

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

**Fiscal Year 2008
1st 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	14,597	1,986	29,000
Number of print advertisements placed promoting Broward County's Resource Recovery System	10	42	150
Number of educational presentations provided	8	2	30
Number of staff hours per year provided at community outreach events	534	0	800
Number of residential users referred to special collection events (HHW and electronics recycling) through newspaper advertisements	353	1,395	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