

REMARKS OF GOVERNOR THOMAS H. KEAN

AT THE

TREE PLANTING FOR THE NEW JERSEY TURNPIKE BEAUTIFICATION PROGRAM

INTERCHANGE 15E

NEWARK, NEW JERSEY

APRIL 25, 1985

GOOD MORNING.

WHEN I DELIVERED MY ANNUAL MESSAGE TO THE LEGISLATURE
BACK IN JANUARY, I SPOKE OF A NEW PRIDE THAT IS ALIVE AND
WELL IN THE STATE OF NEW JERSEY.

THAT PRIDE IS REAL -- AND I BELIEVE IT'S A VERY GOOD
THING.

IT SPRINGS FROM A RECORD OF ACCOMPLISHMENT. 300,000
NEW JOBS IN THE LAST THREE YEARS. SOME OF THE BEST SCHOOLS
IN THE NATION. BUSINESSES STREAMING INTO THE STATE.
NEW JERSEY IS LEADER. AND OTHER STATES ARE NOW LOOKING TO
US TO LEARN HOW THEY CAN FOLLOW OUR SUCCESSFUL EXAMPLE.
THEY ARE LOOKING TO NEW JERSEY FOR LEADERSHIP.

HOW DIFFERENT THIS IS FROM YEARS AGO -- AND HOW PROUD ALL OF US HERE TODAY SHOULD BE FOR THAT NEW, CONTAGIOUS SPIRIT THAT IS SPREADING AROUND THE STATE.

WE'VE BUILT THAT SPIRIT BY TAPPING NEW JERSEY'S STRENGTH. BY CAPITALIZING ON THE MANY ASSETS NEW JERSEY HAS ALWAYS HAD -- AND BY DEVELOPING THEM, NOURISHING THEM, AND TELLING THE OUTSIDE WORLD ABOUT JUST HOW GREAT THEY ARE. BEAUTIFUL BEACHES AND MOUNTAINS. SOME OF THE WORLD'S GREATEST INDUSTRIAL CONCERNS AND CORPORATIONS. AN IMPRESSIVE TRANSPORTATION NETWORK. WORLD CLASS-PORTS. AND, MOST IMPORTANTLY, A DIVERSE, VIBRANT, AND TALENTED PEOPLE.

WELL, ONE OF NEW JERSEY'S GREATEST ASSETS IS RIGHT HERE: THE TURNPIKE.

IT'S A TRULY REMARKABLE ROAD. CARRYING MILLIONS OF PASSENGERS THROUGH THE HEART OF THE STATE EVERY YEAR, WITH A RECORD OF SAFETY AND EFFICIENCY VIRTUALLY UNMATCHED BY ANY OTHER ROAD IN AMERICA.

UNFORTUNATELY, LIKE NEW JERSEY ITSELF, THE TURNPIKE HAS
SOMETIMES SUFFERED FROM AN IMAGE PROBLEM.

OUTSIDERS PASSING THROUGH HAVE SEEN THE SMOKESTACKS
WITHOUT THINKING OF THE INDUSTRIAL MIGHT THEY REPRESENT.
THEY'VE SEEN THE EYESORES WITHOUT CONTEMPLATING THE
IMPRESSIVENESS OF SO MANY OTHER THINGS ALONG THIS ROAD.
THEY'VE JUDGED THE TURNPIKE, AND NEW JERSEY, TOO QUICKLY --
AND OFTEN TOO POORLY.

WELL, I BELIEVE THAT WE HAVE ALOT TO BE PROUD OF IN NEW
JERSEY. I'VE TRIED TO SHOWCASE IT, THROUGH ADVERTISING TO
ATTRACT TOURISTS AND BUSINESSES, THROUGH SPEECHES TO OUTSIDE
AUDIENCES AND MEETINGS WITH CORPORATIONS THINKING OF COMING
TO NEW JERSEY, THROUGH A CONCENTRATED EFFORT TO PUT NEW
JERSEY'S BEST FOOT FORWARD.

TODAY, WE ARE LAUNCHING ANOTHER PART OF THAT EFFORT.
WE'RE CALLING IT JERSEY PRIDE. AND THE FIRST AND MOST
IMPORTANT PART OF IT IS THIS EFFORT TO IMPROVE THE IMAGE OF
THE TURNPIKE.

MORE PEOPLE SEE NEW JERSEY FROM THE TURNPIKE THAN FROM VIRTUALLY ANYWHERE ELSE -- 156 MILLION OF THEM LAST YEAR ALONE.

400,000 PEOPLE TRAVEL THE TURNPIKE EVERY SINGLE DAY.

THE TURNPIKE IS, IN A VERY REAL SENSE, NEW JERSEY'S SHOWCASE ROAD.

THE IMPRESSION THAT MANY OF THOSE PEOPLE HAVE OF THE TURNPIKE IS THE IMPRESSION THEY HAVE OF NEW JERSEY.

AND WE WANT THAT IMPRESSION TO BE AS FAVORABLE AS POSSIBLE.

THAT'S WHAT TODAY'S EVENT IS ALL ABOUT.

TODAY, ON THE EVE OF ARBOR DAY, I WILL PLANT THE FIRST OF FIFTY TREES HERE AT INTERCHANGE 15E TO BEGIN A MASSIVE TREE AND SHRUB PLANTING PROGRAM ALONG THE TURNPIKE.

ALREADY, THE TURNPIKE HAS TARGETED TEN OTHER LOCATIONS THROUGHOUT THE INDUSTRIAL REGION WHERE 2,000 SEEDLINGS WILL BE PLANTED THIS SPRING. THIS MAP IDENTIFIES THOSE LOCATIONS.

OVER THE NEXT FIVE YEARS, WE HOPE TO PLANT THREE MILLION TREES ALONG THIS ROAD.

THE FIRST FIFTY, WHICH WE ARE PLANTING TODAY, SYMBOLIZE THE FIFTY COMMUNITIES THAT LINE THE TURNPIKE -- FROM DEEPWATER IN SALEM COUNTY TO RIDGEFIELD IN BERGEN COUNTY.

I AM ASKING EACH OF THOSE FIFTY COMMUNITIES TO JOIN ME IN THIS EFFORT TO IMPROVE THE APPEARANCE AND IMAGE OF THE TURNPIKE. I SEE MANY OF THE MAYORS HERE TODAY, LED OF COURSE BY JACK RAFFERTY, THE MAYOR OF HAMILTON TOWNSHIP AND THE CHAIRMAN OF THE NEW JERSEY CONFERENCE OF MAYORS.

I WOULD LIKE TO ANNOUNCE TODAY THAT, SOMETIME NEXT YEAR, THE STATE WILL GIVE A SPECIAL AWARD TO THOSE MUNICIPALITIES THAT COME FORWARD WITH THE MOST OUTSTANDING EFFORTS TO IMPROVE THE ENVIRONMENT OF THEIR PIECE OF THE TURNPIKE.

AND I WOULD LIKE TO ISSUE A SIMILAR CHALLENGE TO THE BUSINESSES ALONG THE TURNPIKE. WE HAVE RECEIVED A TREMENDOUS RESPONSE ALREADY FROM BUSINESS TO THE IDEA OF IMPROVING THE IMAGE OF THE TURNPIKE -- I SEE JOHN FEEHAN, HAL BOZARTH, AND BRUCE COE HERE AS EVIDENCE OF THAT RESPONSE.

AND SOME OF THE TURNPIKE'S "NEIGHBORS", INCLUDING THE PORT AUTHORITY AND EXXON, HAVE ALREADY AGREED TO IMPROVE THE APPEARANCE OF THEIR ADJACENT PROPERTY.

I WANT TO PLEDGE THE FULL COOPERATION OF THE STATE IN THIS TEAM EFFORT -- OUR DEPARTMENTS OF HUMAN SERVICES (AND I SEE COMMISSIONER ALBANESE HERE), AGRICULTURE, CORRECTIONS, ENVIRONMENTAL PROTECTION, DEFENSE, AND COMMUNITY AFFAIRS (REPRESENTED TODAY BY COMMISSIONER RENNA) WILL CONTRIBUTE THE TREES, MANPOWER, AND OTHER RESOURCES TO MAKE THIS PROGRAM WORK.

YOU KNOW, THIS MASSIVE TREE PLANTING PROGRAM, WHICH WE GIVEN THE ACRONYM -- APPROPRIATELY ENOUGH -- T.R.E.E., WILL HAVE ANOTHER, NOT WHOLLY INCIDENTAL, BENEFIT.

IN THAT SAME STATE OF THE STATE MESSAGE, I PROCLAIMED THIS YEAR THE "YEAR OF THE ENVIRONMENT" IN NEW JERSEY.

I OUTLINED A COMPREHENSIVE "CLEAN NEW JERSEY" PROGRAM TO ATTACK THE MOST PRESSING ENVIRONMENTAL PROBLEMS FACING THE STATE.

IN A VERY -- PARDON THE PUN -- CONCRETE WAY, THIS PROGRAM IS A PART OF THAT CLEAN NEW JERSEY EFFORT.

EVERY YEAR WE LOSE A LITTLE MORE OF OUR FORESTED AREAS IN NEW JERSEY. WE LOSE FORESTS TO BUSINESS AND RESIDENTIAL DEVELOPERS. WE LOSE TREES TO THE GYPSY MOTH AND OTHER NATURAL PESTS. EVERY YEAR, THE ATMOSPHERIC ENVIRONMENT, BECAUSE OF THINGS LIKE ACID RAIN, IS GROWING A LITTLE MORE HOSTILE TO FORESTS AND TREES.

YET TREES ARE AMONG THE MOST EFFICIENT -- AND I MIGHT ADD ECONOMICAL -- ATMOSPHERIC FILTERING SYSTEMS KNOWN TO MAN. THE MORE TREES WE PLANT, THE MORE PURE THE AIR WE BREATHE.

SO THIS PROJECT TO PLANT MILLIONS OF TREES IN THE NEXT FIVE YEARS WILL DO MORE THAN MAKE A COSMETIC IMPROVEMENT IN THE TURNPIKE -- IT WILL IMPROVE THE ENVIRONMENT WHILE DOING SO.

AND THE TREE-PLANTING PROJECT IS NOT THE BEGINNING AND
END OF THE TURNPIKE IMPROVEMENT PROGRAM.

WE PLAN TO CONSTRUCT MODELS IN THE TURNPIKE'S REST
STOPS TO EXPLAIN THE WONDERS -- NATURAL AND "UNNATURAL --
THAT LINE THE ROAD. LIKE AMERICA'S FASTEST GROWING
AIRPORT. THE LARGEST CONTAINERPORT IN THE WORLD. THE
COUNTRY'S BUSIEST RAIL CORRIDER. THE LARGEST OIL REFINERY
IN THE NATION.

AND WE PLAN TO PROVIDE MORE INFORMATION ON NEW JERSEY
HISTORY, NEW JERSEY SCENIC SITES, NEW JERSEY PRIDE.

IN SHORT, THIS IS A COMPREHENSIVE EFFORT TO TAKE A
GREAT ROAD, AND MAKE IT BETTER.

TO POLISH UP ITS IMAGE, EXPLAIN ITS CURIOUS FEATURES,
EXPLORE ITS MANY WONDERS.

I WOULD BE REMISS IF I DIDN'T POINT OUT THAT THE
TURNPIKE IS ALREADY AN AMAZING ROAD -- AND A WELL-RUN ONE.
IT IS THE SAFEST, MOST EFFICIENT TOLL ROAD IN THE UNITED
STATES. IT IS ONE OF THE MOST HEAVILY TRAVELLED ROADS IN
THIS OR ANY OTHER COUNTRY. IT COMBINES HEAVY USE AND HIGH
SAFETY.

I WANT TO CONGRATULATE CHAIRMAN BO SULLIVAN, EXECUTIVE
DIRECTOR WILLIAM FLANAGAN, AND THE ENTIRE TURNPIKE AUTHORITY
STAFF FOR THAT EXCELLENT RECORD. FOR RUNNING A SUPERB
OPERATION. AND FOR THEIR FULL COOPERATION IN THE EFFORT WE
ARE LAUNCHING TODAY.

BO, AFTER TODAY, YOU'LL HAVE A LOT OF PARTNERS IN YOUR
EFFORT TO MAKE THE TURNPIKE THE BEST THAT IT CAN BE.

I'M CONFIDENT THAT THE RESULT WILL BE A BETTER
TURNPIKE, AND A BETTER NEW JERSEY.

THANK YOU.