

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

February 18, 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, Member Breitzkreuz, and Schoolboard Member Bulman.

Meeting Minutes - Motion: A motion was made by Member Metayer Bowen and seconded by Member Breitzkreuz to approve the minutes of January 14, 2025. There was no discussion. The motion passed unanimously.

School Partnership - Conceptual Communications provided an update on the partnership with Broward County Public Schools and reported that the district is prepared to roll out a recycling curriculum around Earth Day. The Subcommittee was asked to support the use of the \$45,000 remaining in the SWABC Education and Outreach budget for curriculum development so the item could move forward to the Executive Committee for approval. The curriculum would be implemented districtwide and integrated into existing lessons at the elementary and middle school levels, as well as incorporated into elective courses such as art and debate.

Subcommittee members expressed strong support for the program and noted that introducing recycling concepts at a young age could help drive long term behavior change. Conceptual Communications confirmed that Broward County Public Schools would provide teacher training through its internal applied learning team. It was also confirmed that the \$45,000 request reflects the remaining balance from the \$50,000 curriculum allocation after the Subcommittee previously approved a \$5,000 sponsorship for the Youth Climate Summit.

Members asked how the three schools referenced in the Earth Day communications effort would be selected. Conceptual Communications explained that the curriculum would be districtwide, but three schools would likely be highlighted as part of the Earth Day public relations campaign. Members requested transparency in the selection process and suggested the schools represent the north, central, and south areas of the county. Conceptual Communications agreed to follow up with Broward County Public Schools to obtain the selection criteria before the upcoming Executive Committee meeting.

Communications with Cities - Conceptual Communications reported upcoming outreach activities with municipalities, including a Public Information Officers meeting, a Southwest Ranches town hall with about forty attendees registered, and a presentation to the Broward County City Managers Association. Conceptual noted the presentation to the City Managers would cover the Authority's outreach efforts, quarterly communications report, upcoming toolkits, trusted voices outreach, and updates on the "Let's Put Waste in its Place" campaign, while Mr. Dietch from SCS Engineers would present on the financial modeling and master plan scenarios. Members requested a report back on questions or concerns raised by city managers, and Conceptual agreed to compile and share that information.

Subcommittee members discussed messaging challenges raised by municipalities, including concerns about the potential cost of the Solid Waste Authority program, perceptions that larger cities may bear more financial responsibility, and skepticism about changing countywide recycling behavior. Members also noted concerns about funding mechanisms that could be perceived as new taxes and the need to effectively reach under-resourced communities.

Members also discussed coordination between the Authority's communications toolkit and materials distributed by Waste Management. Conceptual Communications confirmed they are coordinating with Waste Management, including sharing

materials and obtaining access to video footage. Members noted that while Waste Management promotes recycling, its messaging often focuses more on landfill disposal and may not fully align with the Authority's broader diversion goals. Members emphasized the importance of streamlining messaging to avoid confusing residents while maintaining collaboration where possible.

“Let’s Put Waste in its Place” Campaign Updates – The Conceptual Communications team presented updates on the “Let’s Put Waste in its Place” campaign and requested guidance on several outstanding decisions related to advertising placements, media opportunities, and outreach activities. Conceptual reviewed the campaign budget of \$172,000, the target audiences, and upcoming outreach tied to Earth Day.

Advertising options through Broward Transit were reviewed. Members agreed that bus benches and shelters along targeted corridors and zip codes would provide more reliable and strategic exposure than bus wraps, since bus routes cannot be controlled. Conceptual to return with recommended locations.

An update on the Earth Day direct mail postcard campaign was provided, which would include a magnet and may be targeted to cities with lower recycling rates or higher contamination rates. Members requested confirmation that mailings would only be sent to cities offering recycling services. Conceptual to coordinate with the Technical Advisory Committee (TAC) members to gather recycling data before finalizing distribution.

Television outreach options with WSFL were reviewed. Members supported reallocating approximately \$800 within the existing media budget to secure a 30-minute weekend time block for a dedicated program on recycling and waste reduction.

Conceptual Communications also reported on partnerships and outreach opportunities, including collaborations with the Florida Panthers, the Tortuga Music Festival, Broward County Libraries, and a Senior Expo hosted by the Sun Sentinel. To support growing outreach demand, Conceptual Communications has organized a volunteer training for adults to assist SWA student ambassadors at events.

Conceptual then presented examples of creative campaign materials, including print ads, streaming video ads, and Trusted Voices videos featuring local leaders. Subcommittee members generally supported the creative direction and suggested minor adjustments, including music changes and consistent use of the campaign tagline “Put Waste in its Place.” Members also supported the addition of a public pledge campaign that will allow residents to sign a pledge supporting recycling and the Authority's work. Conceptual would develop a website landing page to collect and track pledge participation by city. Members discussed incorporating the pledge campaign into community outreach by using QR codes on signage, promotional materials, and volunteer apparel to encourage participation.

New/Old Business - Conceptual Communications reported that Waste Management provided \$250,000 to the County for education and outreach as part of the Monarch Hill expansion, which has been transferred to the Authority. Members agreed to defer decisions on how to use the funds until SWA Legal Counsel provides information on any restrictions and after campaign performance metrics are available.

Conceptual reported on a potential partnership with the Museum of Discovery and Science involving a proposed exhibit sponsorship. Members declined the \$250,000 exhibit opportunity but expressed interest in exploring smaller collaborations, including participation in a STEM mobile bus and science festival event and possible future education initiatives.

Next fiscal year, expansion to both TikTok and Reddit, and development of a digital creative archive for public record should be considered for the Education and Outreach budget.

Adjournment - Chair Dunn adjourned the meeting.