



# New Mexico Environment Department

Recycling and Illegal Dumping Grants  
Levi Lementino, Outreach Section Manager  
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# 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
- **New! Create a Circular Economy Plan – 2025**
- **New! No more 2/3 and 1/3 funding allocation**



# Scrap Tires





# 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

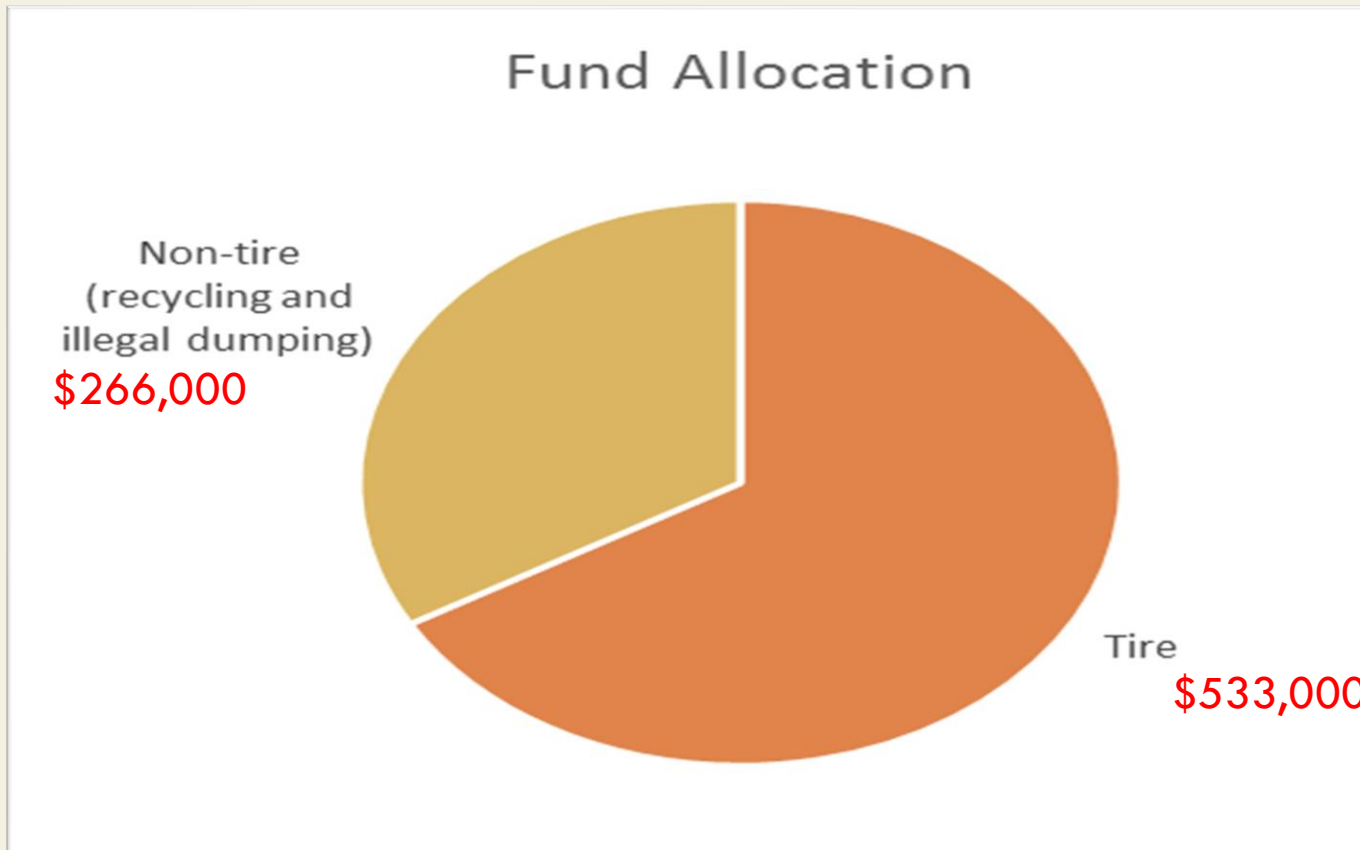
**Awarded between FY2007 – FY26:**

- 419 individual grants
- \$14.7 million



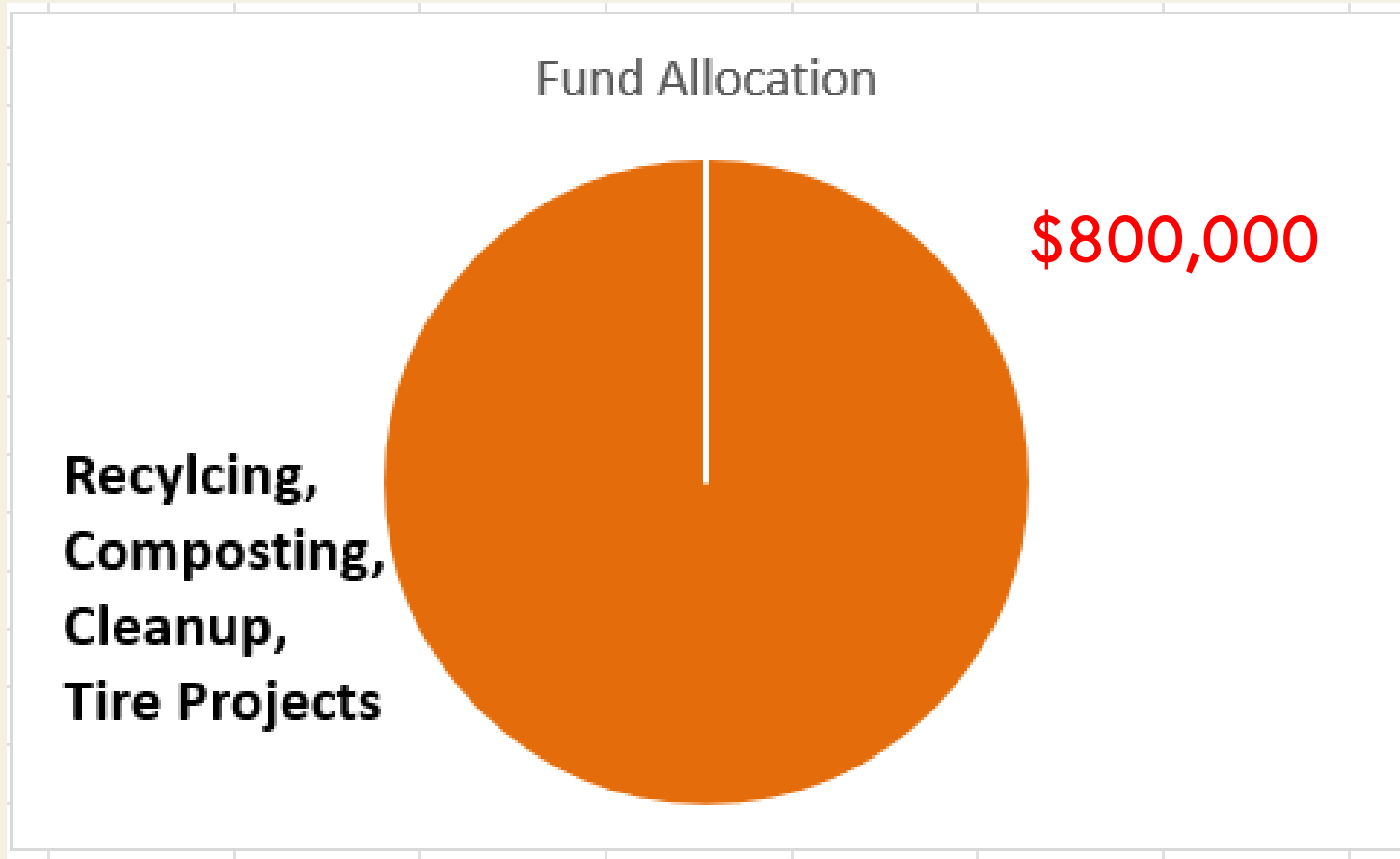
# New in FY 2027! No Fund Allocation

**Previously Scrap tire projects received 2/3 of funds**





# In FY 2027 \$800,000 Available For All Projects:





# 250+ Dumpsites Abated





# 160+ Bins, Trailers and Roll-Off Containers Purchased





# Eligible Entities

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



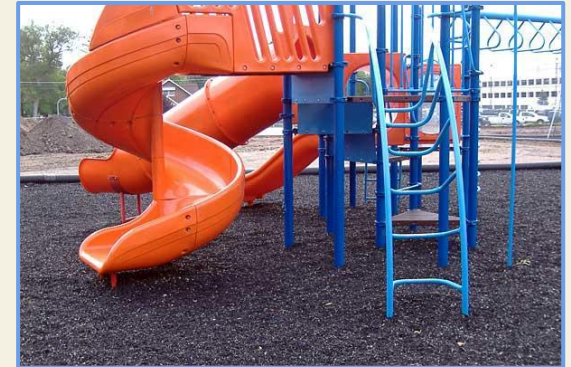
# Eligible Expenses



**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 **Change in FY2027**
  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

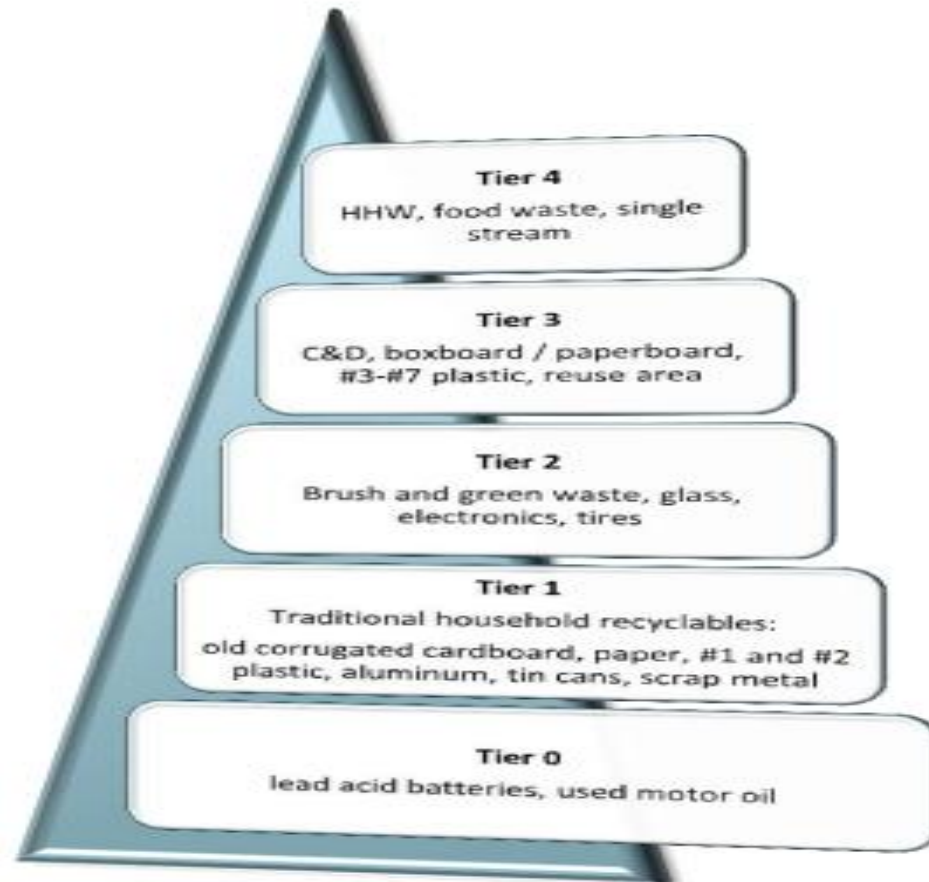


Figure 8. Tier system for recycling programs.



# Notable Scrap Tire Project FY23-26

- Over \$633,973 awarded between FY23-26 “Legacy” dumpsites abated
- Outreach in FY23
- Abatement of illegal dumpsite in FY 24
- Scrap tire collection events in FY25
- Illegal dumpsite remediations in FY26



# Outreach Scrap Tire Issues FY23

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



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

Don't Trash Our Home




Project funded by FY23 Recycling and Illegal Dumping (RAID) Grant

**Illegally Dumped Scrap Tires hurt the environment, your business, and New Mexico.**  
Dispose of them the right way!

Project funded by FY23 Recycling and Illegal Dumping (RAID) Grant

**Las Lantas Son Un Problema  
Cuando Son Desechadas Ilegalmente**



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

No Ensucies Nuestro Hogar




Este proyecto está financiado por el fondo de FY23 Recycling and Illegal Dumping (RAID) Grant

**Tires are trouble  
when dumped illegally.**  
Dispose of them the right way!

Project funded by FY23 Recycling and Illegal Dumping (RAID) Grant



# Scrap Tire Abatement FY24





# Scrap Tire Collections FY25





# Outreach Metrics



## Illegal Dumping and Scrap Tire Outreach Marketing Strategies



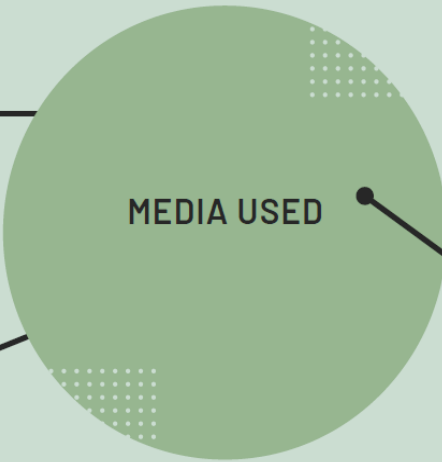
### Television

- 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: Telladega
  - WWE Friday Night Smackdown
  - Sat/Sun AM News
  - M-F 6am - 7am News
  - Indy Car Racing



### Outdoor Billboards

High Profile billboard on Paseo del Norte



### Billboard Locations:

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



# Illegal Dumping Marketing Strategies

## Illegal Dumping Marketing Strategies

### Campaign Metrics Recap

#### Television

##### April 2023 - July 2023:

- 122 commercials
- 885,000 impressions
- 285,555 people reached
- 3.2 average frequency

#### Billboards

##### April 2023:

- 543,111 Total impressions

##### May 2023:

- 795,720

##### May 28th, 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
- 64% complete video views

##### Facebook/Instagram:

- 331,228 Total Impressions
- 1,281 clicks

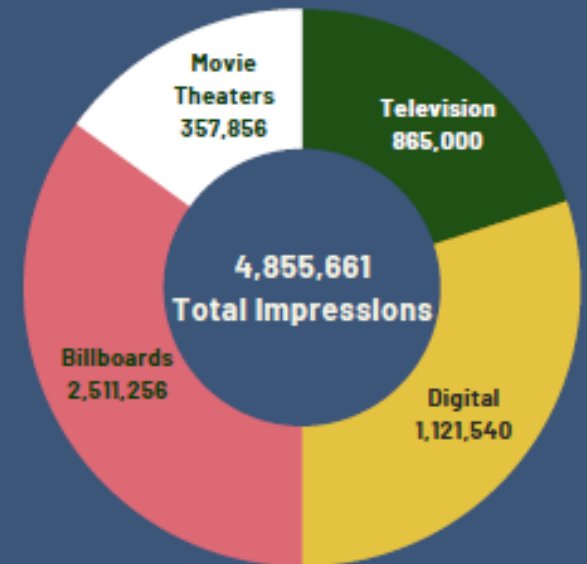
##### Display Ad:

- 108,008 Total Impressions
- 90 clicks

##### Homepage Takeovers:

- 562,199

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



# 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
- In FY25 installed additional 22 cameras and cleaned more sites



# Valencia County

Feb 12, 2019 at 3:14:48 PM  
34.753143° N, 106.610973° W  
NM





# 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





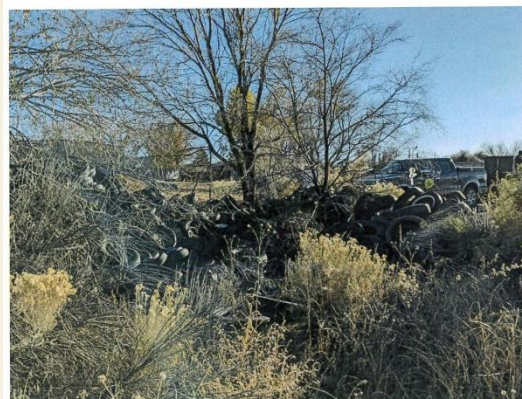
# Notable Illegal Dumpsite Project FY25

## Santa Fe County

- Over \$18,040 awarded in FY25
- Abatement of scrap tires in river
  - ▣ “Santa Fe River Greenway”
- Reseeding of area with plants, grasses
- Use of compost from local vendor in New Mexico



# Santa Fe 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

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**Outreach Specialist**

**Elias Cruz**

**Outreach Specialist**

<https://www.env.nm.gov/solid-waste/contact-us/>



# Contact Information

**Outreach Section  
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New Mexico Environment  
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(505) 827-0197**

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

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



# Questions?