

Logo Program Privatization

Project Description and Purpose

- The Logo Program Privatization Project administers the Logo Program in North Carolina. The project responsibilities shall include administration, financial, marketing, customer service, business eligibility administration, business panel administration, design, construction, inventories, maintenance, project coordination, data and records management, reporting, and contract transitions for the entire Logo Program
- The project's primary purpose is to manage the Logo Program in North Carolina pursuant to North Carolina House Bill 199

Administration

- The Design-Builder shall administer the Logo Program including management of the overall strategy and processes.

Financial

- The Design-Builder shall manage the finances of the Logo Program as described the Request for Proposals. The Design-Builder shall remit a share of the revenue to the Department based on a revenue share percentage as proposed by the Design-Builder.

Marketing

- The Design-Builder shall be responsible for marketing the Logo Program.

Customer Service

- The Design-Builder shall provide the highest quality customer service and benefits to existing and potential customers.

Determination of Eligibility

- The Design-Builder shall develop, implement, and execute a business eligibility plan including determination of interchange location eligibility and individual business eligibility. The Design-Builder shall respond to existing and potential participants.

Business Panel Administration

- The Design-Builder shall be responsible for administration of business panel services.

Initial Inspection and Refurbishment

- The Design-Builder shall conduct an initial inspection of all existing Logo Program signs.

Design

- The Design-Builder shall be responsible for developing signing plans in accordance with MUTCD and NCDOT standards and specifications.

Construction

- The Design-Builder shall be responsible for the fabrication and installation of signs, business mileage panels and trailblazers as required to implement the Logo Program.

Maintenance

- The Design-Builder shall be responsible for inspecting all signs and supports annually, reporting on and addressing needed maintenance.

Project Coordination

- The Design-Builder shall coordinate with the Department on construction projects as requested by the Department.

Data and Records

- The Design-Builder shall provide all data and records services for the program including data security, management of access, backups, Department access and participant access.

Reporting

- The Design-Builder shall provide monthly, quarterly, annual, and on-demand reporting to the Department

Contract Transitions

- The Design-Builder shall be responsible for the transition of business processes from the NCDOT to the Design-Builder, as well as transition at the end of the contract. The Design-Builder shall be responsible for developing strategies and the execution of plans for the start-up phase and conclusion phase.

Geotechnical

- The Design-Builder shall design and construct all sign foundations.

Signing

- The Design-Builder shall design, fabricate and install all Logo signs.

Transportation Management

- The Design-Builder shall develop and implement the Transportation Management Plans. A list of parameters, such as lane closures, time restrictions and general guidelines will be provided in the Request for Proposals.

Utility Rights of Way, Conflicts and / or Construction

- The Design-Builder shall be responsible for all utility conflicts.