

**SOLID WASTE SERVICES
RESOURCE RECOVERY FUND/PUBLIC EDUCATION PROGRAM**

**Fiscal Year 2008
2nd Quarter**

Goal Statement

To provide a countywide education program on the integrated waste management system, for and with contract cities, to increase awareness and maximize participation in system programs and services.

| Performance Measures | FY 2007 Year-to-Date | FY 2008 Year-to-Date | FY 2008 Projected |
|---|---------------------------------|---------------------------------|------------------------------|
| Number of promotional items distributed | 20,060 | 8,326 | 29,000 |
| Number of print advertisements placed promoting Broward County's Resource Recovery System | 23 | 70 | 150 |
| Number of educational presentations provided | 20 | 2 | 30 |
| Number of staff hours per year provided at community outreach events | 574 | 0 | 800 |
| Number of residential users referred to special collection events (HHW and electronics recycling) through newspaper advertisements | 1,785 | 3,481 | 3,200 |
| Number of residents reached per month through televised outreach advertising about Broward County's environmentally responsible waste management system | 0 | 0 | 900,000 |