

## 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"/>	<b>Location:</b> The percentage of work performed in Michigan will be used for all selections unless the project is for on-site 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)	7 pages (MDOT Forms not counted)	14 pages (MDOT forms not counted)	Total maximum pages for RFP <b>not including key personnel resumes.</b> Resumes limited to 2 pages per key staff personnel.

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

### GENERAL INFORMATION

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

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

### MDOT FORMS REQUIRED AS PART OF PROPOSAL SUBMISSION

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

**5100J** – Consultant Data and Signature Sheet (Required for all firms performing non-prequalified services on this project.)

**(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) **AA**

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## RFP SPECIFIC INFORMATION

ENGINEERING SERVICES                       BUREAU OF TRANSPORTATION PLANNING                       OTHER

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

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

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**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.

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**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.

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**Low Bid** (no qualifications review required – no proposal required.)

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## BID SHEET INSTRUCTIONS

Bid Sheet(s) are located at the end of the Scope of Services. Submit bid sheet(s) with the proposal, to the email address: [mdot-rfp-response@michigan.gov](mailto:mdot-rfp-response@michigan.gov). Failure to comply with this procedure may result in your bid being rejected from consideration.

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## 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.

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**NOTIFICATION  
MANDATORY ELECTRONIC SUBMITTAL**

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

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

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

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

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

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

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

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

**Required Bookmarking Format:**

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

**2/14/12**

**NOTIFICATION  
E-VERIFY REQUIREMENTS**

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

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

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

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

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

9/13/12

**SCOPE OF SERVICE  
FOR  
SPECIAL SERVICES**  
**Revised Due Date on 3/31/2016**  
**REVISED 4/4/2016**

**CONTROL SECTION:** Various

**JOB NUMBER:** N/A

**PROJECT LOCATION:**

The project is located on state trunklines in Bay, Grand, Metro, and University Regions

**PROJECT DESCRIPTION:**

Solicit businesses to pay for litter removal on selected limited access state highways in Bay, Grand, Metro, and University Regions. The maintenance company will market the program and perform litter pickup on the sponsored highways.

**ANTICIPATED SERVICE START DATE:**

May 1, 2016

**ANTICIPATED SERVICE COMPLETION DATE:**

May 31, 2021

**PRIMARY PREQUALIFICATION CLASSIFICATION(S):**

N/A

**SECONDARY PREQUALIFICATION CLASSIFICATION(S):**

N/A

**DBE REQUIREMENT:** N/A

**QUESTIONS:**

Address all questions in writing by e-mail to the MDOT Project Manager (PM). All questions will be answered on the MDOT website where this RFP is posted (directly below the link for the RFP).

**MDOT PROJECT MANAGER:**

Tim Jones, Departmental Specialist  
Division of Operations  
6333 Old Lansing Road  
517-322-3316  
517-322-3385  
jonestT30@michigan.gov

Section 1  
General Information for the Vendor

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

Department: The Michigan Department of Transportation

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

VENDOR: A company or organization submitting a response to the Request for Proposal.

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

**I. PURPOSE:**

The purpose of this request for proposal is to enter into a contract with a qualified VENDOR to solicit sponsorships to remove debris and litter along sponsored highway roadsides. The Sponsor A Highway Program will supplement the existing Adopt-A-Highway Program. Private companies may sponsor the VENDOR to maintain one mile segments of eligible roadway. The VENDOR will install a standard sign acknowledging the sponsor along each sponsored roadway segment. This RFP will result in a no-cost-to-the-state contract. The award is intended to be awarded to a single VENDOR however the Department may select up to three VENDORS.

This RFP is designed to provide offerors with sufficient information to submit proposals that meet minimum requirements, but is not intended to limit a proposal's content or exclude any relevant data. Offerors are encouraged to expand upon the specifications to evidence service capability under any agreement and innovations that will enhance the program's effectiveness and administration.

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

## **Background**

The Federal Highway Administration (FHWA) released updated guidelines in April 2014 clarifying the use of sponsorship and acknowledgment signs on the right of way. The guidelines allow the use of business logos and emblems to acknowledge sponsorships. This provides MDOT the opportunity to acknowledge donations made by business entities through acknowledgment signs.

## **II. Reference Information Documents**

2013 Michigan traffic statistics are available at [www.michigan.gov/mdot/0,1607,7-151-9622\\_11033-22141--,00.html](http://www.michigan.gov/mdot/0,1607,7-151-9622_11033-22141--,00.html)

## **III. Program Administration**

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

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

## **IV. Selection and Award**

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

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

## **V. 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.

## **VI. Incurring Costs**

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

**VII. 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.

**VIII. Inquiries**

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

**Tim Jones**

Michigan Department of Transportation – Operations Field Services Division  
6333 Lansing Road  
Lansing, MI 48917  
Jonest30@michigan.gov

**IX. Proposals**

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

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

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

**X. Economy of Preparation**

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

- Cover page
- Introduction
- Section 1 Understanding of Services
- Section 2 Qualification of the Team
- Section 3 Past Performance
- Section 4 Price – Average Cost per Sponsor Mile
- Section 5 Location

## **XI. Department Responsibilities**

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

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

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

## **XII. Prime Vendor Responsibilities**

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

The VENDOR shall develop standard sponsorship agreements that are in accordance with the requirements of the MDOT Guidance Document for Sponsorship of Highway Assets (Attachment A), FHWA Order 5160.1A (Attachment B) and the requirements set for in this RFP. These standard agreements shall be submitted for review and approval by the DEPARTMENT.

The VENDOR will be fully responsible for the fabrication, installation, maintenance, replacement, and/or removal of all signs provided as part of this contract. The VENDOR, along with any sub-VENDORS the VENDOR chooses to utilize, will be required to obtain permits from the DEPARTMENT prior to completing any work within the

roadway right-of-way. Upon completion of the contract, the VENDOR shall be responsible for the removal of signs and returning the area the sign was located in to the condition prior to implementation of the contract. The DEPARTMENT holds no liability for any damage or loss to VENDOR owned items, whether through normal use, vandalism, theft, or Acts of God.

The VENDOR shall pick up litter in sponsored areas according to the requirements in Attachment C. the Vendor is responsible for all labor, equipment, and materials required to maintain the sponsored areas and for disposal of all litter collected in a Class II landfill.

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

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

Under no circumstances shall the VENDOR require a licensing fee or other charge or concession from the DEPARTMENT for use of the VENDOR's intellectual property in this contract.

### **XIII. Term of Contract**

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

Section 2  
Information Required from the Vendor

**I. Understanding of Services**

Understanding of Services shall address the following:

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

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

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

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

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

**II. Qualifications of Team**

The scoring for the qualifications of the team will be one score based on the structure of the team, their qualifications, and demonstrated staffing capacity of the company to meet our needs.

Describe the following:

- a. Experience performing similar work.
- b. VENDOR should identify any sub-vendors they intend to hire.
- c. Qualifications and experience of personnel to be assigned to the Program. VENDOR should include résumés and a description of the responsibilities of each key person.
- d. Familiarity with relevant federal and state laws and the Michigan Manual on Uniform Traffic Control Devices.
- e. Experience in sign manufacturing, sign installation, advertising, sales or related fields.
- f. Experience with developing and operating sponsorship programs for highway litter removal.

### **III. Past Performance**

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

### **IV. Price - Average Cost Per Sponsorship Mile**

The lowest projected per mile charge will receive ~~10~~ **25** points and the other bids will receive progressively lower points based on a percentage formula (lowbid/bid\* points assigned).

### **V. Location**

Percent of work performed in Michigan will be used for all selections. Include number of employees that will be located in Michigan.

### **VI. Added Value**

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

Section 3  
Criteria for Selection

All proposals received shall be evaluated by the DEPARTMENT for the purpose of selecting the VENDOR with whom a contract will be executed.

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

<b>Criteria</b>	<b>Points</b>
Understanding of Services	15
Qualifications of Team	20
Past Performance	15
Price Average Cost per Sponsorship Mile	25
Location	5
Added Value	20
Total	100

Section 4  
Work Statement

The VENDOR will be required to plan, implement, and deliver a comprehensive and quality sponsorship program with a significant marketing presence.

**General Requirements:**

1. The VENDOR must, at all times, represent the best interests of the DEPARTMENT for the right to utilize the rights licensed pursuant to any contract resulting from this RFP in the areas of highway sponsorship.
2. Unless specifically provided otherwise in writing by the DEPARTMENT, the VENDOR shall be obligated to submit to the DEPARTMENT for approval of all promotional content, announcements, advertisements, Website and social media postings, signage and related marketing materials prior to use.

**I. Sponsorship:**

Requirements - The VENDOR shall plan and implement the program in accordance with the following sponsorship requirements:

i. Available Sponsorships

1. Available highways for sponsorships are listed in Attachment C. Sponsorships will be a minimum of 1 mile on one side of the highway.

ii. Marketing:

1. The VENDOR shall solicit businesses to sponsor litter removal on state highways.
2. The VENDOR will negotiate and manage the fee that sponsors will be charged to sponsor a roadway segment.

iii. Signage Content:

1. The VENDOR shall submit the proposed content of all signage prior to installation for approval by the DEPARTMENT.
2. The VENDOR represents and warrants that all signage will comply with all applicable federal, state, and local laws and regulations, including those pertinent to the displaying of sponsors' logos.

iv. General Rules and Restrictions for Sponsorship Signs

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

1. The VENDOR shall not align itself with sponsors that would in any way have a negative impact, dishonor or discredit the DEPARTMENT or the State of Michigan.
  2. The VENDOR shall not state or imply that a State agency or institution endorses a vendor's product or service.
  3. Federal and State Code Compliance
    - a. Federal and State codes regulate the use of highway signage, including sponsorship and advertising.
    - b. The VENDOR shall ensure that all signage is installed in accordance with state and federal regulations.
    - c. The DEPARTMENT shall have the right of approval of all sponsorships signs before installation.
- v. Fabrication, Installation, and Maintenance of Signage and Displays
1. The VENDOR shall be responsible for the fabrication, installation and maintenance of signage.
  2. The design of the signs will be stipulated by the DEPARTMENT and the content will be restricted to the sponsorship name or logo according to the Michigan Manual on Uniform Traffic Control Devices (MUTCD) Standards.
  3. The Department will have final approval on sign installation locations and logos.
  4. The VENDOR represents and warrants that all signage will comply with all applicable federal, state, and local laws and regulations pertinent to the displaying of sponsors' names and products.
  5. The VENDOR shall be responsible for obtaining up to date access permits for work performed in the MDOT right-of-way.
  6. The VENDOR shall be responsible for all traffic control required to perform the tasks as outlined in this Scope of Work. Lane and/or shoulder closures are not allowed for litter pickup. If a lane or shoulder closure is required for sign installation the contractor must apply for a permit from the MDOT

Transportation Service Center (TSC) responsible for the county where the sign installation will occur. A Traffic Management Plan prepared in accordance with the MDOT Work Zone Safety & Mobility Manual will be required for any lane or shoulder closure. The VENDOR will be required to notify the appropriate Transportation Operations Center (TOC) control room 30 minutes prior to commencing any lane or shoulder closure, and at the completion of each day's operation. Map and contact list for each TOC will be provided to the Vendor.

7. The VENDOR shall ensure all highway signs are installed in accordance with the most current version of the Michigan Manual for Uniform Traffic Control Devices (MMUTCD) and MDOT Standard Specifications for Construction.
8. Any VENDOR supplied or installed signage or will remain the property of the VENDOR.
9. The VENDOR, upon removal or replacement of any sign shall restore the DEPARTMENT's property to original or better condition.

## **II. Litter Removal**

### **i. Items to be picked up.**

1. Litter is defined as foreign tangible objects, fist-size or larger, that are visible as one walks along the pavement edge. Litter includes but is not limited to illegal signs, tires, filters and drink containers. Debris is defined as any foreign tangible object that may pose a threat to vehicular traffic. The VENDOR will only be responsible for debris that can be safely retrieved from the shoulder or roadside. The VENDOR is not required to remove debris located inside travel lanes.

### **ii. Area to be cleaned.**

1. VENDOR shall clean the area from the shoulder to the right-of-way fence or barrier wall.

### **iii. Frequency**

1. The VENDOR shall clean sponsored highways according to the requirements in Attachment C. On areas that require twelve cleans per year the cleans will be monthly. On areas that require seven cleans per year the cleans will take place in the months of March, May, June, July, August, October, and November. Cleans shall take place during the same week each month.

### **iv. Quality Assurance**

1. The DEPARTMENT will incorporate a Quality Assurance Program (QAP) to evaluate the effectiveness and quality of the program and selected VENDOR. The Quality Assurance Program also offers a standard grading system for Litter Pickup. The desired condition is defined as no litter, fist-size or larger, visible from the edge of the

roadway. The following table demonstrates the grade calculations as a ratio of litter pieces per tenth of a mile. A minimum B grade will be the goal on all sponsored roadway segments. If a B grade cannot be maintained with the minimum once per month litter pickup frequency, the DEPARTMENT may request an increase in that frequency. Immediately after a scheduled pickup is completed the area shall be at the A+ grade.

Table 1 – MDOT QAP Litter Pickup Grading Scale

Pieces per 0.1 Mile			Grade
0	To	10	A+
11	To	20	A
21	To	30	A-
31	To	40	B+
41	To	50	B
51	To	60	B-
61	To	70	C+
71	To	80	C

v. Safety

1. Any VENDOR employee or sub-contractor working within the right-of-way will be required to wear appropriate personal protective equipment (PPE) and follow work zone safety standards as stipulated by the MMUTCD. All employees working in the right-of way must wear a Class II safety vest or other garment that meets the Federal Highway Administration’s requirement for worker visibility while working in the right-of-way. The VENDOR will provide safety training to all employees working in the right-of-way and provide THE DEPARTMENT with a copy of the VENDOR’s Safety Manual. The VENDOR must follow all Michigan Occupational Safety and Health Administration rules.

vi. Work Plan and Progress Reports

1. The Vendor shall provide a schedule of areas and dates sponsored segments will be cleaned at least 30 days prior to the cleanup. The VENDOR shall provide a report, within 30 days after the cleanup has been conducted, of the areas cleaned which will include the route, location, and number of bags collected. A copy of all schedules and reports shall be sent to the MDOT project manager. A copy of the schedules and reports for the highway segments located within a Region’s oversight shall be sent to the Region Operations Engineer. A copy of the schedules and reports for highway segments located within the TSC oversight shall be sent to the TSC Maintenance Coordinator and TSC Permit Technician. A list of contacts for each area will be provided to the VENDOR.
2. A map of sponsored highway segments shall be submitted the first week of each month to the MDOT Project Manager, Region representative(s), and TSC representative(s). A list of map recipients will be provided to the VENDOR.

## Bidding Unit Cost

Region	Number of Pickups/ Year	Cost of Sign and Installation	Annual Cost to Sponsor	Total (Annual Cost to Sponsor + Sign cost)
Bay	12			
Bay	7			
Grand	12			
Grand	7			
Metro	12			
Metro	7			
University	12			
University	7			

\_\_\_\_\_  
Contractor Representative

\_\_\_\_\_  
Date

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

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

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

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

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

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

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

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

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

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

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

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

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

## **PROCEDURE**

### **Responsibility**

### **Action**

MDOT:

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

Sponsor:

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

FHWA:

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

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

Chief Operations Officer

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

6/12/2014

# FHWA Order 5160.1A

## Order

### Subject

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

Classification Code	Date	Office of Primary Interest
5160.1A	April 7, 2014	HOP

Par.

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

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

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

2. **Does this directive cancel an existing FHWA directive?** Yes. This directive cancels FHWA Order 5160.1, [Policy on Sponsorship Acknowledgment and Agreements within the Public Right-of-Way](#), dated March 13, 2012.
3. **What is the background of this directive?**
  - a. State and local highway agencies and private sponsors have raised a number of questions with respect to FHWA's guidance on sponsorship agreements and how a sponsor can be acknowledged for the service provided under a sponsorship agreement.
  - b. Sponsorship programs are growing in popularity and are becoming a significant opportunity for highway agencies to generate critical support needed to build, operate, and maintain key facilities and services, including, but not limited to, adopt-a-highway litter removal programs, maintenance of a parkway or interchange, rest area operation and maintenance, other highway maintenance or beautification sponsorship programs, travel information services, and emergency service patrols. One of the most common ways for highway agencies to recognize the support provided by sponsors is through acknowledgment signs. However, there are a number of other options to recognize sponsors, including acknowledgment on in-vehicle transponders, service patrol vehicles, maintenance vehicles, outreach and educational materials, and Internet Web sites, as well as within telephone messages such as those of 511 systems. The FHWA continues to encourage agencies to make use of these other opportunities for sponsor recognition or acknowledgment whenever possible and appropriate so that the number of additional signs and informational load imposed on the driver can be minimized.
4. **What is the scope of this directive?** The provisions of this directive apply to all types of highways that are open to public travel.
5. **What authorities govern this directive?**
  - a. [Title 23, United States Code \(U.S.C.\), Section 109\(d\)](#), Standards for Federal-Aid Highways.
  - b. [23 U.S.C. 111\(b\)](#), Rest Areas.
  - c. [23 U.S.C. 131](#), Control of Outdoor Advertising.
  - d. [23 U.S.C. 156](#), Proceeds from the Sale or Lease of Real Property.
  - e. [23 U.S.C. 402](#), Highway Safety Programs.
  - f. [Title 23, Code of Federal Regulations \(CFR\), Section 1.23\(b\)](#), Rights-of-way.

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

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

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

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

### a. General principles.

- (1) It is FHWA's policy to allow the use of signs to acknowledge the provision of highway-related services under both corporate and volunteer sponsorship programs. It is essential that good, basic engineering practices be followed, such as simplifying sign message content, using reasonable sign sizes as specified in the provisions of the MUTCD and this directive, and minimizing driver distraction.
- (2) The FHWA recognizes a distinction between signing intended as advertising and signing intended as a sponsorship acknowledgment. Advertising generally has little, if any, relationship to a highway service provided. Instead, the advertiser seeks to get its recognizable message, company emblem, or logo before the public, and if possible, information on how or where to obtain the company's products or services. In most cases, if the sign goes beyond recognizing the company's contribution to a particular highway service or includes telephone numbers, Internet addresses, or directional information, the sign is more properly classified as an advertising sign and not as an acknowledgment sign.
- (3) The use of highway right-of-way for advertising purposes is not allowed, except as provided in [23 U.S.C. 111\(b\)](#), Rest Areas.
  - (a) When advertising within the highway right-of-way is identified, the FHWA Division Administrator should take timely notice and develop a plan for corrective action to bring the State into compliance with the CFR.
  - (b) This policy position is consistent with the principles and intent of several laws and regulations including 23 CFR 1.23(b), 23 U.S.C. 109(d), 23 U.S.C. 111(b), 23 U.S.C. 131, and 23 CFR Part 750. Furthermore, Paragraph 3 in Section 1A.01 in the MUTCD states, "Traffic control devices or their supports shall not bear any advertising message or any other message that is not related to traffic control."
  - (c) These laws and regulations are based on safety and operational concerns, particularly as related to driver distraction. Highway signs and other traffic control devices convey crucial information. In order for road users to perceive and respond appropriately to critical information, the conspicuity of highway signs and other traffic control devices must be preserved so that the safe and orderly movement of traffic is not compromised.

### b. Sponsorship policies and agreements.

- (1) In order to be eligible for acknowledgment within the highway right-of-way, sponsorship policies and agreements should follow these principles:
  - (a) Sponsorship agreements can allow sponsors to provide products, services, or monetary contributions.
  - (b) Sponsorship agreements may be of any duration. However, these agreements should:

1. be economically viable and provide a net benefit to the public, and
2. include provisions for maintenance and removal of physical elements of the sponsorship acknowledgment after the agreement expires or the sponsor withdraws.

(c) Agreements can be applicable to a highway site, a highway corridor, or a specific highway operation. If a sponsor is making a monetary contribution, the recipient agency needs to identify specific highway sites, corridors, or operations supported by the monetary contribution in the sponsorship agreement.

(d) If Federal-aid funds were used within the corridor or facility for which sponsored services are being provided, then monetary contributions received as a part of sponsorship agreements shall be spent for highway purposes.

(e) All sponsorship agreements involving the Interstate highway system should be approved by the FHWA Division Administrator.

(2) If a State, local, or other highway agency elects to have a sponsorship program, then the State department of transportation for that State should have a policy on sponsorship agreements that is applicable to all highways within that State. These policies are to:

(a) be approved by the appropriate FHWA division office;

(b) include requirements that eligible sponsoring organizations must comply with State laws prohibiting discrimination based on race, religion, color, age, sex, national origin, and other applicable laws;

(c) include a termination clause for sponsorship agreements based on:

1. safety concerns,
2. interference with the free and safe flow of traffic, or
3. a determination that the sponsorship agreement or acknowledgment is not in the public interest;

(d) include types of sponsors and agreements that are acceptable, consistent with applicable State and Federal laws;

(e) establish a requirement for facilities on which Federal-aid funds have been used, that the sponsorship money be used only for highway purposes; and

(f) establish a recommendation for facilities on which Federal-aid funds have not been used, that the sponsorship money be used only for highway purposes.

(3) FHWA review and approval are only for the purpose of determining consistency with this directive and the MUTCD. States and local highway agencies are responsible and liable for ensuring their policies and agreements are consistent with State and Federal laws.

(4) The provisions of this directive apply to new and revised agreements and are intended to promote a degree of national uniformity and consistency. Existing State agreements do not have to be changed.

### c. Acknowledgment signs and acknowledgment plaques.

(1) Highway agencies may acknowledge sponsors with acknowledgment signs or acknowledgment plaques. All acknowledgment signs shall meet the general principles and specific criteria prescribed in the MUTCD, including the provisions for acknowledgment signs in Section 2H.08. Furthermore, these acknowledgment signs shall not be placed at key decision points where a driver's attention is more appropriately focused on traffic control devices, roadway geometry, or traffic conditions.

(2) Acknowledgment signs and acknowledgment plaques:

(a) must meet all design and placement criteria for acknowledgment signs as covered in Part 2 of the [MUTCD](#) and all sign design principles covered in the [Standard Highway Signs and Markings Book](#);

(b) when located on a bikeway or shared-use path, should also be appropriately sized commensurate with the legibility needs of the bikeway or path user;

(c) must be placed near the site(s) being sponsored, consistent with the purpose and principles of traffic control devices in Parts 1 and 2 of the MUTCD;

(d) must be placed at least 1 mile apart from each other if facing in the same direction and associated with the same element of the highway agency's highway operation, such as litter pickup, consistent with the purpose and principles of traffic control devices in Parts 1 and 2 of the MUTCD;

(e) must not display any directional information, in accordance with Section 2H.08 of the MUTCD;

(f) must not display telephone numbers, Internet addresses, or other legends prohibited by the MUTCD (consistent with Section 2H.08 of the MUTCD) for the purpose of contacting the sponsoring entity or to obtain information on the sponsorship program, such as how to become a sponsor at an available site; and

(g) should remain in place only for the duration of the agreement.

(3) For sponsorship of rest areas, one acknowledgment sign for each direction of travel may be installed on the highway mainline. Additional acknowledgment signs may be placed within the rest area, provided that these sign legends are not visible to highway mainline traffic and do not pose safety risks to rest area users. In accordance with the provisions of the MUTCD, the acknowledgment signs must not be appended to any other sign, sign assembly, or other traffic control device. In accordance with Section 2H.08 of the MUTCD, rest area acknowledgment signs on the highway mainline should not be located within 500 feet of other traffic control devices.

(4) For sponsorship of travel service programs that are not site-specific, such as 511 Traveler Information, Radio-Weather, Radio-Traffic, and

Emergency Service Patrol, an acknowledgment plaque may be mounted in the same sign assembly below the General Service signs for these programs. The acknowledgment plaque is a horizontally oriented rectangle, with the horizontal dimension longer than the vertical dimension. The size of the acknowledgment plaque must not exceed the lesser of 1/3 of the area of the General Service sign below which it is mounted or 24 square feet. An acknowledgment plaque must not exceed 1/3 of the area of the largest size prescribed in the MUTCD for a specified standard sign below which the acknowledgment plaque is mounted, even where the standard sign is enlarged in accordance with Sections 2A.11 and 2I.01 of the MUTCD or where the size of a standard sign used is designated as Oversized in the MUTCD for its application. Where the legend of a standard sign is modified based on a State MUTCD, State Supplement, or equivalent, and results in a sign size larger than that of the standard sign in the National MUTCD, the size of the corresponding acknowledgment plaque is governed by the size of the standard sign in the National MUTCD with the standard, unmodified legend.

(5) The provision of highway-related services, products, or monetary contributions that occurs through naming sponsorship (sometimes referred to as "naming rights") of officially mapped named or numbered highways is, by definition, sponsorship. Consistent with Section 2H.08 of the MUTCD, an unofficial overlay or secondary designation in the name of a sponsor on the official highway name or number through proclamation, contract, agreement, or other means, may be acknowledged within the highway right-of-way only with an acknowledgment sign. An acknowledgment sign must not display a legend that states, either explicitly or by implication, that the highway is named for the sponsor.

(6) In accordance with Section 2H.08 of the MUTCD, in order to maintain the recognition value of official devices used for traffic control, acknowledgment signs and acknowledgment plaques shall only take the form of static, non-changeable, non-electronic legends.

(7) Except as provided for acknowledgment plaques in Paragraph 7.c.(4) of this directive, acknowledgment sign and acknowledgment plaque messages shall not be interspersed, combined, or alternated with other official traffic control messages, either in the same display space, by adjacency in the same assembly, or by adjacency of multiple assemblies whose longitudinal separation does not meet the placement criteria contained in the MUTCD, including when placed on opposite sides of the roadway facing the same direction of travel.

(8) Consistent with the provisions of Section 2H.08 of the MUTCD, due to the limit on their maximum overall size, acknowledgment signs and acknowledgment plaques shall not be overhead installations. Only roadside, post-mounted installations of acknowledgment signs and acknowledgment plaques are allowed.

(9) In order that the focus remains on the service provided rather than the sponsoring entity, the sponsor logo area on an acknowledgment sign or acknowledgment plaque shall be a horizontally oriented rectangle, consistent with the MUTCD provisions on business logos in Chapter 2J of the MUTCD. The width of this rectangle shall be at least 1.67 times its height, the total area of which shall not exceed the maximum referenced or specified elsewhere in this directive and in the MUTCD. The word legend describing the activity, such as "SPONSORED BY," shall be composed of upper-case lettering of the FHWA Standard Alphabets at least 3 inches high on conventional roads and at least 4 inches high on expressways and freeways.

(10) When a graphic logo is used to represent the sponsor (instead of a word legend using the FHWA Standard Alphabets), the logo shall be the principal trademarked official logo that represents the corporate name of the sponsor. Secondary logos or representations—even if trademarked, copyrighted, or otherwise protected—are classified as promotional advertising and shall not be allowed in accordance with Section 1A.01 of the MUTCD.

(11) An alternative business name whose sole or primary purpose appears to be to circumvent the provisions of the MUTCD is classified as promotional advertising rather than an acknowledgment of a sponsoring entity of a highway-related service. In accordance with Section 1A.01 of the MUTCD, promotional advertising shall not be allowed on any traffic control device or its supports.

(12) Acknowledgment signs or acknowledgment plaques that include displays mimicking advertising shall not be allowed. The determination of whether a sign mimics or constitutes advertising lies with the FHWA. In accordance with Section 2H.08 of the MUTCD, a brief jurisdiction-wide slogan may be displayed on an acknowledgment sign. The slogan displayed is that of the program name, such as "ADOPT-A-HIGHWAY." Slogans for companion, supplementary, or other programs unrelated to the service being sponsored shall not be displayed on any acknowledgment sign or acknowledgment plaque.

(13) The provisions of this directive apply to new and modified installations and are intended to promote a degree of national uniformity and consistency. Existing acknowledgment signs already installed do not have to be changed except when they are no longer serviceable or when a modification of the sponsor name or logo on the existing acknowledgment sign occurs for any reason.

#### d. d. Policy conclusion.

(1) If a proposed sponsorship agreement cannot meet the above criteria, acknowledgment signs or acknowledgment plaques should not be considered; however, the other forms of acknowledgment (such as acknowledgment on transponders, service patrol vehicles, maintenance vehicles, outreach and educational materials, and Internet Web sites, as well as within telephone messages such as those of 511 systems) may still be considered. Safe and orderly movement of traffic must not be compromised with the use of these acknowledgment signs or acknowledgment plaques. Safety is, in fact, the overriding issue when there is any doubt as to whether an acknowledgment sign or acknowledgment plaque is appropriate.

(2) The nature of highway financing is evolving, and private sector investment promises to be a significant source of revenue. Sponsorship programs current and future highway construction and maintenance needs. The FHWA will continue to work with highway agencies to assure that these programs are administered in a safe and effective manner.

## 8. What are FHWA's responsibilities?

### a. FHWA Federal-aid Division Offices

(1) Inform public agencies of this directive.

(2) Review State policy on sponsorship acknowledgment in the highway right-of-way for consistency with this directive and the MUTCD, and approve if consistent.

(3) Review State sponsorship agreements for acknowledgment on Interstate highways for consistency with this directive and the MUTCD, and approve if consistent.

(4) Perform periodic review or risk-based assessment of State policy and agreements on sponsorship acknowledgment in the highway right-of-way.

**b. FHWA Office of Operations**

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

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

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



Gregory G. Nadeau  
Deputy Administrator

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## Attachment C

### Routes and Frequency of Cleans

Route	Location	Region	Proposed Number of Cleans
I-75	Entire route in Wayne County	Metro	12
I-75	Oakland County, Wayne County Line to MM 63	Metro	12
I-75	Oakland County MM 63 to MM 106	Metro	7
I-275	Wayne County, MM 8 to MM 14	Metro	7
I-275	Wayne/Oakland County, MM 14 to I-696	Metro	12
I-375	Wayne County, Jefferson Ave. to I-75	Metro	12
I-94	Macomb County, MM 231 to MM 249	Metro	7
I-94	Macomb County, MM 231 to MM 225 Wayne County Line	Metro	12
I-94	Wayne County, entire route	Metro	12
I-94	Washtenaw County, M-52 to Rawsonville Road, MM 159 to MM 187	Metro	7
I-96	Wayne County, I-275 to I-75	Metro	12
I-96	Oakland County, Kent Lake Road to I-275, MM 153 to MM 162	Metro	7
M-8	Wayne County M-10 to Conant St.	Metro	12
M-10	Wayne/Oakland Counties I-696 to Jefferson Ave.	Metro	12
M-14	Wayne County, Washtenaw/Wayne County Line to I-275, MM 16 to MM 22 (I-275)	Metro	7
M-39	Wayne County I-94 to M-10	Metro	12

I-75	Entire Route in Monroe County	University	7
I-275	Monroe County, MM 0 to MM 8	University	7
I-69	Eaton, Clinton & Shiawassee Counties, E. Shepherd Road to M-52, MM 80 to MM 105	University	7
I-96	Livingston County, Ingham/Livingston County Line to Kent Lake Road, MM 125 to MM 153	University	7
I-96	Ingham, Eaton & Clinton Counties, Ionia/Clinton County Line to Ingham/ Livingston County Line, MM 80 to MM 125	University	7
I-496	Eaton & Ingham Counties, WJct of I-96 to EJct of I-96, MM 0 to MM 12	University	12
US-23	Monroe County, State Line to Brewer Road, MM 0 to MM 15	University	7
US-23	Washtenaw County, Willis Road to North Territorial Road, MM 31 to MM 49	University	7
US-127	Ingham & Clinton Counties, Barnes Rd to Round Lake Rd, MM 61 to MM 86	University	7
M-14	Washtenaw County, I-94 to Washtenaw/Wayne County Line, MM 0 to MM 16	University	7
M-125	Monroe County, State Line to Luna Pier Road, MM 0 to MM 6	University	7
I-96	Kent County, Walker Ave to 36 <sup>th</sup> Street, MM 28 to MM 44	Grand	12
I-96	Muskegon, Ottawa, Kent & Ionia Counties, US-131 to Ionia/Clinton County Line (excluding the urban area as noted above) MM 0 to MM 28, and MM 44 to MM 80	Grand	7

I-196	Ottawa County, Ottawa/Allegan County Line to 44 <sup>th</sup> Street, MM 51 to MM 67	Grand	7
I-196	Ottawa & Kent Counties, 44 <sup>th</sup> Street to I-96, MM 67 to MM 81	Grand	12
US-31	Ottawa & Muskegon Counties, Ottawa/Allegan County line (32 <sup>nd</sup> Street) to Ransom Street.	Grand	7
US-131	Kent County, 54 <sup>th</sup> Street to West River Drive, MM 78 to MM 91	Grand	12
US-131	Kent County, 100 <sup>th</sup> Street SE to 10 Mile Road (excluding the urban are noted above), MM 72 to MM 78, and MM 91 to MM 97	Grand	7
M-6	Ottawa & Kent Counties, I-196 to I-96, MM 0 to MM 18	Grand	7
I-675	Saginaw County, SJct with I-75 to Davenport Ave, MM 0 to MM 3	Bay	12
I-675	Saginaw County, Davenport Ave to NJct I-75, MM 3 to MM 8	Bay	7
I-475	Genesee County, SJct I-75 to NJct I-75 (excluding the urban area noted below) MM 0 to MM 4, and MM 9 to MM 16	Bay	7
I-475	Genesee County, Bristol Rd to Davison Rd, MM 4 to MM 9	Bay	12

In areas with seven cleans per year the cleans will take place in the months of March, May, June, July, August, October, and November. In areas with twelve cleans per year cleans will be conducted monthly.

## Attachment D Sign Example

Below is a sample of the wording and layout of the Sponsor A Highway sign that may be used in Michigan. The sign may include the "Pure Michigan" logo pending approval from the Michigan Economic Development Corporation. The dimension of the sign are 60" wide x 42" tall with an area for the sponsor recognition panels that is 52" wide x 16 tall."

