

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

June 17, 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 Breitkreuz.

Not Present: Schoolboard Member Bulman.

Public Comment – Mr. Richard Ramcharitar supported the Broward County Public Schools sustainability curriculum and encouraged hands on learning through composting, food recovery, reuse, recycling, and resource conservation. He also recommended partnerships with community organizations, farms, wildlife centers, and local governments as outdoor classrooms, including potential opportunities at the Southwest Ranches farmers market and South Florida Wildlife Center. He offered Broward Clean Air as a resource for zero waste education and thanked Mayor Steve Breitkreuz for his leadership.

Meeting Minutes - Motion: A motion was made by Member Breitkreuz and seconded by Chair Dunn to approve the minutes of May 13, 2026. There was no discussion. The motion passed unanimously.

“Put Waste in its Place” Campaign Updates / Subcommittee Expenditure Reallocation Request - Conceptual Communications reported strong early results for the Put Waste in Its Place campaign, including more than 9 million impressions, 256,000 social media engagements, over 44,000 link clicks or QR scans, 34 earned media placements, more than 1,000 pledges, and approximately 640 email addresses collected. Subcommittee members discussed influencer and multilingual outreach, public comment themes, city specific concerns, and ways to use campaign feedback to improve recycling access, resident information, and future messaging.

The subcommittee also reviewed the \$106,480 hard cost reallocation for digital ads, media placements, influencer content, local publications, and targeted outreach through the August 15 deadline. Members supported flexibility within the approved total and emphasized additional outreach to Fort Lauderdale, Hollywood, Deerfield Beach, Lighthouse Point, Lauderdale by the Sea, and other priority areas for “Getting to Yes.”

The subcommittee discussed securing additional pledge videos from Governing Board members and community leaders. Members also discussed future behavior change messaging (after the August 15 deadline) around food waste, composting, organics collection, drop off options, and low-cost steps residents could take.

Outreach to Cities - Conceptual Communications noted that 15 cities and the County had voted yes, with Coral Springs scheduled to vote that evening. No city had voted “no” at that point and Conceptual continued to support city presentations, city specific data requests, and related outreach. Subcommittee members also discussed ongoing coordination with municipal public information officers and Conceptual noted that the PIOs were helping distribute the Authority’s message. The next PIO meeting (tour of MRF) was scheduled for 6/17 at 1 p.m.

BCPS Partnership Update - Conceptual Communications provided an update on the Broward County Public Schools’ sustainability curriculum being developed with Authority funding. Broward County Public Schools planned to roll out the curriculum to all grade levels rather than pilot it in selected schools. It was expected to roll out in the next school year. Subcommittee members discussed having Broward County Public Schools present the rollout plan in August and the

broader curriculum in September. Chair Dunn requested a list of schools with environmental clubs to support future outreach.

Conceptual also reported that \$10,000 had been earmarked for back of house training for school janitorial and kitchen staff to improve recycling practices. The subcommittee discussed possible uses such as posters, cart signage, and bin stickers. Chair Dunn asked for confirmation that the target audience, including janitorial and kitchen staff, would be consulted before tactics were selected.

Member Breitzkreuz raised the issue of procurement and suggested that future education should include those responsible for purchasing, particularly around packaging and whether materials are recyclable. Chair Dunn noted the challenges of shifting away from plastic bottles and discussed the need for practical, affordable alternatives in municipal settings. Members discussed bringing in expertise after the August 15 voting deadline to explore sustainable procurement, municipal practices, schools, and small behavior changes that could reduce waste without creating excessive costs.

New/Old Business – The subcommittee discussed changing the July and August meeting schedules due to member availability. Members agreed to make the July 15 meeting virtual and discussed holding an August 12 meeting virtually from 9:00 to 10:30 a.m., which could also make it easier for Broward County Public Schools representatives to attend.

Members also discussed the National Wildlife Fund Ending Wasted Food grant opportunity and potentially using a grant writer within the Executive Director's purchasing threshold. The grant deadline was noted as September 1, but the Authority would need to be past the August 15 deadline before applying. Conceptual confirmed they could be prepared to apply for the grant afterward and the Executive Committee should be informed so the opportunity would not come as a surprise.

Adjournment - Chair Dunn adjourned the meeting.