



**NJDOT SPECIAL EDITION**



**Commissioner  
Diane  
Gutierrez-Scaccetti**

## NJDOT takes to the skies to remind folks on the ground to put trash in its proper place

Have you been to the Jersey shore recently? If you have, perhaps you have seen a banner plane pulling the NJDOT logo overhead with a *Please Don't Trash Our Garden State* message waving. We are reminding beachgoers to put litter in its proper place. The aerial banner is part of the *Please Don't Trash Our Garden State* anti-litter campaign that includes social media posts further expanding the reach.

Noel Perri, 21, visits the Jersey shore every weekend where she spends time on 2nd Street in Sea Isle City. The rising senior at St. Joseph's University says that seeing the "Don't Trash Our Garden State" banner flying high in the sky is inspiring. "It reminds me to appreciate the environment that the Jersey Shore provides. It's a reminder to keep our roads and beaches clean."

The aerial banner plane first



**Steve Schapiro piloted his Piper Cherokee Arrow as Brian Ahrens co-piloted to capture this bird's eye view photograph of the plane towing the NJDOT anti-litter banner over Sea Isle City Beach. Both are NJDOT communications staffers.**

took to the sky on July 10 at the start of the NJDOT anti-litter campaign. Each weekend through Labor Day, you will have the opportunity to see the banner in flight as the plane makes its way over 147 miles of coastline between Cape

May and Sandy Hook.

Approximately two million people will see the message each weekend!

"I love seeing it. I think it's a real positive message – Don't Trash the Garden State," said Jane Hendler, a year-round resident in Lavallette. "It's a big thing here about taking the trash off the beach. People should be responsible for their trash. I think it's an important message for people who are at the Shore."

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**The "Please Don't Trash Our Garden State" banner flying high over the Jersey Shore imparting the NJDOT message to millions of beach-goers.**

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Commissioner Diane Gutierrez-Scaccetti hopes that staff will take pride in seeing the Department logo and message in such a public space with an important and positive message. "Flying a banner in the skies above the Jersey Shore is a creative and simple way to remind millions of people to respect the environment and keep New Jersey beautiful by simply putting trash in its proper place. If you happen to see the plane in flight, please take the opportunity to encourage those around you to do their part in

keeping New Jersey's roadways clean and litter free."

As motorists travel to the shore or other destinations across the state, please keep trash in the car until you can properly dispose of it in a recycle bin or garbage can.

Staff can remind folks that if they wish to report litter or other roadway maintenance issues, such as potholes on a State Highway, they can call 1-800-POTHOLE or click on the new Highway Maintenance Reporting button on the NJDOT homepage at <https://www.njdotproblemreporting.com/>.

NJDOT crews consistently work to maintain our state highways to keep them clean and litter free, including targeting graffiti removal. More than 11 thousand tons of litter have been removed over the past three-and-a-half years at a cost of nearly \$8 million. In addition, the Department has removed 76,500 square yards of graffiti along state highways. Putting litter in its place saves money and keeps our roadways safe from debris, drains clear, and beautifies the state. Federal funding paid for this campaign.



**Click here for a video link  
of the banner plane  
in action.**

