

# VISIT MENDOCINO MAGIC IS REAL

## **INTRODUCTION**

The Mendocino County Tourism Commission (MCTC) is actively seeking bids for our Gateway Signage Project welcoming guests to Mendocino County via Visit Mendocino County (VMC), the visitor-facing organization promoting Mendocino County. The goal is to have Gateway signage constructed and embedded at entryways to the county by May 17, 2024. We have identified five (5) points of entry. VMC will first review Bid Submissions and then request a Proof of Concept, which would also need to be approved by CalTrans. Bids will be weighted based on the criteria outlined below.

### About Mendocino County

Mendocino County welcomes nearly 1.8 million visitors annually who explore its 90 miles of prime Pacific coastline, 90+ wineries and 15 diverse AVAs (earning the highest percentage of organic and biodynamic vineyards in the United States), 24 state/national parklands and 450+ unique accommodations. Straddling scenic Highways 1 and 101, Mendocino County delivers an ideal mix of waves, wines and redwood forests laced with historic villages and outback adventures.

Located 115 miles north of San Francisco, the region's gateway airports are San Francisco International (SFO), Oakland International (OAK), Sacramento International (SMF), and Charles M. Schulz-Sonoma County Airport (STS).

Visit Mendocino County (Mendocino County Tourism Commission) is a non-profit destination management organization created to enhance the economic vitality of the community by increasing tourism revenue.

More destination information can be found at:

- [www.VisitMendocino.com](http://www.VisitMendocino.com)
- [www.MendocinoTourism.org](http://www.MendocinoTourism.org)
- [www.instagram.com/visitmendocino](https://www.instagram.com/visitmendocino)
- [www.facebook.com/VisitMendocinoCounty](https://www.facebook.com/VisitMendocinoCounty)
- [www.youtube.com/user/visitmendocino](https://www.youtube.com/user/visitmendocino)

The Mendocino County Tourism Commission (MCTC), a non-profit 501(C)(6) is the destination marketing organization contracted by the County of Mendocino to execute the sales and marketing activities on behalf of the payers into the assessment and industry stakeholders.

## **PURPOSE**

The Mendocino County Tourism Commission (MCTC) seeks to establish a contract(s) for new Gateway signage design, fabrication, and installation at entry locations into Mendocino County: CA-101 Northbound from Sonoma County, CA-101/CA-1 Southbound from Humboldt, CA-20 Westbound from Lake County, CA-128 Westbound from Sonoma County, and CA-1 Northbound from Sonoma County.

This RFP describes the project and MCTC's requirements. Through this RFP, MCTC seeks to identify vendor(s) that have an extensive and successful history of providing the above-referenced signage services. If selected through this RFP process, MCTC will enter into an agreement with a contractor that will potentially serve to prequalify sub-contractor(s), *if necessary*, for completion of the project.

## **PROPOSED BUDGET**

The following budget is based upon the current 2023-2024 fiscal year. While MCTC has allotted a specific dollar amount, cost-efficiency and effectiveness will be a factor in determining contractor selection.

- 2022-23 Gateway Signage budget of \$100,000, including planning, meetings, design, fabrication and installation

## **SUBMISSION CRITERIA**

Please provide the following information in your proposal. Please do not feel limited with or by the information below:

- Short company background
- Who will serve as the Mendocino County Tourism Commission's main point of contact?
- A list of current sub-contractors and their main role in the creation and execution of design, fabrication and installation of Gateway Signage
- Rate your company's experience and effectiveness in the following areas (1-5, with 1 being no experience and 5 being expert). You may include a few lines in each for explanation
  - Design services
  - Fabrication of outdoor signage
  - Installation
  - Project timelines
  - Ability to stay within budget
  - Experience working with CalTrans; private property owners
- Outline of your company's planning, execution and reporting process
- Present 3 – 5 examples of similar successful projects, including references
- Although this is a formal process, have fun with it! The tourism industry is exciting and inspiring

## Design, Fabrication, and Installation of New Signage:

If selected by the MCTC for this design, fabrication, or installation project:

- a. The signs may include the following materials, but are not limited to:
  - i. aluminum
  - ii. stainless steel
  - iii. fluorescent lighting
- b. Signage size may vary based on location of signage along highways, taking into account curves, speed, grade, et al.
- c. Include ability to add attached seasonal signage and messaging to main Gateway signs

### **EVALUATION PROCESS & CRITERIA**

The Mendocino County Tourism Commission, along with its Visitor Services Committee will review and evaluate each proposal. If the organization requires additional criteria, this will be supplied if a second round is necessary.

### **CALTRANS REQUIREMENTS**

Please refer to Addendum A for CalTrans Gateway Signage parameters.

### **VISIT MENDOCINO COUNTY BRAND GUIDELINES**

Please refer to Addendum B for Brand Guidelines.

### **GATEWAY SIGNATE LOCATIONS**

Please refer to Addendum C.

### **PROPOSALS**

Written proposals can be submitted on or before 3:00 PM (PST), December 31, 2023 to:

Mendocino County Tourism Commission  
Attn: Jamie Peters-Connolly  
105 W. Clay Street  
P.O. Box 89  
Ukiah, CA 95482

OR

[jamie@visitmendocino.com](mailto:jamie@visitmendocino.com)

### **QUESTIONS/CLARIFICATION?**

If you have any questions, please feel free to contact Jamie Peters-Connolly, Partner Relations & Communications Manager at 707-472-7500 or via email at [jamie@visitmendocino.com](mailto:jamie@visitmendocino.com)

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M A G I C I S R E A L

**ADDENDUM A**

**CalTrans Gateway Signage Parameters**

**Placement**

Gateway monuments within the State right-of-way must be placed as far as practical from the traveled way or edge of roadway, while still remaining visible.

The proposed location for all gateway monuments will be reviewed by Caltrans for safety and environmental considerations prior to approval.

Gateway monuments are considered to be a discretionary fixed object. Existing community identification or gateway monuments located within 660 feet of the State highway on either private or public property will be considered to be the single allowed feature, and no additional community identification or gateway monument will be approved.

**Gateway Monument Requirements**

Caltrans will collaborate with the public agency for appropriateness of the gateway monument proposal in context with existing, proposed, and future improvements.

Caltrans retains sole discretion for determining all design elements of a gateway monument, including location, appropriate size, colors, and content.

Proposed gateway monuments must:

- incorporate the name, logo, graphic, or officially adopted seal or slogan of the city, county, or incorporated town.
- be a freestanding structure or sign.
- not be integrated with or placed upon a required engineered transportation feature.
- not make use of or simulate colors or combinations of colors usually reserved for official traffic control devices described in the California Manual on Uniform Traffic Control Devices.
- not create a distraction to transportation system users. For example, it should be large enough to interpret at highway speed, but not be so large that it demands attention from the motorist.
- not include illumination (such as blinking or intermittent lights) that impairs the vision of, or distracts transportation system users. *Other lighting may be permitted.*
- be located where required maintenance can be safely performed as specified in the encroachment permit, the maintenance agreement, and in conformance with Caltrans' procedures.

- be appropriate to its proposed setting.
- be a proper size and in scale with its surroundings. The maximum size shall fit within 353 cubic feet. The width shall not exceed 20 feet and the height shall not exceed 18 feet above existing grade
- be composed of materials that are durable for the projected lifespan.
- be fully funded for design, installation, maintenance, restoration, and removal by the public agency for its projected lifespan.
- conform to provisions of the California Outdoor Advertising Act.
- not imitate, obscure, or interfere with traffic control devices.
- not interfere with airspace above the roadway.
- not be placed within State highway right-of-way upon trees, rocks or other natural features.
- not adversely affect existing structures, drainage patterns or stormwater runoff quality, landscaping or natural vegetation.
- not include reflective or glaring surface finishes.
- not include moving elements (kinetic art) or simulate movement.
- not restrict sight distance.
- not display symbols or icons such as flags, logos, or commercial symbols.
- not display text that makes special interest, private, religious, or political statements, or includes business names, trade names, jingles, or slogans.
- be designed to minimize ongoing maintenance needs. Caltrans-approved protective graffiti coatings may be required if appropriate.
- not display telephone numbers, street addresses, or internet addresses.
- not require the removal of trees or other vegetation for visibility, or harm trees during construction. Pruning of tree branches or roots, and removal of shrubs should be avoided, and will be allowed only with written approval of the district landscape architect.
- not negatively impact existing highway features, including existing signs, irrigation systems, necessary drainage patterns, and facilities.
- not protrude or span over travel lanes or roadbed.

For a comprehensive explanation of allowable signage requirements, please refer to Page 100 of the CalTrans Project Development Procedures Manual: <https://dot.ca.gov/-/media/dot-media/programs/design/documents/pdpm-chapter29-a11y.pdf>

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**ADDENDUM B**

**VMC Brand Guidelines  
(See Attached)**

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ADDENDUM C

PROPOSED GATEWAY SIGNAGE LOCATIONS

**Hwy 101, heading North from Sonoma County**



**Hwy 101/Hwy 1, heading South from Humboldt County**



**Hwy 1, heading North (Gualala) from Sonoma County**



**Hwy 20 heading, West – Mile marker 53.58 – CA-20, Westbound (north side of highway)**



**Hwy 128, heading Northwest – Across from Mountain House Estate at 38000 CA-128.**

