

Highway Sponsorship

2018

Minnesota Department of Transportation

Highway Sponsorship Program

The new Highway Sponsorship Program supports MnDOT's commitment to a multimodal transportation system that maximizes the health of people, the environment, and our economy. In 2017, a new [statute](#) authorized the establishment of a statewide highway sponsorship program to encourage businesses, civic groups, or individuals to support the enhancement and maintenance of trunk highways. As part of the national conversation on new and innovative uses of the right of way, this program will allow MnDOT to partner with private business and civic organizations to expand the beauty, livability and environmental sustainability of state highways. New ways private partners can now work with MnDOT to enhance and maintain roadsides may include:

- Enhancing the aesthetics and attractiveness of our highways by installing and maintaining new landscaping;
- Creating a mechanism for private entities to support expanded maintenance of roadside vegetation;
- Supporting local communities in developing strategies for aesthetic improvements on highway roadsides;
- Creating, protecting, or expanding pollinator habitat;
- Expanding the visual quality of our highways to invest in Minnesota's economic vitality, quality of life, and a business and tourism-friendly environment.

Public-Private Partnership Opportunities through the Highway Sponsorship Program:

- Highway gateway landscaping at entrances to downtowns and commercial districts
- Enhanced landscaping adjacent to businesses or corporate campuses
- Expanded pollinator habitat
- Conservancies for ground nesting species
- Art and placemaking projects

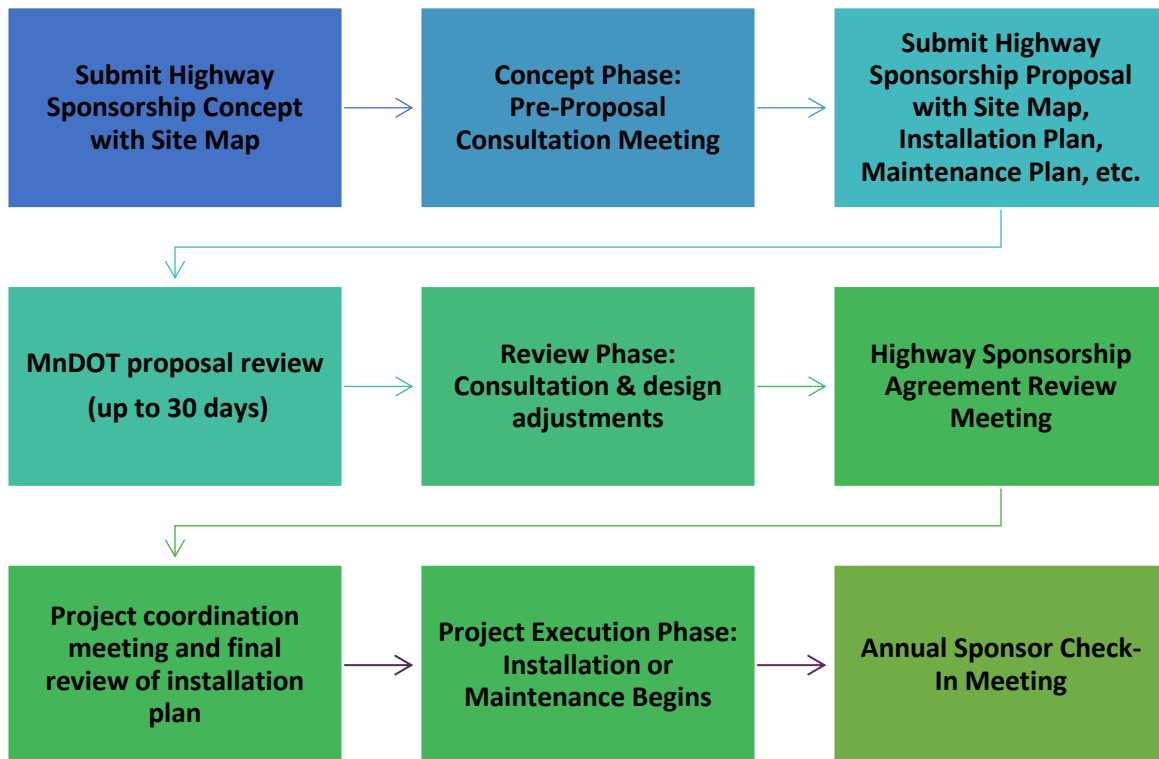


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MnDOT Highway Sponsorship Application Process

60-90 Day Pre-Development process for partners proposing projects to enhance or maintain the right of way

Authorized by **Minnesota Statutes Section § 160.801**, MnDOT's HIGHWAY SPONSORSHIP PROGRAM: Allows businesses, civic organizations and individuals to assist with the improvement and maintenance of real property comprising the trunk highway system to install and maintain landscaping, create pollinator habitat and pick up litter along highway roadsides. Highway Sponsorship Agreements will be 3-5 years in duration. Projects may be eligible for a roadside Sponsor Acknowledgement Sign. The project process is outlined below.



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