

BATS - Bay Area Traffic Solutions

- *Backbone. Accountable. Trustworthy. Safety.*

“BATS leads the traffic control industry. With both professionally trained employees and advanced technology, we have contractors’ backs. We are the backbone of their security.”

“BATS is known for being accountable and reliable, 24/7, always there when needed.”

“BATS has earned the trust of contractors, clients, and employees, with superior service and professionalism.”

“BATS’ top priority is safety: safety for those we protect is top priority, for contractors, workers, pedestrians, vehicle drivers, the general public, and our own employees. We focus on your safety, so you can focus on your jobs near traffic, and reduce accidents. Safety is part of BATS’ culture.”

“Hi, I am Rafael De La Cruz. Back in 2008 when my father and I founded BATS, we had only 2 trucks, and the 2 of us. In 8 years, we are now servicing the entire state of California, able to dispatch crews within 30 minutes, any day of the year. As of 2016, we have 121 trucks, 10 specialty vehicles, and nearly 300 employees.”

BATS provides safety to all road users—motorists, bicyclists, and pedestrians—in the public right of way or on private roads open to public travel, with services such as flagging, lane closures, road closures freeway work, PG&E gas line replacement, traffic control plans, special events, construction signs, equipment rentals, and sales.

As a certified minority owned business, BATS won contracts from PG&E 6 years ago and has a solid track record for reliability and speed. BATS is the independent partner with PG&E for protecting the neighborhood and contractors.

BATS’ reputation for reliability, service, and speed has made us THE traffic control company to call for special events, such as this recent Marathon race in Half Moon Bay, the San Francisco Giants 5k Race. Other special events like motion picture filming by Hollywood studios, concerts, or in emergencies such as after the earthquake in Napa, and a fire in Clear Lake two years ago. We are the “BAT men and BAT women” out there.

(Testimonial:) “BATS has the most professional, polite and dependable people. While these kids were crossing a construction zone, BATS escorted them the entire distance until they were safe.”

(Testimonial:) “BATS is proud to be the only company in our industry to have a designated training room. On a regular basis, different groups of employees receive continuing education in

various subjects. BATS employees are updated with safety methods, technology innovation, traffic safety rules and regulations.”

Rafael De La Cruz keeps reinvesting back to his company with state of the art equipment, such as “Auto Flagger” and “Speak Master”, which are exclusively distributed by BATS. This vehicle has an extended “Scorpion”, designed to absorb impact if any reckless driver crashes into it on freeway or roadside construction. Recently a drunk driver crashed into the end of this Scorpion, which buffered the impact and avoided a serious accident.

BATS also offers a range of products for sale or rent to customers undertaking their own traffic control for projects. Our line of mounted electronic signage, mostly solar powered, includes LED arrow boards and message boards in various sizes as well as both trailer-mount and truck-mount attenuators. BATS also offers a full range of static signs and accessories, all types of channelization products such as cones, drums, and delineators, and a wide selection of beacons and lights, barriers, barricades, barrels, temporary fencing, water walls, ADA ramps, and more, to meet your traffic control needs.

“Respect, Integrity, Trust, are the core values for BATS. For many contractors who depend their safety on us, and for the larger communities we serve, we strive to be the backbone of their security, to be the most Accountable and Trustworthy company, and the LEADER in providing traffic Safety.”

BATS employees are all certified by the American Traffic Safety Services Association (ATSSA) (Cal/OSHA requires road workers to utilize traffic control measure that meet the requirements of the California Vehicle Code, Section 21400, and comply with the “California Manual on Uniform Traffic Control Devices for Streets and Highways.”)

All BATS flaggers, traffic control supervisors, and traffic control technicians are certified.

Training includes but is not limited to our own self-developed Traffic Control Technician course as well as the ATSSA Flagger Certification class given by our in-house ATSSA Certified Instructor. Additional safety courses such as OSHA-10, OSHA-30.

Certified by the California’s Better Business Bureau (BBB)

BATS complies with all MUTCD Standards and operates in accordance with the Americans with Disabilities Act.

MBE California Public Utilities Commission (CPUC) Von #14110017. California Contractors State Licensing Board License #917034: C31 – Construction Zone Traffic Control.

(Video Two:)

I am Rafael De La Cruz, founder and owner of Bay Area Traffic Solutions. In 8 years BATS has grown from a 2-truck company into the leader in the traffic control industry, servicing the entire

state of California. BATS also has a subsidiary sanitation company under my wife's ownership as a minority & women owned business.

In 2005, When my wife and our two small boys joined me in California from Mexico, I could barely make ends meet by teaching TKD and working seasonally in the traffic control industry. We were all living in a garage and hit rock bottom. My wife of 19 years was the driving force behind me to start my own company. I owe my success to her unwavering support and encouragement. I first started working in the traffic control industry about 25 years ago, when I was 15 years old in Mexico as a yard boy. I then had some training in industrial engineering that helped me understand and communicate better with contractors. Thanks to PG&E's sponsorship, I also attended a mini MBA program in UCLA. I also owe my success to my life long practice of TKD. From 30 years of regular practice starting when I was 12, TKD has taught me mental toughness, and more importantly, the core TKD principles of respect, integrity, and trust were instilled in me, and they have become the cornerstone for my success in my family life and for my business. I am a 6th degree black belt and I teach TKD in my own studio once a week.

Respecting and caring for my employees is one of the top priorities. Traffic control can be dangerous. Every day we pray that our workers return safely. We use machines to make it safe for our workers, but not to replace them. I reinvest in both technology and in people. BATS workers make above-union wages, and are kept motivated with events and workshops, team-building activities and celebrations. BATS employees stay with the company. BATS has the highest employee retention in the industry.

Contributing to the growth of others, whether employees or my TKD students, gives me the most satisfaction. We are all here to serve each other, not just for work, but to improve life, for ourselves and others.

In September 2016, the Mayor of Jinchoen City, South Korea and his entourage visited BATS headquarters in Fremont, California as my honored guests. They showed great interest in our technology and equipment. They were also impressed by the high level of professionalism and the way we treat our employees. A great amount of goodwill was exchanged, which elevated BATS' brand to an international level of recognition. We presented them with a BATS medallion bearing BATS' core value: (visual only: "Respect. Integrity. Trust.").

I am deeply thankful for our great country that made my American dream come true. Without the governmental programs for certified minority owned businesses, small businesses, and in my wife's case, women owned businesses, we could not have grown to our full potential. We will always improve & innovate, to lead the industry in providing traffic safety to all parties involved, on the principle of respect, integrity, and trust. Thank you!