

HIGHWAY MAINTENANCE SPONSORSHIP PROGRAM

Description

Develop a program to include a market driven sponsorship to fund costs associated with roadway activities including mowing, litter pick-up, vegetation management, operation of picnic areas and the mobility assistance patrols.

ISSUES:

The sponsors will be allowed to have signs erected along the highways recognizing their participation and sponsorship of the various highway related activities in the designated area. The program will include restrictions on the number of characters, group name, and sign size (sponsorship amount), allows a minimum term, establishes frequency for maintaining the areas to two-three times per year, or as needed throughout based on the region.

REFERENCES:

TAC, Title 43, Chapter 2, Environmental Policy, Subchapter D, Public Participation Programs.

DESIRED RESULTS:

The program provides the department with a resource for maintaining and operating highway functions using market driven sponsorships. The program will enable the department to supplement limited highway funds and provide critically needed maintenance of the right-way, resulting in a potential cost savings to the department for litter removal, mowing, vegetation management and picnic area maintenance.

FURTHER ACTION:

Establish rulemaking policy and ensure compliance with Transportation Code and submit to the commission for approval prior to implementation of the program.

OTHERS

If rules are adopted, issue a Request for Proposal seeking qualified consultants who can administer the Highway Maintenance Sponsorship Programs. The consultants will be responsible for coordinating all activities with sponsors and/or participants of the programs and work.

SPONSORSHIP PROGRAMS

- Sponsor-a-Highway Program
- Roadside Maintenance
- Picnic Area Maintenance
- Mobility Assistance Patrol Program



SPONSOR-a-HIGHWAY PROGRAM

- Expands Program to include Interstates
- Vendor Facilitates the Program
- Existing Volunteer Program Unaffected



<p>Arizona</p>	<p>California</p>	<p>Colorado</p>
<p>Connecticut</p>	<p>Kansas</p>	<p>Maryland</p>

ROADSIDE MAINTENANCE

- Mowing
- Litter pick up
- Vegetation Management



PICNIC AREA MAINTENANCE



SMITH COUNTY IH 20



EL PASO COUNTY IH 10



SHERMAN COUNTY US 54



Highway Emergency Response Operator (HERO) or Mobility Assistance Patrol Program



Several State DOTs have sponsors for their service

- Georgia
- Massachusetts
- New York



SPONSOR DECAL