



Speaker 1 - 03:23

Hey, siri. Text lori. Medical.



Speaker 2 - 06:23

Read.



Speaker 3 - 07:01

Roll call, please. Chair Dunn.



Speaker 4 - 07:04

Here.



Speaker 5 - 07:06

Member BrightCruise.



Speaker 2 - 07:07

Here.



Speaker 3 - 07:08

Member Bowman. Thank you. Okay, ladies. All right, so we're calling the Solid Waste Authority Education Outreach

Sub Council meeting to order. Thank you, everybody. Could we do this pledge of allegiance, please?



Speaker 1 - 07:39

Indivisible, with liberty and justice for all.



Speaker 3 - 07:44

All right, so noting that our executive director is joining us virtually online. Hi, Sam.



Speaker 1 - 07:52

I'm good. How are you doing? Good morning.



Speaker 3 - 07:54

Fantastic, thank you. Okay, public comments. Richard, you got two minutes. Sir.



Speaker 6 - 08:03

It'll be shorter. Good morning. Chair Dunn, Member Bright Cruise and members of the committee. I want to emphasize the importance of ongoing educational workshops and implementation assistance for the Broward Solid Waste Authority member cities. Education shouldn't be a one time effort. Continued training helps elected officials, staff and technical advisors stay aligned and give cities the tools they need to move from understanding zero waste to actually implementing it. Zero Waste USA would be pleased to offer the Solid Waste Authority a three to four hour introduction to Zero Waste workshop, either in person or online. This is for the executive committee, governing board and TAC members. This could provide a shared foundation and practical understanding of zero waste principles and strategies.



Speaker 6 - 09:01

In addition, Abby and associates, of which I'm affiliated, is prepared to assist the Solid Waste Authority and individual member cities with implementation, helping translate education and planning into practical programs

and measurable results. We see education and implementation assistance as complementary and essential to advancing the zero Waste. Advancing zero Waste throughout the region. Thank you.



Speaker 3 - 09:30

Thank you, sir. Appreciate it. And we'll take that under advisement.



Speaker 7 - 09:37

All right,.



Speaker 3 - 09:40

Moving on to the meeting. Oh, I'm sorry, I didn't see a card for you.



Speaker 8 - 09:44

Oh, I signed up, but I didn't.



Speaker 9 - 09:46

Fill up our card.



Speaker 3 - 09:46

Okay, go ahead.



Speaker 8 - 09:47

Julie Long. So thank you for all the work that you're doing and have to do in the future. I work with a group of.



Speaker 3 - 09:55

Could you speak into the MIC a little bit more, Dr. Long?



Speaker 4 - 09:57

Sure.



Speaker 3 - 09:58

Thank you.



Speaker 8 - 09:58

I work with a group of middle and high school students mentoring them about environmental projects and they are very excited to work on recycling in their schools. I particularly tried to focus on some of the public schools. Yesterday I was at MacArthur High School and talked to their horticulture club. Let me back up and just say we talked before about 10 pilot schools. I would respectfully ask this group to ask the executive committee to think bigger. I think we need to have a pilot school from every municipality that is represented on the board so that nobody feels left out that each of the reps can go and work with their own schools and get them involved Anyway, back to MacArthur. I've been talking to these kids now for almost a year.



Speaker 8 - 10:49

Two 10th grade girls, 10th graders, mind you, have gotten to their principal, got the principal's support for recycling. They've taken an inventory of their school. They found 45 of the 48 classrooms do not have recycling bins. Three

do. They're appointing monitors to collect the recycling from each of the wings to put it in a central location. So they're working on logistics. Somebody else has volunteered to make some signage. These kids need some support, though. Some of them said, we don't live in Hollywood. We don't even recycle at home. We don't know how to do it. They mentioned their parents don't know how to do it. You all recognize that's the problem. We teach the kids so they can teach their parents, but we need hopefully, to provide them bins, stickers for the bins and some bins.



Speaker 8 - 11:42

And I know the school board is also working on this, but it's a slow process. These kids are ready to go. November 15th is America recycles Day. They want to launch their program November 15th. So I'm asking and pleading that you would provide some individual support so that they can be a leader. I'm sorry. Maura's not here. It's in her district. They want to go. They're ready. I told them I would speak to you today, and I would love to carry a positive message back to them. Thank you for considering.



Speaker 4 - 12:15

Thank you.



Speaker 3 - 12:16

So, Dr. Long, at our last meeting, we actually agreed that we're going to do something in each member city.



Speaker 8 - 12:23

Yeah, I wasn't sure I was here, but I wasn't sure if that was final.



Speaker 3 - 12:27

That's exactly where we're going. And in fact, Broward School is here today to talk about what that rollout will look like.



Speaker 8 - 12:32

Yeah, I'm very excited about that.



Speaker 6 - 12:34

Wonderful.



Speaker 3 - 12:35

Thank you for your leadership. Thank you, too, Richard. All right, so if I can get a motion to approve the meeting minutes from August 12th meeting, then I guess I second it, and we're both in a.



Speaker 7 - 12:54

Okay.



Speaker 3 - 12:54

All right, so it passes to zero. And so now we will turn it over to our guest at Broward County Public School Recycling to talk about the curriculum.



Speaker 9 - 13:05

If I may chair just one qualifier. So I've been working closely with Lisa and Summer, who isn't here today, and Kelly and. And they're really excited to present this to you today. I just want to make one point clear. All teachers, as we've stated before, will have access to the curriculum once it's rolled out in every school, every grade level. And 26 will be piloted with more support materials that they're going to speak about today. So I just want to make sure that's like, on the record. We've been talking about this for months. All schools will have access to it. 26 Schools are getting a toolkit and like, a little more support to pilot it to hopefully then expand it over time.



Speaker 4 - 13:43

Perfect.



Speaker 3 - 13:44

Thank you for that question. So to take that even a step further, the 26 schools would represent the member schools.



Speaker 9 - 13:51

Okay, we're going to talk about that too. And they have a beautiful plan for selection that member Bowman is up to speed on. And.



Speaker 6 - 13:58

Perfect.



Speaker 2 - 13:59

Do we have a list of those schools yet?



Speaker 9 - 14:01

They're going to talk about the selection process.



Speaker 3 - 14:03

Thank you. Yes, thank you. All right, ladies, turning it over to you. Hi, I'm Kelly.



Speaker 5 - 14:10

So where you. Oh, yeah.



Speaker 3 - 14:15

How's that?



Speaker 5 - 14:16

Better. So, yes, if you want to go on to the next slide, we're going to talk about what we've already done and what we're about to do. So this summer in. Oh, sorry. We did a survey last year and we surveyed the teachers and we found that overwhelmingly they wanted recycling curriculum. So that is a good news. We have a strong foundation. And if you go to the next slide. We also started training teachers this summer. We trained 25 teachers from 20 schools on June 10. It was a joint effort with Coastal Waste Recycling and three departments of Broward County Public Schools. It was highly well received by the teachers and they're super excited to get started. So that's kind of laying the groundwork. And if you want to go to the next slide. So this is our roll up plan.



Speaker 5 - 15:10

So this month we'll be rolling out the curriculum. There will be a pivot memo that goes out that shares to the teachers how to access the curriculum. And then that's what the pivot memo will be. In that memo will be a survey so that they can elect to be a part of the recycling program. This will be the 26 schools that Laurie was mentioning. So they will opt in for that. And then we will take those schools and select from that pool. And that'll be done in October. And then in November, we're going to be putting together these recycling kits with vest and tools, gloves, things that they'll need for the recycling club will be training them and rolling that out in November and distributing those. And the teacher training for the teachers supporting those clubs will also happen in November.



Speaker 5 - 16:12

Then if you want to go to the next slide. So for the Recycling curriculum. As Laurie mentioned, it's going to be open access on our canvas course that any teacher in Broward county public schools can access. It is age appropriate. It's going to be hands on activities based on the grade level. We have activities for K2, 3, 5, 6, 8 and 9 12. The lessons are locally relevant so they're actually going to be tied directly to our problem, Broward county, to our local officials, our local media coverage on the problem. It's standards aligned. So it's going to be easy for the teachers

to integrate into their current curriculum.



Speaker 5 - 17:03

They'll be able to integrate into ela, math, science, social studies, and there'll be specific lessons for use in the elective classes or if the classroom teacher wanted to use for art, music, pe, debate and stem. And each area will also have a family engagement portion so that at the end of the lesson there'll be a piece where the students can go home and engage their families in something, whether it's a waste audit at home, taking the pledge at home, serving their neighbors. So that's going to be a part of it as well. And then if you want to go to the next slide. So then there's additional activities to support that curriculum.



Speaker 5 - 17:49

We have quarterly challenges, so every quarter there'll be a challenge that the students, any student can K12 can engage in these challenges such as making recycled art, PS public service announcements, things like that the students can submit and win prizes and recognition. As Laurie had mentioned, there's the recycling club support that will be specifically 26 schools will be getting these recycling kits and additional training and support after hours support to really get them up and running. And then of course expanding it beyond that. And then we have a student summit, the Youth Climate Summit, which will be in the spring of 2027. We bring together 1200 students to convene and they learn about local environmental issues. The the students at the summit will also be sharing about what they've been doing at their school.



Speaker 5 - 18:51

So I'm excited to have MacArthur and the other schools come and present what they've been doing and really inspiring their classmates. And then the next slide, we're going to be starting a pilot composting program. So this will be at four schools. This will be during this school year. This will be a back of the house cafeteria composting program. So the goal is to investigate strategies, successes and barriers for potential scaling. The funds are going to be used for supplies, field trips, educational materials and after hours support and training. And then we'll take any questions you Have.



Speaker 3 - 19:38

I have a list of questions, but you go first. Member Bright Cruise.



Speaker 2 - 19:42

Thank you. I'm wondering if there is. By the way, I love. That all sounds great. It all sounds great. I'm wondering if there is any opportunities for local government and officials to kind of lend their support, show up, participate, just, you know, be able to make the connection between the municipalities and what all we're doing and just say this is for all of us in Braggadown.



Speaker 5 - 20:09

I'm you. I'm so glad. Yeah, I'm so glad you mentioned that because we'd already discussed with Lori that we wanted the local officials to make videos to help introduce the problem to the students. So if my school is in Hollywood, for example, I can click on the Hollywood video and a local official from Hollywood will be engaging saying, hey, we have this big problem, we need your help. And so you want to speak to that.



Speaker 9 - 20:38

Chair Dunn requested that we come up with a reinforcement strategy and I'm going to present it to you after their.



Speaker 3 - 20:44

Well, why don't we.



Speaker 9 - 20:45

Do you want me to do it now?



Speaker 3 - 20:47

Yeah, let's do all of it because then it might negate some of the questions that we have.



Speaker 9 - 20:50

Yeah, absolutely, I can do that. Alisa, you have my slides. It's only three. So I have their challenges here. The students are going to submit, do a solid waste audit at home. They're going to potentially create a stand operating procedure for recycling at their school. And then their third quarter challenge will be a PSA campaign creating a video, a poster, a song, a jingle, recycled art. And then their fourth quarter is recycling program end of year report. So like, just like what did we learn and tying it all up. So we are trying. My team came together and said, okay, let's

mirror what they're doing for your, you know, your recommendation. Chair Dunn, next slide please. So first quarter, like they said, we're going to arm them with the pledge materials and we're going to essentially just set the stage.



Speaker 9 - 21:48

I think a lot of the students and their families aren't aware of what we've all been talking about for two years, that we have finite capacity and why that's important and how we all have to do a better job with recycling and recovering and reducing. So that will be step one. We will have every member film a video to launch this that can then be used in the schools because that was their request as part of this first challenge, which is November, December. And this is also probably the easiest thing. November and December is a very tricky time for parents with kids with holiday time and all the activities they have going on. So this is probably like a nice little entry point and then we'll mirror that through the hoas, our trusted voices, our local businesses and faith based groups, etc.



Speaker 9 - 22:41

The next quarter, and we did it in two months to mirror more closely what the schools have going on. So the next quarter, families participate alongside the students by checking their own recycling habits and choosing one simple action, something the family can really hold on to. So we thought the city component, if the SWA member were like, what's the equivalent of like an adult pizza party. So perhaps each member spot, you know, is the one that brings in the lunch or does the thing that department wants to do. They can, whatever it is, but we're going to essentially mirror that and maybe we create a challenge card for them to check off and help them along a little bit. So everyone's just not in the space of like, we don't know what to do. So no one's participating.



Speaker 9 - 23:26

But you have my team and we're pretty good with like, you know, getting people together on it. So I'm confident that we can do it and we can then share that same challenge through the business community and each of these and like tailor it so it has this like ripple effect is what we're trying to create. So that's January and February when everybody's refreshed in the new year. And then the last piece is the students in their third quarter, they're doing their psa. And wouldn't it be nice if we gave at the cities, the students, the stages, so many in April host, you know, Earth Day events.



Speaker 9 - 24:01

It's such a nice time of year and I feel like there's a real opportunity for us to put their art in city hall or just really take these 26 schools and amplify as we can to support them. And maybe again there's an opportunity for each member to have an engagement piece with the students or have them come to a commission meeting or go to their school and talk to them before they go into their report, which is their final Q4. So that was our strategy layout.



Speaker 2 - 24:31

No, I like it. I think that sounds great. There is a lot of. Sorry, yes. And there is a lot of opportunities, especially in the spring. Water Matters. A lot, a lot of opportunities.



Speaker 8 - 24:42

And.



Speaker 2 - 24:45

They're our strongest advocates. At the end of the day, they're our most effective advocates for whether it's in the, in, you know, in their own homes or frankly, at an event like Water Matters. When you hear that age group, you know, that really take hold and move forward with it. It's makes you stop and think. It's like, yeah, this is what we ought to be doing. So that's awesome. Great. Thank you.



Speaker 3 - 25:10

Okay, so I love it.



Speaker 4 - 25:13

I love it.



Speaker 3 - 25:13

And I think that our colleagues are going to love it as well. I have some practical suggestions if you can go back to phase one. So I think it'd be great if, when we're doing the kickoff of the clubs in the schools, if the member would go to the school and participate in the kickoff. So I would add that as a piece in phase one to go to the school for

the kickoff. And then I think that this then becomes an opportunity for the member to engage community around the issue. Right. So if there's a local chamber, get on the chamber list and go and talk about it at a chamber meeting. So really kind of finding the ways to connect the dots. When you're going to your hoas to do your update on what's happening in the community, mention this program.



Speaker 3 - 26:14

And so making it as simple and as easy as possible and giving the member talking points and specific content that they could share with each stakeholder. And we're talking about November, December. So the timing is great. People should be settled after November by that time. And I think this then gives us another opportunity to remain visible in community. So I would kind of add those bullets to phase one and then go into phase two, I think here. Well, let me ask a clarifying question. So each school is going to execute a challenge, right? They're going to collect. And so is there a prize that the students will get?



Speaker 5 - 27:05

Yes, there will be incentives for. So they have incentives and at their school that they can incentivize each of the classrooms. So do a challenge within the school. And then for the quarterly challenges we have incentives, district wide prizes.



Speaker 3 - 27:21

So will there be like a winner? So, yeah. So for, let's say Lottie Hill 6 through 12 participates, will there be a clear winner at Lauder Hill 6 through 12 with a classroom that does the most?



Speaker 5 - 27:32

They will, yeah. The schools will recognize who is the winner at their school and they can let us know and we can put that out, that information out. And then there's the quarterly challenges that we'll select district wide and recognize.



Speaker 3 - 27:46

So then I think that's another opportunity for us to have the winning classroom or the winners for that school to come to the commission meeting. So we each could do like a certificate for them or. But we could recognize them at a commission Meeting the principal, the student and the teacher and then that gives their parents a chance to come to the commission meeting as well. So here I would do that. And then if we're doing the challenge between we have the big nine HOAs. So I'm going to challenge all nine of them and see who would better.



Speaker 3 - 28:26

And then maybe I'll host a recycling reception before a commission meeting and just really again it's an opportunity for the members to be super engaged with community and take the opportunity for us to be present in the community and then for the community to be present at city hall once a quarter is the way. What are your thoughts on that?



Speaker 2 - 28:47

Yeah, I think it's important that. I think it's important that we take it. The classroom is kind of where the learning environment. Right. And the more ways that we can take it out of the classroom, promote it outside the classroom and make that connection to the general public, the more effective that students will be at communicating those things and realizing that this is they're impacting their communities. This is not just them learning, this is them impacting their communities in a positive way which I think they'll really dig into. Yeah, I would love to have them come to our commission meeting. I'd love to have any opportunity. I could go to the school and just say awesome job, let's keep it up. Let's, let's.



Speaker 2 - 29:33

You know, I'm so proud of you all because I am proud of them all and any opportunity I had to do that I would jump on that. I would love that.



Speaker 3 - 29:41

So how to operationalize that in a way that makes it easier for us as elected? Not every elected has an aid and so giving them the sample certificate that's co branded and then leaving a space for them to add their city logo, giving them the email automation so all their aid has to do is copy and paste. And for those who is sharing one aid for the entire commission that's going to make it easier and then the next one. Yeah, I love that. I think that's really great. And then the. So you want to answer to that before I go on to the next my next thoughts.



Speaker 9 - 30:30

I was just going to say, you know, because where your team we're going to do the heavy lift for you guys. You know we'll create the certificate. If I have to create a Certificate for all 26, you just have it. So your aid doesn't even need to pop out the logo. We'll just do that.



Speaker 3 - 30:44

Oh, okay.



Speaker 9 - 30:45

Yeah. Support we need for this. I'm confident we have enough bandwidth budgeted to handle it.



Speaker 3 - 30:52

So then. So then basically, the only thing that you'll. That you'll tell us who the winners are, you'll do all of it and then you will just tell us where to show up. Yep. Oh, that's great. Because make sure you mention that tomorrow.



Speaker 9 - 31:10

Yeah, I think, you know, that's it. Just. It needs a driver.



Speaker 3 - 31:14

Yeah, yeah. No, I agree.



Speaker 9 - 31:16

And there.



Speaker 3 - 31:16

I love it. And you'll put it on the calendar, you'll coordinate with the aid, you'll make sure that we show up. Yes. That's fantastic.



Speaker 9 - 31:23

Yes. And I have a wonderful relationship with these two in summer, so.



Speaker 3 - 31:28

Oh, that's great.



Speaker 9 - 31:28

You know, it's not like I get lost in an abyss on the school side. Like, they're very responsive.



Speaker 3 - 31:33

Okay, perfect. Me. Yeah, perfect. And then my other thought. So I have some questions about the school parts. Specifically, you mentioned four schools will be piloted for the composting. How do you select those four schools? Or have you already? Do we know who those four schools are?



Speaker 4 - 31:59

We haven't selected them all yet. We do have a pilot that has been ongoing at South Plantation High School. And we take what we learned from them. They've been measuring what's going into compost from the back of the house, the cafeteria, for about a year now. So we'd work with them to figure out which next schools we can adapt to.



Speaker 3 - 32:18

I would anticipate that would be a question that would come up on Friday. So if you could figure out how you're going to answer that. And it's okay if the answer is we haven't selected them yet.



Speaker 4 - 32:26

We haven't selected them yet because we need to work with cafe, the food nutrition services staff, and see who's ready and willing to take on that additional work.



Speaker 3 - 32:34

Okay, so maybe say that while. Because.



Speaker 7 - 32:38

Right.



Speaker 3 - 32:38

They're going to have that.



Speaker 2 - 32:39

Yeah. I would just be ready to answer how that selection process is going to be made.



Speaker 3 - 32:45

And then where. You said you trained 25 teachers in 20 schools. Do we know who those. Who those schools are?



Speaker 4 - 32:52

Yes.



Speaker 3 - 32:53

Are you able to say, are they. Are they all member schools or in general? I think that's another question.



Speaker 4 - 32:59

Top of my head. But probably most of them are member schools. There might have been some. I don't know.



Speaker 3 - 33:05

I can get a list. Yeah, I have the roster. Okay. Yeah, I think that we should share that in the backup, too, because they're going. They're going to ask. And then this. You had a slide that showed the workflow. Could you go to that slide yes, right there. Is it possible for us to add a fifth part that says municipal connection?



Speaker 2 - 33:32

Yeah.



Speaker 4 - 33:34

Oh, sure.



Speaker 3 - 33:36

And then just kind of say then that Lori will talk about what that part looks like, but just so that they see, especially if we're going to do this before we get to the budget part. So then they'll see that everything is connected and it flows from the schools to the home to the community through the municipality. And then my final. I think you answered this, but I wasn't sure. So the teachers who opt in are going to get a stipend. And what's that stipend?



Speaker 4 - 34:19

That's in the budget. In the budget?



Speaker 3 - 34:21

Well, I think in the budget that we have, we just say a big, like a regular amount, but I don't think we break it down to how that 150 will be spent.



Speaker 4 - 34:32

I think believe it's the teachers.



Speaker 9 - 34:36

You have Madam Chair on your. No, the materials on the desk that Elisa left for you. There's a school budget breakdown and they can speak to this. I also inquired about this as well, the supplement. And it's.

Speaker 3 - 34:49



Oh, was this in our backup? Did I miss it?



Speaker 9 - 34:52

Elisa, did you provide it?



Speaker 4 - 34:56

No, that's.



Speaker 7 - 34:57

No.



Speaker 4 - 34:57

No.



Speaker 3 - 34:58

Okay, so we should make sure that it's in the backup that goes up to the members. Okay.



Speaker 4 - 35:04

All right.

 Speaker 3 - 35:04

Could we go through, could we talk about this now? Yeah.

 Speaker 5 - 35:08

Okay, so are you looking at the first line? So we have a supplement that will go to the teeth. The teacher at each of those 20 schools that's helping to run the. Sorry, of that 26 schools that is coordinating the recycling efforts at the school with the students because that's going to require some after hours, you know, activities.

 Speaker 3 - 35:34

So that's \$500.

 Speaker 4 - 35:37

That.

 Speaker 5 - 35:38

\$800.

 Speaker 3 - 35:39

800 For the year.

Speaker 4 - 35:41



Same for the custodian. That's helping.



Speaker 3 - 35:46

So that's the teacher that sponsors the recycling club. Correct. She's gonna get 800. And is that in par with what they normally get paid to sponsor other clubs?



Speaker 5 - 35:55

Yes.



Speaker 3 - 35:55

Okay,.



Speaker 4 - 36:00

So we've included custodial because we know we can't have any of this happen at the school without custodial support. So that we don't usually include custodial and club support, but we have in this case because we need their buy in and we need to know what works and what doesn't work for them. So those pilot custodians will also be getting a supplement.



Speaker 3 - 36:19

Okay, and what's this Curriculum pilot teacher supplement. Is that separate?



Speaker 5 - 36:25

Yeah, that's something. So there will be teachers per grade Band.



Speaker 4 - 36:33

I think it's.



Speaker 5 - 36:34

Are there four grade. There's four grade bands. Four grade bands, three teachers per grade band that will specifically pilot the curriculum. So obviously the curriculum is going out to everyone, but we're gonna have specific teachers that we know are implementing with fidelity that are providing feedback, student work samples for us to improve the curriculum and be able to evaluate what it looks like in the classroom.



Speaker 3 - 36:58

Got it, got it. So they are like our research group.



Speaker 5 - 37:03

Exactly.



Speaker 3 - 37:03

Ok, So recycling kits, recycling trash bins. Okay, good. See, Dr. Long, it's there. The recycling, trash cans.



Speaker 2 - 37:23

Can we just. Quick question. So I'm just not familiar with the educational terms the STEM plus C. What is that?



Speaker 5 - 37:32

Oh, sorry, that's our team.



Speaker 2 - 37:34

Oh, okay. All right, great.



Speaker 5 - 37:36

We are Instructional Innovation, Digital Learning, and we're the STEM C AI and Immersive Learning team. My supervisor.



Speaker 2 - 37:44

Appreciate it.



Speaker 6 - 37:46

Hey, this is Sam.



Speaker 1 - 37:48

Can I ask a question on the curriculum pilot teacher supplement? You have 12 of those. Why, why are there only 12?



Speaker 4 - 37:58

It's.



Speaker 5 - 37:58

It's three teachers per grade band that will be piloting.



Speaker 1 - 38:05

Okay, so we're not doing it at all the schools then. The curriculums aren't going out to all the schools.



Speaker 5 - 38:11

The curriculum will go out to all the schools.



Speaker 1 - 38:14

26 Schools, right?



Speaker 5 - 38:16

Actually, no. The curriculum's going out to every single teacher in Broward county public schools. And it'll actually open access so anyone could access it. But the. But we're specifically going to be working with 12 teachers who we will. That are piloting the pro.



Speaker 4 - 38:33

The.



Speaker 5 - 38:34

The that we are sure are implementing the curriculum with fidelity. They'll give us feedback, student work samples. We'll go in, maybe model lessons. They're going to be helping us give us feedback to improve the curriculum. So we expect, we're expecting all teachers to be teaching the curriculum, but these specific 12 teachers will be given extra money to give us feedback and extra effort. You know, reflections, work samples, things like that.

Speaker 1 - 39:03



Okay, I have another question on the materials you have in there. 2818 Quart blue medium recycled waste baskets. Does that mean 18 quart or is it 18 gallon? 18 Of a quart of a. Pretty small. It's like, you know,.



Speaker 2 - 39:27

Less than a cup.



Speaker 4 - 39:28

That's the classroom size bin, like little trash bin that they have in the classroom. It's about the same size as their trash bin in the classroom for the regular classroom. And those get emptied into the big brutes, the large trash cans.



Speaker 1 - 39:42

Okay, so that would be probably 1G. It's probably an 18 quart. Not one 8 cord. So it says one SL8. I think that's a 18 quart, which would be a four and a half gallon.



Speaker 4 - 39:55

I will verify that. Yeah, we got that from our. Okay, facilities folks.



Speaker 1 - 40:01

I was looking at all the trash pins yesterday when I saw this. I went, what's the 1/8th? And I saw that there was 18, which is 18 quart, which is a 4 1/2 gallon, which is still a pretty small bin. That's like the smallest bins that you can have. I mean, if, you know, maybe we're thinking about going to a six gallon or something that's, you know, I'm not sure what size bins you have. That, that's like the smallest, like the. You see like in restrooms and stuff. That four and a half.



Speaker 4 - 40:27

Yeah, that's. That's about what they have in the classroom. And then they empty it out into the hall and the larger bin in the hallway.



Speaker 1 - 40:34

Okay.



Speaker 4 - 40:35

Because they're emptying it every day. Okay. At that point.



Speaker 1 - 40:39

Okay, thank you.



Speaker 3 - 40:41

And then if you can go back to the. Are we good with the budget? Any other comments on this before I go back to the rest of my question? Could we go back to the school's presentation, please? Yeah, so we'll add a municipal connection here and then go on to the next. Okay.



Speaker 4 - 41:12

All right.



Speaker 3 - 41:13

And then the next slide.



Speaker 1 - 41:20

Also, the slides weren't changing for people who were viewing online. If you could make sure that you could just have that posted on our website, it'd be great. So we could go back and see it.



Speaker 3 - 41:32

Could we add the. Do we know the date of the climate summit already?



Speaker 4 - 41:37

We know approximately. We're waiting to confirm a location.



Speaker 3 - 41:40

Okay. But if we could mention just about when, because I don't know about y', all, but I'm already picking dates of all of this stuff for my fiscal year. Yeah, that was my only suggestion on that. Any other thoughts? Member Bright Cruise. Okay, this is really great. I think that our members are going to be happy and especially if we show the connection between the kids, the home, the municipality, and then be really intentional. I mean, I love the way how you said here's what your role is going to be. And then for you to be clear, listen, we're going to be your support staff. You don't have to worry about fighting for resources will do the heavy lifting. I think that's going to be huge. That's going to be really huge. Then I have another thought.



Speaker 3 - 42:35

I think Richard brought up a good point about having a series of educational Opportunities for members to learn more about recycling and other environmentally important topics. I know we're going to keep doing the PIO meetings, but I know that some of our member cities already do really great resident education around recycling and other environmental issues. Coral Springs and Coconut Creek are two that I think are leaders in that space. And you do stuff in your city too, right? I don't do anything in my city. So it might be interesting to poll the members to see what's happening and then to say if maybe that can be presented as a best practice. So if any of us would like to do virtual workshops, that'd be great.



Speaker 3 - 43:29

And then maybe us, as a solid release authority, could do an education series, a zoom or something, maybe quarterly, and open it up to all 26 member cities and we can all promote it and then have one big zoom town hall around, you know, and do that quarterly.



Speaker 9 - 43:54

Yes, I would love to talk to Sam about that because we have RRs at the table and they've been an incredible resource. Recycling.com Travis Barnes and his team, and I think they would be perfect on best practice. They have a lot of these materials. They have so much knowledge from just nationwide, you know, helping people up their game and just do better at it. And so I, I feel like we could really put together something like impactful.



Speaker 4 - 44:19

Yeah.



Speaker 3 - 44:21

And I think so I'm speaking about two different audiences. Right. So one is educating us and staff. But then secondly, it's something community facing where, you know, how do you compost at home, how do you recycle at home? Just stuff that is branded Solid Waste Authority. It's our quarterly educational town hall or something. I don't know if you want to call it town hall. You can think through a really creative name. And then we promote it through, you know, digital and also get the member cities to promote it, and then that becomes our virtual education topic.



Speaker 2 - 45:08

Yeah, I think that's. I think that's perfect. I think that there's going to be a kind of a layer of individuals that really hook onto this, but may not really know how to execute it, how to execute and bring it into their daily lives, you know, and to be able to provide that education for them to take that next step. I bet nine out of 10 of those will be our greatest advocates in the next phase, you know, as we move forward. So I think that's awesome. I think the other thing, I love everything you said. Thank you for those great ideas. I think the other thing that we spoke of earlier, that we might be able to connect in here are those students, those teachers, those classrooms that win that really take this would be.



Speaker 2 - 45:54

If we have like a quarterly or annual to be able to promote that, you know. Right. You know, we could promote that could be one of the big rewards.



Speaker 3 - 46:04

We can do our own thing.



Speaker 2 - 46:06

Yeah.



Speaker 3 - 46:07

Recognition and have the students. That's a great idea. I love that.



Speaker 2 - 46:12

Yeah. I think it would be tying everything together.



Speaker 3 - 46:15

I love that.



Speaker 7 - 46:17

Can I say something? Can the audience speak?



Speaker 3 - 46:20

Yes, please. If you could just say who you are and what organization you represent.



Speaker 7 - 46:28

Stephanie? Joffy? Just myself. Because I've had a lot of experience with this, my synagogue, over 10 years with the composting program. The things that I've taken away from that is how important it is to get the staff that's cooking on board. Because a lot of the waste happens in the kitchen. So they really need to know where to put the cooking scraps. And the janitorial staff, if they're not on board and constantly learning about what goes into the compost, it never happens correctly. The other thing I've found is that the janitorial staff tends to get the recycling and the composting confused. So sometimes they'll think like, the tin cans go into the composting and they don't.



Speaker 7 - 47:20

And to make sure that all, like we've gone to compostable paper plates and things that goes in the composting, but plates that may have the plastic lining don't. And the other thing I wanted to say is how important signage is on all, on every bin, the large bins and the small bins, so that cooking staff, janitorial staff, kids, teachers, everybody understands exactly what goes into composting and exactly what goes into recycling. And the other thing is that the large bins always have to have the large compost bags. Because one problem we've run into is that the cooking staff throws everything into a big plastic bag and then puts that into our composting bin. So you have to make sure that you have the 55 gallon composting bags.



Speaker 3 - 48:15

Okay, thank you.



Speaker 7 - 48:16

That's all I wanted to say. But the kitchen staff is really important.



Speaker 3 - 48:21

Thank you. Thank you. Okay, so going back to the agenda we've covered all the way down to the curriculum overview. If there's nothing more on this item, we can go on to the next one. We have 15 more minutes. The proposed budget.



Speaker 9 - 48:38

Yes, you have our education outreach proposed budget in front of you. It includes all of the requested edits from our last meeting where you gave advisement in August and I think Lori, if our process typically is they kind of sign off, approve it and then it moves to governing board on Friday.



Speaker 3 - 49:01

And if you could just for the record state what the hard cost agency fee split is.



Speaker 9 - 49:06

Sure. As you requested, it's 60, 40. Still the hard cost.



Speaker 3 - 49:10

60% Hard cost.



Speaker 9 - 49:11

Correct.



Speaker 3 - 49:11

Okay, I'm fine with this budget. Member Bright Cruise, what's your thoughts?



Speaker 2 - 49:18

Yeah, no, I'm fine with it as well. I think it's aligns with what we've spoken with in the past and it makes sense. So thank you for bringing it forward.



Speaker 3 - 49:26

Okay. My only suggestion again is when you, when we present it is just to make sure that we say what the split is.



Speaker 9 - 49:32

I will.



Speaker 3 - 49:33

That's important. Okay.



Speaker 7 - 49:34

Yes.



Speaker 3 - 49:34

All right. So we can move it forward. Sam, is there any thoughts on this?



Speaker 1 - 49:39

Yes, I just wanted to bring up, you know, I know the budget went up from last year from 650 to a million dollars. But I just wanted to point out that in our pro forma, that was, you know, the, basically it's like the projected 20 year budget that we had, it was actually \$1.5 million. So went down from that a little bit because we didn't have all the member cities that were thought were going to have. So our, you know, our revenues weren't quite as what we thought it was going to be. But we still increase our budgets by, you know, a significant amount from 650 to a million dollars. But we still weren't at the 1.5 million that was in the pro forma.



Speaker 1 - 50:22

So if anybody, you know, questions, you know, the amount of the budget, we're still less than what were anticipating it was going to be. So, and we're, if we can spend that \$1 million, we'll be doing a great service for everyone. It'll be a big task for us to spend a million dollars and if it gets done then, and I'm sure that Lori will have it, you know, that she'll expend those funds. We'll, we'll accomplish a lot with it. So just wanted to add that in there.



Speaker 3 - 50:53

Yeah, I don't anticipate there will be any challenge with the budget, but I do think that we should be prepared. Laurie and I don't know if that's something you're going to talk about in this meeting. I suspect not because we haven't gone through it as a committee yet. But I think very quickly after the budget is approved, we need to then roll out what the strategy is. Once we know what the Dollar amount.



Speaker 2 - 51:17

Is going to be right. Yeah, No, I agree. I do, Sam, as I recall, and this is going back away, so I may be wrong, but as I recall, like, Palm beach county has annual budget, I believe, about \$4 million a.



Speaker 3 - 51:33

Year, and they spend 2 million on education and outreach.



Speaker 2 - 51:36

Yeah, yeah.



Speaker 6 - 51:37

So.



Speaker 2 - 51:39

So while I'm fine, we're rolling this out, and this isn't for us to decide here, the total budget of \$1 million, honestly, I don't think is. Is going to be sufficient for us going forward. I think it's going to have to grow significantly from that. And, Sam, from your perspective as there is that something we need to address at the executive committee, governing board to kind of drive home that point? Or. Or do you feel like that's already an understanding? Because I don't think in the long run, I'm fine with next year, a million dollars, but in the long run, to really push for this and to drive it home, I don't think that's going to be nearly enough.



Speaker 3 - 52:26

Yeah, go ahead, Sam. Yeah, I was going to say my recommended strategy is let's just roll out the budget. If it comes up, bring it up. But then let's show impact. And then maybe halfway through the year, after we have some numbers, then we can kind of mention it.



Speaker 2 - 52:44

Right?



Speaker 3 - 52:44

Yeah.



Speaker 2 - 52:45

Okay.



Speaker 3 - 52:45

But there's a lot of other things that I think we are urgently going to be concerned about with the RFPs and all the other stuff. So let's just keep our heads down, be focused, execute, and then once we get past those key milestones, then we can bring it up again.



Speaker 7 - 53:05

Right.



Speaker 3 - 53:06

Because that's another battle we have to win.



Speaker 2 - 53:08

It is.



Speaker 6 - 53:08

It is.



Speaker 2 - 53:10

And I'm fine with your recommendation, because I'm fine with a million dollars for this coming. I guess all I want to do is my thought was to put some of the seeds out there that this is. This is fine for this year, but going forward, this is not going to be nearly enough.



Speaker 3 - 53:26

Yeah, I hear you. I hear you. But that brought up a question for me, too. And I don't know if we talked about what the KPIs will be for the curriculum and then for our marketing. I think we need to articulate that very clearly. So, on the Broward County Public School side, what. How are we going to measure impact and what are the metrics that we're using to measure, and what will winning look like?



Speaker 5 - 54:01

There is going to be a survey going out with the Pivot Memo, but I think we need to talk more about how we're going to be measuring that the feedback from the pilot teachers is going to give us qualitative data with student work samples and how it's happening in the classroom. But I think we also need to have some, that we're going to have some quantitative data.



Speaker 4 - 54:26

And.



Speaker 5 - 54:26

Yeah. And who submits to the challenge. So we'll have numbers for who's submitting, how many are submitting to our quarterly challenges. And then we're going to have we have our survey that goes out to the schools in the pivot memo as well.



Speaker 3 - 54:44

Well, I think what our member cities are looking for from us is behavior change. So could we do when the students, once we've selected the 26 schools, could we do a pre survey that kind of measures what their current behavior is as an institution and as students?



Speaker 4 - 55:11

Yeah. That is already part of the curriculum. To do a waste audit before they start and then to do waste audit. Actually it's the last quarterly challenge is again a waste audit.



Speaker 3 - 55:19

Okay. So I think you should mention that.



Speaker 4 - 55:20

In the first activity is the waste audit.



Speaker 7 - 55:29

Like sort of where they're at, what they're not as far attitudes about it.



Speaker 5 - 55:36

That that's a good idea.



Speaker 9 - 55:38

Yeah.



Speaker 3 - 55:38

And then we should mirror that on the municipal side too.



Speaker 9 - 55:42

Can I add one?



Speaker 3 - 55:44

Sure.



Speaker 9 - 55:44

So in tandem to what Kelly and Lisa are working on with the students and the teachers in the classrooms, SCs will also be meeting with the holder of the actual contract for the schools to understand where they're at in terms of like how much is being recycled so that we can start measuring over time. Are we doing a better job from the school component with increasing, recycling, reducing waste as they grow, composting, et cetera. So there's like a nuts and bolts component here happening too in tandem with this.



Speaker 3 - 56:17

So could you in your presentation include a slide that speaks about measuring and then mention what's happening what they're doing plus what we're going to be doing with the students and the waste. What do you call it? The survey.



Speaker 4 - 56:37

The waste audit.



Speaker 3 - 56:38

The waste audit. And then also. But just put one thing that makes it clear and give us an idea as to when those will happen so that then you guys can come back with the results to this body and then we can then make sure that we're reporting that on a regular basis, at least on a quarterly basis to the governing board.



Speaker 2 - 57:01

Right.



Speaker 6 - 57:01

So.



Speaker 2 - 57:04

The have we decided what the criteria is for these classrooms that you know are competing and are going to win? What is the criteria for them to be the winner.



Speaker 5 - 57:17

There won't be. The winner will be for each quarterly challenge. So there'll be a rubric that goes along with each of the quarterly challenges. So the winner for that, there'll be a rubric. And then as far as.



Speaker 2 - 57:32

What's the components of that rubric, do we know yet?



Speaker 4 - 57:37

Yeah, it's specific to the challenge.



Speaker 3 - 57:40

You haven't decided yet what the rubric is? That's still under development.



Speaker 4 - 57:43

Yeah. For each of the four challenges. It will be different for each challenge.



Speaker 2 - 57:47

Are we, Are we able to. I'm not sure, Laurie, if this is what you're alluding to, but are we able to actually measure the pounds of compost that go in?



Speaker 4 - 57:58

Right.



Speaker 2 - 57:59

So, I mean, I think that should be probably in my mind, I'm a numbers guy, so. But I think in my mind that probably should be maybe the single largest component just to show that we're. We're doing. We're doing what we wanted to do. Yeah, yeah. It may be per student. I'm not saying it's, you know, there's a number associated with it, may be a percentage, it may be a total number, it may be pounds, it may not be. But I think that should be key. And what was point number two? Hate it when it escapes me like that.



Speaker 3 - 58:39

That's why I write it down.



Speaker 2 - 58:41

Right. So, yeah, so that's. That. That should be the primary element. And then I, I think at the end of the day, you know, whatever that is what is what needs to be for. For the overall view of success. Oh, I remember what it is. So then the nice thing about composting is it comes in two forms, right? There's the form, the pounds that you deliver, but then there is the. The soil that is produced from it. And we may want to look into some things that we can do, have that soil delivered back to those schools. I don't know if they have like a horticulture club or something like that to be able to tie it into that. And, and maybe it's, you know, an element of it is. Is who does. Who does what with the results of this, you know, who.



Speaker 2 - 59:34

Who makes the most of the soil that's produced from it, you know, vegetables or flowers or whatever, for maybe another club that's in the. In the school. Just a thought.



Speaker 3 - 59:48

So maybe we should give you what the master plan says, what the KPIs are that we have as an organization committed to. We've committed to two solid KPI. Number one, the recycling rate. So more people recycling in Broward county and Our baseline is what now?



Speaker 9 - 01:00:07

I forgot, 41%.



Speaker 3 - 01:00:09

Okay, 41% is a goal. Or 41% is where we are now.



Speaker 9 - 01:00:13

41%. Where we are now. The state's goal, 75%.



Speaker 3 - 01:00:17

So to go from 41 to 75%. And then the second thing that this committee is charged with is behavior change. So we need to understand right now what. And I guess that's reflected in the percentage that's recycling. Right. But to me, it's attitudinal, as you mentioned. And for me, that's even more important for under resourced community for whom recycling is an afterthought because we're so concerned with paying our rent and paying the \$4.25 per gallon for gas and the \$6 a dozen for the eggs. And so I would be curious to know what's the baseline now in terms of recycling being a priority? People know how to do it right. And then to kind of get a baseline assessment of that now and then seeing where we are with that metric.



Speaker 3 - 01:01:15

I don't know whether it's a quarterly basis or semiannually, but I certainly would want to have a midterm assessment before the end of the year to know if we're on the right track or not. And I believe that those two things would be our primary goals target whether we're doing advertising or education. Would you agree with that?



Speaker 7 - 01:01:36

Yeah.



Speaker 3 - 01:01:37

Does that help? Okay. Yes. Dr. Long, if you can come to the mic, please.



Speaker 8 - 01:01:52

A couple things that I wanted to say. One group that we haven't mentioned at all that we need to include, I think are the PTAs. They're the most active parent group in any school. They're a little. It's a little hard to get in contact with them. But those are the most involved parents and they also have an outsized voice at the school. So we need to get the PTAs involved. The other thing, when I was at MacArthur, I took a picture of the recycling bin that was in one of their 48 classrooms, and it is bigger than this. I'm confused about the sizing, but I think we need to plan for this program to succeed, not fail. If you have a small bin, it's going to overflow. If people are actually recycling, we want a big enough bin in each classroom to do it.



Speaker 8 - 01:02:36

When we. With these kids, we're working on the logistics of what does this program look like, how can we actually implement a program? And I'm talking about 10th graders here. And they had good ideas. They said, well, at first we can't do this every day because we've got to do it in our off time, during school hours, during their lunch break or something. So they're willing to go pick up the bins, take them to a central location. So they thought maybe twice a week. So I think we need to plan to have a big enough bin in each classroom that will hold a couple days worth of paper and maybe some plastic bottles. And so I'm not, I don't know what the size is. I have a picture of the one from this classroom if anybody wants to look at it.



Speaker 8 - 01:03:19

Well, I think we need to know and we need to plan for success. And then the kids, because we've discussed this in other forums about how do you measure success? And they said there's no way to weigh the bins or take pictures of the recycling bins outside the school. But these kids that are delivering like one wing of the school, taking from each classroom, they will take a picture of it and so we can track it over time. And they're excited about it. So there's, it seems, I don't know, it seems like a lot to put on 10th graders, but they're engaged and they're willing to do it. So I think that would be the way, because I've been told, Lisa knows this, that the custodians are not able to do that. They can't take pictures of the bin.



Speaker 8 - 01:04:08

So if we want to measure, we're going to have to go to the kids again.



Speaker 7 - 01:04:11

Thank you.



Speaker 3 - 01:04:11

Okay, thank you for that. Feed forward. So in summary, what I'm hearing is, Lori, you're going to make the adjustments to what we're asking the member cities to do, and you're going to make sure that they understand that we're going to do. You're going to do the heavy lifting and you're going to add a slide that brings the KPIs together from all of the components. And then, ladies, you're going to Clarify who those 20 schools were that was trained. You have that list, so you'll share it. You mentioned that those four, what the criteria would be for selecting those four schools and then the opting in for the member schools. So that really, now I'm thinking I'm going to have to make sure that my schools know that if they want to participate, they got to complete that survey. Right.



Speaker 3 - 01:05:11

So I think that's something that needs to be said clearly to the governing members.



Speaker 5 - 01:05:18

So after our pivot memo goes out, we can share that with Lori and then you guys can push that out to your.



Speaker 4 - 01:05:26

Perfect.



Speaker 5 - 01:05:27

To your team so that they can then go engage with their schools.



Speaker 3 - 01:05:31

Okay. And say, hey, do the. To make sure that they do it so that we know that we have a school.



Speaker 4 - 01:05:36

Okay.



Speaker 3 - 01:05:37

All right, perfect. And. And then you're going to adjust the slide to add a municipal engagement to that target audience metrics thing that you showed. And then you're going to let us know what the target month is of the summit. Okay. Anything else? Okay, perfect.



Speaker 4 - 01:05:56

Okay.



Speaker 1 - 01:05:57

I've got a question, if you don't mind.



Speaker 3 - 01:05:58

Yes, Sam?



Speaker 1 - 01:05:59

I've got a question for the school board people. If they know if the schools themselves, not just the students in the classrooms. In the classrooms, but the schools themselves are recycling, like the. All the cardboard that comes into the. To the lunchroom, everything that comes out from the. Any boxes that come into the school for supplies. Are all those things being recycled? Do you know district wide or is it just maybe by school it should be.



Speaker 4 - 01:06:30

They all have. They all have a recycle bin to collect it. And cardboard is the one thing that they've been doing at the schools. It's getting them to do the other stuff that's been the issue. The classroom.



Speaker 6 - 01:06:39

Okay.



Speaker 1 - 01:06:40

I mean, because not really just for the classroom, but like everything that comes into the cafeteria is that being like they probably have so much coming in there as far as cardboard boxes and things. I mean it would take a whole dumpster, I would think. Just for cardboard.



Speaker 4 - 01:06:53

Yes. Yeah, they do collect. They have actually a separate dumpster for cardboard as well. But the coastal picks up cardboard as well as the cans and the back of the house stuff has been being recycled from food nutrition.



Speaker 3 - 01:07:07

But what I'm hearing you say is that part of the assessment will be to say which schools are actually doing it and which schools are not and to get a baseline. Right.



Speaker 4 - 01:07:15

We will ask that in the survey. But I think we're probably pretty high on cardboard.



Speaker 3 - 01:07:20

Okay.



Speaker 4 - 01:07:21

That's thing that's been.



Speaker 7 - 01:07:23

Can I also. Can I also ask when you choose a school to make sure that the staff is the. Again, the cook staff and janitorial staff are in support. Because if the kids. Just because I've had so much experience with my temple, if they. We're all on board. But if the cook staff and the janitorial staff aren't on board, it just doesn't happen. So that's so important. And also the compost companies weigh everything. I mean we get a report every week about how many pounds were picked up. So you will have that Too.



Speaker 3 - 01:08:05

They have it in the budget. So, yes, the janitorial staff will be involved.



Speaker 1 - 01:08:12

I have one more question.



Speaker 3 - 01:08:12

Go ahead.



Speaker 7 - 01:08:13

Involved before you choose the school is what I'm saying.



Speaker 3 - 01:08:17

Yeah, go ahead, Sam.



Speaker 1 - 01:08:19

Going back to member or co chair, Bright Cruise, or vice chair, whatever you want to call it. Bright Cruise's comment on the amount spent. So in the pro forma, it has it for 20, 27 of 1.5 million, 20, 28, 29 and 30. Those are the \$4.1 million expenditures each year on education. That's in the pro forma. And then it drops back down to \$2 million after that, basically for 1, 2, 3, 4 more years, and then it goes down to about 1.2 million after that. Just kind of, you have kind of keeping it, keeping the, the fire stoked, you know, but not as hard as were at the very beginning. So we're kind of ramping up this year to next year. And the next three years will be, you know, \$4 million apiece over the next year. I mean, over the next three years.



Speaker 6 - 01:09:22

Great.



Speaker 2 - 01:09:22

Thank you. Thanks, Sam. Appreciate that.



Speaker 4 - 01:09:24

Not a problem.



Speaker 3 - 01:09:25

All right, so yeah, no more comments. We're at 10 o'.

 Speaker 4 - 01:09:27

Clock.

 Speaker 3 - 01:09:28

10:03.

 Speaker 6 - 01:09:28

Sorry.

 Speaker 3 - 01:09:29

No worries. I'm sorry. Oh, I thought were down at 10:00'. Clock. Okay, Richard, go ahead.

 Speaker 6 - 01:09:37

Thank you. You know, I know collaboration is very important, and regional collaboration should be part of the mix. And what we're doing with regards to education in the schools, and there's the Green Apple PTSA in Miami. Michelle Drucker, are you familiar with her? Yeah. So I think that would be a great idea to connect with Michelle because they're working with Miami Dade County Public Schools on food recovery, reducing plastics, and things like that. And I think that this collaboration is very important that we extend this and make it a regional approach as opposed to just isolating the counties. So that would be my recommendation. And I agree with member Bright Cruise about the end product. You know, you have, you create compost, and many of the schools are working on community gardens or school gardens.

 Speaker 6 - 01:10:34

There, There should be some sort of measure of what they're doing with the end product.



Speaker 4 - 01:10:39

Okay.



Speaker 3 - 01:10:41

Particularly for those four schools that we choose. Right in the composting part. So start with that. Any other thoughts? Okay, so moving on to remaining items, remaining action items.



Speaker 9 - 01:10:59

Thank you, Madam chair. We have 2 remaining items in the fiscal year 2026 budget. Next slide, please. One is, there is 10. As you recall, there's \$10,000 allocated for this year for back of house education. And the schools have presented this proposal to expand the 10,000. They really do feel like they need the materials in the back of the house to support all these efforts we're going to be doing to train and do the recycling curriculum and et cetera. Sorry. Sorry. So they're here for questions, but we have this line item, and the funds do need to be. The check needs to be cut before October 1st.



Speaker 3 - 01:11:46

So could you help me understand what you mean by backup, Give some clarity on what the plans are?



Speaker 4 - 01:11:53

Sure. We did an initial survey when we had the teachers respond that they want the curriculum, we also had them explain. They also establish a need that couldn't find their bins, for example, like Dr. Long mentioned, but trying to get more supplies and equipment so they can actually implement it in their schools.



Speaker 3 - 01:12:13

Okay. So the recommendation is to use the \$10,000 that we have in this fiscal year to. So then it'll be this in addition to the 150. Correct.



Speaker 9 - 01:12:24

These are the remaining funds on this fiscal year that we have to spend. We don't have to, but we. If we're going to spend them, it needs to be done before October 1st. And they were specifically earmarked to support back of house. This is separate than the five you gave for the transportation for the Summit and the 45 for the curriculum support for this year to get to this point to writing. So there was a separate line item in this budget for 10,000 to support back of house. And this is what the schools are asking for that line item?



Speaker 2 - 01:12:54

Yeah, I think this is a good idea, actually. I like it from the standpoint that it gives us the opportunity to get our branding in there that will last hopefully for years to come. But it's another way for. For the students to see what they're seeing happening in their school and then match it up with other promotional things that they see outside the school.



Speaker 3 - 01:13:17

Oh, my gosh. That's so brilliant. Can we put our logo on all of the bins?



Speaker 4 - 01:13:21

Sure.



Speaker 3 - 01:13:22

The SWA logo on yes, sir. For numbers guy. I love that.

 Speaker 5 - 01:13:30

Yeah, right.

 Speaker 3 - 01:13:30

No, that's a great idea. So we can put SWA stickers on all of them?

 Speaker 9 - 01:13:37

Yeah, maybe. What goes in here? You know, like a wall?

 Speaker 3 - 01:13:41

Cheap decal. Yeah, yeah, yeah, yeah.

 Speaker 9 - 01:13:43

Branded swa.

 Speaker 3 - 01:13:45

I love that. Okay, that's a great idea.

 Speaker 9 - 01:13:47

We'll figure this out with that if it's approved. But we will need to just get this item as part of our process approved on Friday as well.



Speaker 4 - 01:13:55

Okay.



Speaker 7 - 01:13:56

Okay.



Speaker 3 - 01:13:56

And so for Friday. Wow. It's a tight squeeze, but do we normally send. I should know the answer to this, but I really honestly don't remember. Do we usually send the PowerPoints in advance with the backup?



Speaker 7 - 01:14:12

No.



Speaker 3 - 01:14:13

Okay. We don't.



Speaker 9 - 01:14:14

Okay.



Speaker 3 - 01:14:15

But everybody, all the members have the budget in advance or they'll get it when they come here. We have some outstanding items still on.



Speaker 8 - 01:14:23

The budget, but an email should probably.



Speaker 3 - 01:14:25

Go out later today with all of the budget items in it. Okay. And then on the agenda we have enough time for us to cover this, Right? Because I feel like on the presentation we only have literally two minutes to speak. So, Sam, we need to make sure that on Friday's agenda that there's sufficient time for us to talk about this.



Speaker 1 - 01:14:47

Talk about. Are you saying. Talking about this extra \$10,000?



Speaker 3 - 01:14:52

Well, no, to present the education plan.



Speaker 1 - 01:14:56

Oh, yeah, that's. We're going to be. There's a presentation on. From the school board. So we'll talk about everything that goes along with it. You know, that's going to be part of the budget process. There's two big items on the budget that will be discussed that are. There'll be the SCS engineers and then conceptuels plan. And that's what they had asked for was kind of a breakdown on those two. So there will be discussion of each one.

Speaker 3 - 01:15:19



My request is that it's separated from budget. I think it'd better for it not to be a budget quote unquote conversation, but an education strategy conversation.



Speaker 1 - 01:15:32

Okay.



Speaker 3 - 01:15:36

The agenda went out already, right?



Speaker 4 - 01:15:38

It did, yeah.



Speaker 5 - 01:15:39

And I think it is broken out.



Speaker 3 - 01:15:42

It's on there. Okay.



Speaker 2 - 01:15:44

Is it before the budget?



Speaker 3 - 01:15:45

I just don't want it to feel rushed and I don't want it to get lost in a conversation about your contract because it's separate. Right. It needs to be. This is the education strategy. And here's the plan with Broward County Schools rolling out their plan with you bringing it all together to tie in the municipality piece. And then after all of that, we present the budget and make it clear that it's a 6040 split. I think strategically that's 100%. That's the way we should do.



Speaker 9 - 01:16:18

Is after the budget approval, after the budget.



Speaker 2 - 01:16:21

Presented or before the budget.



Speaker 9 - 01:16:23

We are the last item on the agenda. Education outreach subcommittee update.



Speaker 5 - 01:16:26

Could we.



Speaker 3 - 01:16:27

Could we amend that or do I. Do we. Would we make a motion to make it before. I would like for it to before that. I'll make that motion because by that time people are disconnected.



Speaker 2 - 01:16:37

It's a justification for the one of the elements of the budget.



Speaker 3 - 01:16:40

Correct.



Speaker 2 - 01:16:40

So it should beforehand.



Speaker 1 - 01:16:44

Right, you're right.



Speaker 2 - 01:16:45

Want to second my motion?



Speaker 3 - 01:16:46

Yep. So do we revise the agenda now or do we decide or make that motion on Friday? Sam, what do you recommend?



Speaker 1 - 01:16:56

Well, we'll, you know, we'll talk, we'll make the motion. I mean the agenda is kind of set by the chair. So he reviews, I

believe. Let me, let me look at that. I actually may be doing that, but I review it with the chair to make sure he's good with it. But you know, he's going to want it. You don't want to approve the budget and then explain what happened afterwards. People want to know what's going to, what the budget is for. So yeah, it makes sense to put it before it.



Speaker 8 - 01:17:24

But I think as has been done.



Speaker 5 - 01:17:27

Before, if it's mentioned to him that.



Speaker 3 - 01:17:29

You'd like to move it up, he.



Speaker 5 - 01:17:31

Can say, let's move this agenda item up.



Speaker 3 - 01:17:33

Okay, so you'll do that, remember, by Cruz.



Speaker 2 - 01:17:36

Yes.



Speaker 3 - 01:17:37

Okay, so then I'll do it.



Speaker 4 - 01:17:40

All right.



Speaker 3 - 01:17:41

No worries. I mean, you know, all he could do is, all they, all everybody could do is vote it down, which I don't think they will because this is important to all of us. So. All right. Okay.



Speaker 9 - 01:17:54

We have one more item on fiscal year 2026 budget that we need to talk about, which is the direct mail. So it's 157, 980 total. We have some new information from RRS, our recycling consultant and they have advised that we really target moms with school age children. And I was like, well that's beautiful because we're about to do all of this. So way to reinforce what's coming with the schools and it ties together. So we updated the design.



Speaker 3 - 01:18:25

Why did they recommend that?



Speaker 9 - 01:18:27

They're finding in data that they have recently that they are more, they're easier to comply and get on board. And as a working mom myself, I'm thinking, wow, our schedules are so fast. But you know, you want something done, you give it to the busiest person in the room. It's an age old tale. So I'm like, makes sense to me. So this is, I met with Travis to get clarification. I do have a, a little something from them that this is what they're recommending. We can get a list for it and we're estimating, you know, we'll take it as far as we can. For the member cities that we have been asking what your recycling rate is. It's been pulling teeth in the survey to get this information. Some cities just do not know. But our.

 Speaker 3 - 01:19:14

You have one for my city.

 Speaker 9 - 01:19:17

Let's talk offline.

 Speaker 3 - 01:19:20

I don't like doing it.

 Speaker 4 - 01:19:22

Okay.

 Speaker 3 - 01:19:25

So, you know, waste management might be able to give you that.

 Speaker 9 - 01:19:28

So our. We have 12 cities in and we've asked them to who's less than 20%? A handful are in that bucket. So they would be the first priority. So my recommendation is let's get as many as we can, tie it up because we got to spend the money for October 1st this week. Go with the list. Start moving through the cities by city location of okay, less than 20. You guys go first. This target audience, then we move up and up like Plantation has told us. Hollywood, Lighthouse Point, they're in the 30 to 39%. So, you know, we're getting some good data. But that would be my recommendation so we can start this. And as a reminder, per our survey that we did, people want a magnet that

goes on the fridge. They want the magnet that shells them.



Speaker 9 - 01:20:16

They don't want to look it up on the phone. They don't want to be figuring it out. They just need a sticker on the bin or a magnet on the fridge. And that's what this postcard is. That's why it's 1:42 per postcard because we're of the larger magnet we're doing. Yeah.



Speaker 3 - 01:20:28

And what's the call to action? I see the QR code, but what. What does the QR code lead to? What's the call to action?



Speaker 9 - 01:20:33

Our. Our website, broward recycles.org where they can find a link to their city for their specific roles, things of that nature.



Speaker 3 - 01:20:42

And all of it. Yep.



Speaker 9 - 01:20:48

Are we good with this recommendation per RS and moving forward with it?



Speaker 3 - 01:20:53

How are we going to measure impact of this campaign?



Speaker 9 - 01:20:57

So the QR code scan is what is. Is the. You know, how many clicks we get from it is one. But over time it is. Are we increasing our recycling rate? The more we build on top of this, that is the hard deliverable.



Speaker 2 - 01:21:14

And I know we've talked about this in the past, and I don't disagree with, you know, kind of targeting the moms in this, but what. What is going to be now that we know the 26 municipalities, who is this actually going to. What is. Is this targeting Everybody in those 26 municipalities? Is it targeting certain groups in that 20?



Speaker 3 - 01:21:36

Yeah.



Speaker 9 - 01:21:36

So the target list that they're recommending is women ages 25 to 44. We start with them because they're the easiest to convert. So it's female school age children in that target age group. So we would pull a male list to hit that group, but then start based on where they like. We know some cities that have responded to the survey are less than 20%. They're not even at the 41% of the county. So the 157 is not going to reach everyone.



Speaker 2 - 01:22:08

Yeah. So how many.



Speaker 9 - 01:22:09

Broward. So we have.



Speaker 2 - 01:22:10

I guess that's kind of what I'm wondering is how many households in Broward county are we going to hit?



Speaker 9 - 01:22:15

So that is, we have to essentially get an okay from this to pay for the list to start seeing how many are on there.



Speaker 2 - 01:22:23

Okay.



Speaker 9 - 01:22:24

Yeah.



Speaker 2 - 01:22:24

Okay. Yeah, I'm just, I just want to get an idea for what our, like, what our penetration rate will be. County is it, you know, 5%, 95%. I just. Well, that's going to get us.



Speaker 9 - 01:22:35

I mean, we know it's a \$42 proposed car. We can figure this out quickly. So here, you know, math is my.



Speaker 2 - 01:22:44

Yeah, I should be telling you what,.



Speaker 9 - 01:22:45

You should be doing this. All right. Minus 3,500, which it could be higher for the list itself because we got to buy that divided by the 1.42. We're going to reach this with this approximately a hundred thousand house. Yeah, yeah.



Speaker 2 - 01:23:01

So.



Speaker 9 - 01:23:02

And then we have more money in this budget for direct mail is always going to be a part of it. You know, so we'll just keep chipping away the new monies come October 1st if the budget gets approved. So we can keep going and hit almost all the cities in this target, which is their recommendation.



Speaker 2 - 01:23:15

I mean, I just, I would guesstimate that's about a half a million people in what Broward county is about 2 million people, as I recall.



Speaker 9 - 01:23:23

You need the list. The problem is too, you know, we have renter, a big rental market here. You know, it's not apples to. Apples to other markets or Broward. You know, it's unique.

 Speaker 2 - 01:23:33

That's why education is an ongoing process.

 Speaker 9 - 01:23:35

It's an ongoing thing.

 Speaker 6 - 01:23:36

Yeah.

 Speaker 9 - 01:23:37

You know, there's no silver bullet. It's all these things being layered on top of each other over time.

 Speaker 1 - 01:23:43

Great.

 Speaker 2 - 01:23:43

Thank you.

 Speaker 9 - 01:23:43

Yeah.



Speaker 3 - 01:23:44

I know what's bothering me about this piece.



Speaker 9 - 01:23:50

It's.



Speaker 3 - 01:23:52

We're assuming that they get what the call to action is, but to me, it's not really clear. And the call to action is we want them to scan this QR code to learn how to recycle. Right,.



Speaker 6 - 01:24:05

Right.



Speaker 9 - 01:24:06

That's the secondary action to keeping the magnet on their fridge and having something in front of them in their home that reinforces it for them. The real call to action is the magnet.



Speaker 3 - 01:24:16

Right, I get that. So when. That's why I ask you what. How are we going to measure impact? Right. So if one secondary way to measure impact is how many people actually go to the website, which is going to be a challenge

to differentiate whether the traffic is coming from this magnet or not.



Speaker 9 - 01:24:36

Oh, we would give its own.



Speaker 3 - 01:24:37

You give its own. Oh, yeah.



Speaker 9 - 01:24:39

Anything we're going to spend this amounting money on, we're going to track separately.



Speaker 3 - 01:24:41

Okay. So can you. This hasn't gone to print yet, right?



Speaker 9 - 01:24:47

No, because we're end of budget year. We need our, like, approval to spend these monies on this.



Speaker 3 - 01:24:53

I get it. But you haven't gone to print.



Speaker 4 - 01:24:55

No, no.



Speaker 9 - 01:24:55

Okay.



Speaker 5 - 01:24:55

All right.



Speaker 3 - 01:24:56

So somehow I think that we should. Where the QR code is. I think that we should say scan here to learn more. To learn how or something. There needs be to. To be some sort of connection. Sure. And then. So then one KPI here would be the number of households that we reach. So to be reached, then the next one would be the visits to the landing page.



Speaker 9 - 01:25:22

You got it? Can do.



Speaker 2 - 01:25:25

Yeah, I agree with that. Also, I'm wondering now, looking at it, I mean, should put waste in its place? Be somewhere on that.



Speaker 9 - 01:25:32

It's very busy. We had to make choices. We can fit it on somewhere.

 Speaker 2 - 01:25:37

But, you know, I'm asking.

 Speaker 6 - 01:25:40

I'm not.

 Speaker 2 - 01:25:40

It's not my world, but it just seems like this is going out to everybody. That's our tagline. It seems like it should be on there somewhere.

 Speaker 3 - 01:25:48

Yeah.

 Speaker 9 - 01:25:48

In our mind it was secondary to getting the problem on there with the. We're generating a lot from the magnet. I can see it. Oh, yeah, it is on the magnet. Thank you, Elisa. We did it. Carolyn. Put it on there.

 Speaker 3 - 01:26:04

Blue.



Speaker 2 - 01:26:05

Okay.



Speaker 6 - 01:26:05

Okay.



Speaker 3 - 01:26:08

No, at the top of it. Yep.



Speaker 9 - 01:26:11

And that's the magnet.



Speaker 2 - 01:26:13

All right.



Speaker 9 - 01:26:14

They're better than I think.



Speaker 3 - 01:26:15

But I'm thinking I can't fit.



Speaker 9 - 01:26:17

One more word on here.



Speaker 7 - 01:26:23

One more thing. I am sorry to keep interrupting. Does the magnet say that you. That you can't put the recycling in a regular plastic bag? That there can't be any plastic bags in the recycling.



Speaker 3 - 01:26:37

I'm sorry, Port of order. If you would just please raise your hand and allow us to call on you.



Speaker 7 - 01:26:42

I'm sorry, Commissioner Dunn. I can't figure out how to do it on my cell phone. I've been trying to.



Speaker 8 - 01:26:51

No worries.



Speaker 7 - 01:26:52

I just Want to make sure that people don't throw recycling in, that they don't collect it in plastic bag and then put the plastic bag in the recycling, because that seems to be the largest source of contamination.



Speaker 5 - 01:27:04

The magnet has no plastic bags.



Speaker 7 - 01:27:07

Okay, good. That's just what I wanted to make sure. I'm sorry. I'm trying to figure it out and I just can't.



Speaker 3 - 01:27:14

No worries. So, yeah, I guess the ultimate feedback is let's just make sure that there's a connection with the cta.



Speaker 9 - 01:27:24

Can do. I think we should revise it because that I don't need a formal and just send to you like, hey, here's the final before we print it, and you guys can just respond to me back and make sure we're good with it.



Speaker 3 - 01:27:35

Okay, perfect.



Speaker 9 - 01:27:36

Action I need for today is just like, yeah, we're good with that.



Speaker 3 - 01:27:39

And so does this need to go? This is going to be presented on Friday.



Speaker 9 - 01:27:43

Just the. To spend the item because it's a hard cost. The executive committee. No, I'm sorry. We already got approval on all of this because remember, we shifted monies around in June before the summer break, so we're fine. I just need your approval.



Speaker 3 - 01:27:56

So then maybe when we roll out the strategy, you can backtrack and give a report on that this was executed.



Speaker 9 - 01:28:06

Absolutely.



Speaker 3 - 01:28:07

Yeah. You okay with that?



Speaker 1 - 01:28:08

Yep.



Speaker 6 - 01:28:09

Yep.



Speaker 7 - 01:28:09

All right.



Speaker 3 - 01:28:10

Anything else for action items?



Speaker 9 - 01:28:13

No, it was so much. I'm sorry.



Speaker 3 - 01:28:16

No, no, no.



Speaker 5 - 01:28:17

That's good.



Speaker 3 - 01:28:17

Sam, do you have anything else?



Speaker 1 - 01:28:22

Nothing more, thank you.



Speaker 3 - 01:28:24

Okay. Do you have anything, member breakers?



Speaker 2 - 01:28:26

No, I'm good.



Speaker 3 - 01:28:28

Okie dokie. All right, so meetings adjourned.



Speaker 2 - 01:28:36

Meetings adjourned.



Speaker 4 - 01:28:37

Great.



Speaker 1 - 01:28:37

Thank you.

