

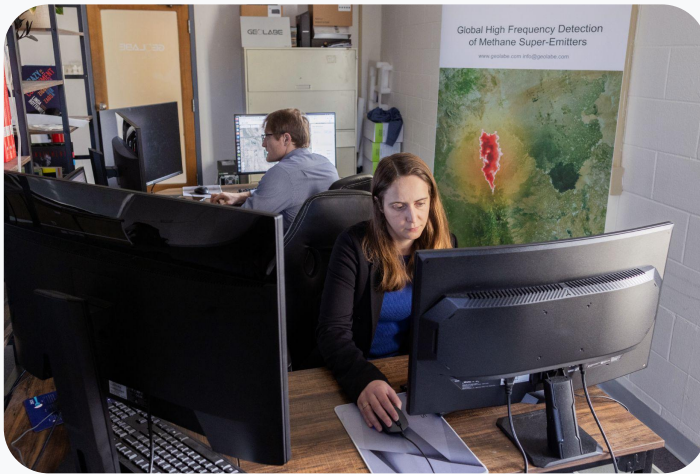
# Investing in the New Mexico economy, helping create economic growth and jobs

## \$658M

**of economic activity:** In 2024, Google helped provide \$658 million of economic activity for thousands of New Mexico businesses, nonprofits, publishers, creators, and developers.

## 119,000+

**New Mexico businesses:** More than 119,000 New Mexico businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.



**Geolabe**, Los Alamos, New Mexico.

*"We have to be very careful about how we spend money. The program allowed us to optimize our structure, so we now have something that's very efficient."*

**-Claudia Hulbert**, Co-founder & CEO

**Products:**

Google Cloud, Google for Startups AI Academy: American Infrastructure, Google Workspace, NotebookLM, Google Earth Engine

## Improving the lives of New Mexicans by investing in their citizens and communities

**350,000+ Google Career Certificate graduates in the U.S.** Google Career Certificates help people develop skills for new jobs in fields like cybersecurity, data analytics, project management, and more in just three to six months. After completing the program, graduates are able to connect with 150+ top employers. 70%+ of graduates report a positive career impact within six months. Google has also collaborated with New Mexico educational institutions like Doña Ana Community College and Highland High School to make Google Career Certificates available to students and to increase employment opportunities.

**48,000+ New Mexicans trained:** Grow with Google has partnered with over 70 organizations in the state to train more than 48,000 New Mexicans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.



# 70%+

of learners report a positive impact to their career

## Helping New Mexicans when they need it most

**\$2M+ in philanthropic giving:** Since 2007, Google and Googlers have given more than \$2 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in New Mexico.

**\$32M in Ad Grants to 374 New Mexico nonprofits:** Since 2006, Google.org provided \$32 million worth of donated search ads to New Mexico nonprofits through the Google Ad Grants program.

**\$3M+ of Ad Grants to nonprofits:** In 2024 alone, Google.org provided more than \$3 million worth of donated search ads to New Mexico nonprofits through the Google Ad Grants program.

**Google.org pro bono support:** As part of a Google.org Fellowship, a team of Google employees (software engineers, product managers, UXers, & more) worked full-time for six months with Rewiring America to build and launch the Incentive Calculator that enables residents in New Mexico to input a few household details and see the home electrification rebates and tax credits available to them, reducing emissions and empowering communities to adopt clean energy.

## Partnering with local governments and academic institutions to help New Mexicans

**Unified Communication, Enhanced Security, and Successful Email Migration for the Entire Judiciary:** The New Mexico Judiciary, encompassing the State's Supreme Court, Court of Appeals, 13 District Courts, and 46 Magistrate Courts, implemented Google Workspace (including Gmail, Calendar, Chat, Docs, and Slides) to replace disparate open-source systems, successfully migrated the majority of emails from its previous platform, and implemented Google Vault for unlimited storage, easy searchability, and secure document management, thereby unifying communication, enhancing security, and streamlining operations across the entire judicial system.

### Statewide Longitudinal Data System for Improved

**Outcomes:** The RISE NM Project, a collaboration between four New Mexico state agencies (ECECD, PED, HED, and DWS), is building the New Mexico Longitudinal Data System (NMLDS) on Google Cloud Platform (GCP) with partners Resultant and Tamr. This system will integrate statewide student and worker data to enable cross-agency analysis, improve educational and workforce outcomes, and support data-driven decision-making.

### Water Leak Detection Using Satellite Imagery and AI:

The New Mexico Environment Department (NMED), in partnership with Google and Woolpert, developed Hydro Delta, a platform that uses Google Earth Engine and satellite imagery (including thermal and infrared data) to monitor water systems, detect subsurface moisture changes indicative of leaks, and assist municipalities in identifying and repairing leaks, supporting New Mexico's 50-year water plan.