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FISCAL IMPACT REPORT

SPONSOR Steinborn LAST UPDATED _____
ORIGINAL DATE 1/30/2023
SHORT TITLE Statewide Anti-Litter Campaign BILL NUMBER Senate Bill 156
ANALYST Dick-Peddie

APPROPRIATION* (dollars in thousands)

Appropriation		Recurring or Nonrecurring	Fund Affected
FY23	FY24		
	\$500.00	Nonrecurring	General Fund

Parentheses () indicate expenditure decreases.

*Amounts reflect most recent version of this legislation.

Sources of Information

LFC Files

Responses Received From

New Mexico Tourism Department (NMTD)

SUMMARY

Synopsis of Senate Bill 156

Senate Bill 156 appropriates \$500 thousand from the general fund to the New Mexico Tourism Department (NMTD) for the purpose of a statewide “Keep New Mexico True” anti-litter campaign with educational outreach

This bill does not contain an effective date and, as a result, would go into effect June 16, 2023, (90 days after the Legislature adjourns) if signed into law.

FISCAL IMPLICATIONS

The appropriation of \$500 thousand contained in this bill is a nonrecurring expense to the general fund. Any unexpended or unencumbered balance remaining at the end of FY24 shall revert to the general fund.

The Tourism Department reports that the appropriation contained in this bill is sufficient for the proposed one-time marketing campaign.

The Legislature appropriated \$10 million to the Department of Transportation during the 2021 legislative second special session for a road beautification program.

SIGNIFICANT ISSUES

The New Mexico Tourism Department has run the state’s marquee anti-litter campaign, “Keep New Mexico True”, for several years. In addition to the statewide campaign, the department offers competitive grants for local beautification, including anti-litter, projects.

According to NMTD, campaign media spending over the last few fiscal years averaged approximately \$125 thousand, despite media inflation rising since the Covid-19 public health emergency. NMTD tracks market trends for media purchasing, and projects broadcast advertising inflation to surpass 12 percent year over year in 2023.

The Tourism Department spent \$125.6 thousand on media for the statewide Keep New Mexico True campaign in FY22. The department reports that over 6,547 volunteers throughout the state collected over 5.6lbs of waste each over nearly 30 thousand volunteer hours. In addition to direct spending, the department awarded \$790.8 thousand in “clean and beautiful” grants to 45 New Mexico communities. Of this total, \$224.2 thousand was awarded to support litter eradication efforts, \$95.1 thousand for recycling projects; \$189.6 thousand for community beautification projects, \$254 thousand was for youth engagement in the Clean and Beautiful program and \$27.6 thousand was to support the program capacity of clean and beautiful partners.

NMTD states that clean-up efforts, combines with litter education can help build in-state pride among New Mexico residents, noting:

Successful anti-litter campaigns in other states show that there are multiple avenues by which to reach communities. For example, the Bay Area Storm water Management Agencies Association in San Francisco, California launched a recurring social media campaign in 2012 aimed at residents between the ages of 14 and 24. Results from surveys completed pre- and post-campaign showed increases in litter awareness among the target group, increased willingness to engage peers in anti-littering discussions, and increased environmental advocacy. In addition, those exposed to the campaign were nearly three times more likely to pick up litter, twice as likely to disapprove of littering, and half as likely to litter in the future as those unexposed (source: “Social Marketing in Action”, May 2019).

PERFORMANCE IMPLICATIONS

The department notes that it is currently in the planning stage of a collaboration with the New Mexico Department of Transportation to launch a litter index study. This study will determine the extent of littering in New Mexico, as well as the type of litter throughout the state (for example, the percent of litter that is biodegradable vs non-biodegradable). The success of anti-litter campaigns can be evaluated in the process.

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