

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

Fiscal Year 2007

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	FY05 Actual	FY06 Actual	FY07 Budget	FY07 Actual	% Change FY06-FY07	Variance Number
Number of promotional items distributed	N/A	N/A	29,000	29,484	N/A	1
Number of print advertisements placed promoting Broward County's Resource Recovery System	N/A	N/A	150	129	N/A	1
Number of educational presentations provided	N/A	N/A	30	25	N/A	1
Number of staff hours per year provided at community outreach events	N/A	N/A	600	636	N/A	1
Number of residential users referred to special collection events (HHW and electronics recycling) through newspaper advertisements	N/A	N/A	4,100	3,495	N/A	1
Number of residents reached per month through televised outreach advertising about Broward County's environmentally responsible waste management system	N/A	N/A	900,000	0	N/A	2

Explanation of variances greater than 15 percent:

- 1** This is a new performance measure in FY2007.
- 2** This measure is zero due to absence of a media broker contract during FY2007.