

FY26 NMCB Coffee Hours-03.26.2026-Community Clean-up Events- M. Garwood and A. Bukoski

TRANSCRIPT

0:14

Good morning everybody.

0:15

Thank you so much for joining Coffee hours.

0:17

Delana, do you want to get us started?

0:21

Hey everyone, we have City of Albuquerque and City of Carlsbad to present on basically doing the large community wide cleanups they do so Alex Bukoski from city of Albuquerque keep Albuquerque beautiful will be sharing about their one Albuquerque cleanup day and then we'll have Mary go after and if you guys have any questions, please write them in the chat or wait till the end.

0:45

Thank you.

0:45

I'm gonna go ahead and share my screen.

0:52

So, yeah, with Earth Month nearly upon us, it's time that we we start doing all of our Earth Month activities.

1:00

And our, our big cornerstone is our Big Spring cleanup.

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And that's our One Albuquerque cleanup days.

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So we've actually expanded.

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It used to be just a single day.

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And one of our big complaints that we heard from people was, hey, I want to do this, but it might not necessarily work with my schedule.

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So we open it up to two weekends.

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It'll be April 11th and April 25th this year.

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And yeah, it's, it's just kind of a, a citywide cleanup effort that's built on a simple idea.

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And it, it's really just what if instead of organizing one big event in one area, we just empowered the entire city to clean up at once and have that collective effort shine through through.

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So it, it builds a lot on what we heard at the Keep America Beautiful conference.

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And, you know, it's, it's just meeting folks where they're at and, and that through our collective actions, we, we can make a big impact together.

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So yeah, it's one of the largest spring cleanup events in the state.

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We get generally anywhere between 500 and 1200 volunteers and that's always weather dependent.

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But luckily it's been super warm.

2:01

So we're hoping we're going to get a big turn out this year.

2:04

But yeah, it's a, it's a big decentralized community driven cleanup initiative led by Keep Out Albuquerque Beautiful and also the city of Albuquerque solid waste management Department.

2:14

And, and it just kind of piggybacks on that, that greatest American cleanup motif that, you know, even though we're not all in one place, you know, the collective actions are gonna be a, a big impact to our community.

2:24

So, yeah, as I said, it's gonna be on the 11th and the 25th this year.

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And, and again in instead of 1 central location, we're empowering neighborhood associations,

community organizations to do cleanups at the same time and, and just have that collective action together.

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So it's 9:00 AM until noon each day and, and we don't actually pick the cleanup locations.

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You know, it's, it's kind of the same idea that we use with our graffiti removal team in that we empower our graffiti removal supervisors to be the, the leads in their, their community and to really, you know, understand where the need it is.

2:58

And that's actually how our graffiti removal team has outpaced reactive cleanups.

3:03

We're actually outpacing reactive cleanups by two to one with proactive because they're just out there in the community.

3:08

They know where graffiti tends to be and they can get to it even before we get a 311.

3:13

That's the same thing we're trying to ask volunteers to do.

3:16

They know their communities better than we do.

3:18

You know, they, they live in them everyday.

3:19

Where are those areas that might need a little bit of love?

3:22

So we, we actually ask, you know, these these volunteers to be the ones to determine what their location is.

3:28

So the model works kind of, we talked a little bit about it.

3:31

It's a scaled impact without actually having the skill of staffing, You know, we can actually use a very small team here because it, it really puts the onus on the volunteers to gather their, their teams, you know, to make sure the supplies are distributed to determine where they want to go.

3:45

And then we're just kind of that support in the background.

3:48

So we're empowering neighborhood leadership, we're empowering community leadership and we're making participation easy and accessible.

3:54

So last year it brought out about 700 volunteers citywide.

3:59

Some of our biggest ones were about 150 to 250, and we had ones that were three people.

4:04

So it allows these groups to tailor the cleanup to what best works for them.

4:09

So it, as we said, it's decentralized by design.

4:12

We don't run the cleanups, you know, it's the community running the cleanups.

4:15

We're just that support in the background that makes it go, you know, so it just starts with them going online, cleanup registration and scheduling when they want to do it, you know, getting those supplies out.

4:26

They come to us here at the facility.

4:29

We have a bag ready for them to go.

4:30

They'll pick it up, take it to, you know, wherever they're doing their staging and we do it that whole week before.

4:35

So they'll take it, you know, and have it all ready and sorted out so that on Saturday morning it's just boom, everybody can pick up what they need and head out to that cleanup location, the cleanup events themselves.

4:45

Then we'll actually talk to them about, you know, data collection, how many people came out, you know, who actually registered, you know, how many bags did you have?

4:52

And, and we get the wait tickets from the truck.

4:55

We try to one truck that will hit all of our cleanup locations across the city so that we can get a measurement of exactly what the impact was on that day.

5:02

And then lastly, we have a supplies collection that follows the following two weeks.

5:06

So we just, yeah, have people come at their leisure back to solid waste and we'll pick it up.

5:13

In some cases, we've had to go and chase people down.

5:15

But for the most part, we've had a registration sign out process that's been really good in terms of just establishing communication and making sure that we have a line to get all of those materials back.

5:25

But you know, our role is just supporting equipping and coordinating and, and this kind of decentralized design allows us to do that and allows us to empower people to to join us and just have the flexibility they need.

5:38

You know, sometimes they're a big clean up.

5:40

You know, some groups can't stay as long as they want.

5:43

So, you know, groups can schedule anytime between that 9 and 12 time period.

5:47

You know, they might go out at 10:30 and only do an hour and a half because they know hey, we're doing a smaller location.

5:53

Or you know, some groups as I said with 150 plus might need 3 or 4 pickup locations just because everybody's going out.

6:01

And we don't want everybody to have to bring that bag back with them.

6:04

They're just able to have three or four drop off areas that we can boom, boom, boom hit and make it easier for them to collect that all the waste collected at the end.

6:15

So yeah, it's all about just removing barriers and I kind of touched on it.

6:18

We've got a great system here at the city of Albuquerque.

6:20

Our one Albuquerque volunteers website is run through our Office of Civic Engagement.

6:25

They do a great job of just being able to post everything in one place.

6:29

And it's where all of our volunteers look for opportunities.

6:32

So whether you're looking to volunteer at an animal shelter or you want to volunteer at a cleanup, you're going to the same place.

6:39

So our most engaged citizens are on there and they're they're able to just scout all of these opportunities.

6:46

It also helps us because we're able to get photo release forms so we can go out to each of these locations on the day of, take pictures, you know, talk to people, but we don't have to worry about, hey, did they sign a photo release form?

6:59

Nope, that's baked into the sign up process.

7:02

Additionally, we also have a liability form on there as well.

7:05

So they fill it out and boom, everybody in their group has filled out that liability waiver.

7:09

So it's been a really great tool for us to make it easy and accessible for those older adults or, or just not technologically friendly adults.

7:19

We also have the option that you can just give us a call.

7:21

It's right there on our website.

7:23

We've got our number, we've got our e-mail and they can reach out and just say, hey, tell me more about this.

7:29

We've even had people sign up through 311.

7:31

They'll call 311 and say, hey, I heard about this spring cleanup and we can get them all the information they need.

7:36

So we have a very easy, low, low, low barrier to entry just in terms of signing up.

7:43

And then you have the supplies that they don't have to worry about anything We're doing trash bags, gloves, litter grabbers.

7:49

We have a little bit of safety guidance that we put in each kit.

7:52

And then we'll also give them PPE as needed.

7:55

So things like sunscreen, things like safety vests, you know, even hats, if they need, we'll we'll try to work with them just because, you know, we wanna make sure that it's a fun and safe thing for people to do.

8:09

We wanna make sure cleanups are fun.

8:12

Getting together should be a great point of pride and all in the service of just making our home beautiful.

8:17

So lastly, yeah, that on location pickup that we talked about, that's super critical because if they, if people don't know what is going to happen with that waste after they collect it, we see participation drop fast because they're like, well, who's going to take care of this?

8:32

So we actually cut off registration about a week before each event so that we can actually use our our solid waste services to plan the best route that we're doing this within an hour, even though we're going all the way across the city.

8:46

And I'll touch on that more on our next slide.

8:49

So how it comes together.

8:50

Yeah, we talked about it.

8:51

Neighborhoods are the big driver.

8:53

They're the ones organizing the groups, they're identifying the areas of need and and they're the ones actually doing the sign up.

9:00

So it it's, it's a pretty seamless process for them, but they actually take most of the responsibility.

9:05

We just do that support to make sure they get where they need to.

9:08

We, we manage that volunteer list, we gather the supplies and we coordinate the pickups.

9:13

And then lastly, as I kind of touched on, we use our solid waste resources to make sure that we can do these pickups in a really efficient manner.

9:21

So when we cut that off a week before, we actually plug in all the locations into a software called route where and we're able to find the best possible route so that we're making the best use of our drivers time and that people don't feel like, oh, is this going to get picked up?

9:35

Like Nope, right on time.

9:37

And the way that we also try to reinforce that is we do make a personal call to each group and say, Hey, let's get a, you know, an exact location of where our drivers can look for this so they can be as quick as possible for you.

9:49

So, so we, we really nailed down that location.

9:52

So that pickup process is really quick.

9:56

So yeah, how how are we marketing and recruiting?

9:59

Really it's a, it's a lot of grassroots, you know, we're tapping into groups that have previously done stuff with us that we know are interested in these kinds of cleanups.

10:07

So we're sending them emails months and months before and we're starting to do tabling and we go to neighborhood associations.

10:13

We've leveraged resources at the county as well.

10:17

We've got great contacts there that are going into Neighborhood Association meetings that are just saying, hey, you know, here's a flyer just just to let you know.

10:25

And it's been great because it's allowed us to just kind of meet people where they're at and, and not have to do outside marketing.

10:32

Now, granted, we, we still are on social media.

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We have done targeted media, targeted Instagram boosts.

10:39

They're about \$500, pretty cheap, but they actually do expand your reach beyond your actual followers about four to five times, depending on the campaign.

10:50

Especially if you get something that's really great, kind of funny, draws people in, it's gonna get traction with that little bit of media boost.

10:57

So that's really helped us.

10:59

And then earned media

11:00

I've spent the last week and a half pitching to different reporters that I've interacted with, like, hey, we're looking for volunteers, let's try to see if we can get a story together. Going on morning shows, going on local radio.

11:13

I've done TJ Trout to talk about this.

11:16

So yeah, just leveraging what existing media there is to just kind of talk a little bit about it.

11:20

And then lastly, timing, and this one's a big one for us this year.

11:24

We've timed it so that we have events before and events after that.

11:29

We're able to talk to people at these events.

11:32

We've just had our recyclothes event where we were able to say, hey, you know, make sure you look at our website, we've got another event coming up.

11:39

It'd be great for you to participate.

11:41

And so we had 300 cars come by through that recyclothes that we were able to just kind of give a quick mention to.

11:47

So yeah, the timing really also helps us.

11:49

And then also it's Earth Month, so people are already clean up conscious.

11:53

So it, it, it helps us as well that people know, you know, what to do during Earth Month.

12:01

So yeah, why it resonates really 3 pillars and that that's local pride, you know, just being able to see the difference you make.

12:08

We definitely hear it all the time from our, our younger volunteers that they're like, man, I didn't realize just an hour out here can make such a difference.

12:16

And it really empowers them to be like, oh, I'm in control of making my community the way I want it to look.

12:21

So local pride is a big one, ownership of place and that ties right back in like this is your community that you're doing the cleanup and it's not hey, let's go out to Balloon Fiesta Park or hey, we're going out to the West Mesa.

12:34

Like no, we're doing in your community where you're going to see that impact every day.

12:37

And then we talked about it, that low barrier to entry, keeping it easy for everybody to get involved that it's just, hey, it's supplies.

12:44

We're going out.

12:45

We're doing it on our on our own time.

12:48

And then we're also having that support in the background.

12:50

It is a really big factor to make sure that people want to keep doing it year after year.

12:56

And we and we do see a lot of return teams.

12:59

So yeah, I, I, I won't bore you with the, the lessons learned because I've kind of nailed it into the ground and just beat a dead horse and all this.

13:06

But yeah, that decentralized nature of it really helps.

13:10

Just making logistics easy for volunteers to get access over communication, making sure that everybody feels supported.

13:18

And then just yeah, having that strong pick up plan all comes together to make it a pretty successful event each year.

13:24

So questions if you have any seeing none, I'm going to stop sharing.

13:33

Oh yes, hi, sorry.

13:36

Hello.

13:36

Good morning.

13:37

Hi, good morning.

13:38

I'll throw my camera on.

13:40

Good morning.

13:41

So I work with Bernalillo County solid waste as well.

13:45

I think we were at Keep America beautiful as a group.

13:49

So I'm just curious because I would love to kind of help be a part.

13:53

I live in city lines and I now it makes me just want to see if our neighborhood is going to be doing something or kind of just check on that.

14:02

But I wanted to see if you had a contact at the county who maybe I could also reach out to because I would love to kind of continue building on collaboration with these kind of events since we also when we do like right now my focus has been on elementary school like type cleanups, But we also have a lot of supplies that we can, you know, supply people with if they're volunteering.

14:25

So kind of like to piggyback on through the county and kind of share this resource.

14:31

What would the best way to do that be or I guess if you have a contact, like you said through the

county that maybe I could also work with just to try to get on the same page and kind of continue working on Yeah, building that, that collaboration.

14:47

Yeah, definitely.

14:47

So I'm going to throw it in the chat right now.

14:49

My 2 contacts that that I used quite a bit.

14:51

Are we, we actually had an employee that worked here with us at Keep Albuquerque Beautiful.

14:57

That's now in your planning department over there at the county, Megan Holcomb.

15:02

So she's been really great at connecting me, especially with Michelle.

15:05

Michelle Garcia has been great as well in supporting our events and, and we established that through with Michelle through the tire amnesty days.

15:14

But yeah, I also threw my e-mail and my phone number in there.

15:17

So would be super happy to collaborate on this because it is such an easy win, especially when we coordinate it all in one day.

15:25

It just stops that drain on the solid waste resources that we're like, OK, boom.

15:30

One day we know in a three hour span we're going to have our drivers go out and do these collections.

15:35

So we can't expand it as much as we really need.

15:37

Which, yeah, let me know how how you'd like to get involved and and we'll make it happen.

15:43

Yeah, that sounds good.

15:44

Thank you for sharing that.

15:45

I appreciate it.

15:46

Yes, ma'am.

15:48

Any other questions?

15:52

Cool, cool, cool.

15:54

Thanks, y'all for listening to me Babble for a solid 20 minutes.

15:59

Appreciate y'all.

16:00

Thank you, Alex.

16:01

And then Mary, do you want to share your screen?

16:09

Sure.

16:09

Let me work on that.

16:12

I have a little bit of patience with me, but I will.

16:16

Does that work?

16:16

No.

16:17

Entire screen.

16:18

Sorry.

16:19

No, you're good.

16:20

I'll.

16:20

I'll let you know what we if we can see it.

16:25

Can you see it?

16:26

No, no.

16:28

OK.

16:28

Of course not.

16:30

And then if anyone else has any more questions or wants to just have a conversation with either Alex or Mary, I, I'm sure they will stay on for a little bit after Mary presents, you know, just to have a talk with you guys.

16:44

OK, perfect.

16:45

I can see it, you can see it.

16:46

OK, All right, so I am Mary Garwood, I'm with Keep Carlsbad Beautiful down here in southeast New Mexico.

16:55

Our mission, of course, is we have the same as Keep America Beautiful to inspire and educate people to take action every day.

17:03

Then it's improves and beautifies their community environment.

17:08

We've been an affiliate now with Keep America Beautiful for 34 years.

17:15

I had some pretty awesome mentors that came before me and laid some really good groundwork for the Keep Carlsbad Beautiful program.

17:23

So very blessed to have worked with them in the transition to make a beautification coordinator position for the city.

17:31

A full time spot, which I'm, I've had now, I left for a brief minute, but overall for 11 years.

17:41

So illegal dumping, we have it down here and in our neck of the woods.

17:46

We have the Pecos River that flows, it goes up north, but it also comes all the way South down our way.

17:55

We're unfortunately, you know, we do experience illegal dumping.

17:59

We're all impacted one way or the other, whether it comes to the financial costs of cleaning it up, health and safety, you know, people just, you know, I, I know we all deal with it in one way or another, but you know, it just, after all these years, I just sometimes wonder when are people going to learn?

18:20

But we got to keep doing what we're doing because I, in this 11 years that I've been doing this, I, excuse me, have seen a lot of improvements as well.

18:29

So I try not to, to get too bogged down by, by the negative effects.

18:34

It's just a we're all works in progress anyway.

18:39

So why does the clean Pecos River matter to me, which would be some of our community members?

18:47

It affects our tourism and nobody wants to come to, you know, a place that's dirty, trashy.

18:55

You know, you want to go to beautiful places.

18:57

Nobody really, you know, shares the experience of, of trashy places unless it's just, you know, so negative that they feel the need to, to spread that word, which that does happen.

19:10

Our Pecos River, we draw thousands of people.

19:14

We have a beautiful beachfront here in town.

19:18

We're able to go camping, fishing, hiking, hunting, you know, just anything really.

19:25

We offer it all down here in Carlsbad.

19:28

It affects our quality of life.

19:31

We don't want to be cleaning up contaminants.

19:34

We don't want to ruin our waterways.

19:36

We have Fish and Wildlife that are unique to our area that we want to be proactive in protecting economic development.

19:44

The way we maintain our Pecos River and the surrounding community is it's a reflection of how we feel about it.

19:51

So I remember a story just about, I'd say about 20 years ago, maybe 25.

19:59

I, I can't exactly, I, I was trying to look for it this morning to see if I could find it.

20:04

But that was before they digital digitalized everything.

20:08

So when we first had Lowe's come and scout Carlsbad.

20:15

It they deemed Carlsbad too trashy, they didn't want to come here.

20:20

They saw all the you know, we didn't really take care of our town at the time and I remember that just being the talk of the town for during that time.

20:30

Again, I wish I had the the newspaper clipping to back that up, but we were passed over and I were.

20:38

And our mayor at the time, Bob Forrest, started a real, a cleanup effort in Carlsbad.

20:47

And there were community, city crews, county crews, They all kind of came along.

20:52

You would see them cleaning the sides of the roads, the the streets.

20:57

It became a big thing.

20:58

It was a real big wake up call for him and for the city.

21:03

So I mean, I can say 20 to 25 years for sure.

21:07

We've worked on it, but we've also been an affiliate for 34 years.

21:11

So we've had a trash issue for a while.

21:14

So we can't, we have people that we have a big oil and gas boom here right now that we're experiencing.

21:21

And some people like to blame the oil and and gas industry, but I like to tell people that we've had a problem for a while and you can't just blame, you know, with more people comes more trash and more strain on our resources.

21:36

Of course, it means more electricity use, it means more water use, it means more solid waste utilities use.

21:44

It's not necessarily contributed to 1, you know, group of people.

21:49

So I like to at least defend them that way.

21:53

So how can you help anyone that wants to get involved?

21:57

I tried to do my best to, of course, network with the oil and gas companies when they come in.

22:04

What's funny about not funny, but it's interesting about them is whenever they come here, you know they're moving here from Texas, Louisiana, Oklahoma.

22:16

You know, they want to move to a clean community too.

22:19

So one of the cool things that we've experienced over the last couple of years and you might have heard about our plastic bag ordinance.

22:27

A lot of what was driving that force for the for the plastic bag ordinance to be passed was the fact that from oil and gas industry and their families, because they were moving from places that either are cleaner or they already have a plastic bag ordinance in place.

22:47

And there was really a push for our new mayor and City Council to get that passed.

22:53

So it's really kind of cool.

22:55

We worked on it right before COVID and it got shut down.

22:59

But with this just the timing and, and contributed to the oil and gas boom, honestly, we have the drive to get it through.

23:08

So right now we're experiencing a much cleaner community since that went into effect.

23:14

So that will bring me to River Blitz, which explaining a little bit of the history that I've already gone through.

23:25

Sorry, I did not mean to go so fast.

23:28

We were Riverblitz was founded in 1999 by a leadership Carlsbad group.

23:34

It was the effort under our local Rotary Club that it was just very, very grassroots.

23:41

I've heard that the first group that went out was like 13 people and they just took it a morning to go along the river here in town.

23:51

And it just through the years, it would grow and grow and grow.

23:56

They partnered with Eddy County for a long time to get some of our heavier, heavier dump sites.

24:04

You know, we've had different places along the river where, you know, we've picked up, of course, tires, refrigerators, you know, construction debris, toilets, the kitchen sink of the whole 9 yards.

24:15

We've seen it all through the years.

24:18

It remained A grassroots effort until Keep Carlsbad Beautiful took it over officially in 2016.

24:24

So this was the 11th year that we've we headed it up.

24:31

So in the morning we have a really, we try, I try to keep it really quick because again, I had the mentors coming before me.

24:42

I know people try to or I've done it in the past.

24:45

Let me let me backtrack a little bit.

24:47

When I first started, I would try to do like breakfast and have a whole, you know, the whole 9 yards.

24:54

You know, it would be a whole spread.

24:56

And I quickly learned that when you feed people too much in the mornings, that actually derails them from getting out and actually doing the trash pickup.

25:07

So we have snacks, we have bananas, and we had granola bars and different quick things to grab on the way out the door.

25:17

So we try to deter the socializing too, too much cuz you can socialize while you pick up trash.

25:25

We have our mayor here down in the right, bottom right corner.

25:29

He, this was his first Riverblitz to come out for.

25:33

But even he said, Oh my gosh, I didn't know you had this big of a turn out.

25:39

This year's attendance was 322 that we know of.

25:43

Some people don't even come to the rec center and & in in the morning.

25:47

We had T-shirts that we were giving out.

25:51

Those went really fast.

25:52

We had bright pink and bright yellow and and our Gray people love those T-shirts.

26:01

Over the years, we've removed over 165 tons of material in the 27 years, which is really kind of cool because we actually have the tonnages from back from 1999 to track.

26:15

It's it's really kind of cool.

26:16

Even that information has made it over to our hands.

26:20

So we've have some different groups that have have been collected over the years.

26:26

Again, we've got the tires, we've got the miscellaneous.

26:29

We always, always have alcohol.

26:33

I mean, of course, but I don't have a picture of it here.

26:37

But we are finding a lot of twisted tea that seems to be very popular here.

26:44

I don't know if it's with all their flavors or whatever.

26:47

I've honestly never had one So.

26:50

And we have some of the different spots.

26:52

We have a diving rock here.

26:54

We've got our lower council area.

26:57

We've got our beachfront area here.

27:00

Scout troops come out.

27:02

We have the BPA students from the high school, they come out.

27:07

We have churches, we have oil field companies.

27:10

We have families.

27:12

A lot of homeschool groups come out.

27:16

You can see up in the top right this is a bucket full of nails that was collected from a a burn site that was from out at Diving Rock, a local kind of party spot and swimming spot.

27:30

People burn their pallets and then leave the nails behind.

27:34

So that's never good.

27:38

On this slide in the top left, this is actually, this is her name is Megan Mooney.

27:45

She's from Newborn oil company.

27:48

We went out this year a day before River Blitz and that was a homeless camp that we found.

27:54

So we got that cleaned up.

27:57

We've got, you know, the bags of trash.

27:59

You know, of course, it's everything under the sun.

28:02

And you can see in the bottom right, we have groups of kids.

28:06

What we do is we hand out for the supplies.

28:09

We fill up backpacks.

28:11

We have rolls of 55 trash bags and then a pair of gloves and this year's backpacks that say, love where you live.

28:20

That's our campaign slogan for the plastic bag ordinance going into effect.

28:27

So this is a picture of our lunch and our raffle.

28:31

We serve everybody hamburgers and hot dogs and we have a vegan burger option too.

28:38

We have, we've had that if in more recent years we we have the lunches supplied.

28:45

We have a local company with our whip contractor, Simcoe.

28:50

They sponsored this whole lunch, so everything is covered for the volunteers.

28:57

We have raffle prizes that are donated by local businesses, hair stylists, We have gift cards.

29:05

We've got our Living Desert State Zoo.

29:08

They offered a few memberships.

29:12

Gosh, we had like Stanley Cups, we had gifts.

29:20

I, I think I've said it, gift cards, gift certificates, we had quite a bit.

29:25

It just kind of depends.

29:26

We, I can't always guarantee who's going to donate what, but the community always comes together and it's about right around 2000, three \$1000 worth of stuff that usually gets donated each year.

29:40

And then of course, we give out our reusable bags with the Love Where You Live slogan on it.

29:48

So on this this slide we have, there's a picture of me in the middle, but the surrounding folks have were some of the originators of River Blitz back in 1999.

30:04

And it's a picture that I love because I, I've been a part of River Blitz even before I had this position.

30:11

Now when I supervised Rainbow recycling, it's it's something that River Blitz brings the community together.

30:21

It's all the, you know, like the river rats.

30:24

It's the people that are the 4 wheel drive clubs.

30:27

It's the people that are the hunters and the scout troops and just, you know, the more outdoorsy type of people.

30:36

And I love the fact that we have this picture together because it, it's like it ties it all together.

30:44

They come out every year.

30:45

They were here this past year for River Blitz.

30:49

It's just really, really cool.

30:51

So it, it's something that brings the community together.

30:55

I would love to say that I could take credit for it, but I have to say we had a great group of people that came before me.

31:03

But I've been able to, you know, have it housed in one place under the Keep Carlsbad beautiful umbrella.

31:10

We bring together people from the county.

31:12

We bring together people from the city.

31:15

This year was probably the biggest participation that we've had actually from Eddy County.

31:21

There were over 45 people there from, from, from that governor, I mean from the county, which is great because even the river flows through the entire Eddy County.

31:35

So in it's great to make those partnerships.

31:38

It's great to get the, the even just the, you know, like our code enforcement out officers were out there, our mayor was out there, our, our county manager was out there and just seeing those partnerships build has been huge.

31:54

No, I've until this county manager took over Mike Gallagher, I've never, we've never known a county manager to be out there before.

32:03

So it's really cool to see the forward thinking and the community building and the understanding that this is a big deal.

32:11

I think maybe it's a little I, and I'll say this cuz with my city councillor hat on, I think it's a good idea for us, the leaders to be out there.

32:21

I think it makes a difference and I think people actually respect that, that they're willing to get their hands dirty and just show up for something so grassroots like that.

32:32

It's not a glamorous event every year asking people to come out and pick up trash is not, you know, it's, it's, it's not like asking for money.

32:41

It's like asking for your time and for you to actually give up part of the morning not doing glamorous work.

32:48

So it's not a ribbon cutting.

32:49

It's not, you know, a grand opening to something.

32:52

It's, it's actually showing out.

32:54

It's showing up and, you know, putting a little work into, into the effort.

32:58

So it's always a good time though.

33:01

And I, I love, I just love the community that we built together.

33:04

I love, I love just everything that River Blitz stands for.

33:09

We advertise to wrap everything up.

33:12

We advertise.

33:13

We have, we are a huge Facebook community.

33:17

We have a Keep Carlsbad Beautiful page, We have a River Blitz page, we have the City of Carlsbad government page, and we have the Eddy County Facebook page.

33:26

I don't know why we're stuck in Facebook, but here we are.

33:31

But we've it works and it works for us.

33:34

So we'll just keep at it and do what we're doing.

33:40

And I think that's all I have.

33:43

I don't, I'm not sure what I missed.

33:50

Thank you, Mary.

33:52

Sure.

33:52

Does anyone have any questions for Alex or Mary?

33:59

We will open it up.

34:09

Or does anyone want to share they've had like a similar experience where they've done a community wide cleanup?