

Put Waste in its Place



CAMPAIGN UPDATES
APRIL 2026



SOLID WASTE AUTHORITY
OF BROWARD COUNTY

Plan smart. Recycle more. Waste less.

Budget by Target Audience

Direct Mail \$90,000

*target areas pending contamination/recycling rates

General Population \$28,000

Panthers Trust Campaign \$12,000

Traditional Media \$6,000

Facebook \$5,000

Instagram \$3,000

Influencers \$2,000

Spanish and Creole \$14,000

Traditional Media \$10,000

Influencers \$4,000

Seniors \$12,000

Traditional Media \$5,000

Influencers \$2,000

Facebook \$5,000

Young Adults \$11,000

Traditional Media \$2,000

Instagram \$7,000

Influencers \$2,000

Multi-Family/Renters \$9,500

Traditional Media (streaming tv) \$4,500

YouTube \$5,000

Economically Challenged \$7,500

Traditional Media (Bus bench/bus ads) \$2,500

YouTube \$5,000

Campaign Updates



We're running out of space...

BrowardRecycles.org

Catch the SWA throughout the County:

- Digital billboards
- Bus benches
- Magazines
- Newspapers
- Mobile billboard trucks
- Radio stations
- Streaming TV Stations
- Community events
- Libraries
- Video shoots

Launched March/April

Seniors:

PRIME Magazine and
Sun-Sentinel Streaming TV

Creole and Spanish:

WLQY and WSRF Radio
SFLCN online Streaming TV

General Population:

Digital Billboards
Inside South Florida WSFL

Multi-Family/Renters:
Streaming TV

Young Adult:
Mobile Digital Billboards



Launching Next

Economically Challenged:

Bus Benches

Creole and Spanish:

Magic 93.9 Radio

General Population:

Legacy/WSFL-TV

Various Target Audiences:

Influencers

Direct mail postcard



20,000 pounds of waste a minute?
We can do better.

Sign the pledge →

Put Waste in its Place [BrowardRecycles.org](https://www.browardrecycles.org)

The image shows a large pile of trash in the background. A QR code is positioned on the right side of the trash pile. A white arrow points from the text 'Sign the pledge' to the QR code. The bottom of the image features a green banner with the text 'Put Waste in its Place' and 'BrowardRecycles.org'.

Bus Benches

April 15, 2026 - May 12, 2026

Total: \$3,520

- 11 bus benches throughout Broward in six target zip codes and along the 441 corridor

441 Corridor

- 52nd Ct., Hollywood, FL 33023
- Rodman St Hollywood , FL 33024
- State Rd 7 Margate, FL 33063
- State Rd 7 Margate FL 33063
- State Rd 7 Margate 33063

Target Zip Codes

- Pembroke Rd and SW 62nd Ave, Hollywood, FL 33023
- Pembroke Rd and 44th Ave, Hollywood, FL 33023
- Hallandale Bch Blvd and 40th Avenue, Pembroke Park 33023
- NW 7th Ave And Sistrunk Blvd Fort Lauderdale 33311
- Sunrise Blvd W and NW 7 Terr, Fort Lauderdale FL 33311
- Commercial Blvd W And NW 15th Ave Fort Lauderdale 33309



Billboards

- April 6- May 3
- 30 rotating digital locations
- Est. 1.25 million impressions



Location Description

1. W/L I-95 1500 ft Oakland Park Blvd. F/S
2. W/L I-95 1500 ft S/O Oakland Park Blvd. F/N
3. E/L I-75 S/O Pembroke Road F/S
4. W/L I-75 2500 ft N/O Miramar Parkway F/N
5. W/L I-75 2500 ft N/O Miramar Parkway F/S
6. N/L Florida Turnpike 1.65 mi W/O Red Road F/W
7. N/L Florida Turnpike 1.65 mi W/O Red Road F/E
8. N/L Florida Turnpike 3315 ft W/O Flamingo Road F/W
9. N/L Florida Turnpike 3315 ft W/O Flamingo Road F/E
10. Turnpike N/O Sample Rd E/S F/N
11. E/S US-1 250 ft N/O I-595 F/S
12. E/S US-1 N/O I-595 F/N
13. I-95 S/O Stirling Rd W/S F/N
14. I-95 S/O Stirling Rd W/S F/S
15. W/L I-95 600 ft N/O Sheridan St. F/N
16. W/L I-95 600 ft N/O Sheridan St. F/S
17. Turnpike 3960.00 ft N/O Commercial Blvd W/S F/N
18. Turnpike 3960.00 ft N/O Commercial Blvd W/S F/S
19. E/L I-95 3000 ft N/O Hillsboro Blvd F/N
20. E/L I-95 3000 ft N/O Hillsboro Blvd F/S
21. Turnpike S/O Johnson St E/S F/N
22. Turnpike S/O Johnson St E/S F/S
23. I-95 .8 mi S/O I-595 E/S F/S
24. I-595 4224.00 ft E/O I-95 N/S F/E
25. I-595 4224.00 ft E/O I-95 N/S F/W
26. Turnpike N/O Sample Rd E/S F/S
27. I 95 1584.00 ft S/O Sunrise Blvd E/S F/N
28. I 95 1584.00 ft S/O Sunrise Blvd E/S F/S
29. I 95 5300 ft N/O I 595 E/S F/S
30. I 95 5300 ft N/O I 595 E/S F/N

Libraries

No-cost placement in eight libraries

37 Broward County library branches plus city libraries:

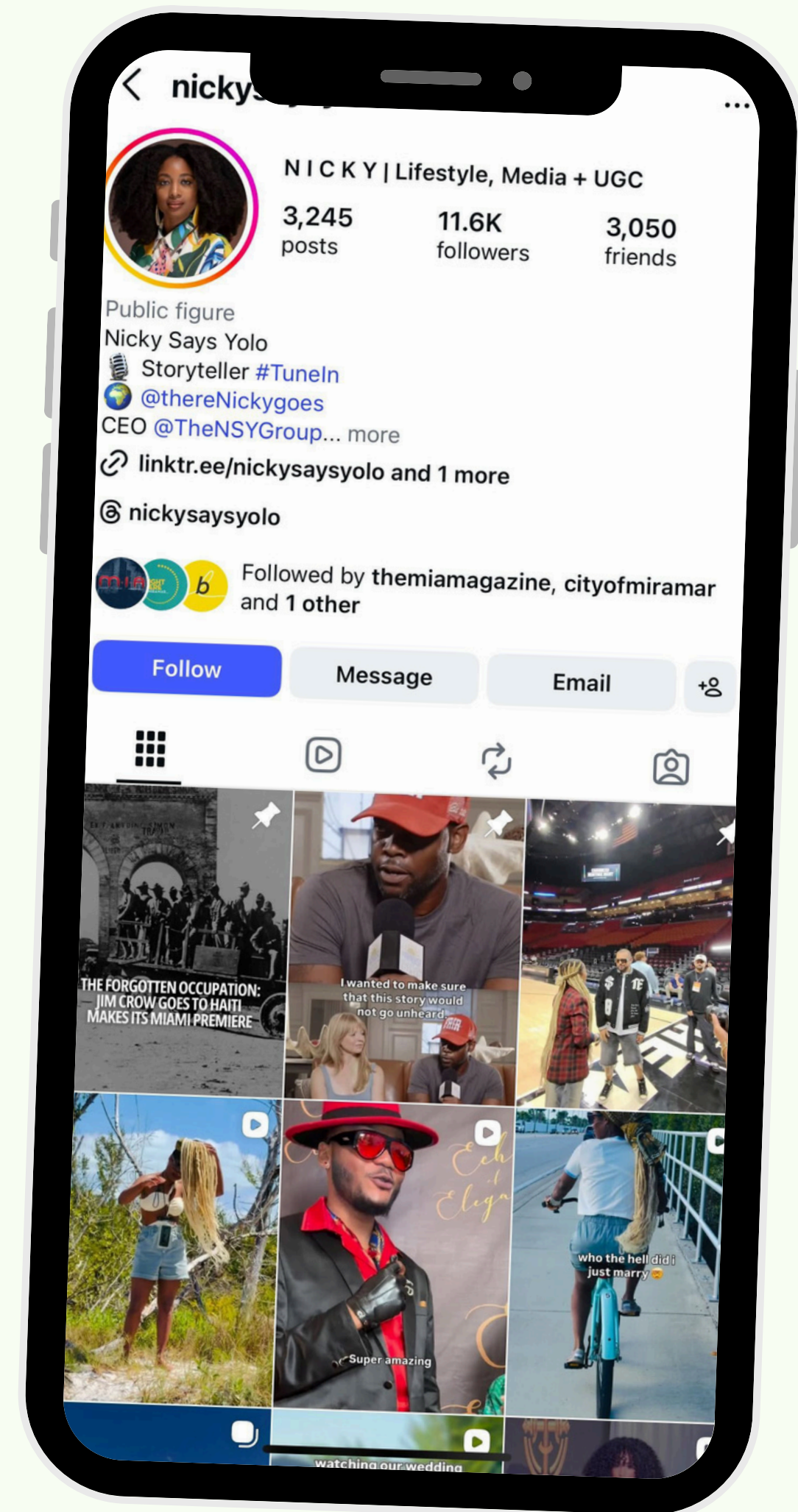
- Parkland Community Library
- Richard C. Sullivan Public Library (Wilton Manors)
- Helen B. Hoffman Plantation Library
- Ethel M. Gordon Oakland Park Library



Influencers

Nine influencers confirmed

- At least 1 post, 1 story, and/or 1 reel with a collaboration
- Cross-platform reach across multiple target audiences
- Influencer-style credibility through hyper-local trusted content creators
- Shareable digital content for use across SWA's owned channels



Influencers

Confirmed \$6,350

LIFESTYLE

@TheBrowardist and @JesseRobertScott

Social Followers: 18,600

Newsletter Subscribers: 2,000

Total Cost: \$1,000

@sunkissedcomplexion

Social Followers: 21,700

Total Cost: \$500

FOODIES

@thelauderdalelocal

Social Followers: 24,500

Total Cost: \$250

@TasteGreatFoodie

Social Followers: 221,000

Total Cost: \$600

CREOLE

@Bendjibi

Social Followers: 33,000

Total Cost: \$1,500

CARIBBEAN/JAMAICAN/SPANISH

@IslandNetworkTV and

@Nickysaysyolo

Social Followers: 49,000

Total Cost: \$1,500

@_ashleydesires

Social Followers: 37,402

Total Cost: \$500

@miss_sassy_sophia

Social Followers: 59,500

Total Cost: \$500 (pending)

Pending \$3,650

LIFESTYLE/FOODIE/TRAVEL

@jess_chinfong

Social Followers: 56,000

@Codiendrew

Social Followers: 300,000

SENIORS

@lenore_nolanryan

Social Followers: 20,000

@lauriejenningslive

Social Followers: 240,000

SPANISH

@mariacelestearraras

Social Followers: 2.1 Million

@healthme.ile

Social Followers: 137,000

Panthers Partnership

Filmed with Florida Panthers
at WM on March 18

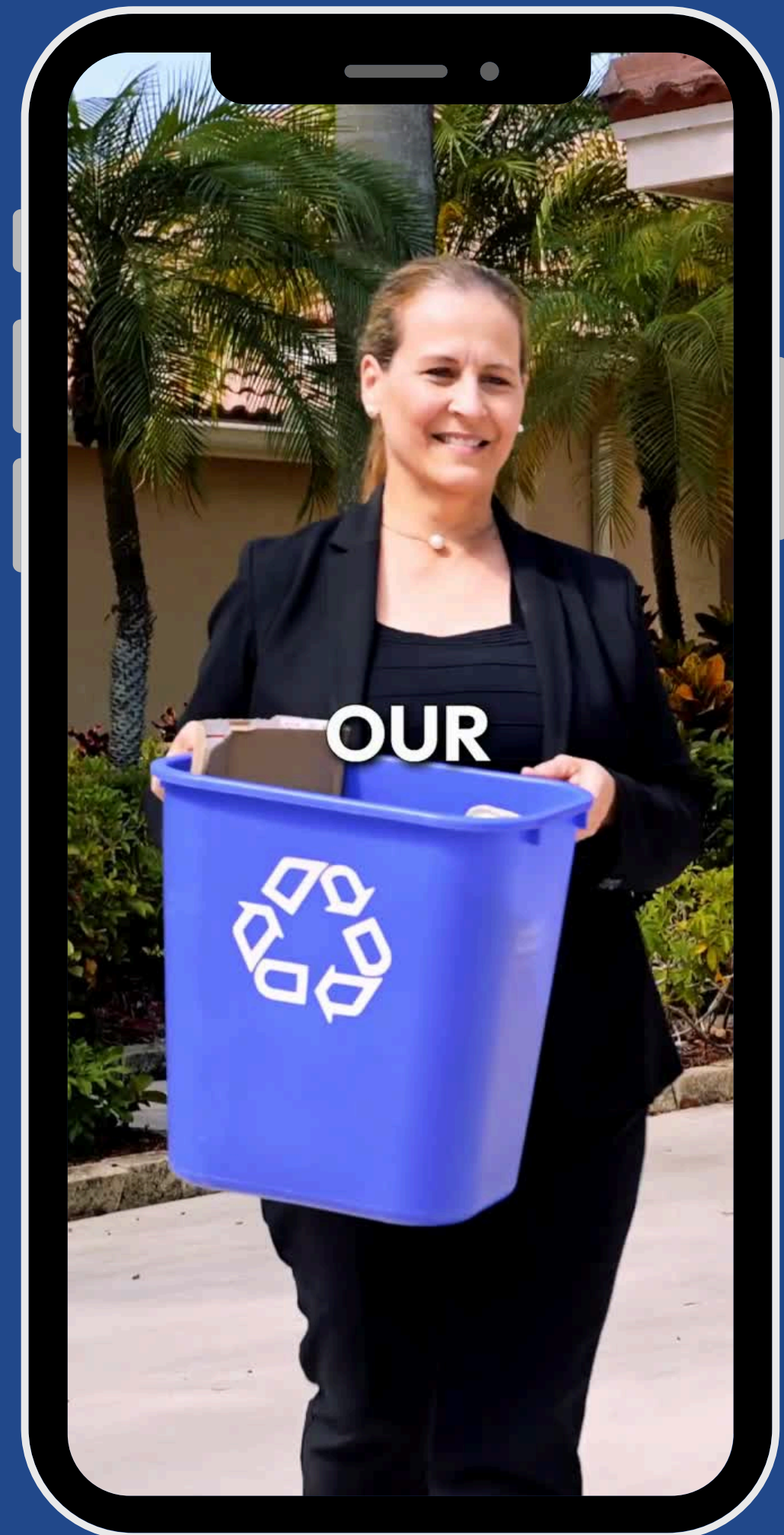
- Video content edited together for Authority trust campaign series and multiple Panthers short-form content for PIO toolkit



Trusted Voices

Geotargeted ads of the first five videos (Lauderhill, Southwest Ranches, Dania Beach, Coconut Creek, and Weston) are live

- 18,953 reach
- 909 clicks
- \$0.53 a click
- +33 followers on IG!



Pledge Campaign



←
TAKE THE PLEDGE

365 pledges and counting!
12% conversion rate

Top three cities:

Sunrise (83)

Hollywood (43)

Plantation (31)

Broward Recycles Recycling 101 Repurpose & Reuse



Take the Pledge

As a resident or business owner in Broward County, I pledge to:

1. Create less waste in my daily life
2. Recycle correctly
3. Reuse and repurpose as many items as possible
4. Support the work the Authority is doing to decrease our dependency on the landfill and waste-to-energy facility

City *(Required)*

Choose from one of the options below

Choose a City

Name *(Required)*

First

Last

April Toolkit

Toolkit items will be distributed in English, Spanish, and Creole

- Social media videos and copy
- Newsletter insert
- Flyers
- Poster
- Rack card
- TV screen
- City TV channel ad
- Landing page copy

Rack card

In the minute it takes you to send a text, Broward County generated

20,000 lbs of waste



Put Waste in its Place

✓ DO RECYCLE: Aluminum cans, cardboard, paper, and plastic bottles

✗ DON'T RECYCLE: Plastic bags, wires, Styrofoam, and diapers

Take the Pledge



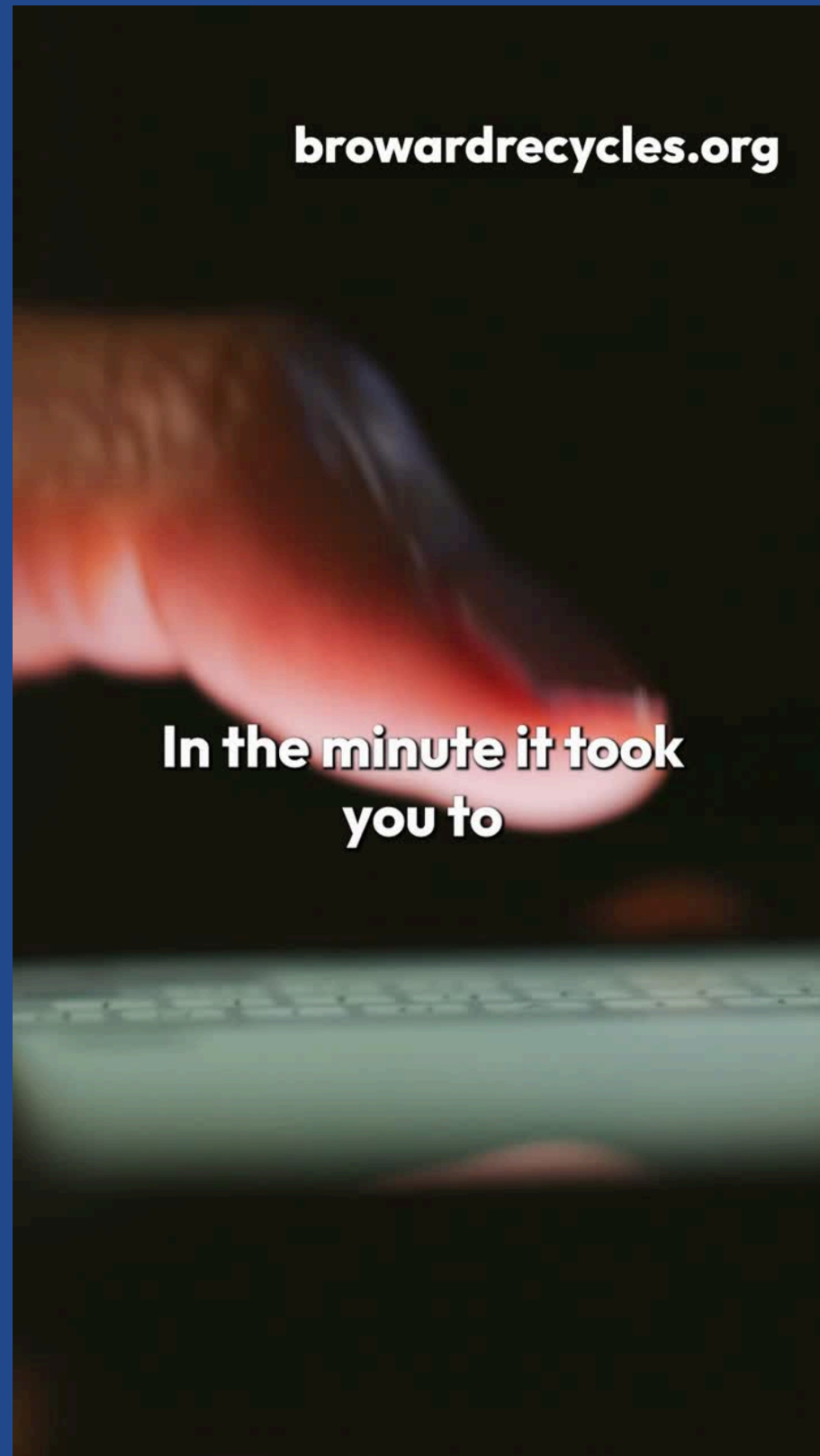
browardrecycles.org



SOLID WASTE AUTHORITY
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April Toolkit



Social Media

We're generating 20,000 lbs of waste per minute in Broward County.



Put waste in its place by recycling right.

RECYCLE	JUGS
ALUMINUM	MAGAZINES
BOTTLES	NEWSPAPER
CARDBOARD	PAPER
CANS	

H X E S Z H V R E C Y C L E N C U I
D M A G A Z I N E S H E D H M X K R
U K C F E W W H F G K B M I J Z K S
P G T A W N E W S P A P E R C P W Y
W K O C N Z V D A S B J G G N P G Z
X E S R I S X Y O Z P O U T G A V M
Q O A J U J J V Q Q O Y T G W P L M
O G D N W Z X G K S H D S T S E I S
B S I I N C U C M L G Z P N L R J N
U L E E C A R D B O A R D V U E K R
H C F Z W Z Q G L N V F Q N O Y S T
F P C G B W N A L U M I N U M O L C

Take the Pledge



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browardrecycles.org



Newsletter

Q2 January 2026-March 2026

Reporting



SOLID WASTE AUTHORITY
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Plan smart. **Recycle** more. **Waste** less.

Q2: January 2026- March 2026

Total Reach
2.9M+

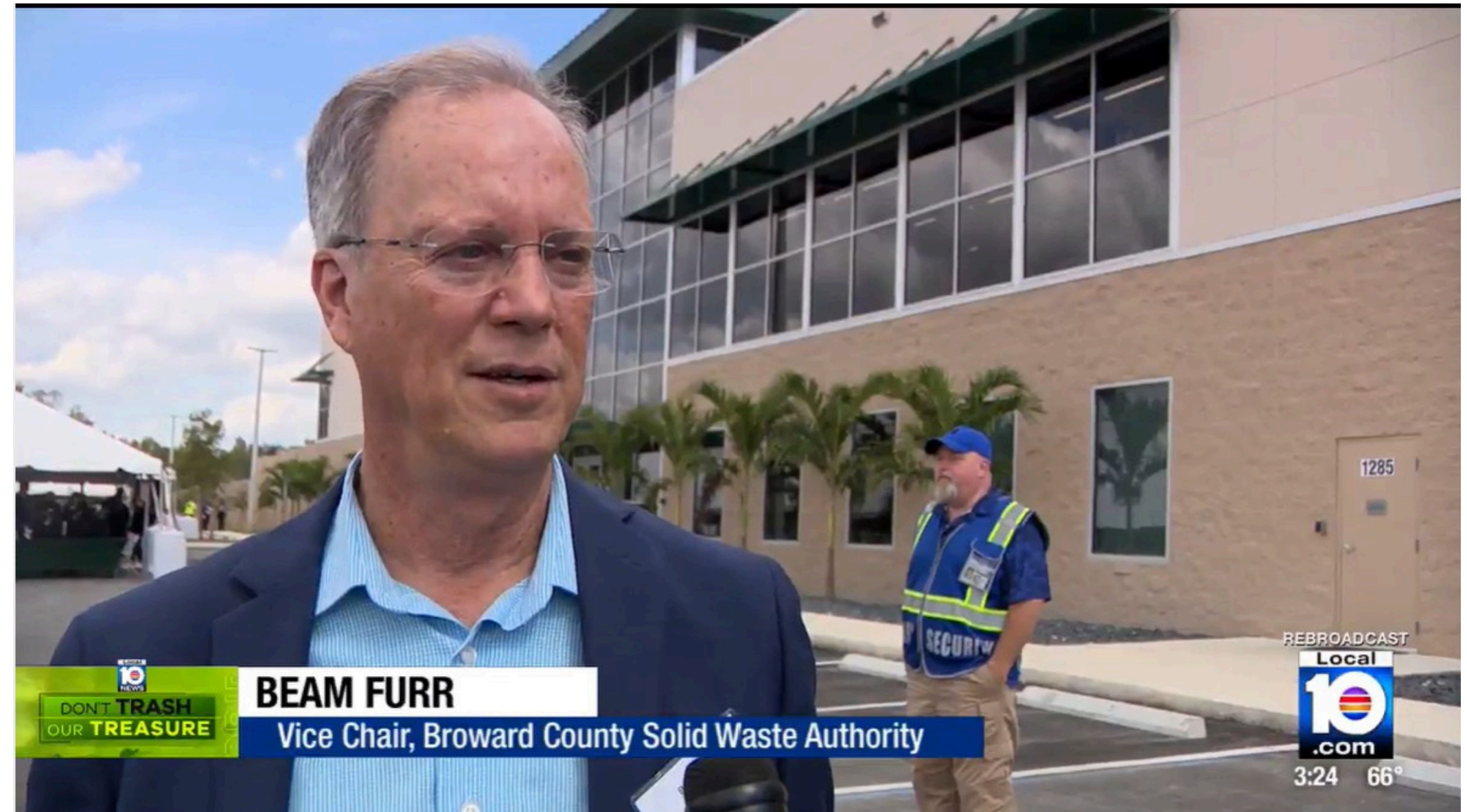
Earned Media: **2.8 million**

Reach (FB/IG/X/YT): **19,021**

Web Users: **3,546**

Community Outreach: **20,275**

Email Opens: **1,093**



\$53,103 AVE

Q2: January 2026–March 2026

Social Snapshot

Reach

19,021

Engagements

797

Video Views

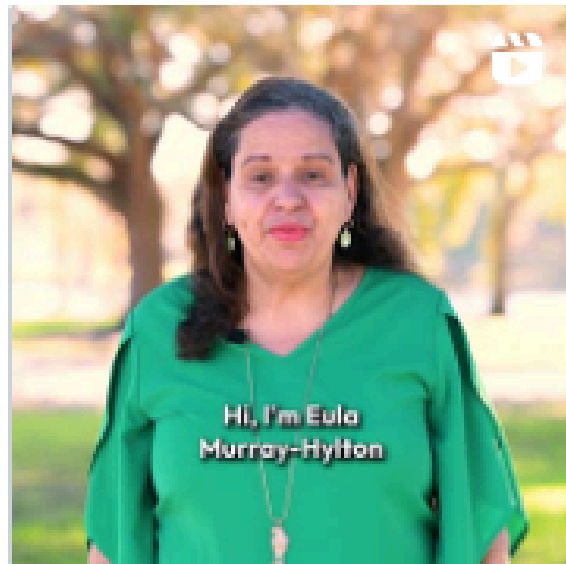
8,630



Small actions can make a BIG impact. 🌍 ♻️...

Tue Mar 17, 3:48pm

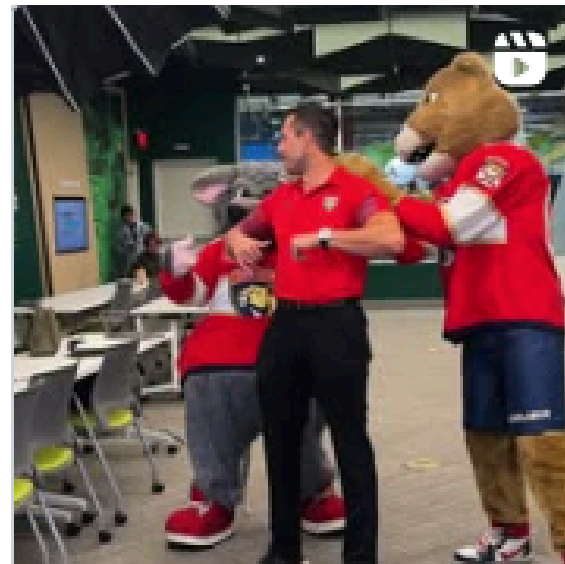
👁️ 3.4K ❤️ 6
🗳️ 0 ➡️ 10



Doing your part starts today! Cut down on...

Mon Mar 23, 12:44pm

👁️ 298 ❤️ 3
🗳️ 0 ➡️ 12



Thank you to WM for hosting us, and the...

Wed Mar 18, 6:20pm

👁️ 257 ❤️ 3
🗳️ 0 ➡️ 2



Together, we can recycle right and put...

Tue Apr 7, 5:10pm

👁️ 382 ❤️ 6
🗳️ 1 ➡️ 5

5,301 IG

7,508 FB

1,457 X (Impressions)

1,209 YT Views

3,546 Website Users

365 # of Pledges

Community Events

Est. Reach January - March 2026

20,275

CITY EVENTS ATTENDED

- Lighthouse Point: Keeper Day
- Southwest Ranches: Soflo Chili Fest
- Sunrise: Sustainability Board presentation
- Fort Lauderdale: New River Neighborhood Association

UPCOMING CITY EVENTS

- North Lauderdale Days
- Margate International Day Festival
- Sunrise Earth Day Festival
- Southwest Ranches 8th Annual Unity in Diversity 5k
- Wilton Manors Canoe Races

COMMUNITY PARTNERSHIPS

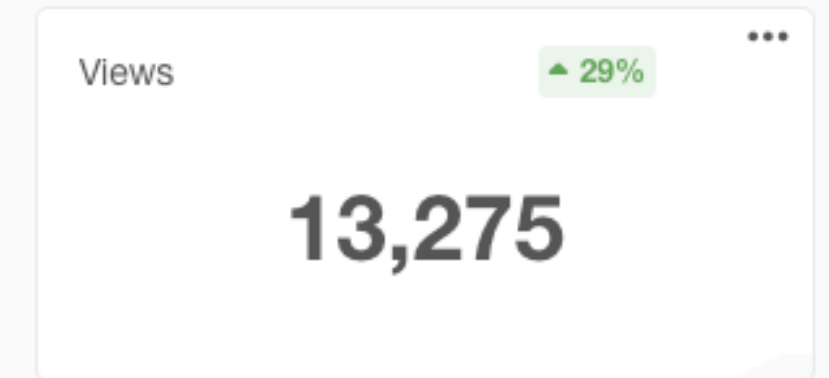
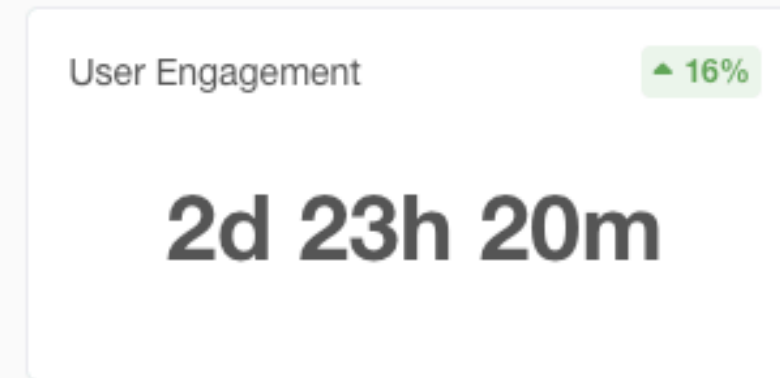
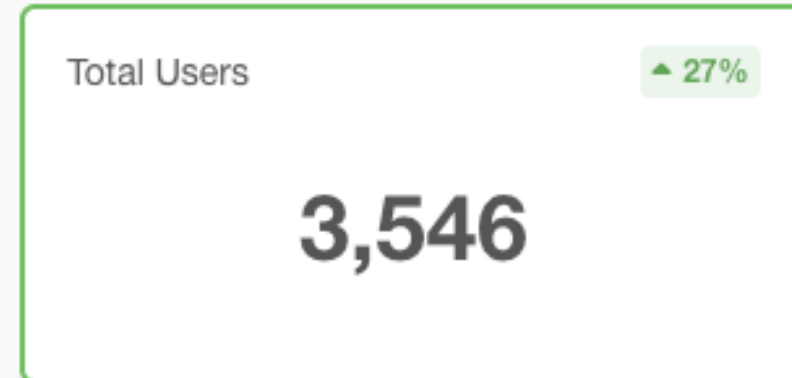
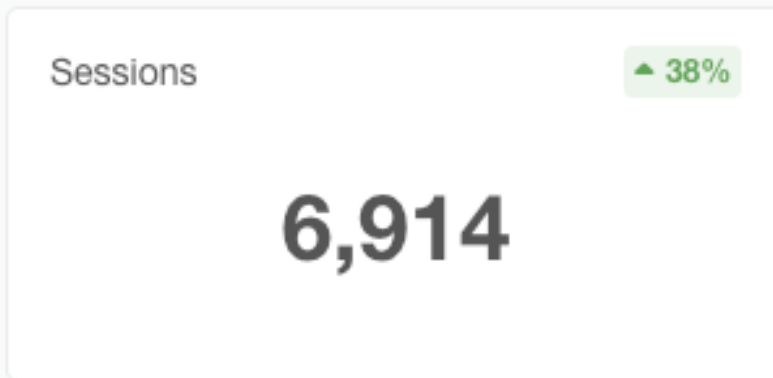
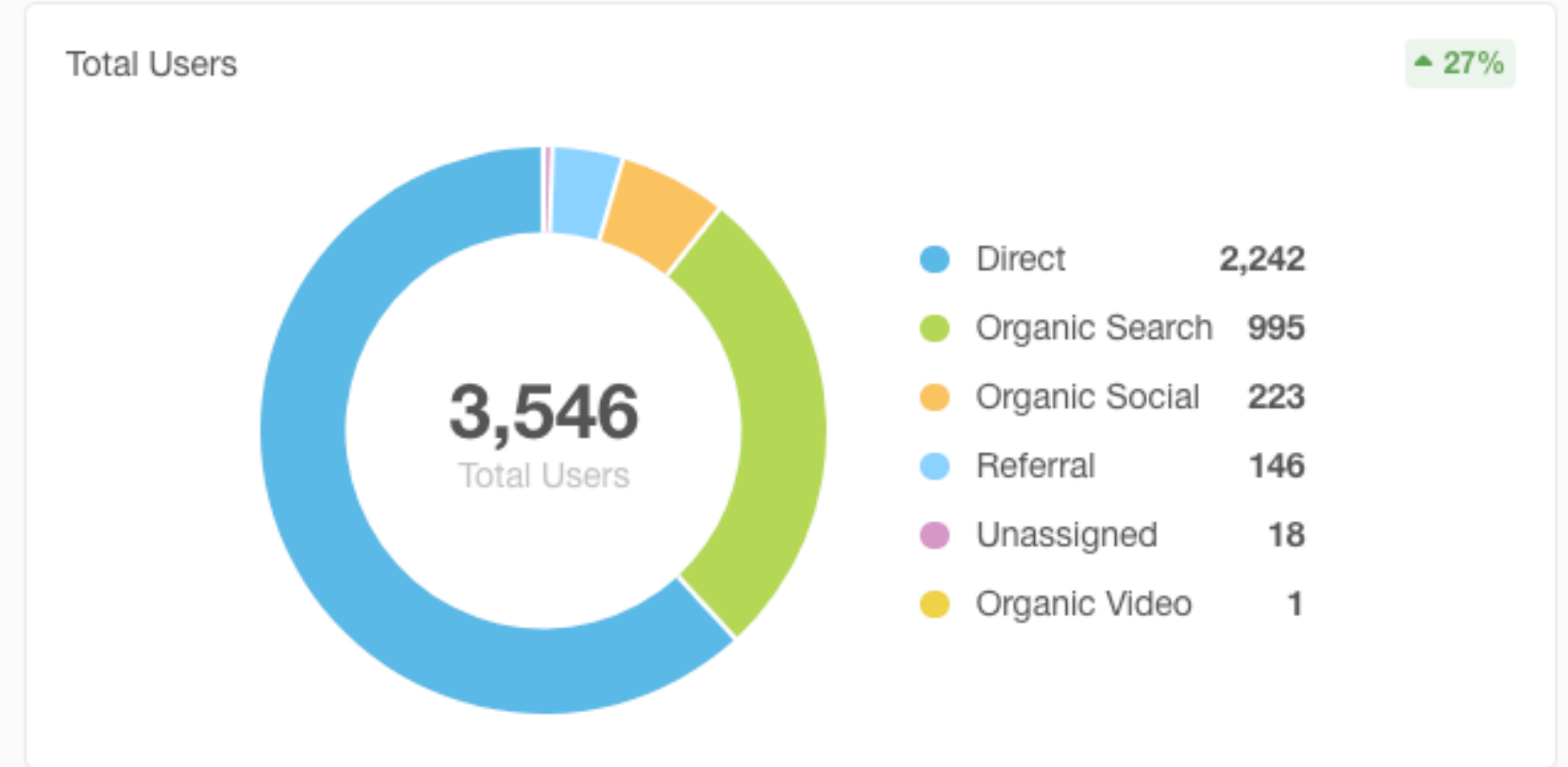
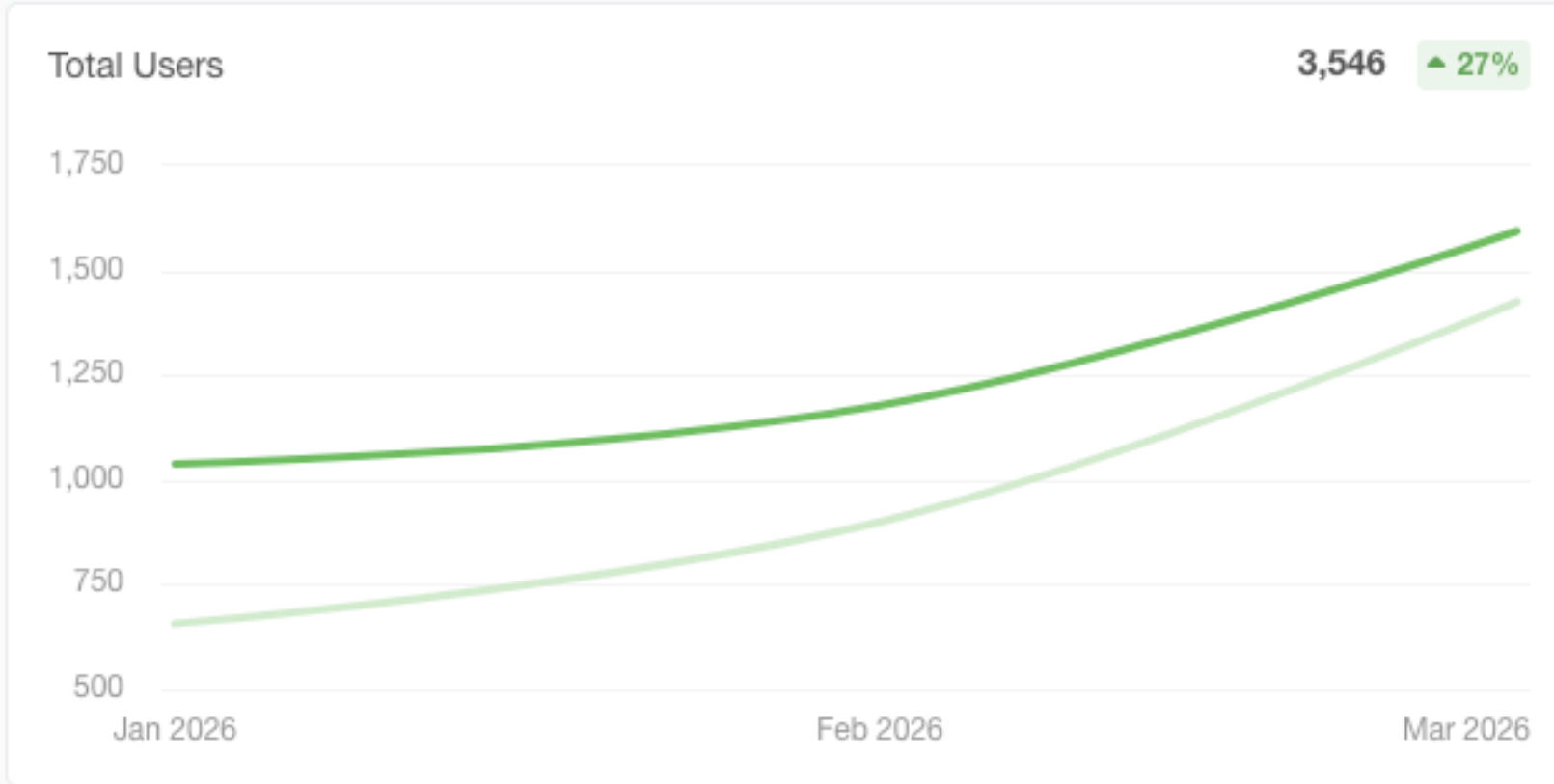
- Adopt-A-Dune
- EcoShift Film Festival: Seed: The Untold Story
- BCPS Youth Climate Summit
- EcoShift Film Festival: Wasted: What We Throw Away Doesn't Go Away
- MODS Science Festival
- Sierra Club: Presentation
- Sunrise Sustainability Board
- Sun-Sentinel Prime Event

PENDING

- Cooper City
- Dania Beach
- Davie*
- Deerfield Beach
- Fort Lauderdale
- Hollywood*
- Lauderdale Lakes
- Lauderhill
- Miramar*
- Oakland Park*
- Parkland*
- Plantation*
- Weston

Have a community event the SWA can table at?

Send to: aimee@conceptualpr.com



Top 5 pages (excluding homepage):

1. Upcoming Meetings
2. Master Plan
3. Past Meetings

4. Sign the Pledge
5. Broward Recycles

FY26 Year to Date

Total Reach

4M+

Earned Media: **3.9 million**

Reach (FB/IG/X/YT): **46,611**

Web Visits: **6,329**

Community Outreach: **22,955**

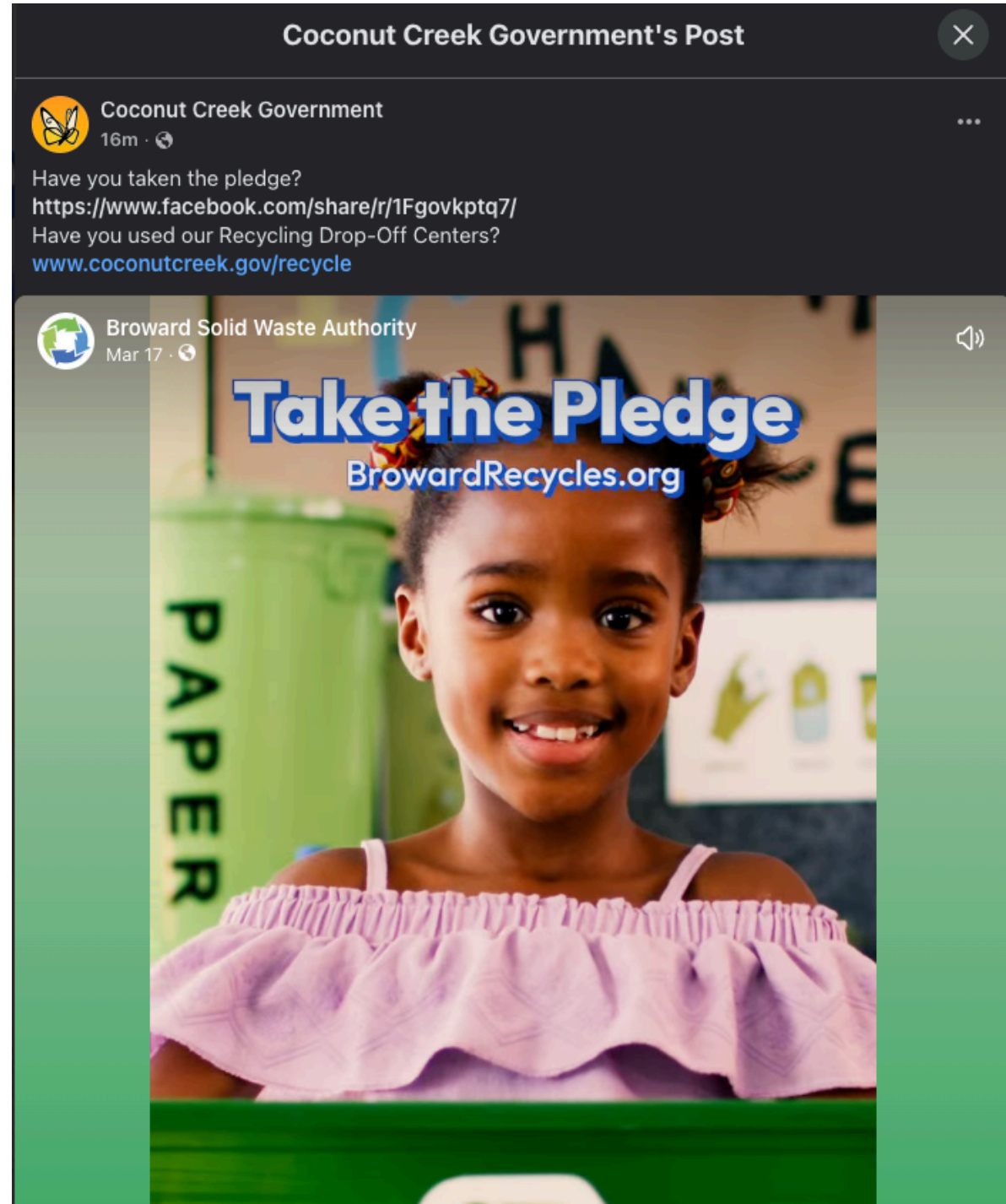
Email Opens: **1,700**



\$211,130 AVE

Member Engagement

Over 60% of member cities, plus the County, have shared Authority messaging



Thank You Q&A



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