Solid Waste Disposal and Recyclable Materials Processing Authority of Broward County, Florida
SWA Executive Committee Education & Outreach Subcommittee Meeting
October 14, 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. No quorum was established initially. Quorum was established later in the meeting.

Present: Chair Dunn, Member Bulman.

Present Online: Member Breitkreuz.

Public Comment – There was no public comment.

Proclamation: America Recycles Day - The Education and Outreach Subcommittee reviewed the proposed SWA America Recycles Day 2026 proclamation and supported forwarding it to the Executive Committee for consideration. Conceptual Communications explained that following approval, the proclamation would be shared with member and non-member cities to encourage local adoption.

1st Quarter Education and Outreach Work Plan - Conceptual Communications presented the FY 2027 first quarter Education and Outreach Work Plan, emphasizing measurable outcomes in public awareness, engagement, recycling participation, and waste reduction. Planned initiatives included exploring gamification technology, establishing a public recycling information phone line, and developing outreach toolkits focused on America Recycles Day, holiday waste reduction, and school curriculum reinforcement.

Conceptual detailed the continuation of the Put Waste in Its Place campaign through targeted digital advertising, influencers, community engagement, and a direct mail postcard with magnet to families with school age children, young adults, and seniors. Materials would be developed in English, Spanish, and Creole. They also outlined plans for the Broward County Public Schools curriculum rollout, including 26 pilot schools, a community recycling pledge challenge, and supporting educational materials.

Chair Dunn recommended expanding outreach through outdoor signage, school banners, and greater participation by Governing Board members. Conceptual agreed to explore signage opportunities and return with recommendations. Subcommittee members also discussed partnering with municipal sustainability boards and environmental committees to strengthen community engagement. Chair Dunn requested that representatives from these committees participate in the next Subcommittee meeting to explore a collaborative pilot initiative.

The Subcommittee reached consensus to allocate additional funding from the current year's direct mail budget to expand the senior outreach campaign from 15 cities to all 25 participating cities.

BCPS Curriculum Update - Conceptual Communications reported that Broward County Public Schools would notify principals on October 20 about applying to participate in the 26-school recycling pilot program, with one

week to respond. SWA members would be encouraged to contact schools in their municipalities to support participation.

Further discussion focused on collecting baseline data from schools on recycling, waste generation, and composting to measure future program improvements. The school district had not committed to formal waste audits but was gathering available data for review in December. Chair Dunn requested clarification on the data collection requirements and processes to help municipalities understand what information might eventually be requested for similar community recycling initiatives. Conceptual agreed to obtain the list of requested data from SCS Engineers.

The curriculum reinforcement toolkit was scheduled for distribution in early November to coincide with the school curriculum rollout. Schools would receive member videos and supporting educational materials, while municipalities and community organizations would receive outreach materials to promote the recycling pledge. Conceptual outlined plans to record recycling pledge videos with Governing Board members, offering virtual or in-person recording options. Chair Dunn suggested involving local community influencers and faith leaders through coordinated content production events. Conceptual agreed to explore the idea, noting that individual events in all 26 cities were not budgeted. Chair Dunn also requested allowing municipalities to add their logos to SWA campaign materials to strengthen local participation.

Reporting (Q4 and FY 2026) - Conceptual Communications reported that quarterly outreach achieved more than 29 million in total reach, 57 earned media placements valued at approximately $700,000, and more than 1.2 million in social media reach. FY 2026 results included more than 68 million in total reach, 113 earned media placements valued at $1.76 million, and more than 4.3 million in social media reach. The Put Waste in Its Place campaign generated approximately 8.9 million in traditional media reach, 4.5 million social media views, and more than 56,000 link clicks and QR code scans. Chair Dunn requested that future reports include email subscribers, recycling pledges, and social media follower counts to establish benchmarks for future growth.

Meeting Minutes - *Motion:* A motion was made by Member Breitkreuz and seconded by Member Bulman to approve the minutes of September 16, 2026. There was no discussion. The motion passed unanimously.

Community Partner Request: Southeast Florida Regional Climate Summit 2026 - The Subcommittee reviewed a $3,000 Tropical Fish sponsorship for the upcoming summit, funded through the Authority's community partnerships and sponsorship budget. Sponsorship included an exhibit booth, one summit registration, launch event passes, and access to the attendee registration list. Members recommended purchasing an additional registration for $600, bringing the total to $3,600.

Motion: A motion was made by Member Bulman and seconded by Chair Dunn to recommend approval of the $3,600 expenditure to the Executive Committee at the October 16 meeting. The motion passed unanimously.

Municipal Recycling Audit - Chair Dunn deferred discussion of the municipal recycling audit to the next Subcommittee meeting, pending clarification from SCS Engineers on school recycling data collection. She recommended that municipal audits also examine existing recycling policies and compliance.

New/Old Business – Conceptual Communications agreed to present the SWA Executive Committee with an outreach update and checklist of requested municipal actions, including the America Recycles Day proclamation and school recycling pledge campaign. The proclamation would also be discussed at the upcoming October 15 Broward County City Managers' Association (BCCMA) meeting.

Dr. Julie Long raised concerns about recycling education in cities without recycling services and recommended expanding outreach through environmental organizations, community partners, and municipal sustainability boards. She also suggested reusing election signage and using student photographs to document school recycling efforts. Chair Dunn supported these recommendations, and Conceptual Communications agreed to incorporate municipal sustainability boards in its outreach recommendations.

Adjournment - Chair Dunn adjourned the meeting.