

MEMO

TO: Broward County Solid Waste Authority
FROM: Mercury Public Affairs
DATE: September 15, 2025
RE: Survey, Focus Groups, and Advocacy Services

PROJECT DESCRIPTION

The Broward County Solid Waste Authority seeks public relations support to ensure the successful implementation and execution of a consolidated waste and recycling program to be administered throughout the county ("Master Plan"). Mercury will provide the following services.

SURVEY, FOCUS GROUPS & ADVOCACY SERVICES

Survey - 20 Hours

- Identify qualified survey firms or research partners with relevant experience.
- Draft an outline of survey objectives, target populations, and expected insights.
- Provide cost estimates, timelines, and potential distribution methods (online, mail, in-person).

Focus Groups - 20 Hours

- Identify potential vendors or partners with proven expertise in community focus group facilitation.
- Develop a detailed outline of the purpose and methodology of focus groups.
- Provide cost estimates and timelines, including staffing needs and logistical considerations.

Advocacy - 60 Hours

- Conduct outreach and coordinate meetings with city elected officials and staff to walk through the Final Master Plan in detail, emphasizing how its priorities align with local needs and long-term community benefits.
- Draft opinion editorials and thought-leadership pieces, enlisting stakeholders and elected officials as co-signers; Place them in local and regional media to educate readers and increase public backing of the Master Plan.

BUDGET

The budget for the fiscal year is not to exceed \$25,000. A breakdown of hours is below:

Survey: 20 hours; Not to exceed \$5,000

Focus Groups: 20 hours; Not to exceed \$5,000

Advocacy: 60 hours; Not to exceed \$15,000