

Highway Sponsorship

2019

Minnesota Department of Transportation

Public-Private Partnerships to Enhance Highway Roadsides for Improved Aesthetics and Environmental Sustainability

The 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, and individuals to support the enhancement and maintenance of Interstates, U.S. and Minnesota highway roadsides. Private businesses and civic organizations can now partner with MnDOT to expand the scenic beauty, attractiveness and environmental sustainability of state highways. New ways partners can now work with MnDOT to enhance and maintain highway roadsides may include:

- Enhancing the aesthetics and attractiveness of our highways by installing and maintaining new landscaping;
- Creating mechanisms 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.

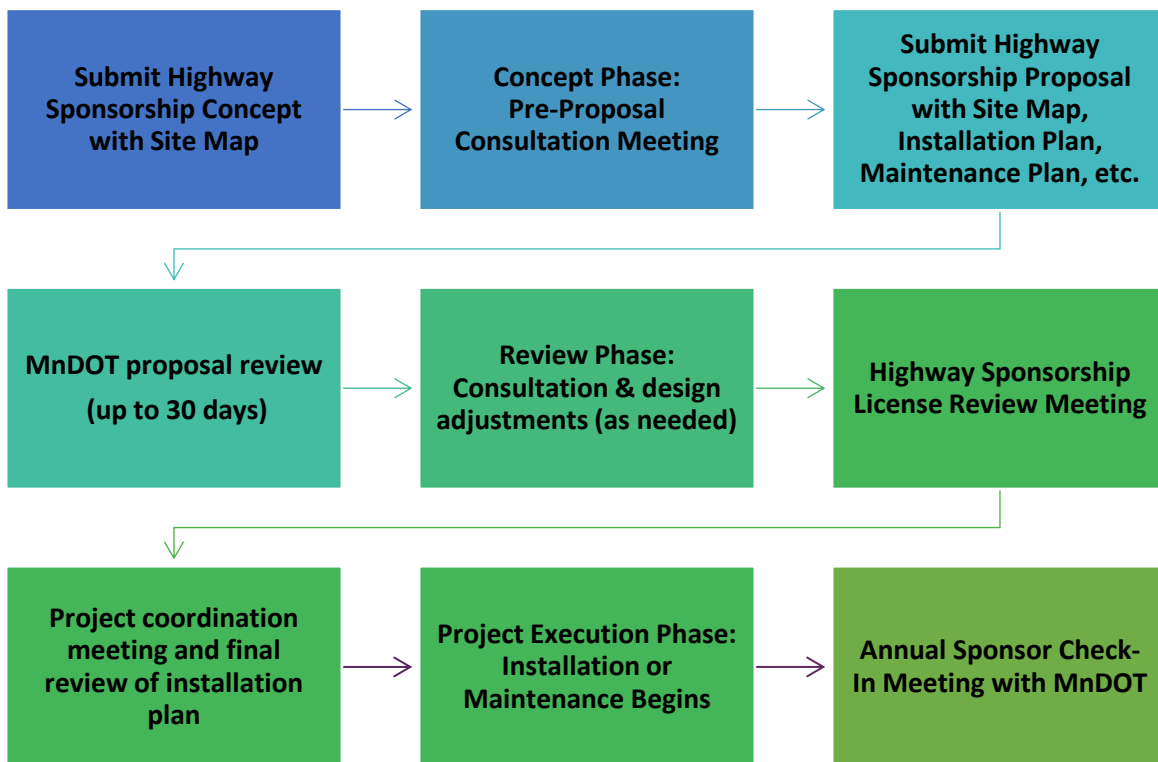
Opportunities to Improve or Maintain the Right of Way through the Highway Sponsorship Program:

- Highway gateway landscaping at entrances to downtowns and commercial districts
- Enhanced landscaping adjacent to businesses or corporate campuses
- Pollinator habitat expansion
- Roadside habitat maintenance and enhancement plantings for ground nesting species
- Art and placemaking projects

MnDOT Highway Sponsorship Proposal Process

90 Day Pre-Development process for partners proposing projects to enhance or maintain the highway 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 Licenses will be 3-5 years in duration. Sponsored projects may be eligible for a roadside Sponsor Acknowledgement Sign displaying the name or logo of the partner organization. The sponsorship proposal process is outlined below.



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