



**Hobbs Fire Department
301 E White
Hobbs, NM 88240
575-397-9308**

To Whom It May Concern:

The City of Hobbs Fire Department is an active participant with the “Keep Right” program. Highly visible decal letters are placed on all emergency vehicles to alert all drivers to please keep right when emergency vehicles are responding to emergency calls. The intention is to keep our civilians safe and when they look in the rear view mirrors they will see the decals stating “Keep Right” with an arrow indicating a direction to the right; this gives the indication for motorist to yield to emergency vehicles.

We believe the Keep Right program has increased safety for our citizens as we have recognized a substantial decrease of concerns/complaints from staff and citizens, alike.

In addition to the decals, a good marketing program is necessary to ensure the intent and purpose is clearly communicated to our citizens. Our local cable provider has provided our department and this program some air time to assist with our marketing program. Training/Safety officer Andrew Gonzales shares this “Numerous citizens state to me when they see us walk in a business or public place or event, “hey it’s the firefighters, keep right” so the slogan and message is spreading.

The Keep Right program has increased public awareness and the direction to move when emergency vehicles are approaching. We feel measures such as the “Keep Right” campaign will increase safety to our citizens and our firefighters. The goal of the City of Hobbs Fire Department is to provide a high quality of service and never compromise anyone’s’ safety. The Keep Right program has allowed us to respond safely and efficiently.

Sincerely

The City of Hobbs Fire Department