



New Mexico DEPARTMENT OF
TRANSPORTATION
MOBILITY FOR EVERYONE

Que Linda Grant Program Launch

July 15, 2024

Amy Whitfield

Amy.Whitfield@DOT.NM.gov

505-309-1066



¿Qué linda?



¿Qué linda?

Welcome

Please put your name and who you represent in the chat.

Today's meeting is being recorded and will be publicly posted on the NMDOT website.

Feel free to use the chat or raise your hand to ask questions throughout the presentation.

Please mute your camera unless speaking during the presentation.

Que Linda Statewide Beautification Grant Program



¿Qué linda?

Que Linda is a new resource at the Department of Transportation (NMDOT) to support local governments to build local beautification programs that encompass the eleven strategies of the statewide Que Linda beautification toolkit.

Que Linda will fund 15-20 local governments with up to \$200,000 to support the development and implementation of a local beautification program.

Que Linda awardees will be a cohort of beautification coordinators across New Mexico that will work together for the goal to help New Mexico's natural beauty shine through.



Que Linda Statewide Beautification Toolkit

Que Linda Toolkit will be publicly available on the NMDOT website July 16, 2024.

Que Linda Toolkit encompasses the 11 strategies that support local governments to have a local beautification program that connects to NMDOT statewide efforts.

Que Linda Toolkit is a guide for completing the local beautification program requirement

¿Qué linda?



11 Strategies of the Que Linda Beautification Toolkit

Establishing a Local Beautification Program:

Que Linda Grant Awardees will hire a full-time program coordinator to create and implement the beautification program.

Coordinators across the state will be a cohort sharing ideas and experiences to support each other

¿Qué linda?



¿Qué linda?

11 Strategies of the Que Linda Beautification Toolkit

Student Service Learning:

Leveraging local high school students provide three benefits: 1) creates a very affordable resource to help keep communities clean; 2) provides high school students with opportunities to engage in community service; 3) creates local ambassadors that spread anti-litter messaging.

Local high schools must incorporate service learning requirements in certain courses. The requirements shall require a certain number of community service hours which can be met through participation in trash pickup and graffiti removal/prevention programs.



11 Strategies of the Que Linda Beautification Toolkit

Litter Abatement Alternatives to Penalty Fines:

This program would serve as a resource for municipal and county court systems. For various reasons, residents are assessed penalties or court fees associated with a crime. In many instances, individuals cannot afford to pay the cost. As an alternative, the individual could be assigned to a local trash pickup and graffiti removal/prevention program.

¿Qué linda?



11 Strategies of the Que Linda Beautification Toolkit

Use of Corrections Contractors:

The New Mexico Corrections Department offers litter pickup, general landscaping and graffiti clean-up services. Cost for services range but are highly competitive. LBPs can leverage services for contract maintenance of their property.

¿Qué linda?



11 Strategies of the Que Linda Beautification Toolkit

County Inmate Litter Abatement Program

Utilizing incarcerated individuals for trash pickup is a long-standing practice. Oftentimes county-run facilities are discouraged to establish this program because inmates are incarcerated for short periods. Nonetheless, an established program could put short-term inmates to work immediately. The County correctional facility would establish the program that utilizes inmates to perform trash pickup services. This program would provide the service to the LBP.

¿Qué linda?



11 Strategies of the Que Linda Beautification Toolkit

Elementary Anti-Litter Education Campaign:

The State of NM is rolling out a new anti-litter campaign. It can provide media to local elementary schools that incorporate anti-litter activities into their curriculum. Activities could include coloring contests, recording radio ads, writing letters to newspapers, campus clean up days, recycling programs, etc. This program is integral to building ambassadors among the youth in the community who will have a positive influence within their families.

¿Qué linda?



11 Strategies of the Que Linda Beautification Toolkit

Business Corridor Adoption Program:

Engaging businesses in an effort to keep cities clean is longstanding. Typically businesses would adopt a corridor and become responsible for its upkeep. In this program, the business would simply provide a financial sponsorship. The sponsorship would go to the LBP who would utilize the resources for contract maintenance.

¿Qué linda?



11 Strategies of the Que Linda Beautification Toolkit

Reporting Illegal Trash Dumping Hotline:

Illegal dumping is a major issue in several communities. It's typically driven by limited options for legal dumping. When residents dump illegally, or lose trash because of an unsecured load, the trash often includes personal identifiable information. Local law enforcement agencies shall establish a hotline or online portal where this information could be anonymously obtained. Penalties for violators would need to be established in ordinance.

¿Qué linda?



11 Strategies of the Que Linda Beautification Toolkit

Secure Loads Establishment and Enforcement:

Unsecured loads is a major cause of messy roadways. Local governments must put an ordinance in place that establishes a penalty for driving with an unsecured load. In addition to this penalty, trash collection centers must impose a fee when a resident arrives with an unsecured load.

¿Qué linda?



11 Strategies of the Que Linda Beautification Toolkit

Establish Free Weekend Events at Collection Centers:

Affordability may be an issue for some residents. If trash authorities were to provide "Free Weekends" once a month, it would encourage residents to dump legally.

¿Qué linda?



11 Strategies of the Que Linda Beautification Toolkit

Neighbor Rates at Collection Centers:

Some communities and counties do not have adequate access to a collection center, therefore, an established "Neighbor Rate" at the closest facility will encourage residents to dump trash legally.

¿Qué linda?



11 Strategies of the Que Linda Beautification Toolkit

Community Trash Pick-up Events:

Some residents, for various reasons, are unable to take trash to a collection center on their own. This program would identify weekends, throughout the year, when trash authorities, together with volunteers, would pick up trash and deliver it to a collection center. Residents would need to signup for this service and provide a justification.

¿Qué linda?



Que Linda Beautification Grant Specifics

Award cap is \$200,000

Awardees are required to:

- Hire a full-time program coordinator
- Participate in the technical assistance
- Create a local beautification program connected to the Que Linda toolkit
- Participate in the cohort meetings
- End of year report

No match funding is required

¿Qué linda?



¿Qué linda?

Que Linda Beautification Grant Application

Complete application online at [NMDOT website](#)

Application opens: July 16, 2024

Application closes: August 15, 2024

Applications with blank responses will be considered incomplete and will not be reviewed by the selection committee.

Eligibility is limited to local or tribal government, or a regional organization supporting governments or unincorporated communities

Legal entity must be in good standing with Department of Finance and Administration (DFA)



¿Qué linda?

Que Linda Beautification Grant Application

Selection Committee is Looking for:

Statement of Need

- A defined understanding of current issue in the community
- A local beautification program is needed and there is sustainable interest to implement it.
- Willingness to be in collaboration with NMDOT

Entity Capacity

- Ability to leverage existing resources to implement a local beautification program
- Willingness and ability to participate in TA and Statewide Cohort

Budget

Draft, does not have to remain the budget as the local beautification program plan is developed

General idea of activities to implement in the first year



¿Qué linda?

Que Linda Beautification Awardee Requirements

Technical Assistance

- At least three (3) technical assistance meetings with the NMDOT Special Director

Statewide Cohort Meetings

- Attend quarterly cohort meetings

Development of a Local Beautification Program plan

Complete Local Beautification Program Events

- Minimum of 3 events and 2 contracts connected to the local beautification program plan, connected to the 11 strategies of the Que Linda Toolkit

End of Year Report



Que Linda Statewide Beautification Program

Questions

Amy Whitfield

Amy.Whitfield@DOT.NM.gov

505-309-1066

¿Qué linda?