



ROADWAY SAFETY INTEGRATED PROJECT

08/01/18

Dear Driver,

The Southeastern New Mexico Roadway Safety Integrated Project (RSIP) was officially formed in August 2012 after the tragic, traffic accident deaths of two WIPP employees. RSIP's mission is to promote and encourage roadway education, enforcement, and infrastructure, with the ultimate goal of keeping our families, friends, colleagues, and communities safe on the road.

We're proud of what we've achieved together so far. In our six years of existence, we have assisted in the designation of the Highway 285 Safety Corridor, brought together industry and civilian drivers, and increased safety awareness. Now, with great support from State Representative Cathrynn Brown and Carlsbad Community Foundation Director Mike Antiporda, we have established a funding mechanism that enables us to accept donations, thereby furthering our mission and expanding our impact. As the economy continues to grow, we can anticipate that road usage will also increase. We are currently playing defense to curb the effects on traffic congestion, but, with your contributions, we will be able to take a more proactive approach to sustainably maintain and improve our roadway education, enforcement, and infrastructure capabilities.

1. **Education:** We will improve the reach and effectiveness of our safety campaigns through more billboards, increased sophistication and amplification of our messages on social and traditional media, and greater dialogue through safety seminars, trainings, conferences, and events.
2. **Enforcement:** By broadening our audience and expanding our donor base, we will be better equipped to support the needs of law enforcement, whether by helping to meet logistical needs, amplifying real-time traffic information, or mobilizing public support for key safety initiatives like the Highway 285 Safety Corridor.
3. **Infrastructure:** Though the direct funding of major infrastructure projects is likely beyond our reach, we do envision participating in smaller-scale improvements such as increasing signage or adding traffic lights at key intersections. We will also play an important supporting role like funding traffic & safety studies, grant writing, and more.

Roadway safety is an issue we all need to address to ensure our families, friends, and colleagues make it home safe EVERY night. Safety starts from the moment you decide to get behind the wheel of your vehicle, and this is an issue we can all address through thoughtful, targeted efforts for improvement and knowledge.

With appreciation to Chevron for being our cornerstone donor, we would like to encourage you and your companies to also consider donating to the SENM Roadway Safety Integrated Project Fund through the Carlsbad Community Foundation. Your company and individual donation(s) are tax deductible.

To donate, make your check out to the Carlsbad Community Foundation and mail to:

Carlsbad Community Foundation
ATTN: Roadway Safety Fund
114 S Canyon St
Carlsbad, NM 88220

You may also donate by visiting www.carlsbadfoundation.org. However, please note that online fees apply.

For questions please contact Missi Currier by email missi.currier@wipp.ws or 575-361-1313.

Thank you for your consideration.

Donavan Mager,
Acting Director, RSIP