

Mercury.



SOLID WASTE DISPOSAL AND
RECYCLABLE MATERIALS PROCESSING
AUTHORITY OF BROWARD COUNTY

June 2024

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.

Defining the Goals and Message of the New Authority and its Efforts

Timeline: 2-3 months

In Phase 1, we will:

- Define The Solid Waste Disposal and Recyclable Materials Processing Authority of Broward County for residents
- Work with county's PIO's to educate the community about the critical issues it will address for residents
- Emphasize its long-term benefits

Defining the Goals and Message of the New Authority and its Efforts

Deliverables:

- 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

Education & Community Outreach

Timeline – 2-3 months

Educate the community about concepts, technology and processes such as waste to energy and its purpose, organic processing and standardized residential recycling.

Education & Community Outreach

Timeline - 4-5 months

Mercury will help facilitate public education by:

- Work with PIOs and other community partners to disseminate information about what is in the master plan and provide ways for feedback
- Help ensure attendance and necessary public notices build attendance at key public meetings
- Continue to support the authority outlining the needs for a master plan and execute an earned media plan

Tools We May Consider

- Public opinion survey of residents
- Surveys of elected officials and stakeholders
- Website defining the authority, its mission, and goals