

Solid Waste Master Plan Passage Strategy

Getting to YES

Goal: Secure adoption of the Regional Solid Waste Master Plan by at least 80% of the population across Broward County's 28 member municipalities.

1. Objective Overview

Mercury Public Affairs will lead stakeholder outreach, local advocacy coordination, and city-by-city engagement to build support for adoption of the Master Plan.

Our role is to organize and execute direct outreach to elected officials, identify local champions, and ensure public alignment with the plan's long-term environmental, financial, and operational goals.

2. Core Responsibilities

A. Government Relations

- Schedule and coordinate individual and group briefings for Todd and Daniel with elected officials in all 28 member cities.
- Prepare agendas, presentation decks, and talking points tailored to each city's priorities (environmental impact, fiscal stability, recycling efficiency, etc.).
- Maintain weekly tracking reports on meeting outcomes, concerns raised, and levels of support.
- Track meeting schedules, city deadlines, and procedural requirements (readings, workshops, and vote dates) to ensure timely adoption of the Master Plan.

B. Champion Identification and Development

- Identify at least one *local champion* in each municipality (elected, staff, or civic leader) to advocate internally for plan approval.
 - Provide champions with concise briefing packets, FAQs, and sample motions/resolutions for city adoption.
 - Encourage champions to brief peers and appear in public workshops as credible local advocates.
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3. Timeline & Key Phases

Phase I – October to December 2025: Preparation & Early Engagement

- **Develop and finalize presentation materials** for council and commission meetings.
- **Begin scheduling and conducting one-on-one meetings** with city officials, identifying early champions and potential resistance points.
- **Analyze strategies to achieve an 80% approval rate** across member cities, including mapping population coverage by municipality to determine priority cities.
- **Process Planning:**
 - For each city, document procedural steps: number of readings, required workshops, staff reports, and commission vote dates.
 - Identify whether additional community meetings will be necessary.
 - Ensure each city has a clear timeline to complete required tasks and secure final approval before the deadline.
- **Champion Activation:**
 - Equip local champions with messaging toolkits, talking points, and sample resolution templates.
 - Conduct prep calls before key city meetings.

Phase II – January 2026 – July 2026: Advocacy & Adoption

- **Presentation Delivery:**
 - Todd and Daniel present to city commissions/workshops as scheduled.
 - Mercury staff to attend meetings to support, record votes, and troubleshoot opposition narratives.
- **Targeted City Outreach:**
 - Continue outreach to cities that have not yet voted or remain undecided.
 - Coordinate with previously identified champions to reinforce local advocacy and secure commission support.
 - Leverage early-adopting cities to build momentum and apply peer pressure (“Cities leading the way” messaging).
- **Media & Public Engagement**
 - Roll out a coordinated earned media push highlighting environmental sustainability, cost-efficiency, and interlocal cooperation.
 - Use op-eds, social media, and newsletters to spotlight supportive mayors, commissioners, and partner cities.
- **Progress Tracking & Deadlines:**
 - Track adoption progress weekly and update the Gantt chart with vote outcomes.
 - Ensure county and interlocal deadlines are met for formal adoption of the plan.