
BOARD AGENDA ITEM

Information/Discussion _____
Future Action _____
Action X

Item: Approval of Purchase of Variable Message Signs

Submitted by: Sean Burns

Date: 9-8-2025

Recommended by: Kevin Philipps *KP*

Board Meeting Date: 9-15-2025

RECOMMENDATION:

It is recommended the Board approve the purchase of 4 Instalert Variable Message Signs from All Traffic Solutions for \$40,189.64

BACKGROUND:

The Safety and Security department is recommending the purchase of 4 Instalert 24 variable message signs to support traffic management for Kent ISD facilities as well as local districts upon request. The department anticipates using these signs for school events such as the first week of school, open houses and other unique happenings on campus. The signs will also be used for reunification operations and will be available to Kent ISD member districts for use with their special events.

The purchase of the signs will be funded by the General Education Capital Projects Fund.

Please let me know if you have any questions.

Attachment(s)

Kent ISD Sole Source Justification Form**Overview:**

This form provides a standard way to document single or sole source justifications for purchases that are above the Kent ISD Board Policy Competitive bidding threshold (\$10,000), but where a competitive bid is not possible, or the requestor/business unit is requesting that no competitive bid be executed. The completed form must be attached to the purchase requisition along with any supporting materials to support the purchase request.

Sole Source Justification Type:

Recipients may conduct noncompetitive ("sole source") procurement through solicitation of proposals from only one source when one or more of the following circumstances apply (Please Check the Box for which circumstance applies):

- ☒ This is a new purchase of proprietary materials and services; product is available only from one source.
- ☐ The public exigency or emergency for the requirement will not permit a delay resulting from competitive solicitation.
- ☐ Competition is determined inadequate after solicitation of a number of sources.
- ☐ Vendor is specified by name in an awarded contract or grant
- ☐ No substitutions available to match existing hardware/equipment that are currently at Kent ISD (provide a previous PO number if possible)

Requested Product(s):

Vendor Name: All Traffic Solutions

Estimated Value of Product(s) \$ 40,189.64

Budgeted Account Number for Expenses: 11-1-266-6410-000-00000-1267-3070

Description of Product(s) (Attach Bid or Quote for relevant items)

The InstAlert 24 Variable Message Sign is a portable, foldable, electronic traffic control device that displays amber LED messages for road work, traffic management, and emergency situations. The sign's unique design allows it to fold from its full 28" x 60" operational size down to a compact 28" x 30" package that fits in a standard vehicle trunk, weighing only 43 pounds with built-in handles for easy transport. The weatherproof unit features a bright LED display that meets federal MUTCD standards and can show up to 25 pre-programmed messages with cellular connectivity for remote management, an integrated camera, and automatic brightness adjustment. The quote from All Traffic Solutions is attached to this form. The Safety & Security Department (S2D) anticipates using these signs for school events such as the first week of school, open houses, and other unique happenings on campus. The signs will also be used for reunification operations and will be available to Kent ISD member districts for use with their special events.

Vendor Justification:

Provide a detailed background explanation of the proposed Vendor's unique ability to offer the requested product(s). Specify why the proposed Vendor is the only company that can meet the requisite requirements for this order and how we came to find this vendor. Also identify if there are any other Vendors that offers similar product(s) (Attach details of similar products from other vendors if available).

All Traffic Solutions is the sole manufacturer of this fold-flat, variable message sign. Unlike conventional variable message signs that are permanently mounted on trailers and require towing to deployment locations, the InstAlert 24's folding design allows one vehicle to transport multiple signs. In attempts to locate similar products, the S2D contacted several parties to include the Kentwood Public Schools Security Department, who recently purchased the same product. All parties were unable to provide a similar product with that was portable and could be folded flat. When directly questioned about competitors, the All-Traffic Solutions sales representative confirmed that no other company manufactures a comparable variable message sign. The rep advised the closest alternatives would be traditional trailer-mounted systems that are unsuitable for rapid-response traffic management applications.

Cost Justification:

Kent ISD has conducted exhaustive research to attempt to locate a similar system, without success. Pricing analysis of the requested system included comparison with traditional trailer-mounted variable message signs, which represented the closest available alternative in the market. Trailer-mounted systems ranged from \$15,000 to \$25,000 plus additional costs for towing equipment and transportation logistics. The InstAlert 24's pricing reflects reasonable value when considering its unique portability features and elimination of towing requirements.

Acknowledgement of Form Completion:

I acknowledge the requirements of Kent ISD's competitive bidding thresholds and the criteria laid out in this form for the justification of sole source purchases. Completion of this form does not guarantee the approval of the procurement request.

Requestor Approval:

Burns, Sean P.

Name (Printed)



Signature

4/21/2005

Date

Business Office Purchasing Review:

Name (Printed)

Signature

Date

Budget Officer Approval:

Name (Printed)

Signature

Date

Assistant Superintendent/Superintendent Approval:

Name (Printed)

Signature

Date

Business Office Approval:

Name (Printed)

Signature

Date



ALL TRAFFIC
SOLUTIONS



Connected Solutions for Better Traffic Safety Outcomes

INSTALERT VARIABLE MESSAGE SIGN

AllTrafficSolutions.com

Rapidly Display Custom Messages Wherever They Are Needed.

InstAlert is thoughtfully engineered to be the most portable, durable, and easy-to-use message sign on the market.



InstAlert 24 on ATS 5 Trailer

EXTREME MESSAGING VERSATILITY

With InstAlert's fully customizable matrix, the messaging possibilities are endless. You can:

- Display multiple screens of text, chevrons, or custom images
- Change messages remotely from anywhere using any internet-connected device*
- Display different messages based on live inputs from any sensor or data source, including surface or air temperature, water levels, weather alerts, timer values, and real-time parking availability
- Schedule different messages for specific days and times*
- Broadcast a message to multiple signs simultaneously*

THE MOST PORTABLE SIGN ON THE MARKET

InstAlert 24 is the only variable message sign that folds in half for easy transport in the trunk of a vehicle. One person can easily deploy InstAlert on a portable post, pole, trailer, or vehicle hitch in just minutes.

*Requires a TrafficCloud® software subscription

DURABLY MADE IN THE USA

InstAlert is shatterproof, graffiti-resistant, and built to last for over a decade in all weather conditions.

All Traffic Solutions products are manufactured in our State College, Pennsylvania production facility in compliance with the Buy American Act and the Buy America Act.

WARRANTY AND FREE TRAINING

To ensure that our customers get the most out of our solutions, we offer the best product warranty on the market, world-class customer support, and unlimited free training from our US-based offices.



InstAlert 24 Portable Post Mounting Option

Product Specs

InstAlert 18

DIMENSIONS	30" x 20" x 2.74"	WEIGHT	29 lbs
TEXT	1 line: 10.25" H x 5.75" W characters, four per line 2 lines: 7" H x 4" W characters, six per line		

InstAlert 24

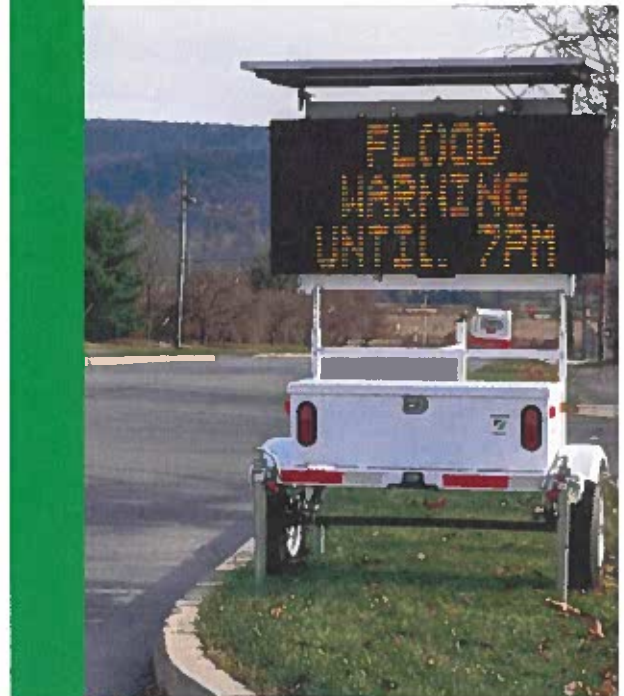
DIMENSIONS	60" x 28" x 1.63"	WEIGHT	43 lbs
TEXT	1 line: 24" H x 12.5" W characters, 4 per line 2 lines: 10.25" H x 5.75" W characters, 8 per line 3 lines: 7" H x 4" W characters, 12 per line 2 lines: (1) 7" characters, 12/line, (1) 10.25" characters, 8/line		

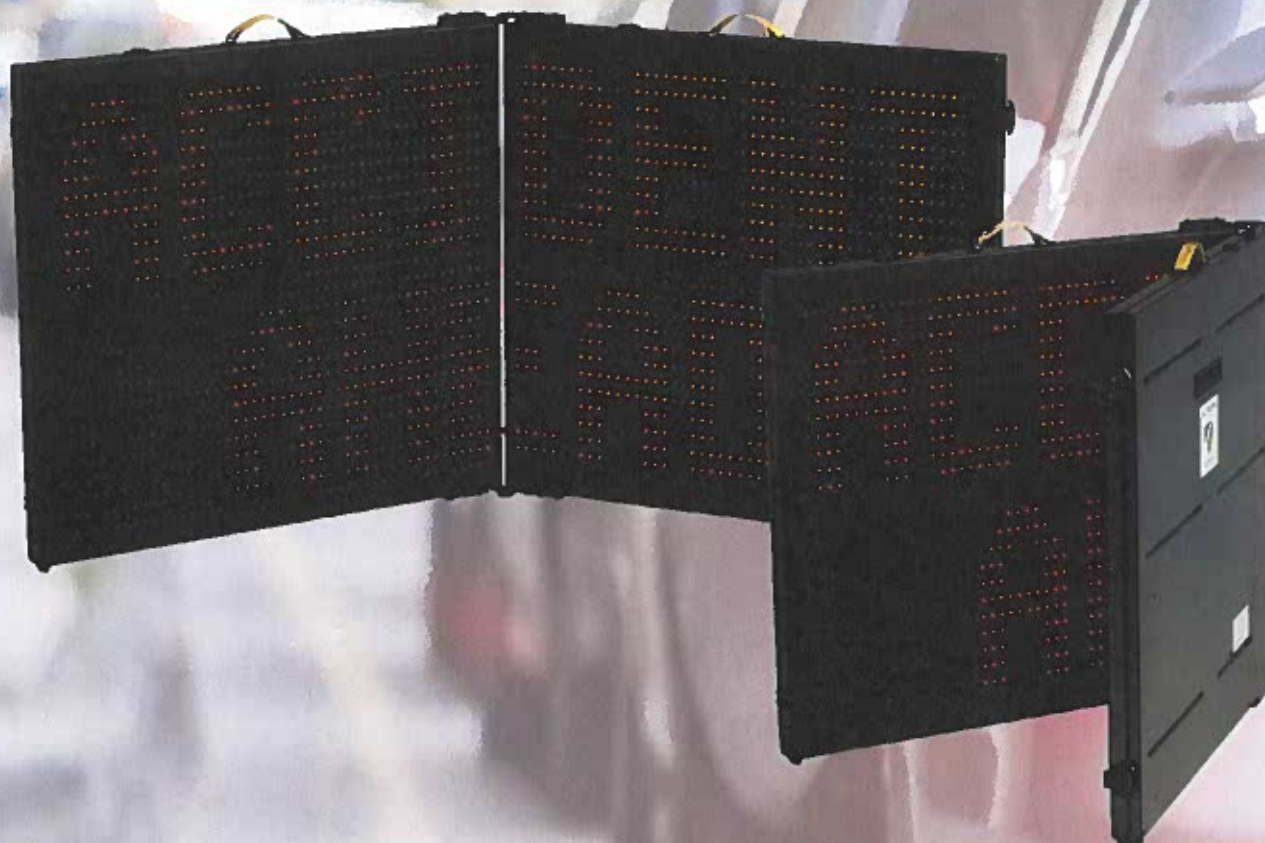


*InstAlert 24 folds
for easy transport*





InstAlert 18





For more information visit us online at AllTrafficSolutions.com

 sales@alltrafficsolutions.com

 Call us at 866.366.6602



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