

Solid Waste Disposal and Recyclable Materials Processing Authority of Broward County, Florida
SWA Executive Committee Education & Outreach Subcommittee Meeting
January 14, 2026, 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, Vice Chair Metayer Bowen, and Member Breitkreuz.

Present Online: Schoolboard Member Bulman.

Public Comment - Mr. Richard Ramcharitar of Broward Clean Air highlighted ongoing coordination with Dr. Nicole Alluin regarding school cafeteria waste reduction and recycling programs observed in other Florida counties, including discussions with Orange County schools about pilot opportunities and potential outside funding. He also shared updates on Florida Green Schools PTSA initiatives, including a Green Apple designation for South Plantation High School and programs such as Share Tables and proposed food and plastic waste reduction pilots.

Meeting Minutes - Motion: A motion was made by Member Metayer Bowen and seconded by Member Breitkreuz to approve the minutes of December 17, 2025. There was no discussion. The motion passed unanimously.

Timeline and plan for “Let’s put waste in its place” campaign (presentation) – Conceptual Communications presented a streamlined media and outreach plan to use fiscal year 2026 hard costs before September 30, noting that outreach should be tailored by audience and platform. The \$172,000 Recycle Right campaign was reviewed, with direct mail identified as a key component focused on reducing contamination through clear recycling guidance, with targeting to be refined based on data and service availability.

Subcommittee members questioned the media mix and the exclusion of TikTok, which Conceptual attributed to public records concerns, and offered support in identifying appropriate influencers. Members also emphasized strategic use of direct mail, consideration of partnerships and high traffic locations, and the importance of aligning outreach with recycling rate data. Options for reaching economically challenged communities were discussed, with members recommending exploration of transit advertising as an alternative to limited poster placements. The Panthers partnership was discussed as a broad awareness strategy, with members stressing the need for clear performance metrics and accountability.

Conceptual requested Subcommittee member support to recommend advancing the \$172,000 hard cost outreach plan for Executive Committee approval, and Subcommittee members expressed support to move forward while continuing to refine targeting and tactics.

Reporting Q1 (Oct-Dec) - Conceptual reported first quarter fiscal year results from October through December showed a total reach of approximately 1.18 million, largely driven by earned media from the Panthers partnership. Additional metrics included approximately 44,000 video views, 18,500 social media reach primarily from Instagram, about 3,000 website visits generating roughly 5,000 sessions, approximately 2,700 individuals

reached through community outreach, and about 600 email readers, with an estimated earned media return on investment of 158 percent. Performance exceeded the same period last year, with most web traffic reported as direct. Subcommittee members requested that demographic data be included in future reports.

Next PIO meeting 2/18 at 1 p.m. at Southwest Ranches Town Hall - Conceptual reported that one-on-one meetings with PIOs were ongoing. Several meetings had already occurred, and plans were in place to convene the group on February 18 for a broader discussion. That meeting would align with the rollout of the next communications toolkit, which was expected to focus on cost modeling and related messaging.

School Partnership/Curriculum - Conceptual reported that the scheduled meeting with school district staff had been delayed due to school deadlines but was held the previous day, resulting in a significant update on the recycling curriculum pilot. Conceptual explained that approximately \$45,000 remained allocated for hard costs under the education and recycling curriculum pilot and that, rather than selecting a limited number of pilot schools by region, the school district proposed developing and rolling out the curriculum to all Broward County schools serving grades K through 12. The curriculum was anticipated to launch in April, aligned with Earth Day, and Conceptual indicated that a detailed proposal outlining curriculum content and requested support would be brought back to the Subcommittee in February for review and recommendation.

Subcommittee members noted the expansion as a significant success and discussed funding implications, emphasizing the need for transparency regarding available funds and whether the school district would absorb any additional costs. They expressed strong support for prioritizing school-based education and openness to considering a modest budget adjustment, if necessary, subject to available funds. Conceptual agreed to seek clarification from the school district on core needs and potential stretch goals and to report back with clearer cost scenarios.

New/Old Business - Conceptual raised the idea of a secure member document portal and the Executive Director reported that legal counsel was reviewing the concept to ensure it aligned with county practices and legal requirements.

Adjournment - Chair Dunn adjourned the meeting at 10:11 a.m.