

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

May 13, 2026, 9:00-10:30AM

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: Chair Dunn, Member Breitzkreuz, and Schoolboard Member Bulman.

Public Comment - Richard Ramcharitar of Broward Clean Air urged the Authority to expand outreach beyond recycling to include reuse and reusable systems as part of Broward County's zero waste strategy. He highlighted the impacts of single-use plastics and microplastics and encouraged promotion of reusable products, refill systems, and community reuse programs. Chair Dunn thanked him for the suggestion and noted the ideas could be incorporated into future social media content.

Meeting Minutes - Motion: A motion was made by Member Breitzkreuz and seconded by Chair Dunn to approve the minutes of February 18, 2026, and April 14, 2026. There was no discussion. The motion passed unanimously.

"Put Waste in its Place" Campaign Updates – Conceptual Communications provided an update on the "Put Waste in its Place" campaign, including paid media, influencer outreach, trusted voices videos, earned media, and community partnerships. A proposed direct mail postcard and magnet campaign targeting seniors to reduce contamination and improve recycling participation was presented, noting that survey results identified direct mail as the most requested educational tool and seniors as a key hard to reach demographic. Subcommittee members discussed the need for more detailed recycling and contamination data by city before launching the campaign and agreed to hold the mailer until additional data was obtained and more cities approved the Master Plan.

The Subcommittee discussed using recycling and contamination rates as long term success metrics and emphasized the importance of tracking year over year progress by city. Conceptual also provided updates on earned media placements and upcoming segments with NBC 6, WPLG, WIOD Radio, WLRN, and other media outlets, along with partnerships involving the Florida Panthers, libraries, environmental organizations, Broward County Public Schools, and other community groups.

Conceptual reported that the pledge campaign had generated 561 pledges and approximately 29,000 page views, with Hollywood, Plantation, and Sunrise leading participation totals. Subcommittee members discussed sharing pledge numbers by city with the Governing Board to encourage greater participation and competition among municipalities and emphasized the need for elected officials and community leaders to promote the pledge campaign more actively within their communities.

Budget Review - Conceptual Communications discussed reallocating portions of the existing outreach budget to support the ongoing "Get to Yes" effort while remaining within the approved not to exceed budget. It was explained that some of the originally planned outreach and focus group initiatives had been delayed while additional staff time had been directed toward city outreach and public engagement efforts tied to municipal approvals. Subcommittee members supported allowing flexibility to shift funding and hours between budget categories as needed.

The Subcommittee also reviewed approximately \$106,000 in unspent hard cost funding and discussed reallocating portions toward specific media outreach, digital engagement, direct mail, and other efforts to better leverage the pledge campaign and encourage participation in upcoming city meetings.

Members discussed the need for stronger turnout at municipal meetings and concerns about relying solely on volunteers due to changing schedules and inconsistent attendance. Chair Dunn proposed reserving funding for possible transportation stipends to help support attendance and maintain a visible presence at meetings while prioritizing local residents as speakers. Agreement was reached to assist Member Bulman of the Broward School District with student outreach in organizing student attendance at commission meetings, prior to revisiting the idea of providing stipends to volunteers.

Motion: A motion was made by Member Breitzkreuz and seconded by Chair Dunn to recommend reallocating the budget as discussed to the Executive Committee, including reserving up to \$10,000 from the remaining unallocated funds for possible volunteer support stipends if needed to assist with attendance at municipal meetings. The motion passed unanimously.

BCPS Partnership Update – Conceptual Communications provided an update on the Broward County Public Schools recycling curriculum rollout and a related \$50,000 funding wishlist for future budget consideration. Members noted that the curriculum launch timeline had shifted to the beginning of the next school year and discussed the importance of implementing recycling education consistently across the district.

Members also discussed reviewing the curriculum to ensure it aligned with the Authority’s current recycling practices and messaging, including consistency with single stream recycling programs. Conceptual stated that Broward County Public Schools had been highly collaborative and would likely support Authority review and coordination efforts.

New/Old Business – There was no discussion.

Adjournment - Chair Dunn adjourned the meeting.