



Susana Martinez
Governor

Alvin C. Dominguez, P.E.
Transportation Secretary

May 1, 2012

Press Release

NMDOT Reminds Pedestrians and Motorists to “Look For Me” During Spring Pedestrian Safety Blitzes

The New Mexico Department of Transportation (NMDOT) and representatives from around the state are jump-starting efforts by reminding pedestrians and motorists to look out for each other when out on New Mexico’s roadways with the “Look For Me” pedestrian safety campaign blitzes.

“With the summer upon us, it is important to think about pedestrian safety,” said Transportation Secretary Alvin Dominguez. “Through this safety campaign and the efforts of our many partners, we hope 2012 will be the safest summer yet.”

As part of the awareness, Mayor Roberts of Farmington and Mayor Miyagishima of Las Cruces will issue proclamations on May 2nd declaring May 2012 Pedestrian Safety Month in their respective cities.

“The primary focus is to raise the awareness of pedestrian safety issues and to reduce the number of pedestrian and motorist crashes,” said Secretary Dominguez. “By working together to change motorist and pedestrian behavior, we can reduce pedestrian injuries and death from crashes.”

New Mexico law requires motorists to yield to pedestrians in crosswalks. During the pedestrian safety blitz later this month, police will be citing drivers for:

- Blocking crosswalks
- Failure to yield right of way to pedestrians in crosswalks
- Making improper turns into crosswalks
- Failure to obey "No Turn on Red" while pedestrians are present

This enforcement detail will consist of police officers and observers. All of the blitzes will occur at or near marked intersections and police will only warn or cite drivers if a pedestrian has completely entered the crosswalk.

The locations for the Pedestrian Safety Enforcement Blitzes are as follows:

ALBUQUERQUE

- A. Central Ave/San Mateo Blvd
- B. Central Ave/Louisiana Blvd
- C. Central Ave/Wyoming Blvd
- D. Central Ave/Yale Blvd

FARMINGTON

- A. Main St. between Wall St. and Airport Dr.
- B. Broadway between Miller Ave. and Lake St.
- C. Dustin Ave. between 20th St. and Boyd (in front of Boyd Park)
- D. 20th St. between Sunrise Pkwy and Main St.

GALLUP

- A. Munoz/Zuni
- B. Munoz/W. Jefferson Ave
- C. Historic Route 66 between 2nd and 3rd St.
- D. Between 2nd and 3rd on Coal

LAS CRUCES

- A. Main/El Paseo
- B. University/Espina
- C. El Paseo/Missouri
- D. Idaho/El Paseo

SANTA FE

- A. San Francisco/Sandoval Intersection
- B. Montezuma/Guadalupe Intersection
- C. Cerrillos/Rodeo Rd
- D. St. Francis between Cerrillos and Cordova

Signs, brochures and other materials reminding motorists and pedestrians to “Look for Me,” have been distributed in the target communities with the help of community advocates acting as observers during the blitz.

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

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

###