

Traffic Topics Webinar

Introduction to MnDOT's Highway Sponsorship Program

Tuesday, September 17, 2019, 2:00 p.m. - 3:00 p.m.

Water's Edge, conference rooms A&C

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Presentation overview

MnDOT's Highway Sponsorship Program supports and encourages businesses and civic organizations to enhance aesthetics and environmental sustainability of state roadsides through landscaping, art, pollinator habitat and expanded maintenance. Learn how to partner with this MnDOT program for improved community outcomes that support a vibrant and sustainable Minnesota.



Presenter

Jessica Oh



Jessica Oh joined MnDOT in 2018 in the Office of Land Management at the Central Office of MnDOT. Based on a new statute, Jessica is developing a new Highway Sponsorship program to encourage public-private partnerships to care for and enhance the use of our state highway right of way. The new highway sponsorship program will support enhanced landscaping, pollinator habitat and other projects in the right of way. In addition, she is working with Smart Growth America to pilot the first of its kind Artist in Residence program in a state DOT environment. Jessica worked for 15 years for a national housing and community development organization, where she led strategic initiatives that revitalized neighborhoods and rebuilt community centers, parks, and playgrounds.

