

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

July 15, 2026, 9:00-10:30AM
Broward County Government Center West
1st Floor Board Room – Surtax Plaza,
1 North University Drive, Plantation, FL 33324

VIRTUAL ONLY

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 reported on a recent zero waste presentation to the Broward Sierra Group and the development of the Southwest Ranches Zero Waste Plan. Mr. Tyler Wood of Carbotura thanked the Authority for its work, referenced a proposal submitted to the County, and reported that the company had been nominated for the Earthshot Prize and preselected by the World Economic Forum for its low carbon circular systems innovation.

Meeting Minutes - Motion: A motion was made by Chair Dunn and seconded by Member Breitkreuz to approve the minutes of June 17, 2026. There was no discussion. The motion passed unanimously.

“Put Waste in its Place” Campaign - Conceptual Communications reported the Put Waste in Its Place campaign had generated more than 10 million impressions, over one million social media engagements, and more than 56,000 website clicks and QR code scans. Outreach included targeted social media and traditional media, multilingual advertising, influencers, radio, newspapers, city media, and opinion pieces from students and community organizations.

The campaign received more than 1,000 pledges and approximately 700 email signups, which were being used for municipal vote reminders and future community engagement. Subcommittee members praised the campaign’s growing visibility and encouraged continued partnerships with volunteers, students, organizations, and local leaders.

Quarterly outreach (April-June) reached more than 36 million people and included 43 earned media placements, over three million social media impressions, more than 4,000 website users, and direct engagement with over 6,000 people at municipal events. Fiscal year to date outreach totaled approximately 38.3 million, with more than \$1 million in estimated publicity value and approximately 28,000 people reached through community events.

Outreach to Cities - Conceptual Communications reported that outreach efforts were also supporting municipal consideration of the Master Plan and Facilities Amendment by providing commissioners with supplemental materials, media coverage, and a five-minute audio overview. The Authority had received approvals representing 76.11 percent of the required participation and was approaching the 80 percent threshold.

BCPS Partnership Update – Conceptual reviewed the SWA partnership with Broward County Public Schools, providing a list of schools with environmental clubs and reporting that district representatives would attend the August 12 meeting to discuss the recycling curriculum rollout for the 2026–2027 school year. A broader presentation of the curriculum was planned for the September Executive Committee meeting. Chair Dunn requested that the school list include each school’s municipality, identify whether all 28 member cities were represented, and outline strategies for cities without participating schools. Subcommittee members also requested inclusion of charter and private schools and recommendations for how Governing Board members could engage directly with students and school activities.

FY 2027 Budget - For the upcoming fiscal year budget, the Subcommittee directed Conceptual to work with Executive Director May to determine available funding and prepare proposed outreach priorities. The draft would be circulated for feedback and discussed at the August virtual meeting, with the goal of providing clear direction before formal consideration and approval in September.

New/Old Business – None discussed.

Adjournment - Chair Dunn adjourned the meeting.