

**Solid Waste Disposal and Recyclable Materials Processing Authority of Broward County, Florida
Education & Outreach Subcommittee Meeting**

June 23, 2025, 10:00 – 11:30 AM

Virtual Meeting Online via Microsoft Teams at:

[Click here to join the meeting now](#)

Meeting ID: 258 802 398 708 4

Passcode: Zv3EC3hn

MINUTES

The meeting was called to order and roll was taken. A quorum was not met because no members were physically present, with each member appearing electronically. Due to the absence of an in-person quorum, no official votes or actions could be taken.

Present in person: None.

Not present in person, but present virtually: Member Breitkreuz, Member Dunn, Member Metayer Bowen.

Not present in person or virtually: None.

Public Comment

During public comment, attendees offered to help distribute materials and recommended collaboration with nonprofit organizations and faith communities, who expressed interest in coalition-building and providing educational outreach to the public. One public commenter introduced a patent-pending method to use trash bins as messaging platforms.

Selection of Chair and Vice Chair

The selection of the chair and vice chair was postponed to the next meeting, due to the absence of a quorum.

Purpose of Subcommittee

The Education and Outreach Subcommittee is responsible for Task 8 of the Solid Waste Master Plan, which calls for a unified program to raise public awareness, expand access to recycling, and promote sustainable behavior. The approach focuses on access, knowledge, and engagement, with attention to multilingual outreach, reducing contamination, and reaching underserved communities.

With the loss of countywide outreach in 2013, cities have developed their own programs, creating inconsistent recycling rules and confusion. Standardization is a key priority to improve participation and restore public trust, as survey data show many residents are skeptical that their recyclables are actually processed. High contamination rates have also reduced the efficiency of recycling facilities and increased costs.

Members stressed the need to rebuild public understanding from the ground up and to include education for elected officials, some of whom have made troubling suggestions about waste disposal. Trusted messengers such as nonprofits and faith-based groups are seen as vital to shifting behavior. A consistent foundation of recycling knowledge is necessary to support the success of the Master Plan.

Define Public Outreach Goals for the Next 12 Months

The subcommittee confirmed that outreach infrastructure is in place, including social media channels, community partnerships, and a student video series with over 23,000 organic views. The next step is to focus on clearly communicating the urgency of why recycling and diversion matters, using clear, relatable language that builds public understanding and shifts behavior.

The current \$225,000 outreach budget falls short of the \$6 to \$7 million recommended in the Task 8 white paper, limiting the ability to reach beyond those already engaged. Focus groups to be used to identify participation barriers and reshape messaging to better connect with disengaged residents. The goal is to promote behavior change by meeting people where they are.

Trusted messengers such as nonprofit organizations, faith leaders, teachers, and students will be central to the strategy, as community members often respond more strongly to familiar local voices working in partnership with government outreach efforts. A phased rollout will begin in late summer, with clear goals tied to funding and messaging aligned to support the Master Plan and rebuild public confidence.

Determine the Target Audience

The subcommittee identified a range of priority audiences for outreach. These include both engaged and unengaged residents, with an emphasis on reaching those not currently participating in recycling. Students and schools are also a key focus, with efforts underway to develop in-school programs, composting pilots, and partnerships with the League of Women Voters and Broward County Public Schools to educate youth and encourage them to influence their households.

Local businesses, both large and small, were highlighted as critical partners. Leaders such as City Furniture, the Florida Panthers, and Sprouts were noted as models, with the goal of building a network of business ambassadors to promote sustainable practices. The committee discussed strategies for engaging small businesses, identifying cost-effective steps they can take, and exploring collaborations with economic development and construction sectors to build sustainability into new projects from the outset.

Other target groups include city and county staff, elected officials, community organizations, churches, and nonprofit groups. These trusted voices were seen as vital to driving public behavior change. The subcommittee emphasized the importance of equipping these groups with clear guidance and tools to reduce contamination and promote recycling at events and in daily life. Outreach to media outlets and development of simple, relatable messaging will also be central to engaging broader audiences across the region.

Discussion of Key Outreach Strategies

The subcommittee stressed the need for multilingual, multimedia campaigns tailored to how different community segments receive information. Messaging must be accessible across platforms, including digital, print, and traditional channels, with a focus on engaging both younger audiences and harder-to-reach residents. Expanding communication tools within budget constraints remains a priority.

Business partnerships were highlighted as key to expanding outreach. The group also discussed school-based programs, green teams, and digital tools like waste-sorting apps to support education and behavior change.

Household hazardous waste, especially lithium batteries, was identified as a growing concern due to increased fires. Outreach will focus on proper disposal practices and increasing public awareness. The committee supports a proposed budget increase to \$500,000 and the development of three to five core message toolkits to distribute through trusted grassroots networks.

Partnerships and Collaboration Opportunities

The subcommittee emphasized the value of partnerships with schools, museums, and student-led initiatives, noting that youth-driven messaging is especially effective in engaging the broader community. Students help deliver messages with credibility and reach that traditional methods often lack.

Cities were encouraged to use existing communication tools like newsletters, social media, and utility bill inserts. Members acknowledged varying staffing levels and suggested a brief survey to identify how each city prefers to communicate and what support they need to participate effectively.

Community organizations, faith-based groups, and HOAs were recognized as trusted messengers. The subcommittee agreed on the need to provide these partners with clear, adaptable materials to help deliver consistent messages across the county.

Performance Metrics and Reporting

The subcommittee discussed the need for clear performance metrics to evaluate outreach effectiveness, track budget efficiency, and measure public engagement across platforms. Tools such as surveys, click rates, and event participation data will help assess which messages resonate and identify areas needing improvement. These metrics will inform an annual reporting plan.

Next Steps and Assignments

The Executive Director will survey dates for the next in-person Subcommittee meeting, expected in late August or early September, to conduct Chair and Vice Chair elections. Public and committee feedback to be compiled to develop a detailed work plan and budget breakdown for the upcoming fiscal year. Conceptual Communications to lead a communications audit and define the structure, goals, and messaging tools for upcoming focus groups. Per the subcommittee, Conceptual Communications to investigate conducting virtual focus groups, starting with residents and small businesses not currently engaged in recycling. Emphasis was placed on representing a diverse cross-section of the county and offering sessions in multiple languages where possible, to identify barriers to recycling, ensure diverse county representation, and gather insights to inform targeted outreach strategies.

Committee members to help recruit residents for the focus groups and engage elected officials to support recycling education efforts. The Executive Director and Conceptual Communications to review the impact of the current \$225,000 outreach budget and prepare justification for a proposed increase to \$500,000. Future outreach to be tailored using insights from focus groups to better engage moderately involved community members. Virtual meeting formats to be prioritized for working sessions, while in-person meetings to be reserved for decision-making and voting under Sunshine Law requirements.

The meeting was adjourned by the Executive Director.