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1998

Summary

**LOGO SIGNING PILOT PROGRAM
EXECUTIVE SUMMARY**

**Salman Aslam Rathore,
Graduate Research Assistant**

**William C. Taylor, Ph.D., P.E.
Professor**

December 7, 1998



**COLLEGE OF ENGINEERING
MICHIGAN STATE UNIVERSITY
EAST LANSING, MICHIGAN 48824**

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LOGO SIGNING PILOT PROGRAM

EXECUTIVE SUMMARY

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Introduction

The Michigan Department of Transportation has the primary responsibility to develop, operate, and maintain a statewide trunkline highway system designed to move traffic from one significant origin/destination to another in a safe, efficient and expeditious manner. Erecting and maintaining highway traffic signs on the state highway system is a part of this responsibility.

Standards for the design and application of all highway traffic signs erected on public highways in Michigan are specified in the *Michigan Manual of Uniform Traffic Control Devices* (MMUTCD). These signs include motorist service signs indicating the availability of gas, food, lodging and camping at the next interchange. Recently a new style of information sign, known as Logo Signs, has been introduced in several states throughout the United States. These signs are included in the Federal Manual of Uniform Traffic Control Devices (MUTCD). These signs permit retail establishments that provide services (gas, food, lodging and camping) to the motoring public to place their name or logo on a traffic sign erected within the freeway right-of-way. In 1996 this type of signing was introduced in Michigan on a trial basis. The rationale for considering Logo Signs was because the program has proved to be popular in the states that currently use such signing for motorist services. However, before committing to full implementation, the legislature wanted to determine the impact of this type of signing on the billboard industry.

The Logo Signing Pilot program was initiated as a result of a bill introduced by Senators Schwarz, McManus, Conroy and Koivisto and approved in the Michigan Senate. This legislation required that the Michigan Department of Transportation implement Logo Signing at 30 interchanges, conduct a study to evaluate the potential benefits, and issue a written report to the legislature on the study results.

The Department was directed to develop guidelines for determining eligibility, standards for the design and location of the signs, and to select the 30 interchanges to be included in this pilot project. The Department formed a committee to assist them in meeting these requirements. This committee relied heavily on guidelines developed in other states that have adopted Logo Signing as state policy and the guidelines included in the MUTCD. The eligibility guidelines and design standards adopted by this committee were included

in the Request for Proposal (RFP) issued to prospective bidders to conduct the pilot program.

Results

The results obtained from these analyses indicate that the Logo Signing Pilot program has not had a detrimental impact on the number of billboards along Michigan highways. Figure 1 is a graph of the cumulative number of billboards for the years 1985 to 1998. The billboard numbers used for the graph are the number of billboard permits issued minus the number of billboard permits rescinded. The graph shows that there was no net change in the number of billboards with the implementation of the Logo Signing Pilot program in June 1996.

The results obtained from Pilot and Control location comparisons are shown in Table 1. For the pilot interchanges with Logo Signs the number of billboards per business for all the services (gas, food, lodging, camping) was 0.65. For the control location interchanges, where there were no Logo Signs, this ratio was 0.21. Once again, these results indicate that the Logo Signing did not have a negative impact on the billboard industry. In fact, the businesses participating in the Logo Signing program purchased more billboard space than the businesses that were not located at one of the pilot interchanges.

The corridor analysis showed similar results. The number of new billboard permits issued in 1996, 1997 and the first six months of 1998 were compared between two corridors; interchanges were included in the pilot program, and a similar corridor (control) where only one interchange was included in the pilot program. The results are shown in Table 2. The test corridor was I-75 between Flint and Saginaw, where there were five interchanges included in the pilot program. The control corridor used in the comparison was I-196 between Holland and Grand Rapids, where only one interchange was included in the pilot program, and six interchanges were in the control group. The number of new billboard permits in the test corridor (31) was slightly higher than the number in the corridor without Logo Signs (26).

The acceptance of Logo Signing is quite evident from the results of the public and commercial surveys. Figure 2 shows that the participants in the public survey overwhelmingly favor the use of Logo Signs. In this survey, 262 responses were received of which 82 percent of the drivers noticed the logo signs, 82 percent found them useful and 89 percent were in the favor of implementing this program statewide.

As shown in Figure 3, thirty-four responses were received from businesses which are participating in the program. The results show that 88 percent were satisfied with the service and 94 percent desired to implement the program statewide. Figure 4 shows the results from twelve surveys that were received from businesses located at the pilot interchanges, but who were not participating in the program. Even though they were not participating in the program, eleven of the twelve (92%) thought the program should be implemented statewide.

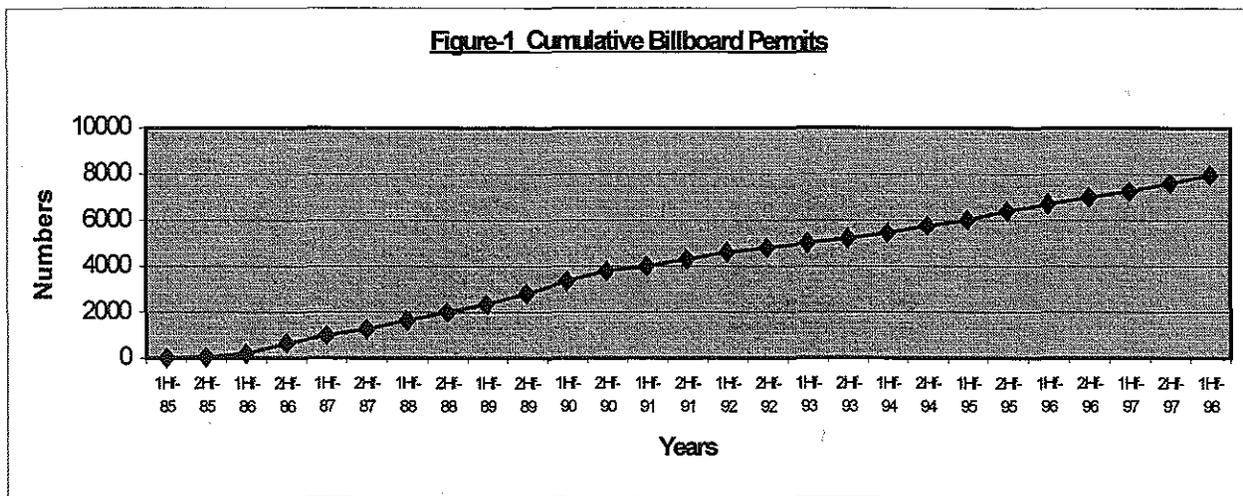


Table-1 Interchange Billboard Summary

Pilot Interchanges (17 in Sample)

Services	Number of Participants	Number of Billboards Within 10 Miles		Billboards per participant
		One Approach	Both Approaches	
GAS	70	15	8	0.44
FOOD	94	57	31	1.27
LODGING	164	27	19	0.40
CAMPING	8	2	1	0.50
TOTAL	336	101	59	0.65

Control Interchanges (21 in Sample)

Services	Number Eligible	Number of Billboards Within 10 Miles		Billboards per Eligible Business
		One Approach	Both Approaches	
GAS	115	7	11	0.25
FOOD	270	36	24	0.31
LODGING	385	22	12	0.12
CAMPING	6	3	0	0.50
TOTAL	776	68	47	0.21

Table-2 Number of New Billboard Permits by Corridor

Corridor	Number of new Billboard Permits			
	Year			Total
	1996	1997	1998	
I-75	11	13	7	31
I-196	10	11	5	26

Figure-2 Public Survey Results

262 total responses received

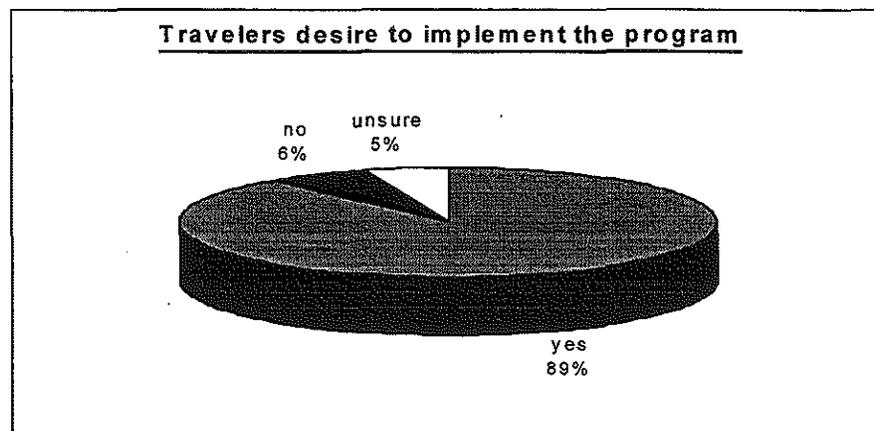
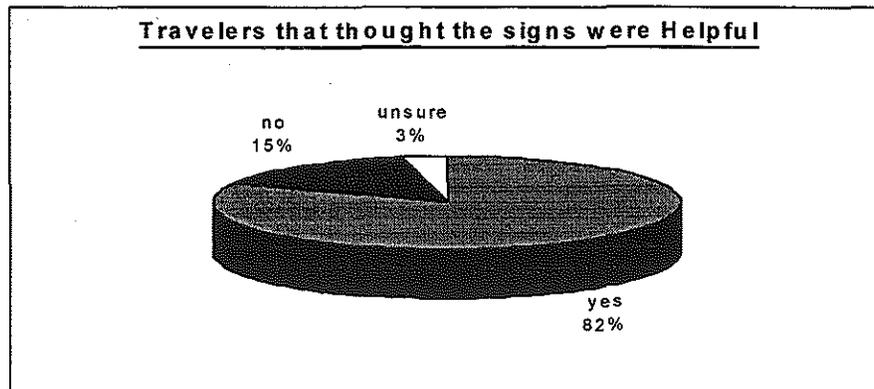
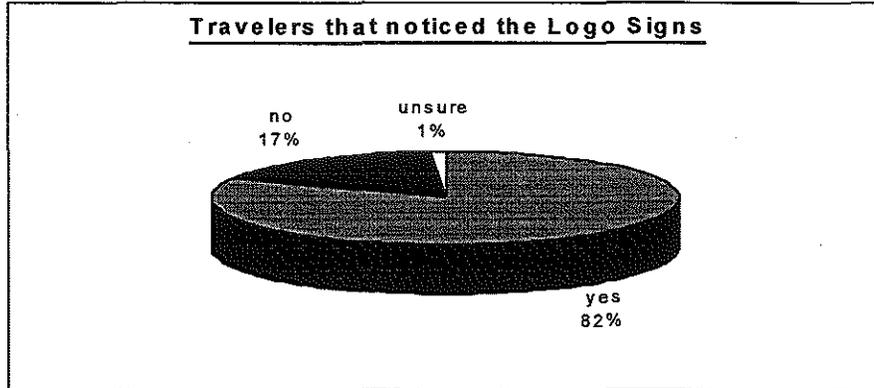


Figure-3 Participating Company Survey Results

34 surveys received

(23 National Firms, 10 Local Firms, 1 Unreported)

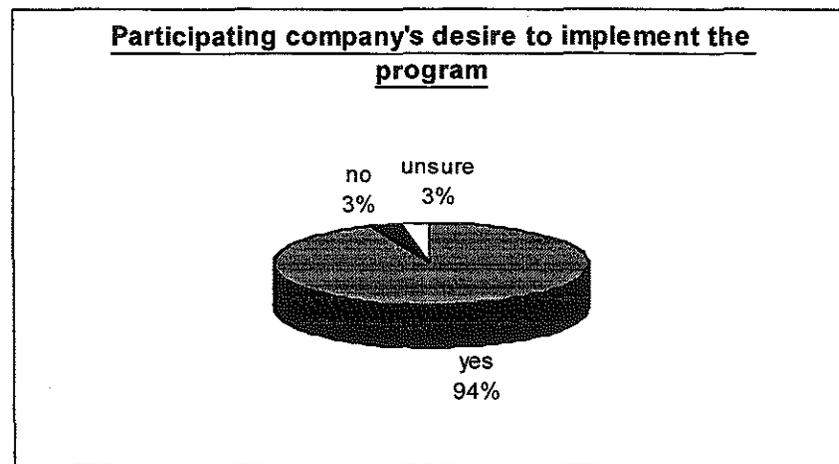
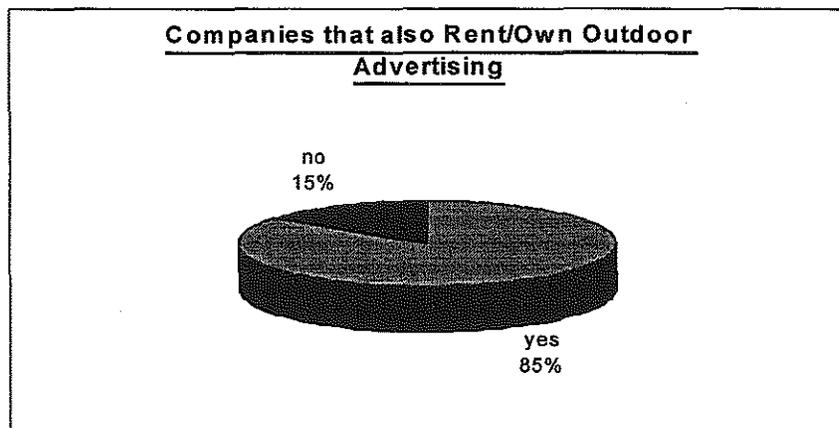
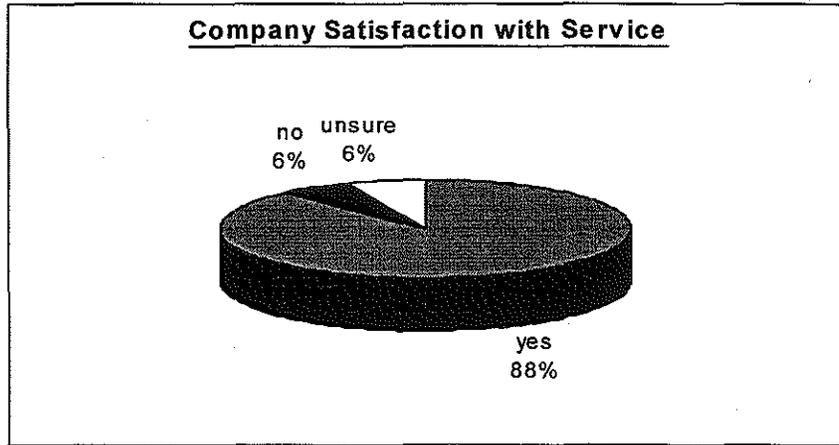
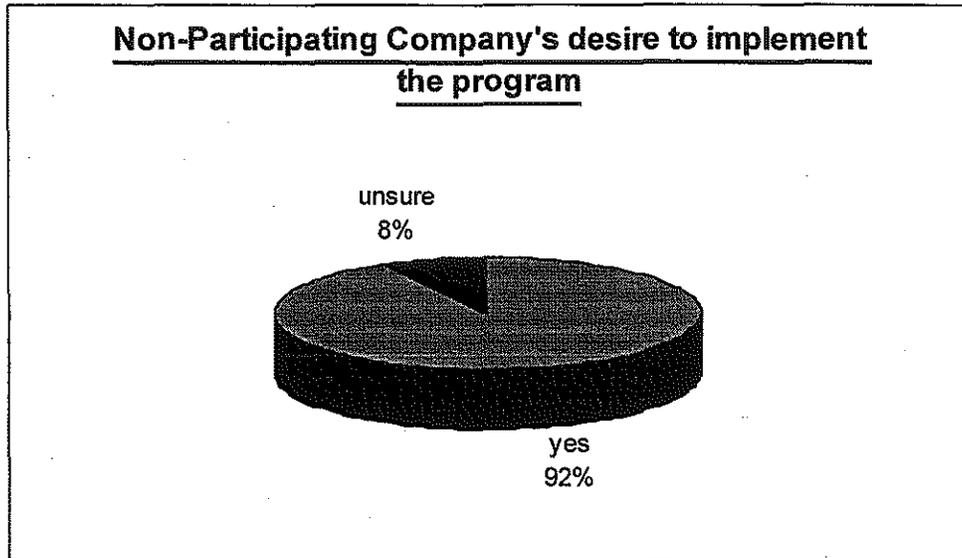


Figure-4 Non-Participating Company Survey Results



Conclusions

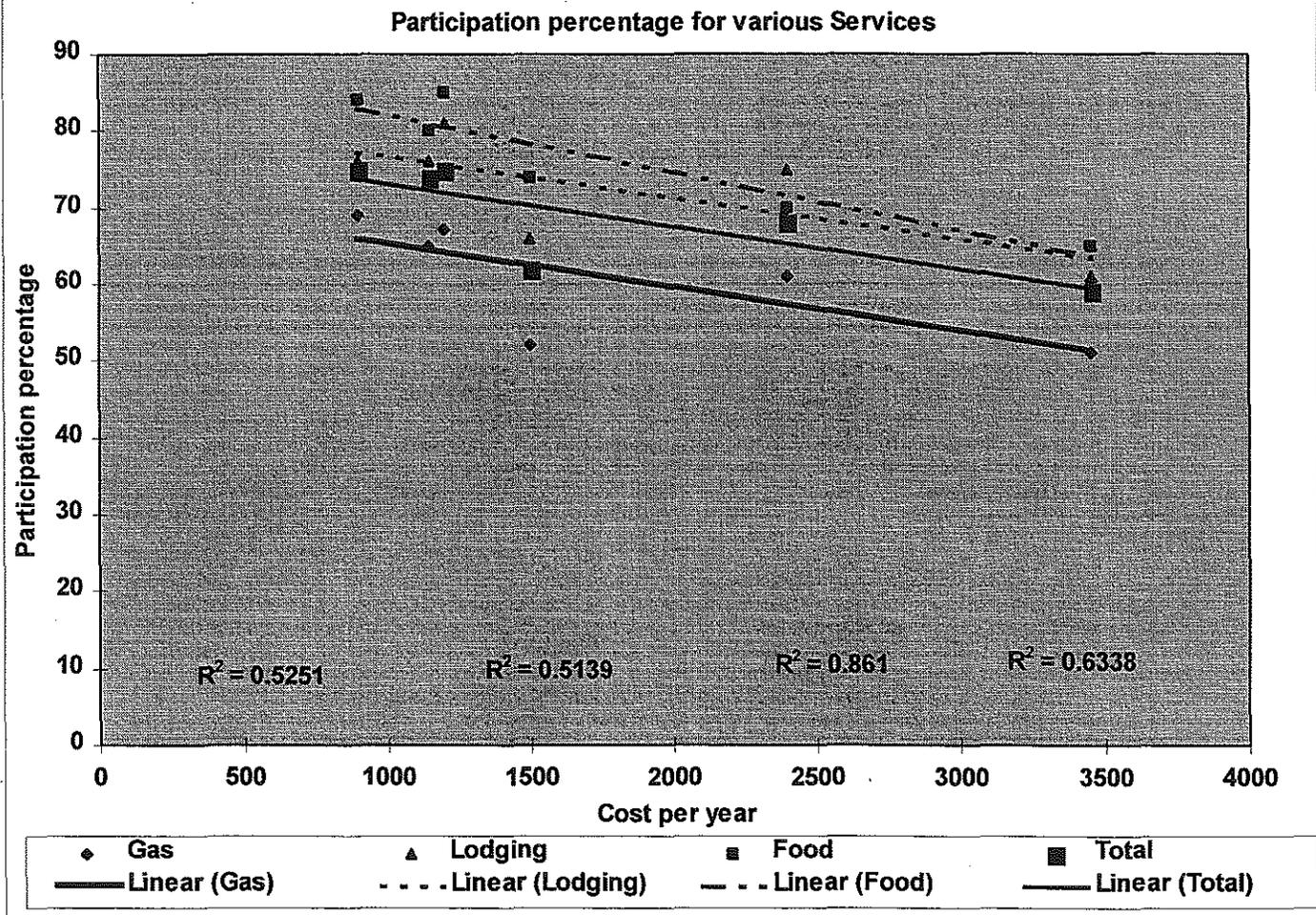
The following conclusions can be drawn from the Pilot Logo Signing program evaluation:

- The billboard industry was not adversely affected by the Logo Signing. There were more billboards purchased by the participating businesses than were purchased by similar businesses at interchanges without Logo Signs.
- The guidelines for the location and design of the Logo Signs meet the needs of the motoring public.
- The rate structure used by Michigan Logo, Inc. in the pilot program was acceptable to the eligible commercial establishments. Over 90 percent of the businesses that were eligible, whether or not they participated favored the use of Logo Signs on a statewide basis.
- The cost to participating businesses in Michigan is lower than the average cost of privately run Logo Signing program nationwide. As shown in Table 3, the average cost for those for these program is \$ 1741, while the cost in Michigan is \$ 1320 per year.
- If the Logo Signing program is expanded to include the entire freeway system in Michigan, Michigan Logos, Inc. estimates that approximately 1125 new businesses will participate in the program. These businesses are located at 254 interchanges that will become part of the program.
- The 1125 new participating businesses is based on a projection that 80 percent of the prime businesses would enroll in the program. This may be a little optimistic based on the participation rate in other states as shown in Figure 5.

Table-4 Annual Cost to Participating Business

Categories	Number	Minimum Cost	Maximum Cost	Average Cost per year
Publicly Run Program	20	0	\$1100	\$406
Privately Run Program	22	\$750	\$4614	\$1741
Michigan				\$1320

Figure-5 Participation rates based on a national survey



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~~summary~~

LOGO SIGNING PILOT PROGRAM

FINAL REPORT

**Salman Aslam Rathore,
Masters student of Transportation.**

**William C. Taylor, Ph.D., P.E.
Professor**

**Department of Civil and Environmental Engineering
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E. Lansing, MI 48824**

December 4, 1998

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Introduction

The Michigan Department of Transportation has the primary responsibility to develop, operate, and maintain a statewide trunkline highway system designed to move traffic from one significant origin/destination to another in a safe, efficient and expeditious manner. Erecting and maintaining highway traffic signs on the state highway system is a part of this responsibility.

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The Department was directed to develop guidelines for determining eligibility, standards for the design and location of the signs, and to select the 30 interchanges to be included in this pilot project. The Department formed a committee to assist them in meeting these requirements. This committee relied heavily on guidelines developed in other states that have adopted Logo Signing as state policy and the guidelines included in the MUTCD. The eligibility guidelines and design standards adopted by this committee were included

in the Request for Proposal (RFP) issued to prospective bidders to conduct the pilot program. The RFP is included in the Appendix.

The Pilot Program

The objective of the pilot program was to assess the feasibility and economic impact of adopting Logo Signing statewide and to gather information that will assist the Department in developing policies, standards and a rate structure.

The committee required all bidders to identify the fee structure they would use and the 30 interchanges they would include in the pilot program if they were the successful bidder. In order to obtain sufficient information to evaluate the potential benefits and cost of the system on a statewide basis, the committee placed certain constraints on the choice of the interchanges to be included. For example, no interchanges could be selected that were:

- Freeway to freeway interchanges.
- Interchanges where motorists could not conveniently enter the business without making a U-turn or illegal movement, or could not conveniently re-enter the freeway and continue in the same direction of travel.
- Interchanges where insufficient space exists to install logo sign panels in accordance with department spacing requirements.
- In the Detroit metropolitan area bounded by M-59, Haggerty Road and Sibley Road.

In addition to these constraints, the selected group of pilot interchanges were required to (as specified in the Request for Proposal) :

- Include one interchange north of an imaginary line drawn between Muskegon and Midland.
- Include interchanges where the majority of the eligible businesses elect to participate in the logo program.

The Request for Proposal also established certain standards for eligibility which including maximum distance from the interchange (3 miles) and hours of operation.

The Evaluation Plan

The 30 interchanges selected by the successful bidder (Michigan Logo, Inc.) are shown in Figure 1. Michigan State University was selected to conduct the evaluation of the pilot program and to prepare a draft of the report to the legislature as part of the Department sponsored Traffic Operation and Safety Research Center program. The evaluation of the program was designed to assess the impact of the program on the billboard industry and to determine the level of public and participant satisfaction with the guidelines as set forth in the RFP. To assess the economic impact of logo signing on the outdoor advertising industry, three separate studies were conducted:

1) The number of newly authorized billboard permits and the number of permits rescinded along Michigan highways were monitored over time. The purpose of this study was to determine if the introduction of Logo Signs could be correlated to a reduction in the growth of the billboard industry.

2) Field studies were conducted to determine the average number of billboards per business establishment for a subset of the pilot locations and a similar group of interchanges where Logo Signs were not used. Figure 2 shows the location of those sites which have been categorized as pilot and control. Table 1 lists the pilot and control interchanges. The pilot locations are denoted by (P), and control locations by (C). Criteria for the selection of control locations (without logo signing) included interchanges with ;

- Similar number of businesses in the eligible categories.
- Similar grouping of interchanges along a single route.
- Similar distribution of Interstate and US routes.
- Similar size of the nearest cities.

3) A comparison of the rate of growth (or reduction) in the number of billboards along a corridor with Logo Signs and a similar corridor without Logo Signs.

To assess the public and commercial acceptance of the Logo Signing pilot program surveys were conducted to determine if Logo Signs were considered to be helpful to the motoring public and local businesses. For this purpose three questionnaires were developed; one for the general public, one for the participating commercial establishments, and the third for those businesses which were eligible for Logo Signs but

Table-1 Pilot and Control Interchanges

Route	Exit	County	Study Designation
I-196	62	Ottawa	Pilot
I-69	145	Genesee	Pilot
I-75	122	Genesee	Pilot
I-75	126	Genesee	Pilot
I-75	131	Genesee	Pilot
I-75	136	Saginaw	Pilot
I-75	144	Saginaw	Pilot
I-75	212	Ogemaw	Pilot
I-75	279	Otsego	Pilot
I-75	282	Otsego	Pilot
I-75	310	Cheboygen	Pilot
I-94	23	Berrien	Pilot
I-94	76	Kalamazoo	Pilot
I-96	43	Kent	Pilot
I-96	104	Ingham	Pilot
I-96	110	Ingham	Pilot
I-96	145	Livingston	Pilot
I-675	6	Saginaw	Pilot
I-69	13	Branch	Pilot
I-75	15	Monroe	Pilot
I-75	32	Wayne	Pilot
I-75	392	Chippewa	Pilot

Table-1 Pilot and Control Interchanges (continued)

Route	Exit	County	Study Designation
I-94	121	Calhoun	Pilot
I-94	177	Washtenaw	Pilot
I-94	190	Wayne	Pilot
I-94	243	Macomb	Pilot
US-131	139	Mecosta	Pilot
US-23	17	Monroe	Pilot
US-27	M-20	Isabella	Pilot
US-31	Bus US-31	Muskegon	Pilot
I-196	55	Ottawa	Control
US-23	37A/B	Washtenaw	Control
I-69	131	Genesee	Control
I-69	61	Eaton	Control
I-96	93A/B	Eaton	Control
I-69	36	Calhoun	Control
I-75	338	Cheboygen	Control
I-75	344A/B	Mackinac	Control
I-94	187	Washtenaw	Control
I-94	198	Wayne	Control
I-94	266	St.Clair	Control
I-94	144	Jackson	Control
US-131	81	Kent	Control
I-94	172	Washtenaw	Control

Table-1 Pilot and Control Interchanges (continued)

Route	Exit	County	Study Designation
I-196	18	Van Buren	Control
I-196	20	Van Buren	Control
I-196	34	Allegan	Control
I-196	36	Allegan	Control
I-196	41	Allegan	Control
I-75	160	Bay	Control
I-75	256	Crawford	Control
I-75	254	Crawford	Control
I-94	28	Berrien	Control
I-94	78	Kalamazoo	Control
I-94	137	Jackson	Control
I-94	29	Berrien	Control
I-94	138	Jackson	Control
I-96	147	Livingston	Control
US-27	I-69	Ingham	Control
US-27	M-55	Roscommon	Control

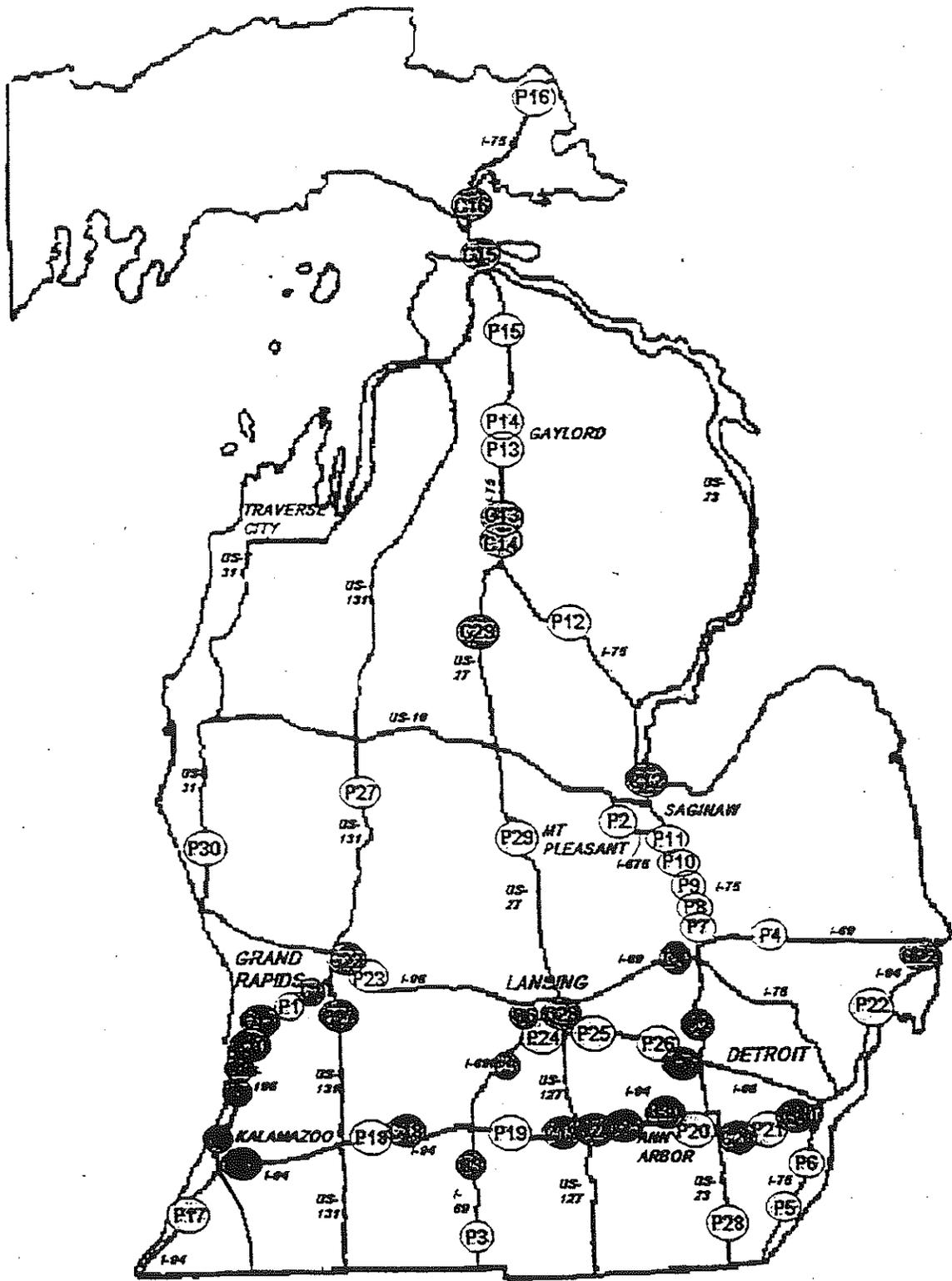


Figure-2

Map of Pilot and Control Interchanges

elected not to be part of the program. The questionnaires for the public and commercial acceptance survey are included in the Appendix for reference.

Results

The results obtained from these analyses indicate that the Logo Signing Pilot program has not had a detrimental impact on the number of billboards along Michigan highways. Figure 3 is a graph of the cumulative number of billboards for the years 1985 to 1998. The billboard numbers used for the graph are the number of billboard permits issued minus the number of billboard permits rescinded. The graph shows that there was no net change in the number of billboards with the implementation of the Logo Signing Pilot program in June 1996.

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The corridor analysis showed similar results. The number of new billboard permits issued in 1996, 1997 and the first six months of 1998 were compared between two corridors; interchanges were included in the pilot program, and a similar corridor (control) where only one interchange was included in the pilot program. The results are shown in Table 3. The test corridor was I-75 between Flint and Saginaw, where there were five interchanges included in the pilot program. The control corridor used in the comparison was I-196 between Holland and Grand Rapids, where only one interchange was included in the pilot program, and six interchanges were in the control group. The number of new billboard permits in the test corridor (31) was slightly higher than the number in the corridor without Logo Signs (26).

The acceptance of Logo Signing is quite evident from the results of the public and commercial surveys. Figure 4 shows that the participants in the public survey overwhelmingly favor the use of Logo Signs. In this survey, 262 responses were received of which 82 percent of the drivers noticed the logo signs, 82 percent found them useful and 89 percent were in the favor of implementing this program statewide.

As shown in Figure 5, thirty-four responses were received from businesses which are participating in the program. The results show that 88 percent were satisfied with the service and 94 percent desired to implement the program statewide. Figure 6 shows the results from twelve surveys that were received from businesses located at the pilot interchanges, but who were not participating in the program. Even though they were not participating in the program, eleven of the twelve (92%) thought the program should be implemented statewide.

Figure-3 Cumulative Billboard Permits

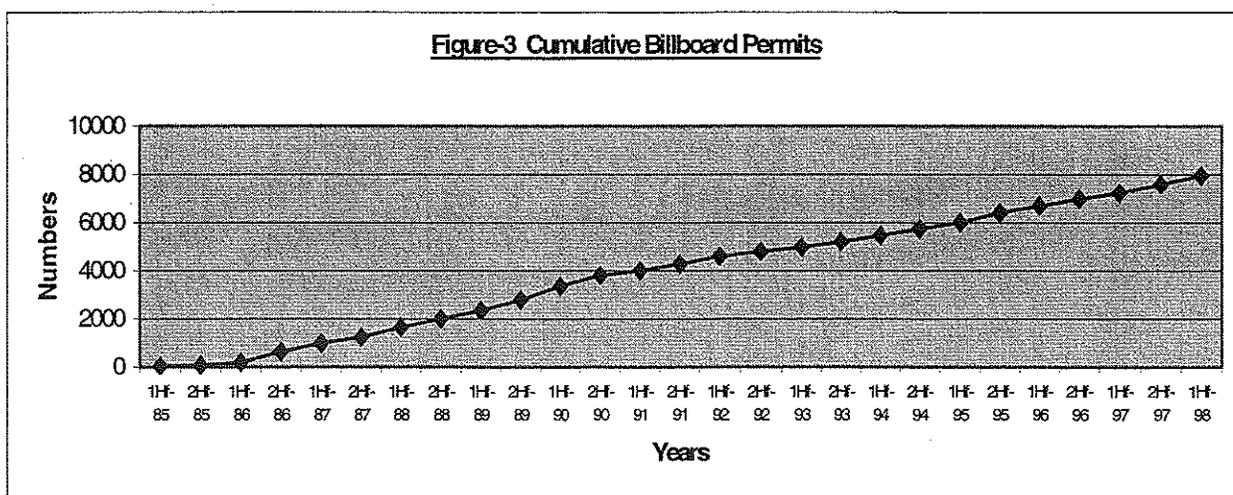


Table-2 Interchange Billboard Summary

Pilot Interchanges (17 in Sample)

Services	Number of Participants	Number of Billboards Within 10 Miles		Billboards per participant
		One Approach	Both Approaches	
GAS	70	15	8	0.44
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Figure-4 Public Survey Results

262 total responses received

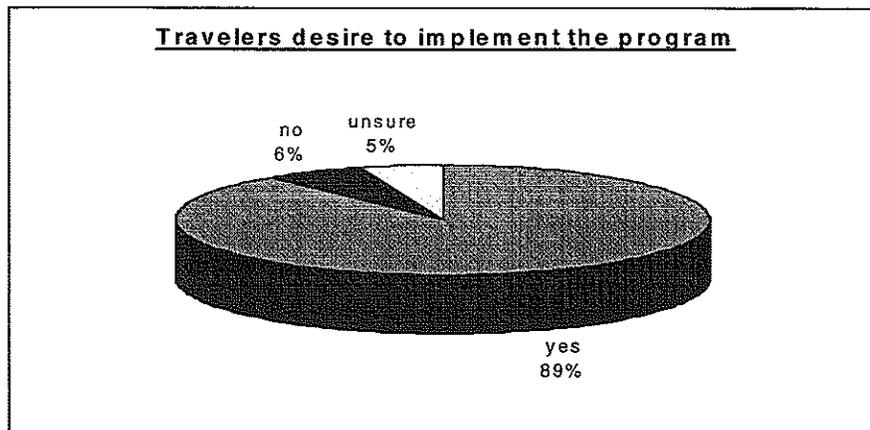
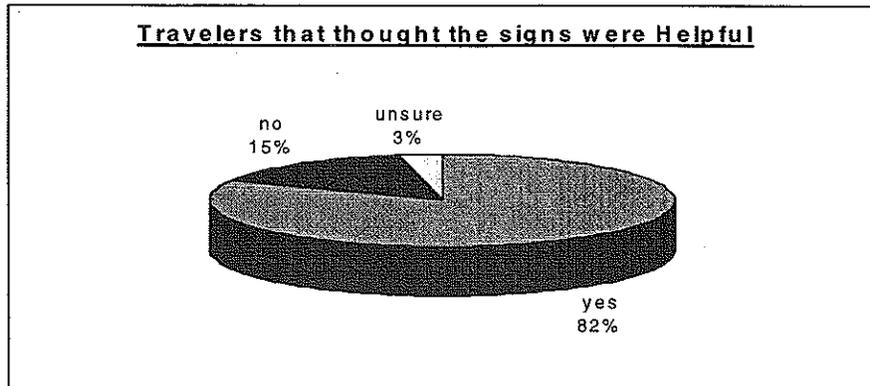
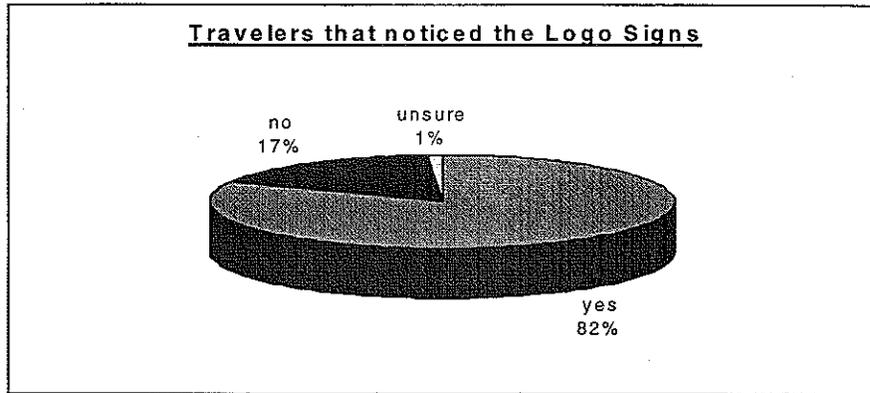


Figure-5 Participating Company Survey Results

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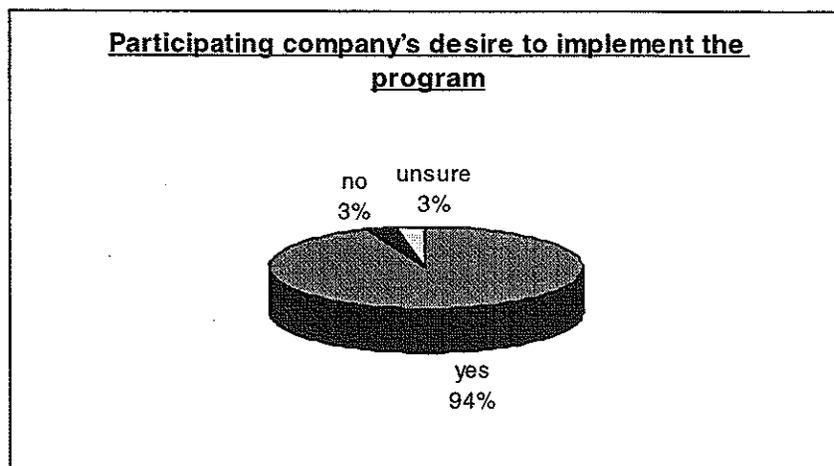
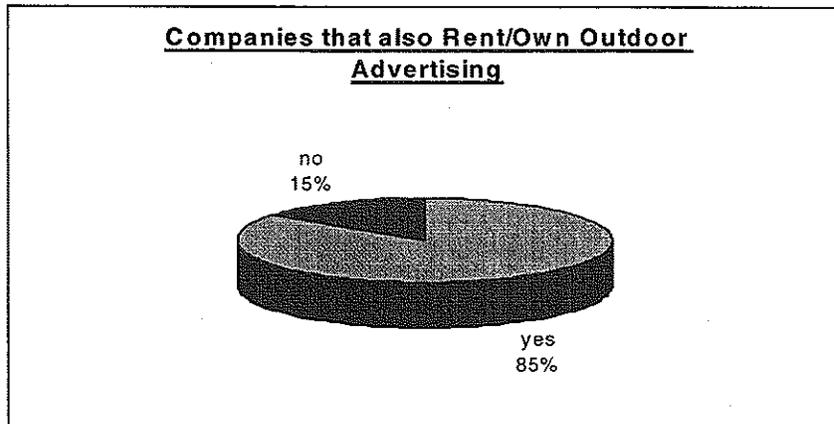
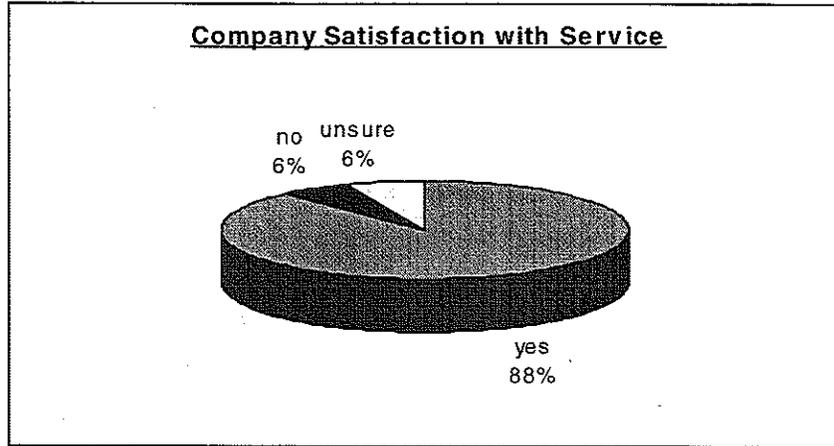
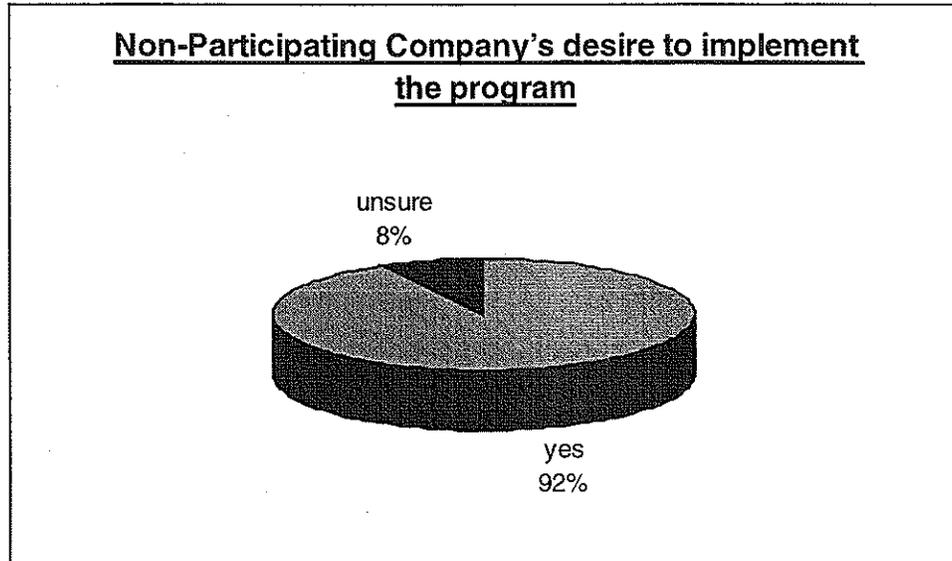


Figure-6 Non-Participating Company Survey Results



Conclusions

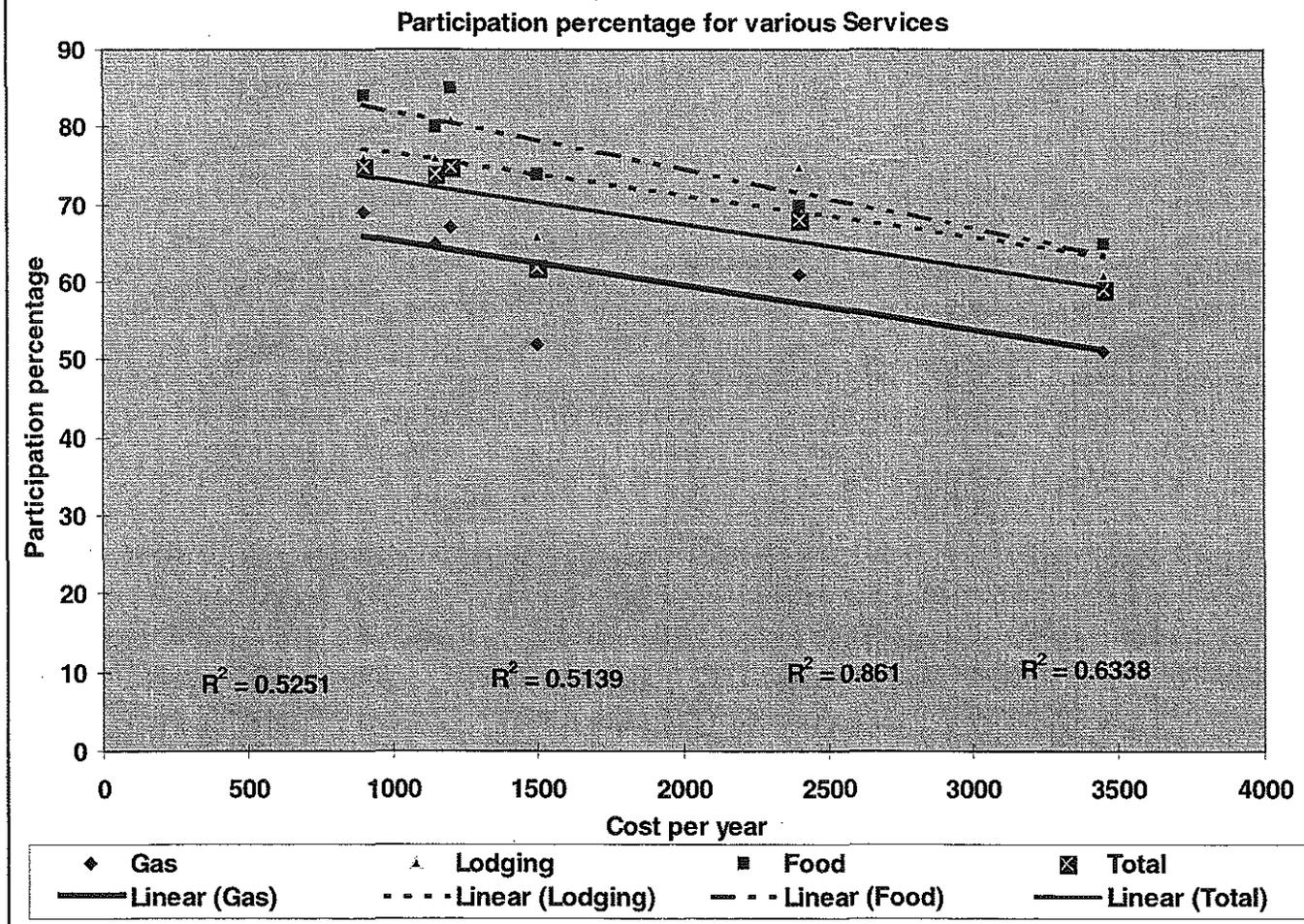
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- The billboard industry was not adversely affected by the Logo Signing . There were more billboards purchased by the participating businesses than were purchased by similar businesses at interchanges without Logo Signs.
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- The rate structure used by Michigan Logo, Inc. in the pilot program was acceptable to the eligible commercial establishments. Over 90 percent of the businesses that were eligible, whether or not they participated favored the use of Logo Signs on a statewide basis.
- The cost to participating businesses in Michigan is lower than the average cost of privately run Logo Signing program nationwide. As shown in Table 4, the average cost for those for these program is \$ 1741, while the cost in Michigan is \$ 1320 per year.
- If the Logo Signing program is expanded to include the entire freeway system in Michigan, Michigan Logos, Inc. estimates that approximately 1125 new businesses will participate in the program. These businesses are located at 254 interchanges that will become part of the program.
- The 1125 new participating businesses is based on a projection that 80 percent of the prime businesses would enroll in the program. This may be a little optimistic based on the participation rate in other states as shown in Figure 7.

Table-4 Annual Cost to Participating Business

Categories	Number	Minimum Cost	Maximum Cost	Average Cost per year
Publicly Run Program	20	0	\$1100	\$406
Privately Run Program	22	\$750	\$4614	\$1741
Michigan				\$1320

Figure-7 Participation rates based on a national survey



Appendicies

Request for Proposal

MICHIGAN DEPARTMENT OF TRANSPORTATION

Traffic and Safety Division

REQUEST FOR PROPOSAL

LOGO SIGNING PILOT PROGRAM

OCTOBER 1995

MICHIGAN STATE TRANSPORTATION COMMISSION

Barton Labelle, Chairman

**Robert Andrews
Irving Rubin
Jack Gingrass**

**John Kennedy
Richard White**

**Patrick M. Nowak
Director**

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REQUEST FOR PROPOSAL
LOGO SIGNING PILOT PROGRAM

SECTION 1
GENERAL INFORMATION FOR THE CONTRACTOR

1-1 Purpose

This Request for Proposal (RFP) provides the prospective Contractor, hereafter referred to as the CONTRACTOR, with information to enable preparation of a proposal for administering and evaluating a pilot program for specific service signing, known as Logo Signing, on selected portions of the completed freeway system. Program administration includes fabrication, erection, maintenance, marketing, and rental of specific service signs to provide motorists with directional information to eligible business establishments offering food, gas, lodging, and camping services as described. Program evaluation includes an assessment of the feasibility and economic impact of adopting the program and identifying the benefits to the motorist based on the information collected from the pilot program.

1-2 Project Description

The Michigan Department of Transportation, hereafter referred to as the DEPARTMENT, is seeking proposals from firms or individuals capable of administering a pilot Logo Signing program.

The objective of this pilot program is to assess the feasibility, and economic impact of adopting Logo Signing in Michigan, and to gather the information that will assist the DEPARTMENT's staff in evaluation the need for Logo Signing in Michigan, and if adopted statewide, in developing a policy, procedure, and rate structure.

There will be no rental expense nor revenue accruing to the DEPARTMENT under the agreement entered into as a result of this RFP. Any expenses incurred by the CONTRACTOR would be recovered by fees to be charged the sign lessee (responsible operator of a motorist service business). The CONTRACTOR compensation shall be in the form of those fees. There will be no financial obligation for the DEPARTMENT as a result of agreement or its termination. The CONTRACTOR, in his proposal, shall identify up to 30 interchange ~~the~~ expected to generate sufficient revenue to compensate for administering and evaluating the pilot program. Signs installed under this pilot project shall become the property of the DEPARTMENT.

1-3 **Schedule**

It is anticipated that the initial installation of signs for the pilot programs will begin within four (4) months of the execution of the contract and continue for a duration of three (3) years.

1-4 **Issuing Office**

This Request for Proposal (RFP) is issued by the Michigan Department of Transportation, Traffic and Safety Division. The issuing office is the point of contact for professionals who are considering preparing responses to this RFP. The project manager, with overall responsibility for the project, is Joseph Meszaros and he may be contact at (517) 373-3340.

1-5 **Contract Award**

Contract award will be undertaken by the Michigan Department of Transportation with the CONTRACTOR 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 for the DEPARTMENT.

Negotiations may be undertaken with those CONTRACTORS whose proposal show them to be qualified, responsible, and capable of performing the work. The DEPARTMENT reserves the right to consider proposals or modifications thereof received at any time before the award is made, if such action is deemed to be in the best interests of the state.

1-6 **Rejection of Proposals**

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

1-7 **Incurring Costs**

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

1-8 **Response Date**

To be considered, proposals must arrive at the issuing office on or before the date specified in the cover letter.

1-9 Addenda to the Request for Proposal

In the event that it becomes necessary to amend any part of this Request for Proposal, addenda will be provided to all contractors who received the Request for Proposal.

1-10 Inquiries

A pre-bid conference will be held in Lansing, Michigan, on the date specified in the cover letter to discuss the contracts and submittal of the proposal. Any other questions regarding this Request for Proposal must be submitted in writing to the issuing office at least fifteen (15) working days prior to the proposal due date.

1-11 Proposals

To be considered, the CONTRACTOR must submit a complete response to this Request for Proposal, using the format provided in Section 2. Each proposal must be submitted in eight copies (8) to the issuing office. No other distribution of proposals will be made by the CONTRACTOR. Proposals must be signed by an official authorized to bind the CONTRACTOR to its provisions. 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 75 days.

1-12 Acceptance of Proposal Content

The contents of the proposal of the successful bidder shall become contractual obligations, if a contract is issued. Failure of the successful bidder to accept these obligations may result in cancellation of the award.

1-13 Economy of Preparation

Proposal should be prepared simply and economically, providing straightforward, concise description of the consultant's ability to meet the requirements of the RFP. Fancy bindings, colored displays, promotional materials, and so forth, are not desired. Emphasis should be on completeness and clarity of contents.

1-14 Oral Presentation

Selected CONTRACTOR(S) may be required to make an oral presentation of their proposal to the issuing office. These presentations provide an opportunity for the CONTRACTOR to clarify the proposal to insure thorough mutual understanding. The issuing office will schedule these presentations and interviews.

1-15 **Prime Contractor Responsibilities**

The CONTRACTOR will be required to assume responsibility for all services offered in the proposal whether or not they possess them within their organization. Further, the state will consider the CONTRACTOR to be the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the contract.

1-16 **Project Control**

- A. The CONTRACTOR will perform the work under the direction and control of the Project Manager.
- B. The Project Manager will meet as required with the CONTRACTOR for the purpose of reviewing progress and providing necessary guidance to the CONTRACTOR in solving problems which may arise.
- C. The CONTRACTOR will submit written summaries of progress which outline the work accomplished during the reporting period semi-annually or upon the completion of each task. This summary shall contain the following: work to be accomplished during the subsequent reporting period; problems in administering the program or motorist/lessee concerns which have arisen or may arise, recommended action(s) that should be taken to resolve problem(s); and requests for approval of significant deviation from previously agreed upon work plans.
- D. CONTRACTOR shall not proceed from one task of this study to another without the Project Manager's approval.

1-17 **News Releases**

News releases pertaining to this RFP will not be made without prior approval of the Issuing Office.

1-18 **Non-Discriminatory Practices**

The Issuing Office, in accordance with Title VI of the Civil Rights Act of 1964, Z8 Stat. 252, 42 U.S.C. 2000d to 2000-4, hereby notifies all bidders that it will affirmatively insure that in regard to any contract entered into pursuant to this advertisement, minority business enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the basis of race, color, sex or national origin in consideration for an award.

1-19 DBE Participation

Pursuant to the policy of State Transportation Commission implementing the requirements of 49 CFR Part 23 at least 15 percent of the total contract price, as awarded, shall be made available to MDOT certified disadvantaged business enterprises. DBE participation is a prerequisite to MDOT's award of the successful bidder's contract.

SECTION 2
INFORMATION REQUIRED FROM THE CONTRACTOR

Proposals must be submitted in the format outlined below, to:

Robert E. Maki, Engineer of Traffic and Safety
Michigan Department of Transportation
425 West Ottawa Street
First Floor, Transportation Building
Lansing, Michigan 48933

2-1 **Business Organization**

State the full name and address of the organization and, if applicable, the branch office(s), consultants, contractors, or other subordinate elements that will provide or assist in providing the service. Indicate whether you operate as an individual, partnership, or corporation; if as a corporation, include the state in which you are incorporated.

2-2 **Work Plan**

Describe in narrative form, your approach for accomplishing the work including a proposed implementation schedule, proposed lease fees, and surveying and marketing strategies.

2-3 **Management Summary**

Provide a PERT-type display, or similar time-related chart, showing each event, task, and decision point in your plan.

2-4 **Prior Experience**

Experience is considered essential for any firm to produce a product which will satisfy the requirement of this RFP. List previous experience which would qualify the CONTRACTOR to successfully administer and evaluate this program. Include specific details of related experience, including dates of work, names and addresses of client, if appropriate, etc.

2-5 Staffing

The professional must be able to staff a project team which possesses qualifications and all the expertise necessary to undertake a project of this scope. Identify the number of executive and contractor personnel by skill and qualification that will be assigned to the project. Indicate the inclusive periods each individual will devote to the work. Indicate which of these individuals you consider key to the successful completion of the project. Resumes of qualifications for key individuals must be provided.

The qualifications statement should emphasize the specific experience and background of the key personnel as they relate to the program. Additionally, the statement should include a listing of other expected time commitments for the key staff during the proposed contract period in sufficient detail to indicate an ability to meet the commitments of this project. Succinctness is vital; qualifications statements should not exceed ten pages including any transmittal letter, cover, and title sheet.

2-6 Program Administration Office

Indicate the location(s) from which the program will be administered. DEPARTMENT requires that this office be located in the State of Michigan. Specifically the function to be performed in each of the office location, if there is more than one office involved in the program.

SECTION 3 CRITERIA FOR SELECTION

All proposals received shall be evaluated by the Issuing Office for the purpose of selecting the CONTRACTOR with whom a contract will be executed. The factors and the percentage of their importance in making the selection are as follows:

Method of Approach: This refers to the technical soundness of the CONTRACTORS stated approach to the program, the comprehensiveness of the proposed approach, the proposed implementation schedule, the marketing strategy and the evaluation plan. (30%)

Relevant Experience: This refers to the competence of key personnel who would be assigned to the program by the CONTRACTOR. Qualifications of personnel will be evaluated by education and relevant experience on projects similar to that described in the RFP. (20%)

Organization: This refers to company size, adequate financial resources, years in business, and the ability to finance the program. (20%)

Lease Fee: The minimal fee. (15%)

SECTION 4 WORK STATEMENT

The following is a preliminary listing of the major tasks involved for the administration of this program. The CONTRACTOR 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 proprietary analytical techniques.

Task 1: Review and revise, as necessary, the DEPARTMENT'S draft guidelines for the logo signing program (Exhibit "A").

Task 2: Develop detailed plans for marketing, fabrication, installation and maintenance of pilot Logo Signing along a continuous segment of the freeway system. The selected highway section should generate sufficient revenue to compensate for administering the pilot program.

Task 3: Administer the Logo Signing pilot program. Program administration includes erection, maintenance, and sales of Logo Signs.

Task 4: Survey the complete Michigan freeway system to determine potential business expected to participate in the program if adopted statewide.

Task 5: Assess the economics, feasibility, and impact of adopting a statewide Logo Signing. Gather and provide the necessary information that will assist the DEPARTMENT'S staff in development of policies, procedures, and rate structures, if adopted statewide.

Task 6: Provide information, data, and funding in the amount of \$ to an external team selected by the Department to conduct an evaluation of the pilot project.

Guidelines For Michigan's Freeway Logo Signing Program

MICHIGAN

I. 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, and camping. These are the only motorist services which may be identified on logo signs.

The following definitions apply:

1. "Logo" - A business identification trademark or name for attachment to a specific service sign, ramp sign or trailblazer.
2. "Ramp Sign" - A small sign panel erected along a freeway off-ramp to direct motorists to a particular service.
3. "Sign Panel" - The main part of a sign or trailblazer to which the individual logos are attached.
4. "Specific Service Sign" - A large sign panel installed along a freeway to indicate the specific services available at the next interchange. (See Figures 1 and 2.)
5. "Trailblazer" - A small sign panel along a non-freeway highway to direct freeway motorists to a particular service.

B. DESIGN STANDARDS

1. Sign Panel Location

- a. Separate Sign Panel. Except as provided in Paragraph 2 (c), a separate sign panel shall be provided for each type of service for which logos are displayed. In the direction of traffic, successive signs shall be in the order of camping, lodging, food and gas, and 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.

- b. Separate 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 should be provided between signs. Excessive spacing should be avoided.

(The relocation of signs may be authorized to allow for the proper installation of services signs.)

- c. 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, "ramp signs" shall be installed along the crossroad near the end of the off ramp for all services over two miles away. Ramp signs may be installed on the right or left side of the ramp. A minimum 200-foot spacing should be provided between all ramp signs, and between ramp signs and other traffic signs on the same side of the ramp.
- d. Trailblazers. 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 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.

2. Sign Panel Composition

- a. Single Exit Interchanges. The name of the type of service followed by the exit number shall be displayed in one line above the logos. Full size "gas," "food," "lodging", and camping 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" letters and numerals on signs in Section 2 a, b, and c. At unnumbered exits the legend NEXT RIGHT (LEFT) shall be used where appropriate.

- b. Double Exit Interchanges. The specific service signs should generally consist of two sections, one for each exit. The top section shall display the logos for the first exit and the lower section shall display the logos for the second exit. The name of the type of service followed by the exit number shall be displayed one line above the logos in each section.
- c. Combination Signs. In areas where not more than three qualified facilities participate for each of two types of services, logos for the two types of service may be displayed on the same specific services sign. The name of each type of service shall be displayed above its respective logos. Logos should not be combined on a sign when it is anticipated that additional service facilities will become available.
- d. Ramp Signs. Ramp signs shall conform to the general requirements of freeway sign panels, except smaller. A maximum of six logos for each type of service 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 6" letters and numerals.
- e. Trailblazer Signs. Trailblazer signs shall consist of a 24" by 18" logo and directional arrow.

Types and sizes of allowable specific service signs, ramp signs, and trailblazers are displayed in this proposal under separate cover.

3. Logos

- 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. On "gas" logos the legend "Diesel" may be added to the lower portion of the sign if the service is offered, but the sign must not exceed 48" x 36." The word "food" shall not be used on any "gas" logo as part of the business name. Supplemental diesel plaques are displayed in this proposal under separate cover. All logo designs shall be reviewed and approved by the Michigan Department of Transportation.

- b. Size and Shape. All logos shall be rectangular in shape and conform to the following sizes: (1) mainline logos, i.e., logos directly along the freeway shall be 48" wide by 36" high and (2) ramp and trailblazer logos shall be 24" wide by 18" high.
- c. Legend Size. 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 ten inch capitals for mainline logos; four inch capitals on ramp and trailblazer logos. Standard highway legend is not required.
- 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. Non-trademark legend messages shall consist of white legend and border on a blue background, or shall be consistent with colors normally used by the business.

II. ELIGIBILITY REQUIREMENTS

- A. Interchanges Unacceptable for Logo Signs. Logo signs will not be authorized at any of the following types of interchanges:
 - 1. At an interchange with another freeway.
 - 2. At an interchange where motorists cannot conveniently enter the business without making an illegal movement, or 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 Section I.b.
 - 4. At an interchange where insufficient ramp length exists to meet the spacing requirements for at least one ramp sign as stated in Section I.c.
- B. Service Eligibility Requirements. Services are limited to gas, food, lodging, and camping. To qualify, service facilities shall comply with laws concerning the provisions of public accommodations without regard to race, religion, color, age, sex, or national origin, and shall satisfy the following:

1. Gas and/or Diesel (and associated services)
 - a. Vehicle services such as fuel, oil, and water.
 - b. Continuous operation at least 16 hours per day, seven days a week for at least three hundred sixty (360) days per year.
 - c. Restroom facilities and telephone available to the public during hours of operation.

2. Food
 - a. Facility must be licensed by the Michigan Department of Public Health.
 - b. Continuous operation serving at least 12 hours per day for at least three hundred sixty (360) days per year.
 - c. Minimum seating capacity of 16 persons.
 - d. Restroom facilities and telephone available to the public during hours of operation.

3. Lodging
 - a. Facility must be licensed by the Michigan Department of Public Health.
 - b. Minimum of eight units, each having private bath facilities.
 - c. Continuous operation 24-hours per day, seven days a week.
 - d. Telephone available to the public during all hours of operation.

4. Camping

a. Trailer, Camper, and Tent Camping

1. Facility must be licensed by the Michigan Department of Public Health.
2. 25 or more camp sites available for overnight use.
3. Electric service.
4. Drinking water, showers, and flush toilets.
5. Telephone available to the public during all hours of operation.
6. Sanitary service for trailers and campers.

5. 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 the majority of the criteria to utilize the otherwise unused spaces. Such companies right to utilize logo spaces shall be reevaluated on an annual basis; should the demand by companies fully meeting the criteria increase, the "fully qualified" companies shall be given priority when considering renewal of contracts.

- C. Distance to Services. The maximum road distance that service facilities may be located from the center of the interchange to qualify for logo signing is three miles for "gas," three miles for "food," three miles for "lodging," and ten miles for "camping." The distance will be measured 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. The facility must be located on the intersecting road or if located off the intersecting road be trail blazed by the contractor with consent of the governmental agency having jurisdiction of the roadway.

D. 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 the removal of any previously authorized logos without reimbursement.

E. Excess Number of Eligible Businesses.

General Rules. When all of the eligible businesses desiring logo signs cannot be accommodated, the establishments closest to the freeway which satisfy all requirements shall receive the opportunity to participate.

F. Removal of General Motorist Service Signs. Where logo signing is erected for an interchange, existing general motorist services (GMS) signs will be removed for each type service participating in the logo signing program.

G. Priority placement on the logo sign panel will be given to those businesses closest to the exit as stated in Section E above. 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.

H. Multiple Service Eligibility. If a commercial establishment offers more than one motorist service the primary service will be eligible, however, the business will be eligible to display a business logo for each of those services on the appropriate specific service sign provided that:

1. Minimum criteria for the service as described in Section 2 are met.
2. The additional logos would not prevent participation by another eligible commercial establishment whose sole service would be displaced; and
3. A business logo space is available.

I. Should a business qualify for logo signs at two (2) interchanges the business sign(s) shall be erected at the nearest interchange. In no instance shall a business be signed at one interchange to exit at another interchange for access to the business.

III. APPLICATION AND COSTS

A. Application

1. Initial Contacts. 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. Application. 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. The distance the business is located from the interchange as measured by these procedures.
 - g. A detailed checklist used to show that the business meets all the minimum eligibility criteria outlined in Section 2b for that type of service.
 - h. The name, address, and telephone number of the contact person who will be responsible for participation decisions.
 - I. The signature of the owner or responsible operator of the business.
 - j. Provisions to allow the contractor or MDOT personnel to inspect the business for compliance with participation and eligibility criteria.
 - k. Provisions to allow seasonal participation.
 - l. Provisions to verify that applicant has no illegal billboards.

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 Section IIIB. 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 the county in which the interchange is located 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 contractor or MDOT 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. Information showing an agreement with local governmental agencies for the installation and maintenance of necessary trailblazer signs.

B. Annual Fees. 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.

C. Additional Costs.

1. Seasonal Removal. If a business is closed for more than two weeks, the logos shall be removed or covered. It will be the responsibility of the owner to notify the administering contractor or other designated agency 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 of \$100 per business will be charged for removing and reinstalling, or covering and uncovering each logo. Failure to notify the contractor 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.
2. Logos. Businesses shall supply the necessary logos and any replacements required due to vandalism, deterioration, accidents or acts of God. A fee will be charged for replacing each logo.
3. Businesses which enter the program by using the "bumping" procedure which is discussed in detail in Section III D. New Business 3. a. of these rules and regulations will be required to pay an additional one-time fee of \$100 per direction.

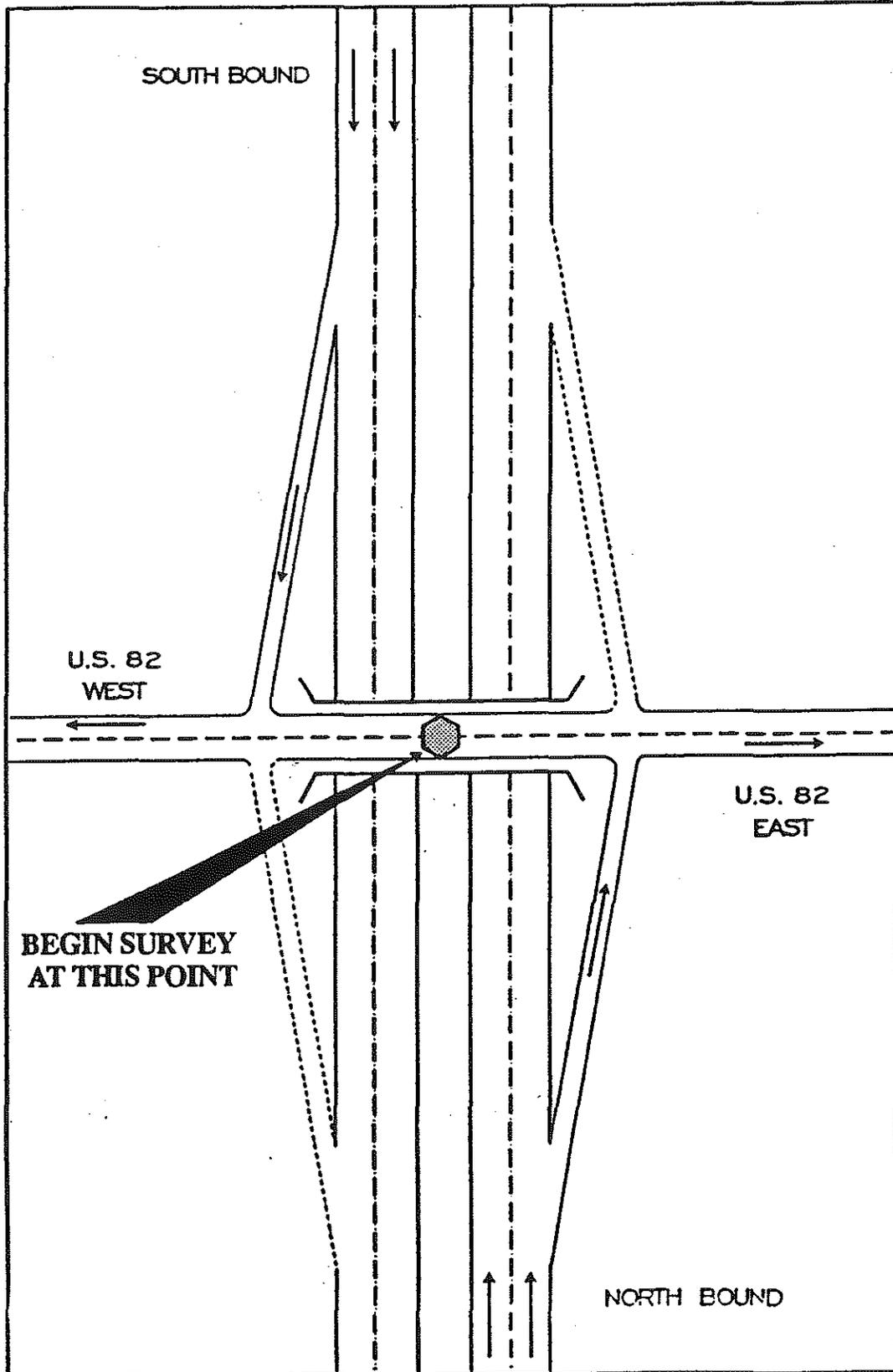
D. New Businesses.

1. Sale to Eligible Business. 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 panels.
2. Sale to Non-eligible Business. 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 as discussed in Section IIF. Businesses which withdraw from the logo program will not be reimbursed.

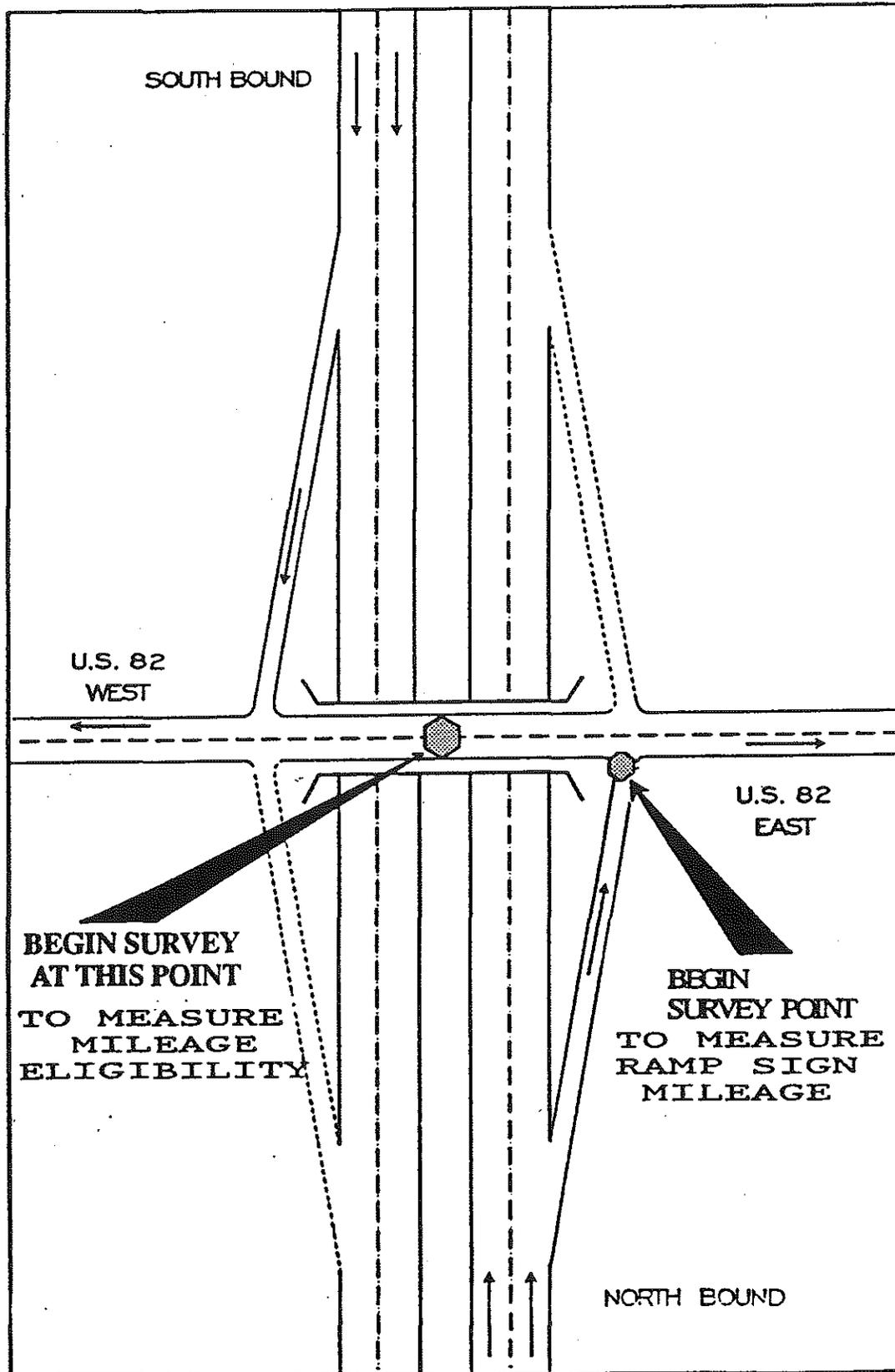
3. New Business. If a new business is established or if a non-participating business is interested in participating in the logo program after the initial installation, the business may request to participate in the program subject to the following:

- a. The intent of bumping is to provide services to the motoring public via businesses located closest to the interchange. As a result, the closest six applicants for gas, food, lodging and camping 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 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 from the interchange will be bumped from the program after a minimum of two years participation, or on the anniversary date after two years.

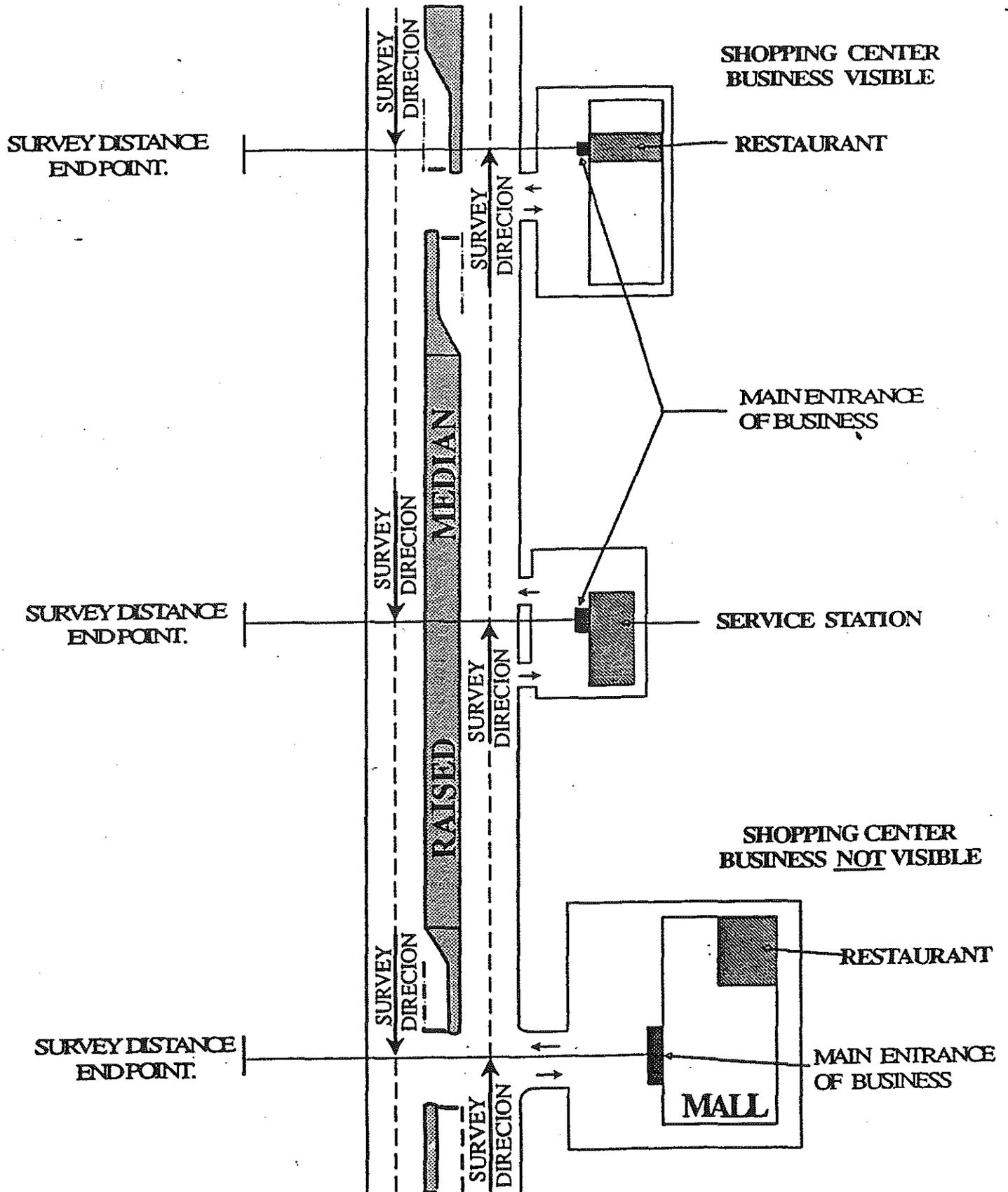
BEGINNING SURVEY POINT for DIAMOND INTERCHANGE



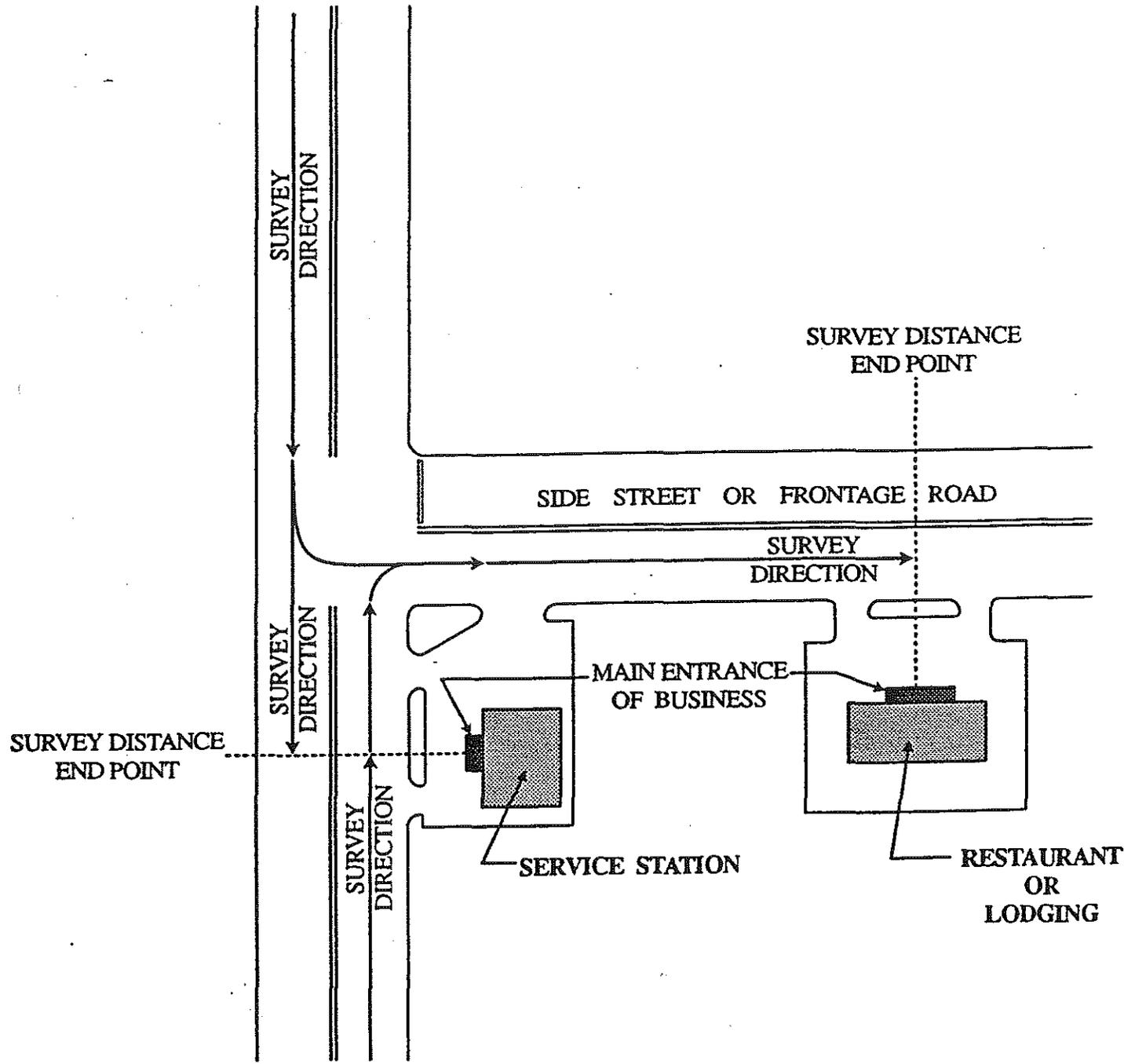
BEGINNING SURVEY POINT for DIAMOND INTERCHANGE



SURVEY DISTANCE MEASURING EXAMPLES



SURVEY DISTANCE MEASURING EXAMPLE for BUSINESS ON CORNER OR SIDE STREET



Survey Questionnaire

MICHIGAN LOGO SIGNING PROJECT
PUBLIC SURVEY

**Project conducted by Michigan State University
for the Michigan Department of Transportation.**

DATE: _____ LOCATION (route & exit number): _____

1. Which of the following age brackets includes your age ?

- (1) 16-24 (2) 25-34 (3) 35-49 (4) 50-59 (5) 60+

2. How many miles have you traveled on this trip ?

- (1) Under 50 (3) 101-150 (5) 201-250 (7) 301-350
(2) 51-100 (4) 151-200 (6) 251-300 (8) Over 350

3. How often do you use this interchange ?

- (1) this is the 1st time (3) about once a week (5) less frequently
(2) several times a week (4) about once a month than once a month

4. How many people are in your vehicle ? _____

5. Are you a Michigan resident ? (YES) (NO)

6. Did you notice the Logo Signs on the interchange approach ? (YES) (NO)

7. If so, were the signs helpful ? (YES) (NO)

8. Did the signs convey enough information ? (YES) (NO)

9. Did you use the trailblazers ? Trailblazers are the signs located on the highway ramp which indicate the direction and distance to specific destinations. (YES) (NO)

10. What improvements or changes would you like to see in the system ? _____

11. Would you like to see Logo Signing implemented throughout the state ? (YES) (NO)

Thank you very much for your time and your input.

MICHIGAN LOGO SIGNING PROJECT CORPORATE SURVEY

Project conducted by Michigan State University
for the Michigan Department of Transportation.

DATE: _____

LOCATION (route & exit number): _____

CORPORATION NAME (optional): _____

TYPE OF SERVICE OFFERED (i.e. lodging, restaurant): _____

1. Are you satisfied with the Logo Signing service provided ? (YES) (NO)

2. What improvements or changes would you like to see in the system ? _____

3. Would you like to see Logo Signing implemented throughout the state ?
(YES) (NO)

4. Does your firm own or rent off site outdoor advertisements ?
(YES) (NO)

Thank you very much for your time and your input.