



Speaker 1 - 02:33

It.



Speaker 2 - 06:28

Good morning. We're going to call the Solid Waste Authority Executive Committee Education and Outreach Subcommittee meeting to order, please. Mr. Executive Director can do the roll call. Hi.



Speaker 3 - 06:57

Good morning, everybody. Let's see. Roll call.



Speaker 4 - 07:02

Member Dunn.



Speaker 3 - 07:03

Present Member Mateo Bowen.



Speaker 5 - 07:05

Here.



Speaker 3 - 07:06

Member of Bright Crews here. Okay, thank you.



Speaker 5 - 07:10

All right.



Speaker 2 - 07:10

Wonderful. If you can stand for the Pledge of Allegiance. I pledge allegiance to the flag of the United States of America and republic for which it stands, one nation under God, indivisible, with liberty and justice for all.



Speaker 5 - 07:32

All right, everybody.



Speaker 2 - 07:33

Happy New Year. All right, so we're going to go ahead and get started for public opinions. Richard, if you're here, we'll get started with you, please.



Speaker 4 - 07:51

Testing. Good morning and Happy New Year to everyone again. My name is Richard Ram Charatar. I'm the founder and chair of Broward Clean Air and I'm from Southwest Ranches. I want to highlight. This is informational. I want to highlight the work of our co chair, Dr. Nicole Alluin, who is also from Southwest Ranches. She has been actively researching and attending meetings on school cafeteria and recycling programs in other Florida counties, including Miami Dade and Orange County. Nicole spoke with representatives last year and is attending a virtual meeting today with Orange county schools to explore pilot programs for cafeteria waste reduction sponsored by the Florida Beverage Association. She will also follow up to see if these funds could be could support Broward schools.



Speaker 4 - 08:45

Broward students in Miami Dade Florida Green Schools PTSAs led by Michelle Drucker held their first general membership meeting on January 6, sharing 2026 plans and voting to approve their first budget. Their members are actively engaging students in environmental projects including an in school competition each spring. Notably, South Plantation High School recently received the Green Apple designation for their environmental achievements. Guided by a dedicated advanced placement environmental science teacher, Nicole is also exploring programs like Share Tables, currently successful in Miami Dade schools like Carver, where students and parents monitor food distribution safely. Additionally, Michelle is tracking legislation like the Food and Plastic Waste Reduction, a three year pilot offering waste sorting stations and dishwasher installations for 10% of schools aiming to reduce landfill waste, recover food compost and cut plastic use an update.



Speaker 4 - 09:51

Miami Dade County Public Schools approved a field trip with the Florida PTA for Capitol Hill. Lobbying day is currently confirmed only for the January date. They have not been able to secure or confirm funding for the bus yet. They're seeking sponsors to cover the \$6,000 cost. We hope that they will get their sponsors soon because of the work that Nicole has been doing with Broward School education and outreach. I would like to formally introduce her to the Subcommittee and to our school board through Executive Director Todd Storty and who has been doing. You've been doing an excellent job for the Solid Waste Authority. We look forward to assisting the subcommittee in Broward schools with these programs and opportunities in any way possible.



Speaker 4 - 10:33

We will share that what we learn with you to assist the Broward County Solid Waste Authority and the Broward County Public Schools. We would appreciate this public comment being added to the official record. Thank you very much for your time.



Speaker 2 - 10:46

Thank you. I'd like to note that we have one of our members online. Did you got that? Okay. All right. Thank you.



Speaker 1 - 10:57

Hi.



Speaker 2 - 10:58

All right. Wonderful. Thank you for joining.



Speaker 5 - 11:01

Sorry I had a problem with the link. I apologize for my tardiness.



Speaker 2 - 11:05

No worries. No worries.



Speaker 1 - 11:06

All right.



Speaker 2 - 11:09

So next on the agenda is to the approval of the minutes. May I have a motion, please? All right, all those in favor? All right, all those opposed?



Speaker 1 - 11:21

Perfect.



Speaker 2 - 11:23

Motion carries. So let's now talk about the timeline for the let's Put Waste in Its Place campaign. Lori, turn it over to you.



Speaker 6 - 11:34

Thank you. Member Dunn, Good morning. Happy New Year. Happy New Year. So I'm gonna have Haley present a

deck for you. Essentially, what we're doing is we have some hard costs that were approved in our fiscal year 2026 budget we need to use before September 30th. We don't need to, but we should. So this plan, and if you remember back in November when I presented to the executive committee, I mentioned that successful public outreach is tailored for as best as possible for the audience it is reaching. So, for example, we wouldn't want to show a real influencer on Instagram targeted for a younger population to a senior. Right. They consume information differently. They go to a different platform, most likely. So this plan is based on the information we have right now from our cities.

 Speaker 6 - 12:31

They're hard to reach populations from the county from the survey we did at the end of last year to understand from residents how they want to receive information. Everything we have is informed here. So it's about 10 slides. I think it'll take us about 10, 15 minutes. Excuse me. To go through it. I'm going to run the PowerPoint and I'm going to turn it over to Haley and then we'll open it up for questions after.

 Speaker 1 - 13:22

Okay. So we are very excited. I feel like we have some really fun ideas we want to share with you all. As Laurie mentioned, we did do the survey to our member Cities. We had 24 responses from cities and the county, and they're most commonly listed groups and they're Hard to reach populations. Seniors, young adults. So from teens all the way up to mid-30s, non native English speakers and our renters and multifamily or mixed use development and then our economically disadvantaged communities. This one specifically came from the county. So our total budget for the Recycle right campaign is \$172,000. So on this slide, we have it broken up to the Overall platform. So 10,000 each for Facebook, Instagram and YouTube. 12,000 for a Panthers partnership, 30,000 for different traditional media outlets, 90,000 for direct mail, and then 10 for paid influencers.

 Speaker 1 - 14:26

Next slide shows that same budget, but broken out by those target audiences. So for Spanish and Creole, we have 14,000 allocated between traditional media and influencers. For our seniors, we have a mix of traditional media, a little bit of influencer and some Facebook ads. Young adults, 11,000 traditional media, Instagram influencers, our multifamily and renters, we want to use specifically streaming TV there and YouTube ads. Our economically disadvantaged group, we have convenience store posters and YouTube. And then finally just our general population. Everybody in Broward county can be doing something to help us with this. So we have the Panthers under there. We have some traditional media and then some social. Facebook, Instagram influencers.

 Speaker 2 - 15:19

All right, let's pause there. Member Bowen.

 Speaker 5 - 15:23

Thank you, Madam Chair. My question is along the lines in regards to traditional media, that 6,000. What does that consist of? Is that TV, radio? Yes, it broken down.



Speaker 1 - 15:35

If it's okay with you, we'll go through to the slides because we have it broken on by audience group. What? Each media platform is perfect.



Speaker 5 - 15:43

And then follow up. Is there a reason why we are not including TikTok?



Speaker 2 - 15:50

We don't.



Speaker 5 - 15:51

Okay. All right, thank you.



Speaker 6 - 15:54

It's not one of our platforms right now.



Speaker 1 - 15:57

None of the stage that.



Speaker 2 - 15:59

Okay.



Speaker 6 - 16:00

And we can talk more about that. There's some public records concerns from the attorneys on it.



Speaker 2 - 16:05

Oh, I see.



Speaker 5 - 16:06

But we.



Speaker 6 - 16:06

I'm happy to.



Speaker 5 - 16:07

If you guys want to look at that, adding additional platform.



Speaker 1 - 16:13

I appreciate it.



Speaker 5 - 16:14

No, that. There's no need for that.



Speaker 2 - 16:16

Thank you.



Speaker 1 - 16:27

Okay, so besides our target audience work, we did want to talk with you all about that \$90,000 for the direct mail postcard. Because you have some options here. We could target by all seniors across the county. We could target by multifamily. Or there are options to drop the mail campaign in the high unemployment zip codes that we've identified previously. The example that the mailing gave us, which I think is pretty cool, it will be a postcard. So that's the paper piece of it. And you can put recycling information working on that behavior change messaging and then it comes with a smaller magnet. So hopefully the idea being that it's not just a postcard that gets tossed, but there is something tangible that sticks with them. Stains in the home with our messaging.



Speaker 5 - 17:33

Okay.



Speaker 1 - 17:34

So for our Spanish and Creole target markets, that traditional is broken up between radio, print and online and TV. We also have some streaming TV listed in there. And then we have our \$4,000 for targeted influencers.



Speaker 6 - 18:01

Okay.



Speaker 2 - 18:03

Okay. Yeah, go ahead.



Speaker 5 - 18:08

And then thank you. In regards to the influencers, do you already have you already selected who those influencers will be?



Speaker 1 - 18:16

We have ideas, but we haven't locked them in yet.



Speaker 5 - 18:22

Okay.



Speaker 1 - 18:22

We are after this.



Speaker 5 - 18:24

If you do. Especially for some creole influencers, if you do need support in that I'm able to help support in identifying some key individuals.



Speaker 1 - 18:34

I would love that we have a few on our list. But I would love your recommendations also.



Speaker 5 - 18:38

Perfect.



Speaker 7 - 18:42

Yeah. A couple of things. Can you scoot ahead? One slide. So on this slide, my question.



Speaker 2 - 18:54

I.



Speaker 7 - 18:54

Guess what I'm wondering is how many households can we target for \$90,000?



Speaker 1 - 19:01

You're going to have to make some decisions.



Speaker 7 - 19:02

That's what I'm thinking. That's what I'm thinking.



Speaker 1 - 19:05

Likely not going to be able to get all multifamily across the entire county for 90,000. We're going to have to make some strategic decisions about where you would like to place that. We are confident that you could reach all seniors in Broward. That is like that could be a big, large bucket. You're multi. You're probably going to have to make some targeted decisions. And. But the high unemployment zip codes, confident that we could hit all the homes there too.



Speaker 7 - 19:34

Okay. So yeah, I just think that we need to maybe have a discussion down the line when we need to allocate those dollars to make sure that we're using those in the best. In the best way so that we can.



Speaker 2 - 19:47

I think they're looking for guidance on that now. Were you able to find out which zip codes had the lowest recycling rate from the county? I know when we talked you said that tac, you have to talk to TAC about that.



Speaker 6 - 20:00

Yeah, I can connect with Todd and the team on that and we don't have that. They don't have that data yet.



Speaker 2 - 20:05

So my thought was we know that the county has a 39% recycling rate. So I think that we should find out which zip codes have the lowest recycling rates and then that narrows down the area and we can then from that, from those zip codes or from those census tracts, then we'll know, you know, maybe do seniors and multifamily. But I think that we should start there because it makes no sense to do a mailing to seniors in a zip code that has a high recycling rate. Right. Because some communities are better at it than others.



Speaker 7 - 20:46

I see your logic. I see your logic. But I think we have to be careful with that because there's going to be zip codes where the municipality today does not offer recycling and it may be years before they get to where, you know, as their contract runs out before they get into a new contract to where they could offer recycling. And I don't think that it would make sense to spend money on that particular view to send to somebody that can't take action so they have no option to take action.



Speaker 2 - 21:17

So then maybe that's the second layer that we then use to figure out how to be even more hyper targeted. Right. So first let's look at the communities with the.



Speaker 3 - 21:28

I want to comment with that. The recycling information is only reported by municipality, not by zip code. So we would not be able to get zip code information on a recycling.



Speaker 2 - 21:39

But we know which municipalities it is.



Speaker 3 - 21:41

Yeah, we can know municipalities.



Speaker 2 - 21:43

Right. So if we know the municipalities, then we can cross reference with the zip.



Speaker 7 - 21:46

Code in a way it won't match exactly.



Speaker 2 - 21:48

It won't match exactly. But that will give us an idea.



Speaker 3 - 21:50

They'll get close.



Speaker 2 - 21:51

Right. So then data points number one. Data point number one is the commute would be the zip codes with the lowest recycling rate currently as reported by the county. And then to your point, member Bright Cruise, looking at those municipalities that does not currently offer recycling and then kind of excluding those for the moment. Right. And then from there look at whatever the next area is for us to decide on. I personally would like to have that data first and see what that count looks like before saying whether it should be multifamily seniors or high unemployment zip code. How do you guys feel about that?



Speaker 7 - 22:42

Yeah, I agree. I agree.



Speaker 5 - 22:45

To follow up, I'm not sure if you've completed your complete. Yep. In regards to outreach and reaching out to folks, I think there's great opportunity. Excuse me. I think there is great opportunity for us to partner with senior organization and the high unemployment zip codes. There's also career source. They have career fairs often. So maybe we can target key, I mean high traffic events and, and advertise there so we can cut costs. I'm thinking of us highlight using those events and then not using all of our \$90,000 and just really being very strategic on how we use that. And so if there is a way that you all can bring back some creative outreach strategies. So we are not using up all our 90,000 mail because mail very expensive.



Speaker 6 - 23:45

So we have a different bucket in our budget for community outreach and partnership. It's separate from this. This is a hard cost item approved in your current budget. So from what I understand, if you're not going to use the 90 on direct mail, it would require a budget amendment as opposed to on Friday us saying.



Speaker 2 - 24:01

I don't think that's what she's saying. What she's saying is let's reach the high unemployment zip code in another. Using another tactic.



Speaker 4 - 24:09

Yeah.



Speaker 2 - 24:09

Okay, so then, and I would agree with that. As long as we're touching those communities, I'm fine with that. So then that eliminates that as a data point. So now we just have the multifamily and the seniors.



Speaker 6 - 24:23

Yeah, and that was our thought process too. I mean, from that first slide, you see how we cut it up. I mean everyone, it's not, you know, obviously general pop's going to get the most because we're going to do the most bang for our buck there. But all the populations are getting some play that were listed and identified up to this point. No one is left without anything. That's why we cut it up as such. We were trying to be as equal as possible.



Speaker 2 - 24:47

I think once you kind of do those two first data points and then now that we're eliminating the high unemployment, then come back and tell us what the count would be for seniors and then multifamily and then quite frankly there probably are seniors who are in multifamily. So that's what my thought is.



Speaker 7 - 25:10

Yeah.



Speaker 2 - 25:11

You guys agree with that direction?



Speaker 5 - 25:12

Yes, I do. I like it.



Speaker 7 - 25:15

Go ahead.



Speaker 5 - 25:16

And if I can add to that, I also would love with that data, touch point, how many times are we going to touch these various demographics? Are we sending out one mailer, Two mailers, One mailer. Okay, one mailer.



Speaker 7 - 25:31

Yeah. Budgeted is limited.



Speaker 5 - 25:33

Okay.



Speaker 2 - 25:33

I have a question and I don't know if we identify this in research and I'm probably being too analytical about it, but who is most likely? Well, two questions and I'm thinking out loud. Right. So question number one is out of multi families and seniors who typically would generate the most waste where they would have the bigger impact if they were to recycle. So that's my first question. And then my second question is who should we educate They will be more likely to change their behavior the quickest.



Speaker 6 - 26:18

It's not a straight answer, because what we're trying to do now is reduce contamination. We're not necessarily. We do need to increase the recycling rate. We just. We know people aren't doing it properly, and that's causing an issue. RRS has shared that multifamily is consistently tough to get to do it. So that's why they're on this list.



Speaker 2 - 26:42

No, no, I get that part, but I'm just saying it's less about recycling multifamily. So would we have more impact in terms of managing the waste stream if were to target families versus seniors, is my question.



Speaker 3 - 26:57

Go back to the original question. Multifamily generates the most waste.



Speaker 2 - 27:01

All right, so then there you go.



Speaker 3 - 27:03

Now, the most influence of these things is with seniors. You know, the multifamily. There's collection issues. There's not enough service behind them. It's their service as part of the commercial. A commercial garbage program with the front loaders. And there's a large turnover within the multifamily unit apartments and complexes. Whereas with the seniors, they're a little bit more settled down. They do read the material. They do want to do the right thing. So you have the biggest influence, I think, with them. But the hardest, the biggest challenge, hands down, with the largest waste stream, would be the multifamily unit.



Speaker 2 - 27:44

Would be the multifamily units.



Speaker 7 - 27:47

Okay, thank you. I just want to ask a dumb question. So the message that we're delivering, is it to. Is it. Is. Is it to recycle or is it to indicate that we need to have a plan to recycle? In other words, are we. Are we attempting to build a groundswell to. For people to talk to their elected officials and say, you need to get behind this thing so we can. We can do the right thing, or are we kind of not. That's not our strategy there. Where our strategy is, let's. Let's just get people to recycle more.



Speaker 6 - 28:34

In this plan, there is a space for. Go to your elected official, and we're going to get there. Where we have that earmarked for the direct mail. It is get the right thing in your recycling bin.



Speaker 7 - 28:45

Okay. Okay.



Speaker 6 - 28:46

Reducing contamination is the key. Because what we learned from our survey was they want something that goes on the fridge. People aren't futzing about on their phone. They just. They want it right there. A postcard's gonna get thrown away. Haley Shane shared a family story. She saw the postcard from waste management with the coffee grounds in the garbage. So we know it just gets tossed if it's a card. So it's worth, even if we're hitting less to give them the leave behind that the mag. And we know the magnet. That's what came back in our own survey that we did.



Speaker 7 - 29:19

No, I was hoping that was the answer. Yeah, that's what makes sense to me.



Speaker 6 - 29:22

So for this, that's what we're using it for, because that's what's gonna.



Speaker 3 - 29:26

Okay.



Speaker 7 - 29:26

But as we go into the other.



Speaker 6 - 29:28

Ones, as the other ones, there's a place for Email your commissioner.



Speaker 2 - 29:33

Perfect.



Speaker 6 - 29:33

Email your mayor.



Speaker 1 - 29:35

Awesome.



Speaker 7 - 29:35

Thank you.



Speaker 2 - 29:36

So then for me, my final thought would be, let's run the numbers. Let's see where the high. The lowest recycling rate is across the county. Let's extrapolate and kind of subtract for now. Those municipalities that don't offer that as an opportunity, we are already taking away the high unemployment zip code. So that's not a factor in this particular tactic. And then let's see what the counts are. It probably is a little bit too granular to see if they're multifamily seniors in multifamily homes. That's too granular, Haley.



Speaker 1 - 30:17

I'll ask the mailing company because then that'll.



Speaker 2 - 30:24

Yeah, I was going to say kill two birds with one stone, but poor birds. I don't want to say that. And then let's see what the numbers are. And then from that, then we'll be able to. Is that enough for you to get moving?



Speaker 1 - 30:36

Yes.



Speaker 2 - 30:37

Okay. All right, perfect. So let's go back to the next one, please. So for the radio.



Speaker 5 - 30:49

Well.



Speaker 2 - 30:52

So obviously I like South Florida Caribbean news. They do. I think that's a good choice online. So that'll give us the Caribbean English speaking Caribbean community for radio. Those are Haitian radios. I'm not familiar with either of those. Are you familiar with them, Nancy?



Speaker 1 - 31:19

We included WLQY because they include interviews as part of the.



Speaker 2 - 31:26

We like added value. Yeah, that's good. And then magic 93.3. I'm not. I've never bought on that radio station. Could you tell me a little bit about their demographic? What's your reach?



Speaker 1 - 31:40

Yes. So they are an iHeart station and we selected them because their target audience is between ages 25 and 64. 91% of their audience is Spanish speaking.



Speaker 5 - 31:53

Okay.



Speaker 1 - 31:54

But it is a bilingual station. So you are still hitting more people. But their main concentration is.



Speaker 2 - 32:00

So that'll give us a Hispanic, the Haitian, the Caribbean, and then for tv. Mia Media. Well, you know, I love mia. They have. Okay. And. And I think that they're affordable. You'll get.



Speaker 1 - 32:14

They are. It's a thousand dollars.



Speaker 2 - 32:16

Yeah, you'll get. Are they going to. Oh, let's talk afterwards. Because you can get him to produce a show. Yeah. Is that what you're doing?



Speaker 6 - 32:23

It's in our plane.



Speaker 1 - 32:24

Yes.



Speaker 4 - 32:24

Okay.



Speaker 1 - 32:26

Yes. Because they publish Legacy magazine and they also have the show block on wsfl. So when we do the buy with Legacy, we also have the opportunity to be a guest in their TV segments. As editorial.



Speaker 2 - 32:38

As editorial. Okay, but what I'm talking about, maybe we can have a conversation after. But you could actually produce, show around, whatever it is that we want. You know, I've done that with them before for some of our municipal clients. And then what we do then is then you leverage that. You put it on YouTube, you use it in your email, you chop it up into content and repurpose it for social. And then that'll give us a chance. If you have a 30 minute show. Right. Then that'll give you a chance to kind of touch a little bit of everything. We can do something

that'll target the young people. We could do something that targets business owners. So literally it's like an advertorial for tv that would require a deeper investment than a thousand.

 Speaker 2 - 33:36

I'll tell you off the record what price I got from him. Okay. And then you can have the conversation. But I think that would be a good thing.

 Speaker 1 - 33:43

Okay.

 Speaker 2 - 33:43

And then for streaming, what. What were you thinking about in terms of channels?

 Speaker 5 - 33:49

Let me see if I have anything.

 Speaker 1 - 33:51

Okay, so we don't have the channels broken out right now. We can. You'll develop that.

 Speaker 2 - 33:57

Okay, but I think that's solid. Yeah.

 Speaker 1 - 34:00

We picked it because, like, it's great that we're able to target the streaming TV is just wonderful for targeting versus our.

 Speaker 2 - 34:07

Nobody watches TV anymore. Does anybody here watch real life TV? Is everybody on streaming services? Right. Yeah.

 Speaker 1 - 34:15

Right. So in that specific bucket for 3,500 there, they estimate 112,000 impressions.

 Speaker 2 - 34:24

Okay, that's solid. So if you increase the buy with Mia to do the idea that I just mentioned, then you would have to shift something from somewhere else, obviously. So.

 Speaker 5 - 34:37

Okay.

 Speaker 2 - 34:38

Are you guys okay with that recommendation?

 Speaker 5 - 34:42

Yes.



Speaker 2 - 34:42

Okay. All right, next.



Speaker 1 - 34:46

Okay, so next we have our seniors. So the traditional media that we allocated for them is prime magazine, which is print. It's specifically dedicated to seniors. And we also want to do some streaming TV for them because same thing we can target by age we also reserved some of the Facebook ad campaign money, so likely some of that trusted source messaging, 5,000 for them because we can target by age demographics. And then we reserved a little bit of influencers because you would be surprised, but there are influencers for everybody, so.



Speaker 2 - 35:22

And I have one for you. Great. Her page is called what my grandma calls me. And she is what. No, what my grandkids call me.



Speaker 1 - 35:31

Okay.



Speaker 2 - 35:32

She's a firecracker. Ms. Joy. Yeah, she's. She's amazing. So I can connect you.



Speaker 1 - 35:38

That'd be great. Thank you. Okay, so next we have our young adults. So for them we have a big chunk of the Instagram saved. So for this piece I definitely want to have, I think will be fun, but I need your buy in. So we do a really good job on Instagram right now where we have our trusted voices that we're going to roll out. We have our students who are giving this important messaging, but it's also important to humanize the authority and just stay with what's trending, what's staying with what this demographic is going to actually sit there.



Speaker 2 - 36:14

You want us to do a TikTok dance? I do.



Speaker 1 - 36:17

I have some ideas down. Okay, great.



Speaker 2 - 36:22

We can lead the way.



Speaker 5 - 36:24

Are we doing singing one? If I'm your backup singer, I'll show you how to.



Speaker 1 - 36:28

If you would like. I have a list of very new levels.



Speaker 4 - 36:33

I will go with the flow.



Speaker 5 - 36:35

Excellent.



Speaker 2 - 36:37

Outside my comfort zone, I pulled a.



Speaker 1 - 36:40

List of ideas that start from a little bit more simpler to a little bit more dancy.



Speaker 2 - 36:49

Yeah, that's great.



Speaker 1 - 36:50

But yeah, I think it would be good just to show you all and show your personalities too and the personality of the people of the authority and the people who are working for everybody else. All right, so glad you signed on for that. We also have 2000 for traditional media allocated and for this we want to use those mobile truck billboards that you see driving around and we want to put them in high traffic areas or events. So by the mall or by nsu, one of the NSU and Broward College, those were part of those hard to reach populations was saying like the college students or Tortuga comes up in April. It's a great place to have the truck just driving around. And then we have 2000 saved for influencers for this group.



Speaker 1 - 37:40

Also Broward lifestyle being like things like the Broward scene, the Broward list, just hyper Broward influencers. And then we also thought foodies because everybody loves food. Everybody loves finding the new restaurants that are opening and rather than going after say, like eco influencers. Because their audience is probably likely already doing this.



Speaker 6 - 38:06

Right.

Speaker 1 - 38:07



But if I have a foodie who's saying, like, look at Taco Tuesday and here's how I threw out my trash correctly or throughout my recyclable.



Speaker 2 - 38:16

I like that. Great. Yeah, I have some food influence. I represent a restaurant in Miami. So I. And I did some work with a Broward city cra around promoting their. You call it their dine in their month thing. So I have. And I did like a foodie influencer food tour. So I can share with you a list of those influencers. They're not free, but yeah, we same.



Speaker 1 - 38:45

We have a list from other events like that, but I would love yours too. And always combine. Find one that fits in our budget. Yeah. And has a good audience. All right, so next we have our multifamily and renters. Part of the traditional media goes here again for that streaming tv, we talked with the ad wrap and for that amount of money, you can get about 80,000 impressions. The cool thing there too, is that when you're signing up for your service, they know if it's renter versus Own, because you sign up that way. So we can target specifically to renters who have the service. And then we reserve 5,000 for the YouTube ads, because on that platform, you can target by custom, intent or interest. So apartments for rent, things like that.



Speaker 2 - 39:37

And so you guys are doing YouTube shorts too.



Speaker 1 - 39:42

All right, so next we have our economically disadvantaged group. We reserved.



Speaker 2 - 39:47

Can we call it something? Yes. Economically disadvantaged.



Speaker 5 - 39:51

Yeah.



Speaker 2 - 39:51

Words are so powerful, right?



Speaker 1 - 39:53

Definitely. Yes. We definitely. We stuck with exactly what the county had submitted as. But we can certainly.



Speaker 2 - 39:59

Yeah, let's. When we put it out into the public, let's call it economically challenged or something, because challenges is an opportunity for you to recover disadvantage. Sounds so heavy and permanent.



Speaker 1 - 40:12

Definitely. All right, so for them, for this group, we reserved the convenience store posters. They gave us a large list that's countywide. There are about 20 locations that are in those high unemployment zip codes where we could put these posters. And then we also reserved 5,000 for YouTube because of their targeting options.



Speaker 2 - 40:35

So that sounds really low because the 2500. Does that include production costs? Production and installation? Because that's not going to get you much. Let me pull up.



Speaker 1 - 40:50

Okay, so for that cost, it gets us from April through June, 20 posters for three months.



Speaker 2 - 41:02

I don't know if that's worth it. Only 20 posters. Could we suggest another tactic?



Speaker 1 - 41:16

Sure.



Speaker 2 - 41:17

I just don't think you're going to get a lot of a lot for 20. Because then basically what that in order to have some sort of equity, because now we're talking about six zip codes, right. Then it's literally going to be just like a needle in a haystack and people got to see it multiple times in order for it to have an impact. So I'm not sure if that is going to be the best use of the money.



Speaker 1 - 41:47

But while we can definitely shift it. I do want to point out though that it is a layered approach. So even though I'm not saying that this group will only see a poster and only YouTube because they're also, they are part of the general population. So they'll get. We'll see it there as well.



Speaker 7 - 42:04

Yeah, I, I do tend to think that was kind of what I was thinking is that this is not going to sell anybody seeing a poster there. But if you see it other places and then you see it here, it just reinforces that oh, this is bigger and more pervasive than I realized, you know. But I don't know, I don't have a problem.



Speaker 2 - 42:25

So how about this as a way to kind of make it even more hyper targeted. Let's look again at the recycling rate data and then cross reference that. Right. Then maybe what we do is put those 20 posters in one area or you know what I mean? Instead of. That's not, that's, that's not a lot.



Speaker 6 - 42:48

Before you abandon it. I just point to consider is the foot traffic is typically the same for people of this. That travel to these comm. Like they typically are the same one every morning or you know, every Tuesday to pick up their milk or whatever. So they're seeing if it's there for three months. If it was there for just a week, I'd be like, definitely not.



Speaker 2 - 43:11

How about if we put it by transit. Transit centers. So for example, in Lauderhill, the Lauderdale bus terminal by the Lauderhill Mall. Buses from all over the county come in there. So I mean, let's just be really strategic about where. And I kind of would almost think putting it at bus stops or doing bus benches or.



Speaker 5 - 43:37

Yeah, that's what I was going to recommend. Not saying that this is not a great layered approach, but if we put it on a bus and that's circulating through various zip codes, then I, I believe that people are seeing them as they're driving, as they're commuting to where they need to go more than. How often is someone going to go to the same gas station twice to see the poster and just trying to see how often this person will see it. To your point, I think that there are other opportunities. I don't think this is the best investment. 20 posters. I think we could find three or four bus routes, and then they're circulating these various zip codes that.



Speaker 2 - 44:27

The bus that runs. I'm sorry to interrupt. Vice Mayor. The bus. I'm sorry. Member Mattia Bowen. The bus that goes down 441. Go. And then the one that comes through Oakland Park Boulevard. Those. If I remember the data correctly, those are two of the highest traffic routes and universities. Yeah, Correct. So have. Have you guys. Did you include transit?



Speaker 6 - 44:57

We're working with a limited budget. We can certainly go back. It's. It's pricey.

Speaker 5 - 45:02



I know.



Speaker 6 - 45:04

So, you know, we had to make some decisions.



Speaker 2 - 45:08

Let's see. Let's see what's possible.



Speaker 6 - 45:10

Let's see what's possible. Let's just look at that option. Amy can certainly call our rep on that. We've done this type of advertising before. It's just expensive.



Speaker 2 - 45:19

And if memory serves me right, with transit, you can do a partnership buy with them. Right. So we can have our folks at the county reach out to their colleagues at the county and see if this is something that they would be willing to do.



Speaker 6 - 45:35

Noted. And we'll look into it. Thank you for the recommendation.

Speaker 2 - 45:38



I mean, I can call the director of Broward County Transit, too, if you need me to make a call.



Speaker 5 - 45:42

Perfect.



Speaker 6 - 45:43

Thank you.



Speaker 2 - 45:44

All right, my pleasure.



Speaker 5 - 45:45

We also have beam on the. On our executive board. Maybe we can nudge him as well.



Speaker 2 - 45:51

Actually, it might better for. For the. The question to come from him. How can we partner with Baron and Transit to make this happen? Right. So, Mr. Executive Director, would you have that conversation with. Or Lori, who would have that conversation with. Member vice chair. Okay, perfect.



Speaker 5 - 46:10

Member vice chair.



Speaker 2 - 46:12

I'm like. I'm trying to figure it out. All right, so are you guys. We have. You have pretty good direction there.



Speaker 1 - 46:19

Yes.



Speaker 2 - 46:19

All right, next one. Okay.



Speaker 1 - 46:21

And so then our last group is our general population. So under here is where we have our Panthers partnership ideas that we're exploring. And with them, we really want to work on that piece of rebuilding the trust they have. There's a new recycling center that's coming online. So if there's an opportunity to do something with. The Panthers are recycling. Right. And so can you. And we're highlighting the center and how it works. They did say that we can do some pre game activations out on the plaza. So with our students and the table that's on the table. We also are looking at potential WSFL opportunities. That station is the Panthers media partner. So they have the rights. The Panthers do have a vibe with them.



Speaker 2 - 47:12

So we're.



Speaker 1 - 47:13

They're trying to see what the options are for us to be able to piggyback on some of their existing vibe with them.



Speaker 5 - 47:21

Okay.



Speaker 1 - 47:21

And as partner.



Speaker 5 - 47:23

Okay, member Chairbourne, I'll let you all handle that. I'm curious to hear how that pans out. My question is the metrics.



Speaker 1 - 47:32

I'm a data person.



Speaker 5 - 47:33

So how are we going to ensure we're getting our best bang for our buck with this partnership? I'm thinking about accountability because they can say they're doing it. Not saying that they're not great partners, but how are we going to hold them accountable and how are we going to measure success?



Speaker 6 - 47:55

Okay. We have a slide coming of how we're going to measure the whole campaign for them specifically. If we do. Our thought was, and they're open to it and they've already filmed some content that they're willing to share with us of Stanley at the recycling center. So if we're doing. If we're taking this 12 and busting it up some for digital, we're going to obviously track that. Like how many eyes did we get on that piece? If we do the earned media, which we have actually an example like that media package we did with them when we rolled everything out is worth like \$150,000 if we would have bought that media that was earned media that we did with them. So we have a software that and I'm sure remembered on.



Speaker 6 - 48:39

You're familiar with these softwares but you basically they take the earned media component and they tell you okay, if you went and bought this is about what it. It's not, you know, it's a ballpark.



Speaker 1 - 48:49

Okay.



Speaker 6 - 48:50

So we have ways. My answer to you is yes. We are big on data too. And we're going to show you a couple slides of how we're tracking this whole campaign.



Speaker 5 - 48:58

I just want to make sure that partnership benefits all of us and it's just not one sided. No.



Speaker 6 - 49:05

If anything we're grateful for their.



Speaker 7 - 49:11

Yeah, if I can just add on. I mean I do think we actually have a very unique opportunity here. Two time champion. Everybody is excited about it. They're going into their season. There's going to be a ton of eyes on them all season long. And so I think this is one of probably the best opportunity we have to really blanket our whole community with a message to Once again, not necessarily sell some, but another layer that people say, this is big. This is everybody seeing this. This is important.



Speaker 2 - 49:39

Yeah, yeah. And my understanding is that there are some opportunities on a global scale that's coming to hockey that's possible for Broward County. So there will be even more of a buzz. Yeah, yeah. No, I like it a lot. But I'm also. I'm grateful that you guys are data driven because I agree with member Matier Bowen.



Speaker 6 - 50:04

So before we jump to that, because member Bright Cruise, you had asked about just how are we cutting it up? So what you've seen in the past few slides for the targets is predominantly focused on reducing contamination because it's in our recycle. Right. Budget. What we're requesting with this slide, this is where we see the shift. And I'm going to show you our idea of how we're going to do that. Call to action, reach out to your mayor, reach out to your commissioners. It's up to us to solve this. So I'm going to pop over. But pretty much everything that we have earmarked with the Panthers partnership, it's really hitting that trust issue that we saw in the survey. Is my stuff really being recycled?



Speaker 6 - 50:46

That's what we're starting to tackle with that 12, the 6, the 5, the 3, the 2 is really going to hit on the trusted voices that we have in each of our cities and lining us up to get to. Yes. So that's what we have earmarked here. It does fall under a cycle Right. In our budget, but we're asking that it be earmarked for this. I'm going to switch slides so you.



Speaker 5 - 51:08

Can talk about.



Speaker 1 - 51:11

Laurie before you switch. Yeah, just quickly finishing up with our traditional media. This is a little bit where we have some of that transit coming in, because we can do digital billboards along these big transit corridors. Trying to change the text.



Speaker 6 - 51:31

Can see, but we will provide it.

 Speaker 1 - 51:35

Yes. This is the timeline of where all these things hit. So you can see that it is layered. Perfect. Okay, so a little bit of how we're going to measure these things. So this is an example piece of the creative for the campaign. So in the minute it took you to send that text, we generated £20,000 of waste in Broward County. QR code. Scan the QR code to bring change to your city. That QR code would go directly to a commission Call to action page, which pretty much, we want it to be a very simple page. Here's what the situation is. We need your help.

 Speaker 1 - 52:18

We need you to contact Your city contact, your mayor, your commission members, here's the template for you to send your email and then here's a link to every single city's commission page for you to email your city officials.

 Speaker 6 - 52:37

Okay, so. We're trying to high level it for you guys. So I'm sorry, it's consolidated. Now picture that thing on the left side being about reducing contamination. That drives to browardrecycles.org, which is the website we launched mid November that talks about all about recycling. Right. Right now we're, we populated it with the chip a tree program for the county. So as things come online that are in that space, we're constantly updating that site. Okay, now I'm going to go to.

 Speaker 7 - 53:08

Just, just a quick question on that. What's, what's the commitment of this trusted voice? In other words, how much time and effort will they be? Because that's going to impact minutes.

 Speaker 4 - 53:19

Minutes.

 Speaker 7 - 53:20

Okay.



Speaker 6 - 53:20

Make it easy.



Speaker 7 - 53:21

Okay.



Speaker 6 - 53:21

We go to them, we shoot a couple sentences. They have a teleprompter. They don't even have to memorize it.



Speaker 7 - 53:28

Okay.



Speaker 5 - 53:28

Yeah.



Speaker 7 - 53:29

Okay, good. Thanks.



Speaker 5 - 53:30

Thank you.



Speaker 2 - 53:31

Question. So the trusted voices is a part of the agreement for them to also push it out, push out the information.



Speaker 6 - 53:41

We'd love that.



Speaker 2 - 53:42

I think you should ask.



Speaker 6 - 53:43

Yeah, we'd love that. If they would, I would ask. I would ask.



Speaker 2 - 53:47

And when you guys post it, for you to add them as a collaborator and for them to post, maybe even give them like sample SMS copy that they can text out to their folks.



Speaker 6 - 54:02

Yes.



Speaker 2 - 54:03

And for those who have email lists, I know the trusted voice that my city recommended, Eula Hilton Murray. She's the president of one of the homeowners association. She controls their Facebook group. So I would see what channels they have and ask them as a part of the request. Yes.



Speaker 1 - 54:30

Okay, perfect. So how are we going to measure all of these different pieces? We're definitely going to be looking at website traffic, the bitly links, the Google Analytics actions, like how many people clicked on their city and which city had the most links clicked, how many QR code scans did we get and from where, which medium? The dedicated hashtag. We could look into a vanity phone number. So of course it's a number you set up. For example, say we're using my cell phone number, we'll lay a vanity phone number over it. That would be what goes on the pieces. And then when people call that pretty phone number, it goes to mine. And then we'll also check our email opens.



Speaker 2 - 55:16

Are you guys doing anything with texting?



Speaker 7 - 55:23

Texting is a two edged sword. You get their attention, but you can offend as quickly as you can.



Speaker 5 - 55:29

Yeah, I immediately put stop. Some people think that it's spam with the ticket. Have you been getting the Sun Pass scams? It depends. Some people may think it's a scam and some people may get annoyed. I get automatically put a stop.



Speaker 7 - 55:47

Yeah, it's a two inch.



Speaker 2 - 55:48

Okay. I happen to like it for warm audiences, but this is not a warm audience, so I get it. And then my other question is. So the consensus is no to texting.



Speaker 5 - 56:03

Let me clarify. If it's coming from a trusted source, then I think it may be beneficial. Sorry, I have to remember to use my mic. So our city has a text program and our residents know if the city texts us it's a trusted source. But if you're getting like political and all of this, people get turned off really quickly.



Speaker 6 - 56:23

Yeah, I get it.



Speaker 2 - 56:25

So my other question is, what happens? So the talks help me to understand the commission call to action page. You talk a little bit about that, please.



Speaker 1 - 56:36

Yep, definitely. Okay, so like we said, just the first piece that Broward recycles, that's one set of messaging. Learn how to recycle correctly. We drive there. This other set of messaging. Lori, could you go back to the other creative. Okay, so for example, say this is the poster. This is the piece. If you see it, when you scan that QR code, it's going to take you to a hidden landing page on the SWA website. And then on that landing page is pretty much going to be. I want to keep it very simple, like a simple paragraph about what the waste crisis is and we need your help. And then here's your directions, here's the template for you to send to your commission members in support of the master plan. And getting to. Yes, like I forgot how I phrased it in there, but yes.



Speaker 1 - 57:32

The point being that the template is going to give them the wording of what to send to say we would like our city to support the master plan and vote yes on it. Directly underneath that, on the same landing page is going to be links to every single member city's commission page for people to then go and get their commissioners.

Speaker 2 - 57:50



Email the email. Okay, so then we're tracking how many people access the content, the templates, and then we're tracking how many people click on the link to go to the commission page. Yes. Okay.



Speaker 7 - 58:08

We're sending this to every members. We have a neighbor right next door, Pembroke Pines, who's not a member, who I'm Going to be spending some effort to try and get them on board. And so I guess from a selfish standpoint, you know, any. Any support that I can get, you know, just basically, I don't think it's wasted. I don't think it's wasted effort because we need to get those to be successful. We need to get those people on board regardless. Eventually.



Speaker 2 - 58:38

Eventually, yeah.



Speaker 7 - 58:39

So I don't know, I just throw it out there.



Speaker 2 - 58:42

So to continue my line of inquiry. So what. What I'm kind of thinking about is retargeting a little bit to see like feedback loop. Like did people actually take action? Is do you have a thought about how we can kind of see if they actually did it?



Speaker 6 - 59:13

Yeah.

Speaker 1 - 59:13



So I mean, our piece that we can track to see the most is like how many actions on the page, meaning, like how many people clicked on the city of Lauderhill or how many people clicked on the town.



Speaker 2 - 59:26

But just because somebody. So. So here's what I'm thinking. Okay, so when. Well, let me ask a clarifying question first. So when in order for people to access the templates, do we ask them for their email addresses?



Speaker 1 - 59:41

Currently, no, because I wanted to keep it. We wanted to keep it low barrier to getting the template because if we're putting in like I want your email before you get the template could lose people.



Speaker 2 - 59:53

Okay. I would like for you guys to think about some way for us to. To have a feedback loop so that we know if people actually reached out to the elected, they actually followed up. Because some people, they're great at getting information and not so great about sending an email. So I mean, I don't know how to do that, but I'd like for you guys to think that through a little bit.



Speaker 1 - 01:00:19

Okay.



Speaker 2 - 01:00:19

Okay. All right, continue. So that concludes that item is what we're saying we're going on to the next one.



Speaker 6 - 01:00:35

It does. This is our. Well, I know you have a hard stop at 10.



Speaker 2 - 01:00:39

Yeah.



Speaker 6 - 01:00:40

So I don't know how you.



Speaker 2 - 01:00:41

Anybody else have any questions? Thoughts? All right. Okay, continue.



Speaker 6 - 01:00:47

So just so we're clear, we have an item on this week's. If you're. I mean, I think what we're seeking is a recommendation for the 172. Knowing that we have 95% ready to go, you know, for our team to start working on advertising plans for the hard costs that were approved as this year's budget. Are you comfortable at this point making that recommendation for Friday.



Speaker 2 - 01:01:13

Based on what we just released? Yeah, I'm fine with it for you guys.



Speaker 5 - 01:01:17

Yeah. Okay.



Speaker 6 - 01:01:18

Great. That's the one thing. That's our one item on the agenda for Friday.



Speaker 4 - 01:01:22

Yeah.



Speaker 5 - 01:01:22

Okay.



Speaker 2 - 01:01:24

But let's go through and look at the report.



Speaker 6 - 01:01:26

Do you want to do it? I'll roll through it. Yeah. You have three minutes, right?



Speaker 1 - 01:01:29

I do.



Speaker 2 - 01:01:30

Okay.



Speaker 6 - 01:01:32

I can do it.



Speaker 5 - 01:01:34

Okay.



Speaker 6 - 01:01:35

Total reach. So what we're reporting on is our first quarter of the fiscal year, October through December. So again, how many eyes are we getting in front of? This is our big number. So it was 1.18 for this quarter. And how that breaks down the earned media package we did with the Panthers. Huge. That was most of it. Video views on our stuff. This is all our social stuff that we're doing. 44,000. How much are we reaching on Facebook and Instagram? 18.5. Instagram's our winner. It's like almost 14,000 of that web visits. We got 3,000 in that time frame. We reached about 2,700 people through the community outreach efforts, the tabling that Elissa is doing and the student ambassadors. And then we had 600 people read our emails in that three month period.



Speaker 6 - 01:02:27

And then I mentioned the 158 is the ROI on that earned media package we did with the Panthers. Any questions on how we're measuring eyes we're getting in front of? Okay, next slide, please. So just to show you, Webb, the bottom line is where we were last year during this quarter and this is where we are this year. So obviously it's elevated. We're doing more. And those 2,700 and change visitors that we had on our website generated about 5,000 sessions. So we're tracking and we're moving in the direct, in the, you know, the right way. Most of our web traffic is coming direct, meaning they're going to broward. Swa.org next slide.



Speaker 2 - 01:03:13

Do you have demographic on?



Speaker 6 - 01:03:15

We do. I can provide it.



Speaker 2 - 01:03:17

Include that in the slide because you're going to share this on.



Speaker 6 - 01:03:20

Yes.



Speaker 1 - 01:03:20

Yeah.



Speaker 2 - 01:03:21

If you could include demographic.



Speaker 6 - 01:03:22

Happy to do it.



Speaker 2 - 01:03:23

Yeah.



Speaker 6 - 01:03:24

We're just trying to keep it high level for here. October through December, we. In November we launched. So this is a month, six weeks of reporting this. Browardrecycles.org got over 400 visits and that was mostly from that earned media we did with the Panthers. Next slide. Okay, so if you remember, we pushed out our toolkit. 11 cities up till yesterday have shared on social. It's just starting now to get out there, but they're doing. It's getting some good engagement and were happy to see it. Next slide.



Speaker 2 - 01:04:01

So we know the city so 11 has shared. There's several who have not. Could we mention that?



Speaker 6 - 01:04:08

Yeah, they're working on it. And Amy is following up with the PIOs all the time.



Speaker 5 - 01:04:12

We're on it.



Speaker 2 - 01:04:13

No, no. Because I think it's important for those of us who are around the table. I think that's a question we're going to want to know. Right. Is my city one of the ones that's not sharing?



Speaker 5 - 01:04:23

No.



Speaker 6 - 01:04:23

All of your cities have done it.



Speaker 2 - 01:04:25

Yeah.



Speaker 6 - 01:04:25

You're good. All right, let's get social just to look at our social. So we're looking at Instagram, Facebook X and YouTube. Those are the four that we're on. We're reaching 18,000 in this quarter. We're driving about 29,000 impressions and we got 405 engagements on our stuff. A, like a share, a love, a comment, whatever. And we have 40 hashtags out in the universe. Broward swa. Mostly from. From what the cities have shared. Next slide. Community outreach. Just a list of where we've been. Broward County Public Schools. Todd did a couple of presentations to the students. Sierra Club. Thank you, League of Women Voters. Composting in your city was in Coral Springs back in October. Todd did dedicated presentations to the city of Plantation. And then we saw member Don out at the West End Rotary run for. For tomorrow.



Speaker 6 - 01:05:20

That's in partnership with their Rotary out there. Next slide. Thank you.



Speaker 2 - 01:05:25

Yay.

Speaker 6 - 01:05:27



How they do 10:02.



Speaker 2 - 01:05:29

Awesome, awesome, awesome. Okay, well, I'm gonna. Did we have a vice chair? All right, there you go. Vice chair. Gotta go.



Speaker 5 - 01:05:39

Thank you, Madam Chair.



Speaker 2 - 01:05:40

Oh, here.



Speaker 5 - 01:05:44

All right, moving on. Thank you so much for your report. Thank you, Madam Chair. Moving on to item number five, next bio meeting to 18 at 1pm At Southwest Ranches Town Hall.



Speaker 7 - 01:05:58

Yep. We're excited to have them out there. We've. We're all set up and just looking forward to it. Yeah, it's a good opportunity.



Speaker 6 - 01:06:08

We have 30 confirmed already to attend.



Speaker 7 - 01:06:11

Great.



Speaker 6 - 01:06:11

We are giving the option if you can't attend in person, let us know. We'll share your virtual link. But we're hoping to see as many out there as possible.



Speaker 4 - 01:06:19

Good, good.



Speaker 7 - 01:06:20

Yeah, we're excited about it. And I'll just add that this evening at 7 o' clock, we're going to have a group of our residents both in our town and outside our town. We got some folks from Pembroke Pines that generally come in and they're great. They help us spread the word. But we're going to do like a training on the toolkit tonight so that people can start learning how to use that, where to get, where to find it, how to use it, what it's all about, the different audiences that it's designed for and things like that. So I'm super excited about that tonight.



Speaker 6 - 01:06:52

Thank you. I'm happy to hear that. I will mention that as the city of Sunrise was one of the cities that shared our stuff, we noticed the comment on there which is informing our strategy with the PIOs at this next meeting. A residential. I shouldn't say it's resident. I'm not sure if it's a resident. It appeared to be. They wanted to know what Sunrise is recycling rate. So back to this information were talking about that will further inform our ad plan. I think we probably need to get maybe give PIOs the assist with this so that they're ready to answer these questions. You know, the more we're talking about this and then it's going to be like okay, well how are we doing you know in our city specifically.



Speaker 1 - 01:07:35

So I appreciate that.



Speaker 5 - 01:07:37

Yeah. And in regards to the PIOs, I know you all had a one one with various PIO the meetings. How are those going? I know you did one. Is there a follow up coming up soon and maybe you can present that there.



Speaker 6 - 01:07:54

Yeah. So we'll the one ones are going well. Anyone who requests it, we do it with them. We done a couple. I think they're into this quarterly thing. I think corralling them on the 18th is going to be perfect and I think by then we're going to be talking about the next toolkit we're going to be pushing out because I know we're going to have the cost modeling, you know informed by then. So that will obviously be the next piece that we're messaging on. So it'll be a really good meeting.



Speaker 1 - 01:08:23

Yeah, I appreciate that.



Speaker 5 - 01:08:25

And for the record, please reflect that was item number six. We are moving on to item number eight. School partnership curriculum backup attached.



Speaker 6 - 01:08:39

Yes, I apologize for the backup attached. We were meant to have our school our meeting with the school staff a week ago but because of their deadlines they had to push. So I just was able to connect with them yesterday at 3pm but I have a wonderful update to share. So if you Remember you have 45,000 remaining in your hard cost for the education the recycling curriculum pilot program and originally this the Susan Cantrick and her team, she's director of applied learning. She they recommended that they choose. Well you all recommended perhaps we could have a School in the north, a school in the south, east, west. Now they have decided, you know what, we can get it together. They're going to pilot it and give it to all the schools K through 12. So they're working on it. They have their.



Speaker 6 - 01:09:29

They're getting their thoughts together for the 45. I'm going to bring it back to you next committee. I think what we're doing on Friday isn't, quite frankly, like enough of our time because I know there's a lot going on that meeting on Friday. So I think come February, they'll have their piece. Okay. This is what our curriculum will look like. This is where we're asking for support. You all can review that in advance of this meeting and we can bring that recommendation to the committee. But that's their thought now, is they're going to just roll it out in April to K through 12.



Speaker 7 - 01:10:00

I think that's huge.



Speaker 6 - 01:10:01

Yeah, right around Earth Day. It is a big win.



Speaker 5 - 01:10:04

And with the cost that we set aside for them, are they going to absorb the remaining cost because they've extended it to all schools in Broward County?



Speaker 6 - 01:10:17

I can't answer that.



Speaker 5 - 01:10:18

Okay, can we flag. Can we? Because I just want to be very transparent as we set expectations and I don't want them to think that we're covering that cost because we're willing to share it with the entire county. So.



Speaker 7 - 01:10:36

Yes, Yeah, I agree 100%. Obviously, we have very limited funds and we need to really, you know, be careful about those. But I will say this, that's huge. And if it costs us a little bit more to make it happen, it'd be something I would support because I just think that's the schools, the kids, that's what it's about. That's where our major energy is going to come from. That's who this is really all about. Over a 40 year plan. And so that's, that's huge. It's massive. And if we need to adjust a little bit to make it happen, I would definitely support that.



Speaker 5 - 01:11:18

Thank you. And then moving on to item 8B, pilot recycling curriculum in 3. Oh, well, you just reported on that. Okay, well, big win. So moving on to item number nine, new or old business.



Speaker 6 - 01:11:35

I think we have a lot going on right now getting this plan launched for the authority, so I don't have anything new to share. The one thing we're talking about, and I'm not sure your temperature check. Todd, if it's okay, I was going to ask them about the Portal just for the members to have access to a backend portal that they could log into to get their documents.



Speaker 3 - 01:12:04

Legal's looking at that.



Speaker 7 - 01:12:05

Right.



Speaker 5 - 01:12:05

Okay.



Speaker 3 - 01:12:05

Make sure that we do what's appropriate. Same as the county that was discussed.



Speaker 1 - 01:12:09

Okay, perfect.



Speaker 6 - 01:12:11

Trying to help.



Speaker 3 - 01:12:11

Now, with regards to the budget school, just one real comment back to that. You know, we do have funds available. You know, we're doing a budget adjustment, obviously, for, you know, this. This item, but the Solid Waste Authority, especially, because this is a very crucial portion with regards to the schools, you know, we could, you know, work through a budget, you know, an adjustment upward on the budget to incorporate more of the. The schools so that we can start working on this very important detail to start changing this behavior.



Speaker 5 - 01:12:43

Absolutely.



Speaker 2 - 01:12:44

I love it.



Speaker 3 - 01:12:45

There should be funds available for that. I mean, they're not. Again, they're not unlimited, but if we needed to do an increase of, you know, a percentage, that's possible.



Speaker 6 - 01:12:57

Our fund, my fundraising friends, I love when they say, like, when they're fundraising, they always say, like, what's your goal? What's your stretch goal? They always use that term. So I will go back to them and I'll say, what's your goal? What's your stretch goal? You know, and know that I think they know. I mean, we're all in the public sector. It can't be exorbitant. But there, I think that'll get them thinking about that. If we had an extra insert number, we could do this piece this year. You know, I just want to be.



Speaker 5 - 01:13:25

Transparent with everyone, especially with the school board, so and. And be very clear on what we can and cannot do. Being that there is no further new or old business, I will adjourn our meeting at 10:11. We will see you next time at February 18th. Thank you.



Speaker 7 - 01:13:50

Great. Thank you. Awesome.



Speaker 5 - 01:13:58

You can come up here. Yeah.



Speaker 7 - 01:13:59

Come on.