

Adopt-A-Highway Program Eligibility and Sign Guidelines

Adopt-a-Highway (AAH) signs are a form of acknowledgment for the service volunteers provide by performing litter-pick up on state-maintained roadways. Signs are not and cannot be perceived as advertising. Signs that are determined to not be in the public interest will not be permitted in accordance with [Federal Highway Administration Policy](#) and the [Texas Administrative Code](#).

The Texas Department of Transportation (TxDOT) may deny a sign or group request to adopt a section of highway if, in its opinion, granting the request would jeopardize the program, be counterproductive to its purpose, or create a hazard to the safety of the traveling public. Highway safety is a principal concern in all decisions related to Adopt-a-Highway.

TxDOT will work with volunteers to determine official sign names based on TxDOT sign dimensions, character limits and verbiage guidelines. TxDOT may ask for name changes or abbreviations to fit within standard sign guidelines.

Eligibility

- Groups must comply with state laws.
- Groups must have at least one volunteer contact located in or adjacent to the county where the roadway is located.
- Groups cannot advocate for specific legislation, political activity, political cause, or election. General political groups are eligible to adopt signs. Ex: County Republicans or County Democrats.

- Correctional or probationary groups that include inmates, defendants or individuals on probation are not eligible. AAH is a volunteer program, and individuals cannot participate as a mandatory service requirement.
- In Memory signs are for an individual who has died because of a motor vehicle accident on the state highway system. TxDOT also manages a separate [Memorial Sign Program](#) for victims of motorcycle crashes and impaired driving.

Sign Dimensions

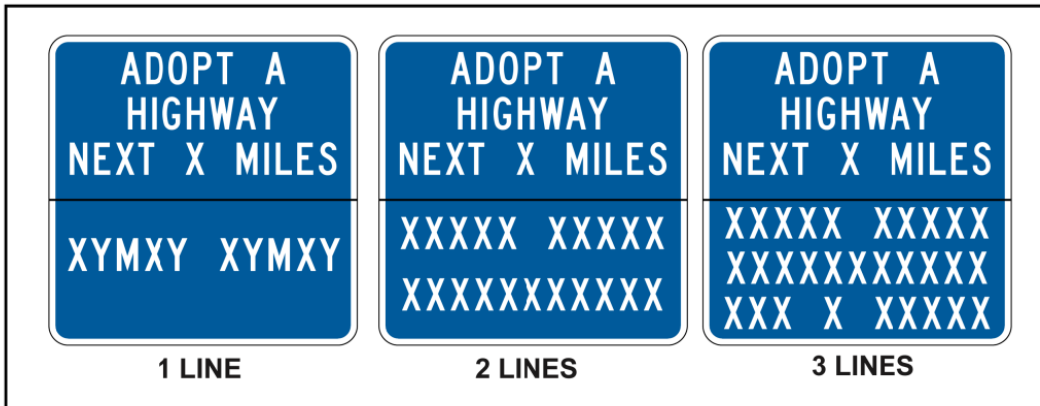
An Adopt-a-Highway sign will be placed at each end of the adopted section. The top panel displays ADOPT A HIGHWAY NEXT X MILES while the bottom panel displays the group name. Signs are 48 inches x 48 inches. Signs may be one full panel or have two removeable panels measuring 24 inches x 24 inches. Signs have white text and white 3-inch borders with a blue background.



Sign Character Limits

Signs with up to three lines are restricted to the following:

- 5-inch font size
- No more than 11 characters
- Spaces count as characters. No more than 2 spaces per line



Signs with four lines are restricted to the following:

- 4-inch font size
- No more than 13 characters
- Spaces count as characters. No more than 2 spaces per line



Sign Text Guidelines

- Standard English letters and numbers only. Exceptions are made for the following symbols: dashes, ampersands, and apostrophes.
- No phrases or slogans
- No hashtags or social media or social media handles
- No websites or phone numbers
- No Greek letters
- No letter accents
- No logos or icons
- No directions or addresses
- No political/elected official or candidate names
- No appropriation or wordplay of political slogans or recognized groups.
- No wording that could be perceived as suggestive or controversial
- Acronyms may be used to fit into the sign character guidelines

Business/For-Profit Organizations

- Organizations must use the legal name of the business. TxDOT may ask for documents of proof such as business license, tax certificate, etc.
- Must include acknowledgment of volunteers by including verbiage such as "Volunteers," "Employees" on the sign.
- Agents/Individual Business Names: Individual business names such as realtors, insurance agents, car dealers may include their name on the sign if it is an official business title.

Family and Individuals

- Individual adoptions must display the individual's first and last name.

- Volunteers can include the word “family” after names if they would like to adopt as a family. Ex: The Hernandez Family.
- No additional ambiguous phrases, descriptions, or personalization.

Government Organizations

- Government entities must include the full legal agency name or abbreviation.
- Can include localized area or campus: Ex: TxDOT Austin District.

In Memory

- In Memory signs are limited to those who have passed away on a state roadway. Volunteers can opt for family or individual sign for other ways to recognize family members or friends.
- Signs must say “In Memory of” and the individual’s name. In Loving or personalized phrases cannot be included.
- If the sign is in memory of multiple individuals, sign design will be addressed on a case-by-case basis.

Nonprofit and Civic Groups

- Groups with 501c and 501c3 status must use their official legal name.
- Religious organizations must use the official group name or name of the organization’s official place of worship.