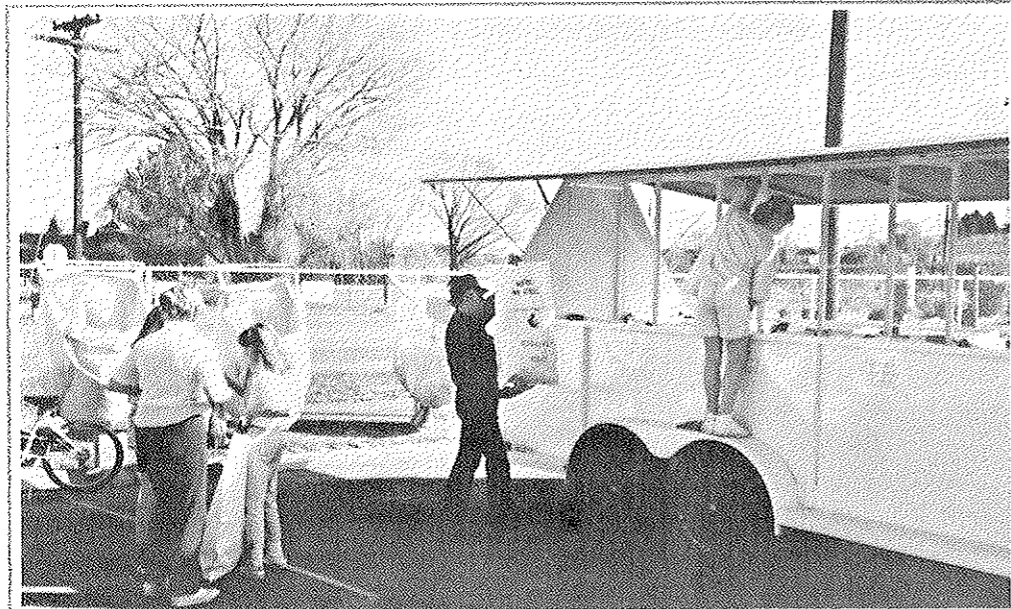




A second variation of the staffed site program involved an elementary school site with fifth graders responsible for keeping contamination out of the recyclables. This program provided a permanent site as well as providing a source of income for the school.



The polyethylene bags on the chain link fence serve as a drop off center at a Grand Junction school. the recycling trailer can either be a self contained moveable drop off center or it may be used to service multiple drop off locations.

"Even great volunteers burn-out after one or two years and want to go on to other projects. Long-term programs should expect to hire employees."

Zita Lynn, Grand Junction Energy Office



TELEPHONE BOOK ADVERTISING

Key Feature: Low-cost/no-cost full color, tab pae telephone book advertisement

The Grand Junction Energy Office considered printing and distributing an informational brochure to Grand Junction and Mesa County residents. The cost was calculated at \$14,000. In the process of researching lower cost options, the possibility of telephone book advertising was developed.

The Grand Junction Energy Office purchased a full-color center tab page. An accompanying page, Mesa County Recycling Information, was included at no cost. On the full-color tab page, four small advertisements were sold to cover most of the cost of the ad. For less than \$4,000, the recycling program was able to have information printed and distributed in a format that would be retained for a much longer period at a much lower cost than distributing brochures.

The "Easy Reference Guide" is now included in subsequent directories and is updated at no cost.