

South Carolina Department of Transportation

Engineering Directive

Directive Number: ED-25 **Effective:** April 24, 2008

Subject: Specific Service (Logo) Signing Bid Procedures

References: S.C. Code of Laws, Section 57-25-170
S.C. Code of Regulations, Regulation 63-338(E)(5)

Purpose: To Establish an Equitable Annual Bid Process for Specific Business Logo Signage on Controlled Access Highways

This Directive Applies to: Traffic Engineering

Pursuant to S.C. Code of Laws, Section 57-25-170, and S.C. Code of Regulations, Regulation 63-338(E)(5), "Specific Information Service Signing," this engineering directive establishes an annual bid process for interchanges on fully-controlled access highways (hereinafter "interchanges"), where the number of qualified businesses exceeds the available space in a service category.

Eligible Locations

At interchanges where the number of qualified businesses, as defined by regulations, desiring to participate in the logo sign program exceeds the available space in one or more service categories, the South Carolina Department of Transportation or its authorized independent contractor (hereinafter "SCDOT") shall solicit bids from each qualified business to determine which businesses are placed on the logo panel.

Bids shall be solicited only for the service category or categories where the number of qualified businesses exceeds available space. Other service categories shall continue at current participation rates.

Eligible Businesses

Each business desiring to participate in the logo sign program shall complete an application and meet all requirements for their service type as outlined in S.C. Code of Regulations, Regulation 63-338.

When the number of qualified businesses exceeds available space in a service category, each eligible business desiring to submit a bid shall use the official bid form (bid form no. SCLI-083-1). All bids shall be received by SCDOT before the prescribed deadline on the bid form. Bids received after the deadline designated by SCDOT shall be considered non-responsive.

If, at the time the bidding process commences, a current logo participant's business signs have been displayed for less than one year from the date of the original participation agreement with

SCDOT, that business's signs shall continue to be displayed until the signs have been displayed for at least one year. In this situation, the business shall have its signs placed in the lowest ranking position and shall retain this position until the next annual bid solicitation. In the event that more than one business has displayed its signs for less than one year, positions will be assigned based on the dates of the participation agreements, with the newest agreement being the lowest ranking position. These businesses shall be charged prorated fees covering the time period between the expiration of their original participation agreements and the next annual solicitation. The prorated fees shall be based on the businesses' current participation rates. This provision shall be necessary only during the first year of the bidding process at an interchange.

Bid Criteria

Bidders shall compete only against other qualified businesses within the same service category.

Bids shall be for one year of participation and shall be solicited annually as long as the number of qualified businesses exceeds the available space at an interchange.

All participation agreements with the successful bidders shall have the same beginning and expiration dates, regardless of when business signs are received and subsequently installed by SCDOT.

Bids shall cover the annual participation fees for one or two directions, depending on logo panel availability. The bid form shall specify how many directions. If a business also requires trailblazer signs, each trailblazer shall be billed at the current rate and shall be in addition to the submitted bid.

SCDOT may charge for the installation of business signs.

Minimum Bids

The bid form (bid form no. SCLI-083-1) shall list the minimum annual bid price for participation. Minimum bid price shall be set based on the existing participation fees for the interchange. Bids not meeting the minimum bid price shall be considered non-responsive.

Business Sign Placement

The highest bidder shall have its business sign placed in the top left position for the service category. The next highest bidder shall be placed in the lower left position and so on, based on the layout of the logo panel at that interchange. Positions shall be shown on the bid form with the highest bidder being placed in Position 1, the next highest in Position 2, and so forth.

At interchanges where the number of service panels is fewer than four, panel layouts shall be configured to maximize the number of services displayed, even when this reduces the overall number of businesses who participate in the logo sign program. When determining panel layouts, service categories shall be given the priority of gas, food, lodging, camping and attractions.

Equal Bids

In the event of equal bids, the businesses submitting equal bids shall be given the opportunity to resubmit within five days of written notice by SCDOT. When resubmitting bids, businesses shall be told which positions they are bidding for. The overall ranking and position of other bidders shall not be affected, regardless of bids submitted on the rebid. Minimum acceptable bid prices for any resubmissions shall be equal to the original bid prices.

Bid Tabulation and Award Notification:

After receipt of bids on the day and time specified on the bid form (bid form no. SCLI-083-1), bids shall be tabulated and awards made to the highest bidders based upon the number of positions available, with the highest bid being located in Position 1, the next highest in Position 2, and so forth until all positions are filled. The statement of award shall be sent to all bidders.

SCDOT shall not require qualified businesses to post bid bonds. Therefore, successful bidders shall return the signed participation agreement and pay participation fees and any installation fees and/or trailblazer fees within ten business days of the statement of award. Should the participation agreement or payment not be received within ten business days, the bid shall be disqualified and the next eligible bidder shall be notified.

Should the number of qualified businesses successfully submitting bids be less than the number of available spaces, additional qualified businesses shall be given the opportunity to participate in the logo sign program at the same rate as the lowest successful bidder. Priority for participation by additional businesses will be established based on the first business to return its signed participation agreement and payment to SCDOT.

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