

2025 HOUSE TRANSPORTATION

HB 1054

2025 HOUSE STANDING COMMITTEE MINUTES

Transportation Committee Room JW327E, State Capitol

HB 1054
1/10/2025

Sponsorship agreements for highway related services within highway right of way

9 :48 a.m. Chairman D. Ruby opened the hearing on HB 1054.

Members Present: Chairman D. Ruby, Vice Chairman Grueneich, Representatives Christianson, Dressler, Finley-DeVille, Frelich, Hendrix, Johnston, Kasper, Koppelman, Maki, Morton, Osowski, Schatz

Discussion Topics:

- Sponsorship Programs
- Department of Transportation
- Adopt a Highway Program

9:49 a.m. Matt Linneman, Deputy Director of Engineering, ND Department of Transportation, testified in favor #28110.

10:15 a.m. Jim England, Employee, Newman Signs, testified in opposition.

10:19 a.m. Leo Ness, Employee, Newman Signs, testified in opposition.

10:27 a.m. Chairman D. Ruby closed the hearing.

Joseph Reed, Committee Clerk

**House Bill No. 1054****House Transportation Committee**

Room 327E | Jan. 10, 2025, 9:30 a.m.

Matt Linneman, Deputy Director for Engineering

Greetings, Chair and members of the Committee. I'm Matt Linneman, Deputy Director for Engineering for the North Dakota Department of Transportation (NDDOT). I'm here to introduce and provide supportive testimony for HB 1054.

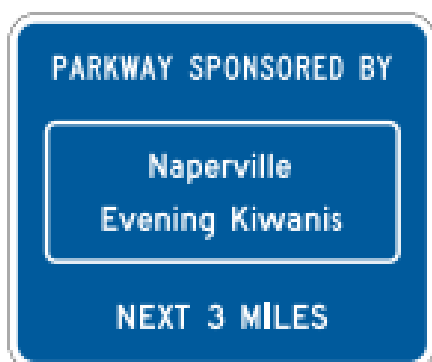
This bill creates a new section in the North Dakota Century Code, section 24-01-12.4. It would allow the NDDOT to enter into agreements with private entities, enabling sponsors to offer services that benefit the traveling public. A highway sponsorship program would provide an innovative opportunity for the NDDOT to alternatively resource the operation and maintenance of highway facilities, including, but not limited to, litter removal, rest area cleaning, or landscaping maintenance. The Federal Highway Administration (FHWA) allows highway sponsorship programs on the federal aid highway system.

The sponsorship program is designed to operate through the selection of a vendor, in compliance with procurement laws, to manage and oversee the program. The vendor would secure sponsorships from entities to fund activities such as litter pickup. The vendor would then hire individuals or firms to perform the work. Acknowledgment signs would be placed within the right-of-way to recognize sponsors (refer to example graphics at the end of this testimony). These signs are not classified as "logo" signage.

The NDDOT faces a growing challenge with the increasing amount of trash accumulating in state highway ditches. Participation in the current Adopt-a-Highway program has declined as volunteer groups statewide struggle to sustain their membership. This bill provides the NDDOT with an additional tool to address this issue effectively.

The NDDOT recommends a "do pass" on HB 1054. This concludes my testimony. Thank you.

Examples of Acknowledgement Signs for Highway Sponsorship



I20-1



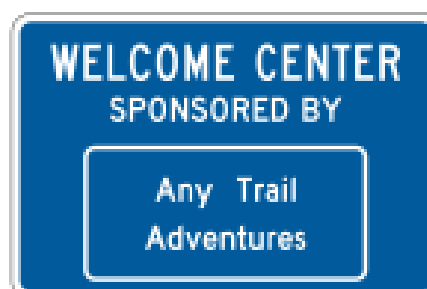
I20-2



I20-3



I20-4



I20-4a



2025 HOUSE STANDING COMMITTEE MINUTES

Transportation Committee Room JW327E, State Capitol

HB 1054
1/10/2025

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11:29 a.m. Chairman D. Ruby opened the hearing.

Members Present: Chairman D. Ruby, Vice Chairman Grueneich, Representatives Christianson, Dressler, Finley-DeVile, Frelich, Hendrix, Johnston, Kasper, Koppelman, Maki, Morton, Osowski, Schatz

Discussion Topics:

- Sponsorship Programs
- Department of Transportation
- Advertising

11:31 a.m. Representative Kasper moved a Do Not Pass.

11:31 a.m. Representative Morton seconded the motion.

Representatives	Vote
Representative Dan Ruby	Y
Representative Jim Grueneich	Y
Representative Nels Christianson	Y
Representative Ty Dressler	Y
Representative Lisa Finley-DeVile	N
Representative Kathy Frelich	Y
Representative Jared Hendrix	Y
Representative Daniel Johnston	Y
Representative Jim Kasper	Y
Representative Ben Koppelman	Y
Representative Roger A. Maki	Y
Representative Desiree Morton	Y
Representative Doug Osowski	Y
Representative Mike Schatz	Y

11:38 a.m. Motion passed 13-1-0.

11:38 a.m. Representative Frelich will carry the bill.

11:38 a.m. Chairman D. Ruby closed the hearing.

Joseph Reed, Committee Clerk

REPORT OF STANDING COMMITTEE
HB 1054 ([25.8042.01000](#))

Transportation Committee (Rep. D. Ruby, Chairman) recommends **DO NOT PASS** (13 YEAS, 1 NAY, 0 ABSENT AND NOT VOTING). HB 1054 was placed on the Eleventh order on the calendar.