

SENATE RESOLUTION NO. 637

WHEREAS, The Texas Department of Transportation introduced the Don't Mess with Texas campaign in 1986 to educate Texans about the effects of littering and to get the public involved in keeping Texas beautiful; and

WHEREAS, The Texas Department of Transportation has developed several litter prevention programs, including the Adopt-a-Highway volunteer program, the Don't Mess with Texas anti-litter campaign, and a grassroots partnership with Keep Texas Beautiful; and

WHEREAS, The Don't Mess with Texas campaign has become one of the nation's most successful anti-litter campaigns; and

WHEREAS, In the last two years, visible litter has decreased on Texas Highways by 34 percent, despite the state's significant population growth; and

WHEREAS, The Don't Mess with Texas Trash-Off is the state's largest cleanup event; community engagement has been achieved through grassroots partnership with businesses, civic and nonprofit organizations, and schools; and

WHEREAS, Whataburger has joined the highway department in a partnership to communicate the anti-litter prevention message to Texans of all ages; this partnership between two Texas icons will help to raise awareness and to preserve the beauty of Texas highways; and

WHEREAS, New public service announcements featuring the slogan "Small Trash, Big Mess" will be released this summer to discourage littering on Texas highways; and

WHEREAS, With the increased number of vehicles on Texas roadways, much remains to be done in the effort to keep Texas highways as safe and scenic pathways throughout the state; now, therefore, be it

RESOLVED, That the Senate of the State of Texas, 84th Legislature, hereby recognize April 29, 2015, as Don't Mess with Texas Day and encourage all Texans to commit to keeping Texas beautiful.

Nichols

President of the Senate

I hereby certify that the above Resolution was adopted by the Senate on April 27, 2015.

Secretary of the Senate

Member, Texas Senate