

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

MDOT PROJECT MANAGER: Check all items to be included in RFP			CONSULTANT: Provide only checked items below in proposal
WHITE = REQUIRED ** = OPTIONAL			
Check the appropriate Tier in the box below			
<input type="checkbox"/> TIER I (\$50,000 - \$150,000)	<input type="checkbox"/> TIER II (\$150,000-\$1,000,000)	<input type="checkbox"/> TIER III (>\$1,000,000)	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<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"/>	Location: 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) (No Resumes)	7 pages (MDOT Forms not counted)	14 pages (MDOT forms not counted)	Total maximum pages for RFP not including key personnel resumes. Resumes limited to 2 pages per key staff personnel.

PROPOSAL AND BID SHEET EMAIL ADDRESS – 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"/> Prequalified Services – See the attached Scope of Services for required Prequalification Classifications.	<input type="checkbox"/> Non-Prequalified Services – 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. Form 5100J is required with Proposal for firms not currently prequalified with MDOT
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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. 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
- 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



Traffic and Safety

REQUEST FOR PROPOSAL

SPECIFIC SERVICE (LOGO) SIGNING PROGRAM

TOURIST ORIENTED DIRECTIONAL SIGNS PROGRAM

HOSPITAL NAME SIGN PROGRAM

May 31, 2013

MICHIGAN STATE TRANSPORTATION COMMISSION

Jerrold M. Jung, Chairman

Todd Wyett, Vice Chairman

Lynn Afendoulis,
Commissioner
Sharon Rothwell,
Commissioner

Charles F. Moser,
Commissioner

Michael D. Hayes,
Commissioner

Kirk T. Steudle, Director
Michigan Department of Transportation

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SECTION 1
GENERAL INFORMATION FOR THE CONSULTANT

1-1 Purpose

The purpose of this Request for Proposal (RFP) is to obtain competitive proposals from qualified proposers who are capable of administering all aspects of the Specific Services (Logo) Signing Program. This shall also include the TODS (Tourist Oriented Directional Signs) Program and Hospital Name Sign Program. Program administration includes, but is not limited to, marketing the program, fabrication, erection, and maintenance. The Michigan Department of Transportation (MDOT), hereafter referred to as the DEPARTMENT, requires the services of one (1) consultant to administer, at the consultant's expense, a Logo Signing Program for Interstate highways and state trunkline freeways and TODS Program for rural state trunkline non-freeways. Logo signs provide motorists with directional information to business establishments relating to gas, food, lodging, camping, pharmacy and attractions. The TODS signs provide motorists with directional information to tourist-oriented activities. The Hospital Name Sign Program provides hospitals the opportunity to place their name on the emergency service sign provided all criteria are met.

The successful proposer, hereafter referred to as the CONSULTANT, shall be required to make certain payments, lump sum or a percentage of gross receipts, whichever is greater to the DEPARTMENT from revenue generated from the Logo Signing Program. No revenue is generated from the Hospital Name Program. The hospital is responsible for all costs associated with the sign. The DEPARTMENT will reimburse the successful CONSULTANT for the cost of fabrication and installation of the hospital name sign. The CONSULTANT is advised that this project shall not include any payments from the DEPARTMENT, i.e. that the DEPARTMENT will not pay the consultant for the services to be provided under the contract.

The CONSULTANT will be awarded a statewide contract for the Logo Signing Program and TODS Program.

1-2 Background

The DEPARTMENT and the current consultant under contract administer a Specific Services Signing (Logo) Program and TODS Program on state trunkline. In addition, the current consultant installs hospital name signs when directed by the DEPARTMENT. The Logo Signing Program currently consists of in excess of 1,150 mainline, 1,000 ramp and 85 trailblazer sign structures for interstate highways and state trunkline freeways. The TODS Program currently consists of 1,050 TODS mainline and 135 trailblazer structures on rural state trunkline non-freeways.

In 1995, the Michigan Legislature approved a three year Logo Signing Program pilot for 30 interchanges. The pilot was expanded to 60 interchanges in 1997 and statewide in

1999. The TODS Program was initiated in 1996 by the Michigan Legislature for rural state trunkline non-freeways. The Hospital Name Sign Program was initiated in 2001 by the Michigan Legislature giving the option for the hospital name to appear on the emergency service name provided criteria was met.

The DEPARTMENT's current contract will expire on December 31, 2013. Prior to the expiration of the current contract, the CURRENT CONSULTANT shall cooperate fully with the NEW CONSULTANT for the transfer of all publications, documents, property, equipment, and other material for which the DEPARTMENT retains ownership rights. The CURRENT CONSULTANT will be required to begin the transition and transfer of the Logo Signing Program and TODS Program immediately upon the commencement date of the new contract. The responsibility for the installation of signs by the NEW CONSULTANT in the Hospital Sign Program will begin on January 1, 2014.

1-3 Transition and Transfer

Upon contract award, the CURRENT CONSULTANT shall immediately proceed with the transition and transfer of the existing Logo Signing Program and TODS Program to the NEW CONSULTANT. The DEPARTMENT shall provide assistance in transferring files, computer files or discs, records, and processes currently maintained for sign construction, business sign placement, maintenance, billing, and other reporting requirements. These transfers are to provide the CONSULTANT with information only. The successful CONSULTANT shall be required to provide systems, procedures, computer programs, forms, files, billing processes, and any other items necessary to administer the program. No information transfer for the Hospital Sign Program is necessary.

1-4 Program Administration

On January 1, 2014, the CONSULTANT shall begin administration of all current Logo mainline, ramp and trailblazer structures and TODS mainline and trailblazer structures in place and scheduled to be erected, replaced or maintained. Costs for maintaining and erecting all signs shall be the responsibility of the CONSULTANT, and shall not be reimbursed by the State. Administration of the Logo Signing Program and TODS Program includes planning, organizing, directing, and controlling all activities in the Logo Signs Program and TODS Program.

All activities are to be coordinated with the DEPARTMENT's Logo and TODS program administrator. The CONSULTANT shall comply with the Michigan Specific Service (Logo) Signing Program Rules and Regulation (Exhibit A), the Michigan Specific Service (Logo) Signing Boundaries (Exhibit B) and the Michigan Tourist Oriented Directional Signs Program Rules and Regulations (Exhibit C) to determine business eligibility, sign specification and placement, program applications and agreements, and funding and administration. The DEPARTMENT shall retain the final authority to determine which businesses shall remain or be included on a sign in the event of

insufficient space for all demands for sign space or for all service categories. For the Hospital Sign Program the DEPARTMENT will issue a work order including a sign layout and materials required to the CONSULTANT for Hospital Name sign installations.

1-5 Buyout of Existing Inventory

The CONSULTANT is required to buy all DEPARTMENT Logo and TODS signs that are in place, including any Logo signs on which no business panels are displayed. The buy-out formula for signs is:

$$P = (N/C * C)$$

P=Total buyout price

N=Remaining years of amortized costs (10 year period)

C=Cost of sign

Signs older than ten (10) years will become property of the CONSULTANT at no cost. Payment shall be made to DEPARTMENT on or before January 1, 2014.

1-6 Refurbishing Existing Inventory

The CONSULTANT shall replace or overlay all Logo and TODS background panels over fifteen (15) years old within the first two (2) years of the contract. The CONSULTANT shall also replace signs identified by DEPARTMENT as needing replacement. Each subsequent year of the contract, the CONSULTANT will continue the replacement or overlay of the background panels based on a fifteen-year cycle. This requirement may be waived by DEPARTMENT in those locations where advertisers may not be available. All sign sheeting used for all new installations shall meet DEPARTMENT'S sign sheeting standards.

The CONSULTANT shall replace all Logo sign supports not meeting DEPARTMENT's sign support standards at the time the Logo sign background panel is replaced or overlaid as described above. The CONSULTANT shall replace all TODS sign supports not meeting DEPARTMENT'S sign support selection chart, SIGN-150, sheet 1 of 5 at the time the TODS sign background panel is replaced or overlaid as described above. All sign supports used for all new installations shall meet DEPARTMENT'S sign support standards.

1-7 Permit Process

Prior to installing any Logo and TODS sign, the CONSULTANT shall obtain a permit for all signs installed on the state trunkline system. The CONSULTANT must show the type of sign to be installed and its location. A permit is required for each freeway interchange for the Logo Signing Program and for each intersection for the TODS Program.

1-8 Non-Conforming Billboards

The DEPARTMENT will not allow any business with an illegal billboard to utilize the Logo Signing Program or the TODS Program. The DEPARTMENT will allow businesses with non-conforming billboards to participate.

1-9 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 CONSULTANT 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.

1-10 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.

1-11 Incurring Costs

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

1-12 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.

1-13 Inquires

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 website as soon as possible after receipt of the questions, and at least three (3) days prior to the RFP due date deadline. Until the CONSULTANT is selected, proposers are not allowed to communicate with any DEPARTMENT staff regarding this RFP other than Mark Bott, Project Manager, via e-mail.

Mark Bott
Michigan Department of Transportation
425 W. Ottawa Street
PO Box 30050
Lansing, MI 48909
bottm@michigan.gov e-mail

1-14 Proposals

The evaluation and selection of the CONSULTANT 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. All materials submitted in accordance with this solicitation shall remain confidential until the CONSULTANT is selected, at which time all submitted information becomes a part of the public record.

1-15 Economy of Preparation

Proposals 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 Price-Proposed Fees
- Section 5 Price-Annual Remittance
- Section 6 Location
- Section 7 Added Value**

Proposals should be sufficient to present a complete and effective 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 informal and may not be accepted for consideration.

1-16 Oral Presentations

Some or all CONSULTANTS may be asked to provide oral presentations to supplement their proposals. Oral presentations will be at CONSULTANT's own expense.

Attendance at the oral presentation will be restricted to representatives of the CONSULTANT and DEPARTMENT staff. Oral presentations will be limited to forty-five (45) minutes. A thirty (30) minute question and answer period will follow. The CONSULTANT may use audio-visual aids. If any equipment is needed for the presentation, it will be the CONSULTANT'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 incomplete or informal. Brochures, forms, or other items mention in the proposal shall not constitute new material.

1-17 DEPARTMENT Responsibilities

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. Provide the Existing Statewide Inventory for the Logo Signing Program and the TODS Program. The existing inventories can be found via the following link: <ftp://ftpm.dot.state.mi.us/Logo and TODS Inventory/> on the FTP site.
- b. Coordinate with the CONSULTANT to achieve an orderly and efficient transfer of current Logo Signing Program and TODS Program administration, construction and maintenance including records, documents, etc.
- c. Review and approve all required submittals including permits, quarterly and annual reports, marketing materials, press releases, work schedules, traffic control plans, and sign layout details.
- d. Review and approve fieldwork including new sign locations, refurbished signs, and replacement of failed business signs.
- e. Coordinate DEPARTMENT's construction and maintenance activities that impact the Logo Signing Program and TODS Program activity.
- f. At DEPARTMENT's discretion, review on an annual basis all fees and revenues specified in the proposal to determine if adjustments need to be made. Changes may be negotiated considering the Consultant's need to maintain reasonable net profit and the need to maintain reasonable business fees.

- g. Provide a work order including sign layout and materials required for Hospital Name sign installations.

1-18 Prime CONSULTANT Responsibilities

The CONSULTANT 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 CONSULTANT to be sole point of contact with regard to contractual matters.

1-19 Anticipated Schedules of Events

Anticipated Start Date	10-01-13
Anticipated End Date	10-01-20

1-20 Term of Contract

The Logo Signing Program and TODS Program agreement shall be for a period of seven (7) 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 CONSULTANT

2-1 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.

Sign Installation and Maintenance: Describe your process to design, manufacture, install and maintain sign structures and logo panels. Describe the schedule for replacing or refurbishing signs and sign supports. 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.

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

Program Objectives: Describe how the proposal meets the objectives of the Program: benefit to motorists; minimal blank signs; financially stable consultant; competitive rates for duration of contract; sales vigilance; satisfied customers; fair, consistent, compliant and accurate Program.

2-2 Qualification of the Team

Describe the following:

- a. Experience performing similar work.
- b. CONSULTANT should identify any subconsultants they intend to hire.
- c. Qualifications and experience of personnel to be assigned to the Program. CONSULTANT 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, Part 2J and 2K.
- e. Experience in outdoor advertising, sign manufacturing, sign installation, advertising, sales or related fields.

2-3 Past Performance

Describe experience with administrating similar statewide signing 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 statewide sign programs will be given additional consideration.

2-4 Price-Proposed Fees

Describe your proposed annual fees to business advertisers for the Logo Signing Program. The fee for the TODS Program will be fixed as follows:

Annual

- one (1) TODS mainline sign - \$360.00
- one (1) TODS trailblazer sign - \$120.00

In addition the one-time charge per sign for the Logo Signs and TODS Programs will be fixed as follows:

- Removal of sign - \$100.00
- Covering of sign - \$100.00
- Change to sign - \$100.00

Fees are to remain unchanged for the duration of the contract unless authorized by DEPARTMENT. All business advertisers are to be charged the same rate, regardless of size, location, service, average daily traffic, or other variable. CONSULTANT may propose a discount to encourage long-term leases. Submit your bid for:

Annual

- one (1) Logo mainline sign
- one (1) Logo ramp sign
- one (1) Logo trailblazer sign

2-5 Price-Annual Remittances

Describe your proposed annual remittance to DEPARTMENT. Provide a set minimum annual remittance (lump sum) and an annual maximum percentage remittance (percentage of gross receipts) from revenue generated from the Logo Signing Program. Whatever amount is greater for a contract year will be remitted to the DEPARTMENT. A minimum annual remittance amount of \$500,000.00 to DEPARTMENT is required for scoring. No revenue is generated from the Hospital Name Program. Quarterly payments shall be provided to DEPARTMENT on or before January 20, April 20, July 20 and October 20 of each contract year. Failure to remit funds as required under the agreement shall constitute justification for DEPARTMENT to cancel the contract.

2-6 Location

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

2-7 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. Discount fees for long term leases will be considered as added value.

SECTION 3
CRITERIA FOR SELECTION

All proposals received shall be evaluated by the DEPARTMENT for the purpose of selecting the CONSULTANT with whom a contract will be executed. The criteria and the points of their importance in making the selection are as provided below:

<u>Criteria</u>	<u>Points</u>
Qualification of Team	20
Understanding of Services	25
Proposed Fees	15
Remittance	10
Past Performance	20
Location	5
Added Value	5
Total	100

Lowest overall proposed annual fees for the Logo Signing Program will receive the maximum allotted points. The fees will be considered the sum of one (1) Logo mainline sign, one (1) Logo ramp sign and one (1) Logo trailblazer sign. All other proposals receive a percentage of the points available based on their cost relationship to the lowest. Example: Total possible points for total fees are 15. Proposal A's total fees are \$1,000. Proposal B's total fees are \$1,500. Proposal A would receive 15 points, Proposal B would receive 10 points ($\$1,000/\$1,500 = 67\% \times 15 \text{ points} = 10$).

Lowest Responsive Offer Total Fees x Number of available points = Award Points
This Proposal's Total Fees

Highest overall minimum annual remittance (lump sum) receives the maximum allotted points. All other proposals receive a percentage of the points available based on their cost relationship to the highest. Example: Total possible points for remittance are 10. Proposal A's remittance is \$750,000 per year. Proposal B's remittance is \$500,000 per year. Proposal A would receive 10 points, Proposal B would receive 7 points ($\$500,000/\$750,000 = 67\% \times 10 \text{ points} = 7$).

This Proposal's Total Annual Remittance x Number of available points = Award Points
Highest Responsive Annual Remittance

SECTION 4 WORK STATEMENT

The following is a listing of the major tasks involved for the administration of these sign programs. The CONSULTANT is not, however, constrained from supplementing this listing with additional steps, sub-tasks, or elements deemed necessary to permit the development of alternative approaches, or the application of priority analytical techniques. The following text is provided to ensure a clear understanding of the DEPARTMENT'S requirements.

Marketing Plan

At a minimum, the CONSULTANT's marketing plan shall consist of the following two phases.

The initial marketing phase shall take place upon contract award and prior to administration of the Logo Signing Program and TODS Program on January 1, 2014. The CONSULTANT shall review the statewide inventory of all businesses currently participating in the Logo Signing Program and TODS Program to initiate contact with all current contract holders to execute new participation agreements and make payment arrangements of deposits and/or fees. All businesses shall be given the opportunity to continue participation in the programs for a period of two (2) years at an agreed upon fee with the DEPARTMENT before any new businesses can partake in either the Logo Signing Program or the TODS Program.

The primary marketing phase shall take place after the CONSULTANT begins administration of the Logo Signing Program and TODS Program on January 1, 2014. The CONSULTANT shall prepare a plan for recruiting increased participation in the Logo Signing Program and TODS Program.

The CONSULTANT shall establish a systematic, orderly process of providing eligible businesses the opportunity to participate or to continue participation in the program.

Annual Inventory

The CONSULTANT shall annually review the statewide inventory of all businesses currently participating in the Logo Signing Program and TODS Program and identify all businesses that are new or have left either program from the prior year. This review shall be used to evaluate the marketing processes and to maintain a systematic, orderly process of providing eligible businesses the opportunity to participate or to continue participation in the program. This information will be provided to the DEPARTMENT annually.

Field Inventory

The CONSULTANT shall maintain a field inventory of all existing Logo and TODS signs showing location, size, and type of signs in place during the contract. This information is required to determine any necessary sign modification, addition, or replacement. This information will be provided to the DEPARTMENT annually.

Reports

The following reports shall be submitted to the DEPARTMENT.

Quarterly reports are due on the 20th of January, April, July, and October and must include the following information.

- a. Date, location, route, direction, milepost, interchange or intersection name, size and work performed (construction, refurbishing, replacement, maintenance) for each sign structure upon which work was performed. This includes Logo mainline, ramp and trailblazer structures and TODS mainline and trailblazer structures.
- b. Date, location, route, direction, milepost, interchange or intersection name, size, and disposal information on all permanently removed sign structures. This includes Logo mainline, ramp and trailblazer structures and TODS mainline and trailblazer structures.

Annual progress reports are due on the 20th of January, and must include the following information for the previous contract year:

- a. Names, addresses, and charges to customers participating in the Logo Signing Program and TODS Program.
- b. Program gross revenues for the previous contract year.
- c. Number, milepost, route and name of interchanges for Logo signs where program work has been completed. Route, milepost, and name of intersecting roadway for TODS signs where program work has been completed. Information is to be given by route
- d. Other information as may be required by the DEPARTMENT.

Required Submittals

The following items shall be submitted to the DEPARTMENT for approval prior to implementation.

- a. Proposed work schedules for marketing, new construction, refurbishing and business sign replacement on all eligible routes for the Logo Signing Program and TODS Program.
- b. Copy of all Logo Signing Program and TODS Program marketing materials and forms to be used by the Consultant including the business participation agreements.
- c. Site plan format.
- d. Traffic control plans.

- e. Sign layout for each Logo or TODS sign required in conformance with all Michigan Manual on Uniform Traffic Control Devices (MMUTCD) requirements.
- f. Permits - The CONSULTANT shall be responsible for obtaining an approved permit from the responsible DEPARTMENT Region Office prior to beginning any construction, refurbishing or sign replacement activity within the DEPARTMENT's right of way for either the Logo Signing Program or TODS Program. The permit shall include a sign location plan (site plan) showing the location of the proposed work in relation to existing advance guide and supplemental signs. All work shall be inspected and approved by a representative of the DEPARTMENT Region Office.
- g. Application Form - Develop an application form for use by businesses applying to participate or continue participation in the Logo Signing Program and TODS Program.
- h. Contract Lengths - Contracts between the CONSULTANT and businesses participating in the Logo Signing Program and TODS Program shall be for a minimum of one year.
- i. Business Inspection - An annual inspection of a random sample of five (5) percent of the participating businesses shall be done to ensure the business remains in compliance with the eligibility requirements of the Logo Signing Program and TODS Program.
- j. Sign Maintenance - Conduct routine and emergency sign maintenance on the existing Logo and TODS system and refurbish and replace signs and supports including new sign installations at the CONSULTANT's expense.

EXHIBIT A
Michigan Specific Service (Logo) Signing Program Rules and Regulations



I. PURPOSE.

To establish *Guidelines* for the approval, design, erection, maintenance, and funding of logo signing along Interstate highways and other freeways for gas, food, lodging, camping services, attractions, and 24-hour pharmacies. Since logo signing is authorized as a public service, only those services and facilities that are reasonably accessible at the interchanges will be signed.

II. AUTHORITY.

These *Guidelines* are in accordance with the Federal and Michigan Manuals on Uniform Traffic Control Devices and Michigan Compiled Law 252.52 and 257.676a.

III. DEFINITIONS.

Contract Manager. - Michigan Logos, Inc.

Department. - The Michigan Department of Transportation.

Freeway. - A divided highway with full control access.

Interchange. - A system of interconnecting roadways in conjunction with one or more grade separations that provides for the movement of traffic between two or more roadways or highways on different levels.

General Motorist Service Sign. - A sign which advises and directs the motorist to basic services normally needed to complete a long trip (gas, food, lodging and camping, tourist information centers, welcome centers, and rest areas). Generic symbols are used for gas, food, lodging, and camping for general motorist service signs.

Logo. - A business identification trademark or name for attachment to a specific service sign, ramp sign, or trailblazer sign.

Ramp Sign. - A small sign panel erected along a freeway off-ramp to direct motorists to a particular service.

Sign Panel. - The main part of a sign or trailblazer sign to which the individual logos are attached.

Specific Service Sign. - A large sign panel installed along a freeway to indicate the specific services available at the next interchange.

Trailblazer. - A small sign panel along a non-freeway highway to direct freeway motorists to a particular service.

IV. GENERAL CRITERIA.

A. **Types of Services.** Motorist Services Signing provides directional information to the highway user for those services needed in completing a trip. Those services which are deemed essential to warrant official signing are gas, food, lodging, camping, attractions, and 24-hour pharmacy. These are the only motorist services which may be identified on logo signs along Interstate highways and other freeways. To qualify, services shall be open to all persons regardless of race, religion, color, sex, or national origin.

1. **Gas (Diesel, Ethanol, Propane, Biodiesel, EV Charging, and/or Natural Gas) and associated services.**

- a. Facility must be licensed by Department of Agriculture.
- b. Vehicle services such as fuel, oil, tire repair service, compressed air for tire inflation, and free water for battery and radiator which are offered to the public with no required membership to use such services. If tire repair service is unavailable on the premises of the business, the business shall provide information as to where a motorist may obtain such service. For businesses offering only propane or natural gas, a supplemental message will be required on the logo stating that fuel is available.
- c. Continuous operation at least 16 hours per day, seven days a week, for at least three hundred sixty (360) days per year.
- d. Restroom facilities and emergency telephone available to the public during hours of operation.
- e. To qualify for the B20 supplemental message, the facility must offer at minimum B20 fuel. For biodiesel less the B20, the supplemental message will be BIODIESEL.

2. **Food.**

- a. Facility must be licensed by the Michigan Department of Agriculture.
- b. Accessible without an admission fee.
- c. Continuous operation serving at least 12 hours per day, six days a week.

- d. Minimum permanent indoor seating capacity of 24 persons.
 - e. Restroom facilities and emergency telephone available to the public during hours of operation.
 - f. Restaurants within shopping centers will not qualify unless they have an outside entrance directly accessing the restaurant's leased space which is clearly labeled, readily visible, and accessible to approaching motorists.
 - g. Food courts within shopping centers will not be eligible for logo signs. Only food court restaurants which meet paragraph f. under "**Food**" of these *Guidelines* will be eligible.
3. **Lodging.**
- a. Minimum of eight units, each having private bath facilities.
 - b. Continuous operations 24 hours per day, seven days a week.
 - c. Telephone available to the public during all hours of operation.
 - d. Off-street passenger vehicle parking space for each lodging unit.
 - e. Facilities with only units available for rent on a time share basis will not be eligible for logo signs.
4. **Camping (Trailer, Camper, and Tent Camping).**
- a. Facility must be licensed by the Michigan Department of Environmental Quality.
 - b. Continuous operation for at least six months a year. During the period the facility is closed all business logo panels associated therewith shall be covered or removed.
 - c. Twenty-five or more camp sites available for overnight use. Accommodations sold on an annual or time share basis or otherwise not available for general public use will not be eligible for logo signing.
 - d. Electric service.
 - e. Drinking water, showers, and flush toilets.
 - f. Emergency telephone available to the public during all hours of operation.
 - g. Sanitary service for trailers and campers.

- h. Off-street parking.
- 5. 24-hour Pharmacy.**
- a. Facility must be licensed by the Michigan Department of Community Health, Bureau of Health Professionals.
 - b. Continuous operation 24 hours per day, seven days a week, for at least three hundred sixty (360) days per year.
 - c. A state-licensed pharmacist must be present and on duty at all times.
- 6. Attraction.**
- a. Provide tourist oriented services consisting of cultural, historical, recreational, educational or entertainment activities, that is annually attended by 10,000 or more people and for which a major portion of income or visitors are derived during the normal business season from motorists not residing in the immediate area (within ten miles of the tourist oriented service). Colleges, universities, grade/high schools, vocational/trade/technical and seminaries are not eligible under educational.
 - b. Must be eligible and listed on the Pure Michigan website (www.Michigan.org).
 - c. Facility must comply with all federal, state and local regulations including licenses or permits where required, pertaining to health, sanitation, accessibility and safety.
 - d. Is open for business at least 40 hours per week and five days per week, of which one day must be either Saturday or Sunday, throughout the normal business season for that particular type of tourist oriented service. Exceptions will be considered for those activities which are not open for this number of hours and days if the time of operation is typical for that industry and, thus, meets the expectation of the motorist. Hours and days of operation for those activities recognized by their industry as meeting the expectation of tourists but not meeting the hours and days per week requirement, are provided in Appendix A.
 - e. Public restroom facilities and emergency telephone available to the public during hours of operation.
 - f. Adequate parking accommodations.
 - g. Provide notice to prospective visitors at the point of entry of an admission charge.
 - h. Not be displayed or advertised on any existing traffic control device, such as a traffic generator sign, for the interchange being signed by logo signs.

Marginally Qualified Businesses. If available logo spaces for any of the above service categories are not fully utilized by companies strictly meeting the corresponding criteria, the department may at its discretion permit other companies in the same service category, meeting at minimum 80 percent of each of the General Criteria, to utilize the otherwise unused spaces. Restaurants with minimal or no seating do not have to meet the minimum 80 percent for seating provided logo spaces are available. Such companies' right to utilize logo spaces shall be reevaluated on an annual basis; should the demand by businesses meeting the criteria increase, the "fully qualified" businesses shall be given priority when considering renewal of the Logo Agreement.

B. Distance to Services. The normal maximum distance that services may be located from the center of the interchange to qualify for a logo is as follows:

- GAS - 6 miles
- FOOD - 6 miles
- LODGING - 6 miles
- CAMPING - 15 miles
- 24-HOUR PHARMACY – 3 miles
- ATTRACTION – 15 miles

C. Method of Measuring. The distance to a gas, food, lodging, camping, attractions, or 24-hour pharmacy business is measured by driving from the center of the crossroad intersection with the freeway, along the normal edge of pavement of the crossroad to the point perpendicular to the center of the main entrance of the business. In the case of businesses that require an indirect left or right turn from the crossroad, the additional distance traveled for the indirect turn shall be included in the measurements. The facility must be located on the intersecting road or if located off the intersecting road be trailblazed by the consultant with consent of the governmental agency having jurisdiction of the roadway. The length or width of a driveway entrance is not considered when making distance determinations under this policy. However, where multiple businesses share a common entrance, the closeness of those businesses to the interchange shall be additionally determined by the closeness to the common entrance.

D. Excess Number of Eligible Businesses. When all of the eligible businesses desiring logo signs cannot be accommodated in a category, the establishments closest to the freeway which satisfy all requirements shall receive the opportunity to participate.

E. Multiple Service Eligibility. If a commercial establishment offers more than one motorist service, each service is eligible to participate if the minimum criteria for that service is met.

F. **Similar Service Eligibility.** If a commercial establishment offers more than one of the same motorist services (example: two restaurants), the primary service will be eligible, however, the business will be eligible to display a logo for each service on the appropriate specific service sign provided that:

1. Minimum criteria for the service is met.
2. The additional logos would not prevent participation by another eligible commercial establishment whose sole service would be displaced.
3. Logo space is available.

H. **Unacceptable Locations for Logo Signs.** Logo signs shall not be authorized at the following locations or under the following circumstances:

1. At an interchange with another freeway.
2. At an interchange where motorists cannot conveniently enter the business without making an illegal movement, or where the motorist cannot conveniently re-enter the freeway and continue in the same direction of travel.
3. At an interchange where insufficient space exists between interchanges to install at least one logo sign panel in accordance with spacing requirements stated in “**Sign Panels, Location, Specific Services Signs**” of these *Guidelines*.
4. At an interchange where insufficient ramp length exists to meet the spacing requirements for at least one ramp sign as stated in “**Ramp Panels, Location, Specific Services Signs**” of these *Guidelines*.
5. Where long sections of structure, retaining wall, and/or installations of noise wall limit the ready placement of ground-mounted logo signing.
6. At an interchange where it is necessary to direct motorists back in direction to service establishments located at a previous interchange.
7. Where the department determines that for safety, operational, or other explained reasons installation of logo signs is not in the best interest of the traveling public.
8. At any interchange approach other than that which most directly and conveniently accesses the service establishment.
9. Where a trailblazer sign for a business would be required off the right-of-way of a state highway, unless the business obtains all required approvals and permits from the governmental agency having jurisdiction over the roadway for the trailblazer sign.

10. In no event shall a participant be signed at more than one interchange for each direction, for each service on a specified traffic route.

- I. **General Motorist Service Signs.** Where logo signing is erected for an interchange, existing general motorist services signs should be removed as soon as logo signing is installed for each type of service participating in the logo signing program. However, if only certain types of services at an interchange participate in the logo signing program (example: gas and lodging only), the remaining services (food and camping) can continue to be signed via a general motorist service sign provided sufficient spacing is available along the mainline to erect the signs. In no case, should general motorist service signs duplicate logo signing for a particular service.
- J. **Other Advertising Signs.** Erection and maintenance of any advertising device found to be in violation of state or federal laws or regulations shall disqualify a business from participating in the program, and shall be cause for removal of any previously authorized logos without reimbursement.

V. LOGO REQUIREMENTS.

- A. **Design.** A business logo may consist of the business identification symbol, name, brand, trademark, or combination thereof. Where business identification symbols are used along with a logo, the border may be omitted. All logo designs shall be reviewed and approved in accordance with Department standards prior to fabrication. Logos which resemble any official traffic control device or which are determined to be in poor taste by the department or will confuse or mislead the public will be prohibited.
- B. **Size and Shape.** All logos shall be rectangular in shape and conform to the following sizes:
 - 1. Mainline logos (logos directly along an Interstate highway or other freeway) shall be 48-inches wide by 36-inches high.
 - 2. All ramp and trailblazer logos shall be 24-inches wide by 18-inches high.
- C. **Legend.** Legend which is not included in a graphic-type registered trademark should be as large as possible, preferably with only one or two lines of message. The minimum size legend is 8-inch capitals for mainline logos; 4-inch capitals on ramp and trailblazer logos. Standard highway legend is not required. All legends or any portion which are determined to be in bad taste by the department or will confuse or mislead the public will be prohibited.
- D. **Color.** Registered trademarks of nationally or regionally known businesses may be reproduced in standard highway colors of white, yellow, red, blue, green, orange, brown, and black.
- E. **Supplemental Messages.** The following supplemental messages may be used as listed in

Section E “**1. Gas (Diesel, Ethanol, Propane, Biodiesel, EV Charging and/or Natural Gas)**”, “**2. Food**”, “**3. Lodging and Camping**”, and “**6. Attraction**” of these *Guidelines*. The legend height for supplemental messages shall be 6 inches on mainline logos and 3 inches on ramp and trailblazer logos, with the following exceptions: “CLOSED ____ DAY” shall be 8 inches and 4 inches in height respectfully for mainline logos and ramp and trailblazer logos; RV Friendly symbol – RV shall be 6 inches in height in a 10 inch diameter, yellow circle with a 1/2 inch black border; the legend height for two fuels may be reduced to a minimum of 5 inches on mainline logos and 2.5 inches on ramp and trailblazer logos. Only one supplemental message is allowed on each logo sign with the exception of the RV Friendly symbol. When used, the RV Friendly symbol shall be located in the lower right-hand corner of the logo. Supplemental messages are not permitted to extend beyond the edge of the logo and into the sign panel.

To be eligible for the RV Friendly symbol or RV ACCESS supplemental message, the service shall provide at minimum the following:

- Roadway access and egress must be hard surface, free of potholes, and need to be at least 12 feet wide with a minimum swing radius of 50 feet to enter and exit the facility.
- Roadway access, egress, and parking facilities must be free of any electrical wires, tree branches, or other obstructions up to 14 feet above the surface.
- Facilities requiring short-term parking such as restaurants are required to have 2 or more spaces that are 12 feet wide and 65 feet long with a swing radius of 50 feet to enter and exit the spaces.
- Fueling facilities with canopies are required to have a 14-foot clearance, and those selling diesel fuel are required to have pumps with non-commercial nozzles.
- Fueling facilities must allow for pull-through with swing radius of 50 feet.
- For campgrounds, 2 or more spaces that are 18 feet wide and 45 feet long are required.
- Businesses must also post directional signing on their sites, as needed, to those RV friendly parking spaces and other on-site RV friendly services so that the motorist is given additional guidance upon leaving the public highway and entering the business establishment’s property.

To be eligible for the EV CHARGING supplemental message, the service shall provide at minimum Level 2 or better EV Charging service and be within one mile from the center of the interchange.

1. Gas (Diesel, Ethanol, Propane, Biodiesel, EV Charging, and/or Natural Gas).

- a. “**DIESEL**” - Black legend/yellow background.

- b. **“OPEN 24 HOURS”** - White legend/green background.
 - c. **“PROPANE”** - White legend/green background.
 - d. **“NATURAL GAS”** - White legend/green background.
 - e. **“ETHANOL”** –Black E-85 legend/yellow background.
 - f. **“RV”** – Black legend/yellow background.
 - g. **“RV ACCESS”** – Black legend/yellow background.
 - h. **“BIODIESEL”** – Black B20 or BIODIESEL legend/yellow background.
 - i. **“EV CHARGING”** – White legend/green background.
2. **Food.**
- a. **“CLOSED _____DAY”** - Black legend/yellow background. This message shall be used if the food service is only open six days a week.
 - b. **“OPEN 24 HOURS”** - White legend/green background.
 - c. **“[month] [date] - [month] date”** White legend/green background. This message shall be used for seasonal businesses to show the months of operation. The months of the year shall be abbreviated as Jan, Feb, Mar, Apr, May, June, July, Aug, Sept, Oct, Nov, Dec. Only the dates 1, 15, 30, and 31 shall be used.
 - d. **“RV”** – Black legend/yellow background.
 - e. **“RV ACCESS”** – Black legend/yellow background
3. **Lodging and Camping, and Attraction.**
- a. **“[month] [date] - [month] date”** White legend/green background. This message shall be used for seasonal businesses to show the months of operation. The months of the year shall be abbreviated as Jan, Feb, Mar, Apr, May, June, July, Aug, Sept, Oct, Nov, Dec. Only the dates 1, 15, 30, and 31 shall be used.
 - b. **“RV”** – Black legend/yellow background.
 - c. **“RV ACCESS”** – Black legend/yellow background

F. **Logo Sign Materials.** Logos shall be fabricated on an aluminum substrate as per the department’s *Standard Specifications for Construction*. All background and legends,

including any symbols, logos, and outlines, shall be made from department approved ASTM Type IV retroreflective sheeting.

- G. **Approvals.** All unique logo designs and supplemental messages, and any revisions thereto, shall be submitted to the department for review and approval. Submissions shall include sufficient layout information to determine compliance with size, shape, color, legend, and sign materials requirements. Letter sizes for all legend proposed as part of the logo design must be clearly marked. The department may request a small retroreflective sign sample of any custom-mixed color(s) to determine nighttime reflectivity. No logos or supplemental messages shall be manufactured until department approval is received.

VI. SIGN PANELS.

A. Location.

1. **Separate Sign Panel.** The number of Specific Service signs along an interchange approach, regardless of the number of displays, shall be limited to a maximum of four. Except as provided in “**Composition**” of these *Guidelines*, a separate sign panel shall be provided for each type of service for which logos are displayed. In the direction of traffic, the sequential order of sign panels shall be in the order of 24-hour pharmacy, attractions, camping, lodging, food, and gas. Signs shall be positioned to take advantage of natural terrain or guardrail, to have the least impact on the scenic environment, and to avoid visual conflicts with other signs within the highway right-of-way. No more than three types of services shall be represented on any sign panel.
2. **Specific Service Signs.** Specific service signs should be installed between the previous interchange and a point 800 feet in advance of the exit direction sign (or “NEXT RIGHT” sign) at the interchange from which the services are available. A minimum 800-foot spacing shall be provided between specific service signs, and between specific service signs and existing major guide signs. Excessive spacing should be avoided. The department may authorize relocation of existing department signs to allow proper installation of specific service signs.
3. **Ramp Signs.** To provide uniform information to the motorist, all businesses will be required to have ramp signs at single-exit interchanges with the following exception; where there is insufficient space for ramp signs along the exit ramp those businesses readily visible from the ramp terminal approach will not be required to have ramp signs. At single-exit interchanges, ramp signs shall be installed along the ramp or at the ramp terminal. At double-exit interchanges (A/B), ramp signs shall be installed along the crossroad near the end of the off-ramp for all services over two miles away. Ramp signs should be generally installed on the right side of the ramp, but are permitted on the left side. A minimum 200-foot spacing shall be provided between all ramp signs, and between ramp signs and other traffic signs on the same side of the ramp.

4. **Trailblazer Signs.** When it is necessary to provide additional guidance to motorists beyond the ramp signs, trailblazers should be installed at a location on the crossroad up to 300 feet before any required turn. A trailblazer sign is identical to a ramp sign but without the name of the service. When trailblazer signs are necessary to direct motorists to the business location, the trailblazer signs must be installed before logo signs are installed on the freeway and ramps. Approval from the government agency having jurisdiction over the crossroad will be required for placement of trailblazer signs.

B. Composition.

1. **Single-Exit Interchanges.** Specific service signs shall include the name of the type of service followed by the exit number displayed in one line above the logos. Full-size gas, food, lodging, camping, attractions, and 24-hour pharmacy specific service signs shall be limited to six logos each. Smaller sized specific service signs may be used if full-size specific service signs are not necessary. Service types and exit information shall be 10 inch Clearview letters and numerals. At unnumbered exits, the legend “NEXT RIGHT (LEFT)” shall be used where appropriate.
2. **Double-Exit Interchanges (A/B).** At double-exit interchanges, such as a cloverleaf interchange, specific service signs shall generally consist of two sections, one for each exit. The top section should display the logos for the first exit and the lower section should display the logos for the second exit. The name of the type of service followed by the exit number shall be displayed on a line above the logos in each section. The number of logos in each section shall be limited to three each for gas, food, lodging, camping, attractions, or 24-hour pharmacy. When a type of motorist service is only at one exit, a full-size or half-size specific service sign may be used as discussed in “**Single-Exit Interchanges**” of these *Guidelines*. Service types and exit information shall be 10 inch Clearview letters and numerals. At unnumbered exits, the legend “NEXT RIGHT (LEFT)” shall be used where appropriate.
3. **Combination Signs.** In areas where only one or two qualified facilities are available for each of three types of services, logos for a maximum of three of services may be displayed on the same specific service sign. The name of each type of service shall be displayed above its respective logo(s). Logos should not be combined on a sign when it is anticipated that additional service facilities will become available. Service types and exit information shall be 10 inch Clearview letters and numerals. At unnumbered exits, the legend “NEXT RIGHT (LEFT)” shall be used where appropriate. Combination signs may be used at interchanges where available spacing does not permit the installation of signs for each specific service in accordance to minimum spacing requirements as discussed in “**Location, Specific Service Signs**” of these *Guidelines*.

4. **Ramp Signs.** Ramp signs shall conform to the general requirements of freeway sign panels, except small in size. A maximum of six logos for gas, food, lodging, camping, attractions, and 24-hour pharmacy shall be displayed along the ramp. Logos for different types of services may be combined on the same sign panel. The name of each type of service shall be displayed above its logo(s). The ramp signs shall include the distances (to the nearest tenth mile) to the service along with a directional arrow. The travel distance to a business shall be measured by vehicle via the most direct route available from the center line of the ramp terminus of the exit ramp to the point perpendicular to the center of the main entrance of the business. Service types and exit information shall be in 6 inch Clearview letters and numerals.

C. **Logo Position Orientation.** Priority placement on the logo sign panel will be given to those businesses closest to the exit. The first logo will be placed in the top left position. As an example on a six panel sign priority placement would be top left first, top middle second, top right third, bottom left fourth, bottom middle fifth, and bottom right sixth.

D. **Sign Panel Sign Materials.** Sign panels shall be fabricated on substrate as per the department's Standard Specifications for Construction. All white legends and borders shall be department approved ASTM, Type IX retroreflective sheeting. The background shall be department approved ASTM Type IV retroreflective sheeting.

E. **Sign Supports.** All sign supports and mounting hardware shall meet requirements of the department's *Sign Support Standards*.

VII. APPLICATION AND AGREEMENTS.

A. Application.

1. **Initial Contacts.** If an interchange is approved by the department for logo signs, business establishments in the vicinity of the interchange will be provided with a brochure/pamphlet that explains the program. Brochures and/or informational pamphlets will advise new business contact participants of program details such as eligibility requirements, current fees, and process of participation. This should consist of initial mail-out information followed by face-to-face marketing.

2. **Eligibility Requirements.** Eligible businesses that wish to participate in the Logo Program and can be accommodated will be requested to complete an application. The application shall include but not be limited to the following information:

- a. The name of the business, the physical address of the business, and the telephone number.
- b. The type of specific service the business will be providing.
- c. Hours and days of operation of business.

- d. Certification of having obtained all required licenses and/or permits required for that type business.
 - e. The freeway or primary route number, exit number and/or interchange name, and the county in which the interchange is located.
 - f. A detailed checklist used to show that the business meets all the minimum eligibility criteria for that type of service.
 - g. The name, address, and telephone number of the contact person who will be responsible for participation decisions.
 - h. The signature of the owner or responsible operator of the business.
 - i. Provisions to allow the Contract Manager or department personnel to inspect the business for compliance with participation and eligibility criteria.
 - j. Provisions to allow seasonal participation.
3. **Logo Agreement.** Eligible businesses that wish to participate in the Logo Program and can be accommodated will be requested to enter into a *Logo Agreement*. The agreement will further bind the business to pay the annual fee discussed in “**Annual Fee and Additional Cost**” of these *Guidelines*. The *Logo Agreement* shall be a numbered contract providing but not be limited to the following information:
- a. The name of the business, physical address of the business, and telephone number.
 - b. The type of service the business is applying for.
 - c. The freeway or primary route number, exit number or interchange, and direction of travel.
 - d. The name, address, and telephone number of the contact person who will be responsible for participation decisions. The signature of the owner or responsible operator of the business.
 - e. Provisions to allow the Contract Manager or department personnel to inspect the business for compliance with participation in eligibility criteria.
 - f. Information showing all costs or fees to the business for participation.
 - g. Information showing grounds for termination of the agreement.
 - h. Information pertaining to the purchase and ownership of logo panels as well as

advertising content restriction.

- i. Information showing payment method.
- j. Information showing length of *Logo Agreement*.
- k. Information showing procedures if payment is not made.
- l. Certification showing the business has no illegal billboards.

B. Annual Fee and Additional Costs.

1. **Annual Fee.** An annual fee will be charged to participating businesses in order to provide necessary maintenance and to provide for future replacement as necessary. Annual fees will be evaluated annually. Failure to pay the fee within the time period specified in the *Logo Agreement* shall constitute breach of the *Logo Agreement* and will be cause to remove the logos.
2. **Temporary/Seasonal Removal Costs.** If a business is closed for more than two weeks, the logos shall be removed, covered, or include the dates of operation (Food, Lodging, Camping, and Attraction only) in a supplemental message. It will be the responsibility of the owner to notify the Contract Manager to remove or cover the logos at the beginning of a closed period and to reinstall or uncover the logos at the beginning of the open season. A fee will be charged for removing and reinstalling, or for covering and uncovering each logo. There shall be no additional annual fee when the dates of operation are included on the logo. The production charge for the dates of operation will be included in the cost of the logo fabrication. Failure to notify the Contract Manager will result in an additional fee and repeated failure could result in the permanent removal of the logo. There shall be no reduction or pro-rating of annual fees due to seasonal removal or covering.
3. **Logos Costs.** Businesses shall supply all new or replacement logos. Businesses shall be responsible for the cost of installing replacement logos.
4. **Bumping Fee.** Businesses which enter the program by using the bumping procedure which is discussed in detail in “**Changes in Participating Businesses**” of these *Guidelines* will be required to pay an additional one-time fee per direction.

C. Changes in Participating Businesses.

1. **Sale or Termination of Participating Business; Assignment.**
 - a. Participants may not assign a Logo Sign Agreement without the prior written consent of the department, which consent shall be in the department’s sole discretion. Participants’ agreements run with the tract of land for which

application was initially made and shall not be assigned to another tract of land, except for the following:

If a Participant moves its location at the same logo signed exit, and there is no change in business entity (i.e. no transfer of business ownership), the following apply: (1) if the business still qualified for signing under these *Guidelines* at its new location, it can remain in the Logo Program, under its existing Participant's Agreement, provided that the Participant executes an Addendum, modifying the location of the business and its signs, and pays the full cost of any removal of existing ramp or trailblazer signs, or the installation of any new ramp or trailblazer signs; (2) if the Participant does not qualify for participation in the Logo Program at its new location, the such Participant shall be removed from the Program with no refunds, since the relocation was the result of action by the participant alone; (3) if the business still qualifies under these *Guidelines* at its new location, it will still be subject to the bumping procedures as outlined in "**New Businesses**" of these *Guidelines*.

- b. Businesses which withdraw from the Logo Program because of sale or closing of their business, or for another reason shall not receive any reimbursement.
 - c. If a participating business is sold to a similar service, the new owner must complete an application. If eligible, the new business may obtain the right to have their logo on the existing panel(s).
 - d. If a participating business is sold for a different use or withdraws from the Logo Program, the rights to participate in the Logo Program will be offered to the next qualified business.
2. **New Businesses.** If a new business is established or if a non-participating business is interested in participating in the Logo Program, the business may request to participate in the program subject to the following:
- a. All new businesses will be required to pay the same costs as outlined in "**Application and Annual Fee and Additional Costs**" of these *Guidelines*.
 - b. If the maximum number of logos is in place, applications will be considered in accordance with the priorities established in "**Excess Number of Eligible Businesses**" of these *Guidelines* and the removal provisions of "**Removal of Logo Signs**" of these *Guidelines*. Businesses will not, however, be forced to vacate a sign due to another business during their first two years in the Logo Program.

D. Removal of Logo Signs.

1. **Removal Necessitated by Department Action.** Since the amount of available signing space at interchange areas is limited, the department reserves the right to

remove logo signs and to provide an initial cost reimbursement to participating businesses under certain circumstances. Logo sign removal may prove to be necessary under any of the following circumstances: (1) if the space is needed for necessary traffic control signs, (2) if the access control features of either the mainline or the crossing routes are changed, or (3) for other safety or operational reasons based on an engineering study.

If logo signs are to be removed for any of these reasons, the businesses will be reimbursed any unearned prepaid charge by the Contract Manager. The costs of sign removal will be borne by the Contract Manager.

2. **Removal Caused by an Excess of Eligible Businesses.** If the maximum number of logos is in place on a sign panel, new applications by other businesses for inclusion on an existing logo sign will be considered in accordance with the priorities established in “**Excess Number of Eligible Businesses**” of these *Guidelines*. These priorities are consistent with standard logo signing practice, and they reflect the concept of providing maximum service to the motorist. An excessive number of eligible businesses present at a signed interchange may necessitate removal of one or more existing participants. This removal will be accomplished according to the following:
 - a. **Closer Business Bumping Criteria.** The intent of bumping is to provide services to the motoring public via businesses located closest to the interchange determined by driving distance. As a result, the closest six applicants for gas, food, lodging, camping, attractions, and 24-hour pharmacy that meet the current criteria at the time of the initial application will have the highest priority and will be permitted to participate in the program. If a qualified business of the same type of service which is closer in driving distance to the interchange applies to the program and the maximum number of businesses have already been displayed at a particular interchange, the business which is farthest driving distance from the interchange will be bumped from the program upon expiration of its business lease or after a minimum of two years participation in the program, whichever comes first.
 - b. **Implementation Procedure.** The following steps will be used when carrying out the “**Closer Business Bumping Criteria**” of these *Guidelines*.
 - (1) Whenever a business becomes aware, or is otherwise officially notified, that a specific logo sign for food, lodging, gas, camping, attractions, or 24-hour pharmacy is filled to capacity, the business wishing to apply to replace another participant will contact the Contract Manager and request information pertaining to replacement options and bumping.
 - (2) The first step to effect possible replacement of an existing business logo by another business will be submission of a completed application.

(3) The Contract Manager will verify all qualifying data on the application and will conduct a complete resurvey of the interchange. All businesses eligible to bump will in turn be required to enter into a *Logo Agreement* and pay a specified fee by a specific date.

(4) A determination will be made as to what business must vacate the sign. Schedules will be established to effect as timely a removal and replacement of logo panels as possible.

E. **Relocation of Logo Signs, New (Added) Signs.** If department projects or operations involving maintenance, design, utilities, traffic control, drainage, or construction necessitate temporary or permanent relocation of logo signs, the Contract Manager will make every effort to relocate the logo signs to an agreed upon location. In general, the Contract Manager will first determine: (1) if the services still meet these applicable *Guidelines* for signing, (2) if the relocation of existing logo signs is possible, and (3) whether new (added) signs or changed signs are needed as a result of routing changes. Access control, travel distance, existing signing, and the route to return to the freeway will be factors in such a determination. The cost of relocating or changing existing logo signs due to department initiated actions will be paid for entirely by the Contract Manager. The cost of installing new (added) logo signs and/or new (added) trailblazer signs, if determined necessary by these *Guidelines*, will continue to be the responsibility of the logo applicant. Agreements and cost arrangements for new (added) signs as per “**Application and Annual Fee and Additional Costs**” of these *Guidelines* will apply.

VIII. FUNDING AND ADMINISTRATION.

A. **General.** All costs associated with the design, erection, maintenance, and administration of logo signs will be uniformly assessed to all participating businesses. No rental expense or revenue is accrued by the department. The program will be administered by the Contract Manager for the department. All signs become the property of the Contract Manager.

B. **Duties of the Contract Manager.**

1. Inventory eligible exits to identify potential businesses.
2. Contact the businesses for promotional purposes.
3. Establish the fee schedule and enter into an agreement with the businesses on a contractual basis.
4. Collect fees from the businesses.
5. Obtain signed compliance forms from applicants to verify business eligibility.
6. Develop construction site plans for department approval.

7. Coordinate with the department relative to sign placement and obtain concurrence from department Region Offices.
8. Fabricate and erect sign panels.
9. Inspect and maintain the sign panels.
10. Report to the department inquiries and/or complaints which may be received relative to the application of these guidelines.
11. Prepare an annual report and submit it to the department.
12. Administer the program on a day-to-day basis.

C. Department Responsibility.

The department will cooperate with, share file information, and provide expertise to the Contract Manager. The department, through Region Offices, will assist the Contract Manager in determining suitable locations for logo signing and give final location approval. The department will be responsible for Logo Program *Guidelines* and *Regulations*. The department will conduct Quality Assurance field reviews to inspect logo sign installations.

Appendix A

Open for Business Hours Exception

Wineries/Distilleries

Open for business a minimum of 30 hours per week and 5 days a week, of which one day must be either Saturday or Sunday, and for a minimum of 5 months.

Drive-In-Theater

Open for business a minimum of 5 days a week, of which one day must be either Saturday or Sunday, opening at dusk.

Arena / Stadium / Auditorium / Convention Center / Race Track / Speedway

Have a minimum seating capacity of 5,000 and open for business for a minimum of 10 events a year.

Log of Changes to the Logo Sign Program Rules and Regs

Michigan Specific Service (Logo) Signing Program Rules and Regulations Issued	10-01-99
Corrected Attachment A – Impact of SB 372 on Logo Signing Statewide Effort	10-07-99
Delete Attachment A and Unacceptable Locations for Logo Signs, Interchanges Within Five Miles of an International Airport, In response to Public Act 265 of 1999	
Revised Units of measurement to English only. Added Ethanol as an alternative fuel	03-02-01
Established logo boundaries	03-15-02
Added definition for General Motorist Service Sign	07-12-02
Revised Method of Measuring by adding “by driving” after “measured”	07-12-02
Revised Removal Necessitated by Department Action by: Deleting “All logos and sign panels removed shall be returned to the Contract Manager.” Replacing “The costs of sign removal Will be borne by the Department” with “The costs of sign Removal will be borne by the Contract Manager.”	07-12-02
Added date of operation as a supplemental message for Lodging and Camping	01-22-03
Added 24-hour Pharmacy as an eligible Type of service.	01-23-06
Added RV Symbol as a supplemental message (Interim Approval)	
Added ASTM Type IX requirement for legends and borders on sign panel. Added ASTM Type IV requirement for background of sign panel and logo. Clearview font required for letter and numerals on sign panel.	08-18-09
Revised phone requirement for Gas, Food, and Camping to emergency. Added BIODIESEL and B20 as supplemental messages for Gas. Permit two alternative fuels to be displayed on one supplemental message. Removed ONLY from PROPANE and NATURAL GAS supplemental messages. Added RV ACCESS supplemental message as alternative to RV Symbol. Add 31 as date that can be used on date supplemental message.	
For marginally qualified businesses, removed minimum 80 percent requirement for seating for restaurants with no seating provided logo spaces are available. Revised application information required.	
Add off-street parking requirement for camping. Removed interim approval for RV Friendly Symbol and RV ACCESS and changed size of symbol. Increased minimum legend size when two fuels are shown in supplemental message.	02-08-10
Added attractions as an eligible Type of Service. Added EV Charging as an alternative fuel.	05-03-12

EXHIBIT B
Specific Service (Logo) Signing Boundaries



SPECIFIC SERVICE (LOGO) SIGNING
BOUNDARIES

Below is a summary of interchanges not currently included in the Specific Service (Logo) Signing program.

Boundaries are established around the Detroit/Metro area using the Detroit City Limits. The last interchanges eligible for signing on the west side of Detroit are I-94 Exit 209 and I-96 Exit 179. From the south the last interchange to be signed is I-75 Exit 41. On the north side the last interchanges eligible are I-75 Exit 60 and I-94 Exit 225.

In the Grand Rapids/Metro area, the last interchange signed on I-196 is exit 70 - east and westbound and resumes on eastbound only at the end of I-196 for M-37/44. On US-131, the last interchange signed is exit 81. Signing resumes north of I-96 at Exit 91.

Freeway to freeway interchanges are not eligible for signing. In addition, interchanges with no space in one or both directions are included in the summary.

<u>Interstate</u>	<u>Exit</u>	<u>Reason</u>
I-69	38	I-94 (freeway to freeway)
I-69	72	I-96 (freeway to freeway)
I-69	89	US-127 (freeway to freeway)
I-69	90	US-127 (freeway to freeway)
I-69	133	I-75 (freeway to freeway)
I-69	135	no space for signs
I-69	136	no space for signs
I-69	137	I-475 (freeway to freeway)
I-69	138	no space for signs
I-69	139	no space for signs
I-69	271	I-94 (freeway to freeway)
I-75	13	southbound - no space for signs
I-75	15	northbound - no space for signs
I-75	20	I-275 (freeway to freeway)
I-75	27	northbound - no space for signs
I-75	28	partial interchange
I-75	34	southbound - no space for signing
I-75	35	US-24 (freeway to freeway)
I-75	42	urban
I-75	43	urban

<u>Interstate</u>	<u>Exit</u>	<u>Reason</u>
I-75	44	urban
I-75	45	urban
I-75	46	urban
I-75	47	Urban
I-75	48	I-96 (freeway to freeway)
I-75	50	M-10 (freeway to freeway)
I-75	51	urban
I-75	53	I-94 (freeway to freeway)
I-75	55	urban
I-75	56	urban
I-75	57	urban
I-75	58	urban
I-75	59	urban
I-75	61	I-696 (freeway to freeway)
I-75	77	M-59 (freeway to freeway)
I-75	81	M-24 (freeway to freeway)
I-75		US-23 (freeway to freeway)
I-75	106	partial interchange
I-75	116	no space for signs
I-75	117	I-69 (freeway to freeway)
I-75	118	no space for signs
I-75	125	I-475 (freeway to freeway)
I-75	150	I-675 (freeway to freeway)
I-75	153	southbound – no room for signs
I-75	154	northbound – no room for signs
I-75	155	I-675 (freeway to freeway)
I-75	162	US-10 (freeway to freeway)
I-75	188	US-23 (freeway to freeway)
I-75	249	US-27 (freeway to freeway)
I-75	337	southbound - no space for signs
I-75	338	southbound - no space for signs
I-75	339	southbound - no space for signs
I-75	344	no space for signs
I-75	346	partial interchange
I-75	394	southbound - no space for signs
I-94	27	westbound - no space for signs
I-94	28	no space for signs
I-94	29	no space for signs
I-94	30	eastbound - no space for signs
I-94	34	I-196 (freeway to freeway)
I-94	74	US-131 (freeway to freeway)
I-94	97	westbound - no space for signs
I-94EB	98	eastbound I-194 (freeway to freeway)
I-94	108	I-69 (freeway to freeway)

<u>Interstate</u>	<u>Exit</u>	<u>Reason</u>
I-94	141	westbound - no space for signs
I-94	142	US-127 (freeway to freeway)
I-94	172	eastbound - no space for signs
I-94	180	US-23 (freeway to freeway)
I-94	194	I-96/I-275 (freeway to freeway)
I-94	210	urban
I-94	211	urban
I-94	212	urban
I-94	213	I-96 (freeway to freeway)
I-94	215	M-10 (freeway to freeway)
I-94	216	I-75 (freeway to freeway)
I-94	217	urban
I-94	218	urban
I-94	219	urban
I-94	220	urban
I-94	222	urban
I-94	223	urban
I-94	224	urban
I-94	225	eastbound urban
I-94	229	I-696 (freeway to freeway)
I-94	235	no space for signs
I-94	274	no space for signs
I-96	1	eastbound - no space for signs and non-freeway
I-96	31	US-131 (freeway to freeway)
I-96	37	I-196 (freeway to freeway)
I-96	38	eastbound - no space for signs
I-96	90	I-69 (freeway to freeway)
I-96	95	I-496 (freeway to freeway)
I-96	106	I-496/US-127 (freeway to freeway)
I-96	148	US-23 (freeway to freeway)
I-96	162	westbound - no space for signs
I-96	167	no space for signs
I-96	169	no space for signs
I-96	170	no space for signs
I-96	180	urban
I-96	182	urban
I-96	183	urban
I-96	184	Urban
I-96	185	urban
I-96	186	urban
I-96	187	urban
I-96	188	urban
I-96	189	urban
I-96	190	I-94 (freeway to freeway)

<u>Interstate</u>	<u>Exit</u>	<u>Reason</u>
I-96	191	I-75 (freeway to freeway)
I-196	44	US-31 (freeway to freeway)
I-196	72	partial interchange
I-196	73	no services - did not review
I-196	75	urban
I-196	76	urban
I-196	77	US-131 (freeway to freeway)
I-196	78	urban
I-196	79	urban
I-275		none omitted except I-96 / I-275 listed above
I-475	4	southbound - no space for signs
I-475	5	no space for signs - urban
I-475	6	I-69 (freeway to freeway)
I-475	8	no space for signs - urban
I-475	9	no space for signs - urban
I-475	10	no space for signs - urban
I-475	11	northbound - no space for signs
I-496	3	westbound - no space for signs
I-496	4	no space for signs - urban
I-496	5	no space for signs - urban
I-496	6	no space for signs - urban
I-496	7	no space for signs - urban
I-496	8/ Trowbridge	southbound - no space for signs
I-675	1	urban
I-675	2	urban
I-675	3	urban
I-696	11	westbound - no space for signs
I-696	12	eastbound - no space for signs
I-696	13	westbound - no space for signs
I-696	18	I-75 (freeway to freeway)
I-696	28	I-94 (freeway to freeway)
M-14		none omitted
M-53	18 Mile Rd.	southbound - freeway ends
M-59	Opdyke Rd.	no space for signs
M-59	I-75	(freeway to freeway)
M-59	Mound Rd.	westbound - no space for signs and freeway begins

<u>Interstate</u>	<u>Exit</u>	<u>Reason</u>
US-10	US-27	(freeway to freeway)
US-10	I-75	(freeway to freeway)
US-23	35	I-94 (freeway to freeway)
US-23	42	M-14 (freeway to freeway)
US-23	45	US-23BR (freeway to freeway)
US-23	60	I-96 (freeway to freeway)
US-127	US-10	(freeway to freeway)
US-127	I-96	(freeway to freeway)
US-127	Kalamazoo St.	urban
US-127	Saginaw St.	urban
US-127	I-69	(freeway to freeway)
US-131	34	I-94 (freeway to freeway)
US-131	41	US-131BR (freeway to freeway)
US-131	82	urban
US-131	83	urban
US-131	84	urban
US-131	86	I-196 (freeway to freeway)
US-131	87	urban
US-131	88	urban
US-131	89	I-96 (freeway to freeway)
US-31	M-104	no space for signs
US-31	Sternberg Rd.	southbound - no space for signs
US-31	Sherman Blvd.	southbound - no space for signs
US-31	Laketon Ave.	no space for signs
US-31	M-46	northbound - no space for signs

EXHIBIT C

Michigan Tourist Oriented Directional Signs Program Rules and Regulations

	<p>Michigan Tourist Oriented Directional Signs Program Rules and Regulations</p>
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I. PURPOSE.

To establish *Guidelines* for the approval, design, erection, maintenance, and funding of Tourist Oriented Directional Signs (TODS) along rural roads under the jurisdiction of the Michigan Department of Transportation for tourist oriented activities.

II. AUTHORITY.

These *Guidelines* are in accordance with the Federal and Michigan Manuals on Uniform Traffic Control Devices and Michigan Compiled Law 247.401 – 247.405.

III. DEFINITIONS.

Advertising Agreement. - A contract between the Contract Manager and each eligible attraction participating in the tourist oriented directional signing program.

Contract Manager. - Michigan Logos, Inc.

Department. - The Michigan Department of Transportation

Director. - The Director of the Michigan Department of Transportation

Eligible Attraction. - Any tourist oriented activity meeting all of the criteria listed as follows:

1. Within 10 miles of the rural road for which a tourist-oriented directional sign is sought, unless otherwise restricted or permitted by the Department.
2. Not plainly visible from the rural road for which a tourist-oriented directional sign is sought.
3. In compliance with section 131 of title 23 of the United States Code, 23 U.S.C. 131, and the national standards, criteria, and rules established under that act, if the activity is advertised by rural road signs.

Expressway. - A divided highway with partial access control.

Fee. - The amount of money assessed an eligible attraction for participation in the program.

Freeway. - A divided highway with full access control.

Immediate Area. - Within ten (10) miles of the tourist-oriented activity.

Interchange. - A system of interconnecting roadways in conjunction with one or more grade separations which provide for the movement of traffic between two or more roadways or highways on different levels.

Intersection. - The intersection of a state or Federal highway and any other dedicated public highway.

Intersection Leg. - A road leading away from or towards an intersection. They may be to the right, left, or straight ahead.

Ordinance. – A statute or regulation enacted by an incorporated city or village regarding the placement of TODS signs on rural roadways within their jurisdictional boundaries.

Review Board. - Board to consider and grant or deny applications for the waiver of the distance requirements imposed under Pubic Act 299 of 1996.

Right-of-Way-Permit. - A permit issued by the Department to the Contract Manager to occupy the highway right-of-way in or on the approaches to an intersection in accordance with the latest version of the Department's standard operating procedure.

Rural Road. - A highway is defined in Section 20 of the Michigan Vehicle Code, Act No. 300 of the Public Acts of 1949, being section 257.20 of the Michigan Compiled Laws, located outside the limits of an incorporated city or village and for those roadways within the limits of an incorporated city or village that exhibit rural characteristics: lower volumes, higher speeds, few turning conflicts, and less conflict with pedestrians. Rural roads do not include any of the following:

1. A freeway as defined in Section 18a of Act No. 300 of the Public Acts of 1949, section 257.18a of the Michigan Compiled Laws.
2. A road that is part of the national system of interstate and defense highways.

Tourist Oriented Activity. - A lawful cultural, historical, recreational, educational, or commercial activity that is annually attended by 2,000 or more people and for which a major portion of the activity's income or visitors are derived during the normal business season from motorists not residing in the immediate area of the activity.

Tourist Oriented Directional Sign. - A sign used to provide motorists with advanced notice of a tourist-oriented activity.

Trailblazing Signs. - Signs installed on the road leading away from an intersection which direct tourists to eligible attractions that are not visible from this road.

Urban Street. – A type of street normally characterized by relatively low speeds, wide ranges of traffic volumes, narrower lanes, frequent intersections and driveways, significant pedestrian traffic, and more businesses and houses.

IV. ELIGIBILITY.

Only those tourist oriented activities meeting the following criteria may be considered for the tourist oriented directional signing program.

- A. Must be eligible and listed on the Pure Michigan Website (www.michigan.org).
- B. If currently advertised by signs adjacent to a highway on the interstate system or state system, those signs must be consistent with state rules and the national Beautification Act of 1965, and the national standards, criteria, and rules adopted pursuant to the act.
- C. Is located within 15 miles of the rural road for which signing is sought in the Upper Peninsula or 10 miles in the remaining part of the state. However, the review board can grant waivers to the distance requirements. To be consistent in reviewing mileage exemption requests, the review board has adopted the following criteria:

ATTENDANCE (UP TO)	LOWER PENINSULA	UPPER PENINSULA
3,000	11	16
4,000	12	17
5,000	13	18
6,000	14	19
7,000	15	20

This waiver will serve as blanket approval for the Contract Manager to install signs for businesses that qualify. Candidates that do not meet the waiver can still seek a mileage waiver from the Board.

- D. Is open for business at least 40 hours per week and five days per week, of which one day must be either Saturday or Sunday, throughout the normal business season for that particular type of tourist oriented activity. Exceptions will be considered for those tourist oriented activities which are not open for this number of hours and days if the time of operation is typical for that industry and, thus, meets the expectation of the tourist. Hours and days of operation for those tourist oriented activities recognized by their industry as meeting the expectation of tourists but not meeting the 40 hours per week and five days per week, of which one day must be either Saturday or Sunday, are provided in Appendix A;

- E. If the tourist oriented activity offers food, the following additional criteria apply for the following areas:

Upper Peninsula

1. In lieu of the hours and days requirement, serve at least two meals per day;
2. Display valid permit from the appropriate public agency as required by law.

Northern Lower Peninsula (North of M-46)

1. In lieu of the hours and days requirement, serve at least two meals per day;
2. Display a valid permit from the appropriate public agency as required by law;
3. Will not be part of a national chain, unless the building the business is located in is listed on the State or National Register of Historic Places.

Southern Lower Peninsula (South of M-46)

1. In lieu of the hours and days requirement, serve at least two meals per day;
2. Display a valid permit from the appropriate public agency as required by law;
3. Will not be part of a national chain, unless the building the business is located in is listed on the State or National Register of Historic Places.
4. Located in a township with a population less than 6,000 (2010 Census).
5. Located 3 or more miles driving distance from a city boundary of 50,000 or more (2010 Census).

- F. If the tourist oriented activity offers lodging, the following additional criteria apply:

Upper Peninsula

1. Quality of the establishment should be average or above;
2. Possess a valid permit from the appropriate public agency as required by law.

Lower Peninsula

1. Quality of the establishment should be average or above;
2. Possess a valid permit from the appropriate public agency as required by law;

3. Will not be part of a national chain, unless the business is listed on the State or National Register of Historic Places.

G If the tourist oriented activity offers camping, the following additional criteria apply:

1. Modern - Trailer, Camper, and Tent Camping

- a. Facility must be licensed by the Michigan Department of Environmental Quality.
- b. 25 or more campsites available for overnight use.
- c. Electric service must be available.
- d. Drinking water, showers, and flush toilets available.
- e. Telephone available to the public during all hours of operation.
- f. Sanitary service for trailers and campers must be present.

2. Rustic - Tent Camping only

- a. Facility must be licensed by the Michigan Department of Environmental Quality.
- b. 25 or more camp sites available for overnight use.
- c. Drinking water and pit or flush toilets.

H. In addition to the other requirements of this section, the operator of a tourist-oriented activity who wishes to participate in the tourist oriented directional signing program and is applying for a sign that would reside within the boundaries of an incorporated city or village shall have the application approved by the incorporated city or village if the incorporated city or village has adopted an ordinance that allows tourist oriented directional signs within the jurisdictional boundaries of the incorporated city or village. If the incorporated city or village has not adopted an ordinance that allows tourist oriented directional signs, then a tourist oriented directional sign shall not be posted within the jurisdictional limits of the incorporated city or village. If the incorporated city or village has adopted an ordinance allowing tourist oriented directional signs, the incorporated city or village may reject any application for tourist oriented directional signs within the jurisdictional limits of the incorporated city or village.

V. AGREEMENT REQUIREMENTS.

A. Tourist oriented activities wishing to participate in the tourist oriented directional signing program shall apply for the program on a form provided by the Contract Manager. If the Contract Manager finds the application to be complete and determines the activity constitutes an eligible attraction and tourist oriented directional signing can be provided, the Contract Manager shall so notify the applicant in writing. Upon receipt of the notice, the applicant shall execute an advertising agreement and shall forward to the Contract Manager the amount of the fee and the executed advertising agreement.

- B. Before any tourist oriented activity is permitted to participate in the tourist oriented directional signing program, any existing illegal advertising billboards pertaining to that tourist oriented activity shall be removed. The Contract Manager and the department shall confirm there are no illegal advertising billboards in place pertaining to that activity prior to the installation of signs.
- C. If trailblazing signs are required for a tourist oriented activity, and permission for erecting trailblazing signs cannot be obtained from the appropriate local authorities having jurisdiction, that particular activity shall not be eligible for tourist oriented directional signs at that intersection.
- D. At eligible intersection legs - if a new tourist oriented activity is established, or if a non-participating tourist oriented activity is interested in participating in the tourist oriented directional signing program, the tourist oriented activity may request to participate in the program. Additional applications will be considered in accordance with the priorities already established.
- E. If an eligible attraction, for which tourist oriented directional signs are in place, ceases to be an eligible attraction, the signs shall be removed and participation in the program may be offered to the next closest eligible attraction.
- F. If an eligible attraction for which tourist oriented directional signs are in place is sold, the new owner(s) shall complete a program application. If the tourist oriented activity continues to be an eligible attraction, the existing signs may remain in place or, if required, new signs may be installed.
 - 1. New signs shall be required if the name, logo, or symbol changes.
 - 2. A simple change of ownership does not constitute justification for erecting new signs.
- G. No eligible attraction may discriminate with regard to race, color, religion, sex, age, handicap, or national origin. Each eligible attraction identified by tourist oriented directional signing shall have furnished written certification to the Contract Manager of its conformity with all applicable federal, state, and local laws, ordinances, rules and regulations, and shall not be in breach of that certification. Such certification shall be provided to the Contract Manager before any tourist oriented directional signs for that eligible attraction are erected.
- H. The review board will consider and grant or deny applications for the waiver of distance requirements imposed under this act for tourist-oriented directional signs. The review board has adopted a mileage waiver based on attendance in excess of the minimum required 2,000. Attractions that do not meet the waiver can still seek a mileage waiver from the review board. The review board shall consist of at least one (1) member representative of the Michigan Department of Transportation, at least one (1) representative of the Department of Agriculture, at least one (1) member of the Michigan

Travel Bureau, and at least two (2) members representative of persons in the general public who are engaged in tourist-oriented activities.

III. SIGN REQUIREMENTS.

- A. The design, arrangement, size, and location of tourist oriented directional signs, including advance signs and trailblazer signs, shall conform to the applicable specifications contained in the Federal *Manual on Uniform Traffic Control Devices* (MUTCD).
- B. Signing shall not be installed along limited-access freeways independent of what type of roadway it is.
- C. If a requested TODS sign would reside within the boundaries of an incorporated city or village, the incorporated city or village shall approve the application if the incorporated city or village has adopted an ordinance allowing TODS signs within their jurisdictional boundaries.
- D. The maximum number of trunkline to trunkline turns allowed in the TODS program is two. Therefore, a tourist may be directed by TODS signing to make a turn from trunkline X to trunkline Y, from trunkline Y to trunkline Z, and from trunkline Z to a local road. However, any further turns (to another trunkline) would not be allowed, thus prohibiting the installation of signs.
- E. Standardized symbols for food, fuel, lodging, and camping as well as recreational and/or cultural activities as found in the Federal MUTCD are the only symbols that may be used on the signs in conjunction with other directional information except as provided herein. Only one symbol, one logo, or one symbol and one logo may be displayed on any one sign. If no appropriate symbol exists in the Federal MUTCD, the Department will consider proposals for additional symbols. These proposals must come from a national trade association or similar organization. If none exists, submissions from a statewide trade association or similar organization will be considered. The Department will coordinate the review of these proposals with appropriate agencies. If the Department is in concurrence with a proposal, the symbol will be submitted to the Federal Highway Administration (FHWA) for consideration as a proposed change or experimentation with a new symbol. Approval to proceed is required from the FHWA before the proposed symbol may be used.
- F. Where sufficient space exists on an intersection leg for only one intersection tourist oriented directional sign assembly for tourist oriented activities in the left and right directions, participation in the program shall be offered to the three closest eligible attractions in the combined left and right directions. Where sufficient space exists on an intersection leg for two intersection sign assemblies for tourist oriented activities in the left and right directions, participation in the program shall be offered to the three closest eligible attractions in both the left and right directions. In either case, participation shall be offered to successively distant eligible attractions in the left and right directions until a maximum of three signs per sign assembly is achieved. Where sufficient space exists on an intersection leg for an intersection assembly for tourist oriented activities in the ahead direction, participation in the program shall be offered to the three closest eligible

attractions meeting the requirements. Participation shall be offered to successively distant eligible attractions in the ahead direction meeting the requirements until a maximum of three signs on the assembly is achieved.

- G. Eligible attractions may qualify for tourist oriented directional signs at more than one intersection on a particular approach direction to their activity. If sign installation at more than one such location would prevent another eligible attraction from participating in the program, these additional signs shall not be installed.
- H. Only those eligible attractions not plainly visible to the driver proceeding on the crossroad will be considered for trailblazing signs. When required, all trailblazing signs shall be erected prior to erection of the intersection signs.
- I. Signing for eligible attractions in the ahead direction shall be considered only when there is signing for a similar activity in either the right or left direction.
- J. Advance tourist oriented directional signing may be installed in those situations where sight distance, intersection vehicle maneuvers, or other vehicle operating characteristics require advance notice of an eligible attraction in order to reduce vehicle conflicts and improve highway safety, provided intersection tourist oriented directional signs are in place.
- K. When no more than three tourist oriented directional intersection signs are to be installed on an approach to an intersection, the signs may be combined on the same assembly with the ahead signs above the left turn signs followed by the right turn signs.
- L. There may be situations where there are more than three eligible attractions desiring to participate in the program in either the left or right direction and less than three in the opposite direction. In these situations, one tourist oriented directional sign assembly with three signs will be installed for the direction having the most eligible attractions. The other sign assembly may indicate the additional eligible attractions in this same direction after all the eligible attractions in the opposite direction are included on this other sign assembly. Signs in the ahead direction may be permitted on these assemblies.
- M. If the seasons of operation of an eligible attraction are different than would be reasonably expected of that particular type of attraction, the Contract Manager may include the seasons of operation on the signs for that particular eligible attraction.
- N. The Contract Manager shall include a provision in all advertising agreements with eligible attractions involved in the program indicating that in the event of expiration or termination of the contract with the Department, the unexpired portion of such agreements shall be subject to cancellation with any unearned, prepaid charges refunded by the Contract Manager.

- O. If at any time a tourist oriented directional sign is not in place for a period exceeding two weeks, during the normal business season of the eligible attraction, the Contract Manager shall reimburse the affected eligible attraction on a pro-rated basis. Such reimbursement shall include the initial two-week period.
- P. No reimbursement shall be required to any participating eligible attraction due to road closures or detours established for any reason.
- Q. An alternate tourist activities panel, or alternate header, twice as high as the standard tourist activities panel may be used to indicate the county name or other information applicable to all eligible attractions displayed on the sign assembly. All eligible attractions displayed on the assembly must agree to participate in the additional cost of this alternate header or this header will not be installed. This alternate header will not be permitted on advance signs.
- R. All unusual designs shall be reviewed and approved in accordance with Department Standards prior to fabrication. Designs which resemble any official traffic control device or which are determined to be in poor taste by the Department or will confuse or mislead the public will be prohibited.

VII. APPLICATION MANAGEMENT.

- A. The Contract Manager, in conjunction with their marketing process, shall establish an application procedure for interested tourist oriented activities. Such procedure shall be approved by the Department prior to implementation.
- B. Tourist oriented activities interested in participating in the tourist oriented directional signing program shall apply directly to the Contract Manager.
- C. The Contract Manager shall review all applications.
- D. The Contract Manager shall document and maintain records of all tourist oriented activities which are contacted or which contact the Contract Manager regarding participation in the tourist oriented directional signing program.

VIII. FEES.

- A. Fees assessed to eligible attractions for participating in the tourist oriented directional signing program shall be as set forth in writing by the Contract Manager and shall be uniform to all eligible attractions. The Contract Manager shall not revise the fees charged to eligible attractions for participation in the tourist oriented directional signing program without prior approval of the Department. The fees shall be based on the actual cost of establishing, operating, and administering the program, including processing applications for right-of-way permits and providing necessary services for installing, maintaining, repairing, removing, and replacing signs. In addition, the fee shall include

all direct and indirect costs which shall include but not be limited to, the cost of capital, insurance, directional signs, sign supports, design, removal, or relocation of other signs and off season covering.

- B. The fees shall be established on a per sign basis. The fee for intersection and/or advance signs shall be identical. The fee for trailblazing signs is in addition to the fee for intersection/advance signs and will only be assessed those eligible attractions requiring trailblazing signs. The fee for symbols and or logos is in addition to the fee for intersection/advanced or trailblazing signs and will only be assessed to those eligible attractions requesting the display of their logo and/or symbol. The fee for the alternate header on top of the tourist oriented directional sign assembly is in addition to the fee for intersection/advance signs and will only be assessed to those eligible attractions requesting erection of this alternate header.

IX. LOSS OF ELIGIBILITY.

- A. The operator of any eligible attraction for which an advertising agreement is in effect shall forward the advertising agreement to the Contract Manager for cancellation if the eligible attraction ceases to be such an attraction.
- B. The Contract Manager, when having reasonable cause to believe an eligible attraction for which an advertising agreement is in effect has ceased to be such an attraction, immediately and without conducting an adjudication shall cancel the advertising agreement and forward notice of the cancellation in writing to the operator of the attraction together with information that cancellation may be appealed. If no appeal is entered within the time period specified in that section, or if an appeal is entered but cancellation of the advertising agreement is subsequently affirmed, the Contract Manager shall remove the signs relating to the former eligible attraction.
- C. At the end of their business season, non-seasonal eligible attractions not open year round shall have a panel with the word CLOSED placed on their sign(s) by the Contract Manager. Non-seasonal attractions are those which would be reasonably expected of that particular type of attraction to be open year round.
 - 1. Eligible attractions, for which no tourist oriented directional signs are displayed on an intersection leg due to insufficient space, shall not have tourist oriented directional signs displayed during the off-season of an eligible attraction for which signs are displayed.
 - 2. It shall be the responsibility of the eligible attraction to notify the Contract Manager to install the closed panel on their tourist oriented directional signs at the beginning of a closed period and to remove the panel at the beginning of the open season.
 - 3. If an eligible attraction is closed for more than two weeks during the normal business season, a panel with the word CLOSED shall be placed on the sign(s). It shall be the

- responsibility of the eligible attraction to notify the Contract Manager of any such closure.
4. It shall be the responsibility of the Contract Manager to monitor seasonal eligible attractions to make sure their signs are properly displayed.
 5. In lieu of a closed plaque, a business may wish to use “seasons” as indicating beginning and ending by months.
- D. Once the maximum number of eligible attractions are participating in the tourist oriented directional signing program on an intersection leg, and an additional eligible attraction, located closer to the intersection, on the same intersection leg enters into an advertising agreement to participate in the program, the farthest participating eligible attraction will no longer qualify for tourist oriented directional signs on that intersection leg. The tourist oriented directional sign panel for this eligible attraction shall be removed only after it has been displayed for not less than two years from the date of initial installation. Following the initial two years, the panel shall be removed on its anniversary date.
- E. The following applies until the approach has three attractions signed in the given direction. If a new eligible attraction is developed in the direction with the fewest existing eligible attractions, or a non-participating tourist oriented activity applies for the program and is determined to be an eligible attraction, this new eligible attraction shall be displayed on the appropriate sign assembly by replacing the farthest eligible attraction in the opposite direction. The eligible attraction in the opposite direction that is the farthest from the intersection shall have its tourist oriented directional sign removed only after it has been displayed for not less than two years from the date of initial installation.

SIGNING STANDARDS AND GUIDELINES FOR THE TODS SIGNING PROGRAM

I. INTERSECTION TODS SIGNS

A. Arrangement and Size of Signs (see Figures 1, 2, and 2.1)

1. TODS sign assemblies shall be 72 inches wide and as high as necessary to accommodate a maximum of three individual TODS signs and the header plaque or alternate header plaque.
2. Individual TODS signs shall be 72 x 24 inches.
3. There shall be a 72 x 24 inch tourist activities header plaque at the top of the intersection TODS assembly. An alternate 72 x 24 inch variable - tourist activities header plaque may also be used.
4. When no more than three TODS signs are to be installed on an approach to an intersection, the signs may be combined on the same assembly, with the ahead signs on top, followed by the left and right turn signs.
5. Not more than three signs shall be installed on any TODS sign assembly and not more than three sign assemblies (one for left, one for right, and one for ahead) shall be installed for an approach to an intersection. The left and right assemblies are located in advance of the intersection, the ahead assembly on the far side.
6. For a given direction, signs shall be placed in an assembly in such order that when reading from top to bottom (for that direction), the closest destination is at the top with increasing distances to the bottom.
7. When there are both left and right TODS signs in the same assembly because there are more than three eligible in one direction and less than three in the other direction, the left turn signs shall be above the right turn signs.
8. A sticker shall be attached to the back of each sign assembly. It shall include the name of the Contract Manager and the toll-free number to call for emergencies and repairs.

B. Legends for Intersection TODS Signs (see Figures 1, 2, 2.1, and 3)

1. The content of the legend shall be limited to the identification of the eligible attraction and the directional information. Under special conditions, the times of operation may be added.
2. TODS signs contain space for two lines of legend in 6 inch Clearview letters (an 18 inch logo and/or symbol), a directional arrow, and the distance to the activity.
3. Lettering for word legend messages shall be 6 inch Clearview letters, except when the style of lettering for an eligible attraction is a trademark. Lettering shall be reflective white.
4. To accommodate long legends, letter and/or word spacing may be reduced up to 30 percent.

5. The standard abbreviations for highway signs shall be the only abbreviations used and no acronyms not already a recognized part of the eligible attraction name shall be used.
6. If there is only one line of legend, it shall be centered.
7. When symbols or logos are used, they shall not exceed 18 inches in height.
8. If used, the symbol shall be placed to the left of the word legend or logo.
9. Arrows shall be as provided as shown in Figure 8.
10. Arrows pointing to the right shall be at the extreme right of the sign and arrows pointing to the left or up shall be at the extreme left of the sign.
11. The distance in miles shall be shown below the arrow as a whole or half number or, when less than one mile, as a decimal to the nearest one-tenth.
12. When "seasons" of operation are displayed, they must be incorporated into the bottom line of the legend.

II. ADVANCE TODS SIGNS (see Figures 3, 3A)

- A. Advance TODS signs are identical to intersection TODS signs except the directional arrows and distances are omitted.
- B. The size of the Tourist Activities header plaque on advance TODS signs is 72 x 24 inches to allow for a second line. The second line is used to provide advance turn information, e.g. NEXT RIGHT, NEXT LEFT, or AHEAD in 6 inch Clearview letters. The legend RIGHT 2 MILE or LEFT 2 MILE may be used for this second line when there are intervening minor roads.
- C. A sticker shall be attached to the back of each sign assembly. It shall include the name of the Contract Manager and the toll-free number to call for emergencies and repairs.

III. TODS TRAILBLAZER SIGNS (see Figure 6)

- A. TODS trailblazer signs are 30 x 30 inches.
- B. They contain space for two lines of legend in 6 inch Clearview letters (or one 18 inch symbol or logo), with an arrow at the bottom.
- C. Lettering shall be 4 inch Clearview letters, except when the style of lettering for an eligible attraction is a trademark. Lettering shall be reflective white.
- D. The legend describing an eligible attraction shall be the same as used on the standard intersection TODS signs, except that, if necessary to fit, abbreviations can be included and the standard spacing for the words and letters may be reduced up to 30%.
- E. If there is only one line of legend it should be centered.
- F. The same arrow used for the other TODS signs shall be used (Figure 8), but when used horizontally the shaft shall be extended so the overall length of the arrow is 12 inches and when used up or slanting, the shaft shall be reduced so the overall length of the arrow is 6 inches.
- G. A sticker shall be attached to the back of each sign. It shall include the name of the Contract Manager and the toll-free number to call for emergencies and repairs.

IV. COLORS

- A. TODS signs shall have a reflective white legend and outline on a reflective blue background.
- B. Symbols shall be reflective white on a reflective blue background and have a 3/8 inch reflective white outline.
- C. Specific color requirements shall be in accordance with the Federal Highway Administration color tolerance charts.
- D. When eligible attraction trademark logos are used, they may display colors appropriate to the trademark logo design. Logos shall have a 3/8 inch reflective white outline.
- E. All signs shall be reflectorized to show the same shape and color day and night.

V. CLOSED PLAQUES

When closed plaques are required, a 36 x 12 inch black on yellow panel with the legend CLOSED in 8 inch Clearview letters shall be attached on the face of the sign in the off season.

VI. SIGN PLACEMENT (see Figure 5)

- A. The location of other traffic control devices shall take precedence over the location of TODS signs.
- B. Except as noted herein, position, height, and lateral clearance of assemblies shall comply with the Department's Sign Support Standards.
- C. TODS signs shall be erected on the right side of the roadway.
- D. TODS assemblies shall be located so as not to interfere with, obstruct, or divert a driver's attention from other traffic control devices or oncoming vehicles and shall not obstruct cross corner sight distance. Except for the advance sign, if used, intersection TODS assemblies shall be located at least 200 feet from the intersection. They shall be placed at least 200 feet from each other and from other traffic control signs.
- E. The sign assembly for right turn signs shall be placed closer to the intersection than the one for activities to the left. If TODS signs for these activities cannot be located within 2,500 feet of the intersection where a change in direction is required, no TODS are permitted on that intersection leg.
- F. When used, advance TODS signs shall be located no closer than approximately 2 miles from the intersection, with 800 feet between the assemblies. In the direction of traffic, the order of advance signing shall be for facilities to the left, the right, and ahead.
- G. Lateral clearance for TODS signs shall be equal to or greater than that for other guide signs at the intersection. However, the lateral clearance for TODS assemblies shall not be less than 6 feet from edge of pavement. If adequate lateral clearance cannot be maintained due to terrain, conflict with other traffic control signs, or other obstructions, TODS signs shall not be installed.

VII. SIGN MATERIALS

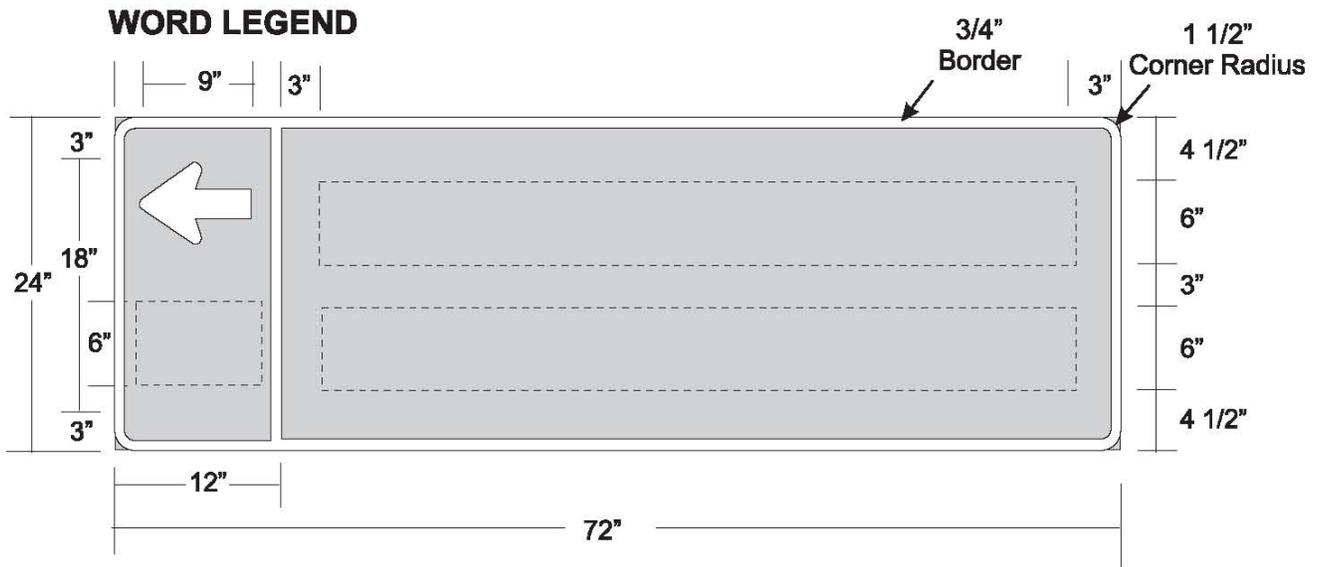
- A. All signs shall be fabricated on substrate as per the Department's Standard Specifications for Construction.
- B. Background and legends, including arrows and any symbols, logos, and outlines shall meet ASTM Type IV retroreflective sheeting specifications.

VIII. SIGN SUPPORTS

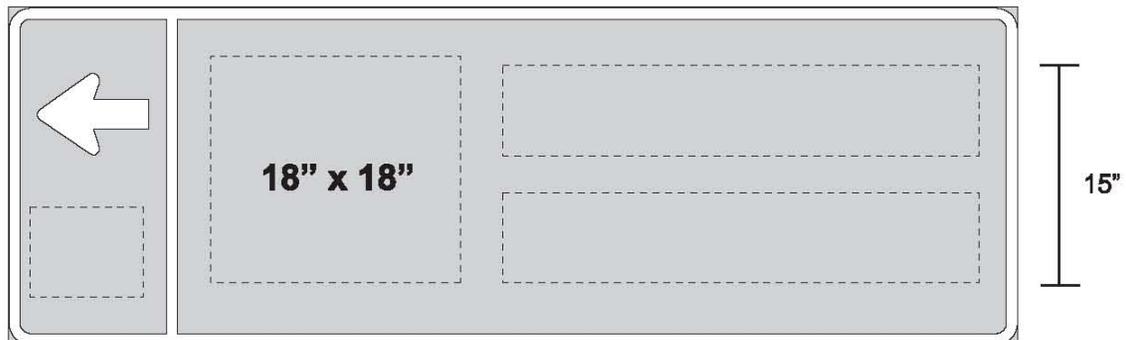
- A. All sign supports and mounting hardware shall comply with the Department's Sign Support Standards.
- B. TODS signs shall be erected on separate supports and shall not be combined with other signs.

STANDARD DESIGN

Left Hand Shown (Right Hand Opposite)



SYMBOL AND LOGO



LOGO ONLY

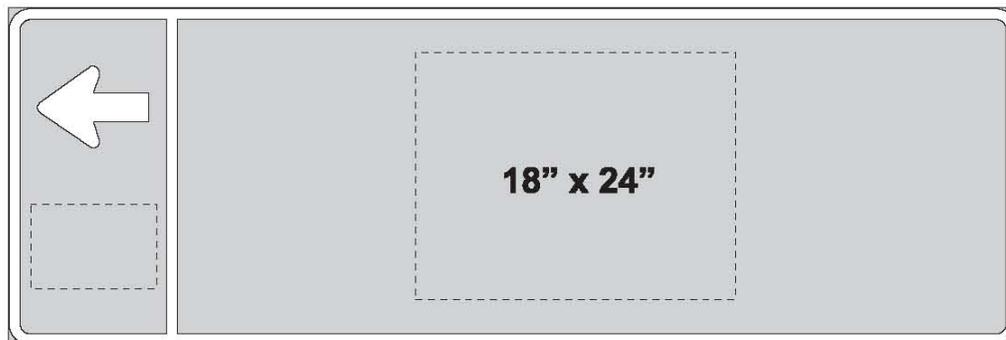


FIGURE 1

**MICHIGAN
TODS**

**TODS SIGN PANEL
(3 Signs Combination)**

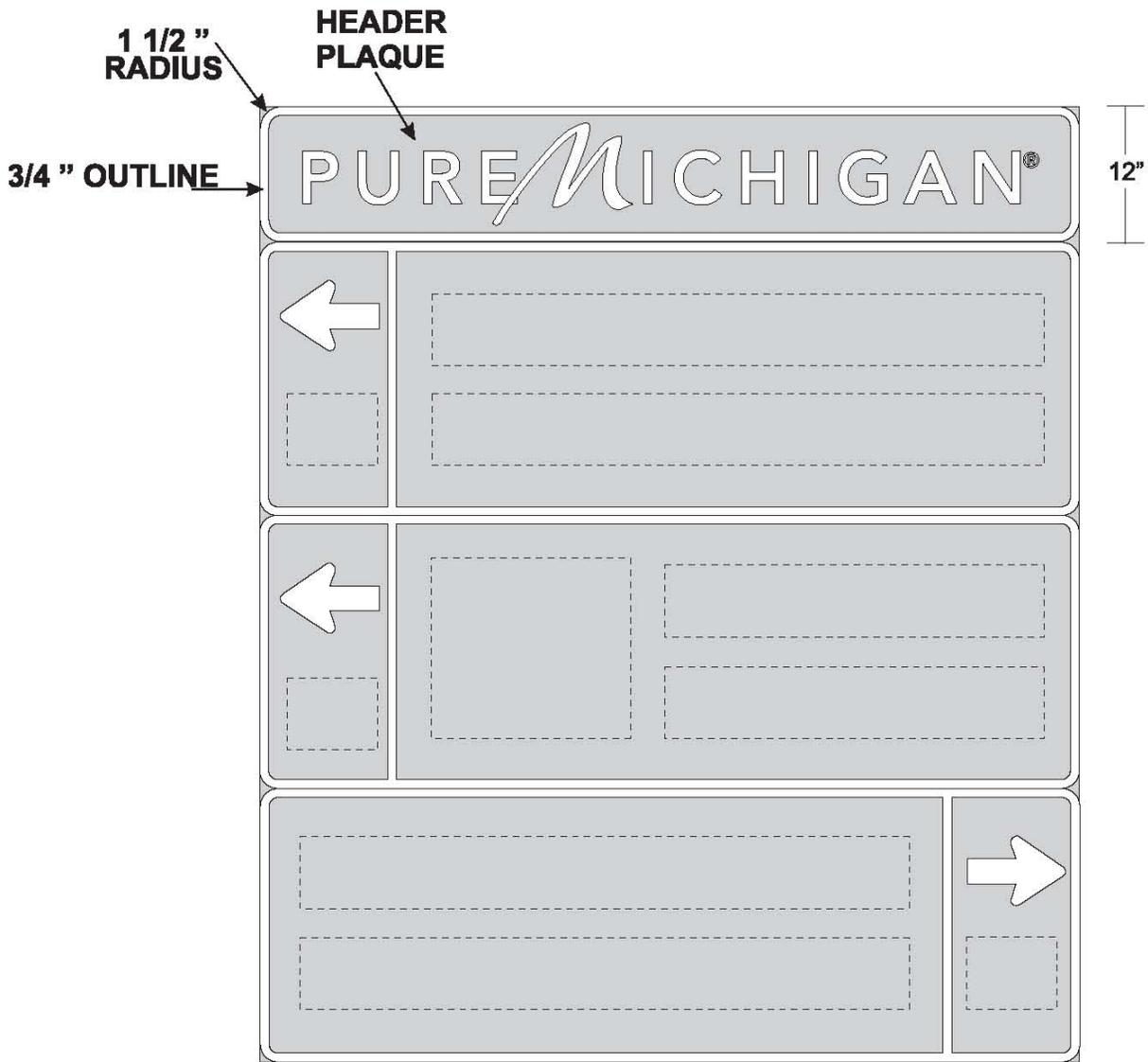


FIGURE 2

**MICHIGAN
TODS**

ALTERNATE HEADER PLAQUE

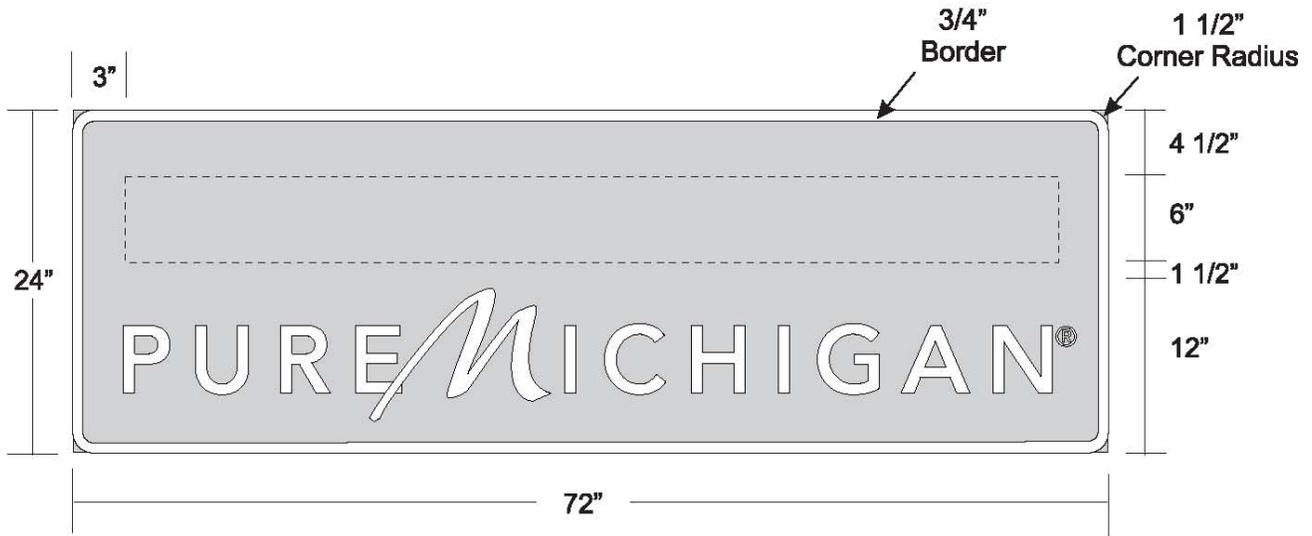


FIGURE 2.1

**MICHIGAN
TODS**

ADVANCE PANEL (Special Circumstances Only)

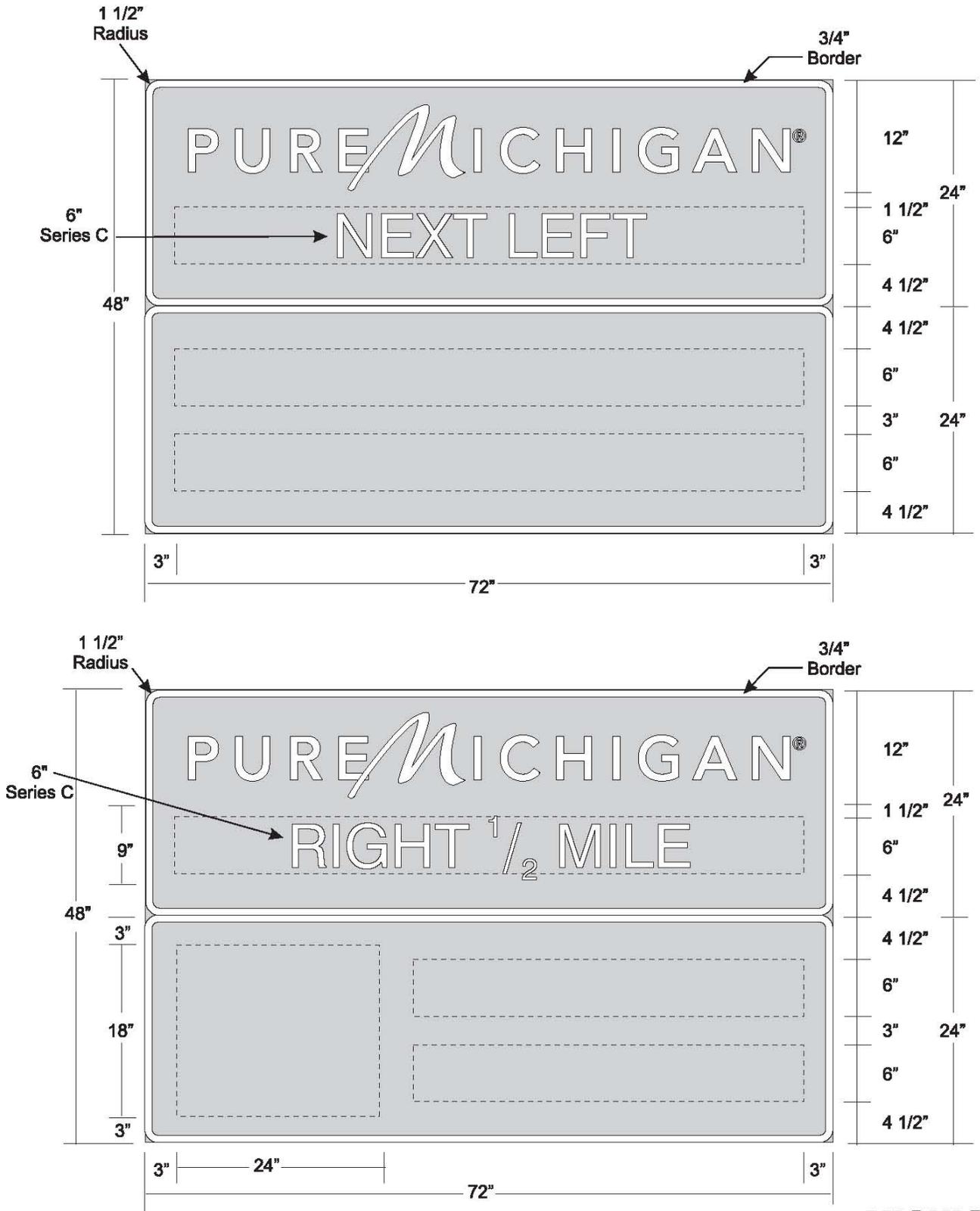


FIGURE 3

**MICHIGAN
TODS**

**ADVANCE PANEL
(Special Circumstances Only)**

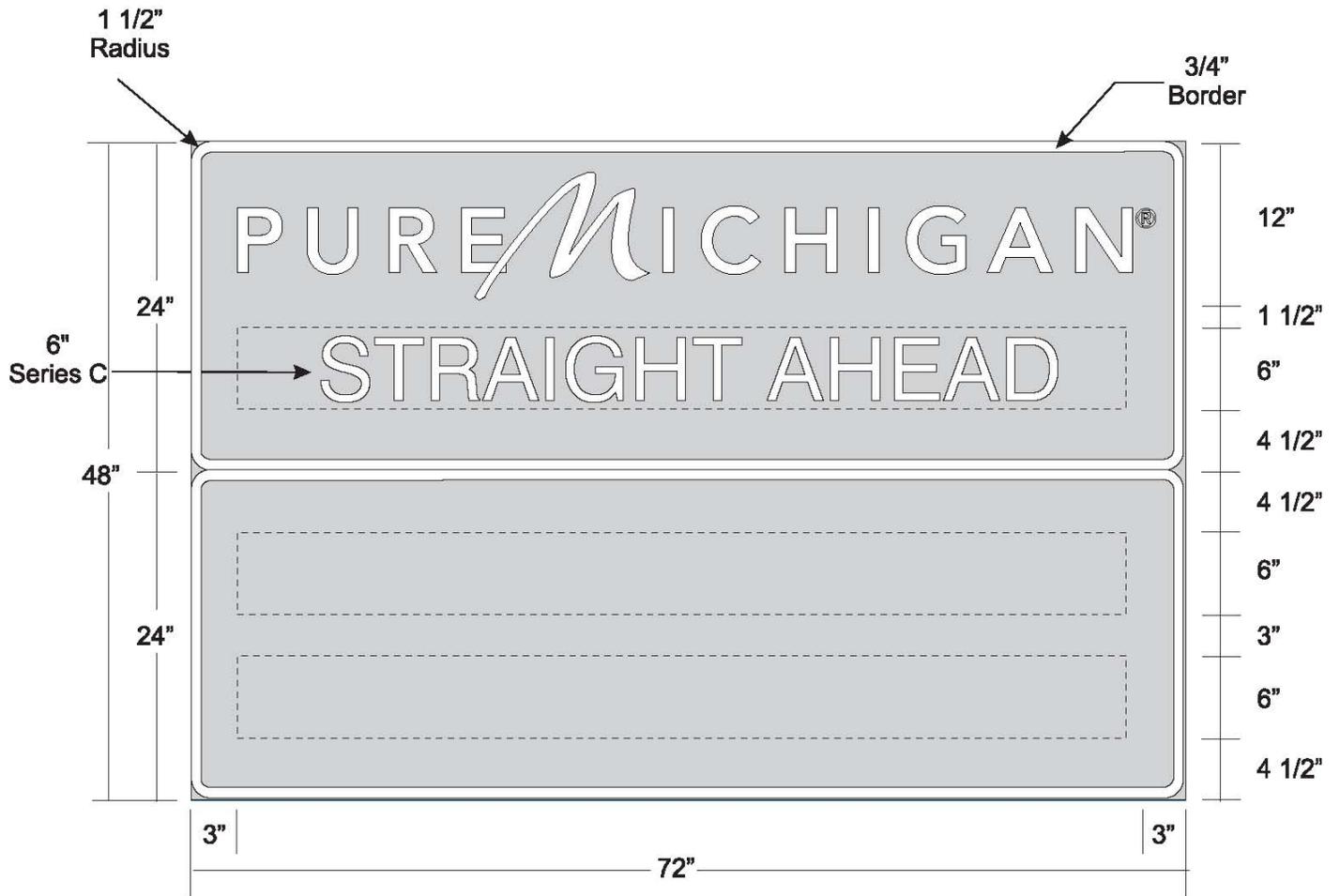


FIGURE 3A

**MICHIGAN
TODS**

TODS SIGNS (EXAMPLES)

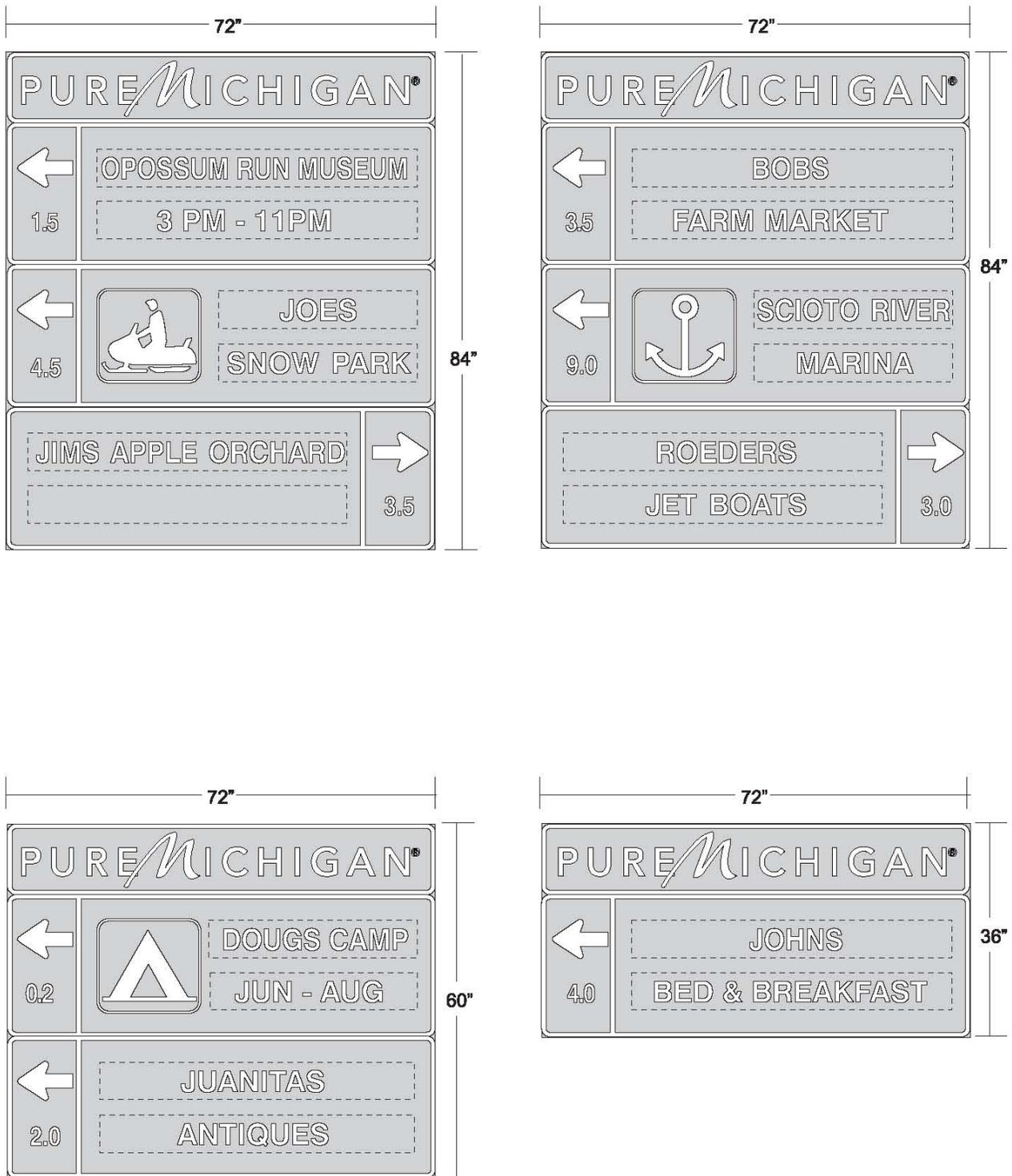
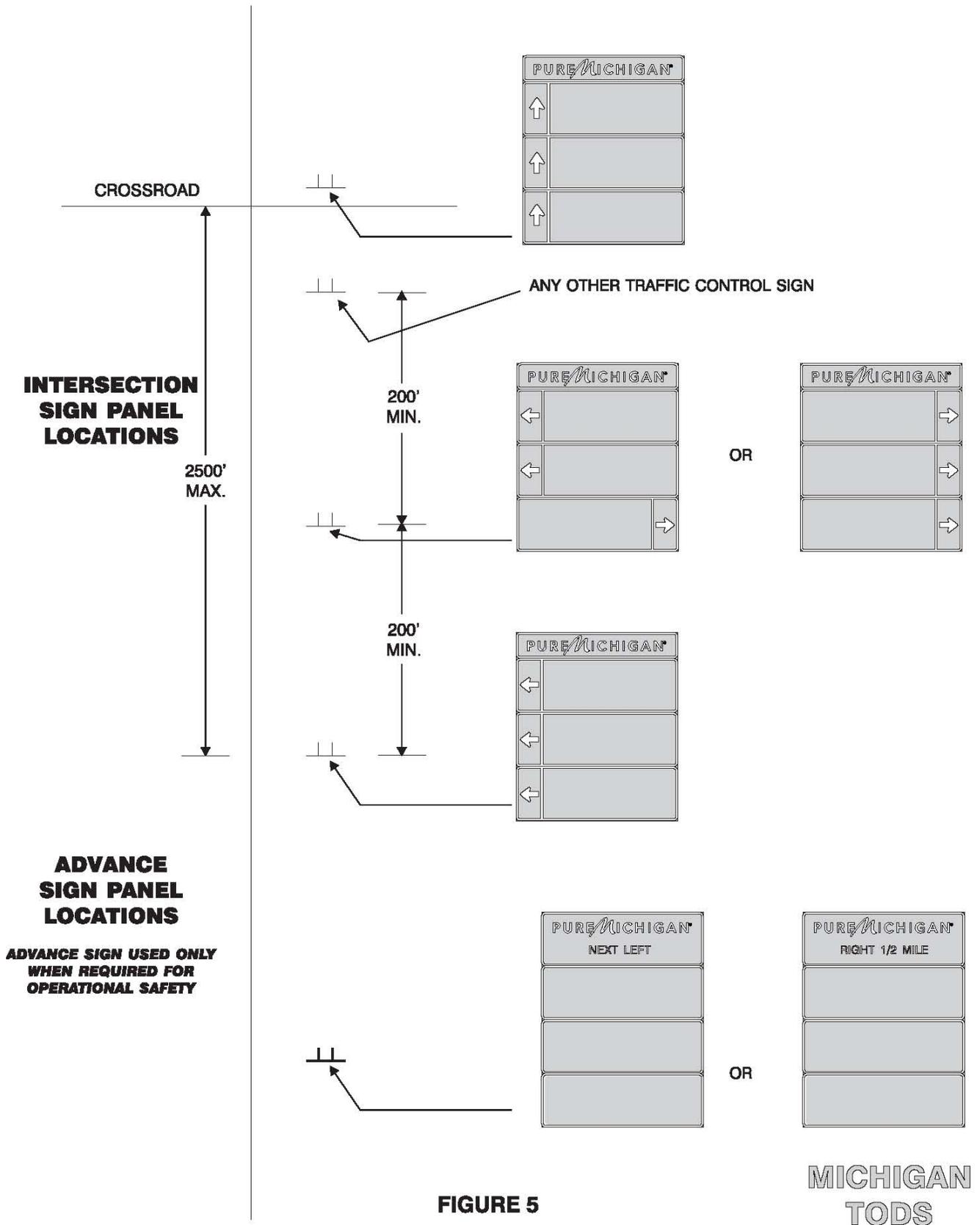


FIGURE 4

MICHIGAN
TODS

TODS PANEL LOCATION



TRAILBLAZER SIGN

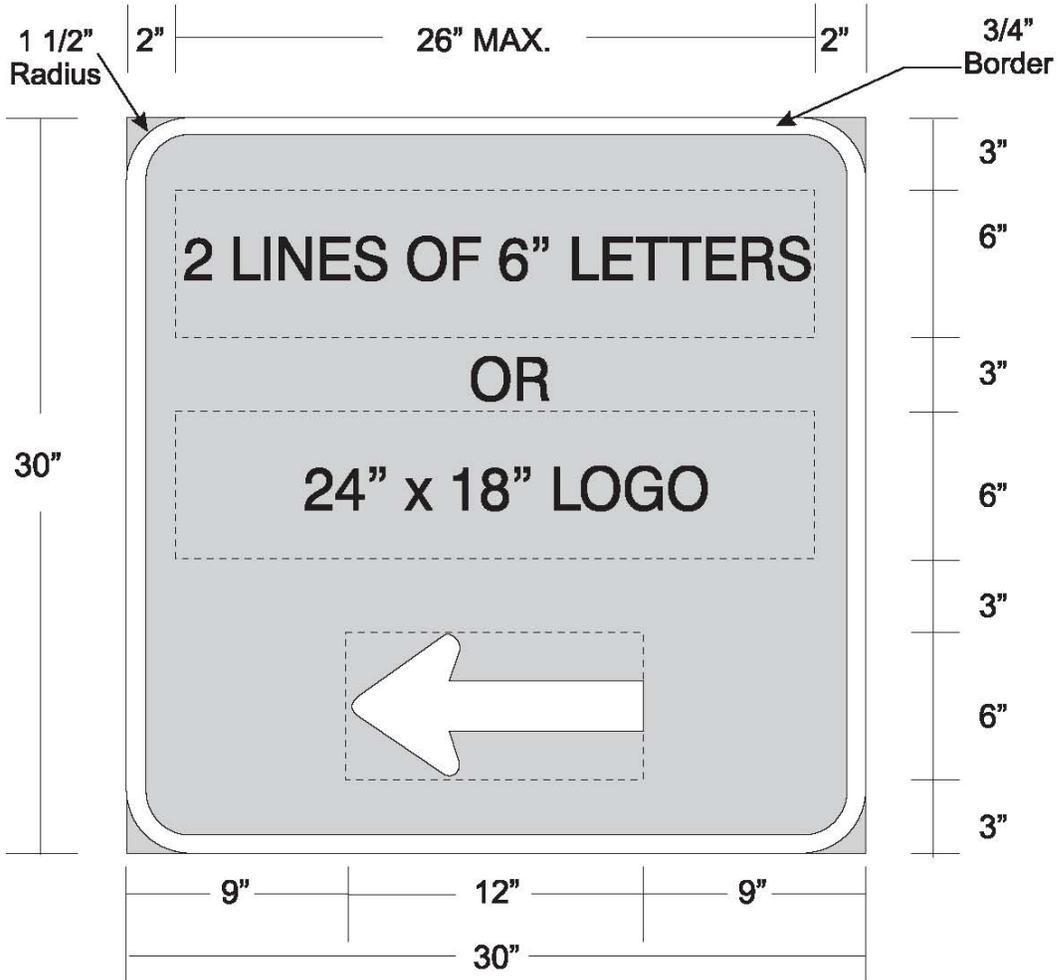


FIGURE 6

MICHIGAN
TODS

Typical Trailblazing For Attractions

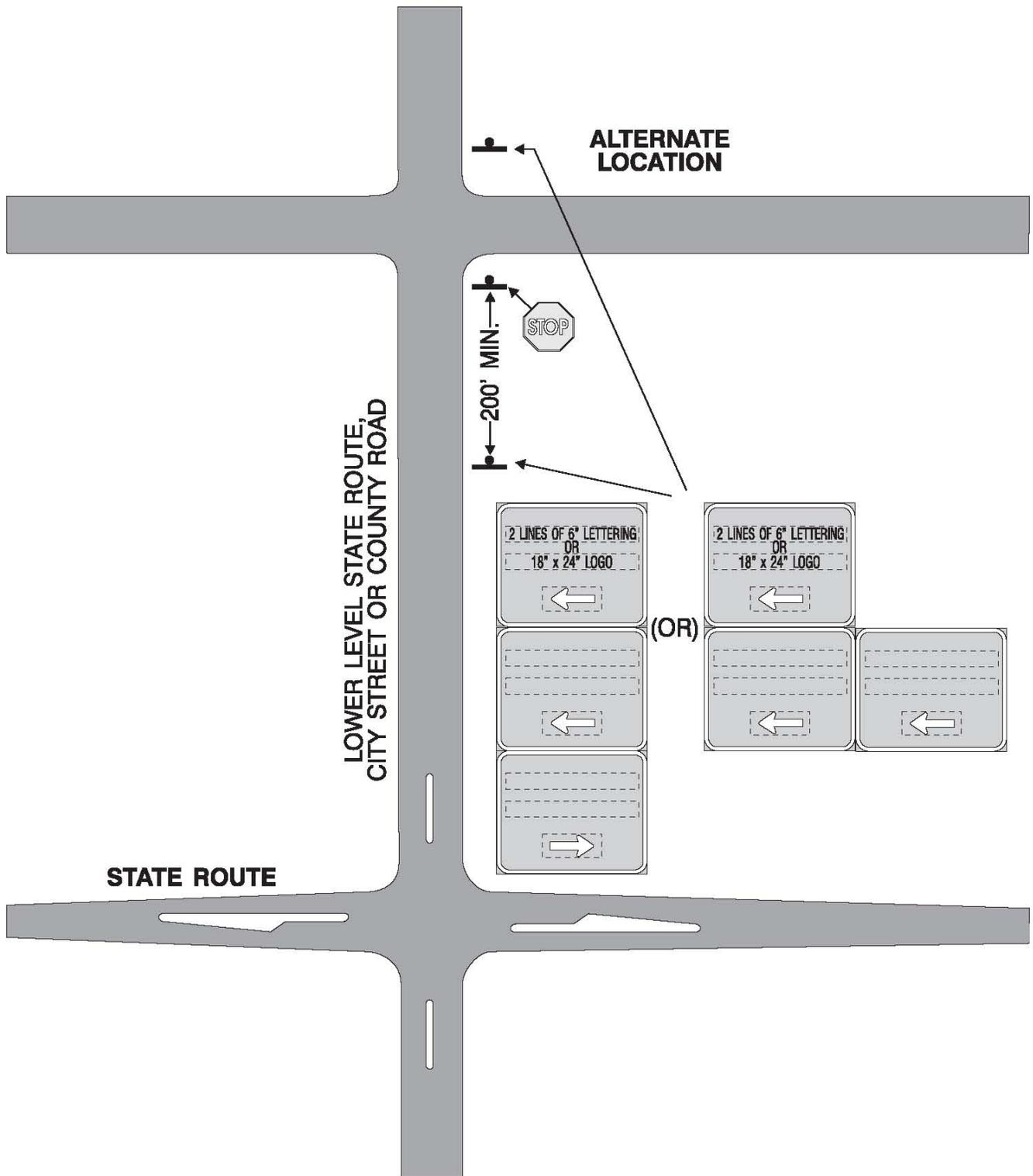


FIGURE 7

MICHIGAN
TODS

TODS DIRECTIONAL ARROW

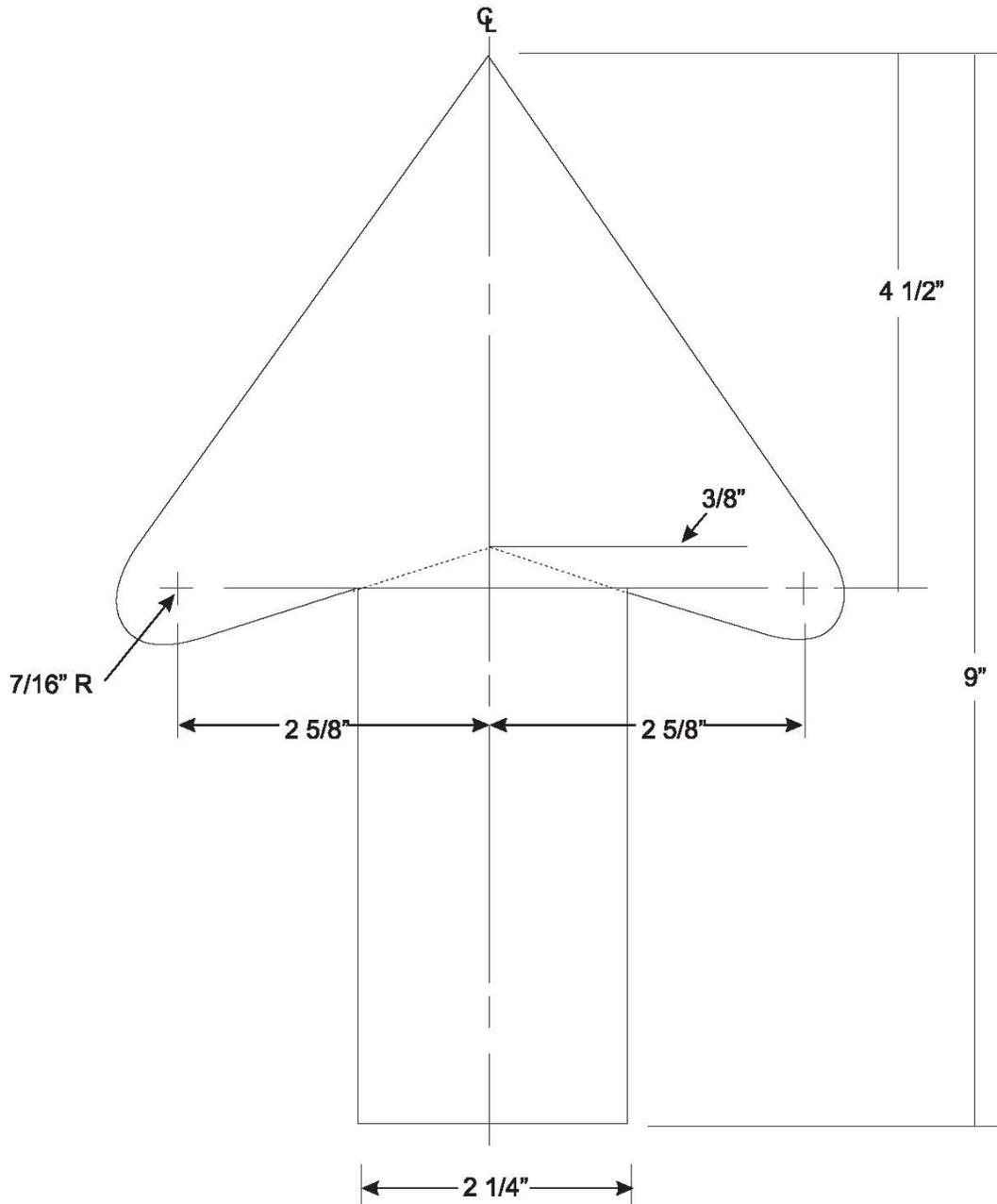


FIGURE 8

**MICHIGAN
TODS**

Appendix A

Open for Business Hours Exception

Wineries / Distilleries

Open for business a minimum of 30 hours per week and 5 days a week, of which one day must be either Saturday or Sunday, and for a minimum of 5 months.

Drive-In-Theater

Open for business a minimum of 5 days a week, of which one day must be either Saturday or Sunday, opening at dusk.

Race Track / Speedway

Open for business for a minimum of 10 race events a year.

CONSULTANT BID SHEET – PROPOSED FEES

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:

Specific Services (Logo) Signing Program

UNIT DESCRIPTION (Pay Items)	QUANTITY (Units)	UNIT PRICE	TOTAL
Annual Logo Mainline Sign Fee	1	\$ _____	\$ _____
Annual Logo Ramp Sign Fee	1	\$ _____	\$ _____
Annual Logo Trailblazer Sign Fee	1	\$ _____	\$ _____

TOTAL BID PRICE: \$ _____

Legal Business Name:	
Consultants Authorized Legal Signer:	
Consultant Address:	
Date:	

CONSULTANT BID SHEET – ANNUAL REMITTANCE

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:

Specific Services (Logo) Signing Program

UNIT DESCRIPTION (Pay Items)	QUANTITY (Units)	UNIT PRICE	TOTAL
Minimum Annual Remittance	1	\$ _____	\$ _____
Annual Maximum Percentage Remittance	1	_____ %	_____ %

Legal Business Name:	
Consultants Authorized Legal Signer:	
Consultant Address:	
Date:	