



Adopt-a-Highway Eligibility and Signage Guidelines

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

The Texas Department of Transportation 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 limit and verbiage guidelines. TxDOT may ask for name changes or abbreviations in order to fit within standard sign guidelines.

Eligibility

Groups must have at least one volunteer located in the county or county adjacent to where the signs will be posted.

Groups cannot advocate for a 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.

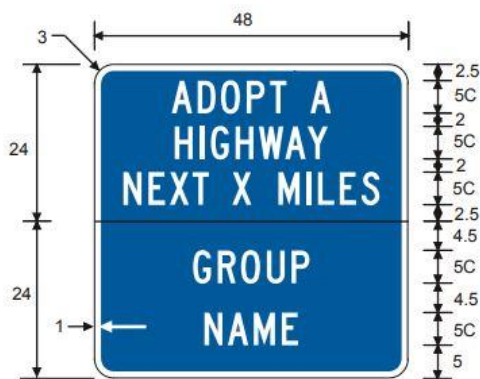
Groups may adopt a section of highway as a memorial to an individual who has died as a result of a motor vehicle accident on the state highway system



Sign Details

An Adopt-a-Highway sign will be placed at each end of the adopted section as long as the group's agreement is in good standing.

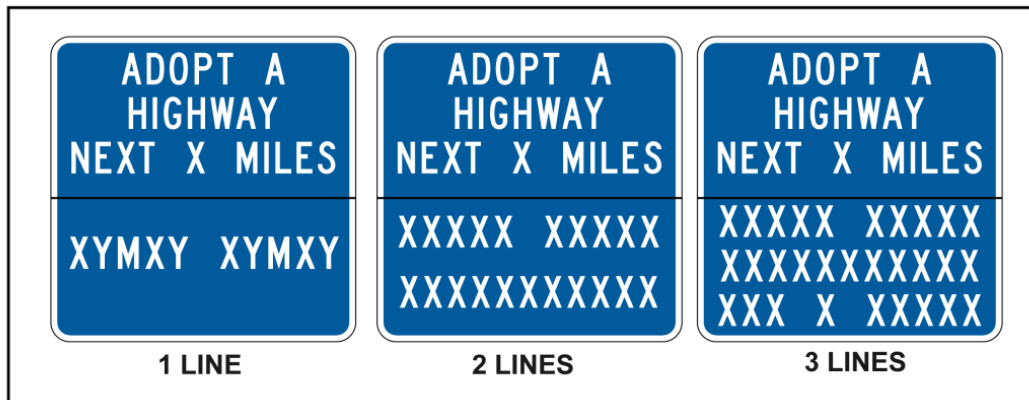
The top panel displays ADOPT A HIGHWAY NEXT X MILES while the bottom panel is removable and displays the group name. Signs have white text and border with a blue background and consist of two panels of equal size.



Sign Verbiage

Signs with up to 3 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 4 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



Characters per line may vary based on letter width and sizing. Adopt-a-Highway coordinators will work with volunteers on length and positioning of group names.

General Verbiage Rules

- 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

Private Businesses

- Businesses must use the legal name of the business.
- 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.



Nonprofit and Civic Groups

- Groups with 501c and 501c3 status use their official legal name
- Religious organizations should use the official group name or name of the organizations official place of worship
- Volunteer and Community Organizations should use their official group name
- Social Group names, such as motorcycle group, should match the name on official marketing or business materials.

Schools

- Schools should include official group name on signage
- Group may be asked to include school name for clarification purposes
- All school groups must provide a faculty/staff representative or other point of contact that will represent the group long-term.

Governmental entities

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

Families 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's

In Memory

- Signs must include "In Memory of" and the individual's name
- If the sign is in memory of multiple individuals, sign design will be addressed on a case-by-case basis