

**TEXAS DEPARTMENT OF
TRANSPORTATION 2025-2026
EDUCATIONAL SERIES**

**MEMORIAL AND
SPECIALIZED
HIGHWAY SIGNS**

- Memorial Signs for Victims of Impaired Driving
- Memorial Signs for Victims of Motorcycle Crashes
- Designated Memorial Highways and Other Areas
- Adopt-a-Highway
- Texas Sponsor A Highway



Texas Department of Transportation (TxDOT): Public website offering information and resources for drivers, businesses, government officials, and anyone interested in learning about TxDOT.



TxDOT 2025-2026 Educational Series: Focuses on key transportation issues affecting TxDOT and Texas.



MEMORIAL SIGNS FOR VICTIMS OF IMPAIRED DRIVING

In 2007, the Texas Legislature created the Memorial Sign Program for Victims of Impaired Driving. This program allows family or friends the opportunity to purchase a sign to commemorate a victim or victims of impaired driving from alcohol or drug use. These signs also help raise awareness about the serious and tragic consequences of driving under the influence of alcohol or drugs. In 2023, there were 1,114 people killed in motor vehicle traffic crashes where a driver was under the influence of alcohol. This is 26 percent of the total number of people killed in motor vehicle traffic crashes.

ELIGIBILITY REQUIREMENTS

- A police officer's crash report or another government document indicating that drugs or alcohol were factors in a fatal crash.
- The crash must have occurred on the state highway system.
- The victim must not have been impaired by drugs or alcohol while operating a vehicle.

APPLICATION

An applicant must apply to purchase the sign through TxDOT. The applicant may find the application on TxDOT's website at TxDOT.gov. The completed application must contain the following information:

- Applicant name and contact information;
- Victim(s)' name(s);
- Crash date and location;
- Name of one of the vehicle operators involved in the crash; and
- A copy of the crash report attached to the application, if the applicant requests expedited processing (optional).

SIGN LOCATION AND DISPLAY

TxDOT will install a memorial sign as close as practical to the location of the crash. TxDOT will base the final sign placement on traffic safety and space availability along the right of way. Each memorial sign will have a blue background and a white legend.

State law allows for an installed sign to be in place for up to two years. At the end of this time period, TxDOT will



OVERVIEW

Over the years, the Texas Legislature established several memorial and specialized sign programs to honor certain individuals, places, organizations, and partnership opportunities with the Texas Department of Transportation (TxDOT). Examples include: designating a highway in honor of a public safety officer killed in the line of duty, memorializing a loved one killed by a drunk driver, or recognizing volunteers who help keep our roadways clean and beautiful. Knowing that TxDOT's top priorities are focusing limited taxpayer dollars on highway safety and maintenance, reducing congestion, and connecting Texas communities, state law requires outside resources to cover the costs of constructing and installing these signs. Each sign program is unique, and the costs for signs vary. This document provides an overview of each of the various sign programs.

remove the sign and offer it to the applicant. The applicant will have 30 days following receipt of the TxDOT notification to make arrangements to pick up the sign. If the applicant chooses not to keep the sign after the two-year period, TxDOT will recycle the sign.

SIGN COST

The cost to the applicant is \$350, payable to TxDOT after TxDOT has approved the application. TxDOT will install the sign only after payment of the fee, which covers the cost of the personalized sign panel. If the sign becomes damaged or vandalized, the applicant must pay an additional \$350 fee for TxDOT to reinstall the sign.

MEMORIAL SIGNS FOR VICTIMS OF MOTORCYCLE CRASHES

The Texas Legislature created the Memorial Sign Program for Victims of Motorcycle Crashes in 2011. The program allows family or friends of persons killed while riding or operating a motorcycle the opportunity to purchase a memorial sign. There were 600 motorcyclists, including both operators and passengers, killed in 2023. Forty percent of motorcyclists killed were not wearing helmets at the time of the crash.

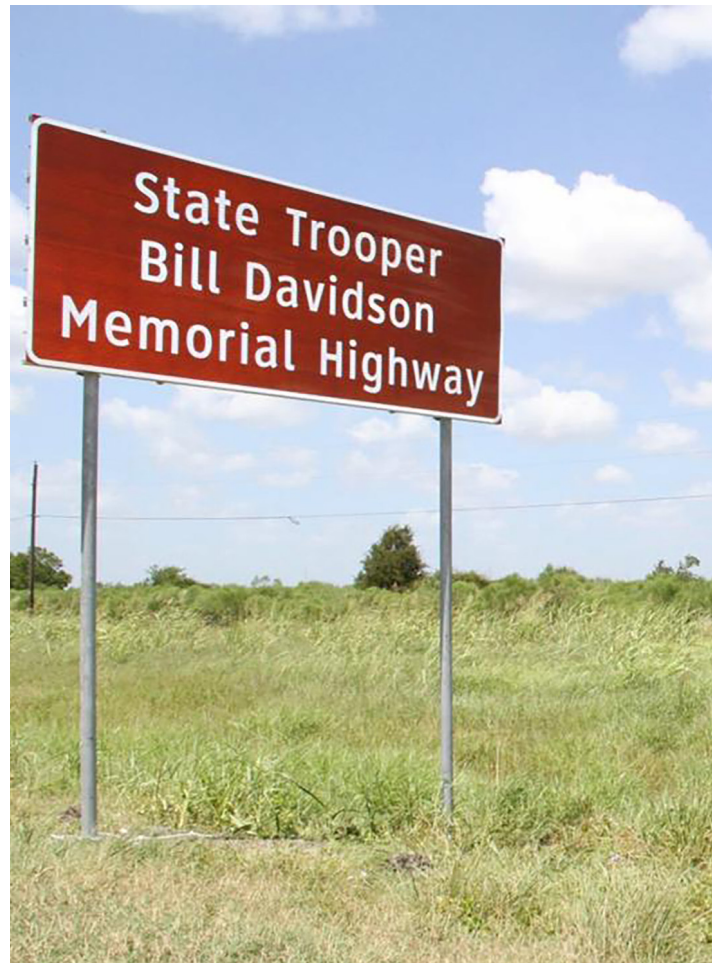
ELIGIBILITY REQUIREMENTS

- A police officer's crash report or another government document indicating that the person was killed while operating or riding on a motorcycle.
- The crash must have occurred on the state highway system.

APPLICATION

An applicant must apply to purchase the sign through TxDOT. The application can be found on TxDOT's website and must contain the following information:

- Applicant name and contact information;
- Victim(s)' name(s);
- Crash date and location;
- Name of one of the vehicle operators involved in the crash; and
- A copy of the crash report attached to the application, if the applicant requests expedited processing (optional).



SIGN LOCATION AND DISPLAY

TxDOT will install the sign as close as practical to the location of the crash. TxDOT will base the final sign placement on traffic safety and space availability along the right-of-way. Each sign will have a blue background and a white legend displaying a red cross, the victim's name, and the date of the crash.

Current state law allows for an installed motorcycle memorial sign to be in place for up to one year. At the end of this time, TxDOT will remove the sign and offer it to the applicant. The applicant will have 30 days following receipt of the TxDOT notification to make arrangements to pick up the sign. If the applicant chooses not to keep the sign after the one-year period, TxDOT will recycle the sign.

SIGN COST

The cost to the applicant for a Memorial Sign for Victims of Motorcycle Crashes is \$350, payable to TxDOT after TxDOT has approved the application. TxDOT will install the sign only after payment of the fee, which covers the cost of the personalized sign panel. If the sign becomes damaged or vandalized, the applicant will have to pay an additional \$350 fee to have TxDOT reinstall the sign.



ELIGIBILITY REQUIREMENTS

- The designated highway or structure must be part of the state highway system and within TxDOT's jurisdiction (unless named by local ordinance).
- The highway or structure should not have a prior or existing designation.
- Pursuant to state law, highway or structure designations may be designated by the name of a person only if the person is deceased and was significant in the state's history or in the lives of Texans.

Please contact TxDOT's Government Affairs Division by calling (512) 463-6086 with questions regarding eligibility.

SIGN LOCATION

- TxDOT rules prohibit the installation of more than one sign on each end of the designated route if the route is less than 150 miles.
- TxDOT or the local jurisdiction may install intermediate signs at least 75 miles apart, for designations longer than 150 miles.
- TxDOT or the local jurisdiction may only locate signs on the designated route, not on cross streets or intersecting highways.

SIGN DISPLAY

- The sign will be rectangular with a brown background and white legend and borders.
- The legend displayed on a sign may only contain the person's name and a simple message following the name, such as "Memorial Highway."
- The sign may not include any biographical information.
- The sign also may not include any decorative or graphical elements, pictographs, logos, or symbols.

SIGN COSTS

- State law requires a donor to cover the cost to design, fabricate, and install memorial designation signs.
- When a donor has committed to funding the project, TxDOT will enter into an agreement with the donor and install the signs.
- The cost of a sign will vary based on its size, the number of characters displayed on the sign, and the location of the sign (larger highways require larger signs and more foundational support and materials).
- Signs may cost anywhere between \$3,000 to \$24,000 per sign.

DESIGNATED MEMORIAL HIGHWAYS AND OTHER AREAS

State law prohibits TxDOT from officially naming any portion of the state highway system with anything other than the regular highway number. However, state legislation, local government ordinance, or resolution may direct TxDOT to designate, but not to re-name, portions of the state highway system as a memorial highway. When state or local law designates a portion of the state highway system, the designated donors may purchase a sign to honor the designee. Legislators and local officials may also designate rest areas, scenic overlooks, recreational areas, or other locations that have parking for travelers as memorial designations.

LEGISLATIVE PROCESS

An elected member of the Texas Legislature may file legislation to designate a memorial highway. Once such a bill becomes law, TxDOT will contact legislative offices to begin the process of acquiring and installing the signs. TxDOT will install the sign only after TxDOT has received payment for the sign.

LOCAL PROCESS

State law also grants local governments the authority to apply a memorial or other designation to a road within their jurisdiction on the state highway system. Local governments must provide TxDOT with an authorizing resolution or municipal ordinance and a proposed sign location. TxDOT must then approve the size, type, and location of the sign. TxDOT will install the sign only after TxDOT has received payment for the sign. The local government is responsible for the future maintenance of the sign.

In both instances, federal and state law govern the location, contents, and number of signs. Violation of the law puts Texas at risk of losing federal transportation funding.

TEXAS SPONSOR A HIGHWAY

Texas Sponsor A Highway is a new corporate sponsorship program that offers businesses the chance to help keep Texas roadways safe and beautiful. For a monthly fee, sponsors can choose to support roadside maintenance and beautification efforts on highways in major metropolitan areas or wildflower reserves through the Wildflower Reserve Program. All participants will receive a recognition panel with their company name and logo for each mile sponsored. Texas Sponsor A Highway is a partnership between TxDOT and Texas Sponsor A Highway. For more information on the Sponsor A Highway program, visit: www.texasponsorahighway.com.

ADOPT-A-HIGHWAY

The Texas Legislature created the Adopt-a-Highway program to give the public an opportunity to keep Texas highways litter-free. The program began in Texas in 1985 at TxDOT's Tyler District office. This Texas-born program has spread to 49 states, Canada, Great Britain, Japan, New Zealand, Australia, and Mexico. Since then, the program has grown into a nationally and internationally recognized litter-prevention effort, saving taxpayers' dollars and keeping our rights of way clean. Adopt-a-Highway currently has approximately 3,400 participating groups across the state. To date, approximately 6,800 miles, which makes up approximately 8% of Texas' state-maintained roads, have been adopted through the program.

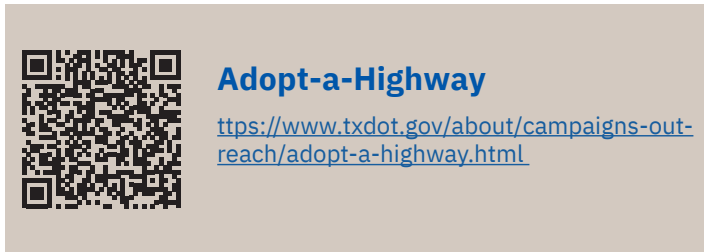
WHO CAN ADOPT

Individuals, families, youth organizations, businesses, governmental entities, civic and non-profit organizations, religious groups, fraternities, sororities, schools, and other approved groups may adopt a highway.

PROGRAM RULES AND INFORMATION

- Sponsors must adopt a two-mile stretch of highway for a minimum of two years.
- Sponsors must agree to pick up litter four times per year (more in some areas due to high traffic volumes).
- TxDOT will post Adopt-a-Highway signs with the individual's or group's name at each end of the adopted section in the direction of travel.
- TxDOT will provide volunteers with traffic control signs, safety vests, litterbags, and safety information.

Adopt-a-Highway is a free and easy way for the public to make a visible impact on their community and show some well-deserved Texas Pride. The program provides a vital service in helping to keep Texas roadways litter-free in a rapidly growing state.





MISSION

Connecting you with Texas.

VISION

A forward thinking leader delivering mobility, enabling economic opportunity, and enhancing quality of life for all Texans.



VALUES

People

People are the Department's most important customer, asset, and resource. The well-being, safety, and quality of life for Texans and the traveling public are of the utmost concern to the Department. We focus on relationship building, customer service, and partnerships.

Accountability

We accept responsibility for our actions and promote open communication and transparency at all times.

Trust

We strive to earn and maintain confidence through reliable and ethical decision-making.

Honesty

We conduct ourselves with the highest degree of integrity, respect, and truthfulness.



PRIORITIES

Safety

Design, build, operate, and maintain our transportation system with safety as our #1 priority.

Delivery

Responsible program execution throughout the transportation life cycle (planning, design, construction, maintenance, and operations).

Innovation

Forward-thinking, technology-focused, fostering a culture of continuous improvement.

Stewardship

Professional, responsible stewards of resources.

