

**MASTER AGREEMENT #041525****CATEGORY: Smart Infrastructure Solutions, Outdoor Sensors, and Related Products and Services****SUPPLIER: ATS Traffic Ltd.**

This Master Agreement (Agreement) is between Sourcewell, a Minnesota service cooperative located at 202 12th Street Northeast, P.O. Box 219, Staples, MN 56479 (Sourcewell) and ATS Traffic Ltd., 9015 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 July 22, 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 (Solicitation #041525) to Participating Entities. In-Scope solutions include:
 - a) Outdoor sensors or advanced sensor-integrated luminaires intended for mounting on smart poles, capable of detecting, including but not limited to:
 - i) Air quality parameters;
 - ii) Lighting levels and energy usage;
 - iii) Noise levels, including gunshot and anomaly detection;
 - iv) Pedestrian and vehicle movement and presence; and,
 - v) Weather conditions.
 - b) Physical assets, poles, and mounting structures to support connected smart infrastructure systems.
 - c) Network components, gateways, controllers, communication modules, or specialized platforms necessary for connectivity, remote control, monitoring, data collection, and management of smart poles and sensors.
 - d) Integration or turnkey services directly related to a) – c) above, including deployment, integration as a service (IaaS), configuration, training, support, centralized data collection, and integration with existing smart city systems. Optional components may include Vehicle-to-Everything (V2X) capabilities for real-time communication with vehicles to enhance traffic flow, safety, and support autonomous systems.

Sourcewell is seeking market-ready solutions for outdoor applications. Proposers may offer software development **ONLY** as a supplemental service that supports and enhances the proven, market-ready solutions.

- 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 Sourcwell if it enters a bankruptcy proceeding at any time during the term of this Agreement.
- 15) **Debarment and Suspension.** Supplier certifies and warrants that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from programs operated by the State of Minnesota, the United States federal government, or any Participating Entity. Supplier certifies and warrants that neither it nor its principals have been convicted of a criminal offense related to the subject matter of this Agreement. Supplier further warrants that it will provide immediate written notice to Sourcwell if this certification changes at any time during the term of this Agreement.
- 16) **Provisions for non-United States federal entity procurements under United States federal awards or other awards (Appendix II to 2 C.F.R § 200).** Participating Entities that use United States federal

grant or other federal funding to purchase solutions from this Agreement may be subject to additional requirements including the procurement standards of the Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards, 2 C.F.R. § 200. Participating Entities may have additional requirements based on specific funding source terms or conditions. Within this Section, all references to “federal” should be interpreted to mean the United States federal government. The following list applies when a Participating Entity accesses Supplier’s Included Solutions with United States federal funds.

i) **EQUAL EMPLOYMENT OPPORTUNITY.** Except as otherwise provided under 41 C.F.R. § 60, all agreements that meet the definition of “federally assisted construction contract” in 41 C.F.R. § 60-1.3 must include the equal opportunity clause provided under 41 C.F.R. § 60-1.4(b), in accordance with Executive Order 11246, “Equal Employment Opportunity” (30 FR 12319, 12935, 3 C.F.R. §, 1964-1965 Comp., p. 339), as amended by Executive Order 11375, “Amending Executive Order 11246 Relating to Equal Employment Opportunity,” and implementing regulations at 41 C.F.R. § 60, “Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor.” The equal opportunity clause is incorporated herein by reference.

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

iii) **CONTRACT WORK HOURS AND SAFETY STANDARDS ACT (40 U.S.C. § 3701-3708).** Where applicable, all contracts awarded by the non-federal entity in excess of \$100,000 that involve the employment of mechanics or laborers must include a provision for compliance with 40 U.S.C. §§ 3702 and 3704, as supplemented by Department of Labor regulations (29 C.F.R. § 5). Under 40 U.S.C. § 3702 of the Act, each contractor must be required to compute the wages of every mechanic and laborer on the basis of a standard work week of 40 hours. Work in excess of the standard work week is permissible provided that the worker is compensated at a rate of not less than one and a half times the basic rate of pay for all hours worked in excess of 40 hours in

the work week. The requirements of 40 U.S.C. § 3704 are applicable to construction work and provide that no laborer or mechanic must be required to work in surroundings or under working conditions which are unsanitary, hazardous or dangerous. These requirements do not apply to the purchases of supplies, materials, or articles ordinarily available on the open market, or contracts for transportation or transmission of intelligence. This provision is hereby incorporated by reference into this Agreement. Supplier certifies that during the term of an award for all Agreements by Sourcewell resulting from this procurement process, Supplier must comply with applicable requirements as referenced above.

iv) **RIGHTS TO INVENTIONS MADE UNDER A CONTRACT OR AGREEMENT.** If the federal award meets the definition of “funding agreement” under 37 C.F.R. § 401.2(a) and the recipient or subrecipient wishes to enter into a contract with a small business firm or nonprofit organization regarding the substitution of parties, assignment or performance of experimental, developmental, or research work under that “funding agreement,” the recipient or subrecipient must comply with the requirements of 37 C.F.R. § 401, “Rights to Inventions Made by Nonprofit Organizations and Small Business Firms Under Government Grants, Contracts and Cooperative Agreements,” and any implementing regulations issued by the awarding agency. Supplier certifies that during the term of an award for all Agreements by Sourcewell resulting from this procurement process, Supplier must comply with applicable requirements as referenced above.

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

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

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

from tier to tier up to the non-federal award. Suppliers must file all certifications and disclosures required by, and otherwise comply with, the Byrd Anti-Lobbying Amendment (31 U.S.C. § 1352).

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

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

x) **BUY AMERICAN PROVISIONS COMPLIANCE.** To the extent applicable, Supplier must comply with all applicable provisions of the Buy American Act. Purchases made in accordance with the Buy American Act must follow the applicable procurement rules calling for free and open competition.

xi) **ACCESS TO RECORDS (2 C.F.R. § 200.336).** Supplier agrees that duly authorized representatives of a federal agency must have access to any books, documents, papers and records of Supplier that are directly pertinent to Supplier's discharge of its obligations under this Agreement for the purpose of making audits, examinations, excerpts, and transcriptions. The right also includes timely and reasonable access to Supplier's personnel for the purpose of interview and discussion relating to such documents.

xii) **PROCUREMENT OF RECOVERED MATERIALS (2 C.F.R. § 200.322).** A non-federal entity that is a state agency or agency of a political subdivision of a state and its contractors must comply with Section 6002 of the Solid Waste Disposal Act, as amended by the Resource Conservation and Recovery Act. The requirements of Section 6002 include procuring only items designated in guidelines of the Environmental Protection Agency (EPA) at 40 C.F.R. § 247 that contain the highest percentage of recovered materials practicable, consistent with maintaining a satisfactory level of competition, where the purchase price of the item exceeds \$10,000 or the value of the quantity acquired during the preceding fiscal year exceeded \$10,000; procuring solid waste management services in a manner that maximizes energy and resource recovery; and establishing an affirmative procurement program for procurement of recovered materials identified in the EPA guidelines.

xiii) **FEDERAL SEAL(S), LOGOS, AND FLAGS.** The Supplier cannot use the seal(s), logos, crests, or reproductions of flags or likenesses of Federal agency officials without specific pre-approval.

xiv) **NO OBLIGATION BY FEDERAL GOVERNMENT.** The U.S. federal government is not a party to this Agreement or any purchase by a Participating Entity and is not subject to any obligations or liabilities to the Participating Entity, Supplier, or any other party pertaining to any matter resulting from the Agreement or any purchase by an authorized user.

xv) **PROGRAM FRAUD AND FALSE OR FRAUDULENT STATEMENTS OR RELATED ACTS.** The Contractor acknowledges that 31 U.S.C. § 38 (Administrative Remedies for False Claims and

Statements) applies to the Supplier's actions pertaining to this Agreement or any purchase by a Participating Entity.

xvi) **FEDERAL DEBT.** The Supplier certifies that it is non-delinquent in its repayment of any federal debt. Examples of relevant debt include delinquent payroll and other taxes, audit disallowance, and benefit overpayments.

xvii) **CONFLICTS OF INTEREST.** The Supplier must notify the U.S. Office of General Services, Sourcewell, and Participating Entity as soon as possible if this Agreement or any aspect related to the anticipated work under this Agreement raises an actual or potential conflict of interest (as described in 2 C.F.R. Part 200). The Supplier must explain the actual or potential conflict in writing in sufficient detail so that the U.S. Office of General Services, Sourcewell, and Participating Entity are able to assess the actual or potential conflict; and provide any additional information as necessary or requested.

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

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

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

Article 2: Sourcewell and Supplier Obligations

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

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

- Include a complete restatement of Pricing List with the effective date of the modified pricing, or product addition or deletion. The new pricing restatement must include all Included Solutions offered, even for those items where pricing remains unchanged.

A fully executed Sourcwell 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 Sourcwell for this Agreement and must provide prompt notice to Sourcwell if that person is changed. The Authorized Representative will be responsible for:
- Maintenance and management of this Agreement;
 - Timely response to all Sourcwell and Participating Entity inquiries; and
 - Participation in reviews with Sourcwell.

Sourcwell's Authorized Representative is its Chief Procurement Officer.

- 4) **Performance Reviews.** Supplier will perform a minimum of one review with Sourcwell 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 Sourcwell reserves the right to pursue all remedies available at law including cancellation of this Agreement.
- 6) **Reporting Requirements.** Supplier must provide Sourcwell 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;
- Sourcwell Participating Entity Account Number;
- Transaction Description;
- Transaction Purchased Price;
- Sourcwell 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

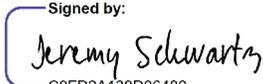
The Terms in this Article 3 relate specifically to Supplier and a Participating Entity when entering transactions utilizing the General Terms established in this Master Agreement. Article 1 General Terms control over any conflict with this Article 3. Where this Master Agreement is silent on any subject,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

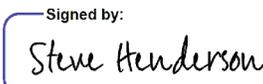
- 2) **Shipping, Delivery, Acceptance, Rejection, and Warranty.** Supplier's proposal may include proposed terms relating to shipping, delivery, inspection, and acceptance/rejection and other relevant terms of tendered Solutions. Supplier and Participating Entity may negotiate final terms appropriate 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: 7/26/2025 | 7:36 AM CDT

Signed by:

634CE62B7E74445...
By: _____
Steve Henderson
Title: Director of ITS (Canada & PNW)/Director of Sales, BC

Date: 7/25/2025 | 7:07 PM CDT

RFP 041525 - Smart Infrastructure Solutions, Outdoor Sensors, and Related Products and Services

Vendor Details

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

Submission Details

Created On: Monday April 07, 2025 00:10:27
Submitted On: Tuesday April 15, 2025 13:37:29
Submitted By: Kyle Clarkson
Email: kylec@atstraffic.ca
Transaction #: dbd4e30d-032d-4413-b067-71e9a60a1aad
Submitter's IP Address: 147.243.186.142

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.	Y
3	Identify all subsidiaries, D.B.A., authorized affiliates, and any other entity that will be responsible for offering and performing delivery of Solutions within this Proposal (i.e. Responsible Supplier(s) that will execute a master agreement with Sourcewell).	- 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.	238210 Highway, street and bridge, lighting and electrical signal installation
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):	Steve Henderson Director of ITS (Canada & PNW) Director of Sales, BC Unit 1 – 2153 192 Street, Surrey, British Columbia V3Z 3X2 604.290.4746
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, AB T6P 0C9 peterk@atstraffic.ca 587.405.5700
10	Proposer’s other contacts for this proposal, if any (name, title, address, email address & phone):	Colin McCarten EVP Sales & Marketing 9015 14 Street NW, Edmonton, AB T6P 0C9 colinm@atstraffic.ca 587.458.2051

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

Line Item	Question	Response *
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<p>11</p>	<p>Provide a brief history of your company, including your company's core values, business philosophy, and industry longevity related to the requested Solutions.</p>	<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 16 locations 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>
<p>12</p>	<p>What are your company's expectations in the event of an award?</p>	<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	<p>Demonstrate your financial strength and stability with meaningful data. This could include such items as financial statements, SEC filings, credit and bond ratings, letters of credit, and detailed reference letters. Upload supporting documents (as applicable) in the document upload section of your response. DO NOT PROVIDE ANY TAX INFORMATION OR PERSONALLY IDENTIFIABLE INFORMATION.</p>	<p>Please see the letter attached.</p>
14	<p>What is your US market share for the Solutions that you are proposing?</p>	<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, counties, state DOT's and utility companies have positioned them as a go-to intelligent transportation systems 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	<p>What is your Canadian market share for the Solutions that you are proposing?</p>	<p>Thanks to decades of consistent growth, deep industry partnerships, and a commitment to safety and service, ATS Traffic is estimated to hold approximately 40% of the market share in the Canadian regions it serves. This dominant position reflects its leadership in both operational capacity and customer trust across the traffic control and safety sector.</p> <p>Today, ATS Traffic operates 14 strategically located branches across Canada, with a presence in Alberta, British Columbia, Saskatchewan, Manitoba, and Ontario. This wide geographic reach allows our company to deliver localized expertise while maintaining a consistent national standard of safety, service, and quality.</p> <p>ATS Traffic has opened 8 new locations in the past 5 years, including in cities like Ottawa, Mississauga, Grande Prairie, Kelowna, and Kamloops. This expansion reflects a growing demand for the company's products and services across a diverse range of markets. By strategically opening locations in both major urban centers and smaller cities, ATS Traffic is tapping into new customer bases and increasing its geographic reach. In all 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
16	<p>Disclose all current and completed bankruptcy proceedings for Proposer and any included possible Responsible Party within the past seven years. Proposer must provide notice in writing to Sourcwell if it enters a bankruptcy proceeding at any time during the pendency of this RFP evaluation.</p>	<p>N/A</p>
17	<p>How is your organization best described: is it a manufacturer, a distributor/dealer/reseller, or a service provider? Answer the question that best applies to your organization, either a) or b).</p> <p>a) If your company is best described as a distributor/dealer/reseller (or similar entity), provide your written authorization to act as a distributor/dealer/reseller for the manufacturer of the products proposed in this RFP. If applicable, is your dealer network independent or company owned?</p> <p>b) If your company is best described as a manufacturer or service provider, describe</p>	<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 Partnerships</p> <p>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</p>

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?

strategic partners. This system is designed not just for operational efficiency, but to ensure we consistently deliver exceptional, end-to-end experiences to our customers.

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

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

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

Real-time tracking to reduce product and service defects

Automated corrective actions that resolve issues efficiently

Supplier quality management for consistency and reliability

Alignment with customer and regulatory standards across projects

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

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

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

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

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

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

Insights & Trends – Feedback data is analyzed in Power BI to identify recurring 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 ability to even supply competitors during shortages underscores the reliability and resilience of our supply network.

We also work closely with partners such as Livable Cities, Cubic, Ver-Mac,

		<p>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>
<p>18</p>	<p>If applicable, provide a detailed explanation outlining the licenses and certifications that are both required to be held, and actually held, by your organization (including third parties and subcontractors that you use) in pursuit of the business contemplated by this RFP.</p>	<p>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, 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.</p>

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)
- 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

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. 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	*
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 backed by local sales experts familiar with regional specifications.	*
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> <ul style="list-style-type: none"> - 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) - 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) 	*
24	List any GSA contracts or Standing Offers and Supply Arrangements (SOSA) that you hold. What is the annual sales volume for each of these contracts over the past three years?	ATS Traffic does not currently hold any GSA contracts in the U.S. or federal Standing Offers and Supply Arrangements in Canada. However, we have been awarded various municipal and provincial/state contracts through competitive procurement processes and remain active in qualifying for future standing arrangements.	*

Table 2B: References/Testimonials

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

Entity Name *	Contact Name *	Phone Number *	
City of Camrose Police Service	John Corbet	O: 780-672-8300 C: 780-679-8132	*
Town of Coronation	Quinton Wintfley, CLGM, BAsc. URPL, GEO, POLI Sc.	403-578-3679	*
City of Beaumont	Karly Skoreyko	780.929.0508	*

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

		<p>Dedicated Support Across Divisions To better serve our clients, ATS Traffic has established dedicated sales and support teams tailored to divisional membership relationships (e.g., RMA, SUMA, AMM) across Canada and the U.S. These teams provide:</p> <p>Published contact lists</p> <p>Transparent pricing on signage and installation services</p> <p>Streamlined ordering and return protocols</p> <p>Enhanced sales oversight and communication</p> <p>This structure has improved service delivery and driven broader adoption of ATS Traffic's solutions.</p> <p>Expert Engagement and Education Our subject matter experts support customers with the latest innovations, including:</p> <p>Solar Pedestrian Crossing & Lighting Systems</p> <p>Traffic Reporting Tools</p> <p>Intersection Detection Solutions</p> <p>These experts engage through trade show participation, "lunch and learn" sessions, and on-site consultations. Whether addressing new technologies, product education, warranty concerns, or problem resolution, ATS Traffic representatives are readily available to assist clients and ensure a positive experience.</p>
27	Describe the network of Authorized Sellers who will deliver Solutions, including dealers, distributors, resellers, and other distribution methods.	<p>Distributor: Livable Cities Headquarters 84 Chain Lake Drive, Suite 403 Halifax, Nova Scotia Canada B3S 1A2 T: 1.902.450.2222 F: 1.902.450.0675 E: info@liveablecities.com</p> <p>Livable Cities Manufacturing & Warranty Centre 21 Tantramar Crescent Amherst, Nova Scotia Canada B4H 4S8 T: 1.902.667.1228 F: 1.902.667.1218</p>

<p>28</p>	<p>Service force.</p>	<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 in the United States.	<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 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 Sourcwell 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.	N/A	*
35	Define any specific requirements or restrictions that would apply to our participating entities in Hawaii and Alaska and in US Territories.	N/A	*
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>

<p>38</p>	<p>Describe your use of technology and digital data (e.g., social media, metadata usage) to enhance marketing effectiveness.</p>	<p>The ATS Traffic Online Store is a fantastic resource for customers- we've gathered product information, images, specifications, and applications, along with substitute and complementary products to make the shopping experience as seamless as possible. A chat feature allows store users to speak directly with an ATS Traffic representative, who is happy to assist with any questions. Ordering on the Online Store is simple – once your account is created, your customer-specific pricing is pulled through and displayed. Customers can view and manage past orders from one convenient place. ATS Traffic even has the capability to create a catalog of signs specific to a company or county – these hidden catalogs are visible only to selected users.</p> <p>ATS Traffic manages digital marketing campaigns on Google Ads and on social media (Facebook, Instagram, LinkedIn). 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>
<p>39</p>	<p>In your view, what is Sourcewell's role in promoting agreements arising out of this RFP? How will you integrate a Sourcewell-awarded agreement into your sales process?</p>	<p>Similar to ATS Traffic's agreements with Canoe/Kinetic, Sourcewell customers would have their own dedicated price list for our full inventory. This price list would apply to all sales channels including purchases made on the online store, at our branches, over the phone, via email or forms 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	<p>Are your Solutions available through an e-procurement ordering process? If so, describe your e-procurement system and how governmental and educational customers have used it.</p>	<p>Yes, ATS Traffic has an online store 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> Sourcewell 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 *
41	<p>Describe any product, equipment, maintenance, or operator training programs that you offer to Sourcewell participating entities. Include details, such as whether training is standard or optional, who provides training, and any costs that apply.</p>	<p>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> <p>(No cost)</p>

<p>42</p>	<p>Describe any technological advances that your proposed solution(s) offer.</p>	<p>ATS Traffic recently acquired Interprovincial Traffic Services (ITS), a reputable traffic technology systems provider based in Surrey, British Columbia. With this exciting acquisition, ATS Traffic now becomes the largest provider of intelligent transportation system technology in Canada. ITS provides the transportation market with innovative products and technology designed to improve the safety and efficiency of both current and future transportation infrastructures.</p> <p>Projects rarely need just one product or service. We take your specific needs into account and create a bundled product and service package for you. Using the latest technology and leveraging decades of safety and traffic control experience, we can plan, manage, and maintain your project from start to finish. We know what issues limit the decision-making process, and with our help you can confidently navigate them to make your project a success.</p> <p>Traffic detection & data collection can provide valuable insights about traffic infrastructure, improve traffic systems, and identify specific flaws to improve traffic safety.</p> <p>Traffic detection & data collection is a crucial aspect of transportation planning and management. Information about vehicular movements & behavior and traffic density can provide valuable insights for traffic engineers, urban planners, and decision-makers. Details such as traffic volume, vehicle types, speeds, and congestion patterns help identify transportation needs and evaluate network efficiency.</p> <p>Traffic Detection & Data Applications</p> <ul style="list-style-type: none"> - Congestion Management: Identifying bottlenecks and optimizing traffic flow. - Safety Improvements: Identifying and mitigating accident-prone areas. - Transportation Modeling: Developing accurate traffic models. - Infrastructure Planning: Designing roads, intersections, and public transit systems. <p>Micro Sensors</p> <p>Micro sensors can provide video surveillance, speed enforcement, vehicle counting and classification, as well as air quality, noise, and other data. Micro sensors can provide video surveillance, speed enforcement, vehicle counting and classification, as well as air quality, noise, and other data.</p> <p>Liveable Cities SmartLinx micro-sensors are an innovative technology that can easily launch a smart city with low cost and low risk on existing public streetlights that have a NEMA receptacle. The micro-sensors allow for tool-less installation of various smart city sensors such as speed, air quality, noise, traffic, and other smart city/grid solutions. The SmartLinx solution can provide video surveillance, real-time speed enforcement and roadway safety programming, high accuracy counting and classifications of bicycles, pedestrians, and vehicles. SmartLinx micro-sensors are durable, compact, easy to install, and provide automated reporting.</p> <p>SLX-SPEED Real-time speed enforcement and data collection.</p> <p>SLX-AIR Air quality monitoring and data collection.</p> <p>SLX-PARTICLE Real-time pollution monitoring and data collection.</p> <p>SLX-NOISE Real-time acoustic monitoring and data collection.</p> <p>SLX-COUNTER High accuracy counting and classification of bicycles, pedestrians, and vehicles at a mid-block street location.</p> <p>SLX-VIDEO Easy, affordable video surveillance wherever street lights are located.</p>
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43	<p>If applicable, describe how your solution(s) leverage artificial intelligence (AI) to enhance the functionality and efficiency of smart infrastructure.</p>	<p>Livable Cities sensors run on SmartLinX (SLX) sensors offer benefits of a standard network lighting controller (NLC), with value-added sensors for road and community safety, utility asset protection, air quality monitoring and more. SmartLinX Central Management System (CMS) is a web based portal and interface which give you control of your sensors and street lighting assets.</p> <p>Our CMS software consists of many powerful and useful tools to reduce energy costs by an additional 15-30%. SmartLinX is currently used by municipalities and utilities around the globe and is supported by the TALQ 2 smart lighting stander. Long term benefits include collecting useful data and insight on grid performance, and creates a foundation for additional smart city applications.</p> <p>WATCH: https://youtu.be/a-g5ZhXcV5E</p>
44	<p>Describe any "green" initiatives that relate to your company or to your Solutions, and include a list of the certifying agency for each.</p>	<p>- Company-Related</p> <p>ATS Traffic and Advanced Government Services (AGS) are committed to sustainable practices and environmental stewardship across all areas of operation, from procurement and product development to on-site service delivery and internal systems. These efforts are guided by formal environmental policies, supported by dedicated sustainability teams, and aligned with local, provincial/state, and federal regulations.</p> <p>ATS Traffic Environmental Initiatives</p> <ol style="list-style-type: none"> 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. 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) 3. Digital Systems and Paperless Operations Enterprise systems such as Intelex, 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. 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 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 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 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>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> <p>Solution-Related:</p> <ul style="list-style-type: none"> - Livable Cities: LED Roadway Lighting and Smart City division Liveable Cities support the UN Sustainable Development Goals, committing to making the world more sustainable through our products and actions. We have chosen to focus particularly on goals 9, 11, 13, and 15. The United Nations has compiled a set of interrelated goals to aid in contributing towards universal enrichment and global development and sustainability. These goals, known as the UN Sustainable Development Goals, are systematized to bestow direction and focus towards solving the world's greatest challenges by 2030. - The SLX-Air is a permanent air quality monitoring and analytics solution that enables access to 24-7-365 air quality data. The granular data and powerful visualization tools unlock powerful value on targeted air quality monitoring, by characterizing air quality patterns in a community by time of day, day of the week, seasonally, and from year to year.
45	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.	<ul style="list-style-type: none"> - TALQ Certified software - SmartLinx supports Open Smart City Protocol (OSCP) - Sensors are UL certified
46	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 Intalex 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</p>

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		<p>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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Table 5B: Value-Added Attributes

Line Item	Question	Certification	Offered	Comment
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47	<p>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.</p>		<p><input type="radio"/> Yes <input checked="" type="radio"/> No</p>	<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.
48		Minority Business Enterprise (MBE)	<p><input type="radio"/> Yes <input checked="" type="radio"/> No</p>	Please see Line Item 47 Comment.
49		Women Business Enterprise (WBE)	<p><input type="radio"/> Yes <input checked="" type="radio"/> No</p>	Please see Line Item 47 Comment.
50		Disabled-Owned Business Enterprise (DOBE)	<p><input type="radio"/> Yes <input checked="" type="radio"/> No</p>	N/A
51		Veteran-Owned Business Enterprise (VBE)	<p><input type="radio"/> Yes <input checked="" type="radio"/> No</p>	N/A
52		Service-Disabled Veteran-Owned Business (SDVOB)	<p><input type="radio"/> Yes <input checked="" type="radio"/> No</p>	N/A
53		Small Business Enterprise (SBE)	<p><input type="radio"/> Yes <input checked="" type="radio"/> No</p>	N/A
54		Small Disadvantaged Business (SDB)	<p><input type="radio"/> Yes <input checked="" type="radio"/> No</p>	Please see Line Item 47 Comment.
55		Women-Owned Small Business (WOSB)	<p><input type="radio"/> Yes <input checked="" type="radio"/> No</p>	Please see Line Item 47 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 *	
56	Describe your payment terms and accepted payment methods.	Payment terms are Net 30 days. ATS accepts cheques, electronic fund transfers, and all credit/ procurement cards.	*
57	Describe any leasing or financing options available for use by educational or governmental entities.	Although ATS 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.	*
58	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.	*
59	Do you accept the P-card procurement and payment process? If so, is there any additional cost to Sourcwell participating entities for using this process?	Yes – ATS accepts P-card payment options with no additional administrative costs to Sourcwell for this service.	*
60	Describe your pricing model (e.g., line-item discounts or product-category discounts). Provide detailed pricing data (including standard or list pricing and the Sourcwell discounted price) on all of the items that you want Sourcwell to consider as part of your RFP response. If applicable, provide a SKU for each item in your proposal. Upload your pricing materials (if applicable) in the document upload section of your response.	Our pricing model is based on providing Sourcwell Members with discounts designed for municipal verticals in Canada and the US Pacific Northwest across all product lines and the value-added components associated with service, delivery and warranty provisions. The pricing offered is a specific discount off list approach, where manufacturing and supply chain leverage our purchasing power and strong vendor relationships to provide the lowest landed cost in our procurement systems. Resale Items are based on Municipal market discounts off list depending on economic conditions, regional specifications, and strategic growth strategies in communities where we are attempting to garner market share. See attached Pricing (Note: Pricing provided is based on MSRP; final sensor pricing will be project requirement-specific and based on volume and term).	*
61	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 45% off list for all re-sale items (delineators, cones, barrels)	*
62	Describe any quantity or volume discounts or rebate programs that you offer.	ATS 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.	*
63	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.	*
64	Identify any element of the total cost of acquisition that is NOT included in the pricing submitted with your response. This includes all additional charges associated with a purchase that are not directly identified as freight or shipping charges. For example, list costs for items like pre-delivery inspection, installation, set up, mandatory training, or initial inspection. Identify any parties that impose such costs and their relationship to the Proposer.	Our installation services (if required by the client) can, from time to time, run into potential additional charges associated with in-ground installs and locates. If a quote has been issued based on customer provided information but locates determine underground hazards or frozen ground requiring additional hydro-vac services, this can be an additional charge depending on the circumstances. Our estimating and install teams communicate these potential issues well in advance of the installation date to ensure the client is aware of the risks before proceeding, and our installation quotes clearly identify that the price does not include additional costs (i.e. hydrovac services.)	*

65	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 in Edmonton.</p> <p>ATS uses the most economical freight carrier based on size and weight of order, required timeframe, and/or specialized shipping requirements for technology solutions for quoting freight charges, and provides a flow through mark-up of 20% as a separate line item on the invoice.</p> <p>If the client prefers their own carrier, ATS will provide no charge service to engage that carrier and use the customer's account to ship the goods to destination.</p>	*
66	Specifically describe freight, shipping, and delivery terms or programs available for Alaska, Hawaii, Canada, or any offshore delivery.	<p>ATS has multiple locations in Canada and the US Pacific Northwest that utilized managed inventory and delivery to regional customers. For locations outside of these regions, ATS 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</p>	*
67	Describe any unique distribution and/or delivery methods or options offered in your proposal.	<p>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.</p>	*
68	Specifically describe any self-audit process or program that you plan to employ to verify compliance with your proposed agreement with Sourcewell. This process includes ensuring that Sourcewell participating entities obtain the proper pricing.	<p>ATS utilizes centralized enterprise-wide pricing and customer relationship tools (Dynamics 365-based) to maintain consistent pricing and service levels across our customer network. Supply Chain integration with our estimating tools and customer order entry systems ensure that customer-service staff have real time visibility on inventory availability, preferred or contracted pricing models and customer shipping and delivery requirements.</p> <p>These tools provide both visibility and compliance across our locations, including quoting and order history, spend analysis and historical order details for communication to Sourcewell for administration fee submissions as required.</p>	*
69	If you are awarded an agreement, provide a few examples of internal metrics that will be tracked to measure whether you are having success with the agreement.	<p>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.</p>	*
70	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.	<p>ATS is proposing a 3% administrative fee.</p> <p>Our finance department has the existing tools and reporting/submitted tools already in place to integrate Sourcewell into our invoicing and rebate processes.</p> <p>All Sourcewell clients will be assigned a specific class ID in our system with specific pricing sheets and discounts attached to their profiles. This facilitates both spend analysis, complete with product and services skus, contact information, shipping and other freight details and summary reporting tools. ATS will be able to provide this summary information on a monthly or quarterly basis (as required) to Kinetic for tracking and administrative fee purposes.</p>	*

Table 6B: Pricing Offered

Line Item	The Pricing Offered in this Proposal is: *	Comments
71	The pricing offered is as good as or better than pricing typically offered through existing cooperative contracts, state contracts, or agencies.	Pricing is project-specific.

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

Line Item	Question	Response *
72	Provide a detailed description of all the solutions offered, including used solutions if applicable, offered in the proposal.	<p>Liveable Cities (a division of LED Roadway Lighting Ltd.) provides a full suite of smart infrastructure micro-sensor solutions, along with the supporting hardware and software ecosystem, to transform standard streetlights into multi-purpose smart city assets. All solutions offered are new, Canadian-manufactured products (no used or refurbished equipment is proposed), designed for easy deployment on existing infrastructure. Key offerings include several plug-and-play micro-sensors for traffic, environmental, and safety applications, a unifying cloud software platform, and an intelligent lighting controller. Each component is described below:</p> <ul style="list-style-type: none"> • SLX–Speed Micro-Sensor: A discreet pole-mounted speed radar sensor that detects vehicle speeds in real time to enhance road safety. The SLX-Speed plugs into any standard streetlight socket and monitors traffic continuously and unobtrusively, capturing metrics such as average speed, 85th percentile speed, peak speed, and overspeed incidents. This data feeds into road safety analysis and enforcement planning tools, helping communities identify speeding hotspots and measure the effectiveness of traffic calming measures. Unlike traditional speed trailers, the SLX-Speed is compact and anonymously monitors speeds from above, enabling covert data collection without alerting drivers. This solution supports targeted Vision Zero programs by providing actionable insights into driver behavior and the success of interventions. • SLX–Noise Micro-Sensor: An ambient sound monitoring sensor for measuring community noise levels. The SLX-Noise device also mounts on a streetlight and continuously measures Sound Pressure Level (SPL) in the surrounding area. It reports quantitative noise metrics including minimum, maximum, and average sound levels (Leq) over time. These granular measurements allow municipalities to map noise pollution and respond to issues such as loud construction, traffic, rail, or nightlife disturbances. For example, SLX-Noise can support port and construction site noise monitoring, as well as rail/transit noise compliance. The sensor captures sound level data only (not audio recordings), preserving privacy while still alerting officials to anomalies like possible gunshots or excessive noise events. By identifying noise hotspots and trends, this solution helps cities enforce bylaws, protect public health, and improve quality of life in neighborhoods. • SLX–Particulate (Air Quality) Micro-Sensor: A compact air quality monitoring node that tracks environmental pollution levels. The SLX-Particulate sensor uses state-of-the-art technology to collect and report data on airborne particulates and other air quality attributes. In particular, it measures concentrations of fine particulate matter such as PM 2.5 PM 10 in real time. Deploying these sensors on streetlights enables cities to establish baseline air quality levels and identify pollution trends at a granular level, rather than relying on a few large stations. The data supports environmental compliance monitoring and can help prioritize investments (e.g. traffic changes or emissions reductions) in areas with poor air quality. The SLX-Particulate is often used in combination with meteorological data to analyze how traffic or industrial activity impacts neighborhood air quality. (Note: Liveable Cities also offers SLX–Air, a variant multi-sensor for other air quality parameters, which together with SLX-Particulate provides a comprehensive environmental monitoring solution. • SLX–Video Micro-Sensor: A dual-camera imaging sensor that enhances community safety and provides visual analytics, all integrated into a streetlight form factor. The SLX-Video is a 1080p video unit featuring two camera lenses for a combined field of view roughly twice that of a typical single camera. This wide coverage allows one SLX-Video to monitor intersections, parks, or roadways more effectively. The device continuously records video onto an on-board encrypted SD card (with options up to 1+ TB for days of storage) and operates in a privacy-conscious mode: by default it does not stream any video to the cloud. Authorized users can remotely retrieve short video clips on-demand through a secure Video Management Software for post-incident investigation or traffic studies, rather than live-streaming everything. This design minimizes bandwidth use and privacy impact. The SLX-Video also supports emerging edge analytics – for instance, pilot programs have used it for traffic counting and classification, bicycle lane usage monitoring, and intrusion detection to alert on entry into restricted areas. With its easy installation on existing light poles and ability to cover two directions at once, the SLX-Video offers a quick-deploy surveillance solution for enhancing public safety, augmenting coverage in parks or parking lots, and protecting city assets. • SmartLinx Cloud Management Platform: SmartLinx is Liveable Cities’ central IoT software platform that ties together all the sensors, smart streetlights, and data analytics into one interface. It is a scalable, cloud-based system (accessible via web or mobile app) that provides lighting control, device management, data visualization, and reporting for the entire smart infrastructure deployment. Through SmartLinx, users can configure streetlight dimming schedules, monitor lamp energy usage and outages, and view live sensor data (traffic counts, noise levels, air quality trends, etc.) on a map-based dashboard. The platform offers features like automated fault alerts, maintenance route optimization, custom report generation, heat maps, and analytics to translate raw data into actionable insights. SmartLinx is built with robust security (authenticated user access) and supports industry standards (TALQ 2.0) for smart

lighting, as well as a flexible API for integration. This means the data from the SLX sensors and controllers can be easily shared with other city IT systems or aggregated for big data analysis. In summary, SmartLinx serves as the “nerve center” for the solution – a single pane of glass where municipal staff can manage assets and glean insights across energy, traffic, environment, and safety domains in one place.

- Tool-less Sensor Platform (TSP) Lighting Controller: In addition to the sensors themselves, Liveable Cities offers the TSP intelligent lighting controller – a 7-pin ANSI C136.41 compliant twist-lock node that plugs into the streetlight and provides wireless control of the lamp (on/off, dimming, scheduling) while also serving as a connectivity and power hub for the sensor ecosystem. The TSP enables legacy streetlights to become smart by connecting them to the SmartLinx network (via cellular or mesh communication) and facilitating plug-and-play attachment of SLX sensors. This controller is designed for tool-less installation – simply twist it into the standard NEMA socket on top of a fixture – and it instantly adds lighting control capabilities and a communication link for any sensor attached. In essence, the TSP is the foundational device that can turn any streetlight into a multi-function IoT node. (For new installations, Liveable Cities also offers SLIQ and NXT series LED luminaires with native smart capabilities. These LED fixtures feature modular designs that allow easy upgrading or replacement of light engines and power supplies without tools in under a minute, and they come with built-in receptacles – NEMA or Zhaga – to accept sensors or controllers. This ensures that whether the project is a retrofit on existing poles or new streetlights altogether, the infrastructure is future-proof and sensor-ready.)

Note: All the above solutions are commercial off-the-shelf (COTS) products that are newly manufactured in Canada, ensuring high quality and supporting local economic development. No used solutions are included. Together, these offerings differentiate Liveable Cities by providing a complete end-to-end smart city solution – from advanced sensing devices (speed, noise, air, video) to the networking hardware and cloud software needed to deploy, manage, and utilize them – all in a modular, plug-and-play fashion optimized for outdoor municipal infrastructure.

<p>73</p>	<p>Within this RFP category there may be subcategories of solutions. List subcategory titles that best describe your products and services.</p>	<p>Within the “Smart Infrastructure – Outdoor Sensors” category of this RFP, Liveable Cities’ offerings can be grouped into several solution subcategories. The following subcategory titles best describe our products and services:</p> <ul style="list-style-type: none"> • Traffic Monitoring & Analytics Sensors: This subcategory covers solutions focused on traffic flow and road safety data. It includes the SLX-Speed micro-sensors for vehicle speed monitoring and the traffic analysis capabilities of SLX-Video (e.g. vehicle counts and classifications). These products help cities improve smart mobility management by providing continuous, real-time traffic metrics and identifying speeding or congestion issues for mitigation. • Environmental & Air Quality Monitoring Sensors: This category encompasses sensors that track environmental conditions, notably the SLX-Particulate and SLX-Air micro-sensors for air quality (PM2.5/PM10 and related atmospheric data) and the SLX-Noise sensor for ambient sound levels. These solutions address environmental sustainability and public health objectives, enabling air pollution monitoring, noise pollution tracking, and compliance with environmental standards in neighborhoods, near construction or industrial sites, etc. • Public Safety & Security Sensors: Solutions aimed at improving community safety fall here – primarily the SLX-Video camera sensor (for situational awareness, surveillance, and post-incident video review) and the SLX-Noise sensor in public safety applications (e.g. detecting noise anomalies like potential gunshots or disturbances). These offerings serve use cases in asset protection, park security, and incident investigation, complementing traditional security systems with discreet, streetlight-mounted devices that enhance coverage and responsiveness for law enforcement and city officials. • Intelligent Street Lighting & Controls: This subcategory refers to the smart lighting infrastructure components of our solution. It includes LED luminaires with integrated controls (e.g. the SLIQ and NXT series smart streetlights) and the Tool-less Sensor Platform (TSP) lighting controllers that provide wireless control and sensor integration capabilities. These products modernize municipal lighting with adaptive dimming schedules, remote monitoring of lamp performance, and plug-and-play support for sensors. By leveraging the existing lighting network, they create a backbone for smart city applications – effectively turning streetlights into multi-functional smart poles. • Cloud Software & Data Management Platform: Rounding out the offering is our SmartLinx cloud platform, which falls under software services. This subcategory highlights the central management system and analytics that unify all hardware components. SmartLinx provides the user interface, data dashboard, reporting tools, and open API that allow various sensors and controllers to interoperate and deliver value. It ensures that data from traffic, environment, and lighting systems is aggregated securely in one place for analysis and decision-making. This also includes any integration middleware or APIs that connect our sensors to third-party systems, as well as mobile/web applications for operators. • Turnkey Deployment & Support Services: (Optional subcategory) In addition to the products, Liveable Cities – through our parent and partners – offers professional services supporting these solutions. This includes project planning and design consulting, installation and commissioning of sensors and smart lights, user training, and ongoing maintenance/support contracts. Our team can manage end-to-end implementation, and we provide after-sales support, active system monitoring, and data analysis services to ensure the solutions continue delivering value. This services category underscores our ability to deliver complete turnkey solutions, not just off-the-shelf devices. <p>Each of the above subcategories represents a facet of our overall solution portfolio. Together, they demonstrate that Liveable Cities can supply not only the hardware devices needed for smart city initiatives (sensors, cameras, controllers, lights) but also the software and services required to implement and sustain these technologies effectively.</p>
<p>74</p>	<p>Describe how your solutions ensure data privacy, security, and compliance.</p>	<p>Liveable Cities takes data privacy and security extremely seriously. Our smart micro-sensor solutions are engineered to protect sensitive information and ensure compliance with all relevant privacy laws and industry standards. Key measures include:</p> <ul style="list-style-type: none"> • Privacy-Focused Design: The sensor devices are designed to minimize collection of personally identifiable information. For example, the SLX-Video camera’s imaging is purposefully tuned not to capture high-fidelity personal details – at a typical mounting height (25–30 feet), its 1080p video resolution cannot discern faces or license plates clearly enough for identification. This means the system cannot be used for invasive surveillance like facial recognition. Similarly, the noise sensor records only sound level metrics (dB levels) and does not capture audio recordings, ensuring conversations or personal sounds are never stored. By architecting the sensors to gather just the data needed for city operations (traffic counts, noise intensity, etc.) and nothing more, we inherently safeguard citizen privacy. • Edge Processing & Data Minimization: Wherever possible, data is processed and filtered at the edge (on the device) to avoid transmitting raw streams unnecessarily. A prime example is SLX-Video’s operating mode: rather than streaming continuous footage to the cloud, the default behavior is to transmit no video unless explicitly requested. The camera continuously records locally to its encrypted onboard storage, but a video clip will only be uploaded to the cloud on-

demand (e.g. if a user initiates a traffic study or retrieves footage for an incident investigation). This “record locally, upload selectively” approach greatly reduces exposure of data. It not only lowers bandwidth and storage needs, but also means that the vast majority of video never leaves the pole, remaining under city control until needed. In addition, all sensor data that is sent (be it speed readings, noise levels, or selected video snippets) can be automatically anonymized or aggregated as appropriate before analysis or sharing.

- **Secure Communication (Encryption & VPN):** All communications between field devices and the cloud backend are secured using industry-best encryption and networking practices. Each SLX sensor or controller that connects via cellular uses a private APN with VPN (Virtual Private Network) tunneling to send data over the cellular network. For instance, video data is transmitted using private, static-IP SIM cards over a VPN on a Tier-1 wireless network, creating an isolated, encrypted channel for our devices. This prevents interception or eavesdropping on sensor feeds. Likewise, our mesh network options employ secure RF protocols with encryption keys. All cloud-device API interactions happen over HTTPS/TLS encryption. In short, data in transit is always protected via encryption and secure tunneling, meeting or exceeding standards for municipal and law enforcement communications.
- **Secure Cloud Infrastructure (Data at Rest):** Liveable Cities leverages the Microsoft Azure cloud (or Azure Government cloud as required) for hosting the SmartLinX platform and associated databases. Azure provides a highly secure environment with compliance certifications (ISO 27001, SOC 2, etc.) to ensure data at rest is protected. In particular, our video management system (Milestone VMS) is deployed in a secure Azure data center in Toronto, Canada for Canadian clients (and can be regioned to other jurisdictions as needed for data residency). All sensor data stored in the cloud is encrypted at rest. We implement role-based access controls on the platform so that each user only sees data relevant to their authority. Additionally, we adhere to data sovereignty requirements – for example, Canadian customer data stays within Canada’s borders on Canadian servers, and similarly, U.S. data can be kept on U.S. soil – to comply with local data protection regulations. Our system is also scalable within Azure’s environment, allowing for robust disaster recovery, backup, and redundancy strategies to keep data safe from loss or outages.
- **Access Control and Auditability:** The SmartLinX platform and the integrated Milestone VMS employ strong user authentication and authorization measures. Every user must log in with secure credentials (with support for multi-factor authentication), and all actions are permission-controlled. Importantly, any access to sensitive data (such as retrieving video footage) is logged and auditable. The system keeps a complete audit trail of who accessed video, when, which camera, and what portion was downloaded. For example, if a city staff member pulls a 1-minute clip from a SLX-Video unit, the Milestone VMS logs the user ID, time of request, camera ID, and length of footage retrieved. These audit logs can be reviewed to ensure there is no abuse or unauthorized use of the system. This level of traceability, combined with administrative oversight tools, helps our clients enforce accountability and comply with public privacy expectations. Additionally, SmartLinX allows configurable user roles (e.g., an environmental officer might see air quality data but not have access to security video feeds) to enforce the principle of least privilege.
- **Regulatory Compliance:** Our solutions are built to comply with all relevant standards in data privacy and security. We align with municipal and national privacy laws such as GDPR (for any personal data processing), Canada’s PIPEDA, and U.S. state privacy statutes, as applicable. Since our hardware is manufactured in Canada with known supply chains, we also comply with U.S. NDAA Section 889 by avoiding banned components in our cameras and communications modules. The Milestone VMS we use is trusted by law enforcement agencies worldwide and meets CJIS security policy requirements for handling criminal justice data. Likewise, our network and cloud practices follow NIST cybersecurity framework guidelines. We work with customers to establish appropriate data retention policies (for instance, video retrieved to the cloud can be set to auto-delete after a defined retention period configurable to the agency’s needs). We also provide documentation and support for any necessary Privacy Impact Assessments a city may undertake before deployment. By proactively addressing privacy and security in the design – and offering full transparency and control over data – we ensure that deploying Liveable Cities sensors will meet the highest compliance standards and public trust requirements. In summary, data security and privacy are ingrained at every level of our solution. From using hardened IoT devices and encrypted communications, to privacy-by-design sensor features, to secure cloud storage and rigorous access audits, Liveable Cities delivers smart city sensor systems that customers can deploy with confidence that sensitive information is protected at all times. We remain up-to-date with evolving cybersecurity best practices and regulatory requirements, continually updating our systems to maintain compliance and security certifications as needed.

75 Describe how your solutions ensure interoperability with existing systems and future upgrades.

Liveable Cities’ smart micro-sensor solutions are designed with interoperability and future-proofing as core principles. We recognize that cities need technology that can integrate seamlessly with existing infrastructure and evolve over time as standards and systems change. Our approach ensures compatibility on multiple levels – physical hardware, communications, data/software integration, and upgradability – as detailed below:

- **Standards-Based Hardware Interfaces:** All our sensors and controllers adhere to

widely adopted industry hardware standards, enabling them to work out-of-the-box with existing street lighting and smart city equipment. Notably, the micro-sensors and the TSP controller utilize the ANSI C136.41 standard 7-pin twist-lock connector, which is the global standard for streetlight control sockets. This means the sensors can plug directly into any standard streetlight from any manufacturer – even streetlights that are decades old typically have a compatible socket. Installation is truly plug-and-play and tool-less, requiring no retrofit beyond twisting the device into the socket. By leveraging the existing NEMA socket infrastructure, we avoid proprietary mounts and ensure cities can deploy our sensors on “any pole, any luminaire” without special adapters. Additionally, our newer luminaires support the Zhaga Book 18 connector standard (a smaller form-factor sensor receptacle) for future interoperability; however, we make sure that even if a customer has a mix of old and new streetlight models, our solution can interface with both. This commitment to standard hardware interfaces protects the city’s investment – the sensors can be moved or re-deployed as needed and will remain compatible with next-generation lighting equipment that also supports these industry standards.

- **Open Communications & Network Integration:** Liveable Cities solutions are network-agnostic and flexible in how they communicate, allowing integration with a variety of existing city networks or future upgrades in communications. Our devices support both cellular (4G/LTE) communications and local mesh networking options. A city that already has a streetlight wireless control network (e.g. RF mesh or LoRaWAN from a third-party) can integrate our sensors into that ecosystem – the TSP lighting controller can act as a gateway on a mesh, or sensors can transmit data to any compatible smart grid/telecom network as needed. Conversely, for cities without such infrastructure, each sensor can operate independently via secure cellular connectivity. We design our communication modules to be modular – for instance, if a municipality upgrades from 4G to 5G or to future Low-Power WAN standards, our devices can accommodate that through swappable or software-updatable modems. The communications are based on IP protocols, making it straightforward to route data into existing IT environments. Moreover, the use of private VPN networking (as described earlier) means our system can integrate with an agency’s existing IT security framework (e.g. connecting to an existing VPN concentrator or using the city’s preferred carrier network). In summary, we ensure that connecting our sensors does not require overhauling your current network – they will either mesh into your current system or reliably operate on their own, and can transition to new communication technologies over the product lifespan.

- **Software Interoperability & Open APIs:** A critical aspect of integration is at the software and data level. Our SmartLinX platform is built with interoperability in mind, supporting open standards and APIs to interface with other systems. SmartLinX is compliant with the TALQ 2.0 standard for smart city and smart lighting management. This means it can communicate with other TALQ-compliant devices and central management software – for example, if a city uses a third-party central management software, our controllers and sensors could be managed through that system via TALQ, or conversely, SmartLinX could ingest data from other vendors’ sensors. Additionally, we expose a robust RESTful API that allows third-party applications to pull data from our sensors (or push commands, where applicable). All sensor readings – speeds, counts, noise levels, air quality metrics, camera status, etc. – can be made available in real time to other city dashboards, open data portals, or analytic tools through these APIs. We have ensured that data formats are standards-based (JSON, CSV for exports, etc.) and we can support common IoT protocols if required. For video, we utilize Milestone’s open-platform VMS, which supports industry standards like ONVIF for camera streams and can integrate with other security systems. Because Milestone is widely used, our video solution can dovetail into existing city CCTV architectures (for instance, feeding into a city’s central video wall or allowing police to access footage via their standard tools) with minimal friction. Overall, our philosophy is to avoid proprietary lock-in – we provide all necessary hooks for our solution to work in concert with legacy systems (traffic management platforms, environmental databases, 911 dispatch systems, etc.) and to be ready for any future software the city adopts.

- **Future-Proof, Modular System Design:** Liveable Cities’ micro-sensor platform is inherently modular and upgradable, which safeguards the city’s investment against future technological changes. The physical modularity is evident – sensors are self-contained units that can be added or removed on an as-needed basis. If a new type of sensor becomes available (for example, a seismic or flood sensor in the future), the city can easily integrate that into the existing streetlight network thanks to the universal socket approach (“one interface, many sensors”). Our SmartLinX software is likewise modular; new sensor data types can be added to the dashboard without rebuilding the system, and feature updates are delivered via regular software upgrades. We support over-the-air firmware updates for our devices, so improvements in algorithms (say, better counting accuracy or new video analytics features) can be pushed to deployed units remotely – keeping them up-to-date with evolving capabilities. The streetlight hardware we provide (SLIQ/NXT fixtures) further exemplifies future-proofing: their modular light engine design allows swapping in new LED modules or power supplies as technology advances, and they come with multiple receptacles (NEMA and Zhaga) to accommodate tomorrow’s sensors or communication nodes. Even our mounting is flexible – the SLX-Video, for instance,

has an optional power tap accessory that lets a second device be powered from the same pole, allowing two sensors per pole or an optimal camera angle if needed. In essence, the entire ecosystem is built so that it can grow and adapt: cities can start with a few sensors and scale up over time, or repurpose devices as priorities shift (e.g., move a speed sensor to a new location next year, or upgrade a noise sensor to a multi-parameter air sensor in the future).

- **Compatibility with Legacy and Future Systems:** We ensure that deploying our solution does not orphan any existing assets nor constrain future choices. For example, if a city already has an IoT data lake or an enterprise asset management system, our solution can feed data into those systems via our API, ensuring continuity of data across platforms. Conversely, if in the future the city migrates to a new central management software, our adherence to standards like TALQ means our devices will be recognized and supported. We actively participate in standards organizations and interoperability testing to stay current. All our products undergo rigorous compliance testing (FCC/IC certifications for communications, UL/CSA for safety, etc.), which guarantees they meet the technical requirements to operate alongside other certified devices without interference. We also design with sufficient headroom on device processing and memory to accommodate new firmware with advanced functionality down the line. The result is a solution that is not only interoperable on day one but remains so over its lifespan – integrating with smart city ecosystems as they evolve.

In summary, Liveable Cities' micro-sensor solutions are built to integrate seamlessly today and stay adaptable for tomorrow. They physically fit into existing infrastructure using standard connectors, digitally integrate through open protocols and APIs and are modular and scalable to embrace future technology improvements. This interoperability and future-proof design means our customers avoid vendor lock-in and can confidently expand or upgrade their smart city capabilities over time, leveraging the Master Agreement to continuously improve their infrastructure without having to start from scratch. Our commitment is that a city's investment in Liveable Cities technology will remain compatible, up-to-date, and valuable for many years and with many other systems to come.

Table 7B: Outdoor Sensors or Advanced Sensor-Integrated Luminaires

Using the comments text box, answer the questions below if your proposal is offering **Outdoor Sensors or Advanced Sensor-Integrated Luminaires**.

We will not be submitting for Table 7B: Outdoor Sensors or Advanced Sensor-Integrated Luminaires

Line Item	Category or Type	Comments *
76	Describe what communication protocols (e.g., API, DALI) are supported by your solution(s) to ensure compatibility with different systems.	<p>Our smart city micro-sensor solutions are built on open, interoperable communication standards to ensure compatibility with various systems. At the device level, the luminaires and controllers support both traditional analog and digital lighting control protocols – specifically 0–10 V dimming and DALI (Digital Addressable Lighting Interface) – for seamless integration with different LED drivers and lighting systems. This means the platform can interface with virtually any modern streetlight, allowing commands like dimming or on/off to be executed via industry-standard protocols. At the software/platform level, the solution offers a robust API for data exchange and control, and it adheres to the TALQ 2.0 smart lighting protocol for interoperability. The TALQ compliance ensures our management software can communicate with other TALQ-certified devices or central management systems, facilitating integration into existing smart city infrastructures. Additionally, all sensor data and controls are accessible through secure RESTful APIs, enabling easy integration with third-party applications or city dashboards. This multi-tier support of both hardware-level protocols and high-level APIs guarantees that Liveable Cities' micro-sensor platform can "speak the language" of various systems – from lamp drivers and lighting networks to external data platforms – maximizing compatibility and future-proofing the deployment.</p>
77	Describe what transmission methods (e.g., wired, wireless) the sensors use, and how they ensure reliable communication.	<p>Our sensors communicate using flexible transmission methods optimized for reliability in urban environments. The platform supports multiple wireless communication technologies, including cellular (LTE), RF mesh networking, point-to-multipoint star topologies, AMI (Advanced Metering Infrastructure) networks, and Wi-Fi. This flexibility means the system can be tailored to use the best available network or a combination of networks. For instance, a deployment might use an RF mesh for streetlight-to-streetlight communication, with one node uploading data via cellular backhaul – or each sensor can directly use cellular communication if preferred. These wireless methods are designed for real-time, reliable data transfer, employing adaptive meshing and acknowledgments to prevent data loss.</p> <p>While wireless is typically preferred (to avoid new cabling), the solution can also integrate with wired links when available. For example, the luminaire controllers can use wired DALI or power-line communication for local control, and gateways can connect via Ethernet if a fiber network is present. In all cases, reliability is ensured through network redundancy and robust signaling. The mesh network option provides self-healing capabilities – if one node or route is unavailable, data automatically reroutes through neighboring nodes (peer-to-peer communication) to reach the gateway. Conversely, in a direct cellular architecture, each sensor operates independently, so a single point of failure is eliminated (one unit's outage does not affect others). The system also employs error-checking, encryption, and buffering of data. If connectivity is ever temporarily lost (e.g. a cellular dropout), the sensor nodes can store data locally and forward it when the connection resumes, ensuring no data gaps. Overall, by supporting a spectrum of wired and wireless transmission methods and building in fail-safes, the platform maintains a highly reliable communication link in all conditions.</p>
78	If applicable, describe how your proposed solution(s) ensure Zhaga compliance for the integration of LED modules, sensors, or communication devices to facilitate easy upgrades and interoperability.	<p>Liveable Cities' solution is Zhaga Book 18 compliant, which facilitates easy upgrades and interoperability of LED luminaires, sensors, and communication devices. Our newest smart streetlight models come with standardized Zhaga receptacles on the fixture, in addition to the ANSI C136.41 7-pin NEMA sockets. Specifically, the luminaire designs support Zhaga-compliant twist-lock connectors on either the top or bottom of the fixture, providing plug-and-play attachment points for sensors or communication modules. This means that a city can easily add or swap a sensor node by simply twisting it into the Zhaga socket – no rewiring or custom brackets needed. The Zhaga interface also provides a standardized power supply and digital communication (D4i via DALI) between the luminaire and sensor, so third-party Zhaga-D4i certified devices are interoperable out-of-the-box.</p> <p>By ensuring Zhaga compliance, our platform "future-proofs" the installation. As new sensors or IoT devices emerge, they can be integrated into existing streetlights through the Zhaga connectors, rather than replacing the entire luminaire. For example, if a city initially deploys environmental sensors and later wants to add a small 5G micro-cell or a different module, the Zhaga socket can accommodate that upgrade in a matter of minutes. This plug-and-play approach promotes vendor-agnostic expansion and protects the city's investment. In short, our LED luminaires and sensor hubs adhere to Zhaga standards to facilitate easy upgrades and multi-vendor interoperability, allowing cities to expand or modify their smart street infrastructure with minimal effort and maximum compatibility.</p>

Table 7C: Physical Assets, Poles, and Mounting Structures

Using the comments text box, answer the questions below if your proposal is offering **Physical Assets, Poles, and Mounting Structures**.

We will not be submitting for Table 7C: Physical Assets, Poles, and Mounting Structures

Line Item	Category or Type	Comments *
79	Describe how your solution(s) ensure the durability and adaptability of mounting structures in varying environmental conditions.	<p>Our mounting structures and hardware are engineered for long-term durability in a wide range of environmental conditions, while also being adaptable to different deployment needs. Environmental Durability: All outdoor sensors and smart lighting devices are housed in weatherproof enclosures rated for outdoor use (typically IP65/IP66 or higher for water and dust ingress protection). This ensures they can withstand rain, snow, dust, and humidity over years of operation. The materials used – powder-coated aluminum housings, stainless steel fasteners, and UV-resistant polymers – prevent corrosion and degradation from sun exposure, salt, or pollutants. The equipment is designed to operate in extreme temperatures (from winter cold to summer heat) common in both Canadian and U.S. climates. For instance, our LED luminaires have been deployed in over 65 countries worldwide, including very cold and hot regions, demonstrating their resilience in varied environments. The pole and bracket designs are rated for local wind loads and seismic conditions, ensuring structural stability during storms. Vibration-resistant mounting and gasketing protect the sensors from traffic-induced vibrations on poles. In sum, the physical infrastructure is built to last 10–20+ years outdoors with minimal maintenance.</p> <p>Adaptability and Future-Proofing: The solution’s mounting system is highly adaptable to different poles and locations. We leverage the ubiquity of existing streetlight poles by using standardized mounting interfaces – either integrating sensors into the streetlight at manufacture or attaching via the standard ANSI C136.41 7-pin receptacle on existing luminaires. This means sensors can be deployed virtually anywhere a streetlight exists, without requiring new dedicated poles or power supplies. The mounts (whether NEMA sockets or Zhaga connectors) allow for tool-less installation – our Tool-Less Sensor Platform (TSP) module, for example, can be installed or swapped in about 15 seconds by hand. This quick-connect design not only simplifies initial deployment but also makes future reconfiguration or replacement of sensors extremely easy. If the city’s needs change (say, moving a sensor to a different location or upgrading to a newer sensor model), the adaptable mounts allow this change with minimal effort.</p> <p>Additionally, the streetlight fixtures themselves are designed for longevity and adaptability. The modular design of our luminaires (such as the NXT series) allows key components like LED engines or power supplies to be replaced or upgraded without tools, extending the infrastructure’s service life. This “future-proof” approach means the physical assets can accommodate new technology over time. For example, if a new type of sensor becomes available, it can be integrated into the existing pole/fixture rather than installing new poles. Optional accessories like adjustable brackets and shims allow mounting on various pole shapes and orientations (side-mount, post-top, etc.), and optional bird spike kits can be added to protect sensors or cameras from birds (a small but important consideration to maintain sensor performance). In summary, our mounting structures are robust against weather and wear, and they are flexibly designed to adapt to new needs or conditions – ensuring that the smart city hardware remains reliable and up-to-date throughout its lifespan.</p>

Table 7D: Network Components, Gateways, Controllers, Communication Modules, or Specialized Platforms

Using the comments text box, answer the questions below if your proposal is offering **Network Components, Gateways, Controllers, Communication Modules, or Specialized Platforms**.

We will not be submitting for Table 7D: Network Components, Gateways, Controllers, Communication Modules, or Specialized Platforms

Line Item	Category or Type	Comments *
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<p>80</p>	<p>Describe what redundancy features are built into your network components to ensure continuous operation.</p>	<p>Continuous operation is ensured by multiple redundancy features built into our network architecture and hardware components. The design philosophy is to avoid single points of failure at every level of the network. At the field level, if a mesh networking topology is used, the system is self-healing: each smart sensor or light controller can route data via multiple neighboring nodes. If one node or path goes down (due to a device fault or obstruction), the data automatically finds an alternate route across the mesh to reach the gateway, thereby maintaining communications without interruption. This peer-to-peer communication capability enables dynamic rerouting and ensures that no single node failure will isolate part of the network. In addition, each controller is capable of localized decision-making – for example, storing sensor readings and adhering to preset lighting schedules even if temporarily disconnected from the central system – so that core functions continue during any network outage.</p> <p>For deployments that rely on gateways or access points, we offer solutions like dual-SIM cellular gateways (connected to two different carriers) or dual-network connectivity (such as cellular plus Ethernet) to provide a fallback if one connection fails. The gateways and controllers have battery-backed memory to prevent data loss, and they will automatically re-sync with the cloud platform once connectivity is restored, uploading any buffered data. In scenarios using direct cellular connectivity per sensor (stand-alone network mode), each device operates independently on the mobile network, which means the loss of one device or one cellular link does not affect others – there is “no customer-managed network” dependency that could fail system-wide. This independence is a form of redundancy; essentially the platform doesn’t hinge on a single gateway or network – each unit is a node with its own connection. At the platform level (cloud software), our system is hosted on a highly available cloud infrastructure with geographic redundancy. Servers are load-balanced and have automatic failover, so the management platform remains accessible even if one data center experiences issues. All data is stored in a redundant database (with backups and replications), protecting against data loss. Alerting mechanisms are also in place: if any device goes offline or shows abnormal behavior, the system flags it for investigation (with “automatic failure reports” as mentioned in our software features, so issues can be addressed proactively. Furthermore, the platform supports redundant user access – it’s web-based, so authorized users can log in from anywhere; even if a local control center is down, the system can be managed remotely via the cloud. In summary, continuous uptime is achieved through a combination of self-healing mesh networking, independent stand-alone communications options, multi-path connectivity, and high-availability backend infrastructure. These redundancies ensure that even if one component fails, the overall smart city system remains operational and critical functions (like public lighting or data collection) are not compromised.</p>
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<p>81</p>	<p>Describe what features your platform provides for monitoring, controlling, and managing smart infrastructure assets.</p>	<p>Our central management platform (the SmartLinX cloud software) provides a comprehensive suite of features for monitoring, controlling, and managing all smart infrastructure assets in real time. It serves as a unified dashboard where city operators can supervise streetlights, sensors, and other connected devices through an intuitive web interface. Key features of the platform include:</p> <ul style="list-style-type: none"> • Asset Monitoring and Map Visualization: All connected devices (streetlights, traffic sensors, environmental sensors, cameras, etc.) are shown on a map-based dashboard. Operators can click on any asset to view its status (e.g. lamp on/off, dim level, sensor readings) and health metrics (battery or communication status). Color-coded indicators and heat maps allow quick identification of issues or patterns across the city (for example, clustering of outage alerts or areas of high noise levels). Live data is available on-demand – the platform streams or updates readings in real time for immediate situational awareness. • Remote Control and Configuration: Authorized users can control streetlight behavior remotely through the platform. This includes scheduling on/off times, dimming levels, and dynamic responses (such as brightening lights when a pedestrian is detected). The system supports lighting scheduling, adaptive dimming profiles, and on-the-fly overrides. For sensor devices, users can configure thresholds and alert rules (e.g. setting a noise level trigger to detect possible gunshots or an air quality threshold to flag pollution spikes). All configurations can be applied to individual devices, groups, or city-wide with a few clicks, enabling efficient management of large device inventories. • Alerts and Automated Fault Reporting: The platform automatically monitors device performance and will issue alerts for any anomalies. For instance, if a streetlight fails to respond or an outage is detected, an automatic failure report is generated. Maintenance staff receive notifications (via email/SMS or within the dashboard) highlighting the location and nature of the issue. This proactive fault detection greatly reduces downtime by pinpointing issues often before citizens report them. The system also logs other alerts such as communication losses, low sensor battery (if applicable), or calibration needs. • Data Analytics and Reporting: SmartLinX includes powerful analytics tools to help cities derive insights from the collected data. It can compile reports on energy consumption, streetlight burn hours, traffic counts and speeds, noise levels over time, air quality indices, and more. Built-in reports and charts allow users to visualize trends (for example, daily traffic volume trends or lighting energy savings over months). Users can also generate customizable reports for specific KPIs as needed. The data can be filtered by time, location, or device type and exported for further analysis. These analytics support data-driven decision making – for example, adjusting lighting schedules based on actual pedestrian activity or targeting areas for traffic enforcement from speed data. • Asset Management and Maintenance: Every field device is tracked in an asset registry within the platform, which includes metadata like location, model, installation date, and maintenance history. The software assists with maintenance management by logging events (lamp replacements, sensor calibrations, etc.) and even suggesting maintenance routing – optimized service routes for crews – based on active issues. This helps cities efficiently plan field work when repairs or upkeep are needed. The system can also schedule routine tasks (for instance, send a reminder to calibrate an air quality sensor every 6 months, or to inspect a camera housing). • Security and User Management: The platform uses authenticated, role-based access control. Different user roles can be defined (administrator, maintenance technician, data analyst, etc.) with appropriate permission levels. All communications are encrypted to protect sensitive data. The software itself is cloud-hosted with high availability as described, and it undergoes regular cybersecurity updates. There is a full audit trail – any changes or controls executed are logged by user and time, providing accountability. • Open API and Integration: In addition to the user interface, SmartLinX provides a highly configurable API (Application Programming Interface). This allows the city's other IT systems to interface with it. For example, if the city has a central dashboard or an open data portal, they can pull data (like environmental sensor readings or lamp statuses) from SmartLinX via API. Likewise, external systems can send commands through the API if authorized – enabling integration with third-party applications or even voice assistants for city operators. The platform's adherence to TALQ 2.0 standards also means it can integrate with other vendors' smart city devices or management software, ensuring it's not an isolated system but rather part of a broader smart city ecosystem. <p>In summary, our management platform is a one-stop solution to monitor the status of all smart city assets in real time, control devices remotely, and manage operations through data insights and maintenance tools. It effectively gives city staff "absolute control" with an intuitive interface and reliable, secure operation, significantly simplifying the oversight of smart infrastructure.</p>
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82	<p>If applicable, describe how your platform supports multiple data sources and integrates them into a unified dashboard for real-time monitoring.</p>	<p>The Liveable Cities platform is designed to aggregate and integrate multiple data sources into a single unified dashboard for real-time monitoring. Beyond just our proprietary sensors, the system supports ingesting data from third-party sensors and city systems so that all relevant smart city information can be viewed in one place. We achieve this integration in several ways:</p> <ul style="list-style-type: none"> • Multi-Sensor, Multi-Device Integration: Our solution covers a broad range of sensor types – environmental sensors (air quality, particulate matter, temperature/humidity), acoustic sensors (noise and anomaly detection), traffic and mobility sensors (vehicle counts, speeds, pedestrian detection), lighting electrical monitors (voltage, current, energy use), and even security cameras or smart parking sensors. All these data streams are consolidated in the SmartLinX dashboard, each tagged by location and time. The platform’s data model is flexible, allowing new sensor types to be added with ease. For example, if a city wants to include water level sensors or smart waste bins from an external provider, those can be integrated and displayed alongside our data. In practice, this means an operator can log into one interface and see a holistic view of city metrics – from air quality index on a certain street, to how many cars passed through an intersection in the last hour, to which streetlights are dimmed at that moment. • Open APIs and Data Standards: As mentioned, we provide open APIs and adhere to standards like TALQ 2.0, which explicitly aims to unify smart city and smart lighting systems. Through TALQ and our API, data from other platforms can be pulled in. For instance, if a city has existing weather stations or an open data feed for transit, our platform can consume those APIs and incorporate the data into our dashboard (either for display or for use in automated rules). Likewise, our system can output data to other dashboards. This two-way integration capability ensures that multiple data sources interoperate. In essence, our platform can act as the central hub (or equally, feed data into a city’s central hub) thanks to these standard interfaces. • Unified Real-Time Alerts and Analytics: When multiple data sources are integrated, the platform can create composite alerts or analytics. For example, it can correlate data – if an air quality sensor detects a spike in pollutants and at the same time a traffic sensor shows heavy congestion, the system could flag a possible incident (like an idling truck causing emissions). Operators can set up such multi-source rules. The real-time processing ensures that as data comes in from various sources, it is immediately visible and can trigger notifications. The dashboard updates continuously, giving a live view rather than periodic snapshots, which is crucial for timely decision-making. • Unified Dashboard Interface: Even with varied data types, the user interface presents them in a coherent manner. Layers or filters can be applied on the map to show or hide certain data (e.g. toggle on air quality layer, toggle off traffic layer). Graphs and charts from different sensors can be overlaid or shown side-by-side for comparison. The goal is that city staff have one login and one screen to monitor all their smart city assets, rather than juggling separate software for each subsystem. This not only improves efficiency but also encourages cross-domain insights (seeing the “big picture” connections between, say, traffic patterns and environmental conditions). To illustrate, our platform in a current deployment simultaneously handles data from speed radar sensors, acoustic gunshot detectors, air quality stations, and smart streetlights – all integrated into the same dashboard view. The system’s conformance to open standards and use of a configurable API for external endpoints underpins this versatility. Whether data originates from our Liveable Cities devices or other third-party systems, it is aggregated into one reliable, real-time stream of information for the end user. This unified approach to data management helps cities break down information silos and respond to situations with a more informed, holistic perspective.
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Table 7E: Integration with Turnkey Services

Using the comments text box, answer the questions below if your proposal is offering **Integration with Turnkey Services**.

We will not be submitting for Table 7E: Integration with Turnkey Services

Line Item	Category or Type	Comments *
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<p>83</p>	<p>Describe what levels of service (e.g., technology/infrastructure only, turnkey, other) are being proposed.</p>	<p>ATS Traffic recognizes that different public agencies have different needs when it comes to implementing smart city solutions. As such, we offer flexible levels of service, ranging from technology supply only to full turnkey project delivery, as well as hybrid service models depending on the client's requirements.</p> <p>Technology/Infrastructure Only For agencies with in-house capabilities or existing service contracts, ATS Traffic can supply the smart infrastructure components—including micro-sensors. All hardware and software is delivered with comprehensive documentation and remote support for installation and integration. We provide configuration assistance and can support API-level integration into the agency's IT environment. In this model, ATS acts as the technology provider, ensuring a smooth handoff for agencies that prefer to self-perform or manage the installation process with their own crews or contractors.</p> <p>Turnkey Solution (Full-Service) For agencies seeking a comprehensive delivery model, ATS Traffic offers complete turnkey solutions. From initial site assessments and system design through to final commissioning and training, ATS manages all aspects of the project. This includes:</p> <ul style="list-style-type: none"> • Conducting site surveys and recommending optimal sensor and lighting locations • Supplying and installing all hardware and communication components • Configuring the SmartLinx platform to meet agency operational requirements • Securing necessary permits and coordinating with utilities • Training agency staff post-deployment and providing comprehensive documentation <p>Our turnkey approach minimizes agency burden by providing a single point of accountability throughout the project. We apply proven project management methodologies to ensure timely and on-budget delivery. This is especially valuable for agencies looking to reduce internal resource strain or avoid coordinating multiple vendors.</p> <p>Hybrid / Custom Service Models ATS Traffic also supports blended delivery models. For example, an agency might perform the physical installation with its public works team while engaging ATS for engineering support, network configuration, or integration services. We also offer subscription-based or Smart City-as-a-Service options, wherein ATS can amortize upfront capital costs into a multi-year service contract that includes hardware, installation, connectivity, and platform access for a fixed annual or monthly fee. This is ideal for agencies with limited capital budgets who prefer predictable operating expenses. Lease-to-own, pilot deployments, and staged implementation strategies are also available to suit agency financial or technical preferences.</p> <p>Post-Deployment Managed Services Regardless of the initial delivery model, ATS Traffic can provide ongoing managed services to support long-term system performance. This may include:</p> <ul style="list-style-type: none"> • Remote system monitoring • Data usage analysis • Software/firmware updates • Preventive maintenance • On-call technical support or incident response <p>These services can be structured into multi-year maintenance packages or offered on an as-needed basis. In many cases, ATS acts as an extension of the city's team, helping to ensure smart infrastructure investments continue to deliver long-term value.</p> <p>In summary, ATS Traffic provides service options that range from technology-only procurement to full turnkey implementation, with scalable hybrid and subscription-based models in between. We will clearly outline each available service level, along with associated pricing and responsibilities, allowing Sourcewell members to select the model that best aligns with their capacity, budget, and long-term operational goals.</p>
<p>84</p>	<p>Describe your proposed maintenance plans and schedules.</p> <p>Provide details on routine maintenance, emergency repairs, software updates, and any remote monitoring capabilities.</p> <p>Include pricing for such maintenance in your proposal.</p>	<p>A robust maintenance plan is critical to ensure the longevity and performance of any smart city deployment. We propose a comprehensive maintenance program for the Liveable Cities micro-sensor platform, encompassing routine preventative maintenance, rapid emergency support, regular software/firmware updates, and continuous remote monitoring. Below we detail each aspect of the maintenance plan and associated pricing:</p> <p>Routine Maintenance: Our solution is designed to minimize routine maintenance – for example, the sensors have no moving parts and the LED luminaires have extremely long lifespans. However, we still schedule periodic check-ups to ensure everything operates within specifications. Annual or semi-annual inspections are recommended to be performed, during which technicians will visually inspect sensor units and mounting integrity, clean any lenses or enclosures (important for camera or optical sensors), and verify calibration of environmental sensors. Environmental micro-sensors (for air quality, noise) may require calibration or replacement of certain components over time; our plan includes proactive replacement of those sensor modules at recommended intervals to maintain accuracy. For instance, if an air quality NO₂ sensor has a two-year calibration cycle, we would swap it out with a factory-calibrated unit in year two (this is covered in the service plan). These routine tasks can often be performed quickly using the tool-less access features, sometimes in under 15 minutes per pole, often aligning with other scheduled activities (like lamp cleaning). We will work with the agency to set an optimal maintenance schedule (e.g., annual comprehensive check every spring). All routine maintenance activities are logged in the SmartLinx platform's asset management module for record-keeping and to inform future maintenance routing.</p>

Emergency Repairs:

In the event of an unexpected failure or damage (for example, a sensor knocked down in a storm or a communication module failure), our maintenance plan provides for rapid response. We guarantee a defined response time (to be agreed in SLA – typically 24 to 48 hours for critical issues). Our support center is alerted via the platform's automatic failure reports and will dispatch qualified technicians or local partners to address the issue. Because the system is modular, emergency replacements are straightforward – a faulty node can be swapped out with a new unit quickly (again leveraging the plug-and-play design). If a gateway or network component fails, redundant design often keeps things running, but we still expedite fixing the failed part to restore full redundancy. We maintain a stock of spare parts (sensors, controllers, and other hardware) to ensure quick replacement availability. In short, our emergency maintenance protocol is: remote diagnostics as soon as an alert is received, on-site repair or replacement within the agreed timeframe, and verification via the platform that the device is back online. Emergency repair labor and logistics can be covered under an annual service agreement or billed per incident, according to the agency's preference and the chosen service package.

Software Updates:

All software updates for the SmartLinX cloud platform are handled seamlessly on our end – being cloud-based, updates to the dashboard and analytics happen in the background with no disruption to the user. These updates are included as part of the software access fee; there is no additional charge for new platform features or security patches. For device firmware (the software running on the sensors/controllers), we provide over-the-air (OTA) updates. Our operations team can remotely push firmware updates to each device securely when needed (for example, to introduce a new functionality or improve performance). OTA updates are done carefully to avoid impacting operations – typically rolling out to a few devices at a time and verifying success. The maintenance plan ensures that all devices are kept up-to-date with the latest firmware. In rare cases where physical access might be required (e.g., a major hardware revision), that would be coordinated and covered under maintenance.

Remote Monitoring and Diagnostics:

A significant advantage of our system is its ability to be monitored remotely 24/7. The SmartLinX platform continuously checks the status of each asset and can alert our support team to many issues often before the client even notices them. This includes alerts for lights not responding, sensors dropping offline, unusual data patterns (which might indicate a sensor fault), or communication outages. Our maintenance service includes remote diagnostics by experienced engineers. When an alert comes in, we remotely access the device telemetry to attempt troubleshooting (for example, power cycle a controller, or adjust network settings). Many issues can be resolved or at least diagnosed remotely, saving time on field visits. We also provide the client access to these monitoring tools; however, with our managed service option, we take on the responsibility of actively watching the system's health. Remote monitoring also encompasses performance reports – we deliver periodic health reports summarizing uptime, communication link quality, and any maintenance activities. This transparency keeps the agency informed of their system's reliability. Furthermore, the platform's maintenance routing optimization uses the remote data to suggest efficient routes for any needed on-site work, reducing travel time and costs for maintenance crews.

Maintenance Plan Pricing:

We offer maintenance in a straightforward service package model, priced per device (or per pole) per year. Typically, the first year of service is bundled with the purchase of hardware (and in fact, our pricing requires at least a one-year service package with each hardware purchase to ensure support). After that, the agency can renew annually or opt for multi-year plans at a discounted rate. For example, the annual service fee for a given sensor node (covering connectivity, software access, and standard maintenance support) might be on the order of a few hundred dollars per year – and we offer discounts for committing to 3-year or 5-year service terms. These fees cover everything in the maintenance plan (replacement units, cellular data, platform usage, and support labor) so that the agency has a predictable cost and no surprise expenses. We will provide a detailed price table for 1-, 3-, and 5-year “all-in” maintenance options for each type of device in our proposal, as shown in our commercial model. Additionally, if the agency prefers, we can structure maintenance as time & materials or a custom SLA – but our recommended approach is the all-inclusive service package for simplicity.

Optional Enhanced Services:

Not included in the base maintenance package (but available as add-ons) are things like custom report development, advanced data analytics consulting, or full managed services where we essentially operate the system indefinitely on the city's behalf. These can be priced separately if desired. The base maintenance plan as described is aimed at keeping the system hardware and software running optimally and up-to-date. Any maintenance that is out-of-scope (for example, relocating a bunch of sensors to new poles after initial installation, or integrating new third-party devices years later) can be handled either under warranty, as a change order, or via an expanded service agreement as appropriate.

In summary, our maintenance plan is comprehensive – covering preventative care, fast emergency response, continuous remote oversight, and all necessary updates – to ensure the longevity and reliability of the smart city platform. We have included pricing options in the proposal to give agencies the flexibility to choose the maintenance term

		<p>and service level that fits their budgets and needs, with multi-year “all-in” packages offering the best value.</p>
<p>85</p>	<p>Briefly describe one (1) project you have completed for another public agency and OUTLINE the deployment process.</p>	<p>Project Example – City of Camrose Vehicle Speed and Volume Monitoring Initiative One representative deployment that showcases our solution’s flexibility and public safety value was completed in partnership with the City of Camrose, Alberta. The City engaged ATS Traffic to supply and support the deployment of six radar-based micro-sensors across multiple high-priority locations throughout the community.</p> <p>Project Goals and Background The City of Camrose sought to gain a better understanding of traffic behavior in local neighborhoods and school zones, with the goal of identifying speeding hotspots and deploying targeted enforcement measures. Traditional enforcement efforts were challenged by resource constraints and inconsistent data, and the City was looking for a solution that could operate continuously and provide high-resolution speed and volume data without requiring bulky roadside equipment or dedicated personnel.</p> <p>Working in collaboration with the City’s traffic and enforcement teams, ATS Traffic provided discreet, streetlight-mounted radar sensors that could be deployed rapidly at known concern areas. The chosen solution aligned well with Camrose’s existing infrastructure, allowing the City to leverage existing poles and electrical service for both cost efficiency and ease of deployment.</p> <p>Deployment Process ATS Traffic supplied six radar-based smart sensors equipped with integrated communication and GPS functionality. The units were preconfigured in consultation with the City to ensure consistent data formatting, time-stamped records, and location tagging. The installation was performed by the City of Camrose’s utility contractor, who used standard bucket truck equipment to mount the devices on streetlight poles at pre-selected locations. Each radar sensor was installed within minutes thanks to the plug-and-play design and standard mounting brackets, eliminating the need for custom fittings or additional infrastructure. Power was drawn from the existing streetlight service, minimizing disruption and keeping installation costs low.</p> <p>Following installation, ATS provided remote commissioning and verification of each sensor to ensure proper alignment and functionality. The radar sensors began collecting real-time vehicle speed and volume data immediately upon activation, with data securely transmitted to the cloud via cellular connectivity.</p> <p>Use of Data and Outcomes The sensors provided Camrose officials with accurate, continuous traffic data including:</p> <ul style="list-style-type: none"> • Average speeds • 85th percentile speeds • Vehicle volumes by time of day • Speed distribution patterns <p>What made this deployment particularly impactful was its application beyond just traffic engineering. The City’s municipal police service leveraged the data to:</p> <ul style="list-style-type: none"> • Identify locations with frequent speeding • Prioritize enforcement resources • Validate citizen complaints with empirical data • Monitor the effectiveness of enforcement and traffic calming efforts over time <p>This data-driven approach empowered the police department to strategically position officers at high-risk locations, enhancing road safety and improving community perception of fairness in enforcement. The system also enabled before-and-after comparisons in areas where signage or temporary traffic calming was introduced, helping city staff evaluate the success of interventions.</p> <p>Summary The City of Camrose deployment highlights how ATS Traffic’s micro-sensor solutions can be successfully integrated into a mid-sized municipality’s traffic safety strategy with minimal infrastructure requirements. Through a collaborative process and leveraging local contractors for installation, the City was able to deploy a scalable, low-maintenance radar system that directly supported both engineering and enforcement priorities. The results included improved decision-making, more targeted police deployments, and a safer roadway environment for residents.</p> <p>This project reflects the type of practical, results-focused deployments that ATS Traffic specializes in—where technology is not just installed, but meaningfully applied to meet community goals. Similar sensor-based projects have been deployed across Western Canada to support Vision Zero initiatives, school zone safety, and corridor planning, all using the same adaptable approach demonstrated in Camrose.</p>

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

Line Item 86. NOTICE: To identify any exception, or to request any modification, to Sourcwell standard Master Agreement terms, conditions, or specifications, a Proposer must submit the proposed exception(s) or requested modification(s) via redline in the Master Agreement Template provided in the “Bid Documents” section. Proposer must upload the redline in the “Requested Exceptions” upload field. All exceptions and/or proposed modifications are subject to review and approval by Sourcwell and will not automatically be included in the Master Agreement.

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

Documents

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

- Documents in PDF format are preferred. Documents in Word, Excel, or compatible formats may also be provided.
- Documents should NOT have a security password, as Sourcwell may not be able to open the file. It is your sole responsibility to ensure that the uploaded document(s) are not either defective, corrupted or blank and that the documents can be opened and viewed by Sourcwell.
- Sourcwell may reject any response where any document(s) cannot be opened and viewed by Sourcwell.
- 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](#) - Liveable Cities - Commercial Model - MSRP - Jan-21-2025.pdf - Tuesday April 15, 2025 12:36:41
 - [Financial Strength and Stability](#) - Financial Stability Letter.pdf - Tuesday April 15, 2025 12:29:07
 - [Marketing Plan/Samples](#) - Sourcwell Marketing Plan Gantt.pdf - Tuesday April 15, 2025 12:40:11
 - WMBE/MBE/SBE or Related Certificates (optional)
 - [Standard Transaction Document Samples](#) - Quote and Invoice Example.pdf - Tuesday April 15, 2025 12:35:40
 - Requested Exceptions (optional)
 - [Upload Additional Document](#) - ATS Traffic Catalogue 2025 - Flipping Book - March 2025 - Locked.pdf - Tuesday April 15, 2025 12:38:24

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

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_7_Smart_Infrastructure_RFP041525 Fri April 4 2025 03:43 PM	<input checked="" type="checkbox"/>	1
Addendum_6_Smart_Infrastructure_RFP041525 Tue April 1 2025 04:19 PM	<input checked="" type="checkbox"/>	8
Addendum_5_Smart_Infrastructure_RFP041525 Thu March 27 2025 02:54 PM	<input checked="" type="checkbox"/>	1
Addendum_4_Smart_Infrastructure_RFP041525 Wed March 26 2025 04:07 PM	<input checked="" type="checkbox"/>	1
Addendum_3_Smart_Infrastructure_RFP041525 Tue March 25 2025 09:49 AM	<input checked="" type="checkbox"/>	2
Addendum_2_Smart_Infrastructure_RFP041525 Tue March 18 2025 08:15 AM	<input checked="" type="checkbox"/>	1
Addendum_1_Smart_Infrastructure_RFP041525 Wed March 12 2025 08:05 AM	<input checked="" type="checkbox"/>	1

**AMENDMENT #1
TO
MASTER AGREEMENT # 041525-ATST**

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

Sourcewell entered into a Master Agreement with Supplier (041525-ATST) to provide Smart Infrastructure Solutions, Outdoor Sensors, and Related Products and Services (Agreement).

Supplier requested to modify its Agreement to which Sourcewell has agreed.

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

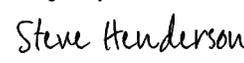
Table 5B: Value-Added Attributes, Line 61 of the Proposal is deleted in its entirety and replaced with the following:

A 20%-off list discount is extended to Sourcewell members (pricing sheet provided). Further volume-based and project-based discounts on hardware and related services may also apply.

Except as amended, the Agreement remains in full force and effect.

So Signed by:

C0FD2A139D06489...
By: _____
Jeremy Schwartz, Chief Operating and Procurement Officer

AT: Signed by:

634CE62B7E74445...
By: _____
Steve Henderson
Director of ITS (Canada & PNW)/Director of Sales BC

Date: 11/10/2025 | 3:06 PM CST

Date: 11/10/2025 | 2:22 PM CST