Transaction Document Samples](#) - Quote and Invoice Example.pdf - Tuesday April 22, 2025 13:25:19
 - Requested Exceptions (optional)
 - [Upload Additional Document](#) - ATS Traffic Catalogue 2025 - Flipping Book - March 2025 - Locked.pdf - Tuesday April 22, 2025 13:22:41

Addenda, Terms and Conditions

PROPOSER AFFIDAVIT OF COMPLIANCE

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

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

☒ By checking this box I acknowledge that I am bound by the terms of the Proposer's Affidavit, have the legal authority to submit this Proposal on behalf of the Proposer, and that this electronic acknowledgment has the same legal effect, validity, and enforceability as if I had hand signed the Proposal. This signature will not be denied such legal effect, validity, or enforceability solely because an electronic signature or electronic record was used in its formation. - Peter Kehoe, Marketing & Corporate Communications Manager (Canada/US), ATS Traffic Ltd.

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

☐ Yes ☒ No

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

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

File Name	I have reviewed the below addendum and attachments (if applicable)	Pages
Addendum 4 Roadway Work Zone: Safety and Traffic Management Equipment Mon April 14 2025 11:30 AM	<input checked="" type="checkbox"/>	1
Addendum 3 Roadway Work Zone: Safety and Traffic Management Equipment Mon April 7 2025 07:57 AM	<input checked="" type="checkbox"/>	1
Addendum 2 Roadway Work Zone: Safety and Traffic Management Equipment Fri March 21 2025 11:53 AM	<input checked="" type="checkbox"/>	1
Addendum 1 Roadway Work Zone: Safety and Traffic Management Equipment Tue March 4 2025 03:39 PM	<input checked="" type="checkbox"/>	1