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For Immediate Release
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May 12, 2015

Carlsbad Mayor Encourages Use of 'My Road' Web Site

Show us your potholes!

Carlsbad Mayor Dale Janway hopes more area residents will participate in the "This is my N.M. Road" campaign, which encourages residents to share pictures of roads they travel on regularly.

The Mayor's Taskforce on Highways and Transportation, partnering with the Carlsbad Department of Development, began the campaign last month. Photos displaying road damage have already been uploaded to the Department of Development's web site (www.developcarlsbad.org), and they will eventually be presented to state and federal officials to bolster the argument that additional road funding is desperately needed in Southeastern New Mexico.

"We're off to a good start," Janway said. "But we need the public's help in adding more photos to make our case. We'd like more roads in remote areas, and we'd like to invite our neighbors in Artesia, Hobbs, Roswell, Lovington, Jal, Loving, Eunice and other area communities to participate as well."

Mayor Janway and other area officials believe Southeastern New Mexico receives an insufficient amount of funding in terms of state allocation for road repair, especially given the high percentage of the state's tax revenue generated by this part of the state through the oil and gas industry.

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This discrepancy, coupled with rising construction costs, means many of the roads in Southeastern New Mexico are currently in a deplorable condition, which creates a horrific safety risk and dramatically increases the cost of maintaining the trucks that utilize these roads. This, in turn, may lead to reduced state tax revenue, as businesses simply can't afford the extra cost created by poor road conditions.

"Getting these roads fixed may have a high initial cost, but it's ultimately best for the entire state's economy," Janway noted.

According to Shannon Summers, Local Development Coordinator for the Carlsbad Department of Development, there are three ways to submit photos:

1. Follow the Instagram account [@thisismynmroad](#), and tag us in your photo of an Eddy County road ([@thisismynmroad](#)) and use the hashtag [#thisismynmroad](#).
2. Submit photos via the CDOD's website to add to the Instagram account <http://www.developcarlsbad.org/index.aspx?nid=887>
3. Email them to ssummers@developcarlsbad.org

With all submissions, please state the crossroads or physical address of where the image was taken and what is wrong with the road. Please call the Carlsbad Department of Development at (575) 887-6262 if you need help.

Mayor Janway reminded any submitters to be careful while taking pictures.

"While we believe the photos will help, please be careful," he stressed. "Our area's roads are already dangerous. Use common sense and follow all laws."

Additionally, Mayor Janway said members of the Mayor's Taskforce on Highways and Transportation have volunteered to give a "worst of" tour to any media outlets interested in a personal tour of the area's roads.

"Be prepared for a bumpy ride," he concluded.