



A National
Transportation
Research
Nonprofit

1101 Connecticut Ave., NW, #450 • Washington, DC 20036 • 202.466.6706 • tripnet.org • @TRIP_Inc
Mailing Address: 5614 Connecticut Ave., NW, #163 • Washington, DC 20015

BROADCAST AND SOCIAL MEDIA EXAMPLES – JANUARY 2026

NEW MEXICO TRANSPORTATION BY THE NUMBERS: MEETING THE STATE’S NEED FOR SAFE, SMOOTH AND EFFICIENT MOBILITY

TRIP GENERATED NEWS MEDIA COVERAGE FOR THE JANUARY 2026 REPORT INCLUDED 21 INDEPENDENT MEDIA MENTIONS ACROSS MULTIPLE PLATFORMS, NOT INCLUDING SOCIAL MEDIA POSTINGS FROM NEWS SOURCES, POLICYMAKERS, AND STAKEHOLDERS. THESE IMPRESSIONS REACHED 1,973,204 INDIVIDUALS WITH A MEDIA VALUE OF \$6,800,254 AND INCLUDED MULTIPLE PUBLISHED EDITORIALS.

MEDIA SOURCE

LOCATION

January 15

Albuquerque Journal	Albuquerque, NM
SANTA FE NEW MEXICAN	SANTA FE, NM
KRQE	Albuquerque, NM
KWBQ NEWS 13	Albuquerque, NM
KOB 4	Albuquerque, NM

JANUARY 16

KRQE	Albuquerque, NM
KUNM	Albuquerque, NM
KKOB 96.3	Albuquerque, NM

JANUARY 19

NEW MEXICO LIVING	Albuquerque, NM
FOX NEW MEXICO	Albuquerque, NM

JANUARY 20

GRANT COUNTY BEAT	GRANT COUNTY (SILVER CITY), NM
SANTA FE NEW MEXICAN	SANTA FE, NM

January 21

Source NM	STATEWIDE
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January 22

Blox Digital	STATEWIDE
Yahoo US	STATEWIDE
Yahoo News	STATEWIDE
Las Cruces Bulletin	LAS CRUCES, NM
TriCity Recorder	FARMINGTON, NM

January 25

Santa Fe New Mexican	SANTA FE, NM
Albuquerque Journal	Albuquerque, NM
Las Cruces Bulletin	Las Cruces, NM

KOB 4 • Follow
January 15 at 1:53 PM

A new report claims Albuquerque drivers lost more than \$3,000 a year due to the state of New Mexico's roads.



KOB.COM
Report: Albuquerque drivers lose \$3K yearly due to poor roads

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141.8K posts



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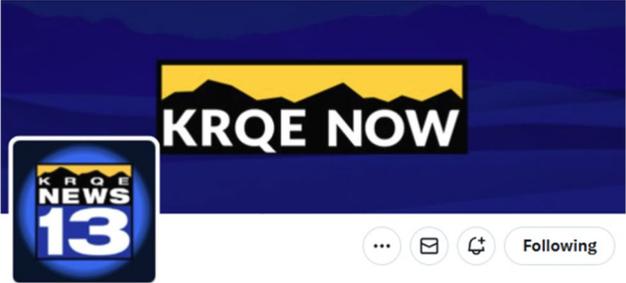
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Albuquerque, New Mexico KOB.com Joined November 2008

523 Following 122.5K Followers

KRQE News 13
186.4K posts



KRQE News 13
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Albuquerque & New Mexico News and Weather from KRQE.com

Local Reporting You Can Trust.

Albuquerque, New Mexico krqe.com Joined October 2008

1,445 Following 133K Followers

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Posts Replies Highlights Media

KRQE News 13's Post

KRQE News 13
January 17 at 11:00 AM

New Mexico roads and bridges that are deteriorated, congested, or lack some desirable safety features cost the state's motorists a total of \$3.3 billion annually, according to a new report released by TRIP, a Washington, DC-based national transportation research nonprofit.

MORE HERE: <https://www.krqe.com/.../report-finds-new-mexico-road-...>



NEW MEXICO NEWS
REPORT FINDS NEW MEXICO ROAD CONDITIONS COST DRIVERS A COMBINED \$3.3 BILLION ANNUALLY

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 News & media website · \$5

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 January 16 at 9:24 AM · 🌐

The combination of rising inflation-related costs and less revenue due to more fuel-efficient vehicles has made it a bumpy ride for New Mexico drivers in recent years.

KUNM.ORG
FRI: Report finds NM road deficiencies have high cost as lawmakers ready to move quickly on bonding bill, + More

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The Scene NM is in Albuquerque, NM · Follow
 January 15 at 7:13 PM · 🎧 PUFFIN ON ZOOTIEZ (Instrumental) · Future · 🌐

Bad roads = big bills.
 A new report shows Albuquerque drivers lose over \$3,000 every year because of rough roads, traffic delays, and construction bottlenecks.... See more

STUDY: ALBUQUERQUE DRIVERS ARE LOSING \$3,000 A YEAR DUE TO ROAD QUALITY

DRIVERS LOSE NEARLY 2 FULL DAYS A YEAR STUCK IN TRAFFIC

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 Newspaper

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 January 15 at 9:37 PM · 🌐

Deteriorated, congested or unsafe roads and bridges across New Mexico cost drivers \$3.3 billion every year — and insufficient funding will make it hard to maintain and ... See more

SANTAFENEWMEXICAN.COM
Report: New Mexico's deficient roads cost Santa Fe drivers over \$2,100 a year

15 · Like · Comment · Share

4 comments · 4 shares

**Earned Media Value is the public relations industry standard used by TRIP's independent monitoring service to gauge the impact of news coverage by estimating the value of the news stories generated. It estimates the price for a specific amount of exposure in a particular media outlet, considering the medium, media market, audience, length/tone of the coverage, and time of day.*