

# **Solid Waste Disposal and Recyclable Materials Processing Authority of Broward County**

## **Public Relations & Communications Proposal**

June 24, 2024

## INTRODUCTION

The recently created Solid Waste Disposal and Recyclable Materials Processing Authority of Broward County seeks comprehensive communications support to establish its identity, promote the vital role it will have within the Broward community, and advocate for the long-term benefits of its initiatives.

Mercury is a leading, high-stakes public affairs firm with extensive experience and relationships statewide and in Broward County, that offers a full suite of services tailored to meet the Authority's needs. We are committed to leveraging our skills and expertise, while working alongside the county's Public Information Officers, to educate the public and community leaders about the Authority, shape a positive narrative around its mission, and foster meaningful engagement with key voices and stakeholders. Our team is recognized as the top firm for issue advocacy initiatives and targeted communications at the state and local levels. With a track record of proven results, we know how to build support to help create an environment where we define the story.

In order to define The Solid Waste Disposal and Recyclable Materials Processing Authority of Broward County for residents, educate the community about the critical issues it will address, and emphasize its long-term benefits, our team will focus on developing concise, consistent, and effective messaging to deliver results.

## SCOPE OF WORK

- Develop and implement a compelling and effective message that can help build community support for the Authority by educating the public on the basics of waste management and recycling, establishing a baseline understanding of the problems posed by the current system, and demonstrating the positive impacts the new entity will have on the local community.
- Work closely with Broward County's Public Information Officers (PIO's) to ensure a cohesive and coordinated message rollout.
- Analyze the Authority's current research, data, and communications components to extract relevant message opportunities that will resonate with Broward residents and community leaders.
- Organize and analyze current public concerns to better illustrate the breadth of opposition while identifying areas of potential growth.
- Conduct educational outreach within community
- Assist with development of presentation materials outlining contents of final master plan; Aid in dissemination of information, and coalition building among member cities and other interested parties.

## PUBLIC RELATIONS & COMMUNICATIONS STRATEGY

### Phase One: Defining the Goals and Message of the New Authority and its Efforts



*Timeline: 3-4 months*

In any governmental initiative, the strength of your core message is paramount for residents and government entities to understand the importance of the goal. It serves as the foundation of your effort. Formulating the message and facts that resonate with your intended recipients is our specialty.

Mercury excels in defining the appropriate narrative for our clients and ensuring their voices are prominent in the broader dialogue with community stakeholders. Mercury can create media and messaging materials that will help drive the narrative in Broward County. Materials could include:

- Topline messaging and talking points
- Frequently asked questions
- Fact sheets that include details on critical issues
- Key messages to proactively and directly deal with opposition claims

## **Phase Two: Education & Community Outreach**

*Timeline: 3-4 months*

Mercury will launch an outreach campaign to highlight the critical role of the newly established Authority and its mission to the Broward community, as well as gather feedback on the developing Master Plan from local residents. We will work with the county's PIO's to maximize existing resources and communications tools.

Through our outreach efforts, our team will effectively educate voters, and identify and mobilize key supporters to express their backing of the Authority and Master Plan in Phase Three.

## **Phase Three: Final Message Rollout**

*Timeline: 4-5 months*

Mercury will work with the county's PIO's on the development of presentation materials that outline the contents of the final Master Plan. Additionally, we will aid in the deployment of a consistent message rollout to Broward County jurisdictions and other interested parties to establish a broad coalition of support prior to commission votes.

Once the official meetings begin, the team at Mercury will begin to organize supporters, based on feedback from our lobbying team, to speak at hearings to illustrate the breadth of support for the Authority's Master Plan.

## **BUDGET – PHASE ONE**



We propose an initial 3-month engagement for Phase One that can be extended on a month-to-month basis, as needed. Mercury will bill per the hourly rates listed below, with no month exceeding \$6,350.

Title	Hourly Rate
Principal	\$285
Senior Project Advisor	\$280
Project Manager	\$180
Senior Designer & Digital Marketing Lead	\$150
Administrative Professional	\$90

## ABOUT MERCURY

Mercury is a high-stakes, bipartisan public strategy firm. We know what it takes to win in difficult situations, with proven results for the world's most successful leaders, companies, advocacy groups and policymakers.

Our ability to deliver results comes from extensive must-win experience in campaigns and the highest levels of business, government, politics and media. Our success is built on persuading the toughest, most diverse audiences. And our distinctive advantage comes from controlling the external environment to achieve the desired outcome for our clients, deploying whatever capability, tactic and team is best for the challenge.

Our firm is not just led by top talent — we distinguish ourselves by having senior talent deeply engaged in each project from start to finish, a promise we keep to clients.

Mercury provides a comprehensive suite of services that includes federal government relations, international affairs, crisis communications, digital influence, public opinion research, media strategy and execution and a bipartisan grassroots mobilization network. The firm has an established national presence, with offices in Washington, D.C., New York, California, New Jersey, Texas, Pennsylvania and Florida, as well as international offices in London and Mexico City.

Mercury is a part of Omnicom Group Inc. Omnicom is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

## OUR FLORIDA TEAM

**Ashley Walker, Partner**



Ashley Walker is a partner at Mercury Public Affairs. An expert in media strategy and political advising, Ashley has orchestrated winning public affairs campaigns for developers and national companies, crisis management operations for Fortune 500 companies and individuals facing monumental challenges, and successful communication strategies for clients across a variety of sectors including healthcare, finance, technology, agriculture, utilities, and telecom. Advising some of the largest disruptor companies in our modern economy, she has seen how technology and innovation can change local economies and political infrastructures and assisted companies on how to best navigate that landscape.

Prior to joining Mercury, Ashley served as the 2012 State Director for Obama for America in Florida, building the most expensive grassroots organization that Florida politics has ever seen, including managing nearly 800 full-time staff and a \$50 million budget. Prior to being appointed as Obama for America State Director, Ashley oversaw the grassroots efforts to support President Obama's policy priorities including passing Wall Street Reform, Affordable Care Act and ending Don't Ask Don't Tell as well as traveled throughout the country serving in various leadership roles to help President Obama win the Democratic nomination and to eventually win the 2008 General Election. Ashley has been named in City & State as a Florida Power 100 Woman, Influence Magazine's 100 Most Influential People in Florida Politics and Campaigns and Elections magazine's top 50 Democratic Influencers in Florida Politics.

### **Eric Johnson, Managing Director**

Nationally recognized political strategist and government relations expert Eric Johnson serves as Managing Director in Mercury's Florida office, where he brings with him over 30 years of experience in Washington, D.C. and Florida, at the local, state, and federal levels.

Prior to Mercury, Eric most recently served as the strategist for former Florida Division of Emergency Management Director Jared Moskowitz's successful Congressional Campaign. He has also used his broad skillset as Chief of Staff to two Florida Congressmen from Palm Beach County and the Treasure Coast: Robert Wexler (D-Boca Raton) and Patrick Murphy (D-Jupiter). While on Capitol Hill, he supported Rep. Wexler on the Foreign Affairs Europe Subcommittee as an advisor. Johnson also served as the political consultant to former Florida Commissioner of Agriculture and Consumer Services, Nikki Fried, the last Democrat to win statewide. After 13 years as Congressman Wexler's Chief of Staff, Eric led the successful special election campaign of Congressman Ted Deutch (D-FL), to whom he still serves as an advisor. In 2012, he ran the underdog campaign of Congressman Patrick Murphy — who defeated Congressman Allen West in what was, at the time, the nation's most expensive congressional election in history.

As the founder of Johnson Strategies, Eric is committed to building outreach initiatives, facilitating partnerships, and lifting up the next generation of leaders and organizations. From addressing public affairs challenges to managing strategic communications, his work spans national political leaders seeking election and reelection, corporate projects for Fortune 100 companies, nonprofit statewide ballot initiatives, and beyond.



### **Jim Anderson, Senior Vice President**

Jim Anderson is a high-performing business executive bringing forth more than two decades of experience and expertise in digital marketing, public affairs, branding and communications to Mercury.

Prior to joining the Mercury team, Jim served as the CEO of Wholecrowd, a cutting edge and innovative digital marketing company. During his time at Wholecrowd, Jim serviced clients ranging from Fortune 100 companies to some of the nation's largest not-for-profits and trade associations. His work at Wholecrowd included coordinating with company executives to develop and execute innovative and successful marketing strategies.

Before founding Wholecrowd in 2012, Jim was a partner of a full-service Public Affairs firm in the Washington, D.C. market. In the early days of his career, Jim spent more than 10 years working and managing high-level political campaigns and advocacy initiatives across the country and has worked at the US Department of Treasury and the US Department of Commerce.

Outside of his marketing and public affairs work, Jim is a member of the Board of Directors at Volunteers of America, Chesapeake and Carolinas as well as the Disaster Services Corporation. Jim is a graduate of James Madison University where he was a member of the NCAA Division 1 Men's baseball team. He currently resides in Alexandria, VA, with his family.

### **Caroline Korba, Vice President**

Caroline is a Vice President in Mercury's Florida office, where she specializes in strategic communications and media relations. With a diverse background spanning political campaigns, corporate, and non-profit sectors, she brings a wealth of experience to her role.

Prior to joining Mercury, Caroline held key communications positions in high-profile campaigns, serving as communications director for Jen Jordan's attorney general race in Georgia and press secretary for Nikki Fried's gubernatorial race in Florida. Prior to that, Caroline worked as senior development coordinator at the International Women's Media Foundation in Washington D.C. She brings strong relationships cultivated with press across DC, Florida, and Georgia media markets.

Caroline is experienced in planning and executing large-scale press events, developing effective press strategies, and serving as an on-record, on-air spokesperson. She has pitched and arranged English and Spanish interviews with local and national outlets.

Originally from New Jersey, Caroline earned a B.A. in Hispanic Studies from Montana State University and an M.A. in International Administration from the University of Miami. She is fluent in Spanish.

### **Scott Pollenz, Senior Associate**



Scott specializes in developing innovative digital marketing and advocacy campaigns across a variety of platforms for clients. He has worked as the social and digital media director for political campaigns across Florida. Scott worked as a Digital Marketing Coordinator for the Tampa Bay Times and PolitiFact. During his tenure at the Times, Scott focused on digital engagement and brand growth. He took a leadership role working across the advertising, news and marketing departments to develop and monetize a variety of digital products, including email newsletters, social media campaigns and sponsored content.

Scott received a B.S. in psychology and a B.A. in history from Florida State University, and has lived the majority of his life in Florida.

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