

Making our Community  
Responsible & Caring

**MCRC**

McKinley Citizens'  
Recycling Council

**A Dream --- A Vision  
A Plan of Action**

- An instigator in the Public Library
- Joining the vision - MCRC begins
- Creating the vision - organizing
- Initial efforts - compiling a local recycling fact sheet

**Partnerships:  
Finding Allies within the  
Community**

- Church - providing first drop site
- Walmart drop offs
- Northwest NM SWA Gallup station
- Educational outreach - County Cooperative Extension Service

- City support from Dept of Parks & Rec
- County partnership
- SWA Landfill beginnings



- NM Recycling Coalition collaboration
- City of Gallup - creating the Rainbow Recycling Center





- Local composting initiatives
- Utilizing youth involvement - Outlaw Glass Initiative
- Community Pantry - McKinley Paper collaboration



- Reciprocity between MCRC and other local endeavors
- Northwest NM Council of Governments

## Getting paid for our community service

- Federal EPA financial support
- EPA Community Action for a Renewed Environment Level I Grant
- CARE II

- Compost initiatives



## Creating a Sustainable Recycling Program

- Transitioning from a volunteer staff to a funded program
- Buy in from elected officials and the Solid Waste Authority



- Regional network and support



## Trials and tribulations

- Small town inertia
- Lack of awareness
- Little participation
- Turnover of elected officials
- Fluctuating markets of recyclables
- Widespread rural demographic
- Volunteers' transiency
- Personality clashes



## What worked for us

- Tenacity
- Resourcefulness & creativity
- Availability
- Reoccurring events
- Consistent exposure
- Outreach & support with the schools
- Accessibility
- Building a network

