

KEEP NEW MEXICO TRUE

FY27 New Mexico Clean and Beautiful Grant Application Webinar Transcript

TIME	TRANSCRIPTION
0:02	Thank you so much for joining us for the Clean and Beautiful FY27 Grant application webinar.
0:07	My name is Chantal Sandoval.
0:09	I am the Program Manager for the Clean and Beautiful program and I'm going to introduce Delana Du, who is our Clean and Beautiful Program Management Analyst.
0:19	Delana.
0:20	Hi, everyone.
0:21	Good morning.

0:22	I'm Delana.
0:23	Just wanted to go over some webinar housekeeping rules.
0:26	This is being recorded.
0:27	And please submit all your questions via e-mail to our grant.info@td.nm.gov inbox.
0:34	They will be answered within two business days and the recording, slides, transcript will also be available shortly after the webinar.
0:42	And to access, please scan that QR code above on the left, top left-hand corner.
0:49	And I also just wanted to go over some accessibility information.
0:52	So, as I said previously, the transcript of today's webinar will be available on the Clean and Beautiful page on the New Mexico Tourism Department website.

1:01	That QR code in the top left-hand corner.
1:03	And to turn on live captions on Teams, you're going to click the three dots above more right on your top right-hand corner.
1:11	And then it's gonna lead to a drop down, click on language and speech.
1:15	And then the next drop down is click on show live captions.
1:18	And friendly reminder that the closed captions may not be precise.
1:21	So, we recommend that you view the transcript as well.
1:27	All right.
1:29	And today's agenda.

1:30	So, we will be going over the Clean and Beautiful program as a whole, the purpose, the eligibility program goals and objectives, application tips and how to apply.
1:40	And we will also be sharing on the Que Linda grant program and the RAID grant program.
1:45	They are other beautification grant opportunities.
1:49	Thanks, Delana.
1:50	So, with that, we are going to move directly into the Clean and Beautiful Grant program.
1:57	So just a brief overview for everybody.
2:00	The Clean and Beautiful Grant program is a statewide program that aims to prevent litter, promote recycling, and beautify our New Mexico communities.
2:09	All of these things are possible through the Litter Control and Beautification Act, and this is how the program is funded.

2:20	Eligible entities to apply for the New Mexico Clean and Beautiful grants are New Mexico municipalities, counties, tribal governments, units of government which include public school districts, political districts and special districts, and other local entities such as land grants or acequias.
2:39	For the grant, you will need it to provide a 25% match of your overall award, and this can be completed through donated goods or services, government costs, or volunteer hours.
2:50	Please keep in mind that the Clean and Beautiful grant is competitive and that your application can be funded in whole, in part, or not at all.
3:00	Just a friendly reminder.
3:03	All right, moving right along to the program goals, the New Mexico Clean and Beautiful Grant program has five main goals, end littering, reduce waste, beautify communities, empower youth, and increase program capacity.
3:22	Next, we're going to go over each goal and within each goal there are different objectives.
3:27	So, we're going to go a little bit more in depth there.

	So, our first goal is end littering and the first objective 1.1 is to prevent littering.
3:30	Examples can be executed with education and outreach as well as litter prevention signage as you can see on the screen from past partners.
3:37	Objective 1.2 is to provide access to proper waste disposal, so adding more receptacles in your community, including pet waste receptacles and roll off containers for a large bulky item.
4:02	Objective 1.3.
4:03	Remove litter.
4:05	You can purchase clean up supplies, for example, garbage bags, nitrile coated gloves, grabbers, safety vests and goggles, as well as recovering litter in public spaces including waterways.
4:19	Goal 2.
4:22	Reduce waste.

4:25	Objective 2.1 Reuse.
4:28	This can look like volunteer incentives, promotional materials, and water bottle refill stations.
4:37	Objective 2.2 To repair.
4:40	We have had communities that have held fix it clinics to fix old which old items that can be used reused to get them fixed as well as tool libraries where communities can provide tools to be shared within the community, even clean up supplies.
5:01	Objective 2.3 To repurpose, communities in the past have held recycled art competitions, created recycled art sculptures as well as held recycle fashion shows with youth.
5:15	Objective 2.4 Improve composting and sustainable organic management.
5:21	This can look like a backyard composting initiative, victory gardens, and compost education for our youth and others in the community as well.
5:31	The last objective for Goal 2 is 2.5 to improve recycling and sustainable materials management.

5:39	This can look like encouraging those in your community to participate in traditional recycling, providing recycling receptacles as well as recycle right PSAs, electronic waste recycling, drop off centers, recycling of hard to recycle materials like cigarette butts, and benches and picnic tables made of recycled materials.
6:01	There is a caveat with this item with those items.
6:06	Rather, they must be complemented by educational messaging.
6:09	So, for instance, if a table was made out of recycled bottles, just a little message letting the community know how many bottles it took to create and repurpose into a bench or a picnic table.
6:27	Goal 3.
6:28	Beautify communities.
6:31	Objective 3.1.
6:33	Improve green spaces through sustainable park design.

6:36	This can look like sustainable landscaping within parks, pollinator gardens, rain gardens and restricted signage to protect different foliage that has been placed within the area.
6:52	Objective 3.2.
6:54	Similar but different.
6:56	Maximize sustainable landscaping throughout the community so you can hold landscape or have landscaping added to Main Street areas, roadways, tourism assets, support beautification awards and Adopt-A-Spot program.
7:13	3.3 Prevent graffiti.
7:17	We've had several communities throughout our state have beautiful murals painted in their communities.
7:23	As you can see on the screen, they vary from different topics as well as different sizes, but this is a great way to mitigate that in your community.

7:33	Objective 3.4 Eradicate graffiti, so if you need to clean it up, we can support supplies as well as a different idea to get rid of painting is rather graffiti is dumpster painting as you can see executed on the screen.
7:52	All right, moving into goal, I do want to process that the next two goals must be supported by goals one through 3.
7:59	Empowering youth with this goal will need to touch on goals 1-2 or three.
8:07	So essentially you will have one of the three goals, if not more, rolled into goal four.
8:17	OK, so objective 4.1, educate students.
8:19	Examples can look like providing educational materials for our youth, outdoor education curriculums, and outdoor classroom infrastructure.
8:29	And so that can look like community gardens, school composting, shade trees, receptacles or benches made of recycled materials.
8:40	Objective 4.2 to provide service opportunities for our youth.

8:44	This can look like youth groups paid as subcontractors to complete beautification projects in your community.
8:53	And so that can look like clean up events like you see on the screen as well as beautification efforts.
8:59	So, murals, graffiti clean-up.
9:03	You can also extend this offer to all youth in your community between any ages but adults.
9:14	Objective 4.3 employee youth interns.
9:17	So again, asking these youths to be paid for beautification work and project coordination.
9:25	These interns must be between the ages of 14 to 25 years old, paid at least minimum wage and complete, sorry, complete a notarized youth verification form.
9:39	Objective 4.4, the last of Goal 4.

9:43	Provide youth leadership opportunities.
9:46	So, this can be the creation or the support of youth leadership councils within the community.
9:54	Goal five, our last goal, increasing program capacity.
10:01	Objective 5.1.
10:03	To recruit and engage volunteers, As you can see on the screen, there are volunteers young and older and these are incentive programs to engage your community to have more civic pride.
10:18	Objective 5.2.
10:19	Build coalitions to professional affiliations.
10:22	We have supported New Mexico Recycling Coalition, Leave No Trace, Tree City USA, The Arbor Foundation and Keep America Beautiful dues and certification fees as well as becoming a part of the actual professional affiliation itself.

10:40	Objective 5.3.
10:43	Increasing knowledge through professional development.
10:45	So, this objective speaks directly to the program manager or managers.
10:52	There's a photo on the screen of the Keep America Beautiful Annual Summit last year where a bunch of New Mexico affiliates were able to attend the annual summit in Washington, DC.
11:04	And this is not limited to Keep America Beautiful.
11:07	This is just an example of a professional development opportunity.
11:11	So, think of ways in which you would like to grow your own knowledge for the program and for the better of your betterment of your community.
11:20	All right, now let's talk about the benefits of being a clean and beautiful program partner.

11:25	You will receive grant funding to implement beautification projects in your community.
11:31	You will gain assistance from the New Mexico Tourism Department and the Clean and Beautiful Advisory Committee.
11:37	You have a regional representative that will reach out to you if you need assistance as well as the professional network of clean and beautiful communities throughout the state.
11:46	And this, the photo on the screen is showing all of the current grantees and partners that we have for the Clean and Beautiful program, and we are at a record-breaking 71 this fiscal year.
12:02	All right, why we are all here, how to apply for the grants?
12:10	OK, so everything for the Clean and Beautiful grant application will go through SurveyMonkey Apply.
12:18	For those returning partners, it will remain the same.
12:22	It is the site shown on the screen that you are also welcome to scan the QR code on the screen.

12:27	It will take you to the same site.
12:30	Supported browsers for SurveyMonkey Apply are Chrome, Firefox, Safari and Microsoft Edge.
12:38	If you are a new applicant, please click the blue register button in the top right-hand corner of the screen.
12:45	Once you have landed on the SurveyMonkey Apply screen for the Tourism department, create an account and continue to the website.
13:00	You will also need to fill out the eligibility profile.
13:04	This essentially lets the Clean and Beautiful team and the New Mexico Tourism Department know if you are eligible to apply for the grant.
13:12	Simply ask what type of agency you are applying on their behalf.
13:20	If you are new, you will also have no applications.

13:23	And on the second photo you can see the FY27 Clean and Beautiful Grant.
13:30	Click on the blue More button to advance and once you have done that, you will see the screen giving you more information about the grant itself.
13:42	And once the grant cycle is open, you will be able to click the blue apply button.
13:49	So just as a general reminder, the grant will open March 2nd, 2026 at 8:00 AM.
14:00	All right, moving right along to tips, tips and tricks for your application.
14:08	How to strengthen your project.
14:10	You can strengthen your project in several different ways by recruiting volunteers for project implementation, leveraging additional partnerships through coalition and building.
14:19	This can look like working with MainStreet

14:21	Organizations, working with youth organizations as well as our partners and beautification programs at the state with Que Linda and RAID.
14:30	Another way to do this is community led development and long-term planning.
14:34	Also supporting the development of the tourism economy within your community.
14:38	We also like to look at climate and climate adaptation and mitigation strategies as well.
14:43	For the future.
14:46	Please keep in mind that there are a few limited expenditures that you need to be mindful of while you are writing your grant.
14:55	Please be aware that advertisements and other printed materials, concrete, contract services, landscape design, promotional items, and water features are limited expenditures and will be funded on a case-by-case basis.
15:11	Expenditures may be eligible in limited quantities, and if you are applying for any of these items on the screen, Please ensure that there is clear justification as to why these items are significant to your overall project and program.

15:31	All right, here is a list of ineligible expenditures.
15:35	I am not going to read through all of them.
15:37	I am going to leave it up on the screen for a moment.
15:40	This list is also available on the clean and beautiful grant guidelines, which is on the tourism department's industry site as well.
15:51	This please be mindful that if these items are applied for in your application, they will not be funded.
16:01	If you have any questions or concerns, please contact the Clean and beautiful team and we are more than happy to discuss anything with you.
16:10	Moving right along to our application cycle dates for FY27.
16:17	OK, so the application opens again Monday, March 2nd at 8:00 AM and the application will close one month later, April 2nd at 11:59 PM.

16:31	Again, you will need to apply for the grant directly through the SurveyMonkey apply site, which is on your screen and the QR code is available.
16:43	Again, please do not hesitate to reach out to the Clean and Beautiful Programs team should you have any questions about the program at all.
16:52	We are more than happy to help.
16:54	But again, these are very important dates.
16:57	And just a reminder as well that fiscal year 27 begins July 1st, 2026 and ends June the 30th, 2027.
17:07	And with that, I'm going to kick it off to Amy Whitfield, who is here from NMDOT to share more about her program.
	17:17 All right, Amy, hi, everyone.
17:22	I'm really excited to talk to you about our Que Linda program at the New Mexico Department of Transportation.

17:28	I am the Special Director for the Que Linda program and would love to have any of you apply for both our grant and also the New Mexico Tourism Department's Clean and Beautiful grant as well.
17:42	The next slide.
17:44	So, the Que Linda grant is a resource at the Department of Transportation.
17:50	We really support local governments in building up local beautification programs.
17:55	Our goal is not just to have you clean up for one year or do some things to get your community looking great for one time.
18:03	Our goal is really that you are developing a local beautification program that's going to go on and on for years to come.
18:11	We will fund up to 15 to 20 local government.
18:15	The maximum of our grant is \$200,000 and our goal is to have you there supporting the development and implementation of a local beautification program.

18:27	As an awardee of the Que Linda grant, you will be part of a cohort of Beautification coordinators.
18:33	We come together 3 to 4 times a year to really work together towards the goal of keeping New Mexico's natural beauty shining through and showing the enhancement of all that we have to offer.
18:46	So because of that, the grant is required to hire a full-time program coordinator to participate in the technical assistance that is provided to create a local beautification program that is connected to our Que Linda Toolkit, to participate in the cohort meetings and at the end of the year to provide a report.
19:09	There is no match funding required for this grant.
19:12	If you get \$200,000 awarded to you, that is the amount we don't require you to have any matching funds.
19:21	Next slide.
19:23	So, this is the Que Linda Beautification Toolkit.
19:27	These are the 11 strategies that we ask that you use.

19:31	This really connects to our mission and our work at the New Mexico Department of Transportation and and we think that it builds A comprehensive program.
19:40	You do not have to use all 11 strategies, but anything that you suggest to do in your or grant application must fit into one of these strategies.
19:51	We focus on student service learning, which is allowing young people to get credit for the work that they do on beautification.
19:59	We offer litter abatement alternatives to penalty fines as a strategy, making sure that people who have penalty fines for other crimes can think about litter abatement as an alternative to paying that fine.
20:13	One of our strategies is the use of Corrections contractors, whether that be within your local government, your county facilities or with using the state corrections department.
20:27	We also talked about a county inmate litter abatement program, establishing something like that within your county facility, an elementary anti-litter education campaign, really working with young people under grade 8 from grade 8 and below to do an anti-litter education campaign that starts them in the process of becoming good stewards of our land and preventing litter in the future.

20:54	Another strategy is our business corridor adoption program, really connecting businesses to caring for their community and putting effort and funding behind that work.
21:05	Another strategy is reporting illegal trash dumping.
21:08	We know that there is massive amounts of illegal dumping here in New Mexico and that many of our local governments could benefit from having a hotline or some other reporting mechanism for that illegal dumping.
21:22	The next strategy is secure loads establishment and enforcement.
21:27	Maybe you do not have a resolution or ordinance in your community that establishes the requirement for secure loads.
21:36	If you don't, we'd like for you to establish one.
21:38	If you do already have one, then we would encourage you to think about strategies for enforcing that ordinance.
21:46	And then the last two are really focused on how do you increase access to collection centers in your community.

21:54	So having free weekend events for the collection centers or having neighbor rates at the collection centers that really encourage communities to bring their trash to certain locations.
22:07	Again, I'll say not every single one of these strategies has to be used, but if you are going to apply for something within our grant, it must fit into one of these 11 strategies of Kalinda beautification.
22:20	Next slide.
22:24	And so, I just want to end by saying the Que Linda grant is coordinated along with the other two state grants.
22:31	It's part, it's coordinated with the clean and beautiful grant, and it's also coordinated with the RAID grant from the environment department.
22:38	We don't want to compete; we really want to add.
22:42	And so, applying for our grant is not something that you should say.
22:45	I just want to do more of what I'm doing over at Clean and beautiful.

22:49	It's what can your grants that maybe you're getting from Clean and Beautiful or for RAID, what can you get from Que Linda?
22:56	That's a resource to build the capacity.
22:59	It is a capacity building grant.
23:01	And so, our goal is really for you to build up a beautification program.
23:06	If you are a local government that already has a great beautification program, we love that.
23:11	We'd love to see that, but this probably isn't the right funding source for you.
23:16	This one is really focused on establishing A beautification program and establishing something new that isn't already working in your community.
23:26	Right here is my name and my e-mail and my phone number.

23:29	If you have any questions about the Que Linda to Grant, please reach out.
23:33	I'd love to talk to you about it more.
23:40	Awesome.
23:40	Thank you so much, Amy.
23:41	We truly appreciate you being here.
23:44	All right, and I'm going to move on now.
23:50	The RAID grant, so recycling an illegal dumping grant.
23:56	So, this is provided by the Resource Recovery Bureau of the New Mexico Environment Department.

24:02	So, this grant provides funding for the prevention and abatement of illegal dump sites and promoting and promoting environmentally sound methods for reuse and recycling.
24:14	The grant is available for all eligible entities to conduct grant activities that need meet the RAID priorities.
24:22	The funds can be used for illegal dump cleanup, scrap tire recycling, innovative recycling efforts, composting programs, outreach campaigns to promote recycling or prevent illegal dumping.
24:34	All right, so eligible organizations are municipalities, counties, tribes, nations or pueblos, solid waste authorities, land grant communities, and cooperative associations.
24:49	There are no matching funds required, but it does assist with the scoring of the application.
24:59	All right, and the grant application.
25:01	For FY27.
25:02	for the RAID grant.

25:03	The grant will open Wednesday, April 1st at 8:00 AM and closes Friday, May 1st at 5:00 PM RAID grant assistance is available through March 2nd through April 30th.
25:19	And please do not hesitate to reach out to Levi, Matthew, Daniel, Angela, or Elias at the Environment Department if you need more information.
25:31	All their contact information is on the screen.
25:38	And again, thank you all so much for joining us today.
25:41	If you have any further questions, please feel free to e-mail the clean and beautiful grant team at grantinfo@td.nm.gov .
25:52	That is the address on the screen and just another plug for us to access today's webinar and the presentation as well as a transcript.
26:07	Please scan the QR code that is on your screen.
26:12	All information will be found on that site.

26:16	Please keep in mind again the dates for the grant it the Clean and beautiful grant will open Monday, March 2nd at 8:00 AM and close April 2nd at 11:59 PM.
26:29	Thank you so much for joining us and have a great day.