

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

December 17, 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: Chair Dunn and Member Breitkreuz.

Not present: Vice Chair Metayer Bowen.

The meeting continued with public comment.

Meeting Minutes - Motion: *A motion was made by* Member Breitkreuz and seconded by Member Dunn to approve the minutes of November 19, 2025. The motion passed unanimously.

Supporting Getting to Yes – Conceptual Communications and the Subcommittee members reviewed edits to the communications toolkit intended for use by elected officials and community partners. Revisions included updated terminology, consistent messaging, and incorporation of prior feedback, with clarification that final approval would be sought from the Executive Committee before posting materials online and sharing them with the Governing Board. Consensus was reached on the edits, including guidance on using the term waste-to-energy with plain language explanations for public-facing materials, adoption of neutral crisis language, emphasis on local control of the waste system, use of best value and cost stability messaging, and minor timeline edits.

Subcommittee members discussed misinformation related to cost impacts and agreed that public statements on costs should wait until financial modeling was completed, with future consideration of a fact versus myth resource. Campaign slogan ideas for digital outreach were reviewed, narrowed to three options, and slated for a live vote at the upcoming Executive Committee meeting. Updates were provided on city and community event outreach, with plans to ensure consistent Authority presence using student volunteers, clear calls to action, simple talking points about the Master Plan, and coordination with community partners. The Subcommittee also supported sharing outreach content on social media and implementing quarterly performance reporting to monitor effectiveness and allow for adjustments.

Recycle Right/Reduce Contamination – Conceptual Communications reported that the Public Information Officer (PIO) toolkits were distributed on December 5 and that quarterly PIO meetings were scheduled for February 19 and May 21. Subcommittee members supported holding the February meeting in person (to be hosted by Southwest Ranches), with a hybrid option to allow broader participation. Conceptual described a new "question and flip to find the answer" engagement tactic for city newsletters and digital platforms designed to increase resident interaction, with positive early response.

Conceptual reviewed follow-up from the prior PIO meeting, noting that several cities had identified trusted community voices and that outreach to remaining cities was ongoing. Hard to reach populations were discussed and defined as residents not effectively reached through standard city communications, requiring targeted

approaches such as boots on the ground outreach, direct mail, and texting. Consensus was reached to allocate budget funds for targeted direct mail supported by mapping and income overlays per Subcommittee request, acknowledging that budget limits would require careful prioritization of certain cities and focus areas.

Conceptual stated that a comprehensive outreach plan would be presented in January, integrating direct mail, digital and traditional advertising, trusted community voices, and paid influencers timed around Earth Day, with implementation planned for February and March. Participation in a March Water Matters event was identified as an additional outreach opportunity and follow-up with event organizers was planned.

School Partnership/Curriculum – Conceptual Communications provided an update on school partnerships, reporting that the \$5,000 sponsorship had been approved and that a student summit would take place on February 6 at Pompano Beach High School, with approximately 1,200 students expected. As part of the sponsorship deliverables, roundtables with approximately 200 high school students were planned, with requests for Broward Mayor Furr and School Board Member Bulman to lead sessions, brief opening remarks to be delivered, and an Authority table included to engage students rotating through activities. Progress was reported on piloting recycling curriculum materials in two to three schools around Earth Day, with staff coordinating next steps and an update to be provided at the next Subcommittee meeting.

Timeline of Deliverables - Conceptual Communications presented a simplified timeline update to the Subcommittee members. The school schedule remained largely unchanged, with janitorial and back-of-house training deferred at the request of staff until internal recycling procedures and Coastal Recycling agreements were resolved. Recycle Right student videos had been completed and were running monthly, while trusted voice outreach, event partnerships, and quarterly toolkit work continued. Paid influencers were tentatively planned around Earth Day, with direct mail and digital efforts to be refined based on Subcommittee input. Focus groups for future behavior change messaging were discussed but tabled, Recycle Across America poster assets remained under consideration, and the influencer list was to be shared for review.

The Subcommittee agreed that current messaging should focus on waste capacity challenges and near-term actions such as contamination reduction and service harmonization, with behavior change messaging (including a possible focus group) phased to align with Master Plan and Facilities Amendment milestones. Conceptual agreed to return with a three to four phase messaging framework tied to key decision points. Business outreach had not yet begun and was identified as needing to align with actionable program rollouts. The Executive Director confirmed that C&D and commercial recycling efforts were advancing on a parallel track with the draft phased plan expected by March 2026. A future presentation of the draft commercial plan was requested by the Subcommittee to coordinate appropriate communications support tied to actionable events.

New/Old Business – Based on public feedback, Subcommittee members requested development of a community advocacy toolkit with talking points and sample responses to common questions, noting that consistent recycling messaging would depend on facility capabilities confirmed through the future RFP process. The Executive Director reported that Waste Management's new facility was expected to be operational in February, with an open house planned. The revised PIO toolkit would be circulated in advance of Friday's Executive Committee meeting and presented for review.

Adjournment - Motion: *A motion was made by Member Breitreuz and seconded by Member Dunn to adjourn the meeting.* The motion passed unanimously and the meeting was adjourned.