

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

September 16, 2026, 9:00 – 10:30 AM
BrowardCounty GovernmentCenterWest
1st Floor Board Room – Surtax Plaza
1 North University Drive
Plantation, FL 33324

MINUTES

The meeting was called to order, and roll call was taken. A quorum was established.

Present: Chair Dunn, Member Breitkreuz.

Not Present: Schoolboard Member Bulman.

Public Comment – During public comment, Richard Ramcharitar emphasized the need for ongoing zero waste education and implementation support for member cities. He offered a three to four hour introductory workshop through Zero Waste USA for the Executive Committee, Governing Board, and TAC, and noted that Abby and Associates could assist cities with implementation.

Julie Long urged the Authority to support school recycling in every member municipality and highlighted student-led efforts at MacArthur High School, where students were preparing to launch a recycling program by America Recycles Day on November 15. She requested assistance with bins, stickers, and other materials. Chair Dunn confirmed that the Subcommittee had already agreed to pursue participation in each member city and noted that Broward County Public Schools would discuss the rollout.

Meeting Minutes - Motion: A motion was made by Member Breitkreuz and seconded by Member Dunn to approve the minutes of August 12, 2026. There was no discussion. The motion passed unanimously.

BCPS Recycling Curriculum Presentation – Conceptual Communications introduced the Broward County Public Schools (BCPS) recycling curriculum and implementation plan, clarifying that the curriculum would be available to all teachers in every school and grade level, while 26 schools would receive additional support, recycling toolkits, training, and assistance as pilot schools. BCPS explained that teacher interest had been confirmed through a prior survey, and 25 teachers from 20 schools had already received training in June.

The curriculum was scheduled to roll out districtwide in September through an open access Canvas course. Schools interested in participating in the 26-school pilot would opt in through a survey, with selections to be made in October. Recycling kits, teacher training, and club support would be provided in November. The curriculum included age appropriate, standards aligned lessons for grades K through 12 that could be incorporated into multiple subjects and electives. Lessons would focus on Broward County issues and include family engagement activities. Additional programming included quarterly student challenges, recycling club support, and participation in the spring 2027 Youth Climate Summit, where students could share school projects.

BCPS also planned a four school back of house cafeteria composting pilot during the school year to evaluate strategies, challenges, and opportunities for future expansion. Funding would support supplies, field trips, educational materials, training, and after-hours support.

Subcommittee members asked how local governments and elected officials could participate. BCPS stated that local officials would be asked to record videos introducing recycling and waste issues to students in their respective municipalities and helping connect school efforts with the broader community.

Recycling Curriculum Quarterly Challenge Strategy and Overview - Conceptual Communications presented a reinforcement strategy aligned with the school recycling curriculum and quarterly student challenges. The first phase would introduce students and families to Broward County's waste capacity challenges and promote the recycling pledge, supported by videos from Authority members and outreach through HOAs, businesses, faith-based organizations, and other community partners. The second phase would encourage families to assess their recycling habits and commit to one practical improvement, with similar challenges promoted through municipalities and the business community. The third phase would focus on student public service announcements and recycled art, with opportunities for cities to showcase student work at Earth Day events, City Hall, commission meetings, and other community venues. The final phase would culminate in student end-of-year recycling reports. Subcommittee members supported the approach and emphasized the value of students as effective advocates within their families and communities.

Chair Dunn recommended strengthening municipal involvement in the school recycling program by having Authority members participate in school kickoffs, promote the program through chambers, HOAs, and other community groups, and recognize winning students and classrooms at commission meetings. Conceptual agreed to provide talking points, certificates, scheduling support, and other materials to make participation easier for members.

The Subcommittee also discussed the four-school composting pilot. South Plantation High School was already participating, while the remaining schools had not yet been selected and would depend on the readiness of food and nutrition services staff. BCPS was asked to clarify the selection process and provide the list of previously trained schools in the meeting backup. Chair Dunn requested a slide be added to the BCPS presentation to address the municipal connection to the program.

BCPC confirmed the curriculum would be available districtwide, with additional stipend support provided for (12) selected recycling pilot program schoolteachers. Chair Dunn proposed quarterly educational programming for members, staff, and the public on topics such as recycling and composting, using member city best practices, and outside expertise. A commenter stressed the importance of staff training, signage, and proper composting procedures.

FY 2027 Proposed Budget Review – Conceptual Communications presented the proposed \$1 million Education and Outreach budget, which incorporated revisions requested at the August meeting. Conceptual confirmed the budget maintained a 60 percent hard cost and 40 percent agency fee split. Subcommittee members supported moving the budget forward and noted that although it increased from \$650,000, it remained below the \$1.5 million originally projected in the pro forma. Members also acknowledged that education and outreach funding would need to increase in future years.

Chair Dunn emphasized that the program should include clear measures of success. Members discussed tracking recycling rates, changes in student and community behavior, waste audits, participation in student challenges, and actual school recycling volumes. Conceptual agreed to add a slide summarizing the key performance indicators and to report results back regularly to the Subcommittee and Governing Board.

Remaining FY 2026 Action Items - Conceptual Communications presented two remaining FY 2026 Education and Outreach items. Subcommittee members supported using the previously allocated \$10,000 for school recycling equipment and back-of-house materials, including bins and other supplies, with SWA branding where appropriate.

The Subcommittee also reviewed a \$157,980 direct mail campaign targeting women ages 25 to 44 with school age children, prioritizing cities with lower recycling rates. The mailing would include a recycling magnet and QR code directing residents to BrowardRecycles.org. Subcommittee members requested a clearer call to action and identification of households reached, landing page visits, and longer-term recycling rates as key measures of impact. Conceptual agreed to revise the piece before printing and provide the final version for review.

Chair Dunn requested that the Education and Outreach strategy be presented before the FY 2027 budget at the upcoming Governing Board meeting. A motion was made, but discussion concluded that the agenda could be reordered by the Executive Committee Chair and no formal vote was recorded.

New/Old Business – Follow up included clarifying pilot school selection, communicating the opt in process, adding municipal engagement, and confirming the Youth Climate Summit timeframe.

Adjournment - Chair Dunn adjourned the meeting.