Adopt-A-Highway Program Update

Presented by PalmettoPride
Introductions

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Oversee the Adopt-A-Highway
Partnership

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Agenda

• Program Overview
• Statewide Partnership Overview
• Local Structure Designs
• Resource Updates
• Reporting Dates
Program Overview
Program Overview

• 1987 SCDOT started South Carolina’s AAH program
• 2012 PalmettoPride began managing the program in partnership with SCDOT
• Groups Adopt 2 miles of state-maintained road for 2 years cleaning up 4 times a year
• In 2021 Groups adopted around 10% of SCDOT public roads
• 17% increase in lbs. of litter picked up from 2020 to 2021
Statewide Partnership Overview
Statewide Partnership Overview

SCDOT

• Approve adoptable roads
• Provide AAH bags & vests to groups
• Pick up bags
• Install and maintain signage
Statewide Partnership Overview

- Handle communication of the program
- Marketing Adopt-A-Highway
- Provide gloves and grabbers to coordinators
- Recruiting more groups
Statewide Partnership Overview

Volunteers

- Attend safety training
- Complete litter pickups
- Report cleanup efforts
Local Structure Designs
### SCDOT Housed

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<tr>
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# Outside Housed

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# Hybrid Housed

## SCDOT
- Approve Roads
- Provide Supplies
- Collect Bags
- Install & Maintain Signs

## Other Stakeholder
- Distribute Supplies
- Safety Trainings
- Recruit & Process Volunteers
- Schedule Pickups

## Volunteers
- Pickup litter and bag it
- Report cleanups to Stakeholder or SCDOT
Local Structure Design

Interesting Practices

• Pre-approving roads
• Setting specific dates for pickups
• Allowing groups to pickup on their schedule
• Quarterly safety trainings
Resources Update
Resources Update

Currently Available

• Safety Training Video
  – youtube.com/watch?v=f1V1sJRWum4

• Online Reporting Form
  – palmettopride.org/adopt-a-highway-cleanup-report-form/

• New Group Leader Guidelines
  – palmettopride.org/get-involved/pickup-programs/adopt-a-highway/

• Supply Requests
  – palmettopride.org/cleanup-supply-request/
Resources Update

On The Way

• New Media Kits
  – Social Media Material
  – Posters
  – Press Releases
  – Advertisement Copy for Recruitment
  – Adopt-A-Highway One Pager
Reporting Dates
February 10, 2023
2022 Status Report Form
• Coordinator Contact
• # of lbs. removed
  – 15lbs per bag
• # of miles adopted
• # of groups participated
• # of volunteers participated
• # of cleanups held
• # of new groups
• # of dropped groups
Follow Up

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