

**Michigan Department of Transportation  
Request for Qualifications (RFQ)**

**Advertising/Sponsorship and Digital Information Systems Program**

**DESCRIPTION OF WORK:**

The Michigan Department of Transportation (MDOT) is looking to implement an advertising and sponsorship program along with a digital information system at its 14 Welcome Centers. There is also the potential for expanding the system to other selected tourism facilities (such as rest areas) within the state. It is anticipated that a Request for Proposals will be issued during fall of 2013 with the program implemented by spring 2014.

**SUBMITTAL DEADLINE:**

Responses to this request for qualifications must be received on or before **July 12, 2013**.

**MDOT CONTACT:**

Bill Wahl  
Associate Region Engineer – Operations  
MDOT North Region  
1088 M-32 East  
Gaylord, MI 49735  
Phone: 989-731-5090  
Fax: 989-731-0536  
E-mail: [wahlb@michigan.gov](mailto:wahlb@michigan.gov)

The Vendor's principal contact with MDOT shall be through the MDOT Project Manger.

**REQUESTED INFORMATION:**

Vendors interested in this program are requested to submit the following information:

- Vendor background with advertising/sponsorship and/or digital information systems.
- Experience promoting and/or advertising tourism destinations and services.
- Proposed digital information system capabilities and functionality.
- Locations and contact information for other locations where the vendor currently operates similar programs or systems.

The selected vendor will be responsible for all costs associated with the PROGRAM, including but not limited to, providing troubleshooting, special equipment used, and purchasing of parts.

**PROGRAM REQUIREMENTS:**

*Final Posted Date: 6/19/2013*

- Any proposed advertising and sponsorship program must be incurred at no expense to MDOT or to the State of Michigan.
- The program should provide an ongoing revenue stream to MDOT to support the operation and maintenance of tourism facilities. The Vendor must clearly state how such revenue will be generated and any anticipated revenue potential.
- All advertising and sponsorship must be in accordance with Federal and State laws and regulations.
- Advertising and sponsorship activities must be coordinated with other existing programs such as Adopt a Welcome Center, Adopt a Landscape, and Adopt a Highway that may exist at some locations.
- The digital information system should be accessible 24 hours per day and provide visitors with interactive access to weather, travel, and tourism information along with providing access to MDOT's Mi-Drive website, safety/informational videos, and online customer satisfaction survey.
- The Vendor must be able to enter into a multi-year-agreement with MDOT to operate the digital information system after the system is installed.
- It is highly desirable that the digital information system provide visitors with Wi-Fi services.

### **QUESTIONS:**

All questions from firms concerning this RFQ shall be submitted in written e-mail to the MDOT contact at [wahlb@michigan.gov](mailto:wahlb@michigan.gov) no later than 12:00 pm EST on July 8, 2013. MDOT will not respond to telephone inquiries or visitation by bidders or their representatives.

Electronic submittal of inquiries shall be sent as an attachment in Microsoft Word or Rich Text Format (RTF). Answers to questions will be prepared and made available to the list of vendors contacted as well as on MDOT's Consultant Services website. The answers to the questions will supersede the original issue pertaining to the question(s) of the RFQ.

### **ORAL PRESENTATIONS:**

Responders who submit proposals may be required to make oral presentations of their proposals to MDOT. After receiving and reviewing this qualification information, MDOT may schedule in-person demonstrations of digital information system functionality. These presentations provide an opportunity for the vendors to clarify the proposals through mutual understanding.

### **SUBMITTAL REQUIREMENTS**

Hard copies or electronic submittals will be accepted. Vendor information shall be submitted to the MDOT contact documented above.

Submittals shall include the Vendor contact information. Provide the name, postal address, e-mail address, telephone and fax number of the lead person authorized to enter into a contractual agreement and answer questions related to the proposal.

The vendor shall not contact any other employee, elected official, member, or agent of the state of Michigan concerning this request as a part of your preparation for your response to this RFQ and its engagement, unless otherwise delegated by the MDOT Project Manager.