

**WASTE AND RECYCLING SERVICES  
RESOURCE RECOVERY FUND/PUBLIC EDUCATION PROGRAM**

**Fiscal Year 2006 - 1st Quarter**

**Goal Statement**

To educate residents on the integrated waste management system in Broward County (including recycling, waste-to-energy, landfilling and hazardous waste) in order to increase awareness and maximize participation in recycling and safe disposal of hazardous materials.

<b>Performance Measures</b>	<b>FY 2005 Year-to-Date</b>	<b>FY 2006 Year-to-Date</b>	<b>FY 2006 Projected</b>	
Percentage of volume discount due to use of media broker	40	40	40	
Number of Public Service Announcements (PSA's) aired	2,680	1,151	24,000	1
Percentage of surveyed residents aware of Waste-to-Energy Program	N/A	N/A	50	2
Percentage of surveyed residents aware of Electronics Recycling Program	N/A	N/A	45	2
Percent of surveyed residents aware of Household Hazardous Waste Program	N/A	N/A	45	2
Electronics Recycling Program participation in response to advertising and education	1,050	1,013	5,200	
Household Hazardous Waste Program participation in response to advertising and education	3,705	2,949	19,690	

**Notes**

- 1 This quarter we purchased more newspaper advertising than TV or radio; there are no PSAs for newspaper ads.
- 2 Surveys will be conducted later in the fiscal year, after advertising campaigns have run.