

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

MINUTES

The meeting was called to order, roll call was taken and a quorum established.

Present in person: Member Metayer Bowen, Member Dunn, Member Breitreuz.

The meeting continued with public comment.

Purpose of Subcommittee - The Executive Director established the purpose of the Subcommittee meeting is to develop an Education and Outreach program for the Solid Waste Authority, leveraging the Task 8 white paper and Executive Committee direction. Subcommittee members expressed their alignment on creating consistent, behavior-change messaging across paid and unpaid channels via trusted messengers, prioritizing inclusive outreach to linguistically and geographically diverse underserved communities, starting with basic education and elevating student engagement to influence households.

Selection of Chair and Vice Chair – Member Breitreuz nominated Member Dunn for Education & Outreach Subcommittee Chair. Member Dunn accepted the nomination.

Motion: A motion was made by Member Breitreuz and seconded by Member Metayer Bowen to confirm Member Dunn as Education & Outreach Subcommittee Chair. The motion passed unanimously.

Member Breitreuz nominated Member Metayer Bowen for Education & Outreach Subcommittee Vice Chair. Member Metayer Bowen accepted the nomination.

Motion: A motion was made by Member Breitreuz and seconded by Member Dunn to confirm Member Metayer Bowen as Education & Outreach Subcommittee Vice Chair. The motion passed unanimously.

Budget – Conceptual Communications presented a \$150,000 plan for Authority communications maintenance and support, and a separate \$500,000 Education and Outreach plan. During discussion, Subcommittee members requested a full picture of total communications spend across all vendors and clear separation of agency fees versus hard costs for each bucket in both the \$150,000 and \$500,000 plans, plus an itemized scope and fee breakdown from Mercury. Items flagged were overlapping categories and duplication risks (e.g., “Recycle Right”). Conceptual was asked to consider incorporation of paid influencers.

SWA Communications (with member cities/county) – Conceptual Communications delivered a Municipal Communications Survey update. 25 of 28 cities responded; Deerfield Beach, Fort Lauderdale, and Pembroke Park did not. Facebook and city websites remain the primary channels while flyers and printed newsletters are still widely used. More than 200 municipal events, including Earth Day, offer activation opportunities with student ambassadors. Cities requested Spanish and Haitian Creole materials; the BSWA

toolkit was well received with requests for short videos and cross-sharing via BSWA platforms. TikTok use was reported as minimal compared with Facebook and Instagram. There should be a budget for printed materials.

Education and Outreach - The Subcommittee prioritized an education plan focused on waste reduction and launching diversion programs, including curbside recycling, yard waste separation, and C&D and commercial recycling. The Florida Panthers partnership remains active pending budget finalization.

The Subcommittee affirmed keeping the overall \$500,000 outreach budget ceiling but rebalancing the focus. Budget priorities were reset to increasing school partnerships, reducing non-green events and broad listening (while retaining limited message testing), reworking "Recycle Right" to shift dollars from development to deployment, keeping direct mail levels, increasing digital media, and raising business outreach levels.

Next Steps and Assignments

Conceptual was tasked to revise the combined itemized budgets for the \$150,000 and \$500,000 plans to show agency fees and hard costs per category. Mercury to provide an itemized scope and fee structure. The Executive Director to circulate a consolidated view of all communications spending and consider flat fee contracting where appropriate.

The Executive Director to contact Fort Lauderdale about participation and schedule a Broward League briefing. Direction was given to scope a Recycle Across America partnership, a student-focused anti-litter campaign, and to convene city PIOs to co-brand messages with quarterly themes.

The Executive Director to draft recycled-content procurement guidance for October Executive Committee review and circulate the revised detailed budget breakdowns (including Mercury's scope) for Subcommittee feedback before the September 19th Executive Committee meeting.

The meeting was adjourned by Chair Dunn.