

October 24, 2024
File No. 123

MEMORANDUM

TO: Todd Storti, Solid Waste Disposal and Recyclable Materials Processing Authority of Broward County

FROM: Mercury Public Affairs

SUBJECT: Post-Meeting Report: Broward County Solid Waste Management Public Workshop

Post-Meeting Report: Broward County Solid Waste Management Public Workshop

September 18, 2024

6-8 PM

Veterans Park

7600 NW 50th St, Lauderhill, FL 33351

General Overview:

The first solid waste management public workshop saw active participation from over 100 individuals, both online and in person, with most attendees welcoming the proactive approach of soliciting feedback before the master plan is drafted. This initiative was recognized as a positive step toward creating a more effective and sustainable waste management system. Participants openly shared their perspectives, offering valuable insights into how current services are perceived and what improvements could be made.

A recurring theme from the workshop was that "there is no 'away' for garbage"—a reminder that all waste has consequences, and how we manage it affects the environment and health of our communities.



Additional Quotes Captured:

“We need incentives and penalties to recycle right and to compost.”

“Get us personally involved somehow.”

“Provide more educational units to schools showing the importance of recycling.”

Community Outreach:

For outreach ahead of the September 18th solid waste management public workshop, we focused on ensuring broad community participation through strategic planning and multiple communication channels.

Key Outreach Activities:

- **Location Logistics:** Secured a centrally located facility in Broward County (e.g., Plantation, Davie, Lauderhill) to minimize travel time and increase turnout.
- **Invitation Distribution:** Developed an [invitation graphic](#) and [email templates](#) for wide distribution through multiple outlets. Printed and distributed flyers to city halls, community centers, and churches throughout Broward County.

Channels of Engagement:

- Collaborated with city and county PIO's to share invitation and meeting details via email listservs, social media, newsletters, and official websites.
- Conducted outreach to supportive elected officials and community leaders to promote the event through their networks.
- Created a Facebook event to register attendees and share updates.
- Coordinated press outreach targeting outlets like the Sun Sentinel, WLRN, local African-American and Spanish-language publications, and local TV stations.
- Engaged community organizations (Broward League of Cities, League of Women Voters, local chambers, Sierra Club) to share invitation and meeting details.

Data & Feedback:

- During the public workshop, we collected feedback via:
 - Note cards; Note cards were distributed as a way to collect individual answers to the questions
 - Volunteer note takers; One person volunteered per group to take notes and present a summary of their group's discussion following each feedback session.
 - [Poster boards](#); Participants came up to the poster boards to indicate their thoughts on current solid waste management fees

- [Online survey](#): A survey was provided for participants tuning in online as a way to provide input to the questions asked to in-person participants.
- Overall, we collected **162 notecards** on which participants provided answers to the questions posed as well as their insights into current services provided and potential improvements. 48 of the notecards answered question 1A, 46 answered question 2A, 32 answered question 1B, and 36 answered question 2B.
- **More than 80 individuals** provided their contact information upon arrival, including name, city, email address, and phone number. This allowed us to [create a list](#) that we can refer to for future meetings and communications by the Broward SWA.
- We received **10 online survey submissions**; All meeting materials remain on the [Broward SWA website](#), including the survey for individuals who were unable to attend the first public workshop but would still like to provide feedback.

Feedback Summary – Session 1:

1A. How much do you think you are paying for services now? *(Share the information on how much cities pay; The list of cities was not exhaustive)*

1B. Do you think that is too much, too little, or just right?

Key Insight: Many participants were not aware of what they currently pay for solid waste management services. Upon seeing the provided list of fees and their corresponding cities, most participants believed they were paying the right amount for current services; However, most also indicated a willingness to pay more for a system that is more sustainable and environmentally conscious.

1C. What factors do you believe most influence the costs associated with waste management?

- Participants identified a wide range of factors affecting costs, including:
 - Transportation and logistics
 - Staff salaries and insurance
 - Fuel costs
 - Frequency of waste pick up
 - The amount and types of waste collected
 - Resident education programs
 - Tipping fees
 - Equipment and procurement processes
 - Weather conditions and overflow pickups

1D. Should the solid waste management practices be consistent across all sectors customer types (e.g., households, businesses, and air/seaports)?

Opinions were split somewhat evenly on whether or not waste management practices should be standardized across all sectors.

Group 1 (Pro-Consistency):

- Argued for uniform and mandatory standards across cities and towns.
- Suggested that costs could be balanced and educational programs standardized, with incentives for waste reduction and strict enforcement.

Group 2 (Against Uniformity):

- Advocated for waste management costs and practices to vary based on property size and type of waste.
- Emphasized that businesses should bear a greater financial responsibility, and fees should reflect usage.

Feedback Summary – Session 2:

2A. What specific benefits do you see from recycling in your household or community and what type of incentives or improvements (e.g., lower fees, rewards) would make you more likely to actively participate in better solid waste segregation (e.g., recycling, composting)?

Attendees discussed the numerous benefits of recycling, including its positive effects on health, the environment, and reducing landfill waste.

Suggestions for increased participation included:

- Mandatory recycling for businesses
- Financial incentives and rebates for recycled materials
- Incorporating recycling education into schools
- Clear labeling of recycling containers
- Stronger policies on reducing plastic usage
- Encouraging composting and offering rebates for such activities

2B. Would you separate food waste from other garbage if a new organics collection was available?

Most participants were in favor of separating food waste if an organics collection program became available, with one attendee noting, "We would do or pay for anything to avoid an incinerator."

2C. What community programs do you think would most effectively encourage other residents/households to adopt better waste management practices (e.g., education campaigns, convenient services, financial incentives, look up other best practices from successful SWAs)?

Participants suggested several initiatives to encourage broader adoption of sustainable waste practices:

- Recycling and composting workshops in multiple languages
- Neighborhood and city-wide competitions for waste reduction
- Education campaigns, especially targeting youth
- Incentives for households and businesses that meet waste reduction targets
- More public recycling bins and composting options in public spaces
- Increased enforcement against illegal dumping

Key Takeaways:

- There is a strong appetite for a more sustainable and consistent waste management system, even if it comes with a higher cost.
- Educational campaigns, incentives, and standardized programs are seen as crucial to encouraging wider participation in recycling and composting.
- Participants expressed a willingness to adapt to new systems, including separating organic waste, as long as the benefits and processes are clearly communicated.
- There is significant support for community engagement efforts such as neighborhood competitions, public education initiatives, and enhanced enforcement measures to reduce waste and promote recycling.

Report Addendum - Solid Waste Authority Community Outreach Survey

1. **First Name**
2. **Last Name**
3. **Email Address**
4. **Street Address**
5. **City and State**
6. **Zip Code**
7. **How much do you think you pay for solid waste services now? (In \$USD)**
8. **Do you think this is too much? Just right? Not enough?**

For comparison:
Average electric bill in Florida: \$130/mo
Average cable and internet bill in Florida: \$111/mo
DirectTV subscription: \$64.99/mo
Amazon Prime Subscription: \$11.59/mo
Netflix Standard Subscription: \$15.49/mo

 - Too little
 - Just right
 - Too much
9. **What do you think is the most influential factor to the costs associated with waste management?**

10. Should the solid waste management practices be consistent across all customer types? (households, businesses, industrial, airports/seaports)

- Yes
- No

11. What specific benefits do you see from recycling in your household or community and what types of incentives or improvements (e.g., lower fees, rewards) would make you more likely to actively participate in better solid waste segregation (e.g., recycling, composting)?

12. Would you separate food waste from other garbage if a new organics collection was available?

- Yes
- No
- Maybe

13. What community programs do you think would most effectively encourage other residents/households to adopt better waste management practices (e.g., education campaigns, convenient services, financial incentives, look up other best practices from successful SWAs)?