

How do I “Adopt” a highway segment?

Highway segments are "adopted" by Sponsors. A Sponsor is an individual, company or organization who agrees to "adopt" - be responsible for taking care of - a segment of highway. In return, Sponsors are acknowledged through the posting of customized signs on their segment, announcing their public spirit to drivers. All Sponsors are subject to The Department of Transportation's approval. Sponsors agree to:

- **Hire a Maintenance Provider who performs the actual cleaning of the segment. Only Maintenance Providers listed on this website are approved to participate in the NYC Adopt-A-Highway Program. All fees for services are negotiated between the Sponsor and the Maintenance Provider.**

Can I choose my segment?

Segments are awarded to Sponsors on a first come, first-served basis. Segments that have not yet been adopted are available. At the end of the adoption period, the Maintenance Provider and Sponsor may mutually agree to renew their agreement. If there is no agreement for a segment, it will be made available for adoption. Segments cleaned by Maintenance Providers are approximately one mile long. Sponsors may adopt as many segments as they are able to maintain, and two or three organizations may join together to sponsor a segment.

What will my sign say?

The sign will read:
"For Cleaner Greener NYC"
Name of Sponsor & Logo
Adopt-A-Highway

The Maintenance Provider is responsible for fabricating the sign and keeping it clean. An "**ADOPT-A-HIGHWAY**" sign is installed when sponsors contract for the minimum level of service. Signs on the Henry Hudson Parkway in Manhattan will say: "Henry Hudson Pkwy Beautification" when planting and landscape maintenance are added by Sponsors.

How do I select a Maintenance Provider?

Adopt-A-Highway maintains a list of companies that meet the City's qualifications for working on highways. Most of these requirements are geared to assuring the safety of workers as well as safe and efficient traffic flow around the work site. The Maintenance Providers may offer different services and/or prices. They are responsible for supplying the workers and equipment to perform the job for which they are hired. We suggest that you consider all the Providers before making your selection. Remember, you are hiring the Maintenance Provider and they work for you. They do not work for the City of New York. The Department of Transportation does not regulate the amount which a Maintenance Provider charges a Sponsor for their service. The Department of Transportation's role is to assure that each company meets safety standards. The Department of Transportation also establishes and monitors a minimum level of cleaning service.

How “clean” can I expect my site to be?

The level of cleaning on your segment depends on the services you contract with the Maintenance Provider. Adopt-A-Highway establishes a segment's minimum level of service, generally including litter pick-up, trimming and sign maintenance. Services may also include removing graffiti, cleaning the median strip, and mowing, pruning, planting, herbicides, hand weeding, and dead plant/stump removal are all extra services. Sponsors must provide for minimum services and can beautify their segment by providing the extra services, planting and maintaining the trees or planting flowers. Sponsors choose how much cleaning and planting is done on their segment. The New York City Department of Transportation works with the Maintenance Providers and Sponsors on a regular basis insuring that the segments are cleaned.

What if I'm not satisfied with how my segment looks?

Take pride in your contribution towards the beauty of New York City. If you are unhappy with the job being done by your Maintenance Provider, contact them directly to discuss your concerns. If you still feel the Maintenance Provider is doing an inadequate cleaning job, you can switch Maintenance Providers when your existing contract allows. Don't hesitate to contact the Adopt-A-Highway staff (adptahwy@dot.nyc.gov or (718) 712-7563) with your questions, comments or problems so that we may take effective actions.