

## CHECKLIST TO DESIGNATE AREAS OF EVALUATION FOR REQUESTS FOR PROPOSAL (RFP)

	REQUISITION NUMBER	DUE DATE	TIME DUE
MDOT PROJECT MANAGER	JOB NUMBER (JN)	CONTROL SECTION (CS)	
DESCRIPTION			
<b>MDOT PROJECT MANAGER:</b> Check all items to be included in RFP  WHITE = REQUIRED ** = OPTIONAL  Check the appropriate Tier in the box below		<b>CONSULTANT:</b> Provide only checked items below in proposal	
<input type="checkbox"/> <b>TIER I</b> (\$50,000 - \$150,000)	<input type="checkbox"/> <b>TIER II</b> (\$150,000-\$1,000,000)	<input type="checkbox"/> <b>TIER III</b> (>\$1,000,000)	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Understanding of Service **
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>Innovations</i>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Organizational Chart
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Qualifications of Team
Not required as part of Official RFP	Not required as part of Official RFP	<input type="checkbox"/>	Quality Assurance/Quality Control **
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Location:</b> The percentage of work performed in Michigan will be used for all selections unless the project is for on-site p=inspection or survey activities, then location should be scored using the distance from the consultant office to the on-site inspection or survey activity.
N/A	N/A	<input type="checkbox"/>	Presentation **
N/A	N/A	<input type="checkbox"/>	Technical Proposal (if Presentation is required)
3 pages (MDOT Forms not counted) ( <b>No Resumes</b> )	7 pages (MDOT Forms not counted)	14 pages (MDOT forms not counted)	Total maximum pages for RFP <b>not including key personnel resumes.</b> Resumes limited to 2 pages per key staff personnel.

**PROPOSAL AND BID SHEET EMAIL ADDRESS – [mdot-rfp-response@michigan.gov](mailto:mdot-rfp-response@michigan.gov)**

### GENERAL INFORMATION

Any questions relative to the scope of services must be submitted by e-mail to the MDOT Project Manager. Questions must be received by the Project Manager at least five (5) working days prior to the due date and time specified above. All questions and answers will be placed on the MDOT website as soon as possible after receipt of the questions, and at least three (3) days prior to the RFP due date deadline. The names of vendors submitting questions will not be disclosed.

MDOT is an equal opportunity employer and MDOT DBE firms are encouraged to apply. The participating DBE firm, as currently certified by MDOT's Office of Equal Opportunity, shall be listed in the Proposal.

### MDOT FORMS REQUIRED AS PART OF PROPOSAL SUBMISSION

**5100D** – Request for Proposal Cover Sheet

**5100J** – Consultant Data and Signature Sheet (Required only for firms not currently prequalified with MDOT)

**(These forms are not included in the proposal maximum page count.)**

# REQUEST FOR PROPOSAL

The Michigan Department of Transportation (MDOT) is seeking professional services for the project contained in the attached scope of services.

If your firm is interested in providing services, please indicate your interest by submitting a Proposal, Proposal/Bid Sheet or Bid Sheet as indicated below. The documents must be submitted in accordance with the latest (Consultant/Vendor Selection Guidelines for Services Contracts” and “Guideline for Completing a Low Bid Sheet(S)\*, if a low bid is involved as part of the selection process. **Reference Guidelines are available on MDOT’s website under Doing Business > Vendor/Consultant Services >Vendor/Consultant Selections.**

**RFP SPECIFIC INFORMATION**

ENGINEERING SERVICES                       BUREAU OF TRANSPORTATION PLANNING                       OTHER

THE SERVICE WAS POSTED ON THE ANTICIPATED QUARTERLY REQUESTS FOR PROPOSALS  
 NO     YES    DATED \_\_\_\_\_ THROUGH \_\_\_\_\_

<input type="checkbox"/> <b>Prequalified Services</b> – See the attached Scope of Services for required Prequalification Classifications.	<input type="checkbox"/> <b>Non-Prequalified Services</b> – If selected, the vendor must make sure that current financial information, including labor rates, overhead computations, and financial statements, if overhead is not audited, is on file with MDOT’s Office of Commission Audits. This information must be on file for the prime vendor and all sub vendors so that the contract will not be delayed. <b>Form 5100J is required with Proposal for firms not currently prequalified with MDOT</b>
---	---

**Qualifications Based Selection** – Use Consultant/Vendor Selection Guidelines

**For all Qualifications Based Selections**, the selection team will review the information submitted and will select the firm considered most qualified to perform the services based on the proposals. The selected firm will be asked to prepare a priced proposal. Negotiations will be conducted with the firm selected.

**For a cost plus fixed fee contract**, the selected vendor must have a cost accounting system to support a cost plus fixed fee contract. This type of system has a job-order cost accounting system for the recording and accumulation of costs incurred under its contracts. Each project is assigned a job number so that costs may be segregated and accumulated in the vendor’s job-order accounting system.

**Qualification Based Selection / Low Bid** – Use Consultant/Vendor Selection Guidelines. See Bid Sheet instructions for additional information.

For Qualification Review/Low Bid selections, the selection team will review the proposals submitted. The vendor that has met established qualification threshold and with the lowest bid will be selected.

**Best Value** – Use Consultant/Vendor Selection Guidelines, See Bid Sheet Instructions below for additional information. The bid amount is a component of the total proposal score, not the determining factor of the selection.

**Low Bid** (no qualifications review required – no proposal required.) See Bid Sheet Instructions below for additional instructions.

**BID SHEET INSTRUCTIONS**

Bid Sheet(s) must be submitted in accordance with the “Guidelines for Completing a Low Bid Sheet(s)\* (available on MDOT’s website). Bid Sheet(s) are located at the end of the Scope of Services. Submit bid sheet(s) with the proposal, to the email address: [mdot-rfp-response@michigan.gov](mailto:mdot-rfp-response@michigan.gov). Failure to comply with this procedure may result in your bid being rejected from consideration.

**PARTNERSHIP CHARTER AGREEMENT**

MDOT and ACEC created a Partnership Charter Agreement which establishes guidelines to assist MDOT and Consultants in successful partnering. Both the Consultant and MDOT Project Manager are reminded to review the [ACEC-MDOT Partnership Charter Agreement](#) and are asked to follow all communications, issues resolution and other procedures and guidance’s contained therein.

**NOTIFICATION  
MANDATORY ELECTRONIC SUBMITTAL**

**Proposals submitted for this project must be submitted electronically.**

**The following are changes to the Proposal Submittal Requirements:**

- Eliminated the Following Requirements:
  - Safety Program
  - Communication Plan
  - Past Performance as *a separate section*
  - Separate section for DBE Statement of goals. Include information in Qualification of Team section
  
- Implemented the Following Changes:
  - All proposals require an Organization Chart
  - Resumes must be a maximum of two pages
  - Only Key (lead) staff resumes may be submitted
  - Tier III proposal reduced from 19 to 14 pages
  - Forms 5100D, 5100I, and 5100G combined – 5100D
  - Forms 5100B and 5100H combined – 5100B
  - RFP's will be posted on a weekly basis -- on Mondays

**The following are Requirements for Electronic Submittals:**

- Proposals must be prepared using the most current guidelines
- The proposal must be bookmarked to clearly identify the proposal sections (See Below)
- For any section not required per the RFP, the bookmark must be edited to include “N/A” after the bookmark title.  
**Example:** Understanding of Service – N/A
- Proposals must be assembled and saved as a single PDF file
- PDF file must be 5 megabytes or smaller
- PDF file must be submitted via e-mail to [MDOT-RFP-Response@michigan.gov](mailto:MDOT-RFP-Response@michigan.gov)
- MDOT's requisition number and company name must be included in the subject line of the e-mail. The PDF shall be named using the following format:
  - Requisition#XXX\_Company Name.PDF
- MDOT will not accept multiple submittals
- Proposals must be *received* by MDOT on or before the due date and time specified in each RFP

**If the submittals do not comply with the requirements, they may be determined unresponsive.**

The Consultant's will receive an e-mail reply/notification from MDOT when the proposal is received. Please retain a copy of this e-mail as proof that the proposal was received on time. **Consultants are responsible for ensuring the MDOT receives the proposal on time.**

**\*\*Contact Contract Services Division immediately at 517-373-4680 if you do not get an auto response\*\***

**Required Bookmarking Format:**

- I. Request for Proposal Cover Sheet Form 5100D
  - A. Consultant Data and Signature Sheet, Form 5100J (if applicable)
- II. Understanding of Service
  - A. Innovations
- III. Qualifications of Team
  - A. Structure of Project Team
    - 1. Role of Firms
    - 2. Role of Key Personnel
  - B. Organization Chart
  - C. Location
- IV. Quality Assurance / Quality Control Plan
- V. Resumes of Key Staff
- VI. Pricing Documents/Bid Sheet (if applicable)

**2/14/12**

**NOTIFICATION  
E-VERIFY REQUIREMENTS**

E-Verify is an Internet based system that allows an employer, using information reported on an employee's Form I-9, Employment Eligibility Verification, to determine the eligibility of that employee to work in the United States. There is no charge to employers to use E-Verify. The E-Verify system is operated by the Department of Homeland Security (DHS) in partnership with the Social Security Administration. E-Verify is available in Spanish.

The State of Michigan is requiring, under Public Act 200 of 2012, Section 381, that as a condition of each contract or subcontract for construction, maintenance, or engineering services that the pre-qualified contractor or subcontractor agree to use the E-Verify system to verify that all persons hired during the contract term by the contractor or subcontractor are legally present and authorized to work in the United States.

Information on registration for and use of the E-Verify program can be obtained via the Internet at the DHS Web site: <http://www.dhs.gov/E-Verify>.

The documentation supporting the usage of the E-Verify system must be maintained by each consultant and be made available to MDOT upon request.

It is the responsibility of the prime consultant to include the E-Verify requirement documented in this NOTIFICATION in all tiers of subcontracts.

9/13/12



**REQUEST FOR PROPOSAL**

**Rest Area/Welcome Center**

**Advertising and Sponsorship Program**

June 2014

**MICHIGAN STATE TRANSPORTATION COMMISSION**

Jerrold M. Jung, Chairman

Charles F. Moser,  
Commissioner

Todd Wyett, Vice Chairman

Michael D. Hayes,  
Commissioner

Lynn Afendoulis,  
Commissioner  
Ron Boji,  
Commissioner

Kirk T. Steudle, Director  
Michigan Department of Transportation

## **Table of Contents**

SECTION 1	GENERAL INFORMATION FOR THE VENDOR .....	3
SECTION 2	INFORMATION REQUIRED FROM THE VENDOR .....	11
SECTION 3	CRITERIA FOR SELECTION .....	14
SECTION 4	WORK STATEMENT .....	15
ATTACHMENT A	GUIDELINES FOR SPONSORSHIP OF HIGHWAY ASSETS.....	23
ATTACHMENT B	FHWA ORDER 5160.1A.....	26
ATTACHMENT C	REST AREA INFORMATION AND MAP .....	38
ATTACHMENT D	EXISTING ADOPTION ACTIVITIES .....	39
ATTACHMENT E	SAMPLE SPONSORSHIP SIGNING .....	40

Section 1  
General Information for the Vendor

**I. PURPOSE:**

The purpose of this Request for Proposal is to establish a contract to create new revenue streams for the Michigan Department of Transportation (MDOT) by providing a comprehensive sponsorship and advertising program, and by developing a digital information system to provide information of specific interest to the traveling public at Rest Area and Welcome Center facilities throughout the state. The revenue generated through this program will be used to support the operation and maintenance of MDOT Rest Area and Welcome Center facilities.

This program will utilize the opportunities that currently exist under federal and state law to acknowledge sponsorships and disseminate information of specific interest to the traveling public. The goal of the program is to offset a portion of maintenance costs for operations and improve long-term sustainability of MDOT's Rest Areas (RA) and Welcome Centers (WC). In support of this program and in an effort to develop and maximize marketing, sponsorship, and advertising, MDOT seeks an experienced firm to plan, implement, and manage a full-service advertising, sponsorship, and digital information program.

MDOT expects to enter into a contract through which the program will be fully developed, implemented, and managed in the best interests of MDOT and the State of Michigan so as to maximize revenues and program effectiveness. MDOT requires the VENDOR's plan and services to be professional, reliable, innovative, exciting, responsive and specific to the needs of the traveling public. All work associated with the program will be done in accordance with the MDOT's Guidelines for Sponsorship of Highway Assets (Attachment A), FHWA Order 5160.1A, dated April 7, 2014 (Attachment B) and the requirements set forth in this Request for Proposals (RFP).

For the purpose of clarification, the following definitions apply to this RFP:

Department: The Michigan Department of Transportation

Representative: The MDOT Contract Administrator who will be administering the contract

VENDOR: A company or organization submitting a response to the Request for Proposal. The VENDOR selected as part of the RFP will be responsible for administrating MDOT's Rest Area and Welcome Center advertising and sponsorship program as defined within this RFP.

Sponsorship: A process in which a third party organization provides monetary resources or other services to the Department in exchange for recognition at a specified facility.

Advertising: The process through which a third-party organization pays a specified amount in return for the display of information related to their organization within or on the grounds of a facility.

This Request for Proposal provides the instructions for submitting proposals, the procedure and criteria by which a contract may be awarded, and the contractual terms which will exclusively govern the contract between MDOT and the VENDOR.

## **II. Background**

The Federal Highway Administration (FHWA) released updated guidelines in April 2014 clarifying the use of sponsorship and acknowledgment signs on the right of way. The new guidelines allow the use of business logos and emblems that were not allowed under previous programs. This provides MDOT the opportunity to acknowledge donations made by business entities through acknowledgment signs. The new guidelines limit the sign recognition to the donation of transportation services and prohibit the inclusion of any contact or location information. Following is information regarding MDOT and the rest area and welcome centers to be considered for sponsorship through this program.

The Michigan Department of Transportation (MDOT) currently operates and maintains 78 safety rest area facilities, including 14 welcome centers which together, serve almost 40,000,000 visitors annually. MDOT recognizes the role that safety rest areas play in both alleviating motorist fatigue and associated crashes and as an important marketing point of contact in support of travel and tourism. Michigan rest areas and welcome centers serve a broad range of travelers, including vacation/recreational travelers, commercial vehicle operators, commuters, motorcyclists, bus tours, and others. A majority of travelers stopping at rest areas desire a restroom break or simply a stretch or short break. Other patrons utilize rest areas for picnicking, vending machines, relief for children or pets, vehicle maintenance, to change drivers, obtain travel information, or even sleep. Rest areas provide the distinct advantage of quick access and facilities that are open 24 hours a day.

All of MDOT's rest areas and welcome centers are modern, fully accessible facilities. The buildings range in size from modest 1,300-square-foot toilet rooms to 10,000 square-foot welcome centers. Typical floor plans for each general building style can be found in the reference information documents.

Most of MDOT's welcome centers are located at major entryways into the state in Berrien, Branch, Chippewa, Dickenson, Gogebic, Menominee, Monroe, St. Clair and Wayne counties; additional locations include Clare, Cheboygan, Mackinac and Marquette counties. The 14 welcome centers are staffed by travel and tourism counselors who promote Michigan tourism, assist the traveling public with travel information and literature, and provide trip planning assistance and road condition information.

Service sponsor opportunities include but are not limited to Wi-Fi, litter pick up, janitorial services, landscaping/grounds and video displays. Sponsors for these facilities may consider roadside sponsorship signs, advertisement within the building or other promotional signs and innovative ideas that support traveler services.

To learn more about these facilities, including hours of operation at Welcome Centers, and to see a map with their locations, visit: <http://michigan.gov/mdot/0,4616,7-151-9615-60528--,00.html>

### **III. Reference Information Documents**

The Reference Information Documents (RID) provided by MDOT as part of the RFP will not form part of the Contract. MDOT makes no representation, warranty, or guarantee as to the Reference Information Documents' accuracy, completeness, or pertinence, and shall not be responsible for such or for any interpretations thereof or conclusions drawn therefrom.

The Reference Information Documents are made available to the VENDORS in order to provide the VENDOR with Project-related information in MDOT's possession, whether or not such information may be accurate, complete, pertinent, or of any value. Each VENDOR shall use or elect to not use such information at its own risk and is solely responsible for its own independent due diligence in connection with the preparation and submission of its Proposal.

Reference Information Documents and the information contained therein provided by MDOT do not abrogate each VENDOR's responsibility for further verifications and inquiries as are necessary to properly address preparation of the Proposal or performance of the Work.

### **IV. Program Administration**

Upon award of a contract, the VENDOR shall immediately begin administration of the program. All costs associated with developing, administering, and maintaining the program shall be the responsibility of the VENDOR and will not be reimbursed by the DEPARTMENT.

All activities are to be coordinated with the DEPARTMENT's program administrator. The VENDOR shall comply with the work plan shown in Section 4 as well as the Guidelines for Sponsorship of Highway Assets. The DEPARTMENT shall retain the final authority for approval of all advertising and sponsorship activities.

### **V. Selection and Award**

All proposals received by the deadline will be evaluated by a committee of DEPARTMENT representatives. Contract award will be undertaken by the DEPARTMENT with the VENDOR whose proposal is determined to be the most advantageous to the state.

The contract entered in to as a result of this RFP will be at no financial obligation to the DEPARTMENT.

**VI. Rejection of Proposals**

The DEPARTMENT reserves the right to reject any and all proposal received as a result of this RFP, or to negotiate separately with any source whatsoever in any manner necessary to serve the best interest of the State of Michigan.

**VII. Incurring Costs**

The DEPARTMENT is not liable for any cost incurred by the VENDOR prior to or after the award of a contract.

**VIII. Response Date**

As listed on Form 5100B, no proposals will be accepted after the time specified. Timely receipt of proposals will be determined by the date and time the proposal is received at the address specified.

**IX. Inquiries**

Any questions relative to the scope of services must be submitted by e-mail to the MDOT Project Manager. Questions must be received by the Project Manager at least five (5) working days prior to the due date and time specified in Form 5100B. All questions and answers will be placed on the MDOT Web site as soon as possible after receipt of the questions, and at least three (3) days prior to the RFP due date deadline. Until the VENDOR is selected, proposers are not allowed to communicate with any DEPARTMENT staff regarding this RFP other than Bill Wahl, Project Manager, via e-mail.

**Bill Wahl**

Michigan Department of Transportation – North Region  
1088 M-32 East  
Gaylord, MI 49735  
wahlb@michigan.gov

**X. Proposals**

The evaluation and selection of the VENDOR will be based on information submitted in proposals, as outlined in Section 2, including references and oral presentations, if held. Proposals that do not comply with the provisions in this RFP will be rejected.

Proposals must include a statement as to the period during which the proposal remains valid. For this RFP, the proposal must remain valid for at least 90 days.

All materials submitted in accordance with solicitation become the property of the State of Michigan and shall become part of the public record after a vendor is selected. Prior to selection of a vendor, materials will not be distributed publically unless required by law.

## **XI. Pre-Bid Meetings**

A mandatory pre-bid meeting will be held on **July 10, 2014 at 9:00 am** at the **Horatio S. Earle Learning Center, 7575 Crowner Dr, Diomondale, MI**. Attendance at the meeting is required for all companies submitting a proposal as a prime **VENDOR**. Companies interested in participating in the program as sub-**VENDORS** are also encouraged to attend.

Interested vendors may also request a confidential one-on-one meeting with **DEPARTMENT** representatives following the pre-bid meeting to present alternative or additional program activities beyond those presented in the Work Statement shown in Section 4. The intent of these meetings is to allow for review and approval of alternative or additional program activities prior to their inclusion in a proposal. A meeting may be requested by contacting the Project Manager via e-mail at least one week prior to the pre-bid meeting.

Vendors requesting a confidential one-on-one meeting will be provided one (1) hour to present their ideas and concepts to the **DEPARTMENT**. This meeting will occur on the same day as the pre-bid meeting. The **DEPARTMENT** will review the information and provide a response to the vendor within five (5) business days indicating if the proposed activities will be approved or not.

## **XII. Economy of Preparation**

Proposals shall be submitted electronically per the vendor selection guidelines and should be organized as follows:

- Cover page
- Introduction
- Section 1 Understanding of Services
- Section 2 Qualification of the Team
- Section 3 Past Performance
- Section 4 Annual Remittances
- Section 5 Location
- Section 6 Added Value

Proposals should be sufficient to present a complete and thorough proposal, but no longer than 50 pages, typed, single spaced, 8 ½ x 11 inches. Seven (7) of the pages may be on 11-x-17-inch-paper. One side of a sheet is one page. The cover page and division inserts/tabs will not be counted as part of the 50 pages. Proposals in excess of 50 pages will be considered non-responsive and may not be accepted for considerations

## **XIII. Oral Presentations**

The top scoring **VENDORS** or all **VENDORS** may be asked to provide oral presentations to supplement their proposals. Oral presentations will be at **VENDOR's** own expense.

Attendance at the oral presentation will be restricted to representatives of the VENDOR and DEPARTMENT staff. Oral presentations will be limited to forty-five (45) minutes. A thirty (30) minute question and answer period will follow. The VENDOR may use audio-visual aids. If any equipment is needed for the presentation, it will be the VENDOR's responsibility to provide these items. Introduction of new material in the course of an oral presentation may constitute grounds for rejecting the written proposal as non-responsive. Brochures, forms, or other items mentioned in the proposal shall not constitute new material.

#### **XIV. Department Responsibilities**

The DEPARTMENT shall be responsible for contract administration to assure that all items of work required in the contract and proposal documents are performed in accordance with applicable Michigan statutes, administrative rules, and all applicable specifications and standards. This oversight shall include but is not limited to the following:

- a. Review and approve all required submittals including marketing materials, signage content, digital information system content, sponsorship proposals, press releases, Web site or social media postings, permits, work schedules, traffic control plans, and sign layout details.
- b. DEPARTMENT review of required submittals shall be completed within 10 business days.
- c. Coordinate the DEPARTMENT's construction and maintenance activities that impact program activities.
- d. Review and approve annual reports and financial statements and conduct audits of program activity.

All approvals provided by the Department are for the sole use and purpose of the Department, and are not to be construed as a warranty or assumption of liability by the Department and approvals do not relieve the Vendor of any contractual obligations.

#### **XV. Prime Vendor Responsibilities**

The VENDOR will be responsible for all services offered in the proposal whether or not they possess them within their organization. Further, the DEPARTMENT will consider the VENDOR to be sole point of contact with regard to contractual matters.

The VENDOR shall develop standard sponsorship and advertising agreements that are in accordance with the requirements of the MDOT Guidance Document for Sponsorship of Highway Assets (Attachment A), FHWA Order 5160.1A (Attachment

B) and the requirements set for in this RFP. These standard agreements shall be submitted for review and approval by MDOT.

Prior to executing any advertising or sponsorship agreement, the VENDOR shall submit it to MDOT for review and approval.

The VENDOR will be fully responsible for the installation, maintenance, replacement, and/or removal of all materials, equipment, or facilities provided as part of this contract. The VENDOR, along with any sub-VENDORS the VENDOR chooses to utilize, will be required to obtain permits from the DEPARTMENT prior to completing any work that results in alterations of the roadway right-of-way or DEPARTMENT owned assets or facilities. Upon completion of the contract, the VENDOR shall be responsible for returning all DEPARTMENT-owned facilities to their condition prior to implementation of the contract. The DEPARTMENT holds no liability for any damage or loss to VENDOR owned items, whether through normal use, vandalism, theft, or Acts of God.

The VENDOR shall hold harmless, indemnify, and defend the Department, State of Michigan, and State Transportation Commission, and their agents and employees against all claims or litigation arising out of the performance of the program or this contract.

The VENDOR shall submit annual remittances to the DEPARTMENT as specified in Section 2 of this RFP.

The VENDOR will provide the DEPARTMENT with annual reports detailing the current and planned status of the program along with detailed financial records documenting annual revenues associated with the program. The DEPARTMENT or its representative may inspect, copy, or audit the program records at any reasonable time after giving reasonable notice. The VENDOR shall retain all records and documents associated with the program for a minimum of two years after completion of the contract.

The VENDOR shall agree that all intellectual-property rights, including but not limited to copyrights or trademarks, obtained for use in this contract or by means of this contract, shall be registered in the name of the DEPARTMENT and the STATE ADMINISTRATIVE BOARD, and shall remain the exclusive property of the DEPARTMENT upon termination of this contract. Under no circumstances shall the VENDOR require a licensing fee or other charge or concession from the DEPARTMENT for use of the VENDOR's intellectual property in this contract.

## **XVI. Anticipated Schedule of Events**

**RFP Posting to Public Website**  
**Pre-Bid Meeting**  
**RFP due date**

**June 23, 2014**  
**July 10, 2014**  
**August 11, 2014**

<b>Selection of the Vendors for Interview/Presentation</b>	<b>August 21, 2014</b>
<b>Oral Presentation to MDOT</b>	<b>September 3, 2014</b>
<b>Consultant Selection</b>	<b>September 15, 2014</b>
<b>MDOT Approvals</b>	<b>October 14, 2014</b>
<b>Contract Issued</b>	<b>October 17, 2014</b>
<b>Contract Completion</b>	<b>October 16, 2019</b>

**XVII. Term of Contract**

The agreement shall be for a period of five (5) years, with the potential for extensions of one (1) year or more not totaling more than five (5) years.

Section 2  
Information Required from the Vendor

**I. Understanding of Services**

Understanding of Services shall address the following:

**Marketing Strategy:** Describe your marketing strategy. Include sales goals, number of salespeople, customer contact and customer follow-up, including the resolution of customer complaints. Describe the proposed or existing location of the sales office.

**Signage Installation and Maintenance:** Describe your process to design, manufacture, install and maintain advertising structures and signs. Describe the schedule for replacing or refurbishing structures and signs. Describe the proposed or existing location of equipment, materials and field labor force. Describe the estimated response time of your crew and any efficiencies in your proposed operation.

**Sponsorship Program:** Describe your process for developing, implementing, and maintaining a statewide rest area sponsorship program. Describe your processes for ensuring the program will provide the best value to the DEPARTMENT over a period of time.

**Digital Information System:** Describe the type of Digital Information System you propose to install. Include details on the functionality the system will provide. Describe the proposed location of the system in each facility along with any facility modifications that would be required prior to installation. Provide specifications for the hardware and software to be utilized and safeguards that will be put in place to prevent damage to the system and unauthorized use. Describe your proposed or existing system for maintaining the system's hardware and software.

**Administration:** Describe your record-keeping, billing and reporting systems. Describe your proposed inventory management system. Include mock-ups of typical reports.

**Program Objectives:** Describe how the proposal meets the objectives of the program as detailed in section 1.

**II. Qualifications of Team**

Describe the following:

- a. Experience performing similar work.
- b. VENDOR should identify any sub-vendors they intend to hire.
- c. Qualifications and experience of personnel to be assigned to the Program. VENDOR should include résumés and a description of the responsibilities of each key person.

- d. Familiarity with relevant federal and state laws and the Michigan Manual on Uniform Traffic Control Devices.
- e. Experience in indoor or outdoor advertising, sign manufacturing, sign installation, advertising, sales or related fields.
- f. Experience with developing and operating sponsorship programs for public facilities.
- g. Experience with developing, maintaining, and managing digital information systems.

**III. Past Performance**

Describe experience with administrating similar programs. Include a list of at least three (3) references. The DEPARTMENT may contact selected references as part of the selection process. Referrals from other states with similar programs will be given additional consideration. For proposals including sub-vendors, include experience information and references for the sub-vendors along with the VENDOR’s experience managing project teams.

**IV. Annual Remittances**

The VENDOR will agree to provide an annual remittance to the DEPARTMENT. This remittance will contain two components, a Guaranteed Annual Payment and a percentage of gross revenue above the Guaranteed Annual Payment. Any operational expenses incurred will be at the expense of the VENDOR and borne by the VENDOR’s share of gross revenue. The revenues will be calculated as follows:

- a. Annual Gross Revenue (AGR): The Annual Gross Revenue is derived from all revenue sources under the contract.
- b. Guaranteed Annual Payment (GAP): The minimum amount to be remitted to the DEPARTMENT during each year of the contract.
- c. Shared Annual Gross Revenue (SAGR): The Annual Gross Revenue derived from all revenue sources under the contract less the Guaranteed Annual Payment (GAP).
- d. Percentage of Shared Annual Gross Revenue (PSAGR): The percent of Shared Annual Gross Revenue (SAGR) due to the DEPARTMENT in addition to the Guaranteed Annual Payment (GAP). The VENDOR shall propose a PSAGR. The PSAGR may be a constant percentage or may vary based on the SAGR. An example PSAGR is as follows:

<b>Example PSAGR</b>	
<b>Shared Annual Gross Revenue</b>	<b>PSAGR</b>
A. Less than \$300,000	20%
B. From \$300,001 to \$500,000	30%

C. From \$500,001 to \$750,000	45%
D. From \$750,001 and above	60%

**Example 1:** If AGR totals \$650,000 and the GAP is \$250,000 in the first year, the VENDOR would pay the DEPARTMENT 30% of \$400,000.

AGR \$650,000 – GAP \$250,000 = SAGR \$400,000

SAGR \$400,000 x 30% (B) = PSAGR \$120,000

GAP \$250,000 + PSAGR \$120,000 = \$370,000

**TOTAL DUE TO THE DEPARTMENT \$370,000**

Retained by VENDOR \$280,000

- e. VENDORS are to provide itemized estimates of anticipated annual revenue to be generated from the sponsorship program, advertising opportunities, and digital information system.
- f. Payment of the Guaranteed Annual Payment shall be due as a LUMP SUM on March 1 of each contract year. Payment of the Percentage of Shared Annual Gross Revenue shall be due as a LUMP SUM thirty (30) days following the completion of each contract year. Failure to remit funds as required under the agreement shall constitute justification for the DEPARTMENT to cancel the contract.

**V. Location**

Percent of work performed in Michigan will be used for all selections.

**VI. Added Value**

Any additional tasks proposed by the CONSULTANT that are beyond those identified in this RFP and do not conflict with any provisions in this RFP will be considered. Vendors are encouraged to submit proposed additional tasks for review and approval prior to inclusion in their proposal. Failure to obtain pre-approval of additional tasks does not preclude the vendor from including them in their proposal.

Section 3  
Criteria for Selection

All proposals received shall be evaluated by the DEPARTMENT for the purpose of selecting the VENDOR with whom a contract will be executed. The selection process will be a multi-step process as follows:

- 1) Initial Evaluation and Scoring
- 2) Oral Presentations
- 3) Final Evaluation and Scoring

The VENDORS receiving the highest three (3) scores in the initial evaluation and scoring will be invited to make oral presentations to the selection panel. Upon completion of the oral presentations, the proposals from those VENDORS will be undergo final evaluation and scoring.

VENDORS selected to make oral presentations will be required to provide financial records for their prior work experience and documentation supporting their estimated annual gross review for review. This information will remain the property of the VENDOR and be returned upon completion of the selection process.

The criteria and points of their importance in making the selection are as provided below:

<b>Criteria</b>	<b>Points</b>
Understanding of Services	20
Qualifications of Team	20
Past Performance	20
Annual Remittances	25
Location	5
Added Value	10
<b>Total</b>	<b>100</b>

Section 4  
Work Statement

The VENDOR will be required to plan, implement, and deliver a comprehensive and quality sponsorship, advertising and digital information systems program with a significant marketing presence and to create opportunities at all levels of marketing rights and sponsorships.

**General Requirements:**

1. The VENDOR must, at all times, represent the best interests of and provide the most competitive compensation to MDOT for the right to utilize the rights licensed pursuant to any contract resulting from this RFP in the areas of advertising, corporate sponsorships (to include signage and promotions), and marketing.
2. Unless specifically provided otherwise in writing by MDOT, the VENDOR shall be obligated to submit to MDOT for approval of all promotional content, announcements, advertisements, Website and social media postings, signage and related marketing materials prior to use.

**Specific Requirements:** MDOT is open to and encourages VENDORS to create partnerships between corporate advertiser(s), media representative firms, and digital services providers which can maximize the use of all available rest area media space. The services to be performed under this contract will consist of, but not be limited to, the following:

**I. Sponsorship and Advertising:**

**a. General**

- i. The primary goal for the program is to generate the highest level of annual, reoccurring revenue.
- ii. To this end, MDOT will entertain proposals from firms that want to manage the Rest Area and Welcome Center sponsorship, advertising, and digital information opportunities strictly following applicable federal and state statutes and regulations, as well as MDOT's approval processes.
- iii. Advertising and sponsorship shall be allowed at all Rest Area and Welcome Center locations except as noted in Attachment C.

**b. Requirements -** The VENDOR shall plan and implement the program in accordance with the following sponsorship and advertising related requirements:

- i. Available Space-Sponsorships

1. Available space for sponsorships will include advanced RA/WC interstate signage, exterior RA/WC facility signage and interior RA/WC building signage.
2. The actual frames or displays where sponsorships will be displayed are to be supplied and installed by the **VENDOR**.
3. One advanced interstate acknowledgement signs will be allowed approximately one mile upstream of rest areas and welcome centers.
4. Such signage must comply with all federal and state statutes and regulations.

ii. Available Space-Information or Advertising

1. Available space for information or advertising will include interior RA/WC building signage and exterior facilities in the nature of a bulletin board or partial enclosure.
2. This space shall be utilized exclusively to provide information of interest to the traveling public.

iii. Display Infrastructure Expectations

1. Display infrastructure expectations (size, format, funding, servicing, ownership, etc.) should be part of a **VENDOR**'s overall proposal.
2. MDOT is open to all arrangements regarding this infrastructure, including video screens, kiosks, electronic banners, and the use of wireless connectivity, etc. (except as excluded in Attachment C).
3. The **VENDOR** shall be responsible for supplying infrastructure such as displays and frames.

iv. Rights and Exclusive Authorization: Through permission granted by MDOT, the **VENDOR** shall have the right and exclusive authorization to utilize MDOT's Rest Areas and Welcome Centers to seek and to negotiate agreements for securing revenue-generating initiatives, such as sponsorships, advertisements, and marketing promotions, and may use all permissible efforts to maximize annual gross revenues derived from such agreements. This contract shall not prohibit MDOT from entering into agreements with local tourism organizations under the Department's Adopt-A-Welcome Center or Adopt-A-Landscape programs. Lists of current adoption activities are included in Attachment D.

v. Sponsorship and Advertising Opportunities: Opportunities associated with sponsorship and advertising related to the program include:

## 1. Interstate Sponsorship Signage Opportunities

Interstate sponsorship signage opportunities include the installation and maintenance of advance signage, in accordance with the MMUTCD, with generic MDOT type sign denoting the company or organization's sponsorship of the Rest Area or Welcome Center. An exhibit showing the interstate acknowledgement sign concept is attached (Reference ATTACHMENT E). Interstate sponsorship signs shall;

- a. Conform to the considerations of the 2011 MMUTCD, Section 2H.08 "Acknowledgement Signs".
- b. Only be installed where adequate spacing is available between the acknowledgment sign and other higher priority signs. The spacing between acknowledgement signs and any other traffic control signs, except parking regulation signs, will be 500 feet whenever practical, following good engineering practices.

## 2. Exterior Site Informational Opportunities

- a. Exterior site opportunities include all grounds exterior to the buildings as well as the exterior facade of the buildings.
- b. Wireless applications are possible as well as other electronic options.
- c. Information provided to the public must be aimed at travelers in Rest Areas and Welcome Centers and not at the main traveled way of the highway. Therefore, outdoor messages on the Rest Area or Welcome Center site shall not be directed at or legible from the travelled way.

## 3. Interior Site Opportunities

- a. Signage and Temporary Signs/Displays: The VENDOR shall have the right and authorization to use signage within Rest Area and Welcome Center facilities and will use all reasonable efforts to maximize its Annual Gross Revenue derived through the use of existing signage and through the development of new signage in rest area and welcome center facilities.

### vi. Signage Content:

1. The VENDOR shall submit the proposed content of all signage prior to installation for approval by MDOT.

2. The VENDOR represents and warrants that all signage will comply with all applicable federal, state, and local laws and regulations, including those pertinent to the displaying of sponsors' names and products.

vii. Development of New Multi-Media Rights:

1. MDOT recognizes that the development and marketing of various Multi-Media Rights is both dynamic and evolving and that opportunities may become available during the contract term that are not now being implemented.
2. Accordingly, MDOT expects that the VENDOR may seek other Multi-Media Rights of MDOT for the purpose of developing those properties or activities, as mutually agreed upon between MDOT and the VENDOR.
3. The VENDOR must request in writing from MDOT the authority to utilize any Multi-Media Rights that are not specified in this RFP.
4. The intent of the development of new Multi-Media Rights would be to generate additional revenue applicable to the program, and such revenue will be included in Annual Gross Revenue shared with MDOT.

viii. General Rules and Restrictions for Advertising and Sponsorship

MDOT is committed to monitoring and maintaining goodwill with the traveling public, and all such uses of licensed rights will be in the best interests of MDOT and the State of Michigan as solely determined by MDOT as follows:

1. The VENDOR shall not align itself with advertisements on behalf of the MDOT that would in any way have a negative impact, dishonor or discredit MDOT or the State of Michigan.
2. The VENDOR shall not state or imply that a State agency or institution endorses a vendor's product or service.
3. The VENDOR shall assist in supporting MDOT's mission and values including, but not limited to, the following:
  - a. MDOT Mission Statement: Provide the highest quality integrated transportation services for economic benefit and quality of life.
  - b. MDOT's Values: Quality, Teamwork, Customer Orientation, Integrity, and Pride
4. Federal and State Code Compliance

- a. Federal and State codes regulate the use of rest area signage, including sponsorship and advertising.
- b. The VENDOR shall ensure that all signage is installed in accordance with state and federal regulations.
- c. MDOT shall have the prior right of approval of all advertisements and sponsorships sold by the VENDOR.
- d. A brief summary of key code requirements have been identified, but are not limited to the following:
  - i. Advertisements must be limited to matters "of interest to the traveling public."
  - ii. The operator must provide equal access to advertising opportunities for all advertisers considered qualified by the state.
  - iii. At least forty percent (40%) of messaging and audible communications must be devoted free of charge to providing information for public service announcements provided by MDOT or approved by MDOT.
  - iv. No charge may be levied on the traveling public for goods and services, except for telephones provided by the Department and articles dispensed by vending machines operated by the Michigan Bureau of Services for Blind Persons.
  - v. The VENDOR shall not undertake any activities that would conflict with existing MDOT contracts or agreements with other entities.
  - vi. Information provided to the public must be aimed at travelers in Welcome Centers and Rest Areas and not at the main traveled way of the highway. Therefore, outdoor messages on the Welcome Center or Rest Area site may not be legible from the traveled way.
  - vii. Restrictions on Political Advertising: The VENDOR is prohibited from entering into any contract or agreement that would result in advertising for the promotion of political candidates, parties, or purposes on MDOT property.

- viii. VENDOR must screen potential advertisers and sponsors for compliance with federal and state nondiscrimination laws, regulations, and policies. Advertising shall not denigrate groups based on gender, religion, race, ethnic, or political affiliations.
- ix. Advertising shall not contain obscene, pornographic, indecent, or explicit messages or contain an offensive level of sexual overtone, innuendo, or double-entendre.
- x. VENDOR shall not advertise or acknowledge products or services with sexual overtones such as massage parlors, escort services, or establishments for the show of or sale of X-rated, adult-only, or pornographic movies or products or services for establishments primarily featuring nude or semi-nude materials.
- xi. VENDOR shall not advertise or acknowledge contraceptive products or services, or services related to abortion, euthanasia or counseling with regard to those issues or contain expressions of opinion for or against any of the aforementioned materials.
- xii. No advertising shall promote the use of alcohol, tobacco, medical marihuana, illegal substances and/or firearms.
- xiii. Exclusions: It is the intent of the program to allow the VENDOR the ability to leverage any advertising, sponsorships, marketing activities and media visible by the public within any unused interior space of a Rest Area or Welcome Center facility from which revenues can be generated.
  - 1. Such activities, media, and associated revenues shall exclude the following:
    - a. Any State of Michigan agency's proprietary media, publications, products and/or promotional materials unless specifically authorized by said agency;
    - b. MDOT proprietary media, publications, products and/or promotional materials unless specifically authorized by MDOT; and,

- c. Any exceptions to these exclusions must be approved by MDOT.

ix. Fabrication, Installation, and Maintenance of Signage and Displays

1. The VENDOR shall be responsible for all expenses associated with the design, fabrication, installation and maintenance of signage and media.
2. The VENDOR represents and warrants that all signage will comply with all applicable federal, state, and local laws and regulations pertinent to the displaying of sponsors' names and products.
3. The VENDOR shall ensure all highway signs are installed in accordance with the most current version of the Michigan Manual for Uniform Traffic Control Devices (MMUTCD) and MDOT Standard Specifications for Construction.
4. Proposed plans and specifications for amending any RA assets, grounds and building interior/exterior must comply with all federal, state and local codes and requirements including but not limited to the Michigan Building Code and the Americans with Disabilities Act.
5. Any VENDOR supplied or installed signage or media will remain the property of the VENDOR with the exception of the highway signage infrastructure which shall transfer to MDOT at the end of the contract.
6. The VENDOR, upon removal or replacement of any infrastructure shall restore MDOT's property to original or better condition.

## II. Digital Information System

a. General

- i. The VENDOR shall develop and install a Digital Information System at all fourteen (14) Welcome Centers and at least three (3) of the following Rest Areas (<http://michigan.gov/mdot/0,4616,7-151-9615-60528--,00.html>):
  - o #624-R US-23 NB near Fenton
  - o #502-R I-96 WB near Fruitport/Nunica
  - o #403-R I-75 NB near Grayling
  - o #703-R I-94 EB near Battle Creek
  - o #627-R I-69 near Swartz Creek
- ii. To the greatest extent feasible, the Digital Information System should be placed in portions of the Rest Area or Welcome Center facility that are available to the public 24 hours a day to allow for user interaction with the system. When it is not feasible

for the public to interact with the system at all times, the system shall be placed in a location that allows the public to view weather and traffic data at all times.

**b. System Requirements**

- i. The system shall be interactive and capable of displaying information of interest to the travelling public including, but not limited to, tourism information, weather information, traffic and construction information, access to MDOT's Mi Drive traffic information Web site, and access to other online MDOT resources such as surveys, videos, and construction project information.
- ii. The VENDOR shall be responsible for installing all required hardware and software required for the system, including communications equipment and data services.
- iii. The DEPARTMENT will provide electrical service for the digital information system. The VENDOR is responsible for all data services and other infrastructure required by the digital information system. If additional electrical or data outlets need to be installed, the VENDOR shall work with the DEPARTMENT to have them installed. All costs associated with new or expanded infrastructure will be the responsibility of the VENDOR.
- iv. The Digital Information System shall be capable of providing Wi Fi access to visitors of the Rest Area or Welcome Center. The system should provide each visitor a minimum of 15 minutes of free Wi Fi access per day.
- v. Rules and restrictions regulating advertising and sponsorship related to the Digital Information System are the same as for all other advertising and sponsorship.
- vi. Maintenance Requirements
  1. The VENDOR shall be responsible for all maintenance and upkeep of the Digital Information System.
  2. Malfunctioning, missing, or broken equipment shall be repaired or replaced with 72 hours of notification from MDOT. Failure to meet maintenance requirements will result in the assessment of liquidated damages in the amount of \$500/day for each location not in compliance with the maintenance requirements.
- vii. System Updates: The VENDOR shall review the hardware, software, and other technology utilized in the digital information system on an annual basis. Components that become out of date shall be upgraded as needed to ensure continued system functionality and incorporate new technologies or functionalities that become available.

	<b>GUIDANCE DOCUMENT</b>	<b>IDENTIFIER</b>	<b>EFFECTIVE DATE</b>
		10230	6/10/2014
		<b>SUPERSEDES</b>	<b>DATED</b>
		New	6/10/2014
<b>RESPONSIBLE ORGANIZATION:</b>		<b>Bureau of Field Services</b>	
<b>SUBJECT:</b>	<b>Guidelines for Sponsorship of Highway Assets</b>		

## PURPOSE

The Michigan Department of Transportation (MDOT) manages the operations of the trunkline road network within the state of Michigan. Along with the roadways themselves, there are numerous other associated assets along the road network that require management and maintenance, including bridges, interchanges, intersections, rest areas, welcome centers, roadside parks, and other roadside appurtenances within the right of way. The facilities are present on both freeway and non-freeway roadsides, as well as in both limited and free-access right-of-way. In addition, MDOT manages numerous programmatic assets (such as Freeway Courtesy Patrol and the Mi Drive website) that provide services to motorists that require ongoing funding and support but are not tied to a specific physical location.

The Federal Highway Administration (FHWA) has developed policies and guidelines allowing for the sponsorship of assets within the public right-of-way as a way of providing innovative funding to support the operations and maintenance of highway programs and assets.

These guidelines detail MDOT's policy governing sponsorship of roadway assets within the public right-of-way.

## PROGRAM GOALS

The purpose of the sponsorship of a roadway asset is to provide a product, service, or monetary contribution which will support the operation and maintenance of MDOT's network of roadway assets. Each individual sponsorship program and agreement will clearly denote the asset(s) that are supported by the sponsorship and the rules and regulations associated with that sponsorship program.

MDOT may contract with a separate organization (VENDOR) to administrate specific sponsorship programs. The contract between MDOT and the VENDOR will delineate which tasks are the responsibility of the VENDOR and which are the responsibility of MDOT in the administration of the sponsorship program.

Along with sponsorship programs, MDOT also maintains numerous programs that allow individuals or groups to "adopt" specific sections of roadway or assets. The primary difference between a sponsorship and adoption is that sponsors provide a contribution to MDOT to assist in the department's management and/or operation of an asset, whereas in an adoption the adopting group volunteers time and other resources to directly assist in the maintenance or operation of the asset. Depending on the specific nature of the agreements, individual assets could be sponsored and adopted simultaneously by multiple groups.

## GENERAL RULES AND RESTRICTIONS FOR SPONSORSHIPS

All sponsorship activities must comply with the requirements of MAP-21 or subsequent legislation as well as FHWA Order 5160.1A and will require a sponsorship agreement between MDOT and the sponsoring organization (SPONSOR). Sponsorship agreements can be applicable to a site, a corridor, or a specific highway asset and can allow the SPONSOR to provide products, services, or monetary contributions. All

	<b>GUIDANCE DOCUMENT</b>	<b>IDENTIFIER</b>	<b>EFFECTIVE DATE</b>
		10230	6/10/2014
		<b>SUPERSEDES</b>	<b>DATED</b>
		New	6/10/2014
<b>RESPONSIBLE ORGANIZATION:</b>		Bureau of Field Services	
<b>SUBJECT:</b>		Guidelines for Sponsorship of Highway Assets	

sponsorship agreements shall be economically sustainable and provide a net benefit to the public. Each sponsorship agreement will include all rules and restrictions applicable to the agreement. SPONSORS may be eligible for acknowledgement signs in accordance with current FHWA policies and guidelines. Details on the availability, size, and placement of acknowledgement signs will be specified as part of each unique sponsorship program and agreement.

All sponsorship agreements shall contain provisions for maintenance and removal of physical elements after the agreement expires or the SPONSOR withdraws.

Sponsorship agreements will include a termination clause for sponsorship agreements based on:

1. Safety concerns
2. Interference with the free and safe flow of traffic, or
3. A determination that the sponsorship agreement or acknowledgment is not in the public interest.

All sponsorship agreements involving the interstate highway system will be approved by the FHWA prior to implementation.

All monetary contributions provided by a SPONSOR will be used to support the operation and maintenance of the roadway assets identified in the sponsorship agreement.

All organizations entering into sponsorship agreements with MDOT must be in compliance with the following restrictions:

1. The SPONSOR shall not partake in activities that would in any way have a negative impact, dishonor or discredit the State of Michigan.
2. The SPONSOR, and/or any advertising, promotional materials, digital information, signs, web site or social media postings, etc. associated with the SPONSOR, shall not state or imply that a State agency or institution endorses a SPONSOR's product or service.
3. The SPONSOR shall assist in supporting MDOT's mission: Provide the highest quality integrated transportation services for economic benefit and quality of life.
4. All sponsorship activities will be in compliance with Federal and State laws and regulations including, but not limited to:
  - (a) FHWA Order 5160.1A, dated April 7, 2014, or any subsequent directives.
  - (b) No charge may be levied on the traveling public for goods and services, except for telephones provided by MDOT and articles dispensed by vending machines operated by the Michigan Bureau of Services for Blind Persons.

	<b>GUIDANCE DOCUMENT</b>	<b>IDENTIFIER</b>	<b>EFFECTIVE DATE</b>
		10230	6/10/2014
		<b>SUPERSEDES</b>	<b>DATED</b>
		New	6/10/2014
<b>RESPONSIBLE ORGANIZATION:</b>		<b>Bureau of Field Services</b>	
<b>SUBJECT:</b>	<b>Guidelines for Sponsorship of Highway Assets</b>		

- (c) The SPONSOR is prohibited from undertaking any activities that conflict with existing MDOT contracts or agreements with other entities.
- (d) The SPONSOR is prohibited from entering into any contract or agreement that would result in advertising for the promotion of political candidates or purposes on MDOT property.
- (e) The SPONSOR is prohibited from entering into any contract or agreement that would result in advertising that is legible from the traveled portion of the roadway.
- (f) SPONSOR must comply with federal and state nondiscrimination laws, regulations, and policies.
- (g) No sponsorship shall promote the use of alcohol, tobacco, medical marihuana, illegal substances and/or firearms.
- (h) No sponsorship shall contain obscene, pornographic, indecent, or explicit messages or contain an offensive level of sexual overtone, innuendo, or double-entendre.

The MDOT Office of Economic Development shall be responsible for reviewing all proposed sponsorship agreements and programs for compliance with state and federal rules, regulations, and guidelines.

Any proposed sponsorship activities that involve alteration of highway right-of-way shall require a permit that will be obtained through MDOT's normal permit processes.

## PROCEDURE

### Responsibility

### Action

MDOT:

1. Provide opportunities for organizations to express interest in sponsoring roadside assets.
2. Review and analyze sponsorship proposals.
3. Develop sponsorship agreements in compliance with state and federal regulations and provide oversight to ensure compliance with the agreement.
4. Review and approve sponsorship agreements that do not impact the interstate highway system.

Sponsor:

1. Agree to terms of sponsorship agreement and comply with all terms and restrictions.
2. Provide products, services, or monetary contributions as agreed to in the sponsorship agreement

FHWA:

1. Review and approve sponsorship agreements impacting the interstate highway system.

Approved: \_\_\_\_\_

Chief Operations Officer

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

6/12/2014



U.S. DEPARTMENT OF  
TRANSPORTATION

**Federal Highway  
Administration**

# Order

---

## Subject

Policy on Sponsorship Acknowledgment and  
Agreements within the Highway Right-of-Way

---

**Classification Code**  
5160.1A

**Date**  
April 7, 2014

**OPI**  
HOP

---

Par.

1. What is the purpose of this directive?
2. Does this directive cancel an existing FHWA directive?
3. What is the background of this directive?
4. What is the scope of this directive?
5. What authorities govern this directive?
6. What definitions are used in this directive?
7. What is FHWA's policy concerning sponsorship acknowledgment and agreements?
8. What are FHWA's responsibilities?
9. Where can I obtain additional guidance?

1. **What is the purpose of this directive?** Sponsorship opportunities benefit the traveling public with an improved transportation system by providing flexibility for highway agencies to pursue innovative sources of financing for maintenance and construction activities and other highway-related services. With this additional revenue, these agencies have the means to provide services critical to enhancing the safety and efficiency of the Nation's highways.

This directive provides the Federal Highway Administration's (FHWA) policy on sponsorship acknowledgment and sponsorship agreements within the highway right-of-way. This directive further serves to streamline and emphasize information pertaining to the acknowledgment of sponsorships by consolidating information previously issued. This directive addresses the provisions of recent legislation regarding sponsorship of rest areas and further clarifies applications of sponsorship acknowledgment as they relate to existing standards.

2. **Does this directive cancel an existing FHWA directive?** Yes. This directive cancels FHWA Order 5160.1, [Policy on Sponsorship Acknowledgment and Agreements within the Public Right-of-Way](#), dated March 13, 2012.

3. **What is the background of this directive?**
  - a. State and local highway agencies and private sponsors have raised a number of questions with respect to FHWA's guidance on sponsorship agreements and how a sponsor can be acknowledged for the service provided under a sponsorship agreement.
  - b. Sponsorship programs are growing in popularity and are becoming a significant opportunity for highway agencies to generate critical support needed to build, operate, and maintain key facilities and services, including, but not limited to, adopt-a-highway litter removal programs, maintenance of a parkway or interchange, rest area operation and maintenance, other highway maintenance or beautification sponsorship programs, travel information services, and emergency service patrols. One of the most common ways for highway agencies to recognize the support provided by sponsors is through acknowledgment signs. However, there are a number of other options to recognize sponsors, including acknowledgment on in-vehicle transponders, service patrol vehicles, maintenance vehicles, outreach and educational materials, and Internet Web sites, as well as within telephone messages such as those of 511 systems. The FHWA continues to encourage agencies to make use of these other opportunities for sponsor recognition or acknowledgment whenever possible and appropriate so that the number of additional signs and informational load imposed on the driver can be minimized.
4. **What is the scope of this directive?** The provisions of this directive apply to all types of highways that are open to public travel.
5. **What authorities govern this directive?**
  - a. [Title 23, United States Code \(U.S.C.\), Section 109\(d\)](#), Standards for Federal-Aid Highways.
  - b. [23 U.S.C. 111\(b\)](#), Rest Areas.
  - c. [23 U.S.C. 131](#), Control of Outdoor Advertising.
  - d. [23 U.S.C. 156](#), Proceeds from the Sale or Lease of Real Property.
  - e. [23 U.S.C. 402](#), Highway Safety Programs.
  - f. [Title 23, Code of Federal Regulations \(CFR\), Section 1.23\(b\)](#), Rights-of-way.
  - g. [23 CFR Part 655, Subpart F](#), Traffic Control Devices on Federal-Aid and Other Streets and Highways.

- h. [Manual on Uniform Traffic Control Devices for Streets and Highways \(MUTCD\)](#), published by FHWA under 23 CFR Part 655, Subpart F.
- i. [23 CFR 655.603](#), Standards for Traffic Control Devices on Federal-Aid and Other Streets and Highways.
- j. [23 CFR Part 750](#), Highway Beautification (for controlled routes).
- k. [49 CFR 1.48\(b\)](#), Delegations to Federal Highway Administrator.

6. **What definitions are used in this directive?**

- a. **Acknowledgment plaques.** Plaques that are intended only to inform the traveling public that a highway-related service, product, or monetary contribution has been sponsored by a person, firm, or entity. Acknowledgment plaques are installed only in the same sign assembly below a primary sign that provides the road user specific information on accessing the service being sponsored. Consistent with the MUTCD, a plaque legend is displayed on a separate substrate from that of the sign below which it is mounted.
- b. **Acknowledgment signs.** Signs that are intended only to inform the traveling public that a highway-related service, product, or monetary contribution has been sponsored by a person, firm, or entity. Acknowledgment signs are installed only as independent sign assemblies.
- c. **Advertisements/advertising signs.** Signs or other devices that promote commercial products or services through slogans, information on where to obtain the products and services, or other means.
- d. **Driver distraction.** Driver inattention to the driving task at hand, resulting from internal or external events or actions.
- e. **Highway.** Any street or roadway that is open to public travel.
- f. **Highway agency.** An agency that owns the highway on which signs are to be placed and to which the sponsorship policy and agreements apply.
- g. **Highway right-of-way.** A strip of property, owned by a highway agency, within which a highway (as defined above) exists or is planned to be built. The highway right-of-way consists of all lands within the defined highway right-of-way limits, including airspace above and below the facility. This area typically includes, but is not limited to, the roadway(s), shoulders, and sidewalk(s), if any; areas

for drainage, utilities, landscaping, berms, and fencing; rest areas; and the defined clear zone.

- h. **Recipient agency.** An organization that directly receives the highway-related service, product, or monetary contribution from the sponsor entity. The recipient might be the highway agency, or a contractor engaged by the highway agency to administer the highway-related service.
- i. **Sponsorship agreement.** An agreement between a recipient agency and a sponsoring organization to be acknowledged for the provision of a highway-related service, product, or monetary contribution.
- j. **Sponsorship program.** A program that allows a person, a firm, or an entity to sponsor an element of a highway agency's highway operation through the provision of highway-related services, products, or monetary contributions.

7. **What is FHWA's policy concerning sponsorship acknowledgment and agreements?**

a. **General principles.**

- (1) It is FHWA's policy to allow the use of signs to acknowledge the provision of highway-related services under both corporate and volunteer sponsorship programs. It is essential that good, basic engineering practices be followed, such as simplifying sign message content, using reasonable sign sizes as specified in the provisions of the MUTCD and this directive, and minimizing driver distraction.
- (2) The FHWA recognizes a distinction between signing intended as advertising and signing intended as a sponsorship acknowledgment. Advertising generally has little, if any, relationship to a highway service provided. Instead, the advertiser seeks to get its recognizable message, company emblem, or logo before the public, and if possible, information on how or where to obtain the company's products or services. In most cases, if the sign goes beyond recognizing the company's contribution to a particular highway service or includes telephone numbers, Internet addresses, or directional information, the sign is more properly classified as an advertising sign and not as an acknowledgment sign.

- (3) The use of highway right-of-way for advertising purposes is not allowed, except as provided in [23 U.S.C. 111\(b\)](#), Rest Areas.
  - (a) When advertising within the highway right-of-way is identified, the FHWA Division Administrator should take timely notice and develop a plan for corrective action to bring the State into compliance with the CFR.
  - (b) This policy position is consistent with the principles and intent of several laws and regulations including 23 CFR 1.23(b), 23 U.S.C. 109(d), 23 U.S.C. 111(b), 23 U.S.C. 131, and 23 CFR Part 750. Furthermore, Paragraph 3 in Section 1A.01 in the MUTCD states, "Traffic control devices or their supports shall not bear any advertising message or any other message that is not related to traffic control."
  - (c) These laws and regulations are based on safety and operational concerns, particularly as related to driver distraction. Highway signs and other traffic control devices convey crucial information. In order for road users to perceive and respond appropriately to critical information, the conspicuity of highway signs and other traffic control devices must be preserved so that the safe and orderly movement of traffic is not compromised.

**b. Sponsorship policies and agreements.**

- (1) In order to be eligible for acknowledgment within the highway right-of-way, sponsorship policies and agreements should follow these principles:
  - (a) Sponsorship agreements can allow sponsors to provide products, services, or monetary contributions.
  - (b) Sponsorship agreements may be of any duration. However, these agreements should:
    - 1 be economically viable and provide a net benefit to the public, and
    - 2 include provisions for maintenance and removal of physical elements of the sponsorship acknowledgment after the agreement expires or the sponsor withdraws.

- (c) Agreements can be applicable to a highway site, a highway corridor, or a specific highway operation. If a sponsor is making a monetary contribution, the recipient agency needs to identify specific highway sites, corridors, or operations supported by the monetary contribution in the sponsorship agreement.
  - (d) If Federal-aid funds were used within the corridor or facility for which sponsored services are being provided, then monetary contributions received as a part of sponsorship agreements shall be spent for highway purposes.
  - (e) All sponsorship agreements involving the Interstate highway system should be approved by the FHWA Division Administrator.
- (2) If a State, local, or other highway agency elects to have a sponsorship program, then the State department of transportation for that State should have a policy on sponsorship agreements that is applicable to all highways within that State. These policies are to:
- (a) be approved by the appropriate FHWA division office;
  - (b) include requirements that eligible sponsoring organizations must comply with State laws prohibiting discrimination based on race, religion, color, age, sex, national origin, and other applicable laws;
  - (c) include a termination clause for sponsorship agreements based on:
    - 1 safety concerns,
    - 2 interference with the free and safe flow of traffic, or
    - 3 a determination that the sponsorship agreement or acknowledgment is not in the public interest;
  - (d) include types of sponsors and agreements that are acceptable, consistent with applicable State and Federal laws;
  - (e) establish a requirement for facilities on which Federal-aid funds have been used, that the sponsorship money be used only for highway purposes; and

- (f) establish a recommendation for facilities on which Federal-aid funds have not been used, that the sponsorship money be used only for highway purposes.
- (3) FHWA review and approval are only for the purpose of determining consistency with this directive and the MUTCD. States and local highway agencies are responsible and liable for ensuring their policies and agreements are consistent with State and Federal laws.
- (4) The provisions of this directive apply to new and revised agreements and are intended to promote a degree of national uniformity and consistency. Existing State agreements do not have to be changed.

**c. Acknowledgment signs and acknowledgment plaques.**

- (1) Highway agencies may acknowledge sponsors with acknowledgment signs or acknowledgment plaques. All acknowledgment signs shall meet the general principles and specific criteria prescribed in the MUTCD, including the provisions for acknowledgment signs in Section 2H.08. Furthermore, these acknowledgment signs shall not be placed at key decision points where a driver's attention is more appropriately focused on traffic control devices, roadway geometry, or traffic conditions.
- (2) Acknowledgment signs and acknowledgment plaques:
  - (a) must meet all design and placement criteria for acknowledgment signs as covered in Part 2 of the [MUTCD](#) and all sign design principles covered in the [Standard Highway Signs and Markings Book](#);
  - (b) when located on a bikeway or shared-use path, should also be appropriately sized commensurate with the legibility needs of the bikeway or path user;
  - (c) must be placed near the site(s) being sponsored, consistent with the purpose and principles of traffic control devices in Parts 1 and 2 of the MUTCD;
  - (d) must be placed at least 1 mile apart from each other if facing in the same direction and associated with the same element of the highway agency's highway operation, such as litter pickup, consistent with the

purpose and principles of traffic control devices in Parts 1 and 2 of the MUTCD;

- (e) must not display any directional information, in accordance with Section 2H.08 of the MUTCD;
  - (f) must not display telephone numbers, Internet addresses, or other legends prohibited by the MUTCD (consistent with Section 2H.08 of the MUTCD) for the purpose of contacting the sponsoring entity or to obtain information on the sponsorship program, such as how to become a sponsor at an available site; and
  - (g) should remain in place only for the duration of the agreement.
- (3) For sponsorship of rest areas, one acknowledgment sign for each direction of travel may be installed on the highway mainline. Additional acknowledgment signs may be placed within the rest area, provided that these sign legends are not visible to highway mainline traffic and do not pose safety risks to rest area users. In accordance with the provisions of the MUTCD, the acknowledgment signs must not be appended to any other sign, sign assembly, or other traffic control device. In accordance with Section 2H.08 of the MUTCD, rest area acknowledgment signs on the highway mainline should not be located within 500 feet of other traffic control devices.
- (4) For sponsorship of travel service programs that are not site-specific, such as 511 Traveler Information, Radio-Weather, Radio-Traffic, and Emergency Service Patrol, an acknowledgment plaque may be mounted in the same sign assembly below the General Service signs for these programs. The acknowledgment plaque is a horizontally oriented rectangle, with the horizontal dimension longer than the vertical dimension. The size of the acknowledgment plaque must not exceed the lesser of 1/3 of the area of the General Service sign below which it is mounted or 24 square feet. An acknowledgment plaque must not exceed 1/3 of the area of the largest size prescribed in the MUTCD for a specified standard sign below which the acknowledgment plaque is mounted, even where the standard sign is enlarged in accordance with Sections 2A.11 and 2I.01 of the MUTCD or where the size of a standard sign used is designated as Oversized in the MUTCD for its application. Where the legend of a standard sign is modified based on a State MUTCD, State Supplement, or equivalent, and results in a

sign size larger than that of the standard sign in the National MUTCD, the size of the corresponding acknowledgment plaque is governed by the size of the standard sign in the National MUTCD with the standard, unmodified legend.

- (5) The provision of highway-related services, products, or monetary contributions that occurs through naming sponsorship (sometimes referred to as “naming rights”) of officially mapped named or numbered highways is, by definition, sponsorship. Consistent with Section 2H.08 of the MUTCD, an unofficial overlay or secondary designation in the name of a sponsor on the official highway name or number through proclamation, contract, agreement, or other means, may be acknowledged within the highway right-of-way only with an acknowledgment sign. An acknowledgment sign must not display a legend that states, either explicitly or by implication, that the highway is named for the sponsor.
- (6) In accordance with Section 2H.08 of the MUTCD, in order to maintain the recognition value of official devices used for traffic control, acknowledgment signs and acknowledgment plaques shall only take the form of static, non-changeable, non-electronic legends.
- (7) Except as provided for acknowledgment plaques in Paragraph 7.c.(4) of this directive, acknowledgment sign and acknowledgment plaque messages shall not be interspersed, combined, or alternated with other official traffic control messages, either in the same display space, by adjacency in the same assembly, or by adjacency of multiple assemblies whose longitudinal separation does not meet the placement criteria contained in the MUTCD, including when placed on opposite sides of the roadway facing the same direction of travel.
- (8) Consistent with the provisions of Section 2H.08 of the MUTCD, due to the limit on their maximum overall size, acknowledgment signs and acknowledgment plaques shall not be overhead installations. Only roadside, post-mounted installations of acknowledgment signs and acknowledgment plaques are allowed.
- (9) In order that the focus remains on the service provided rather than the sponsoring entity, the sponsor logo area on an acknowledgment sign or acknowledgment plaque shall be a horizontally oriented rectangle, consistent with the MUTCD provisions on business logos in Chapter 2J of the MUTCD.

The width of this rectangle shall be at least 1.67 times its height, the total area of which shall not exceed the maximum referenced or specified elsewhere in this directive and in the MUTCD. The word legend describing the activity, such as "SPONSORED BY," shall be composed of upper-case lettering of the FHWA Standard Alphabets at least 3 inches high on conventional roads and at least 4 inches high on expressways and freeways.

- (10) When a graphic logo is used to represent the sponsor (instead of a word legend using the FHWA Standard Alphabets), the logo shall be the principal trademarked official logo that represents the corporate name of the sponsor. Secondary logos or representations—even if trademarked, copyrighted, or otherwise protected—are classified as promotional advertising and shall not be allowed in accordance with Section 1A.01 of the MUTCD.
- (11) An alternative business name whose sole or primary purpose appears to be to circumvent the provisions of the MUTCD is classified as promotional advertising rather than an acknowledgment of a sponsoring entity of a highway-related service. In accordance with Section 1A.01 of the MUTCD, promotional advertising shall not be allowed on any traffic control device or its supports.
- (12) Acknowledgment signs or acknowledgment plaques that include displays mimicking advertising shall not be allowed. The determination of whether a sign mimics or constitutes advertising lies with the FHWA. In accordance with Section 2H.08 of the MUTCD, a brief jurisdiction-wide slogan may be displayed on an acknowledgment sign. The slogan displayed is that of the program name, such as "ADOPT-A-HIGHWAY." Slogans for companion, supplementary, or other programs unrelated to the service being sponsored shall not be displayed on any acknowledgment sign or acknowledgment plaque.
- (13) The provisions of this directive apply to new and modified installations and are intended to promote a degree of national uniformity and consistency. Existing acknowledgment signs already installed do not have to be changed except when they are no longer serviceable or when a modification of the sponsor name or logo on the existing acknowledgment sign occurs for any reason.

d. **Policy conclusion.**

- (1) If a proposed sponsorship agreement cannot meet the above criteria, acknowledgment signs or acknowledgment plaques should not be considered; however, the other forms of acknowledgment (such as acknowledgment on transponders, service patrol vehicles, maintenance vehicles, outreach and educational materials, and Internet Web sites, as well as within telephone messages such as those of 511 systems) may still be considered. Safe and orderly movement of traffic must not be compromised with the use of these acknowledgment signs or acknowledgment plaques. Safety is, in fact, the overriding issue when there is any doubt as to whether an acknowledgment sign or acknowledgment plaque is appropriate.
- (2) The nature of highway financing is evolving, and private sector investment promises to be a significant source of revenue. Sponsorship programs are being used or considered by many States to meet current and future highway construction and maintenance needs. The FHWA will continue to work with highway agencies to assure that these programs are administered in a safe and effective manner.

8. **What are FHWA's responsibilities?**

a. **FHWA Federal-aid Division Offices**

- (1) Inform public agencies of this directive.
- (2) Review State policy on sponsorship acknowledgment in the highway right-of-way for consistency with this directive and the MUTCD, and approve if consistent.
- (3) Review State sponsorship agreements for acknowledgment on Interstate highways for consistency with this directive and the MUTCD, and approve if consistent.
- (4) Perform periodic review or risk-based assessment of State policy and agreements on sponsorship acknowledgment in the highway right-of-way.

b. **FHWA Office of Operations**

- (1) Provide guidance and technical assistance to division offices on issues related to sponsorship acknowledgment in the highway right-of-way.

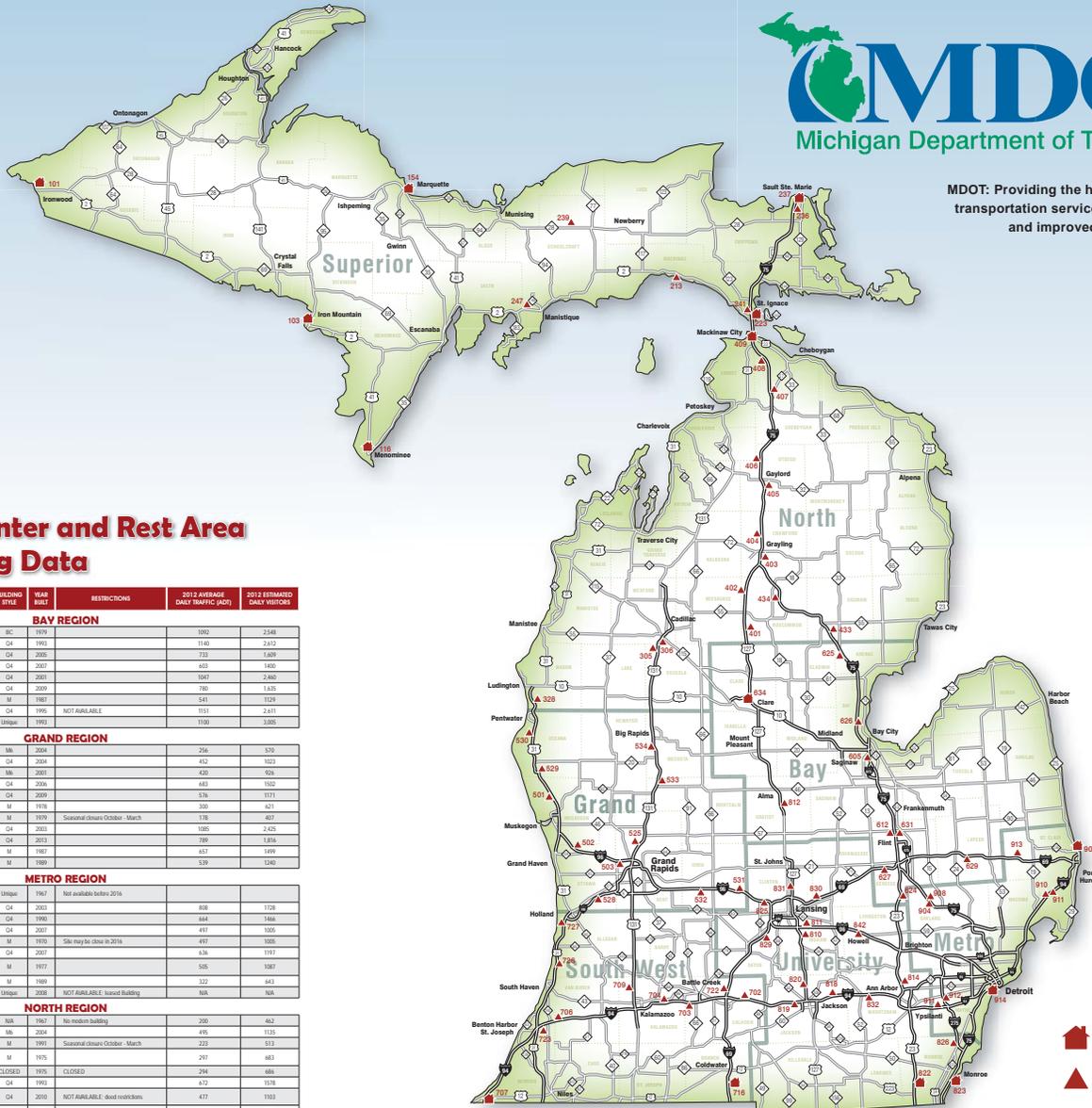
- (2) Notify division offices of updates or changes to or interpretations of this policy and/or the provisions of the MUTCD related to acknowledgment signs.

9. **Where can I obtain additional guidance?** [Frequently-asked questions](#) have been developed to provide further detail about the provisions of this policy. For more information or additional guidance on the provisions of the MUTCD and sponsorship acknowledgment with the highway right-of-way, contact [FHWA's MUTCD Team Leader](#).



Gregory G. Nadeau  
Deputy Administrator

MDOT: Providing the highest quality integrated transportation services for economic benefit and improved quality of life.



 Welcome Center  
 Rest Area

## Welcome Center and Rest Area Building Data

ROAD REFERENCE	FACILITY NAME	SQUARE FEET	BUILDING STYLE	YEAR BUILT	RESTRICTIONS	2012 AVERAGE DAILY TRAFFIC (ADT)	2012 ESTIMATED DAILY VISITORS
----------------	---------------	-------------	----------------	------------	--------------	----------------------------------	-------------------------------

### BAY REGION

485-R	Bay City Rest Area	3,100	BC	1979		1992	2,548
424-R	C24 Rest Area	3,903	CA	1993		11,600	2,823
424-R	Footrest Rest Area	3,903	CA	2005		733	1,408
425-R	Alger Rest Area	3,903	CA	2007		603	1,405
426-R	Linwood Rest Area	3,903	CA	2003		1947	2,480
427-R	Stamps Creek Rest Area	3,903	CA	2009		789	1,426
429-R	Five Lakes Rest Area	1,296	M	1987		541	1,029
431-R	Coledge Road Rest Area	3,903	CA	1995	NOT AVAILABLE	1151	2,471
434-R	Clare Welcome Center	9,970	Unique	1993		1100	3,085

### GRAND REGION

500-R	Madocqua Rest Area	2,278	M	2004		256	578
502-R	Freshport Rest Area	3,903	CA	2004		452	1023
503-R	Walker Rest Area	2,278	M	2001		420	926
525-R	Rockford Rest Area	3,903	CA	2006		483	1021
528-R	Zurbrugg Rest Area	3,903	CA	2009		576	1172
524-R	Rothbury Rest Area	1,296	M	1978		300	621
530-R	Hart Rest Area	1,296	M	1979	Seasonal closure October - March	178	407
531-R	Portland Rest Area	3,903	CA	2003		1085	2,425
532-R	Spartan Rest Area	3,903	CA	2011		789	1,876
533-R	Windy Hill Rest Area	1,296	M	1987		457	1,099
534-R	Big Rapids Rest Area	1,296	M	1989		539	1,240

### METRO REGION

900-R	Flint-Hazen Welcome Center	1,834	Unique	1967	Not available before 2016		1728
904-R	Clarkston Rest Area	3,276	CA	2003		858	1728
908-R	Dixfield Rest Area	3,903	CA	1990		444	1,646
908-R	Algon Rest Area	3,903	CA	2007		497	1,006
902-R	Richmond Rest Area	1,296	M	1970	Site may be closed in 2016	497	1,006
911-R	Beeville Rest Area	3,903	CA	2007		636	1,917
912-R	Cherry Hill Road/Amherstland	1,296	M	1977		555	1,087
913-R	Capac Rest Area	1,296	M	1989		322	643
914-R	Detroit Welcome Center	NA	Unique	2008	NOT AVAILABLE - Inland Building	NA	NA

### NORTH REGION

395-R	Tustin Rest Area (Biosci)	0	NA	1967	No rest area building	200	462
396-R	Cadillac Rest Area	2,278	M	2004		425	1,025
398-R	Ludington Rest Area	1,296	M	1991	Seasonal closure October - March	223	513
401-R	Houghton Lake Rest Area	1,296	M	1975		297	683
402-R	Higgins Lake Rest Area	1,296	CLOSED	1975	CLOSED	294	686
403-R	Crofting Rest Area	3,903	CA	1993		672	1,578
404-R	Eastland Park Rest Area	3,903	CA	2010	NOT AVAILABLE - divot restrictions	477	1,003
406-R	Cadford Rest Area	1,296	M	1976		420	1,476
408-R	Swanton Rest Area	1,296	M	1976		280	626
407-R	Topsham Rest Area	1,296	M	1976	Seasonal closure October - March	300	669
408-R	Holbrook Rest Area	1,296	M	1979	Seasonal closure October - March	254	603
409-R	Marquette Welcome Center	1,441	Unique	1978		716	533
433-R	Wood Branch Rest Area	2,278	M	2001		629	1,479
434-R	Y-100 Rest Area	2,278	M	2005		329	791

### SOUTHWEST REGION

702-R	Michael Rest Area	3,903	CA	2003		767	1,706
703-R	Batho Rest Area	3,100	BC	1981		1202	2,622
704-R	Caledonia Rest Area	3,903	CA	1986		940	1959
706-R	Marquette Rest Area	3,903	CA	1994		892	1776
707-R	New Buffalo Welcome Center	11,060	Unique	1990		1067	2,096
708-R	Alcona Rest Area	2,278	M	1997		437	924
716-R	Colby Welcome Center	8,522	Unique	2003		585	1837
722-R	Calumet Rest Area	3,903	CA	2006		859	1768
723-R	Colonia Rest Area	1,296	M	1973	CLOSED walkway	NA	NA
726-R	Green Rest Area	3,903	CA	2010		741	1612
727-R	Sagehick Rest Area	1,296	M	1979		594	1335

ROAD REFERENCE	FACILITY NAME	SQUARE FEET	BUILDING STYLE	YEAR BUILT	RESTRICTIONS	2012 AVERAGE DAILY TRAFFIC (ADT)	2012 ESTIMATED DAILY VISITORS
----------------	---------------	-------------	----------------	------------	--------------	----------------------------------	-------------------------------

### SUPERIOR REGION

101-R	Ironwood Welcome Center	2,200	Unique	1984		102	260
102-R	Iron Mountain Welcome Center	1,400	Unique	1984	NOT AVAILABLE - Inland building	NA	233
116-R	Wolverine Welcome Center	2,400	Unique	1982	NOT AVAILABLE - Inland site	NA	387
154-R	Marquette Welcome Center	2,500	Unique	1988	Log Cabin may limit materials and installation options	642	1642
213-R	Northway Rest Area	1,470	LC	1991	Log Cabin may limit materials and installation options	196	476
223-R	St. Ignace Welcome Center	2,300	Unique	1988	Modular unit may limit materials and installation options	NA	2656
236-R	Sault Rest Area	1,296	M	1988		226	526
237-R	Sault Ste. Marie Welcome Center	4,100	Unique	1987		81	245
239-R	Song Rest Area	1,470	LC	1999	Log Cabin may limit materials and installation options	610	1465
241-R	St Ignace Rest Area	1,296	M	1979	Seasonal closure October - March	130	296
247-R	Grand Carver's Rest Area	1,470	LC	2000	Log Cabin may limit materials and installation options	322	742

ROAD REFERENCE	FACILITY NAME	SQUARE FEET	BUILDING STYLE	YEAR BUILT	RESTRICTIONS	2012 AVERAGE DAILY TRAFFIC (ADT)	2012 ESTIMATED DAILY VISITORS
----------------	---------------	-------------	----------------	------------	--------------	----------------------------------	-------------------------------

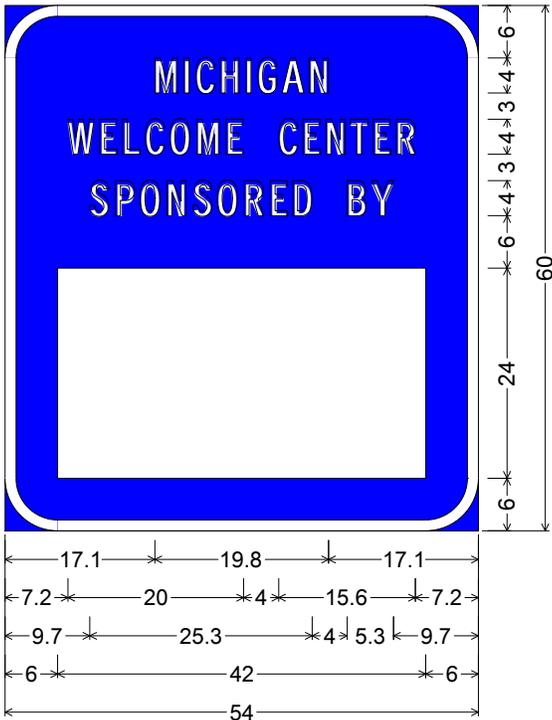
### UNIVERSITY REGION

810-R	Lansing Rest Area	2,278	M	2013		NA	NA
811-R	Okemos Rest Area	3,903	CA	2011		525	2028
812-R	Hoson Rest Area	3,903	CA	2005		104	2285
820-R	Blanchard Rest Area	3,903	CA	2001		544	1294
814-R	Northfield Church Rest Area	3,903	CA	2009		919	2028
819-R	Grand Lake Rest Area	3,903	CA	2008		495	1423
819-R	Sandstone Rest Area	3,903	CA	2008		618	2115
820-R	Jackson Rest Area	2,278	M	2002		319	692
822-R	Spartan Welcome Center	7,439	Unique	1967		441	1402
822-R	Monroe Welcome Center	8,522	Unique	2005		837	2638
825-R	Conant Lodge Rest Area	3,903	CA	2001		771	1727
826-R	Calhoun Rest Area	1,296	M	1978		382	771
827-R	Porterville Rest Area	3,903	CA	2001		767	1844
830-R	Westbury Rest Area	3,903	CA	1995		647	1787
831-R	Detroit Rest Area	3,903	CA	2000		684	1545
832-R	Chelsea Rest Area	3,903	CA	2006		812	1614

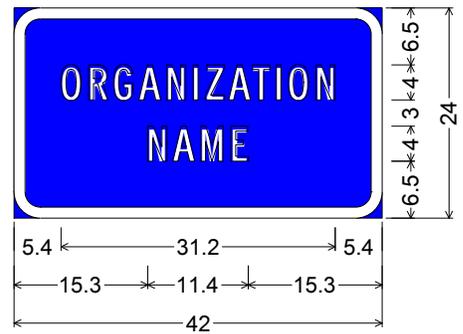
**Attachment D**

<u>Location</u>	<u>Current Adoption Activity</u>
Marquette Welcome Center	Marquette Convention and Visitors Bureau provides volunteer staffing to supplement Welcome Center staff. In addition, the CVB has a kiosk in place that provides visitors with information about Marquette County tourism activities. The kiosk also provides free wi-fi to visitors.
New Buffalo Welcome Center	Southwestern Michigan Tourism Council provides volunteer staffing to supplement Welcome Center staff.
Dodge Road Rest Area	Frankenmuth CVB Agreement to install and maintain literature racks in the lobby
Grayling RA	MDNR "Firewise" landscaping and interpretive sign
Seney RA	MDNR "Firewise" landscaping and interpretive sign;
Cadillac RA	MDNR "Firewise" landscaping and interpretive sign
Bay City RA	Master Gardeners Adopt-A-Landscape
Dodge Road Rest Area	Master Gardeners Adopt-A-Landscape
Fenton RA	Master Gardeners Adopt-A-Landscape
Swartz Creek RA	Master Gardeners Adopt-A-Landscape
Clare WC	Master Gardeners Adopt-A-Landscape
	<u>Alternative Energy Installations</u>
Chelsea RA	Solar photovoltaic installation includes solar array outside of building and display monitor in lobby.
St. Ignace RA	Solar photovoltaic installation includes solar array outside of building and display monitor in lobby; wind turbine
Seney RA	Solar photovoltaic installation includes solar array outside of building and display monitor in lobby.
New Buffalo WC	Solar photovoltaic installation includes solar array outside of building and display monitor in lobby.
Clare WC	Solar photovoltaic installation includes solar array outside of building and display monitor in lobby.

Attachment E



6.0" Radius, 1.3" Border, White on Blue;  
 "MICHIGAN" C 90% spacing;  
 "WELCOME CENTER" C 90% spacing;  
 "SPONSORED BY" C 90% spacing;  
 Rounded Rectangle 0.0" Radius;



3.0" Radius, 1.3" Border, White on Blue;  
 "ORGANIZATION" C; "NAME" C;

**VENDOR BID SHEET - PROPOSED ANNUAL REMITTANCES**

This bid sheet is required with the response to the Request for Proposal (RFP). All entries on this page must be handwritten in ink or computer generated.

**Note:** MDOT reserves the right to reject any or all bids.

**Project Description:**

Rest Area/Welcome Center Advertising and Sponsorship Program

	Contract Year				
	1	2	3	4	5
<b>Estimated Annual Gross Revenue</b>	\$	\$	\$	\$	\$
<b>Gauranteed Annual Payment</b>	\$	\$	\$	\$	\$
<b>Percent Shared Annual Gross Revenue</b>	PSAGR	PSAGR	PSAGR	PSAGR	PSAGR
Shared Annual Gross Revenue					
A.					
B.					
C.					
D.					
E.					
F.					
G.					
<b>Estimated Total Annual Payment to DEPARTMENT</b>	\$	\$	\$	\$	\$

Grand Total: \$ \_\_\_\_\_

---

<b>Legal Business Name:</b>	
<b>Vendor's Authorized Legal Signer:</b>	
<b>Vendor Address:</b>	
<b>Date:</b>	