

# BRING Everglades Earth Cycle TO YOUR CITY

A step by step advocacy guide for residents in municipalities without an EEC program



## TOOL KIT

Everglades Earth Cycle (EEC) is a community powered program that helps residents divert food scraps from the waste stream, regenerate local soils, and track impact with simple, engaging technology.

EEC works with municipalities to install secure community collection sites, mobilize volunteers, and report measurable outcomes like landfill diversion and avoided methane emissions.

This guide shows you exactly how to introduce EEC to your city from mapping decision makers and building a coalition to pitching a pilot and supporting adoption.

# TABLE OF CONTENTS

- 01**    Advocacy 101
- 02**    Map Your Local Government
- 03**    Who's Who at City Hall (Staff & Roles)
- 04**    Elected Officials & Committees to Engage
- 05**    Build a Coalition & Gather Local Proof
- 06**    Align with Existing Goals
- 07**    Craft Your Pitch (1 Pager, Slides, Talking Points)
- 08**    Your Commission Proposal (Pilot Scope, Budget, Metrics)
- 09**    Step by Step Timeline & Checklist
- 10**    Templates: Emails, Public Comment, Letters of Support
- 11**    After You Win: Implementation & Communication
- 12**    Appendix: Glossary & Quick Facts



# 01. ADVOCACY 101

Advocacy means educating and persuading decision makers to solve a public problem. It can include meeting with officials, sharing research, organizing residents, and speaking at public meetings.

Lobbying is a subset of advocacy focused on asking officials to support or oppose specific legislation, funding, or actions. This guide is educational and not legal advice; check your local rules, especially for nonprofits.



## PRINCIPLES FOR EFFECTIVE ADVOCACY

- 1. Lead with local benefits:**  
Cleaner neighborhoods, fewer odors, lower disposal costs over time, climate impact, civic pride.
- 2. Be constituent forward:**  
You live here; your voice matters. Share real stories from residents and businesses.
- 3. Be accurate and prepared:**  
Bring data, examples, and proposed next steps—not just problems.
- 4. Stay respectful and nonpartisan:**  
Focus on outcomes and service quality, not ideology.
- 5. Follow process:**  
Know how items get on agendas, when to give public comment, and who drafts staff reports.

*Tip: Frame EEC as a pilot first (1-2years). Pilots lower risk, attract grants/sponsors, and create local proof for expansion.*

# 02. MAP YOUR LOCAL GOVERNMENT

*Every municipality works a little differently. Before pitching, answer these mapping questions:*

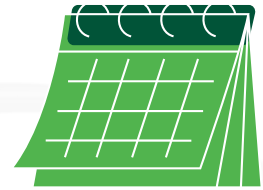
one

Is your community governed by a city, town, village, or county and which department manages solid waste? Is there a CRA or BID?



two

What is the meeting schedule for the City/County Commission and relevant committees? Where are agendas posted?



three

How are new programs typically authorized—via committee recommendation, resolution, or budget appropriation?



four

What is the current solid waste contract status (hauler, term, renewal dates) and what are the contamination/landfill fees?



five

Who are the staff leads (by name/email) likely to evaluate EEC?



# 03. WHO'S WHO AT CITY HALL (STAFF & ROLES)

<b>ROLE</b>	<b>WHY THEY MATTER FOR EEC</b>
<b>Public Works / Solid Waste Director</b>	Operational fit, siting, hauling logistics, maintenance, contamination protocols
<b>Sustainability / Resilience Manager</b>	GHG goals, diversion targets, climate planning, grants, metrics.
<b>Budget / Finance</b>	Pilot funding, cost offsets, grants, sponsorship, return on investment
<b>Procurement / Purchasing</b>	RFP/RFQ paths, pilot agreements, sole source rationales where applicable
<b>City/County Attorney</b>	Agreements, liability, data privacy, right of way use, risk management
<b>Risk Management</b>	Safety, ADA access, hurricane resilience, insurance requirements
<b>Facilities / Parks</b>	Potential host sites, power/solar feasibility, site stewardship
<b>IT / Data</b>	Connectivity, dashboards, data retention, integrations with municipal systems
<b>Communications / PIO</b>	Public education, press, social media, website updates

# 04. ELECTED OFFICIALS & COMMITTEES TO ENGAGE

Your targets are the officials who can place EEC on an agenda, vote on a pilot, or direct staff to evaluate options. Start with your own commissioner/council member and the chairs of relevant committees.



## HOW TO ENGAGE

- ✓ Request meetings with your member's legislative aide; bring a 1 page summary and slide printouts.
- ✓ Ask for a committee workshop or discussion item on an EEC pilot.
- ✓ Offer to bring local stakeholders (schools, gardens, restaurants, HOAs) to speak during public comment.
- ✓ Provide draft resolution language authorizing a staff evaluation or a limited pilot.

## TYPICAL COMMITTEES

### Sustainability/Environment Committee:

- Policy direction,
- Pilot sponsorship.

### Public Works/Operations Committee:

- Siting,
- Service Logistics
- Maintenance Planning

### Finance/Budget Committee:

- Pilot Funding,
- Grants,
- Sponsorship Structures

### Neighborhood/Community Advisory Boards:

- Local Champions
- Location Ideas
- Letters of Support.



## 05. BUILD A COALITION & GATHER LOCAL PROOF



- Recruit a core team of 5–10 residents from different neighborhoods.
- Secure letters of support from PTAs, HOAs, community gardens, houses of worship, restaurants, and environmental groups.
- Run a simple interest survey (QR code) to quantify demand for drop off sites and volunteer ambassadors.
- Collect basic waste data (e.g., school cafeteria scraps) to show diversion potential.
- Identify 2–3 visible, accessible locations for pilot collection sites (parks, libraries, community centers).



***Evidence wins. Pair local stories with numbers—projected pounds diverted, methane avoided, and volunteer hours.***

# 06. ALIGN WITH EXISTING GOALS

Review your municipality's guiding documents. Maybe your municipality has existing policies or priorities that align with Everglades Earth Cycle. Many local governments already have sustainability or climate plans in place that support the Everglades Earth Cycle goal.

Where to look:

- **Comprehensive Plan** – check Environmental, Infrastructure, or Public Services elements for waste diversion, resilience, or GHG goals.
- **Climate Action Plan** – highlight goals related to emissions reduction, circular economy, or organic waste diversion.
- **Sustainability or Resilience Plan** – find targets around resource efficiency, green infrastructure, or public engagement.
- **Waste Management or Zero Waste Plan** – identify commitments to reduce landfill tonnage, contamination, or hauling costs.
- **Other Unique Plans** – your municipality might have special initiatives (e.g., “Clean & Green,” “Vision Zero,” “Smart City”) that EEC can help achieve.

# 07. CRAFT YOUR PITCH

(1 PAGER, SLIDES, TALKING POINTS)



## ELEVATOR PITCH (CUSTOMIZE IN BRACKETS)

“[Your City] can launch a small, measurable pilot to divert food scraps from landfills, reduce odors and pests, and help meet our climate goals. Everglades Earth Cycle installs secure community collection sites, mobilizes volunteers, and provides transparent data dashboards so residents see their impact.

We’re asking for a 6–12 month pilot at [sites], funded at [\$\$\$], with monthly reporting on diversion, participation, and education.”

## 1 PAGER OUTLINE

- ❑ **Problem:** landfill constraints, hauling costs, odors, climate impacts.
- ❑ **Solution:** EEC pilot—secure collection sites, volunteer engagement, data dashboards.
- ❑ **Local fit:** proposed sites, partners, and city goals alignment.
- ❑ **Metrics:** pounds diverted, methane avoided, participation rates, education events.
- ❑ **Budget:** expected costs, grants/sponsors, in kind support.
- ❑ **Next step:** committee workshop or pilot authorization.

## SLIDE DECK OUTLINE

- Title & team
- Why now (local pain points)
- What EEC is & how it works
- Pilot concept for [Your City] (sites, timeline, roles)
- Costs & funding options
- Metrics, dashboards & reporting
- Community engagement plan
- Requests for action (vote to authorize pilot / staff evaluation)

# 08. YOUR COMMISSION PROPOSAL

(PILOT SCOPE, BUDGET, METRICS)

01

## Cover letter

1 page to Clerk/Chair requesting agenda placement and pilot authorization

02

## Background & Goals

Local challenges, policy alignment (zero waste, resilience, public health)

03

## Scope

Number of sites, equipment, hours of access, hauling cadence, education, volunteer program

04

## Roles

City departments vs. EEC responsibilities; escalation & maintenance protocols

05

## Budget

Capital and operating; grants, sponsorship, or solid waste funds; contingency

06

## Procurement path

Pilot agreement, RFQ/RFP, or sole source justification (if applicable)

07

## Data & Privacy

What is collected (weights, participation), how it's reported, and retention policies

08

## Risk & Compliance

ADA access, hurricane resilience, safety, insurance, permitting

09

## Timeline

Planning → installation → operating pilot → evaluation → expansion decision

10

## Success metrics

Diversion, methane avoided, participation, contamination rate, community education touchpoints.

# 09. STEP BY STEP TIMELINE & CHECKLIST

## WEEKS 1-2:

### GET ORIENTED

- Map decision makers and committees; collect meeting calendars.
  - List department contacts and aides; log emails/phones.
  - Draft 1pager and elevator pitch; identify 2-3 pilot sites.
- 

## WEEKS 3-4:

### BUILD SUPPORT

- Form a core coalition; gather letters of support.
  - Survey residents/partners; collect simple waste data.
  - Meet staff (Public Works, Sustainability) for early feedback.
- 

## WEEKS 5-6: GOWEEKS 7-10:

### FORMAL PROPOSAL PUBLIC

- Submit proposal packet (cover letter, scope, budget, draft resolution).
  - Refine siting and logistics with staff; confirm funding source(s).
  - Secure agenda date and confirm vote request.
- 

## WEEKS 11-12+

### PILOT LAUNCH PREP

- Coordinate installation, communications, and volunteer training.
- Set up dashboards/reporting cadence; define escalation protocols.
- Plan kickoff event and first progress report to committee.

# 10. Templates:

( EMAILS, PUBLIC COMMENT, LETTERS OF SUPPORT )

## **A** Meeting request email to a Commissioner / Council member

Subject: Pilot food scrap collection discussion for [Your City]

Dear Commissioner [Last Name],

I'm a resident of [Neighborhood]. A small Everglades Earth Cycle pilot could help [Your City] cut landfill costs and odors while engaging residents with measurable results. May I meet with you or your aide for 20 minutes to share a brief 1 pager and proposed pilot sites?

Thank you for your service to our community,

[Your Name], [Phone], [Email]



# 10. Templates:

( EMAILS, PUBLIC COMMENT, LETTERS OF SUPPORT )

**B**

## Public comment script (2–3 minutes)

Good evening, Chair and Commissioners.

I'm [Name], a resident of [Neighborhood]. Our city faces rising disposal costs, odor and pest complaints, and climate goals we all share. Everglades Earth Cycle installs secure community collection sites and provides transparent data so residents can see their impact.

We ask for a 6–12 month pilot at [sites], funded at [\$\$\$], with monthly reporting on diversion and participation. Please direct staff to bring back a pilot plan at the next committee meeting.

Thank you.

# 10. Templates:

( EMAILS, PUBLIC COMMENT, LETTERS OF SUPPORT )



## Letter of support (organization)

[Org Letterhead]

To the Honorable [Body]:

[Organization] supports a pilot of Everglades Earth Cycle in [Your City]. This program will reduce landfill disposal, improve public cleanliness, educate residents, and advance climate goals. We are prepared to assist with outreach and volunteer recruitment at [site(s)]. We encourage the Commission to authorize staff to implement a 6–12 month pilot and report results.

Sincerely,

[Name, Title]



# 11. After You Win:

## IMPLEMENTATION & COMMUNICATION

- Work with Communications to announce pilot sites, hours, and accepted materials.
- Recruit and train volunteer ambassadors; schedule hands on gardening/education days.
- Set up a feedback loop (QR code, app, or email) for residents to report issues.
- Share monthly dashboard highlights on social media and at committee meetings.
- Prepare a 90 day and end of pilot report with clear recommendations for scale up.

# 12. Appendix:

## GLOSSARY & QUICK FACTS

- Agenda:** the official list of items a body will discuss or vote on.
- Resolution:** a formal statement directing staff or authorizing an action.
- Pilot:** a limited term test to evaluate feasibility and results.
- Diversion:** material kept out of landfill or incineration (e.g., composted).
- GHG/Methane:** greenhouse gases; methane is a potent gas from decomposing organics in landfills.

*Placeholders to customize: [Your City], [Sites], [Timeline], [Budget], [Contacts], [Resolution number]. Keep all names and emails in a single sheet so any advocate can step in.*