

## GEORGIA DEPARTMENT OF TRANSPORTATION

# Press Release

For Immediate Release:  
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*Sponsor-A-Highway...*

## GEORGIA DOT ANNOUNCES NEW PARTNERSHIP TO IMPROVE LITTER REMOVAL FROM STATE HIGHWAYS



(L-R), Adopt-A-Highway CEO Patricia Nelson (Clean Georgia Consultant); Scott Shinedling of Adopt-A-Highway; Snappy Plumbing and Electric General Manager Adam Bunyard; Zoo Atlanta Vice President of Marketing and Sales Marcus Margerum; Adopt-A-Highway Account Executive Natalie Brannon; and Georgia DOT Commissioner Keith Golden.

**ATLANTA** – The Georgia Department of Transportation will be the first state in the Southeast to partner with local businesses and a national firm to remove litter from Georgia highways. The Department today announced it is launching an innovative, sponsorship-based opportunity – at no cost to Georgia DOT and state taxpayers – for regular maintenance of designated road segments throughout the Atlanta area with plans to expand the program statewide.

In the program, businesses such as Zoo Atlanta, Tanger Outlets Mall and Hennessy Lexus Atlanta can contract with Adopt A Highway Maintenance Corp., headquartered in of Santa Ana, CA, for monthly litter removal from designated sections of state roadways. Zoo Atlanta, for instance, sponsors litter removal by the company at two Interstate Highway 285 locations – near Riverside Parkway on the Inner Loop and near Cascade Road on the Outer Loop.



Georgia DOT Commissioner Keith Golden speaks at the Sponsor-A-Highway event on Monday, December 12, 2011.



Adopt-A-Highway CEO Patricia Nelson addresses crowd at the Sponsor-A-Highway event on Monday, December 12, 2011.

“We are very proud to be the first southeastern state to institute the Sponsor-A-Highway concept and I want to thank these great Georgia companies here today who are helping us begin this effort,” DOT Commissioner Keith Golden commented. “We already have outstanding participation statewide through our Adopt-A-Highway volunteer groups and the effort led by (State Transportation Board Member) Jay Shaw to utilize state prison inmates for litter pickup has made a huge difference in the appearance of our roads. This new “Sponsor-A-Highway” program provides an opportunity for us to complement those efforts with the use of professional crews on a consistent schedule.”

Each year, approximately \$11 million is spent on various efforts to remove litter and maintain the roadways in Georgia. Additionally, more than 4,000 citizens volunteer with 173 active Adopt-A-Highway groups to maintain about 200 miles of roadway. Despite these efforts and the funds invested, litter control along the roads continues to be an issue. The Sponsor-A-Highway program offers a chance to increase the work in this area without any cost to the Department; a vital concern in these economic times and shrinking budgets for transportation programs.

The Sponsor-A-Highway program is currently in use in 20 states nationwide as a successful means to provide litter removal, mowing and general maintenance of roadways. The program allows for local businesses to financially sponsor the maintenance of small segments of roadway through the use of private crews funded by sponsorship dollars. Sponsorship of a particular road segment is recognized by signage with the participating business’ logo displayed at the start of the designated site.

The Georgia Department of Transportation is committed to providing a safe, seamless and sustainable transportation system that supports Georgia’s economy and is sensitive to both its citizens and its environment. Georgia is the 6<sup>th</sup> fastest growing state in the nation, yet 49<sup>th</sup> in per capita spending on transportation. Additional transportation revenues are imperative to grow and sustain Georgia's economic vitality and quality of life through the 21st Century. For general information on the Georgia DOT, please visit our Web site ([www.dot.ga.gov](http://www.dot.ga.gov)). Follow the Department on [Facebook](http://www.facebook.com/GeorgiaDOT) (<http://www.facebook.com/GeorgiaDOT>) and [Twitter](http://twitter.com/gadepoftrans) (<http://twitter.com/gadepoftrans>).

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