

Solid Waste Disposal and Recyclable Materials Processing Authority of Broward County, Florida
SWA Executive Committee Education & Outreach Sub Committee Meeting

September 11, 2025, 9:00 – 10:30 AM

Broward County Government Center West

1st Floor Board Room – Surtax Plaza

1 North University Drive

Plantation, FL 33324

A G E N D A

- I. Welcome & Pledge of Allegiance
- II. Roll Call
- III. Public Comments
 - a. 2 minutes per person (one time only), time cannot be allocated to any other person.
- IV. Purpose of Subcommittee
 - a. Brief Overview of Task 8 Goals
 - b. Relevance to Broward County's Diversion and Sustainability Targets
- V. Selection of Chair and Vice Chair
- VI. Budget
 - a. Draft budget for Oct 1 2025 to Sep 30 2026
- VII. SWA Communications (with member cities/county)
 - a. Municipal communications survey findings report
 - b. Cities create their own PSA campaigns using newsletters and billing inserts
 - c. City events to target (FY 2026)
 - d. Focus group outline (review draft and determine next steps)
- VIII. School Partnerships/Curriculum
 - a. Update from BCPS (sustainability team re: integrating recycling back into curriculum)
 - b. Next round of Eco Talks student videos in partnership with MODS filmed and being published every other Tuesday
 - c. High schools to develop videos on Climate Change
 - d. Partnership with Nova students
 - e. 42 student ambassadors signed up
 - f. Todd speaking at Broward County Honor Society (9/17 4:30 p.m. Seminole Middle School in Plantation)
- IX. Education and outreach
 - a. Community Education of Master Plan components and phasing
 - i. Amount of MSW and importance of waste reduction components and infrastructure development to community
 - b. Recycling works to reduce amount of material needing disposal - not smoke and mirrors
 - i. Recycle Across America campaign of acceptable recyclable materials identification strategies outreach and stickers
 - c. Anti-Litter campaign
 - d. Panthers partnership
- X. New/Old Business & Informational Material
 - a. Development of procurement guidance for public entities with recycled materials content
 - i. Single Use Plastics at Public Facilities
- XI. Review Notes/ Comments for June 2025 Meeting – Provided at end of agenda
- XII. Adjournment

Next Meeting Dates:

Broward County Government Center West (GCW)

1st Floor Board Room-Surtax Plaza, 1 North University Drive, Plantation, FL 33324

- October 9, 2025, 9:00 – 10:30 AM - SWA Executive Committee Education & Outreach Sub Committee Meeting
- November 13, 2025, 9:00 – 10:30 AM - SWA Executive Committee Education & Outreach Sub Committee Meeting
- December 11, 2025, 9:00 – 10:30 AM - SWA Executive Committee Education & Outreach Sub Committee Meeting

PLEASE NOTE: In the interest of the environment, copies of the meeting material WILL NOT be available
at the meeting – please bring them with you or use an electronic version.

Notes and Comments from June 2025 SWA Executive Committee Education & Outreach Sub Committee Meeting

1. Public Awareness & Messaging

- Need to communicate that Broward County is facing a serious solid waste crisis. Messaging should stress personal impact—such as higher future disposal costs, public health risks, and environmental damage.
- Simple, concise messages using powerful visuals (e.g., mounds of trash) and direct taglines like “There is no ‘away’” or “Contamination defeats our efforts”
- A countywide, unified message is preferred, possibly with supplemental city-specific info
- Explore a central tagline or slogan such as:
 - “If you oppose landfills and incinerators, you must recycle”
 - “Recycle Right. Protect the Everglades. Protect our future”

2. Audience Engagement & Behavioral Change

- Consider gamified elements: city-wide contests or district-based competitions to increase participation
- Recommend “Buy-in” messaging through waste reduction actions people can do now:
 - Use of reusable bags, water bottles, utensils
 - Buying recycled-content products
 - Avoiding plastic bags

3. Tools & Tactics

- Many residents don’t notice current bin labeling; suggestions include:
 - Stickers on lids with acceptable/unacceptable items (with images)
 - Warning stickers on bins with contamination
 - Escalating to non-pickup for persistent contamination
- Emphasize in messaging how recycling right lowers costs and prevents future expenses due to contamination
 - Include success stories like Panthers, Carnival, City Furniture, Sawgrass Mills, which saved money through recycling

4. Focus Groups & Education Resources

- Suggested unique engagement ideas:
 - Involve an elected official with a controversial stance in a focus group to understand misconceptions
 - Use municipalities’ websites and newsletters to explain the scale of the waste problem.
 - Organize simultaneous city-wide educational film screenings

5. Partnerships & Political Messaging

- Strong support for partnerships with property management companies, HOAs, and organizations like Norwegian Cruise Lines
- Desire for a list of municipalities currently recycling, including specifics on materials collected

Items for Consideration

- Develop a phased messaging rollout: start with awareness, then move to behavior change.
- Create a core outreach toolkit: visual stickers, multilingual flyers, digital posts.
- Finalize a list of universally accepted recyclable materials across municipalities.
- Promote easy, immediate steps residents and businesses can take while the Master Plan is finalized.
- Ensure cross-sector collaboration with municipalities, businesses, nonprofits, and civic groups.