



State of New Jersey

DEPARTMENT OF TRANSPORTATION
P.O. Box 600
Trenton, New Jersey 08625-0600

CHRIS CHRISTIE
Governor

JAMES S. SIMPSON
Commissioner

KIM GUADAGNO
Lt. Governor

July 1, 2010

Dear Legislator:

When so many residents are suffering economic stress, improving the quality of life in New Jersey takes on an even greater importance. Quality-of-life issues influence how people and businesses view the Garden State, as a place to live, work or relocate. So I am asking your help to launch a special initiative that we believe will boost civic pride by making our state transportation system shine.

On Monday, July 19th, the Department of Transportation plans to launch a *Beautiful New Jersey* campaign starting with a weeklong litter blitz along state roadways. We will be reaching out to other state agencies to enlist their support and participation.

As the campaign unfolds over a period of weeks and months, we envision a number of complementary initiatives to fight graffiti, enforce anti-litter laws, improve the appearance of highway bridges and spruce up transportation facilities. We also will be exploring ways to involve the private-sector and community groups in ongoing highway beautification efforts.

You can help us launch this campaign by providing a list of problem locations in your district that need our attention during the litter blitz. I encourage you to notify Assistant Commissioner for Government and Constituent Relations, Robert DeSando, as quickly as possible. He can be reach by calling 609-530-3686 or by e-mail at Robert.DeSando@dot.state.nj.us.

We will catalog and target the hot spots that you identify. I want to emphasize that our efforts to resolve quality-of-life concerns will be a continuing one. If we are unable to reach every spot during the week of July 19th, be assured we will get there as soon as possible.

We would be grateful if you were to reach out to mayors in your district and encourage them to participate in the litter blitz and enforcement efforts in their communities.

Please feel free to contact Assistant Commissioner Robert DeSando for any additional information. Thank you for any assistance you can give us to make this effort a success.

Sincerely,

A handwritten signature in cursive script that reads "James S. Simpson".

James S. Simpson
Commissioner