

Solid Waste Disposal and Recyclable Materials Processing Authority of Broward County, Florida

SWA Executive Committee Education & Outreach Subcommittee Meeting

December 17, 2025, 9:00 AM – 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. Roll Call
- II. Welcome & Pledge of Allegiance
- III. Public Comment
 - a. 2 minutes per person (one time only), time cannot be allocated to any other person.
- IV. Meeting Minutes – November 19, 2025
- V. Supporting Getting to Yes
 - a. Updated toolkits for governing board members
 - b. Discuss campaign slogan ideas
 - c. SWA tabling at city and community events
- VI. Recycle Right/Reduce Contamination
 - a. PIO toolkits distributed 12/5 (next PIO meetings 2/19 and 5/21)
 - b. Hard to reach populations/trusted community voices
 - i. Direct mail campaign (Jan-Mar 2026)
 - ii. Digital ad campaigns (Jan-Mar 2026)
 - iii. Traditional ad campaigns (Jan-Mar 2026)
 - c. Paid Influencers - Earth Day (April 2026)
- VII. School Partnership/Curriculum (back-up attached)
 - a. SWA presence at Youth Climate Summit on 2/6 at Pompano Beach HS *Trash Talking: Less Waste, More Action*)
 - b. Pilot recycling curriculum in three schools (Earth Day 2026)
- VIII. Timeline of Deliverables (See attached)
- IX. New/Old Business
- X. Adjournment

Virtual Link

(*Please note that public comment and questions during the meeting will only be taken from in-person meeting attendees.)

[Join the meeting now](#)

Meeting ID: 289 963 369 402 6

Passcode: Pz2Ff7rH

Upcoming Meeting Dates: All meetings are 9 a.m. to 10:30 a.m.

Broward County Government Center West (GCW)

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|---------------------|-------------------|----------------------|
| • January 14, 2026 | • May 13, 2026 | • September 16, 2026 |
| • February 18, 2026 | • June 17, 2026 | • October 14, 2026 |
| • March 18, 2026 | • July 15, 2026 | • November 18, 2026 |
| • April 15, 2026 | • August 19, 2026 | • December 16, 2026 |