



**Susana Martinez**  
Governor

**Alvin C. Dominguez, P.E.**  
Transportation Secretary

**May 1, 2012**

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Press Release

## **NMDOT and the City of Farmington Officials Remind Everyone to “Look For Me” Ahead of Spring Pedestrian Safety Blitzes**

Farmington, NM – Farmington Mayor Tommy Roberts and New Mexico Department of Transportation representative’s jump-started efforts today to reduce injuries and fatalities as the New Mexico Department of Transportation (NMDOT) “Look For Me,” campaign resumes to reminds pedestrians and motorists to look out for one another when out on New Mexico’s roadways.

"With the summer upon us, it is important to think about pedestrian safety," Mayor Roberts said. "Through this safety campaign and the efforts of our many partners, we hope 2012 will be the safest summer yet."

This campaign is specifically designed to change the behaviors that lead to pedestrian/motorist conflicts and resulting injuries," Roberts said.

As part of the awareness, Mayor Roberts issued a proclamation declaring May 2012 Pedestrian Safety Month in Farmington.

Working with local police departments and observers in each community, Phil Gallegos of the NMDOT District Five office said the Pedestrian Safety Division plans to conduct two activities – an education campaign with brochures, reminder cards and radio announcements, and on-site safety blitzes.

“The primary focus of this program is to raise the awareness of pedestrian safety issues and to reduce the number of pedestrian and motorist crashes,” said Assistant District Engineer Phil Gallegos. “By working to change motorist and pedestrian behavior, we can reduce pedestrian injuries and death from crashes.”

Farmington Police Kyle Westall said officers will be out in force later this month. He said the safety blitzes will be conducted on marked intersections in four locations downtown, and near the skatepark. Police will issue citations for violations and remind motorists and pedestrians that all violations carry a fine.

“Law enforcement officers will be citing both pedestrians and motorists,” said Westall. Police will be targeting drivers who fail to yield to pedestrians in crosswalks as part of NMDOT’s pedestrian safety campaign and pedestrians who fail to follow the law.”

Signs, brochures and other materials reminding motorists and pedestrians to “Look for Me,” have been created and distributed in the target communities with the help of community advocates acting as observers. Radio spots are airing throughout the state.

Since the beginning of 2012, 21 pedestrians have been killed on New Mexico Roads, nearly double from this time last year. In 2011, the NMDOT records show that 44 pedestrians died as the result of crashes with motor vehicles.

Contact: NMDOT Public Information Officer Manon Arnett at (575) 201-8283 or Rosanne Rodriguez at (505) 205-4992. NMDOT web site: <http://dot.state.nm.us/>.

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