

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

April 14, 2026, 1:00 PM–2:30 PM

**VIRTUAL ONLY MEETING**

Join: <https://teams.microsoft.com/meet/26797545910197?p=eOvuwhwicUS4qjDi99>

**MINUTES**

The meeting was called to order, roll call was taken. Due to the meeting being virtual only, voting was not allowed.

Present Online: Chair Dunn and Member Breitkreuz.

Not Present Online: Schoolboard Member Bulman.

**Public Comment** – There was no public comment.

**Meeting Minutes** – Approval of the February 18, 2026, meeting minutes was postponed until the next (in-person) meeting on May 13, 2026.

**“Let’s Put Waste in its Place” Campaign Updates** – Conceptual Communications reported that the “Put Waste in Its Place” campaign was underway with a \$172,000 advertising budget focused on targeted audiences. Campaign efforts included digital billboards, bus benches, print ads, multilingual radio in English, Spanish and Creole, streaming television, a mobile truck near college campuses, community events, library outreach, influencer content, and video content filmed at WM’s new recycling facility.

Subcommittee members reviewed the Inside South Florida segment featuring Mayor Mike Ryan of Sunrise, which emphasized Broward County’s waste crisis, the need for reduction, reuse and recycling, and the importance of public participation through [browardrecycles.org](http://browardrecycles.org) and [browardswa.org](http://browardswa.org). Conceptual Communications confirmed that the segment had been repurposed through the newsletter, social media, and city sharing channels.

The digital billboard campaign was running from April 6 through May 3 across 30 rotating locations with an estimated 1.25 million impressions. Bus bench ads were being placed in targeted areas, with the Conceptual team to provide cumulative reach numbers once available. Library outreach was expanding to all 37 Broward County Library branches, along with several municipal libraries, using posters and pledge QR codes.

The trusted influencer campaign had nine confirmed influencers, with \$6,350 of the \$10,000 influencer budget committed. Members suggested pairing influencers and pledge videos with Authority members or commissioners who connect with specific audiences. Conceptual Communications agreed to provide scripts, guidelines, and review.

The Conceptual team reported strong progress on the “recycling is real” trust campaign, including video content filmed at WM’s recycling facility with the Florida Panthers. Trusted voice videos were also live for several cities, with additional cities in progress. Early paid results showed nearly 19,000 people reached, almost 1,000 clicks, a cost of 53 cents per click, and 33 new Instagram followers.

The pledge page was live on [browardrecycles.org](http://browardrecycles.org) and [browardswa.org](http://browardswa.org), with 365 pledges to date and a 12% conversion rate. Sunrise, Hollywood, and Plantation were the top participating cities. The Conceptual team would begin to report pledge totals to commissioners by city.

**Quarterly Report (Jan-Mar 2026)** - Conceptual Communications reported a quarterly reach of 2.9 million views, a social reach of more than 19,000, 3,546 website visitors, more than 20,000 people reached through community outreach, 1,093

email opens, and \$53,103 in earned media value. For the fiscal year to date, the total reach exceeded 4 million, the earned media value was \$211,000, and more than 60% of member cities and the county were sharing Authority messaging.

Community outreach had occurred in several cities, with additional events being scheduled and a goal of reaching at least one event in every city by June 30. The new April PIO toolkit would include social media content, newsletter materials, flyers, posters, lobby screen graphics, public access television content, landing page materials, and a commissioner video script. The next PIO meeting was scheduled for Thursday, April 16, in Plantation.

**BCPS Partnership Update** – Conceptual Communications provided an update on the Broward County Public Schools partnership, reporting that a delayed payment had postponed the curriculum rollout, but the district still planned to announce the partnership with the Authority on Earth Day. A reissued check was hand-delivered on April 14 to Broward County Public Schools to replace the previous check lost in the mail. Conceptual Communications drafted a media release to support the announcement. The district also planned to recognize South Plantation, Beachside in Hollywood, and Coral Springs Middle School for their recycling efforts. The curriculum would be introduced later this school year and fully launched in August.

**Budget Update Forthcoming** - The Subcommittee deferred discussion on reallocating the Education and Outreach budget funds because no vote could be taken at the meeting. Members agreed to revisit the issue at the next meeting on May 13 and discuss whether unused funds should be shifted toward current outreach priorities.

**New/Old Business** – Subcommittee members discussed filling the Education and Outreach Subcommittee vacancy due to the loss of Member Metayer and asked that the item be added to a future Executive Committee agenda.

Conceptual Communications reviewed the talking points and FAQ materials created for members making outreach calls to elected officials in other cities and asked members to share any additional questions they encounter so materials can be updated.

Subcommittee members discussed coordinating outreach to city commissions ahead of Facilities Amendment workshops. SWA Executive Director May reported that a standard presentation had been prepared and would be distributed along with the full schedule of upcoming workshops and commission meetings to all Governing Board members. Subcommittee members emphasized using targeted messaging and personal relationships to build support with city officials ahead of Facilities Amendment presentations, noting that city concerns varied between cost impacts and long-term benefits.

**Adjournment** - Chair Dunn adjourned the meeting.