

Mobile Billboards

Basic Organizational Information

The CU Recycling Program operates as a partnership between USCU, Facilities Management, and the Housing department. The organization's main mission is to divert as many recyclable materials from the landfill in a cost effective manner, while providing meaningful involvement for students. A combination of full time staff and paid student staff make this program effective through its day to day operations, as well as in its long term goals.

Primary Contact Person

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Project Description

CU Recycling has several large trucks to collect the recyclable materials on campus. Most of these trucks have a large white space on the sides that is void of any messaging or logos.

The goal of this project is capture the white space that is on each vehicle and use it for messaging and promotion of the CU Recycling program. These trucks are driving around campus all day, every day and would provide for a mobile billboard that can be used to spread positive messages that encourage people to recycle.

Along with encouraging the participation of recycling, these mobile billboards will also reinforce the presence of CU Recycling on the CU campus. As students, faculty and staff see these signs on a daily basis, they will more easily recognize CU Recycling vehicles from the rest of the vehicles on campus.

Great Big Color is a company from Denver who has professional expertise in creating full color "vehicle wraps" for all types of vehicles. One example of their work on campus is on the CU Bookstore delivery truck. On each side of this truck, there is a full color photo of the flatirons with a CU Bookstore logo. This truck is clearly seen driving around campus and is easily connected with the bookstore.

Project Scope & Timeline

CU Recycling has 5 main vehicles that would be suited for a "vehicle wrap" and act as a mobile billboard. The first two vehicles are cardboard compactor trucks (one of the trucks is in the process of being purchased), which stops at every building on campus, multiple times a week. The other three vehicles are box trucks (aka, cube vans) of various sizes that also make rounds to the buildings on campus several times a week.

Funding request for this project is presented as four main options, with the first option as priority. Option one includes two vehicles (the cardboard compactor trucks) serving as mobile billboards. Each following option adds another vehicle as a mobile billboard and shows the total cost. The total costs are as follows:

- Option 1 (2 vehicle): \$7,000
- Option 2 (3 vehicles): \$10,000
- Option 3 (4 vehicles): \$13,000
- Option 4 (5 vehicles): \$16,000

The implementation timeline is expected to be as follows:

- November
 - Create messaging for each mobile billboard
 - Create graphics associated with the messaging
 - Meet with Great Big Color to fully assess vehicles
 - Create necessary photographs for any images needed

- December
 - Finalize messaging
 - Finalize graphics/images to get printed
 - Start production of vehicle wraps

- January/
February
 - Installation of vehicle wraps

This project should only take 3-4 people to implement. The “Project Manager”, who will either be Dan Baril or Angela Banducci, will be responsible for working with the recycling graphics designer to create the graphics and images. Messaging will be developed by the members of CU Recycling and confirmed by all necessary parties before vehicle wraps are printed by Great Big Color.

Detailed Project Budget

Mobile Billboard Project Costs	
	Cost
Option 1	
Cardboard Compactor Truck	3500
Cardboard Compactor Truck	3500
Total	7000
Option 2	
Cardboard Compactor Truck	3500
Cardboard Compactor Truck	3500
Box Truck #1	3000
Total	10000
Option 3	
Cardboard Compactor Truck	3500
Cardboard Compactor Truck	3500
Box Truck #1	3000
Box Truck #2	3000
Total	13000

Option 4	
Cardboard Compactor Truck	3500
Cardboard Compactor Truck	3500
Box Truck #1	3000
Box Truck #2	3000
Box Truck #3	3000
Total	16000

Environmental Impact

The mobile billboard fleet will serve as a strong outreach tool for the CU Recycling Program. By providing a highly visible presence of the CU Recycling Program, students will have a greater awareness of the ability to recycle on campus. This increased awareness should lead to an increase in participation in the recycling program. Ultimately, more recyclables will be collected as students, faculty, and staff become more educated about proper waste disposal.

Once people are educated about recycling on campus, this action will become second nature for their day to day habits. People exposed to the positive environmental actions on the CU Campus will go on to become environmental stewards in the communities they decide to live in once they graduate and move on.

Quality of Life

The quality of life for the CU community is enhanced through a greater visibility of the recycling program. Student, faculty and staff who are not aware of the benefits of recycling will be exposed and educated by these mobile billboards. This education has the potential to enhance the thought process of an individual and lead them to create environmentally minded decisions in the future.

Saving Money

Although there is no direct monetary savings from the mobile billboard project, there is the potential to increase the amount of recycling collected on campus. This, in turn, will decrease the amount of trash collected and the costs associated with trash disposal.

Project Longevity

Each vehicle wrap has a guarantee to last 5 years and will be replaced, under warranty, if it does not last that long. Most vehicle wraps last several years longer than the warranty, depending on exposure to the elements and normal wear and tear. Also, the vehicle wraps are not permanent and can be taken off the vehicle with no left over residues or remnants.