



**Office of Operations**  
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**Jeff Landry**, Governor  
**Joe Donahue**, Secretary

May 14, 2024

Ms. Melinda Roberson  
Division Administrator  
Federal Highway Administration  
5304 Flanders Drive, Suite A  
Baton Rouge, LA 70808

**RE: DOTD Sponsor A Highway Program Policy**

Dear Ms. Roberson:

The Department intends to enter into a pilot program with Adopt A Highway Maintenance Corporation, to implement the DOTD Sponsor A Highway Program. This program will allow for business groups, individuals, and non-profit organizations to sponsor a section of interstate or other public roadways for litter collection or other beautification efforts.

The pilot will assess the feasibility of the program and determine whether to move forward with more collection sites. The beautification efforts under this program will have no direct cost to the Department, and will be funded from sponsorship revenues collected.

Towards this goal, the Department has developed the attached policy document, which outlines the program goals, objectives, guidelines and requirements. In accordance with FHWA Order 5160.1A, the Department requests your review and approval of the attached policy.

The DOTD originally submitted a request for review and approval to FHWA in January 2024. However, the DOTD's policy has since been revised to better distinguish between the initial proposed pilot effort and the intended future multi-year contract or agreement, as well as to update Manual for Uniform Traffic Control Devices (MUTCD) references to be consistent with the most recent MUTCD version.

Sincerely,

A handwritten signature in blue ink that reads "M. Todd Donmyer". The signature is written in a cursive style.

M. Todd Donmyer, P.E.  
Assistant Secretary of Operations

MTD:kr

ATCH: LA DOTD Sponsor A Highway Program

c: Jacquole Johnson, FHWA  
John Broemmelsiek, FHWA  
Chad Roubique, DOTD  
Kevin Reed, DOTD  
Haylye Brown, DOTD  
Jason Michiels, DOTD



DEPARTMENT OF TRANSPORTATION AND DEVELOPMENT

INTRADEPARTMENTAL CORRESPONDENCE

REFERRED TO

- REFERRED FOR ACTION
ANSWER FOR MY SIGNATURE
FOR FILE
FOR YOUR INFORMATION
FOR SIGNATURE
RETURN TO ME
PLEASE SEE ME
PLEASE TELEPHONE ME
FOR APPROVAL
PLEASE ADVISE ME

MEMORANDUM

TO: Advertising and Sponsorship Committee Members
Robert Isemann, Road Design Engineer Administrator
Connie Porter Betts, Deputy Assistant Secretary – Office of Planning
Kevin Reed, Chief Maintenance Engineer

FROM: Jason Michiels, P.E.
Facilities and Movable Bridges Maintenance Manager

DATE: April 22, 2024

SUBJECT: Sponsor A Highway Program Policy

Please review the attached revised Sponsor A Highway Program policy. The revisions are in response to FHWA’s comments and focus on clarifying and aligning the policy with the latest MUTCD related to signage along the sponsored section of road.

The Department intends to enter into a pilot program with Adopt A Highway Maintenance Corporation to assess the feasibility of the program and determine whether to move forward with more collection sites. If acceptable, please approve so that we can send to FHWA for their review.

BY DATE
BY DATE
BY DATE

DocuSigned by: Connie Porter Betts 4/29/2024
RECOMMENDED FOR APPROVAL DATE
DocuSigned by: [Signature] 4/24/2024
RECOMMENDED FOR APPROVAL DATE
DocuSigned by: [Signature] 4/22/2024
RECOMMENDED FOR APPROVAL DATE

APPROVED DATE

LOUISIANA DEPARTMENT OF TRANSPORTATION AND DEVELOPMENT

# SPONSOR A HIGHWAY PROGRAM

**April 22, 2024**

1201 Capitol Access Road | Baton Rouge, La 70802

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## SPONSOR A HIGHWAY PROGRAM

The Louisiana Department of Transportation and Development's (**LA DOTD**) **Sponsor a Highway Program (SHP)** is a beautification program intended to encourage the community to participate in a continuing effort to keep the roadsides of Louisiana attractive and clean from litter.

### SPONSOR A HIGHWAY PROGRAM OVERVIEW

This program provides for public involvement in highway beautification activities. Under the **SHP**, a company, business, or volunteer group would be allowed to sponsor a section of interstate or other state-owned roadway for litter collection. Other beautification activities, such as the planting of flowers and shrubs appropriate to the surrounding landscape, and/or the maintenance of the roadside mowing can also be accomplished. This program offers a means for a company, business, or volunteer group to help their community by cleaning a segment of highway. In exchange for their participation in the program, a sign is erected within the limits of the adopted area acknowledging their sponsorship.

This program demonstrates another example of the partnership that exists between state government and its constituents. The **LA DOTD** welcomes the participation of sponsors in this continuing effort to keep the roadsides of our state attractive and clean. Interested groups, together with their respective towns, are encouraged to partake in this highway beautification and litter abatement program.

### SPONSOR A HIGHWAY PROGRAM DESCRIPTION

The **SHP** will initially be run as a pilot program to see if it is beneficial and practical. The **SHP**, run by a third party vendor (**VENDOR**), provides privately funded, professional litter removal services at no cost to the **LA DOTD**. These services are funded through solicited sponsorships from businesses and organizations both local and national. The **SHP** offered by the **LA DOTD** is available for Interstate Highways, State and US Routes, and other roadways deemed eligible by the **LA DOTD**. The current selected, sole source contracted **VENDOR** for the pilot program is Adopt a Highway Maintenance Corporation (<https://adoptahighway.com/>). This sole source contract shall contain a provision requiring sponsors to comply with state laws prohibiting discrimination based on race, religion, color, age, sex, national origin, and all other applicable laws, rules and regulations.

The **VENDOR** shall hire a Local Contractor (**LC**) or employ their own staff that will coordinate the litter removal and sign installation with the **LADOTD**. The **VENDOR** shall arrange the litter removal of a one-mile stretch of highway, no less than six times a year. In acknowledgement for their sponsorship, an **SHP** sign is installed within the sponsored stretch of highway and the Sponsor's name placed on the sign panel. The **SHP** background sign and sponsorship panel shall be designed, fabricated, and installed in accordance with the Manual on Uniform Traffic Control Devices for Streets and Highways (MUTCD) at no cost to the state. If the pilot program is deemed successful and the **LA DOTD** moves forward with implementation of

the program, a multi-year contract or agreement will be entered into with the successful **VENDOR**. At the end of the agreement, the **VENDOR** has the option of renewal.

Oversight of the **SHP** shall be governed by Title 70, Chapter 8, "Advertising on Department of Transportation and Development-Owned Assets and Sponsorships on Public Rights-of-Way" and at the direction of the Advertising and Sponsorship Standards Committee (La. Admin. Code Tit. 70 § III-805). This committee shall be comprised of three members, selected by the secretary of the **LA DOTD**. Their decisions and conclusions shall be given to the Statewide Roadside Development Manager who will coordinate the contract with the **VENDOR** and the Districts.

## SPONSOR A HIGHWAY PROGRAM GUIDELINES

- 1) The section of a state highway to be sponsored will be one mile in length. Eligible sections will be determined by **LA DOTD** personnel in cooperation with the **VENDOR**.
- 2) Litter collection shall be conducted no less than six (6) times per year. The contract period will be for two (2) years, with the sponsoring organization having the option to renew.
- 3) **LA DOTD** reserves the right to terminate the contract with the vendor or deny adoption, continuation or renewal requests by any organization, group or business based on any one of the following criteria:
  - a) Safety of the participants, passing motorists or **LA DOTD** employees;
  - b) Effectiveness of the litter control;
  - c) Areas where construction is underway or planned;
  - d) Interference with the free and safe flow of traffic;
  - e) Harm to the public image of the **SHP** or to the **LA DOTD**;
  - f) Determination that the sponsorship agreement or acknowledgement is not in the public interest;
  - g) For the convenience of the Department
- 4) The program is not intended as a means of providing a public forum for groups or businesses to use in promoting name recognition of political causes. Therefore, the **LA DOTD** reserves the right to deny adoption of more than one section of highway to any group or business.
- 5) Consideration will be given to traffic volumes, types and speed and to the geometrics of the highway in selecting appropriate program sites. Those sections determined to be unsafe or inappropriate by the **LA DOTD** will not be eligible for adoption.
- 6) **LA DOTD** will assign an **SHP** District coordinator to oversee the cleanup activities with the **VENDOR** and monitor the organization's activities relative to safety.
- 7) The **VENDOR** shall dispose of the collected and bagged litter at no cost to the **LA DOTD**.
- 8) The **VENDOR** shall construct and install acknowledgement signs that:

- Are installed as independent sign assemblies;
  - Appropriately sized so it does not compete with highway signs and other traffic control devices so that the safe and orderly movement of traffic is not compromised
  - The design conforms to the program and FHWA standards along the sponsored highway section to provide public recognition to the adopting organization for their participation in the program.
- 9) Each month, the **VENDOR** shall file a report detailing the number of bags collected, etc. Pickup report forms will be furnished by the selected contractor. This record-keeping function is crucial to track the program's success and provide statistics to interested groups and the media.
- 10) Sponsorship signs shall be in conformance with the general provisions for signs as covered in Part 2 of the MUTCD and all sign design principles covered in the Standard Highway Signs and Markings Book. The MUTCD shall rule if there is a conflict between this policy and the MUTCD and/or if there is a stricter requirement in the MUTCD than this policy.
- 11) Sponsorship signs shall not contain any contact information, directions, slogans (other than a brief jurisdiction-wide program name, if used), telephone numbers, e-mail or Internet addresses, including domain names and uniform resource locators (URLs), metadata tags ("hash-tags"), or quick-response (QR) codes, bar codes, or similar scanning graphics.
- 12) See section 2H.13 of the MUTCD for further sponsorship sign provisions.