



Susana Martinez
Governor

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Press Release

Governor Susana Martinez Unveils New Traffic Safety Campaign For Southeast New Mexico

Educational initiative focuses on safely sharing the road with heavy truck traffic

Carlsbad, NM — Governor Susana Martinez unveiled a new Southeast New Mexico Safety Campaign today in Carlsbad. The informational campaign is designed to educate drivers on how to safely share the roads with the large volume of truck traffic that comes from the oil fields in the region.

“Sharing the road means that everyone, from everyday motorists to professional truck drivers, must take responsibility for their actions behind the wheel. That is vital for not only their safety but for the well-being of others on the road,” said Governor Martinez.

Many of the roads that are used by oil field traffic are narrow, two-lane highways that were previously used primarily by local residents. With increased traffic, speeding, tailgating, and dangerous overtaking have contributed to increased crashes in the area.

Last year, there were 13 traffic crash deaths in Lea County. As of August 31 of this year, there have been nine. More than half of those did not involve alcohol. In Eddy County last year, there were 12 traffic-related deaths. This year there have been four, and three of those were not alcohol-related.

The Southeast New Mexico Safety Campaign incorporates billboard and radio advertising and educational material that is distributed at truck stops, visitor centers, businesses and law enforcement centers. It also includes involvement from the business community and oil industries.

The Southeast New Mexico Safety campaign is part of Governor Martinez’s ENDWI, BKLUP and DNTXT safety campaigns.

Please see below for illustrations of billboards and a tanker truck with a campaign wrap.

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