



# New Mexico Environment Department

## Recycling and Illegal Dumping Fund Grants

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# New Mexico Recycling and Solid Waste Conference

State & Federal Diversion Efforts & How They Impact NM



# What we will cover:

- ❑ The Recycling and Illegal Dumping (RAID) Act and RAID Grant Fund:
  - Purpose
  - Eligible entities and expenses
  - Types of projects
  
- ❑ Application process and funding priorities
  
- ❑ Notable past grant projects



# Recycling and Illegal Dumping Act

## Legislative purpose:

- To prevent and abate illegal dumpsites
- To promote reuse and recycling
- To foster sustainable use of resources
- To create a cleaner and healthier environment





# Scrap Tires-Priority





# Danger To Environment & Health





# Recycling and Illegal Dumping Fund

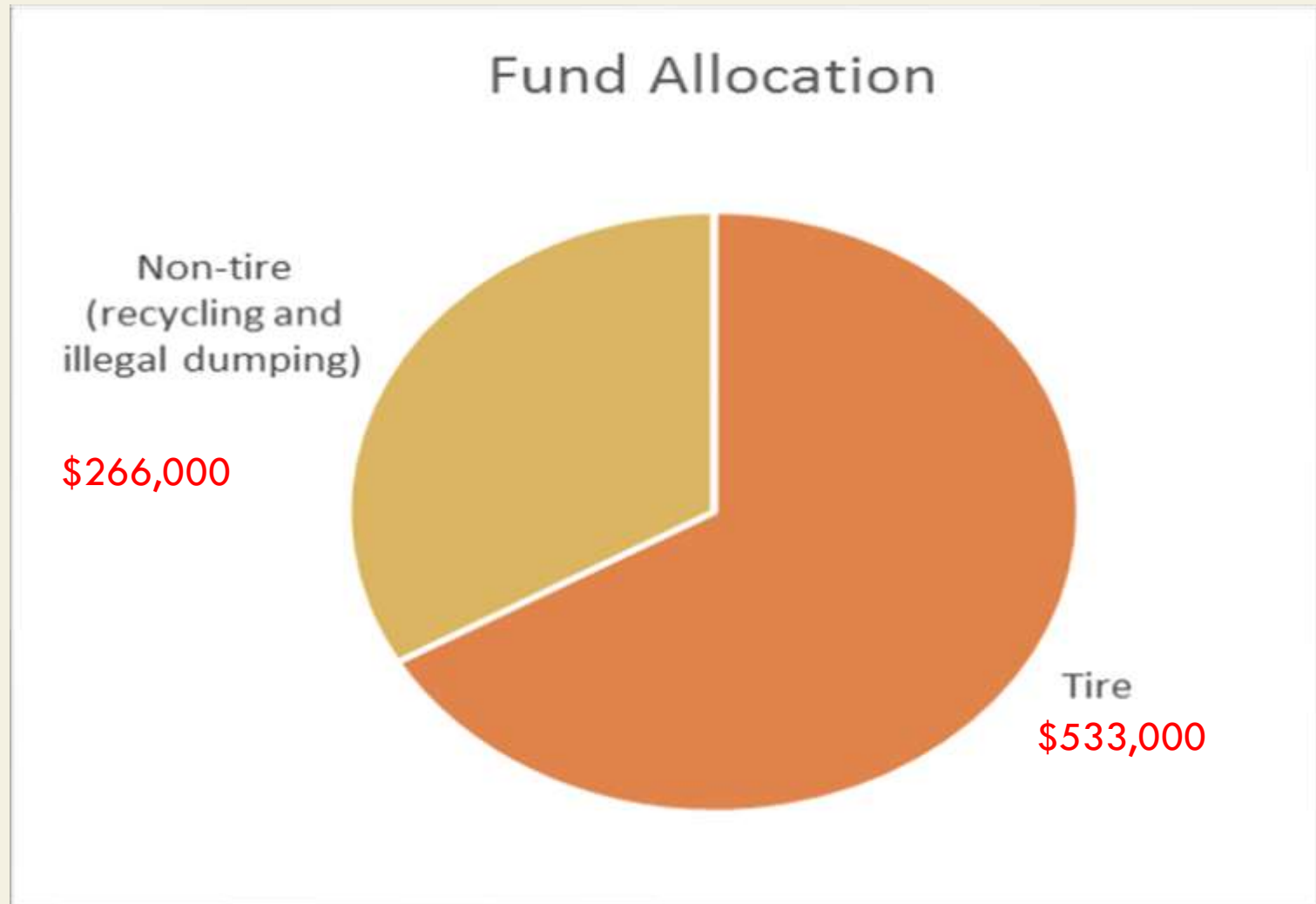
- 50 cents from each motor vehicle registration
- Approximately \$800,000 per fiscal year to award out

**Awarded between FY2007 – FY24:**

- 396 individual grants
- \$12.7 million



# Scrap tire projects receive 2/3 of funds







# 225+ Dumpsites Abated





# 153 Bins, Trailers and Roll-Off Containers Purchased





# Eligible Entities

- ❑ Municipalities
- ❑ Counties
- ❑ Pueblos,  
Tribes,  
Nations
- ❑ Solid waste  
authorities
- ❑ Land grant  
communities
- ❑ Cooperative  
associations



# Eligible Expenses



**Recycling Infrastructure**



**Education/Outreach**



**Stimulating Recycling Markets**



**Scrap Tire Management**



**Illegal Dump Cleanup and Prevention**







# Scrap Tire Management Projects



- Community collection events
- Tire processing equipment
- Hauling/tip fees for proper disposal
- Purchase of materials made from recycled tires from New Mexico





# Recycling includes:





# Funding

- ❑ Reimbursement based grant
- ❑ Based on state fiscal year (July 1 – June 30)
- ❑ No in-kind contributions or matching funds required, but encouraged
- ❑ Tangible goods and services only
- ❑ Ineligible expenses: labor; internal costs, etc.



# Application Process

- ❑ Application period: Annually (February-March)

<https://www.env.nm.gov/forms/>

- ❑ Read all instructions in application first
- ❑ RAID Alliance scores applications according to:
  - ❑ Consistency with purpose of RAID Act
  - ❑ Project merit
  - ❑ Consistency with priorities stipulated in rules





# Priorities

- ❑ Other applications are prioritized by
  1. Need
  2. Urgency
  3. Amount of local funding available
  4. Consistency with surrounding land use
  5. Population served
  6. Consistency with department priorities (see application)
  7. Alternative solutions available



# Recycling Hierarchy

## Solid Waste Management Plan

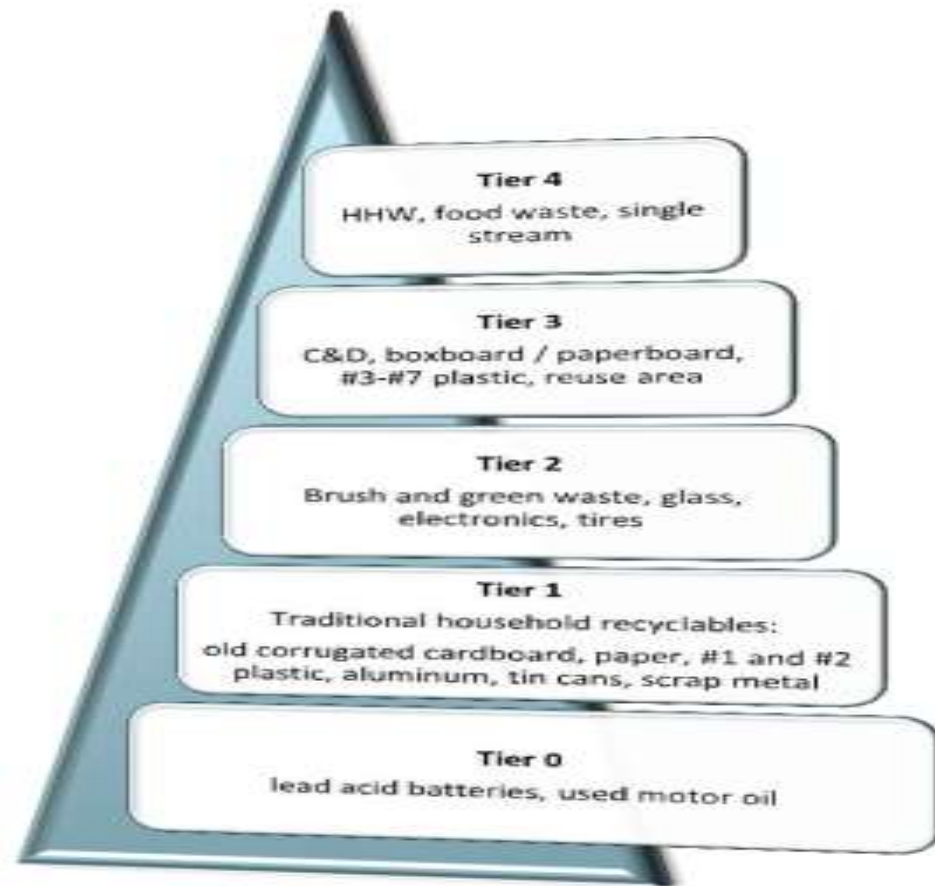


Figure 8. Tier system for recycling programs.

# Notable Past Grant Projects

**Loren Jojola**

**Pueblo of Isleta**

**Solid Waste Supervisor**



# Pueblo of Isleta FY15-23

- **Illegal Tire Dump Clean-Up Project**
- **Hub & Spoke Recycling Program**
- **Curbside Recycling Program**
- **Scrap Tire Management Program**
- **Baled Products Program**



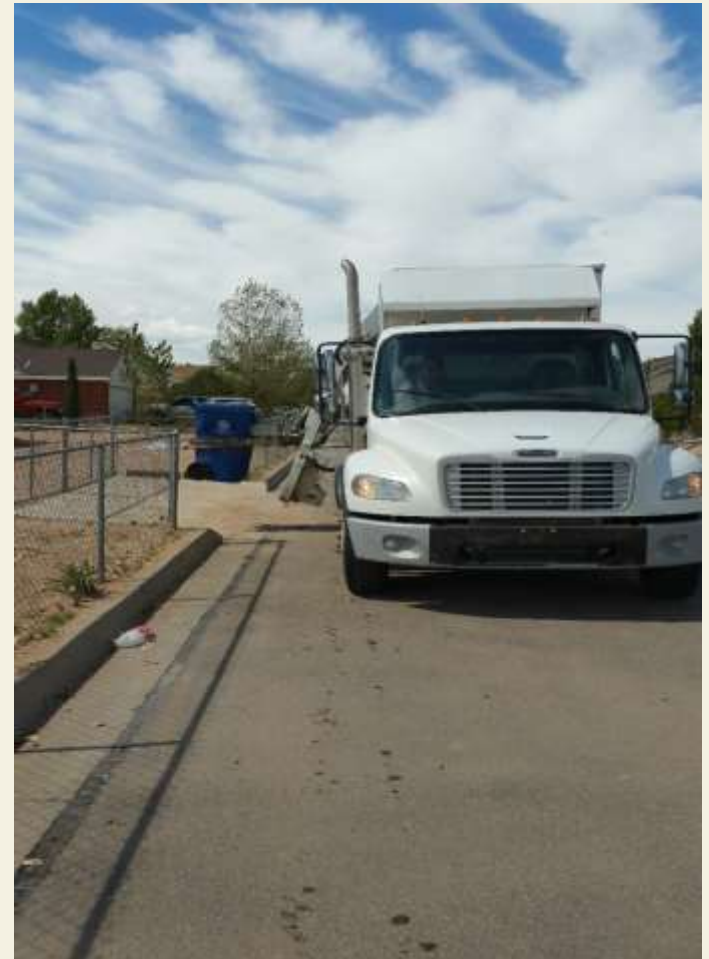


# Illegal Tire Dump Clean-Up





# Hub & Spoke/Curbside Recycling



 **HUB & SPOKE** 





# Scrap Tire Management





# Baled Products





# Bernalillo County FY23

**Michelle Luna**  
Program Coordinator  
Bernalillo County



# Media Used



## Illegal Dumping and Scrap Tire Outreach Marketing Strategies



### Television

KOAT-TV (ABC channel 7)  
KASA-TV (Telemundo)  
KRQE-TV (CBS channel 13)  
NRQE-TV (FOX)

Included traditional advertising focusing on News, Sports, and Prime.

### Broadcast TV Highlights:

- KOAT
- KRQE
- NRQE (Fox)
- Telemundo (Spanish)
  - 5pm News (Spanish)
  - 5pm News
  - 10pm News
  - NASCAR: Teledogs
  - WWE Friday Night Smackdown
  - Sat/Sun AM News
  - M-F 6am - 7am News
  - Indy Car Racing

### MEDIA USED

### Outdoor Billboards

High Profile billboard on Paseo del Norte

### Billboard Locations:

- I-25 and Mountain (ABC High School)
- I-40 and 12th Street
- I-40 & Carlisle
- I-25 & Candelaria
- I-25 & Indian School



## Illegal Dumping and Scrap Tire Outreach Marketing Strategies

### Movie Theater Advertising

#### Theaters:

- Century Rio 24
- Winrock and IMAX



15 commercial placement in Segment 1 = Closest  
Local Ad to Movie Start  
Lobby Screens of both Movie Theaters

#### Notable Movies in Theaters:

- Century Rio 24
- Winrock IMAX

The Little Mermaid  
Transformers: Rise of the Beasts  
Indiana Jones: Dial of Destiny  
The Flash  
Fast X  
Spider-Man: Across the Spider-Verse  
Mission: Impossible - Dead Reckoning - Part One

### MEDIA USED



#### Digital Products used:

- YouTube
- Facebook / Instagram Ads
- News website Homepage Takeovers
  - KOAT.com
  - KRQE.com
- Digital Display Targeting:
  - Bernalillo County
  - HH Income
  - Household Demographics



# Illegal Dumping Marketing Strategies

## Illegal Dumping Marketing Strategies

### Campaign Metrics Recap

#### Television

##### April 2023 – July 2023:

- 122 commercials
- 886,000 impressions
- 285,555 people reached
- 3.2 average frequency

#### Billboards

##### April 2023:

- 543,111 Total impressions

##### May 2023:

- 795,720

##### May 29th, 2023 – July 9th, 2023

- 1,172,425

Total Impressions: 2,511,256

#### Movie Theaters

##### May 29th, 2023 – July 9th, 2023

- 357,856 Total Impressions

#### Digital

##### YouTube:

- 120,107 Total Impressions
- 100 clicks
- 84% complete video views

##### Facebook/Instagram:

- 331,226 Total Impressions
- 1,281 clicks

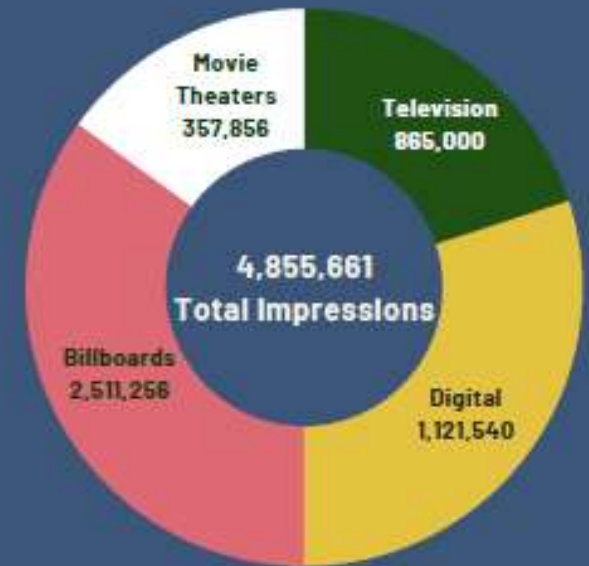
##### Display Ad:

- 108,008 Total Impressions
- 90 clicks

##### Homepage Takeovers:

- 582,199

Total Impressions: 1,212,406



\* Metrics are based on most recent Nielsen Ratings for Adults 25-64+

\*\* Billboard metrics are based on Adults 18+

IMP = Impressions



# Campaign Metrics

## Scrap Tire Outreach Marketing Strategies

### Campaign Metrics Recap

#### Television

##### April 2023 - July 2023:

- 131 commercials
- 1,036,000 impressions
- 290,080 people reached
- 4.1 average frequency

#### Billboards

##### May 2023:

- 795,720

##### May 29th, 2023 - July 9th, 2023

- 1,172,425

Total Impressions: 1,968,145

#### Movie Theaters

##### May 29th, 2023 - July 9th, 2023

- 357,856 Total impressions

#### Digital

##### YouTube:

- 102,014 Total Impressions
- 88 clicks
- 61% complete video views

##### Facebook/Instagram:

- 580,261 Total Impressions
- 1,092 clicks

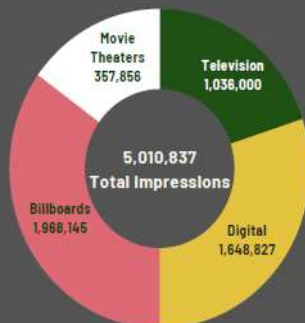
##### Display Ad:

- 92,008 Total Impressions
- 76 clicks

##### Homepage Takeovers:

- 874,544

Total Impressions: 1,848,827



\* Metrics are based on most recent Nielsen Ratings for Adults 25-54\*

\*\* Billboard metrics are based on Adults 18+  
IMP = Impressions

## Illegal Dumping and Scrap Tire Outreach Marketing Strategies

### Campaign Metrics Recap

#### Illegal Dumping Homepage Takeovers

##### KOAT.com

##### April 12th, 2023

- 109,008 Total impressions

##### April 26th, 2023

- 111,158 Total impressions

##### KRQE.com

##### April 12th, 2023

- 109,127 Total impressions

##### May 4th, 2023

- 123,129 Total impressions

##### May 12th, 2023

- 109,781 Total impressions

Total Impressions: 582,199

#### Tire Scrap Homepage Takeovers

##### KOAT.com

##### May 10th, 2023

- 140,856 Total impressions

##### May 24th, 2023

- 141,001 Total impressions

##### June 6th, 2023

- 137,125 Total impressions

##### KRQE.com

##### April 21st, 2023

- 140,024 Total impressions

##### May 26th, 2023

- 148,007 Total impressions

##### June 9th, 2023

- 187,531 Total impressions

Total Impressions: 874,544



Free Curbside Pickup - Stop Illegal Dumping  
(15 seconds)

156K views • 4 months ago



Free Curbside Pickup - Stop Illegal Dumping

7.9K views • 4 months ago

156K views / 7.9K views



Scrap Tires - 15

39K views • 2 months ago



Scrap Tires - 30

10K views • 2 months ago

39K views / 10K views





# Creative Recap



## Illegal Dumping and Scrap Tire Outreach Marketing Strategies

### Creative Recap

Digital Ads:

Outdoor Billboards:

**Free Large Item Pickup**  
*It's just as heavy as picking up your phone!*

Don't Trash Our Home  
iHaveTrash.com

**Nos llevamos tus artículos grandes gratis**  
*¡Tan pesado como levantar el teléfono!*

No Trases Nuestra Hogar  
TengoBasura.com

**Free Large Item Pickup**

iHaveTrash.com

**Free Large Item Pickup**  
*It's just as heavy as picking up your phone!*

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# Creative Recap



## Illegal Dumping and Scrap Tire Outreach Marketing Strategies

### Creative Recap

English and Spanish TV Creative:



English and Spanish Radio Creative:

- Illegal Dumping FY23 ENG Radio 15
- Illegal Dumping FY23 ENG Radio 30
- Illegal Dumping FY23 ESP Radio 15
- Illegal Dumping FY23 ESP Radio 30



## Illegal Dumping and Scrap Tire Outreach Marketing Strategies

### Creative Recap

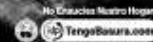
English and Spanish TV Creative:



English and Spanish Outdoor Billboard Creative:

### Las Lantas Son Un Problema Cuando Son Desechadas Illegalmente

Lastiman al medio ambiente.  
Lastiman a tu negocio.  
Lastiman a Nuevo México.



### Tires are Trouble When They're Dumped Illegally

Hurts the environment.  
Hurts your business.  
Hurts New Mexico.



English and Spanish Radio Creative:

- Scrap Tire ENG Radio 15
- Scrap Tire ENG Radio 30
- Scrap Tire ESP Radio 15
- Scrap Tire ESP Radio 30



# Creative Recap



## Illegal Dumping and Scrap Tire Outreach Marketing Strategies

### Creative Recap

English and Spanish TV Creative:



English and Spanish Outdoor Billboard Creative:



English and Spanish Radio Creative:

- Scrap Tire ENG Radio 15
- Scrap Tire ENG Radio 30
- Scrap Tire ESP Radio 15
- Scrap Tire ESP Radio 30



# Creative Recap



## Illegal Dumping and Scrap Tire Outreach Marketing Strategies

### Creative Recap

English and Spanish Digital Ad Creative:







# Creative POP



## Illegal Dumping and Scrap Tire Outreach Marketing Strategies

### Creative POP

Local News Homepage Takeovers:





# Creative POP



## Illegal Dumping and Scrap Tire Outreach Marketing Strategies

### Creative POP

#### Digital Ads:



#### Outdoor Billboards







# Creative POP



## Illegal Dumping and Scrap Tire Outreach Marketing Strategies

### Creative POP

Local News Homepage Takeovers:



**BERN**  
**CO** | Bernalillo County  
**Thank You**



# Notable Illegal Dumping Project

## Valencia County

- ❑ Over \$28,000 awarded in FY19 for illegal dumpsite abatement, prevention and education
- ❑ “Legacy” dumpsites abated
- ❑ Installation of fencing, signage, surveillance cameras to prevent future dumping
- ❑ Development and delivery of educational materials to local communities



# Valencia County





# Notable Tire Project

## Village of Santa Clara

- ❑ \$230,000 awarded in FY17
- ❑ Pour-in-place crumb rubber made from recycled tires at new splash park and existing park in small community
- ❑ Demonstrates innovative use of recycled tire material
- ❑ Helps stimulate market for recycled tire material and products









# Notable Recycling Project

## San Miguel County

- Over \$68,000 awarded in FY21
- Development of recycling infrastructure
  - ▣ 4 large collection bins
  - ▣ Fencing
- Developed partnership with Santa Fe County
- Set up Village of Pecos as a new regional recycling “spoke”



# San Miguel County





# Notable Recycling Project

City of  
T or C

- ❑ Awarded over \$13,000 in FY21
- ❑ Purchased waste oil heater to fuel alternate heat source for City recycling center staff
- ❑ Educational campaign to raise awareness among the public on the proper disposal of used motor oil
- ❑ Example of hyper-local recycling solution



# City of Truth or Consequences







# Other Past RAID Grants

- To see more previously funded RAID grant projects, please visit:

- <https://www.env.nm.gov/funding-opportunities/>

(scroll down page to Recycling and Illegal Dumping Fund)



# Contact Information

Outreach Section  
Solid Waste Bureau  
New Mexico Environment  
Department

(505) 827-0197

[SWB.inbox@env.nm.gov](mailto:SWB.inbox@env.nm.gov)

[www.env.nm.gov/solid-waste/](http://www.env.nm.gov/solid-waste/)



# Questions?