



Speaker 1 - 00:49

More in. Can y' all hear me okay. Ben here.



Speaker 2 - 01:20

We can hear you.



Speaker 1 - 01:23

Okay, great. Thank you. Okay. Okay. All right, we'll talk.



Speaker 3 - 01:45

We'll talk.



Speaker 1 - 01:45

We'll talk on with Chad. We're probably gonna get together, he's gonna do a mock up and like that. And then before we clear, he might.




Speaker 4 - 01:50

Just go back to the deal and.




Speaker 1 - 01:51


Or I. I think what the guy was thinking is do a strike. A deal strike. Yeah, but I mean. I mean, it makes sense. I mean, it still looks good, though.

 Speaker 3 - 02:00


I think it still looks.

 Speaker 5 - 02:00


Nah, I mean, I would.

 Speaker 1 - 02:01


I would.

 Speaker 4 - 03:50


It.

 Speaker 1 - 23:36


All right, we're going to get started. I'm going to welcome Everybody to the April 17, 2026 governing board meeting. If you would please call the roll.

 Speaker 6 - 23:57


Chair ryan.

 Speaker 7 - 24:00


Vice chair for. Here. Member shuhan. Here. Member colborne.

 Speaker 2 - 24:12


Here.

 Speaker 7 - 24:15


Member luis. Member horland. Member dunn. Here. Thank you. Member patterson.

 Speaker 8 - 24:32


Here.

 Speaker 1 - 24:34


Here.

 Speaker 7 - 24:35

Member meade. Member cagiano.

 Speaker 3 - 24:39

Present.

 Speaker 7 - 24:40

Member ridell.



Speaker 3 - 24:41

Here.



Speaker 7 - 24:42

Member ernst.



Speaker 1 - 24:44

Here.



Speaker 7 - 24:46

Member murphy. Solomon.



Speaker 8 - 24:48

Here.



Speaker 7 - 24:49

Member thomas. Present. Member a.j. Ryan.



Speaker 1 - 24:57

Here.



Speaker 7 - 24:58

Member eveyard. Member newton.



Speaker 1 - 25:04

Here.



Speaker 7 - 25:05

Member stafford. Member bright cruz. Member strauss. Member morissette. Member robin nacy.



Speaker 1 - 25:27

Here.



Speaker 7 - 25:28

Member tomlinson. Alternate sorensen.




Speaker 1 - 25:35

Here.




Speaker 7 - 25:39


Alternate sarah. Alternate plout.

 Speaker 6 - 25:50


Do we have any other alternates that.

 Speaker 9 - 25:51


I may have missed?

 Speaker 1 - 25:52


Yeah.

 Speaker 3 - 25:53


Bob Hartman.

 Speaker 1 - 25:53

Here. Bob Hartman.

 Speaker 7 - 25:55

Thank you, sir.

 Speaker 1 - 25:58

All right, we have a quorum. And we have sufficient for voting on the MAS plan. Correct. Everybody in this room knows this is the heavy day. I don't think there's any more words that need to be added. On behalf of the Solid Waste Authority and all the members, We lost one of our colleagues who was not only incredible professional leader, so many other people have said more powerful things, but for us here at the Solid Waste Authority, she was

an environmental scientist. She was an intellect. She was passionate about what were doing here, and she always presented her positions with dignity and professionalism and humility because she understood the greater good. The amount of effort that's gone on this morning to the members who are here, both online and physically, is a tribute to Nancy because she wants you here this morning.



Speaker 1 - 27:10

So before the pledge, we'll take a moment of silence and as a point of personal privilege for member Newton is right now in the throes of a painful loss, who so many of us walked alongside at each meeting to get the updates and the hope, prayers and the love sorry for your loss. And we understand and appreciate how painful today is for you. We know how committed you are to this process. We are grateful. So if you would stand for a moment of silence for the plunge. Which is Stands one nation under God, justice for all. All right, so we've moved things around on the agenda because of time pressures for those that are sacrificing to be here with all that's going on. This morning, we have two members of the public for public comment prior to Debbie Green.



Speaker 2 - 28:58

DEBBIE green, Town Southwest Ranches I just want to my condolences to on the executive committee and the governing board and.



Speaker 9 - 29:09

Those that just work so closely with.



Speaker 2 - 29:13

Nancy and to her family. And I just want to thank everybody here, the executive committee, the governing board, more importantly, executive committee, for all the hard work that they have put in over these past two and a half years. They, for probably a year of that time, met every two weeks. They started at one point, ended up at another. They opened themselves to so much education. And I just urge all of you, I know some of you are new to the executive committee, some are new to the governing board, but every one of these meetings has been posted online, all the detail online. So just how us and the public have all this information, it's been out there.



Speaker 2 - 29:57

So I just hope that as you have discussion, you look to these executive committee members and for their guidance because they have had the education and grown to where there's a master plan that you all are going to be asked

to vote on, that in this master plan, programs are put in place that have been found that are known to work throughout the country. And by putting in place these programs in the master plan, we can keep about 62% of our waste from ever getting to a landfill or waste to energy. And yes, while people want to say there's a cost to it, there's maybe a \$3 cost even per household per year to be a part of this ila.



Speaker 2 - 30:37

So I just really want to urge you all to go back to vote for this master plan and then go back to your cities and urge them all to join this ila, because this is the only way that Broward county has to move forward and do the right things for our kids and their kids and the next kids, for all of Broward county to be a homeowner. 3 Even if it was \$5, \$5 a year per household, to do the right thing and go from the old mentality of burn it, bury it, and actually do the right thing for our future. So I plead with you all to please accept this master plan and go back to your cities and to have this ILA accepted.



Speaker 1 - 31:23

Thanks. Thank you, Stephanie Jaaf.



Speaker 9 - 31:30

I also can't begin without recognizing the profound sadness felt with the loss of Vice Mayor Nancy Mateo and offering my condolences to her close friends on this board. I was always so impressed with her passionate poise, backed up by really hard work and tremendous empathy. I mean, for her age. I used to sit here and, like, say, oh, my God, this woman's amazing. Her contributions to this body, to our community, and as a very special human being were immeasurable and will be sorely missed. I'm here today also to urge the governing board to follow the executive board's recommendation to approve the solid Waste Master Plan. I know some cities are asking, can we afford this? But shouldn't the right question be, can we afford not to? Solid waste poses an existential challenge for Broward county.



Speaker 9 - 32:27

We generate approximately 20,000 pounds of waste every minute, and we are rapidly exhausting our landfill capacity. At the same time, climate change is intensifying, bringing rising seas, more powerful hurricanes, and increased flooding, all of which drive up insurance costs and demand significant investment resilient infrastructure. Against this backdrop, the cost of not approving the master plan is simply too high, particularly when weighed against the comparatively modest cost of moving forward. My most pressing concern at this stage is not with the substance of the master plan itself, but with ensuring that our recycling message is accurate. From day one, after visiting the new mrf, the Waste Management mrf, it became clear that more materials are recycled than our current public messaging reflects. The education and outreach plan developed for the SWA is excellent, but the information it conveys must be fully up to date.



Speaker 9 - 33:30

I respectfully ask the recycling guidelines be reviewed in direct coordination with the various MRFs so that bin stickers and materials published by the SWA and participating municipalities reflect the most accurate and complete information available. With that, I look forward to a favorable vote by the governing board and ultimately to approval by the municipalities that have helped shape this effort from the very beginning. Thank you sincerely for your hard work and your dedication to our community and future generations.



Speaker 1 - 34:04

Thank you, Stephanie. All right, we have no one else up. I'll close. Public comment Master plan. Daniel, if you could come to the podium, let me set the table for the members. As you remember, at the March 20 governing board meeting, there were a number of issues that were raised that caused us to pause. There were two primary issues. One dealing with compliance with 7.1.1 of the ILA, which had a series 8 sections that we had to make sure the Solid Waste Master Plan addressed secondarily. There was an issue regarding some tonnage calculations with the work from not only the consultants, but with the county. The county leadership the county staff and with members of the TAC, we addressed both of those issues. With respect to 7.1.1, it was debatable whether it was necessary or not.



Speaker 1 - 34:59

All the contents were contained within the master plan that would satisfy that. But it was seen as a better idea to go ahead and have a freestanding section that would outline how compliance occurs for 7.1.1 for each of those sections. That was presented to the executive committee on March 30, and that was approved unanimously with a recommendation to the governing board. With respect to the financial modeling adjustment, there was an issue of calculation of tonnage, which is not presently being charged. It's perhaps it does go across the scale. It's calculated, but it's not charged because of beneficial use. The consultants had included that because I think from their view, it makes sense to charge that which is scalable. But a more conservative approach is to remove that.



Speaker 1 - 35:48

If in the future the governing board decides to assess those presently beneficial uses, they can certainly do it. But it seemed to make more sense conservatively to remove that. There was an effort to go through the calculations of what that was, which was verified with state and county data as well as through the consultants. And to put it in some context, this is not like for those of you that put out bulk in your neighborhood, Right. You put out a lot, and by the time the truck comes, there's a lot less there because people have gone around and taken out what they think they can use or repurpose or whatever. We're not talking about that type of tonnage because that's never scaled. In looking at the scalable numbers, it was roughly 10%, which was kind of the prediction from Natasha. Natasha here.



Speaker 1 - 36:36

Yeah, back there, who's a savant apparently, on these kind of calculations. And we'll be handing out the Powerball numbers at the end of the meeting. But it, when verified against the state data, came in just right around 10%. So an adjustment was made to reduce the amount of tonnage that would be assessed. That increased the per

household annual charge by about 20 cents. So that's the. I'm just setting the table. I'll let Daniel go ahead and present on that. It was presented to the executive committee on the 30th, and again that was recommended for approval to the governing board.



Speaker 4 - 37:12

Daniel, Good morning, chair, vice chair, executive director, general counsel, members of the governing board and members of the public and those tuning in at home, you've characterized the changes appropriately. As you stated, there was a new section 15, that was added to the master Plan that dealt with each of the required elements of the ILA that are addressed there. In terms of the tonnage. We started with the total amount of tonnage generated in the county for the purposes of determining how best to raise revenue. We had to remove tonnage associated with non ILA communities. And then as stated, there's a certain amount of non certified tons that are beneficially used, but it never goes over a scale.



Speaker 4 - 37:57

So to incorporate a more approach, that tonnage was taken away from financial consideration, although we do have some strategies for how that may be mitigated in the future. So that enabled with that guidance. And really I want to thank the county and professional staff for working with us to resolve the outstanding issues. We feel like this is an appropriate master plan, one that will leverage economies of scale, maximize the use of existing infrastructure, create the opportunity to harmonize.



Speaker 6 - 38:32

On.




Speaker 4 - 38:32

The behavior change that we know is necessary so that we are all engaged in a better authority, better solid waste management within Broward County. So the master plan is before you and welcome any questions you may have.




Speaker 1 - 38:46


All right, Dan, were there any other changes to the master plan that were not outlined in the memorandum from Sam and your memorandum of March 27? Nope.

 Speaker 4 - 38:53


Those were the only changes.

 Speaker 1 - 38:55


Questions from the members. Does anyone have a motion to recommend approval of the master plan? Second motion by member Horland. Seconded by member.

 Speaker 7 - 39:25


I'll call the city and the name. Fort lauderdale. Member alternate sorensen.

 Speaker 3 - 39:34


Yes.

 Speaker 7 - 39:37

Hollywood. Member shoehang. Yes. Miramar. Member colborne. Yes. Coral springs. Alternate sarah. Davie. Member lewis plantation. Member horland.

 Speaker 2 - 40:05

Yes.

 Speaker 7 - 40:08

Sunrise chair ryan. Deerfield beach. Alternate plout.



Speaker 3 - 40:14

Yes.



Speaker 7 - 40:16

Lauderhill. Member dunn.



Speaker 10 - 40:20

Yes.



Speaker 7 - 40:22

Thank you. Tamarack. Member patterson. Weston. Member meade.



Speaker 1 - 40:28

Yes.



Speaker 7 - 40:30

Margate. Member cagiano.



Speaker 1 - 40:33

Yes.



Speaker 7 - 40:35

Coconut creek. Member riddell.



Speaker 3 - 40:37

Yes.



Speaker 7 - 40:39

Oakland park member. Member ernst.



Speaker 1 - 40:43

Yes.



Speaker 7 - 40:45

North lauderdale. Member bordjolin. Parkland. Member murphy. Solomon.




Speaker 10 - 40:55

Yes.




Speaker 7 - 40:57


Lauderdale lakes. Member thomas.

 Speaker 10 - 41:01


Yes.

 Speaker 7 - 41:03


Cooper city. Member curran. Dania beach. Member a.j. Ryan.

 Speaker 1 - 41:11


Yes.

 Speaker 7 - 41:12


West park. Member eva yard. Wilton manners. Member newton.

 Speaker 1 - 41:20

Yes.

 Speaker 7 - 41:22

Lighthouse point. Member stafford. Southwest ranches. Alternate hartman. Lauderdale. By the Sea.

 Speaker 6 - 41:34

Member Strauss.



Speaker 7 - 41:38

Pembroke Park. Member Morissette.



Speaker 4 - 41:41

Yes.



Speaker 7 - 41:42

Hillsboro Beach. Member Ravanese.



Speaker 1 - 41:45

Yes.



Speaker 7 - 41:46

Sea Ranch Lakes Member Tomlinson. Lazy Lake Member nihis.




Speaker 1 - 41:57

We have a passport. Broward county has to vote, right?




Speaker 10 - 42:07


Oh, yes.

 Speaker 1 - 42:08


Do you want to vote on it? Yes. The motion was for the county to pay for everything.

 Speaker 7 - 42:14


My apologies, Broward County Vice chair for.

 Speaker 1 - 42:19


Very happy to say yes. West park is in the house as well. We just took a vote on this.

 Speaker 7 - 42:28


Oh,.

 Speaker 1 - 42:30

Yeah. Joyce Smith. Oh, yes. Oh, my God. This is. Has Been phrased by others. The end of the beginning. The next steps are challenging for all of us. And we have a lot of work to do as we move forward. Both the governing board and the executive committee will be dedicating just as much time to not only get passage, but to also implement the both the spirit and the words of the master plan. Laurie, can you confirm total amount that it passed? You have any issues with it in terms of us meeting the tonnage and population? All right, so we've met it. And so this will move forward. It'll be transmitted to each of the cities this afternoon by Sam along with the master plan and the outline of the recommendations. We have, for most of us, a busy morning ahead.

 Speaker 1 - 43:41

There's many things on the agenda. What is the will of. Of the body and how far you want to proceed here today? Right. You're just approving the recommendation. I would make a motion stop at 10 o'.

 Speaker 11 - 43:55

Clock.



Speaker 1 - 43:55

Okay. All right. So there's a question as to the motion, right? That this is approving the master plan, not recommending. Yes. It's approval. That's what member Horland's motion was. Any exceptions to that? Yes. Okay. All right, so let's move forward with the meeting minutes. I have a motion on the meeting minutes for March 2026. Motion by Member Riddell. Seconded by member Mead. Any discussion on that item? All in favor say Aye. Any opposed? Aye. Okay. We gotta. Yep. The executive commit. Director update. Really what's important here, given our time limitations, is that everyone needs to get this on their agendas, either for workshops, if they need that, or for approval. We've set it on our agenda for April 28th. You need to communicate as rapidly as possible to Sam so that we can deploy the resources necessary.



Speaker 1 - 44:51

If you have questions, we have no play in the joints. We don't have to go through all the outline of the dates today. But for those that have been providing that information. Thank you. It is being utilized and it's being coordinated with the consultants as well. Go ahead, Sam. I'd like to bring up.



Speaker 5 - 45:08

We have a schedule now for the workshops and for the meeting dates to date that are.



Speaker 1 - 45:14

That are current.



Speaker 5 - 45:16

I'd like to update everyone here, the governing board, on those meeting dates. Just trying to find out if you like this meeting date. And the opinion is right now is to send it out on a weekly basis to all members of the governing board so that you may attend workshops and. Or the votes of commission for each individual city and municipality.



Speaker 1 - 45:40

All right. And we will be putting online the expected dates because there's many members in the community who

want to come out and show their support. Want to show their support and them knowing not only, you know, if they live there, but they have folks within their advocacy groups that live in your individual municipalities who want to be there. So we'll be posting that online. We'll figure out how to get that up and so that you have it in real time and then you can track when it's being approved by individual cities as well. Anything further you need to add, Tim?



Speaker 5 - 46:11

I just, But I will mail it out, we'll have it online, but I'll also mail it out to each individual governing board member along with the alternates and the executive committee members. So they'll have that on a weekly basis coming to us. Okay, Coming to them.



Speaker 1 - 46:25

Thank you, Sam. All right. Cohen, Resnick, financial statements. Sorry. Member Rydell. Member Horlit. Sorry. Apologize. Thank you.



Speaker 3 - 46:35

I know in the transition, Sam, when you took over, there was a number of us signed up to go to cities and engage that. So please make sure you take a look at that list. The other thing I'm just going to suggest to everybody on the board if you're doing the workshop, because I've talked to some, I think there's been four or five already, and I've talked to some of those cities. Daniel, I don't chagrin you being a leader at some of these things, but I think the member, whether on the governing board or the executive committee, needs to really take an introductory to cue you up, needs to happen and needs to show the importance of this work that we're doing here. I've done that. I can't speak to all of you, but I've done that in my commission.




Speaker 3 - 47:11

Update them on every single one of my commission communications every meeting because they need to see the buy in from us as opposed to. Listen, Daniel's good, but he's not an elected official. He's a technical guy. Right. I say that out of total love and respect for you. But this is a finesse issue. This is an advocacy issue. And I think the most important thing that I've heard back from two different cities now that have had presentations, you can probably guess which I don't want to put anyone under the bus. We need to highlight that this isn't creating a bureaucracy just to fund itself. This is creating a solution to a county wide regional issue. So the right people need to be in the right room and leading that because some of our I can't speak to, you know, other commissions.




Speaker 3 - 47:58


My commissioners know the work I put in, and they believe my voice when I have the ability of presenting. At least I hope they do. Like, two of them are online right now, so they may be rolling their eyes right now. I don't know. But I say that because the lead to these workshops needs to be on the members. I'm not asking you to present. You need to queue it up. You need to queue it up because your commissioners, your colleagues, your council members will. Will feel better about that, knowing that we've put in the work. That's my only comment. Thank you, Mr.

 Speaker 1 - 48:26


Chair. Thank you, Member Rydell, Member Horlan,.

 Speaker 2 - 48:32


You, Chair Ryan.

 Speaker 12 - 48:33


And thank you, Executive Director May, for compiling that list. We've asked for it previously. Just to piggyback on what my colleague said, having sat through some of these presentations already. It's true, nothing gets Daniel. But we see consultants come into our cities all the time. Right. It's a completely different conversation. Elected to elected. So if you recall, two and a half weeks ago, Nancy Mater sat here and said, I'll go to all of these cities. And I think on her, in her honor and her memory, I think all of us need to get behind that, whether you're getting up to speak or.

 Speaker 9 - 49:07

Not, just to show up to these.

 Speaker 12 - 49:09

Commissions, not just for the vote, for.

 Speaker 1 - 49:11

The workshops, to show that we are.



Speaker 12 - 49:13

Supporting our colleagues, because we all need to support each other to get this done. It's a group effort. So that's all I want to say that. And I look forward to receiving that schedule. Thank you, Executive.



Speaker 1 - 49:21

No, no, thank you, Member Horland. Member Solomon.



Speaker 13 - 49:26

Yes, I would echo those words. We just recently had our workshop in Parkland. I would say that I have also done what Member Rydell has done and others. I would say that I was remiss to maybe give enough to open it up with for Daniel. I will say that these commissions are smart, and they also are impatient, and they are also very concerned about the mighty dollar. And with property tax reform still looming, I think we got to get to the bottom line. What's success look like? And this is not critical. This is just. I think we're just looking for constructive ways to approach this. What does success look like? What will that achieve and how will we do it? And getting, you know, exactly those pieces that are most important and then, you know, getting into the granularity. Great.



Speaker 13 - 50:28

But then opening it up to questions, I think better than. Although sometimes you can't control it. But to allow, you know, Daniel didn't get through ours, and I felt very badly about that. But there were also many good questions, so that's fair, too. That would be my constructive comments.



Speaker 1 - 50:47

Thank you, Member Solomon. All right, any other members? All right. Chair Ryan. Yes. Hey. Ben Sorensen. Thank you. I have to leave a little early. I apologize. Is that all right? Yes, of course. Thank you for being here. It's an honor.



Speaker 2 - 51:04

Thank you.



Speaker 1 - 51:04

Excited about the vote. Thank you all. All right, look, thanks, Ben. Yes. Member Shoeham.



Speaker 6 - 51:11

I just wanted to share just an alternative approach. In Hollywood, our schedules are just packed. You know, we have septic sewer workshops, a million things. So in talking with our city manager, we're taking a different approach. And with Sam's help, we are doing one ones with any commissioner, with Sam. And so I just throw this out there as an alternative suggestion that if it's difficult for your city to schedule a workshop, then I know, Sam, Daniel, whatever's needed to do one ones with each commissioner that is interested in our case. You know, I don't know that it'll have to be all of them, but. And then it will come to our Commission, I think, May 20, for a vote. So I just throw that out there as an option versus a workshop.



Speaker 1 - 52:00

Excellent suggestion. And I know after one presentation at a city, they were warm to it, but wanted some additional information a one one rather than a workshop. So. That's a very good point. All right, anything further from the members on that? Okay, financials.



Speaker 14 - 52:14

Thanks, Chair. I'll try to be brief. Alex Petrone here from Cone Resnick. Today to go over the financial position of Broward SWA. As of the end of March 2026, the authority had cash and cash equivalents of a little bit greater than \$3 million. Its accounts receivable balances were \$668,000. When subtracting the entity's liabilities from their total assets, the authority's net equity position stood at \$3,555,000. Based on its current financial position, the Broward SWA does have assets sufficient to meet their budgetary needs and commitments through the end of September 2026, which is the end of the fiscal year.




Speaker 1 - 52:52

Okay. Any questions on the financials? Thank you, sir.




Speaker 3 - 52:55


Yep.

 Speaker 1 - 52:55


Appreciate it. All right, TAC meeting update. The TAC did hold a meeting recently focused mainly on the construction and demolition, some discussion of commercial recycling. They'll continue to work through that. The suggestion by the governing board and the executive committee to the C and D subcommittee was to invite industry to and by industry not necessarily the processors, but the contractors and others. And they've begun that process. And I'll turn it over to member Meade to go ahead and introduce the latest update on that work. Remember Meade? Thank you, Chair.

 Speaker 11 - 53:29


Yes. Very briefly, I know we're up against.

 Speaker 1 - 53:31


A hard stop here.

 Speaker 11 - 53:32

We did meet on Tuesday. It was a good meeting. We had members of the various MRFs. Pardon me. Members of the construction industry. We had people representing the landfills in the roundtable discussion. So were able to gather some very important information, some of the things that they need to proceed, some of the things that obviously need to be done to make the program work. And we'll be putting this, all this information together in the next few days, and we'll come back with a comprehensive program that we can provide for the. For the executive committee to work on.

 Speaker 1 - 54:12

Thank you, Member Meade. The TAC has a lot of practical questions on implementation, and I cannot emphasize enough to the members. You have got to get your TAC representatives to get comments in. Even if it seems like a silly comment or there's a question, they don't know how it's being implemented. We cannot put the subcommittee through all this work of proposing, you know, draft ordinances and everything else and then hear from staff, hey, what, you didn't think about this or you didn't think about that? This has been going on in attack for months now. And so at the. I'm going to. Assuming the will of the body, I'm going to ask the TAC to send a very clear message that all comments have to get in as rapidly as possible.

 Speaker 1 - 54:52

And even if it's criticisms or suggestions or concerns or saying we haven't thought about, let's clear that up now before we start circulating ordinances. Is there any objection to that communication to the tac? Okay. Remember me? Okay. Courage. Okay. Fair. Okay, Fair enough. The Education Outreach subcommittee Update. Member Dunn is online. I don't know if she's still online.



Speaker 10 - 55:20

Yes, Chair. The consultant can please give the update. Thank you.



Speaker 1 - 55:25

Thank you, Member Dunn.



Speaker 8 - 55:27

Good morning, Chair Ryan. Vice Chair for members of the governing board. I'm Lori Ernest Jones. I'm the principal of conceptual communications. And I do have to take a minute to recognize Vice Mayor Matteo. She was one of the four members on my subcommittee that I work with, and her fingerprints are all over this work. And she's just so dedicated to accessibility. I mean, that word just keeps coming to mind. She wanted everyone to receive messaging without barriers. And every comment she provided, that was really the centerpoint point. And, yeah, so I will give a brief update. I promise I will keep it short. We're in a good place with public outreach and education right now. Next slide, please. I'm going to update on the Put Waste in its Place campaign. April 1st. We hit the go button on a lot of materials.




Speaker 8 - 56:22

You're going to start seeing Solid Waste Authority all over the county. We got bus benches going up in every location possible on the 441 corridor and some of our communities. Elisa and the volunteers are doing a wonderful job at community events in as many cities as we can touch. And I have a nice to do list for everyone at the end of this presentation. If your city has not identified an event where the general public will be. We're not really looking for green events. We're looking for a touch a truck, a cultural event. People who might not know the importance of this work. We want to talk to them. We have digital billboards going up 595 all over the county. You're going to see them. There's 30. They rotate.




Speaker 8 - 57:09


We're working with a whole handful of digital influencers and all of the target audiences that have been identified. We have a mobile truck being driven around college campuses in DB to hit the young kids. And that ad looks very different than some of the other ones because it's for young people. Hey. We have print going out. We have radio in various languages, Spanish and Creole and English. And then we have streaming TV going to multifamily we can target and all different target audience groups. So we're really covering the gamut. It's a multilingual, multi layered target audience specific campaign. And I've talked about this often. My one talk point is messaging doesn't work when it's blanket messaging. It has to be cut up and tailored for each person you are trying to reach. Next slide, please. Our pledge campaign launched. This was member Dunn's brainchild.

 Speaker 8 - 58:05


She wanted a place where we can start corralling people's commitment to recycling. Right? Reducing contamination and wasting less in their daily lives and the work that you all are doing here. We just launched this two weeks ago. This is all of the trusted voices you're giving us for your communities. Those videos that are out airing in your just your city's market, they're pushing to this pledge campaign. This is what the trusted voices are saying. I'm recycling. Right? I'm a resident of Dania Beach. You can too. And we're driving here. And in just a few short weeks, we've already gotten almost 400 pledges in the world of marketing. It's a 12% conversion rate, which means the amount of traffic we're driving and people who are actually signing the pledge is 12%. That's very good. Most campaigns only get 2, 3%. So we're doing great.

 Speaker 8 - 58:56


Next page, please. We had a wonderful meeting yesterday. Thank you, member Horland, for being there. And the city of Plantation hosted our public information officers meeting. We do these quarterly. They have asked to do a tour of WM's new facility, so we're going to do that for our next PIO meeting. I think that'll be fun and engaging and I won't have to talk so much. But we have a new toolkit going out in advance of Earth Day on Monday to all the PIOs. They're getting social media content fresh. They're getting newsletters. This is the printed piece. We did a recycling word search. We want people to stop when they're reading their printed magazines and do something. And of course, the take the pledge is right there. Flyers, posters, they're getting rack cards, lobby screens. If they have their own TV channel, they're getting that.

 Speaker 8 - 59:49


They're getting a whole lot of landing page for their website and, of course, videos. Next slide, please. Just some numbers for you where we are to date this fiscal year, we have over 4 million reach in everything that we're doing. Social media is such a big component of this plan. We're just, you know, we're reaching almost 50,000 people now there. Our web visits for this year, we've driven 6,329 people to the web. So we're upping that. We hope the pledge campaign will help in the community events. The estimated reach is almost 23,000, and we've gotten 1700 people to open the emails we're sending out on a monthly basis. Next slide, please. Oh, can you go back for one moment? I got to give a shout out to the Broward County Library system.

 Speaker 8 - 01:00:42


They just put our posters up in all 37 branches, and every single city library also is doing it. So we have two. One is in the moment it took you to find that new Release. We generated 20. And then the other one they did was they put it at the checkout counter, and it says, in the minute it took you to check out your books, we generated it. And they're putting that at all of the checkout counters. So I got to give a shout out to the county library system. Next slide, please. And I just want to thank the member cities. I think we're spotlighting Coconut Creek here. Yvonne does Such a great job. But over 60% of the member cities and the county. It's in the newsletter about the pledge every week. And we're just so grateful for the support.

 Speaker 8 - 01:01:28


It really takes a village.

 Speaker 10 - 01:01:29


One.

 Speaker 8 - 01:01:30


One band, one sound. Thank you.

 Speaker 1 - 01:01:35


All right, thank you for that update. Thank you, member Don. And to the education and subcommittee Outreach Subcommittee. The work that's been done has been really spectacular. I want to thank the governing board members because none of this happened without the approval and unanimous approval of the governing board to fund this effort. From the outset, it was seen that we could not just work on the master plan. We needed to have concurrently the development of an education outreach plan that took time to be able to. And it will always be refined. But where we're at today in coordinating as we move forward and get to yes is really a tribute to the lot of hard work of that subcommittee and work of the consultants, but also to each of the members of the governing board who approved this process. Any questions?

 Speaker 1 - 01:02:18


We'll start to send. Member Arnson will come. Yeah, we sent the pledge campaign out to all the schools.

 Speaker 8 - 01:02:25


We are working with Broward County Schools. They just. So the way we work with them is we have their student ambassadors. But yes, it is with Susan Kantrek and we are pushing it out to all the schools.

 Speaker 13 - 01:02:40


Yes,.

 Speaker 8 - 01:02:42


Even charter schools. I can check on that.

 Speaker 1 - 01:02:45


Yeah. Because I mean, there's obviously there's more and more charter schools and additionally each of the city. Yeah. And to your point, to write on that, each of the cities also have private schools, religious or otherwise. We should be utilizing the PIOs to get that they know who they are in their cities. You shouldn't have to develop that, but the PIOs should be providing that information and then getting it to the churches, the synagogues, any of the schools that have. That are out there.

 Speaker 8 - 01:03:11


Thank you for that.

 Speaker 1 - 01:03:12


No, those. The kids are the ones that bug the parents to do it.

 Speaker 3 - 01:03:15


Right.

 Speaker 1 - 01:03:16


And they will haunt them to the end, especially the young ones will haunt them. They see them throwing something away or that should be recycled. Yeah. I think the parents want us to develop an automatic shut off for the showers for teenagers if they're going to get a finger wag. So that may be the next. Next process. Member Mead. Thank you, Chair.

 Speaker 11 - 01:03:36


Just a question about the gap between education and implementation. And that's not to challenge or question in any way the massive work you've done. That's, it's fantastic. But I don't think it's beneficial to have the education available to have people out there ready to go, but not have the systems in place to take advantage of it. So I have a little concern about that. If you could address that.

 Speaker 8 - 01:04:02


I mean, this came up in the public information meeting we had yesterday with the PIOs. And my response was, it's coming. We're building a system. We're starting with what we can. And I think Stephanie brought up, you know, the recycling messaging earlier. Rrs educated us on these are the things that should be in there now, because these are the things that across all the cities, since there's different rules right now that are acceptable in your materials. And that was their guidance to our team. So I think we're starting. I'm hopeful because we know other counties reach the recycling rate through awesome education and continued repetitive education. So I think we will get there. I think we're doing what we can now to help reduce contamination, get people doing. Get people to the information that we do have and starting to really.

 Speaker 8 - 01:04:55


I think the important thing is we're identifying a center point. We're creating one voice, one sound, so that when it gets standardized, we're there.

 Speaker 1 - 01:05:05


Okay.

 Speaker 11 - 01:05:05


I just. I don't want to get people primed and ready to go.

 Speaker 8 - 01:05:09

Yeah.

 Speaker 11 - 01:05:09

And anxious and then not have anything available, and they get discouraged.

 Speaker 8 - 01:05:13

I agree. If I could turn a switch and do it for you, I would.



Speaker 1 - 01:05:18

Yeah. On behalf of at least the cities that are recycling, I appreciate this because we've not been educating well enough. I'll just accept that. And if you are in a city that isn't yet recycling, doing this messaging, it may be that your folks work in our city. Right. And so the issue of this messaging has to be kind of the foundational as we all get to a baseline based on the individual choices. But at least for a city that is recycling, this is incredibly helpful because I know we have not done what we needed to do in terms of cutting down contamination and all the other and even encouraging it. So you're right about systems, and I think it'll. It'll. It'll be more seamless once we have a baseline. You're absolutely right about that. Remember, right now I'm going to circle.



Speaker 3 - 01:06:03

This back to some of the workshops. Right. Briefly. Because remember me is absolutely correct that some of the systems aren't in place for some of the things we're pushing now. In my city, we're on the front end a lot of social media work. Can you go back to the slide that shows your outreach numbers? Yes.



Speaker 8 - 01:06:17

Please go back to the reporting side.



Speaker 3 - 01:06:20

Well, I commend you on the numbers. It's not that great because it builds and social media builds. And when people start liking certain things on social media and taking the pledge, it builds, it builds. So we get to that place. But the number, and this is for Daniel. Sam, when you go to these workshops, and I don't mean to bring it back, some of these cities are poohing the amount of money we are dedicating to education. Right. That came up. Right. When you look at the extrapolated out amount of the tremendous amount of money that's being spent on education, the answer is really simple. Have cities look at their contamination rates and have cities look at how much they're recycling because nobody, even the best city, isn't remotely where they need to be.



Speaker 3 - 01:07:01

And that's the response in a public workshop setting of saying, hey, we're going to be spending millions of dollars on education. I don't know. I mean, our city does it great. Why are we doing this? And the answer is simple. In that vacuum of saying, here's your contamination rates which you're paying for, and here's your recycling rights that you think you can do that much better. So that's. I say that only jump into this because those numbers, while good, are going to grow through social media. But it's really crucial to all those in that room that you know those two things. Right. Because that's the immediate response to another elected official questioning why are we dropping all this money to. To educate. So that's all I have.



Speaker 1 - 01:07:39

It's an excellent point because I don't think most folks, unless you are working in this area realize you say, okay, this is what we're paying. But you don't realize you're also getting bang for the contamination rates when you get there. And the numbers are well known. Right. They know it. And so what you inspire from that is I'm going to go back and say I want a monthly report that even if it's lagged to understand, you know, what is our recycling rate, what are we getting hit for on contamination? And at least because, and like you said, that does quality quantify itself in real dollars, not just, oh, we're not able to do all the plastics. We're. We're paying for it every time.



Speaker 3 - 01:08:14

That needs to be the. That data subsect, you guys. That is crucial to have not only on a workshop night, but a vote night, because I think that gets a lot of people over a home.



Speaker 1 - 01:08:25

Yeah, I agree. Great idea. All right. Member Salamanc it's.



Speaker 13 - 01:08:31

Piggyback on what member Rydell said.



Speaker 3 - 01:08:33

I listened to your meeting, by the way.



Speaker 7 - 01:08:34

Okay.



Speaker 3 - 01:08:36

I wasn't going to say that, but.



Speaker 13 - 01:08:37

I'm glad that you did. And I appreciate Mary Lou attended and Sam, and so that was greatly appreciated. But from a standpoint of the recycling centers, the eight, I think also just really getting to the benefit of that. There was a lot of naysayers on why am I going to drive people going to drive to these centers. And you know, could that be a gas situation when you're putting pollution. But you know, we have data around that. We know Coconut Creek has been, as you said last night, wildly successful. So I think getting to that immediately with that response, which I realize is hard sometimes because people get interrupted or they interrupt. But thank you.



Speaker 1 - 01:09:21

Excellent. I think that's a really good point too on justifying the economics of the drop off sites. Any other comments on member Dunn?



Speaker 10 - 01:09:31

Yes, Mr. Chair. I really just want to say that this approach that we're taking has a long term goal, right, of changing behavior. And sometimes it takes a person 9, 10, 11 times to see a message in multiple areas before they even begin to think about change. And so I believe that doing our work with the communication and outreach simultaneously while we're setting the infrastructure in place is a really wise approach. And I want to commend Lori and her team for really executing this campaign in a way I think that aligns well with the vision of this governing board.




Speaker 1 - 01:10:17

Thank you, Member Dunn, for your work as you go forward. This idea of justifying economics, I think for a very long time those that were interested in this sustainability, resilience had kind of a soft message. But what we're seeing is that there are true economics to this, as was raised by member Riedel and member Solomon on those two issues. But when you look at, for instance, composting, we had a recent presentation and Dustin pointed out that some of the restaurants want to do it because food waste is the heaviest part of what they produce. And they produce some cardboard and some other things, but the heavy waste they produce is food waste. And by composting and having a separate pickup, they're reducing their hauling costs in other ways. And so this concept of economically justifying to the cynics is also just good economics.




Speaker 1 - 01:11:05


And I think it needs to be kind of a guiding star as we go through this on any program that we're looking at. And not every program is going to be a wash, right? There's a cost, obviously, but as you go through to say, look, yes, there's this. If you're going to compost, but here's the economic benefit. We know the. You know, the Panthers just did. If everyone saw we had circulated a big media announcement about their work and resilience, and it's because they've been able to justify it economically as making sense, reducing hauling costs, being able to build a circular economy utilizing composting at the back of the house. So I think this has to be consistently in the messaging. Not, you know, you guys know how to message it.

 Speaker 1 - 01:11:45


But in trying to develop the message, we have to at least check the box. Can we find an economic justification for it to communicate both to the electeds and to the community?

 Speaker 8 - 01:11:57


And I'll add also that millennials, they connect to mission. Like, we know a lot about them. They connect to missions. They think it's cool when a restaurant is doing that. So there's that economic benefit as well.

 Speaker 7 - 01:12:12


So.

 Speaker 8 - 01:12:12

Yeah. Thank you.

 Speaker 1 - 01:12:14

All right.

 Speaker 10 - 01:12:14

Duly noted, Mr.

Speaker 2 - 01:12:15



Chair.



Speaker 1 - 01:12:17

Sorry.



Speaker 10 - 01:12:18

I was saying duly noted. And perhaps coming up with case studies to make the business case. Thank you, sir.



Speaker 1 - 01:12:24

Yeah. Along that line, sometimes anecdote, you can't have a clinical trial on this necessarily. Right. To be able to match it and figure it out. But sometimes the accumulation of anecdote is enough. Right. And where you have thought leaders, whether it's North Broward Prep or the Panthers or others who have. Who can give a testimonial and say this makes economic sense for us, they're preaching to their congregation, so to speak. So it's a more That'll be important to some sectors. It's just another way of messaging. Also to the elected. So again, thank you, Member Dunn, and to the members of the Education Outreach Subcommittee. To see where we are today from where we began is really almost miraculous. So thank you to Lori and her team as well. Okay. Update on the schedule for approval. I think everyone knows where we got to be.



Speaker 1 - 01:13:12

We have to really get this on the agendas, particularly given summer breaks, is it. Has the county put this on for the county's on May 12th. Okay. County's on May 12th, so. And next week for member Riddell, we are on the 28th, which is our next available meeting. So as we go through, we'll communicate so that the members know who's approved and who's set. So you can. Sometimes that's helpful to some of the. Some of the members as well. Hillsborough's May 5th. We got a bunch of them up. Yes.



Speaker 3 - 01:13:45

Remember, right now, a point of clarification for all the members as well. Something that you're just to suggest. If this goes on an agenda and any member feels like it's kind of going south, I would make a suggestion to try to table that before that happens and then re. Engage the body to kind of call in reinforcements. Just a point of clarification with that, you always have the ability of tabling an item and bringing it back with the. Either the correct information or the right advocacy before. Thank you, Chair.



Speaker 1 - 01:14:12

Yeah, it's a great point. As we've seen, when questions come up that may require to, you know, reconsider or to address or provide the adequate answers. Everybody should feel comfortable with this decision ultimately. So that's an excellent point to raise by member Riddell that if it's. Don't feel that just because you committed to, you know, may. Except for the county, everyone else, don't feel that just because you've committed to a date doesn't mean that we're expecting to be voted on that date. It is great. But if it needs additional assistance, additional questions, additional meetings, additional workshops, we're prepared to do that. All right. Any further business from the governing board? Have a motion to adjourn. Motion by member Rydell. Second by member Cagiano. All in favor say aye. Aye. Done a long way. 160 Meetings since he solidwork waste working.