

R E S O L U T I O N

1 WHEREAS, The Texas Department of Transportation introduced
2 the Don't mess with Texas campaign in 1986, and this initiative has
3 become one of the nation's most successful anti-litter programs;
4 and

5 WHEREAS, For nearly three decades, the Don't mess with Texas
6 campaign has educated the public about the negative effects of
7 littering, and it has engaged citizens in programs designed to
8 maintain the visual appeal of the state; TxDOT also sponsors the
9 Adopt-a-Highway initiative, a partnership with Keep Texas
10 Beautiful, and the Trash-Off, the state's largest cleanup event;
11 and

12 WHEREAS, The campaign has further involved residents through
13 grassroots coordination with businesses, schools, and civic and
14 nonprofit organizations; a major partnership with Whataburger has
15 helped reach a wider audience with the important message; and

16 WHEREAS, Over the past two years, visible litter along Texas
17 highways has decreased by 34 percent, even as the state's
18 population has grown; as the number of vehicles continues to rise,
19 the campaign will prove ever more vital in preserving the scenic
20 views along our highways; this summer, new public service
21 announcements will discourage littering with the slogan "Small
22 Trash, Big Mess"; and

23 WHEREAS, Texans take great pride in the Lone Star State's
24 dramatic vistas and pleasing landscapes, and the Don't mess with

H.R. No. 2260

1 Texas campaign plays a crucial role in protecting treasured views
2 that attract visitors and contribute immeasurably to the quality of
3 life enjoyed by citizens; now, therefore, be it

4 RESOLVED, That the House of Representatives of the 84th Texas
5 Legislature hereby recognize April 29, 2015, as Don't mess with
6 Texas Day and encourage all Texans to do their part to keep Texas
7 beautiful.

Hunter

H.R. No. 2260

Speaker of the House

I certify that H.R. No. 2260 was adopted by the House on May 21, 2015, by a non-record vote.

Chief Clerk of the House