

## Town of Windsor

### Memorandum

June 8, 2021

**TO:** The Honorable Mayor and Town Council

**FROM:** William G. Saunders, IV, Town Manager WGS IV

**SUBJECT:** Budget Transfer – Police Department Fuel / Equipment - All Traffic Solutions

#### Background

The Windsor Police Department, in their effort to minimize person-to-person contact in speed enforcement for safety, has requested a budget transfer in order to obtain new equipment for this purpose. The proposed equipment includes two (2) Shield 12 digital speed signs from All Traffic Solutions, which can be affixed to existing speed limit signs to show motorists the actual speed that they are travelling, as well as logging data about motorists' speed.

#### Specifics

Chief Riddle is requesting a budget transfer of \$6,100 from the Police Fuel and Tires line item in the FY2020-21 budget to the Police Equipment line item in the FY2020-21 budget to allow for the purchase of Shield 12 digital speed signs and associated materials.

Approval of this budget transfer is recommended.

#### Enclosures

Email from Chief Riddle  
All Traffic Solutions Proposal and Manufacturer's Information

#### Recommended Motion

Move that Council approve a budget transfer of \$6,100 from the Police Fuel and Tires line item in the FY2020-21 budget to the Police Equipment line item in the FY2020-21 budget to allow for the purchase of this equipment.


**From:** [Rodney Riddle](#)  
**To:** [William Saunders](#)  
**Subject:** ATS - Speed Signs  
**Date:** Tuesday, June 1, 2021 2:42:09 PM  
**Attachments:** [ATS - Speed Sign Quote and Info.pdf](#)

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Sir,

Please see the attached for the All Traffic Solutions quote and information on the Shield 12 speed signs. WPD is asking to transfer \$6100.00 from the Fuel & Tires line item into the Equipment line item to facilitate the purchase of this equipment. This equipment is lightweight and portable and produces local reports. Sample of these local reports are included. These signs are portable and will help us to identify problem areas and maximize enforcement operation times. They will also provide us with data to prove/disprove speed complaints and look at other strategies to mitigate or reduce speeding such as speed bumps, signage, speed limit changes and other actions we can recommend to VDOT.

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R.D. "Dan" Riddle  
Chief of Police  
Windsor Police Department  
56 E. Windsor Blvd.  
Windsor, VA 23487  
Office#: 757-242-6799  
  
[rriddle@windsor-va.gov](mailto:rriddle@windsor-va.gov)



All Traffic Solutions Inc.  
 12950 Worldgate Dr #310  
 Herndon, VA 20170  
 Phone: 814-237-9005  
 Fax: 814-237-9006  
 DUNS #: 001225114  
 Tax ID: 25-1887906  
 CAGE Code: 34FQ5

QUOTE Q-59442

DATE: 06/01/2021

PAGE  
NO: 1

**Mail Purchase  
Orders to:**  
 3100 Research Dr.  
 State College, PA  
 16801

Contract:

**Questions contact:  
MANUFACTURER:  
All Traffic Solutions**

Max Wicklein  
 (571) 321-5452  
 X  
 mwicklein@alltrafficsolutions.com

**Independent Sales Rep:**

**BILL TO:**  
 Windsor Police Department-VA  
 56 E. Windsor Blvd.  
 Windsor VA 23487

**SHIP TO:**  
 Windsor Police Department-VA  
 Attn: Rodney Riddle

Billing Contact:

**PAYMENT TERMS:** Net 30  
**CUSTOMER:** Windsor Police Department-VA  
**CONTACT:** 7572426799 ext, 0

ITEM NO:	DESCRIPTION:	QTY:	EACH:	EXT. PRICE:
4000863	Shield 12B Speed Display; base unit w/ mounting bracket, Can be Upgraded to TrafficCloud	2	\$2,195.00	\$4,390.00
4000519	Traffic Data Collection; stores vehicle statistics locally for later analysis	2	\$500.00	\$1,000.00
4001299	3 Year Warranty	2	\$0.00	\$0.00
4000641	Shipping and Handling Common Carrier	1	\$150.00	\$150.00
4001190	Discount - New Purchase	1	(\$700.00)	(\$700.00)
4000743	LFP Power kit, 10Ah battery (2), internal power controller, charger w/connector	2	\$595.00	\$1,190.00

Special Notes: **SALES AMOUNT:** \$6,030.00  
**TOTAL USD:** \$6,030.00

Duration: This quote is good for 60 days from date of issue.  
 Shipping Notes: All shipments shall be FOB shipper. Shipping charges shall be additional unless listed on quote.  
 Taxes: Taxes are not included in quote. Please provide a tax-exempt certificate or sales tax will be applied.  
 Warranty: Unless otherwise indicated, all products have a one year warranty from date of sale. Warranty extensions are a component of some applications that are available at time of purchase. A Finance Charge of 1.5% per month will be applied to overdue balances. GSA GS-07F-6092R

Authorization: By Signing below, I indicate that my organization does not require a purchase order and I am authorized to commit my organization to this order.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

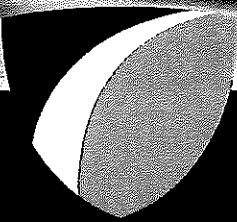
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Print Name: \_\_\_\_\_ Title: \_\_\_\_\_



**YOUR  
SPEED**

**ALL TRAFFIC  
SOLUTIONS**



Connected Solutions for Better Traffic Safety Outcomes

# SHIELD RADAR SPEED SIGN

AllTrafficSolutions.com

# Shield Radar Speed Sign: Extreme Portability and Durability

The Shield family of portable radar speed signs is ideal for resolving speeding complaints and running quick traffic studies. Installs and deploys in minutes.



## LIGHTWEIGHT

Built for ease of use, it's the lightest, most portable sign available anywhere, and it still meets the MUTCD minimum 12-inch digit size.

## SIMPLE, UNIVERSAL MOUNTING

Permanent or portable, one-person install in under a minute to U-channel, any shaped pole, hitch mount or trailer using our integrated mounting system.

## FLEXIBLE POWER OPTIONS

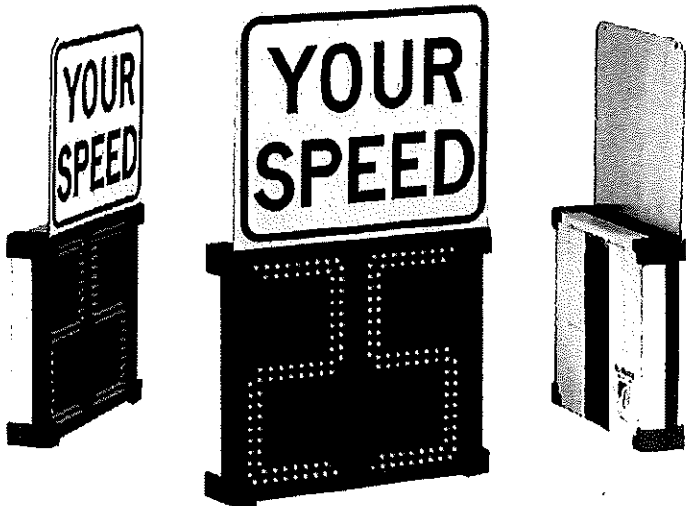
Achieve up to several weeks of run time. A dedicated compartment allows all-weather battery replacement. Optional solar panel provides round-the-clock convenience and cost-savings.

## DURABLE CONSTRUCTION

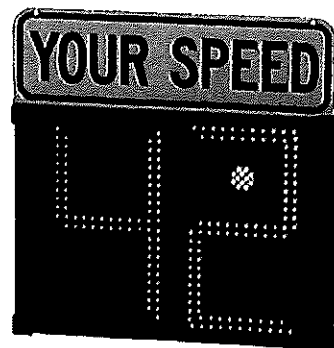
The welded aluminum enclosure, concealed mounting hardware, shatterproof Lexan and graffiti-resistant power coating make the Shield super tough. Withstands 150-mph winds, rain, cold and other harsh environmental conditions.

## RIGOROUSLY TESTED AND CERTIFIED

Tests include radar accuracy, power recovery, autonomous battery operation, crash resistance.



Shield 12



Shield 15

## Product Specs

### Shield 12

Digit Size	12" (MUTCD min.)
Dimensions	13.5" H x 15.5" W x 2.6" D
Weight	12 lbs. (including mount)

### Shield 15

Digit Size	15" (2 metric digits)
Dimensions	17" H x 24" W x 2.6" W
Weight	18 lbs. (including mount)

## Common Hardware Options

Data logging, Bluetooth, Violator Alert, Metric, 3-digit display

# Cloud-Based Reporting and Accessibility

Access real-time traffic data, generate ready-made speed and volume reports and share with your constituents from any Internet-ready device. Identify hot spots and prioritize enforcement. No more traffic data file management!

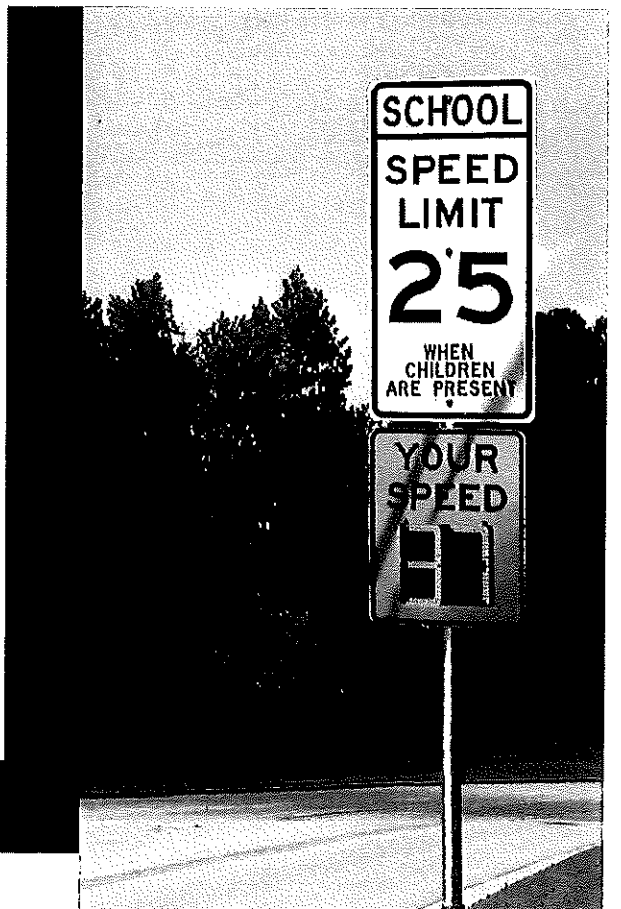
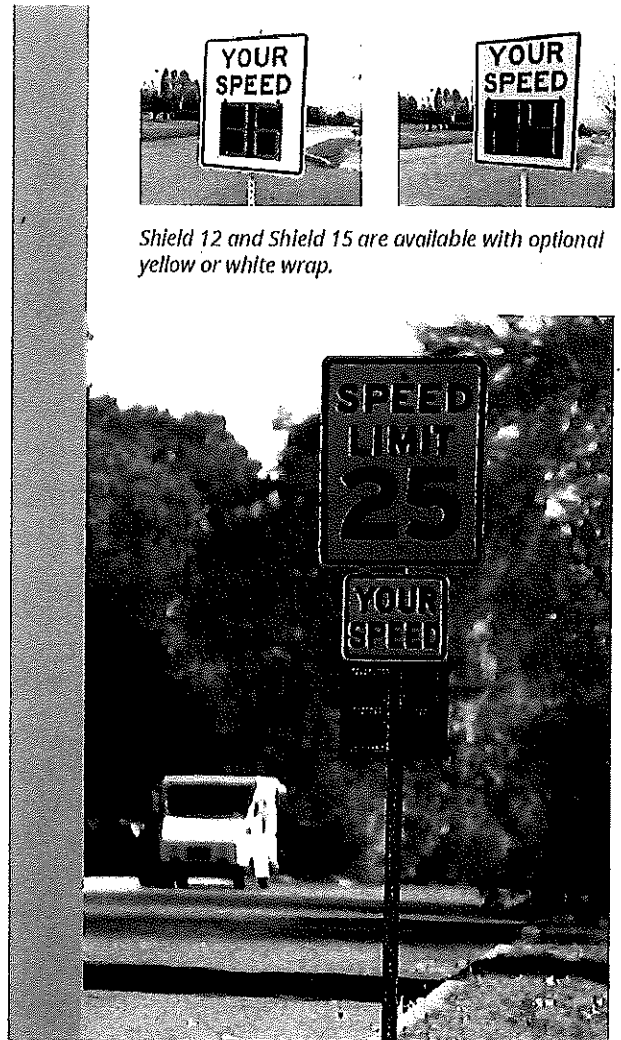
## MAXIMIZE RESOURCES AND EFFECTIVENESS WITH REAL-TIME DATA AND REMOTE SIGN MANAGEMENT

Use your web-enabled Shield radar speed sign to:

- Increase driver speed awareness
- Resolve speed complaints
- Augment officers in school zones
- Conduct quick stealth traffic studies
- Prioritize enforcement locations
- Make work zones safer
- Strengthen community relations
- Gather data to secure a grant
- Spot trends and hot spots
- Demonstrate the results of your traffic safety program



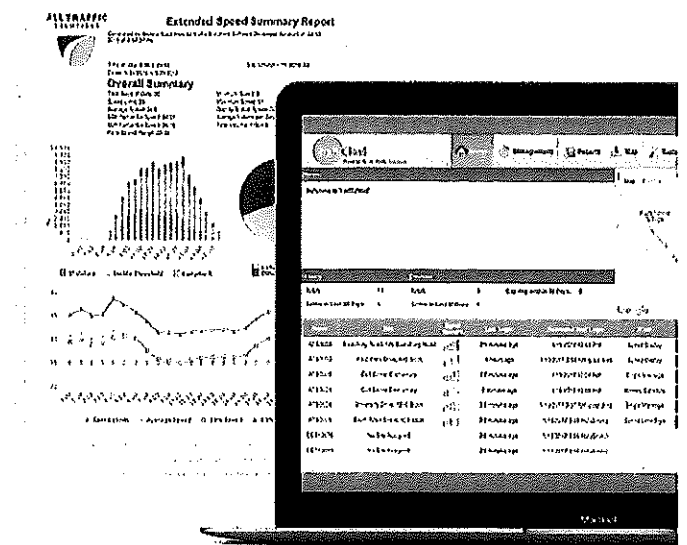
Shield 12 and Shield 15 are available with optional yellow or white wrap.



# Access All Your Traffic Safety Devices and Data in One Place with TrafficCloud®

ATS TrafficCloud is patented, cloud-based software for managing all your traffic safety data and equipment securely from any internet connection.

Take a demo of TrafficCloud and discover the benefits of automated traffic management. Learn more at [Alltrafficsolutions.com/solutions/trafficcloud](http://Alltrafficsolutions.com/solutions/trafficcloud)



## Equipment Management

- No more driving to equipment to monitor, check batteries or program
- Check status and change settings from any Internet-connected device
- Send a single message to multiple signs at once

## Alerts

- Specify who to notify when certain conditions occur
- Know immediately about low batteries, high speeds, tampering, congestion and more

## Mapping

- Manage your entire program through an intuitive visual interface
- Interactive map provides a window to all system information

## Reporting

- Save time collecting, compiling and distributing information
- Identify trends to allocate resources and be proactive
- Schedule reports for recurring email delivery to whomever you designate

## Image Management

- Achieve greater awareness with alarms or by requesting generated images\*
- Capture images based on speed, tampering, time intervals or upon request
- Review, edit, print and act on useful images

\*Images can be used to identify vehicle make and color but are not ALPR quality

## Premier Care Support Plan

- Get a perpetual warranty and real-time remote diagnostics with your TrafficCloud subscription
- 50% discount on repairs due to accidental damage or vandalism
- 50% off equipment batteries

ATS products are made in the USA in compliance with both the Buy America Act and the Buy American Act. All Traffic Solutions is a BuyBoard vendor for the BuyBoard National Purchasing Cooperative. We can provide Sole Source documentation for any products connected to TrafficCloud. A complete list of purchase options can be found on our website, GSA contract number: GS-07F-6092R

For more information visit us online [AllTrafficSolutions.com](http://AllTrafficSolutions.com)

 [sales@alltrafficsolutions.com](mailto:sales@alltrafficsolutions.com)  Call ATS on 866.366.6602

All Traffic Solutions, 12950 Worldgate Drive, Suite 310, Herndon, VA 20170

©All Traffic Solutions TrafficCloud leverages our patented technology (US Patents 8417442; 8755990; 9070287; 9411893) to deliver unique cloud-based management, features and functionality. TrafficCloud is a registered trademark of All Traffic Solutions.





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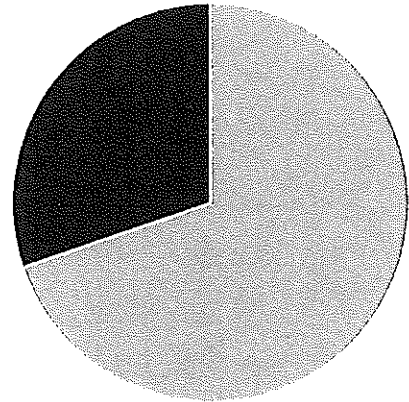
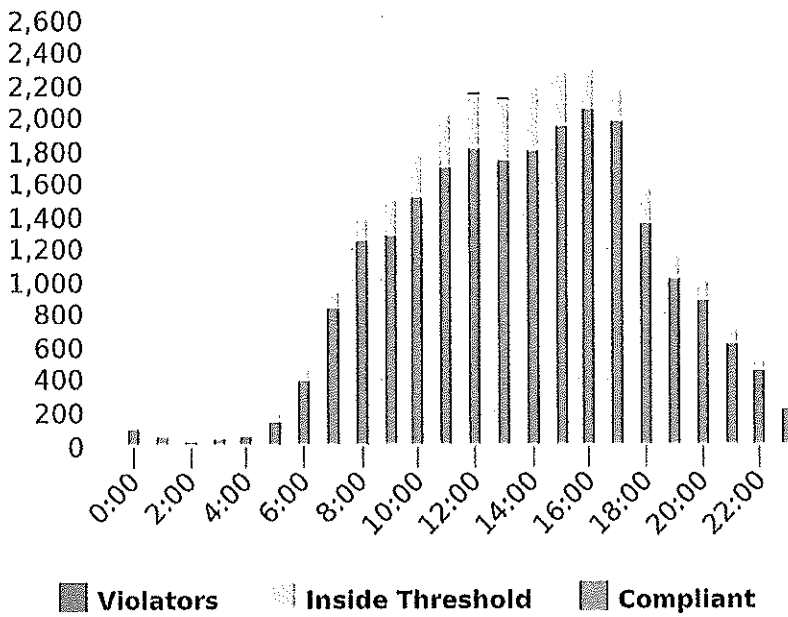
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 Dates: 12/13/2017 to 12/19/2017

Site: Beside Mt Nittany United Methodist Church, NB

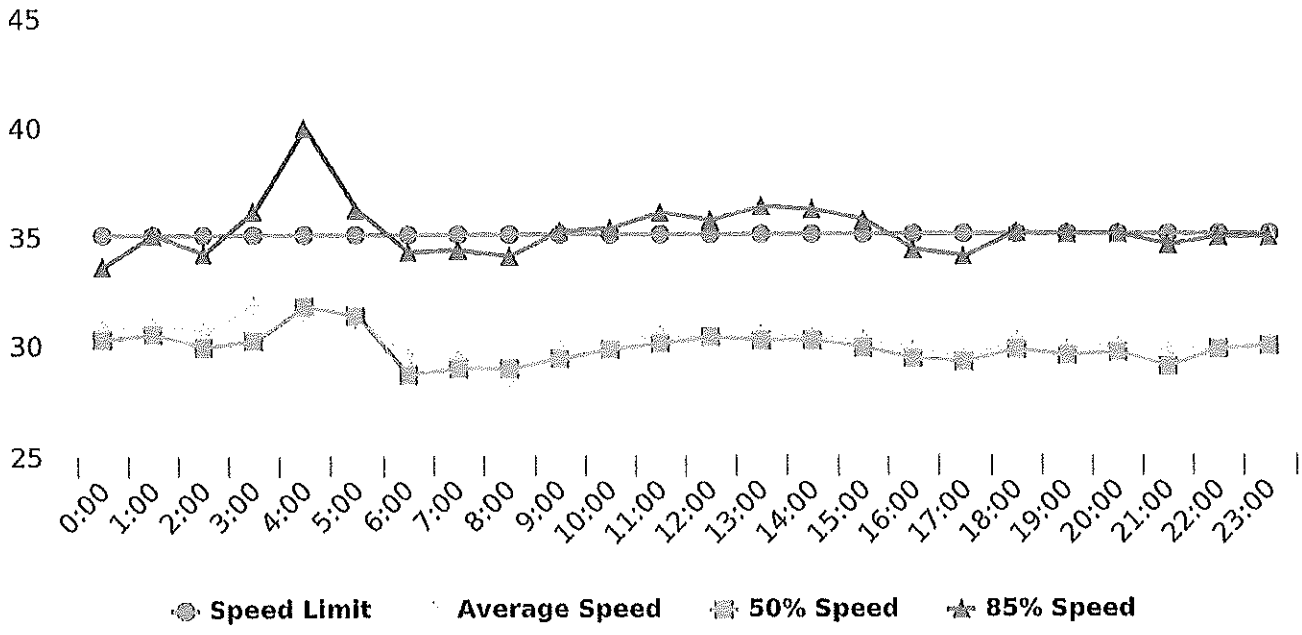
## Overall Summary

Total Days of Data: 7  
 Speed Limit: 35  
 Average Speed: 30.12  
 50th Percentile Speed: 29.79  
 85th Percentile Speed: 35.21  
 Pace Speed Range: 25.0-35.0

Minimum Speed: 5.0  
 Maximum Speed: 60.0  
 Display Status: Speed Display  
 Average Volume per Day: 3900.1  
 Total Volume: 27301.0



Violators
  Inside Threshold
  Compliant
  Vehicles Slowed
  Other





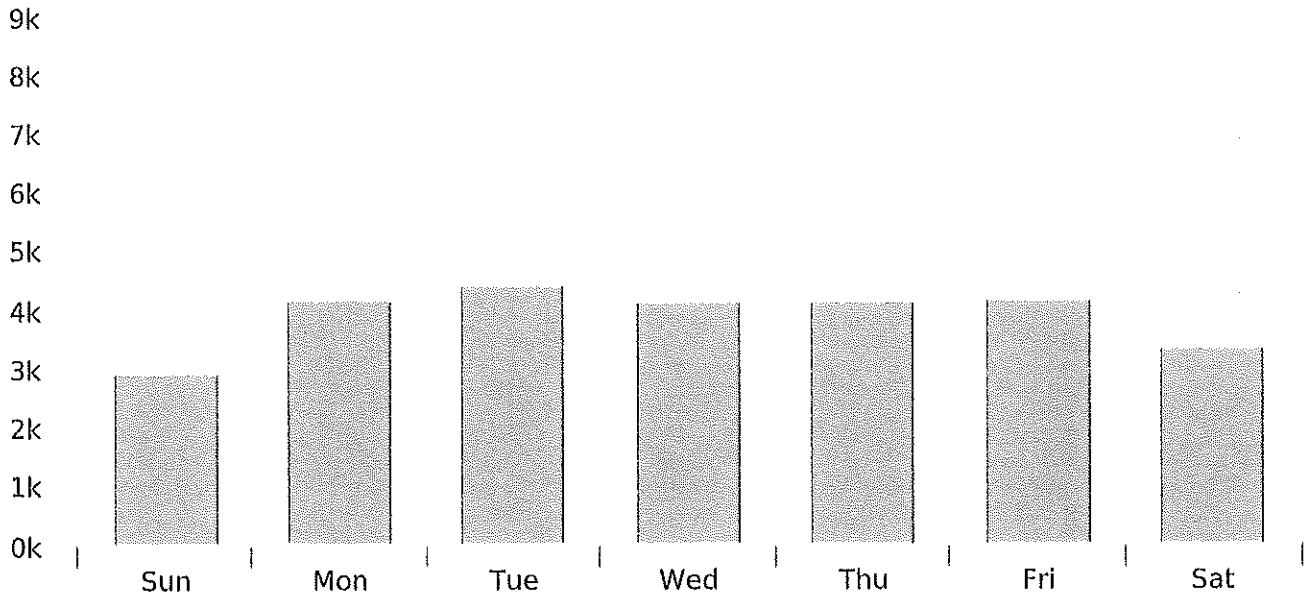
# Volume By Time Report

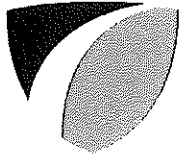
Generated by Max Wicklein from All Traffic Solutions General Sales Demo Account on Dec 20, 2017 at 9:0:59 AM

Time View: By Day of Week (Avg Volumes)  
Speed Bins: Size 5, Range 1 to 100  
Site: Beside Mt Nittany United Methodist Church, NB

Time of Day: 0:00 to 23:59  
Dates: 12/13/2017 to 12/19/2017

## Volume by Day





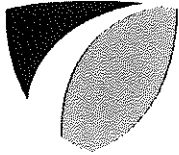
# Volume By Time Report

Generated by Max Wicklein from All Traffic Solutions General Sales Demo Account on Dec 20, 2017 at 9:0:59 AM

Time View: By Day of Week (Avg Volumes)  
 Speed Bins: Size 5, Range 1 to 100  
 Site: Beside Mt Nittany United Methodist Church, NB

Time of Day: 0:00 to 23:59  
 Dates: 12/13/2017 to 12/19/2017

Day of Week	00:00	01:00	02:00	03:00	04:00	05:00	06:00	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00	Total
Sun	23	18	13	9	5	13	16	36	117	146	232	242	279	264	249	240	222	207	162	136	141	79	55	22	2926
Mon	8	5	3	8	13	32	88	172	282	243	252	296	307	326	302	365	342	377	236	173	134	87	79	45	4175
Tue	13	13	4	9	12	44	84	175	230	223	284	352	348	346	357	364	388	373	266	163	138	125	66	38	4415
Wed	25	7	5	6	9	23	93	185	240	230	259	286	302	282	339	366	353	343	230	194	156	98	60	26	4117
Thu	4	7	6	9	26	35	69	146	181	222	259	250	296	329	356	368	353	368	232	183	175	128	90	39	4131
Fri	22	8	5	6	16	27	79	188	235	254	257	284	320	309	335	333	391	328	223	172	144	113	93	47	4189
Sat	31	15	7	12	13	17	34	54	120	212	239	328	298	266	284	260	248	185	219	166	132	85	80	43	3348
Avg #	18	10	6	8	13	27	66	137	201	219	255	291	307	303	317	328	328	312	224	170	146	102	75	37	3000

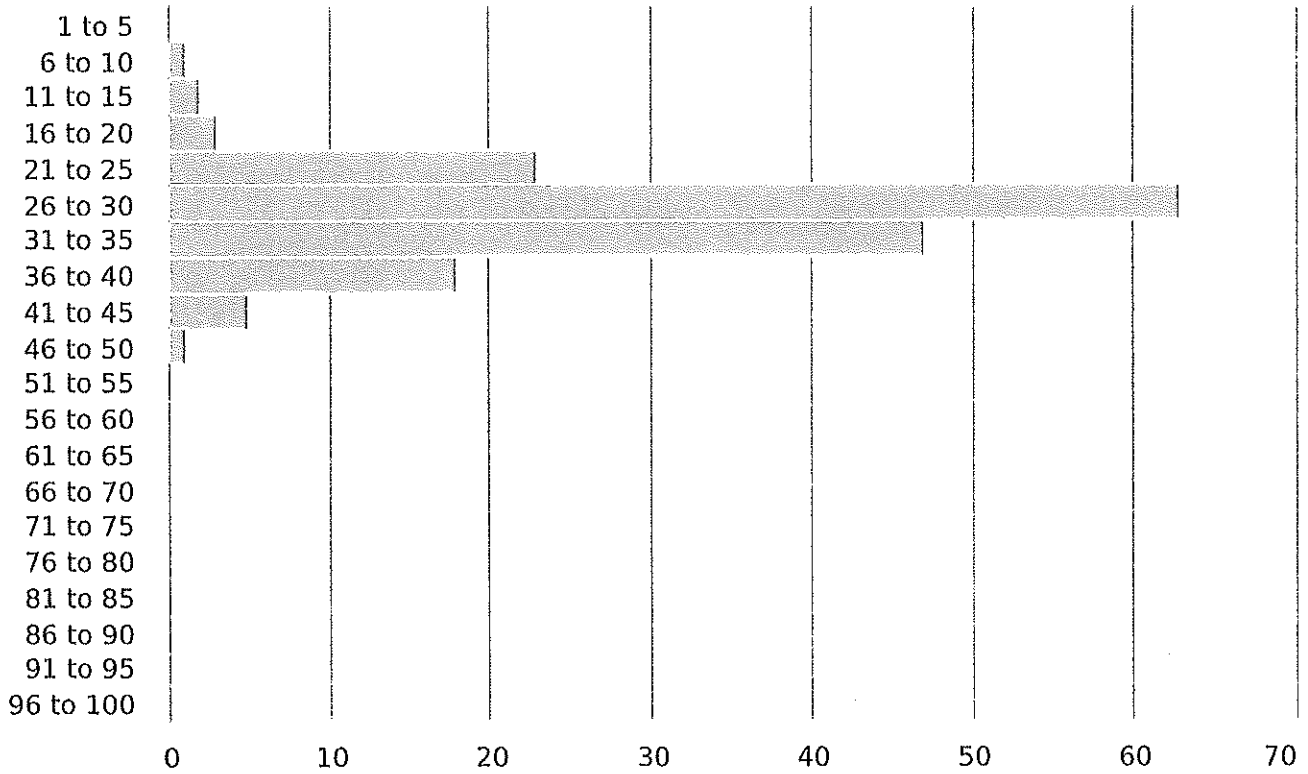


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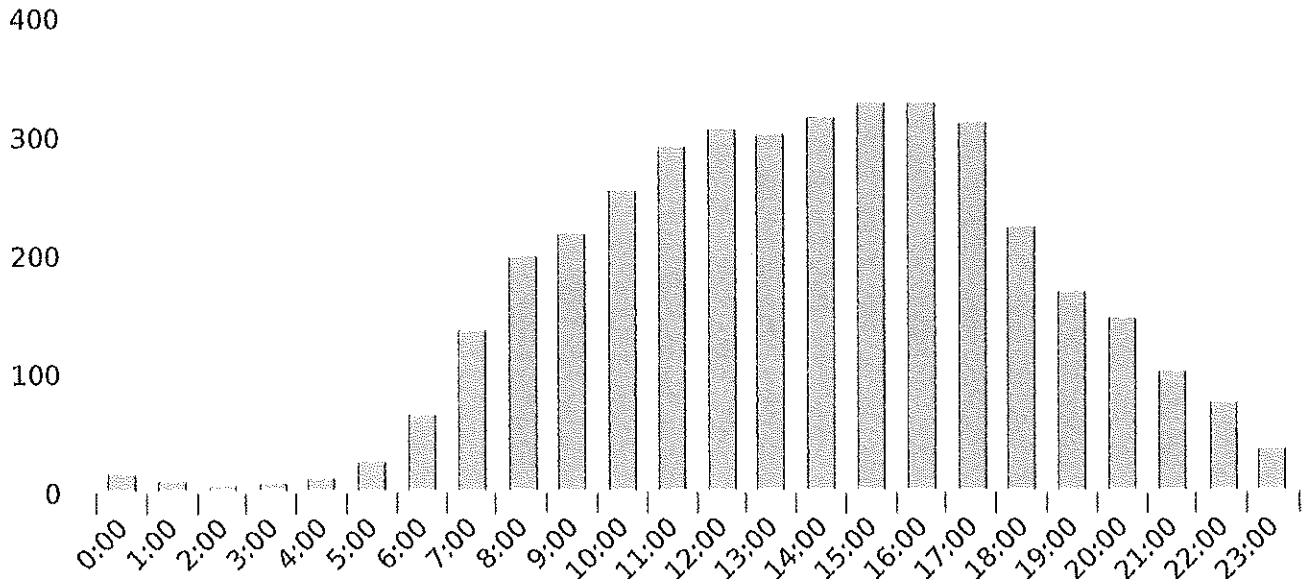
Time of Day: 0:00 to 23:59  
 Dates: 12/13/2017 to 12/19/2017

Time View: By Hour (Avg Volumes)  
 Speed Bins: Size 5, Range 1 to 100  
 Site: Beside Mt Nittany United Methodist Church, NB

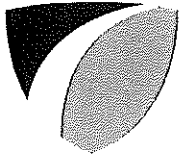
Average Vehicles by Speed Bin



Average Volume by Hour



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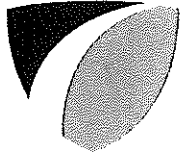


Time View: By Hour (Avg Volumes)  
 Speed Bins: Size 5, Range 1 to 100  
 Site: Beside Mt Nittany United Methodist Church, NB

Time of Day: 0:00 to 23:59  
 Dates: 12/13/2017 to 12/19/2017

Hour	Spd Lim	1 to 5	6 to 10	11 to 15	16 to 20	21 to 25	26 to 30	31 to 35	36 to 40	41 to 45	46 to 50	51 to 55	56 to 60	61 to 65	66 to 70	71 to 75	76 to 80	81 to 85	86 to 90	91 to 95	96 to 100	Avg Spd	Avg #	
0:00	35	0	0	0	0	1	6	6	2	1	0	0	0	0	0	0	0	0	0	0	0	0	30.7	16
1:00	35	0	0	0	0	1	3	3	1	1	0	0	0	0	0	0	0	0	0	0	0	0	30.0	10
2:00	35	0	0	0	0	1	2	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	30.6	6
3:00	35	0	0	0	0	1	3	2	1	1	0	0	0	0	0	0	0	0	0	0	0	0	31.8	8
4:00	35	0	1	0	1	1	4	3	2	2	0	0	0	0	0	0	0	0	0	0	0	0	34.4	13
5:00	35	0	0	0	1	3	9	8	4	1	0	0	0	0	0	0	0	0	0	0	0	0	31.1	27
6:00	35	0	0	1	3	9	27	17	5	2	1	0	0	0	0	0	0	0	0	0	0	0	29.4	66
7:00	35	0	2	1	4	20	58	36	13	2	1	0	0	0	0	0	0	0	0	0	0	0	29.3	137
8:00	35	0	4	3	6	35	80	53	17	3	1	0	0	0	0	0	0	0	0	0	0	0	28.4	201
9:00	35	0	2	3	4	29	86	60	24	8	1	0	0	0	0	0	0	0	0	0	0	0	29.7	219
10:00	35	0	1	3	5	33	98	76	28	8	1	0	0	0	0	0	0	0	0	0	0	0	30.0	255
11:00	35	0	2	3	5	40	106	86	35	11	2	0	0	0	0	0	0	0	0	0	0	0	30.4	291
12:00	35	0	1	3	6	39	115	95	36	10	2	0	0	0	0	0	0	0	0	0	0	0	30.3	307
13:00	35	0	2	3	4	36	112	93	40	12	2	0	0	0	0	0	0	0	0	0	0	0	30.4	303
14:00	35	0	2	2	5	50	112	87	44	13	2	1	0	0	0	0	0	0	0	0	0	0	30.3	317
15:00	35	0	3	3	5	50	124	93	37	10	3	0	0	0	0	0	0	0	0	0	0	0	30.1	328
16:00	35	0	1	2	6	49	138	97	30	5	1	0	0	0	0	0	0	0	0	0	0	0	29.7	328
17:00	35	0	2	3	6	49	133	89	24	5	0	0	0	0	0	0	0	0	0	0	0	0	29.3	312
18:00	35	0	1	2	4	32	90	65	23	6	1	0	0	0	0	0	0	0	0	0	0	0	30.1	224
19:00	35	0	1	1	3	27	65	47	21	3	1	0	0	0	0	0	0	0	0	0	0	0	29.7	170
20:00	35	0	1	2	4	19	57	44	14	4	1	0	0	0	0	0	0	0	0	0	0	0	29.9	146
21:00	35	0	0	2	2	19	40	27	10	3	0	0	0	0	0	0	0	0	0	0	0	0	29.6	102
22:00	35	0	1	1	2	11	27	23	7	2	0	0	0	0	0	0	0	0	0	0	0	0	29.7	75
23:00	35	0	0	1	1	5	13	11	4	2	0	0	0	0	0	0	0	0	0	0	0	0	30.0	37
Avg #		0	1	2	3	23	63	47	18	5	1	0	0	0	0	0	0	0	0	0	0	0	30.1	162

Generated by Max Wicklein from All Traffic Solutions General Sales Demo Account on Dec 20, 2017 at 9:52:29 AM



Time of Day: 0:00 to 23:59  
 Dates: 12/13/2017 to 12/19/2017

Site: Beside Mt Nittany United Methodist Church, NB

Hours	Sign Mode	Speed Limit	Total # Vehicles	Total # Violator	% Violator	Avg # Vehicles	Avg # Violator	Min Speed	Max Speed	Avg Speed	50% Speed	85% Speed	Sign Effectiveness
0:00	Speed Display	35	126.0	0.0	0.0 %	15.8	0.0	20.0	45.0	30.7	30.2	33.6	69.5 %
1:00	Speed Display	35	73.0	1.0	1.4 %	10.4	0.1	7.0	47.0	30.8	30.5	35.0	79.0 %
2:00	Speed Display	35	43.0	1.0	2.3 %	6.1	0.1	13.0	54.0	30.6	29.9	34.1	76.6 %
3:00	Speed Display	35	59.0	2.0	3.4 %	8.4	0.3	18.0	52.0	31.8	30.2	36.1	67.1 %
4:00	Speed Display	35	94.0	4.0	4.3 %	13.4	0.6	6.0	51.0	31.4	31.7	39.9	66.9 %
5:00	Speed Display	35	191.0	4.0	2.1 %	27.3	0.6	7.0	54.0	31.1	31.3	36.1	74.7 %
6:00	Speed Display	35	463.0	7.0	1.5 %	66.1	1.0	5.0	52.0	29.4	28.6	34.2	73.3 %
7:00	Speed Display	35	956.0	4.0	0.4 %	136.6	0.6	5.0	47.0	29.3	28.9	34.3	63.9 %
8:00	Speed Display	35	1405.0	9.0	0.6 %	200.7	1.3	6.0	50.0	28.4	28.9	34.0	64.6 %
9:00	Speed Display	35	1530.0	11.0	0.7 %	218.6	1.6	5.0	55.0	29.7	29.3	35.1	68.4 %
10:00	Speed Display	35	1782.0	11.0	0.6 %	254.6	1.6	6.0	51.0	30.0	29.7	35.3	66.9 %
11:00	Speed Display	35	2038.0	17.0	0.8 %	291.1	2.4	5.0	53.0	30.4	30.0	36.0	69.4 %
12:00	Speed Display	35	2150.0	17.0	0.8 %	307.1	2.4	5.0	49.0	30.3	30.3	35.6	69.2 %
13:00	Speed Display	35	2122.0	17.0	0.8 %	303.1	2.4	6.0	52.0	30.4	30.1	36.3	71.3 %
14:00	Speed Display	35	2222.0	20.0	0.9 %	317.4	2.9	5.0	55.0	30.3	30.1	36.1	67.4 %
15:00	Speed Display	35	2296.0	20.0	0.9 %	328.0	2.9	5.0	53.0	30.1	29.8	35.6	68.1 %
16:00	Speed Display	35	2297.0	5.0	0.2 %	328.1	0.7	6.0	60.0	29.7	29.3	34.3	70.0 %
17:00	Speed Display	35	2181.0	3.0	0.1 %	311.6	0.4	5.0	51.0	29.3	29.1	34.0	68.0 %
18:00	Speed Display	35	1568.0	5.0	0.3 %	224.0	0.7	5.0	49.0	30.1	29.7	35.1	72.5 %
19:00	Speed Display	35	1187.0	7.0	0.6 %	169.6	1.0	5.0	52.0	29.7	29.4	35.0	67.6 %
20:00	Speed Display	35	1020.0	6.0	0.6 %	145.7	0.9	5.0	51.0	29.9	29.6	35.0	68.9 %
21:00	Speed Display	35	715.0	3.0	0.4 %	102.1	0.4	8.0	49.0	29.6	28.9	34.5	71.9 %
22:00	Speed Display	35	523.0	5.0	1.0 %	74.7	0.7	7.0	57.0	29.7	29.7	34.9	71.0 %
23:00	Speed Display	35	260.0	3.0	1.2 %	37.1	0.4	7.0	51.0	30.0	29.9	34.9	69.7 %
<b>Total Volumes/Avg Speeds</b>	<b>Speed Display</b>	<b>35</b>	<b>27301.0</b>	<b>182.0</b>	<b>1.1 %</b>	<b>3897.9</b>	<b>26.0</b>	<b>5.0</b>	<b>60.0</b>	<b>30.1</b>	<b>29.8</b>	<b>35.2</b>	<b>69.8 %</b>
<b>Total/Avg w/o Feedback</b>			<b>0.0</b>	<b>0.0</b>	<b>0.0 %</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0 %</b>
<b>Total/Avg w/ Feedback</b>			<b>27301.0</b>	<b>182.0</b>	<b>1.1 %</b>	<b>3897.9</b>	<b>26.0</b>	<b>5.0</b>	<b>60.0</b>	<b>30.1</b>	<b>29.8</b>	<b>35.2</b>	<b>69.8 %</b>