



Spanish In-person Focus Groups Report

Developed by:
Alejandro Paredes, Account Executive
November 8, 2012



Table of Contents

EXECUTIVE SUMMARY	iii
LIST OF FIGURES	v
INTRODUCTION	1
METHODOLOGY	2
Focus Group Design	2
Participant Recruitment	2
RECRUITMENT RESULTS	3
FOCUS GROUPS RESULTS	4
General Questions	4
Scenario Questions	6
Spanish Webpages Questions	9
Usability Questions	16
Customer Service Questions	18
Group Discussion	21
CONCLUSIONS	25
RECOMMENDATIONS	27
APPENDICES	
A	Recruitment Screening Questions
B	Focus Groups Online Survey (English)
C	Focus Groups Online Survey (Spanish)
D	Focus Groups Discussion Questions (English)
E	Focus Groups Discussion Questions (Spanish)
F	Focus Groups Sign-up Sheets



Figures

Figure 1: Zip Codes Distribution of Participants	4
Figure 2: Type of Households of Participants	4
Figure 3 and 4: Prior Usage and Reasons for Using WM Website	5
Figure 5: What is and is not Recyclable	6
Figure 6: Recycling in the City or Community Where I Live	7
Figure 7: How to Sign-up for or Make Changes to my Recycling Services	7
Figure 8: How to Pay my Bill Online	8
Figure 9: Service Delays and/or Schedule Changes	8
Figure 10: Can you Find Information in Spanish	9
Figure 11: Spanish Recycling Guidelines	10
Figure 12: Usability of Spanish Recycling Guidelines	10
Figure 13: Spanish Garbage Guidelines	12
Figure 14: Usability of Spanish Garbage Guidelines	12
Figure 15: Spanish Yard and Food Waste Guidelines	14
Figure 16: Usability of Yard and Food Waste Guidelines	14
Figure 17: Ease of Usability	16
Figure 18: Informative or Not	16
Figure 19: Methods of Receiving Recycling Information	17
Figure 20: Usage of WM Customer Service Line	18
Figure 21: Customer Service Interactive Tools	19



Executive Summary

The main goal of the Waste Management (WM) Spanish in-person focus groups was to increase recycling and awareness within both King and Snohomish County among Spanish-speaking individuals. In addition, supporting goals of these focus groups were to 1) determine the accessibility of in-language information for Spanish-speaking WM customers, 2) identify the type of information Spanish-speaking WM customers are looking for when they use the WM website, 3) identify the type of changes that would improve the Spanish WM garbage, recycling and food and yard waste guidelines and 4) identify the type of changes that would improve the usability of the WM website.

The information from these focus groups will be used as guidelines to better understand WM Spanish-speaking customers and to provide next steps and recommendations that will increase the usability of the WM website.

Two focus groups were conducted one in King County and one in Snohomish County. The goal was to obtain approximately 10 individuals for each focus group that met the qualifying criteria. To gather more information, the focus groups were divided into two sections: an online survey and a group discussion. Both sections were carefully crafted to explore in-depth the topics that are more relevant to the target audience and WM.

The findings from the focus groups can be grouped into five areas: 1) content of the website, 2) Spanish webpages, 3) website usability, 4) customer service and 5) miscellaneous discussion points.

Highlights of the key findings are:

- Participants were able to find information on how to pay their bill online. However, participants could not find information on recycling in the city or community where they live or how to sign-up for or make changes.
- Participants were frustrated when they were looking for the scenario information through the WM website.
- Overall, participants had positive feedback on the Spanish webpages. However, they were critical that the Spanish webpages need more information.
- Participants were able to find information in Spanish on the WM website including the Spanish recycling, garbage and yard and food waste guidelines without any instructions.
- Some of the suggestions to improve the Spanish guidelines were to make the images and words bigger, include information about environmental impact, more overall information and cultural relevant images.
- Participants were able to find the WM customer service phone number on the WM website.
- Overall, participants would like in-language customer service, a frequently asked questions (FAQ) page, emails and a chat online in Spanish for customer service interactive tools.
- Participants strongly objected to the use of Google translate.
- Multifamily participants wanted more information geared to multifamily residents.
- Participants mentioned that the Hispanic audience likes to be reached in a variety of ways like direct mail, radio, television and digital.

Based on the results and key findings, the following short-term, long-term and communication tactics recommendations were proposed with the goal of improving the usability of the WM website and the communication process between WM and its Spanish-speaking customers.

In the short-term, WM should:

- Create two additional pages to the current Spanish webpages in the WM website. The



first page should include a frequently asked questions (FAQ) page in Spanish. The FAQ link should be on the Spanish homepage and link to a separate page. The second page should include environmental information and the impact that recycling has on the environment.

- Ensure that all content is linguistically and relevant to WM Spanish-speaking customers including the WM recycling, garbage and yard and food waste guidelines.
- Provide more information to multi-family customers through various methods like direct mail, online and email.

In the long-term, WM should:

- Create interactive tools to empower WM Spanish-speaking customers to find information online without any outside help.
- Expand the current Spanish webpages on the WM website to include more information like cost and rates, educational, sign-up for new services and service changes.
- Create online Spanish educational videos that be displayed on the WM website.

To improve their communication tactics, WM should:

- Connect with WM Spanish-customers though a diverse of mediums like TV, radio, direct mail, websites and digital information.



Introduction

T. D. Wang Advertising Group (T. D. Wang) was hired by Waste Management (WM), to conduct two focus groups to better understand the effectiveness and usability of the current Waste Management Northwest website and increase recycling within King and Snohomish County. The information collected through these focus groups is intended to provide insight on recommended improvements to the Waste Management Northwest website, specifically targeted to Spanish-speaking individuals.

Project Objectives

The objectives of these focus groups were to:

- Determine the accessibility of in-language information for Spanish-speaking Waste Management customers.
- Identify improvements and opinions about the Waste Management garbage, recycling and food and yard waste guidelines for Spanish-speaking Waste Management customers.
- Identify what types of improvements are necessary to make the Waste Management website more useable and effective including other methods of communication for Spanish-speaking Waste Management customers.
- Identify what type of information Spanish-speaking Waste Management customers are looking for when they navigate the Waste Management website.
- Increase awareness and recycling within King and Snohomish County.



Methodology

Focus Group Design

The focus groups were divided into an online survey and a thirty minute discussion. The goal of the focus groups was to have approximately 10 participants who a) are a Waste Management customer, b) live in zip codes of the UTC areas of King and Snohomish County, c) Spanish-speaking with limited English proficiency and d) live in a single-family home (preferred) or multi-family home. A moderator was present at both focus groups to help guide the participants through both the online survey and the discussion, answer any questions from the participants and ensure that the focus groups ran smoothly.

Each question on the online survey was carefully crafted to make the survey easy to understand and flow seamlessly. The survey was transferred to an online server, to allow the participants to take the survey on a computer. The online survey was divided into five sections: general questions, scenario questions, Spanish webpages questions, usability questions and customer service questions. Throughout the focus groups the moderator provided any assistance if they needed it.

After the online survey the participants engaged in a thirty minute discussion that was guided by six questions that the moderator asked. The goal of the discussion was to go deeper into the pre-conceived notions, assumptions and opinions that the participants had toward the WM Northwest website.

Participants Recruitment

The following approved two strategies were used for participant recruitment. In addition to the requirements, WM offered \$50 (\$40 cash plus a \$10 gas gift card) as an incentive for people to participate.

WM Customer List Name Recognition and Cold Call Method

Waste Management provided T. D. Wang with a list of customer contact information. Initially, the list was filtered into the different approved UTC zip codes and T. D. Wang used name recognition to choose possible Spanish-speaking individuals. After filtering the list, the potential candidates were contacted by phone asking them if they were interested in participating in the focus group.

Grassroots Referral Outreach Method

This strategy consisted on partnering with a) community based organizations and b) key community leaders. T. D. Wang partnered with Familias Unidas in Everett, which is within the targeted geographic areas, to obtain potential candidates to participate in the focus group. Also, T. D. Wang requested community leaders to recommend individuals and/or send out a notice to individuals in their network who might be interested in participating in the focus group. Finally, each individual lead was asked to refer other individuals that might qualify and be interested in participating in the focus groups. All the referrals were gathered and contacted.



Recruitment Results

WM Customer List Name Recognition and Cold Call Method

From this method 23 potential participants were contacted via phone. None of the potential participants that were contacted participated in the focus groups because they were not interested, they didn't want to, they didn't answer the phone or they didn't speak Spanish.

Grassroots Referral Outreach Method

T. D. Wang obtained eight individuals to confirm their attendance to the focus group from the CBO partnership and obtained 11 individuals to confirm their attendance from key community leaders' referrals.

These two methods generated a total of 11 individuals from King County and eight individuals from Snohomish County that met with all the requirements set by Waste Management to confirm their attendance to the focus groups. However, for King County's focus group only 6 out of 11 confirmed individuals attended. In the contrary 11 participants attended the focus group in Snohomish County instead of the eight confirmed participants. The focus groups findings will be based on a total of 17 participants.



Focus Groups Results: General Questions

These results reflect the answers that participants provided to the questions on the online survey that all participants completed with a computer plus the group discussion results. The online survey results will be broken down in the five sections of the survey: general questions, scenario questions, Spanish webpages questions, usability questions and customer service questions.

Figure 1: Zip Codes Distribution of Participants

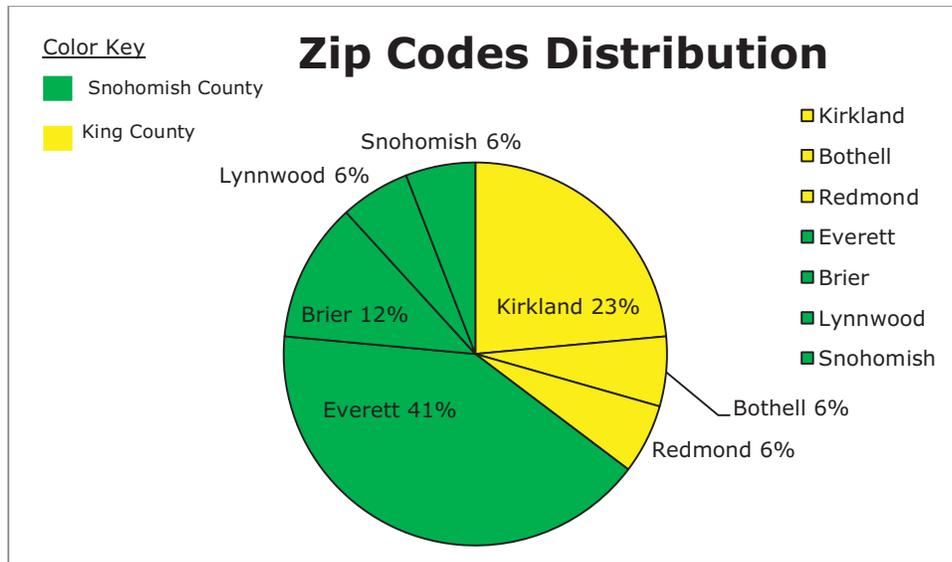


Figure 2: Type of Household of Participants

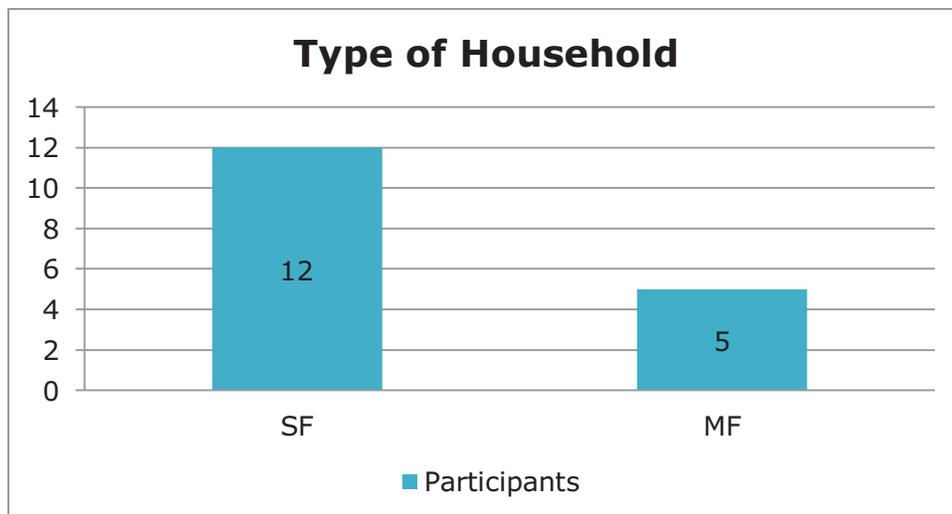
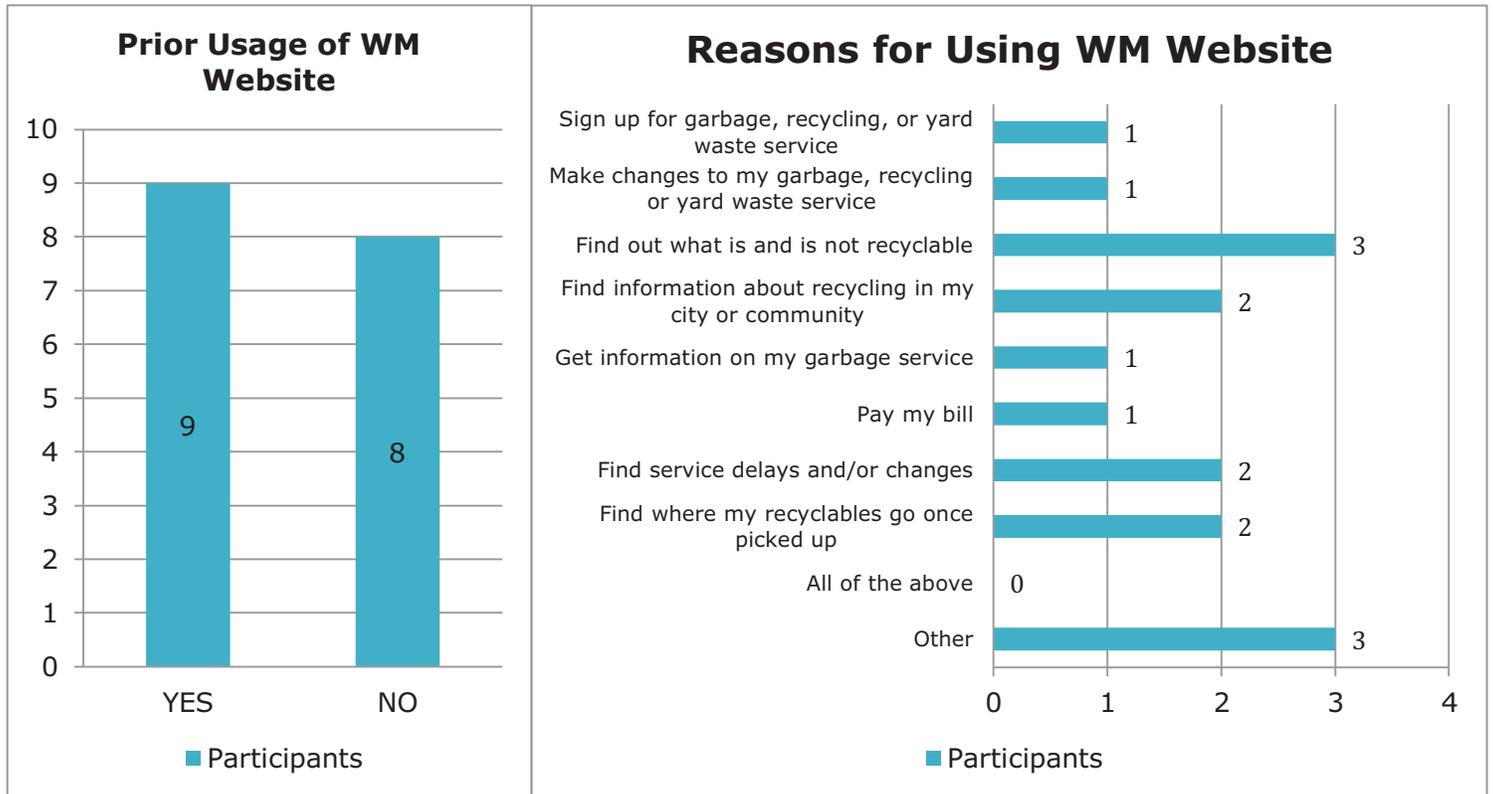




Figure 3 and 4: **Prior Usage and Reasons for Using WM Website**



These two graphs illustrate the number of participants that visited the WM website before and for what specific reasons. Overall, these participants used the WM website for different purposes. There is not one significant usage that stands out from the rest.

When asked why participants had not used the WM website before most said that they were not aware it existed, didn't need to, or they don't use the computer a lot.

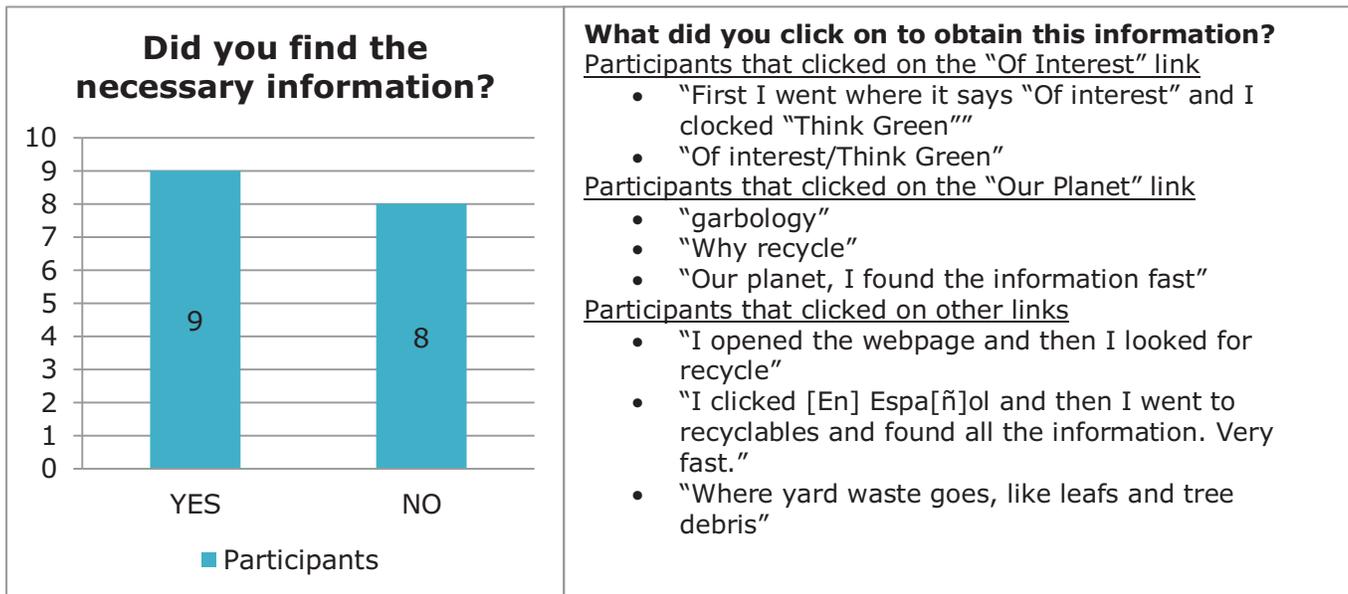


Focus Groups Results: Scenario Questions

The participants were given five scenarios to find information on the WM website on a specific topic. After they searched the WM website, they were asked to answer if they were able to find the requested information. If they were successful in finding the necessary information they needed to explain how they arrived to that target webpage.

Scenario 1:

Figure 5: **What is and is not Recyclable**

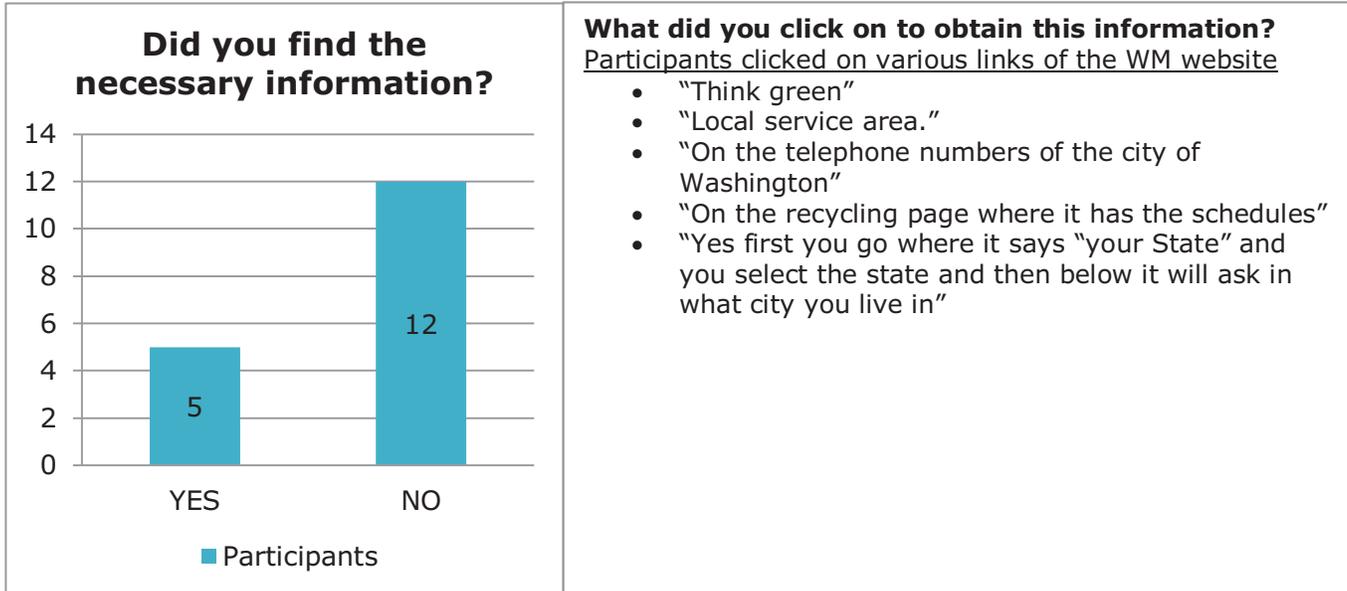


- Approximately half of the participants that responded were able to find what products are recyclable and which ones are not.
- From the participants that were able to find the information they used the "Of Interest" and "Our Planet" link to find the information.



Scenario 2:

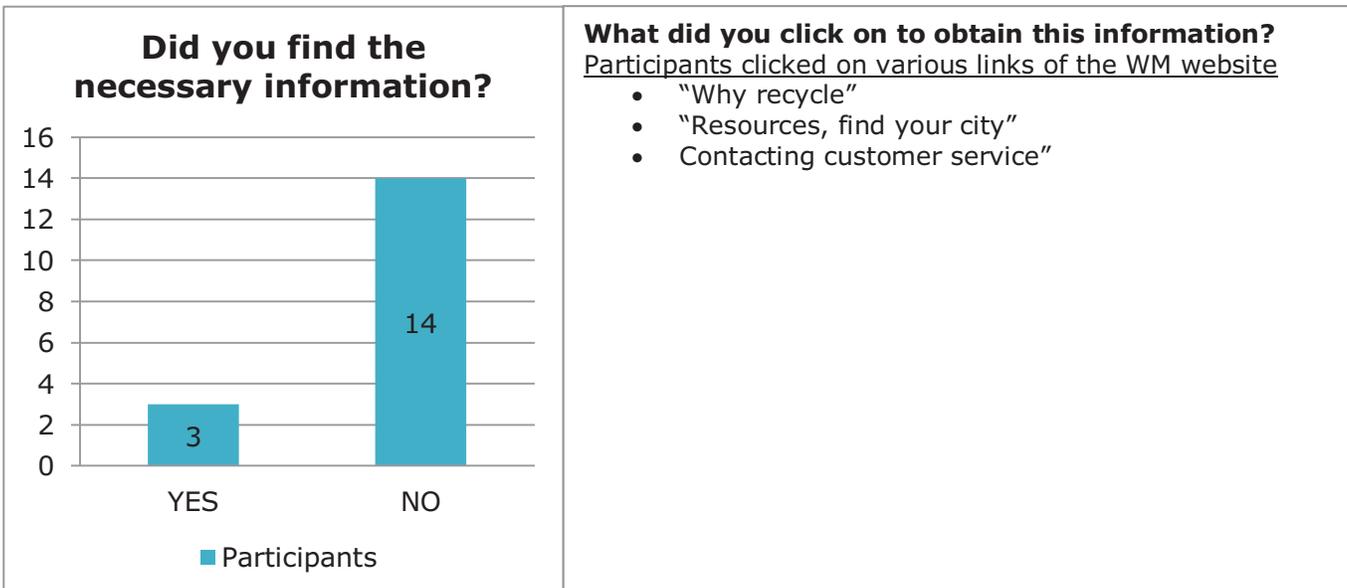
Figure 6: **Recycling in the City or Community Where I Live**



- Most participants responded that they were not able to find the information about recycling in the city or community where they live.
- The participants that were able to find the information used different paths and links like "Of Interest" and the "Choose Your Local Service Area" drop-down menu.

Scenario 3:

Figure 7: **How to Sign-up for or Make Changes to my Recycling Services**

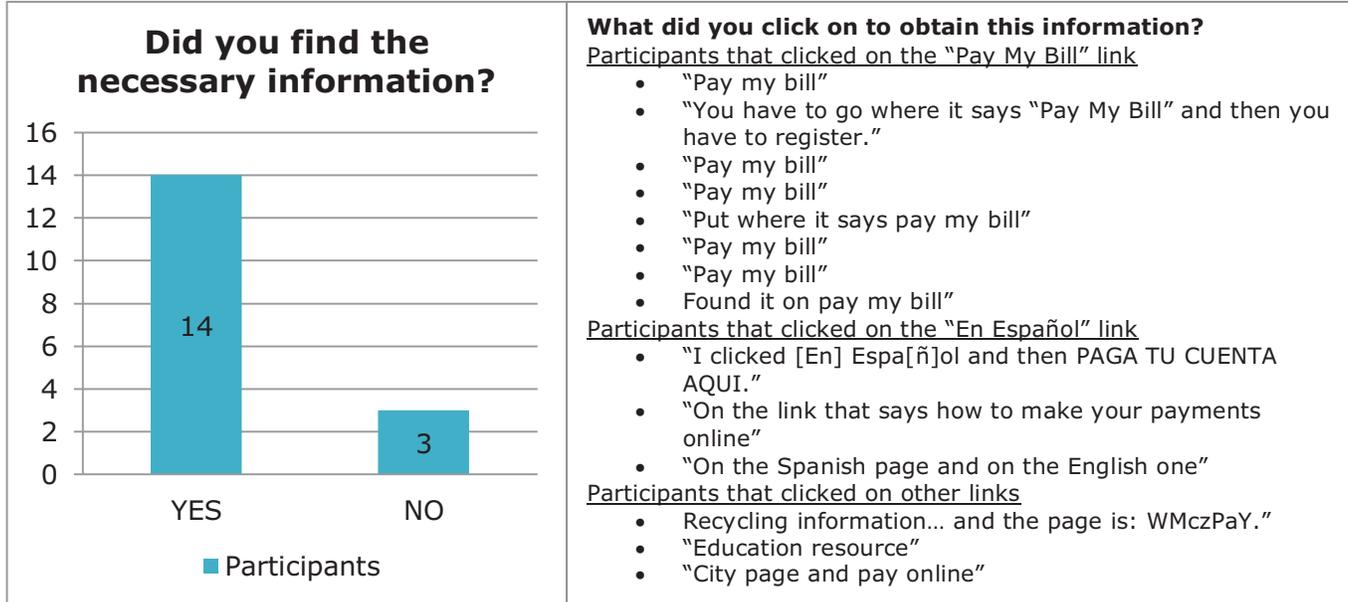


- Almost all participants that responded were not able to find information about how to sign-up for or make changes to their recycling services.



Scenario 4:

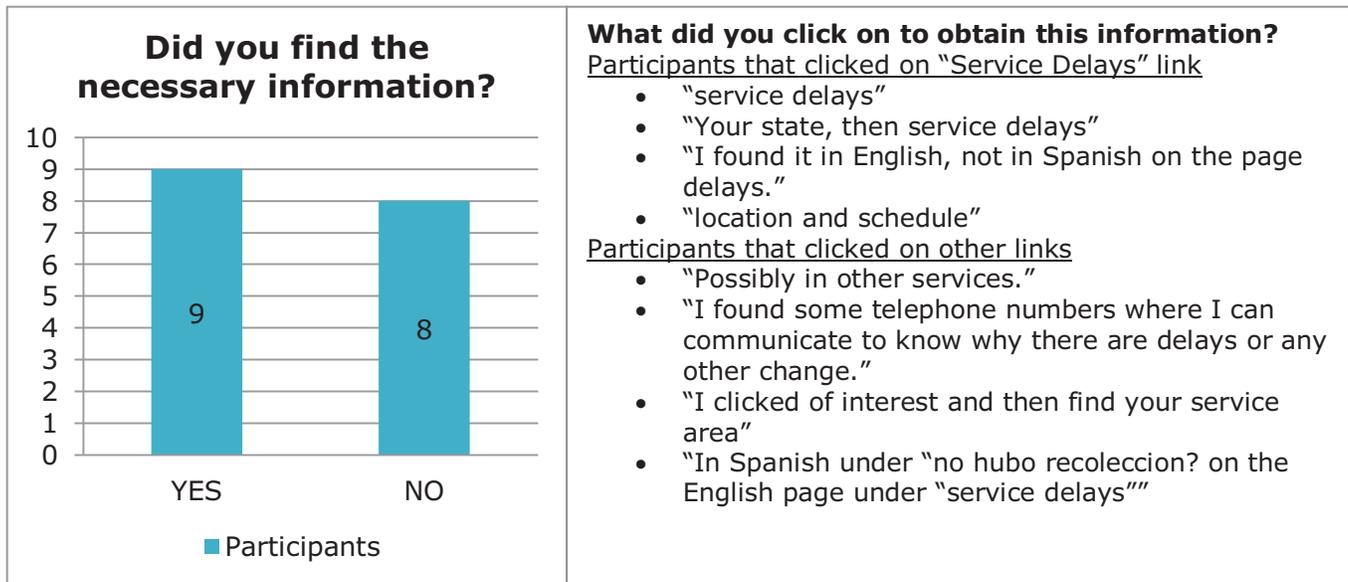
Figure 8: **How to Pay my Bill Online**



- Almost all participants that responded were able to find how to pay their bill online.
- Participants used both the "Paga tu cuenta aquí" link on the Spanish webpages of the WM website and the "Pay My Bill" link on the homepage to find this information.

Scenario 5:

Figure 9: **Service Delays and/or Schedule Changes**



- Approximately half of the participants that responded were able to find the information on service delays and/or schedule changes.
- Some participants used the service delays link on the homepage to find this information.

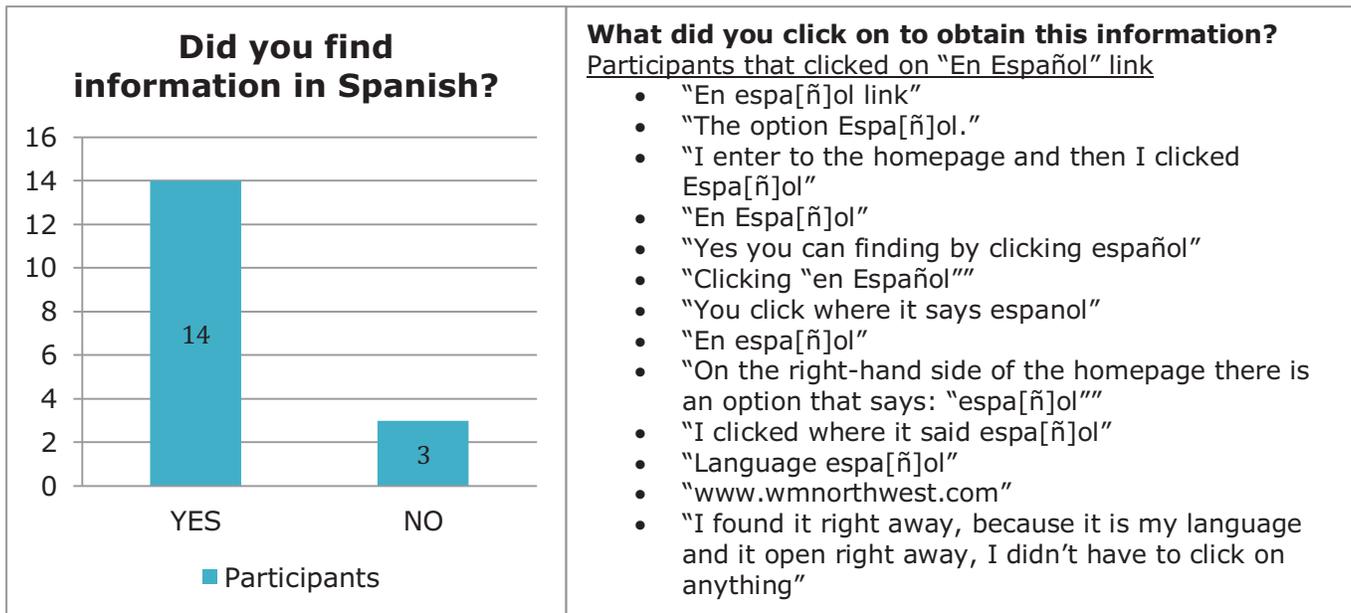


Focus Groups Results: Spanish Webpages Questions

The participants were asked a series of questions about the newly added Spanish webpages in the WM website. Also, we focused on the various Spanish recycling guidelines for participants to give their opinion and review.

The participants were first asked if they were able to find information in Spanish in the WM website.

Figure 10: **Can you Find Information in Spanish**



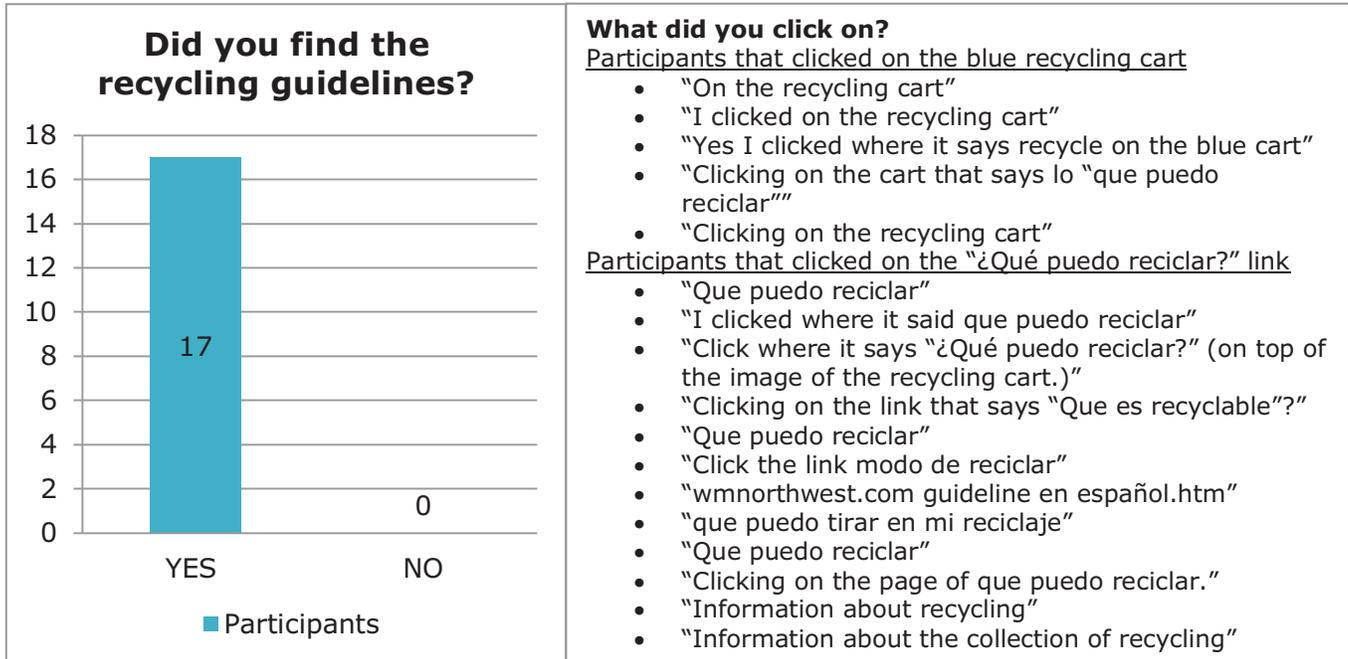
- Almost all the participants, 14 out of 17, were able to find information in Spanish on the WM website.
- To find information in Spanish all the participants clicked on the "En Español" link on the homepage of the WM website.
- The participants that couldn't find the information in Spanish answered that "they couldn't find it" and "nowhere on the WM website had it said espa[ñ]ol."



Spanish Recycling Guidelines

The participants were guided to click on the “En Español” link on the homepage of the WM website to try to find the three different Spanish guidelines available to them. Afterwards, the participants were given specific instructions to find each Spanish guideline for review in case they didn’t find them before.

Figure 11: **Spanish Recycling Guidelines**



- All the participants were able to find the Spanish recycling guidelines without any instructions.
- The participants either clicked on the blue recycling cart icon or the “¿Qué puedo reciclar?” link to obtain these guidelines on the Spanish webpages of the WM website.

Figure 12: **Usability of Spanish Recycling Guidelines**





Participants were asked to tell us how the Spanish recycling guidelines can be improved to make them more understandable and useful for Spanish-speaking WM customer. The participants' suggestions/answers were:

No changes

- "The information that I can see is very complete and I don't see any necessary changes to be made to this page"
- "It is very clear to me"
- "Is useful because it tells you what you can recycle"
- "I think that it looks clear what products are recyclable"
- "I think that everything looks clear, for now everything was fine. It helps me know where to put each thing"
- "Is sufficiently useful and understandable"

Make images and words bigger

- "Make it in Spanish by using big letters"
- "Make everything very big to be able to read and see well the words and images"
- "It can be a little bit more big, the images are more understandable, I don't think it needs anything else"

Include environmental impact

- "In my opinion, we should strengthen the program about caring about the planet. Despite all the diffusion of information about recycling, still some people don't give it the necessary importance."
- "It is not difficult to find because is useful for recycling and know how to improve our environment"

Other comments

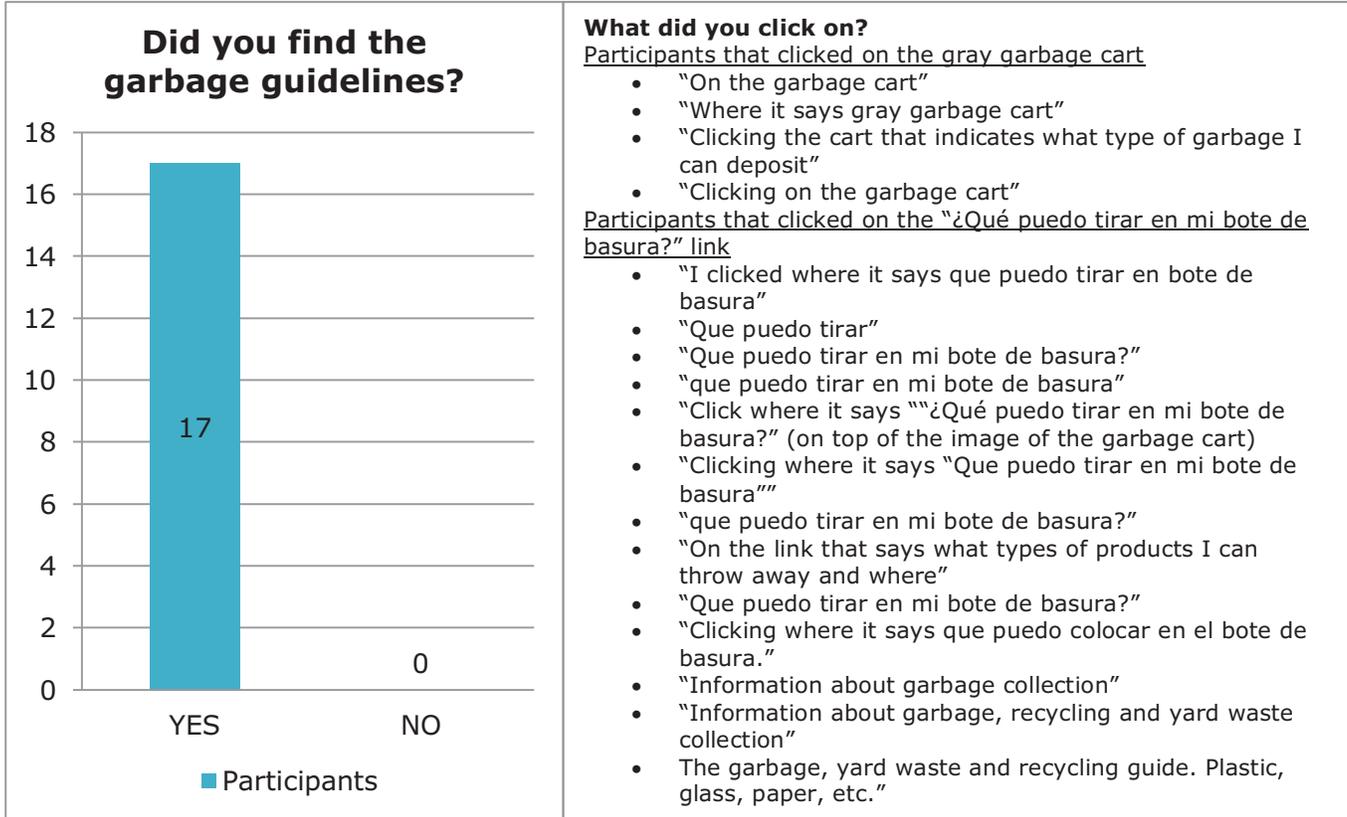
- "I don't know"
- "It would be better to enter directly depending on each type of garbage cart"
- "Is somewhat hard to read and see which products aren't recyclable... A lot of people throw everything in the garbage, but it helps to know what can't be thrown and how to recycle. Also, it should say something about where to bring something that isn't recyclable."
- "Something that looks more like the English one"
- "First of all expand the words and the information, with more visible images, the design should be at least on three pages that are well explained, how it is right now is not suitable to reading anything, and with this information we would be saving the planet."

Most participants thought that the Spanish recycling guidelines were very useful. Some of the suggestions that the participants mentioned were to make the images and words bigger and include information about the environmental impact recycling can have.



Spanish Garbage Guidelines

Figure 13: **Spanish Garbage Guidelines**



- All the participants were able to find the Spanish garbage guidelines without any instructions.
- Participants clicked on the gray garbage cart icon, the "¿Qué puedo tirar en mi bote de basura?" link or the section that contains the three different images of the collection carts icons to obtain these guidelines in the Spanish webpages of the WM website.

Figure 14: **Usability of Spanish Garbage Guidelines**





Participants were asked to tell us how the Spanish garbage guidelines can be improved to make them more understandable and useful for Spanish-speaking WM customer. The participants' suggestions/answers were:

No changes

- "For me the information on the guide is very clear and easy to understand. The tips that they offer also are very useful"
- "Is easy"
- "For me is good"
- "Well is good because is understandable"
- "I think that is very good"
- "For me to understand I don't need anything else, what I found is sufficient, the guide is clear and precise"
- "I think that the guide is very specific and easy to understand."

Make images and words bigger

- "The words should be readable because right now they are small and you can't see what it says."
- "I think that it could be a little bigger and maybe use more images because a lot of people don't take the time to read and is easier to see images."

Add a search bar where you can ask a question about a specific product

- "There should be a search system to facilitate the search."
- "Have a window/bar where you can put a question about a particular product that is not included on the list"

More information

- "That has more instructions in Spanish"
- "More advertising on Spanish TV"
- "I think that they should expand this information not just a little, but a lot more, because us Hispanics have minimal knowledge about these topics of recycling and garbage collection, plus we are saving the planet with this type of information."
- "Make it Spanish and English"

Other comments

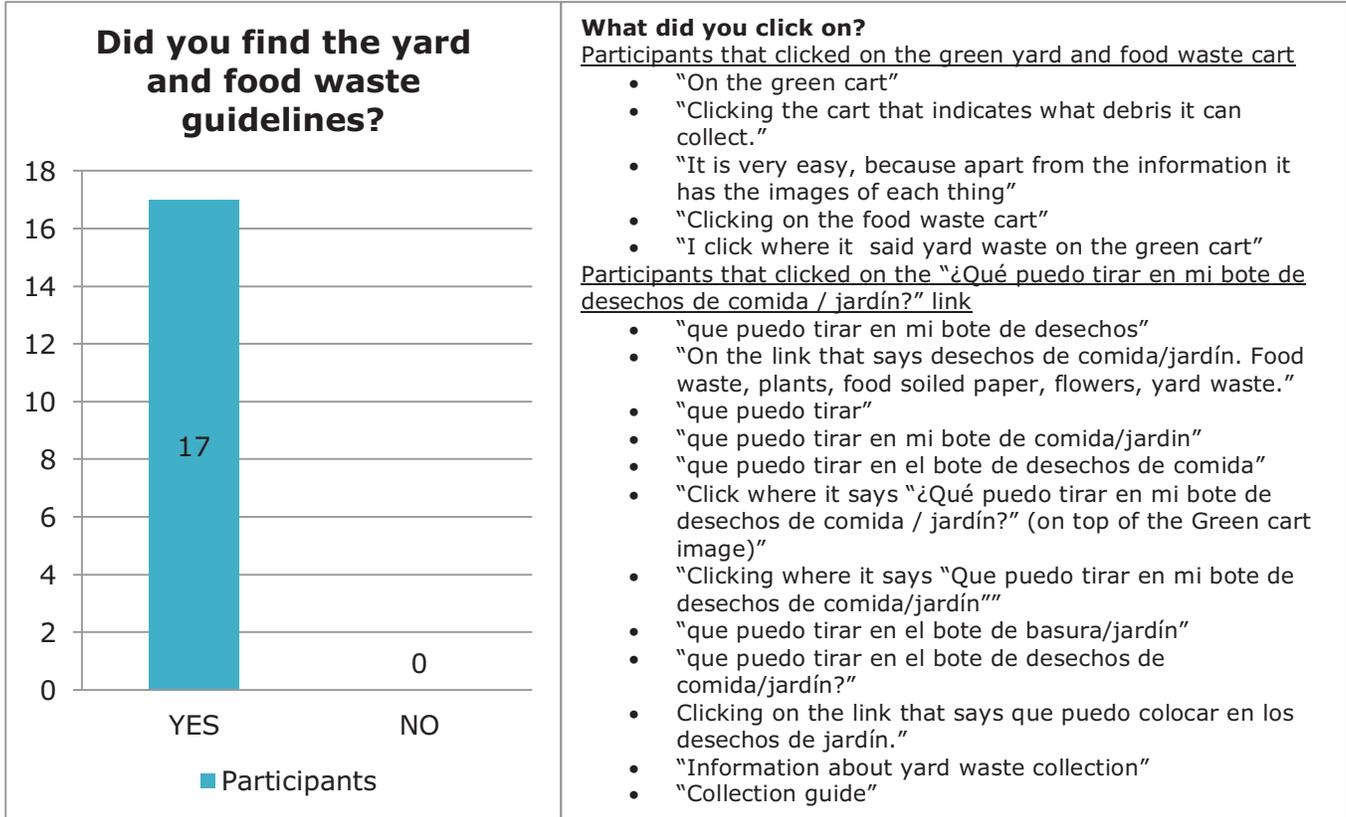
- "The truth is that I would need to use it more frequently to make any suggestions about improvements."
- "I think that a lot of the products that they have on the guide are things that I don't use and some that I don't recognize. Perhaps if they put some Latino products that we use, then maybe we have a better idea of the type of product that it is... Nothing stereotypical, but identifying the same type of general products that we use works."

Most participants thought that the Spanish garbage guidelines were very useful. Some of the suggestions that the participants mentioned were to make the images and words bigger, add a search bar where you can ask a question about a specific product, more information, and add cultural relevant images.



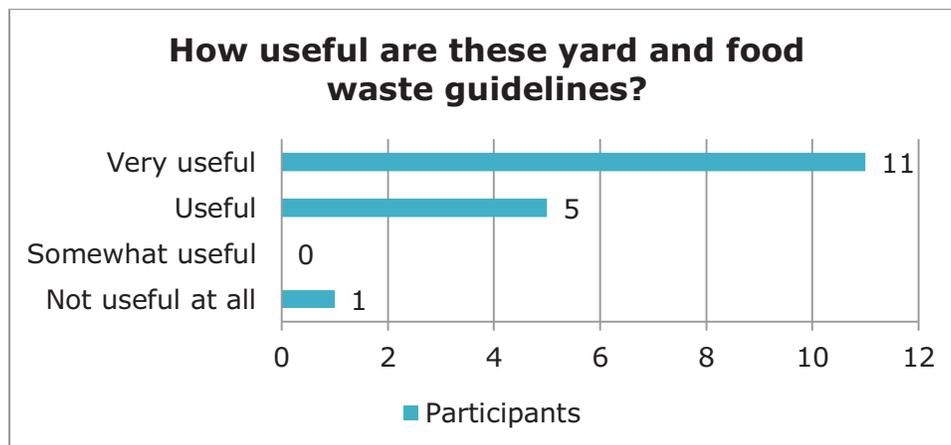
Spanish Yard and Food Waste Guidelines

Figure 15: **Spanish Yard and Food Waste Guidelines**



- All the participants were able to find the Spanish yard and food waste guidelines without any instructions.
- Participants clicked on the green yard and food waste cart icon or the "¿Qué puedo tirar en mi bote de desechos de comida / jardín?" link to obtain these guidelines on the Spanish webpages of the WM website.

Figure 16: **Usability of Yard and Food Waste Guidelines**





Participants were asked to tell us how the Spanish yard and food waste guidelines can be improved to make them more understandable and useful for Spanish-speaking WM customer. The participants' suggestions/answers were:

No changes

- "It is very explanatory and concrete. It is well illustrated and readable. What is missing is awareness and citizen education."
- "The information that is offered is very clear and easy to understand because it has both words and images. I don't see any necessary changes to this page."
- "I think that is very well detailed"
- "Is useful because it tells you what you have to do and I can understand what you can out and what you can't"
- "In regards to me there is sufficient images and words"
- "The guide is sufficiently useful and practical."
- "It is better than the others and is easier to understand, I don't think it needs any changes."
- "Waste management is very useful to know how to obtain knowledge about the recycling of each thing and put it where it belongs"

Make images and words bigger

- "Same as the ones before they only have to make the words bigger so they can be read well"
- "Bigger letters and in Spanish"

Better quality of images and more information

- "First of all they should expand the letters and the information, with more visible words, there is very important information that you can't even read because of the size of the letters, whoever looks at it gets tire and it closes the page. You can't even understand what it says."
- "Better quality of the images"

Other comments

- "I don't know"
- "it would be better to be able to enter directly to this section"
- "The only thing that it doesn't say is that you can mix the food with yard waste... it only says that both can be put as part of the garbage service. A lot of people don't know that yard waste can be "recycle"..."

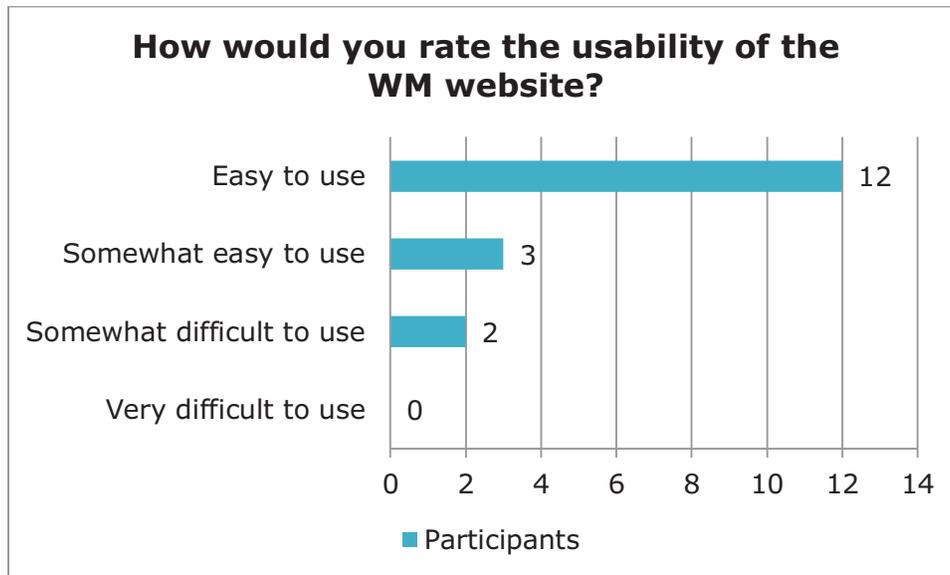
Most participants thought that the Spanish yard and food waste guidelines were very useful. Some of the suggestions that the participants mentioned were to make the images and words bigger, better quality of images, more information, and better access.



Focus Groups Results: Usability Questions

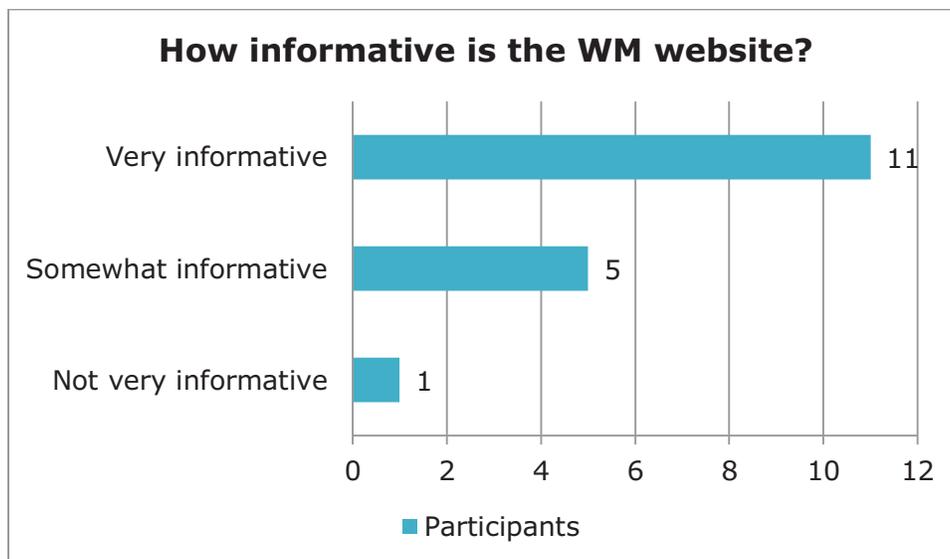
Participants were asked three questions about the overall usability and effectiveness of the WM website for Spanish speakers.

Figure 17: **Ease of Usability**



This graph illustrates that most participants answered that the WM website was easy or somewhat easy to use for Spanish speakers.

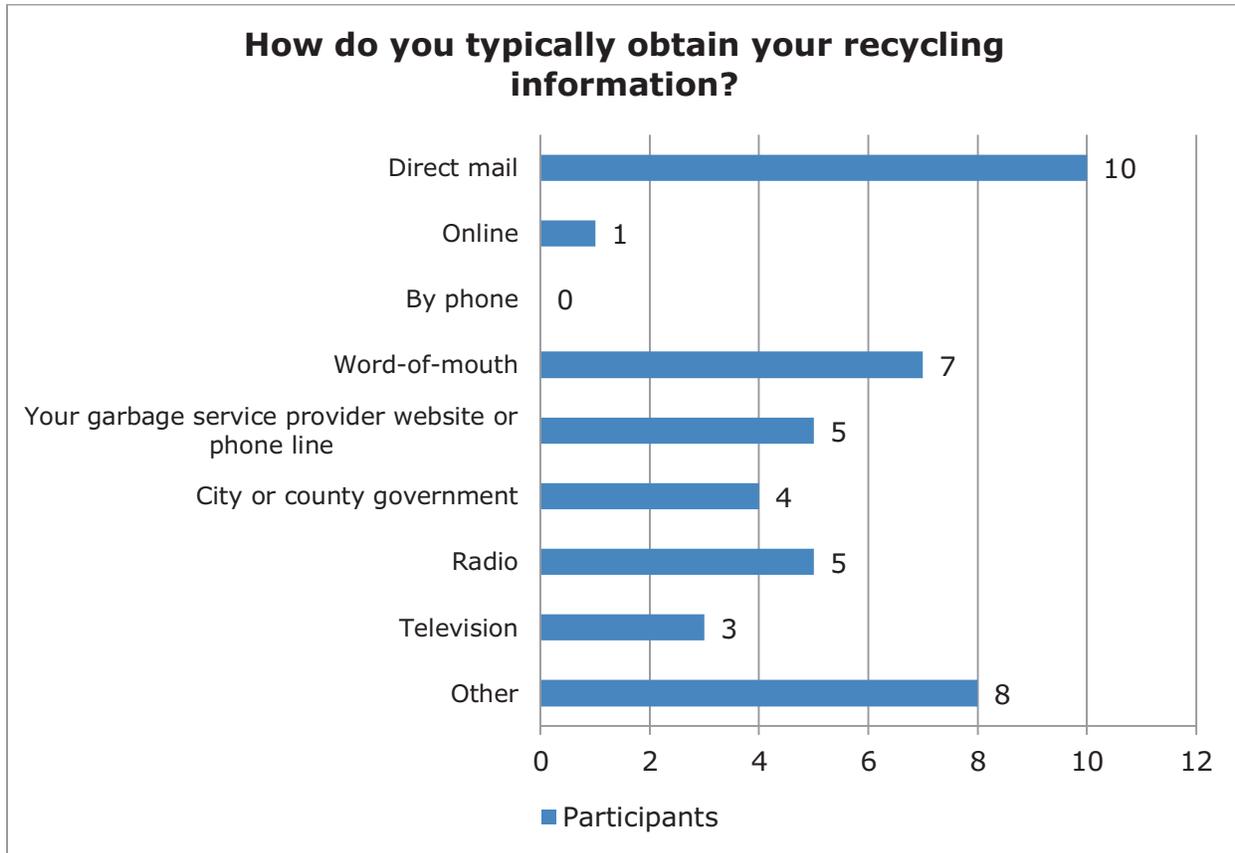
Figure 18: **Informative or Not**



This graph illustrates that more than half of the participants answered that the WM website was very informative for Spanish speakers.



Figure 19: **Methods of Receiving Recycling Information**



This graph illustrates that most participants received their recycling information in a variety of ways. Direct mail, word-of-mouth, radio and your garbage service provider website or phone line are the four methods being used the most. Other methods and comments that the participants answered were:

- "I obtained it through the city from another state."
- "Sometimes asking people"
- "In my school and work"
- "By mail"
- "Flyers in public places including my daughter's school, she teaches me what she learns in school about recycling and what you can put in the garbage"
- "I do the best I can and sometimes I just guess"
- "No"
- "I think that I can help conserve our planet a little bit and sometimes I simply assume where it goes"



Focus Groups Results: Customer Service Questions

Participants were asked questions about the WM customer service line in addition to providing additional feedback on what customer service tolls they want to be included on the website to improve WM’s service overall.

Customer Service Line

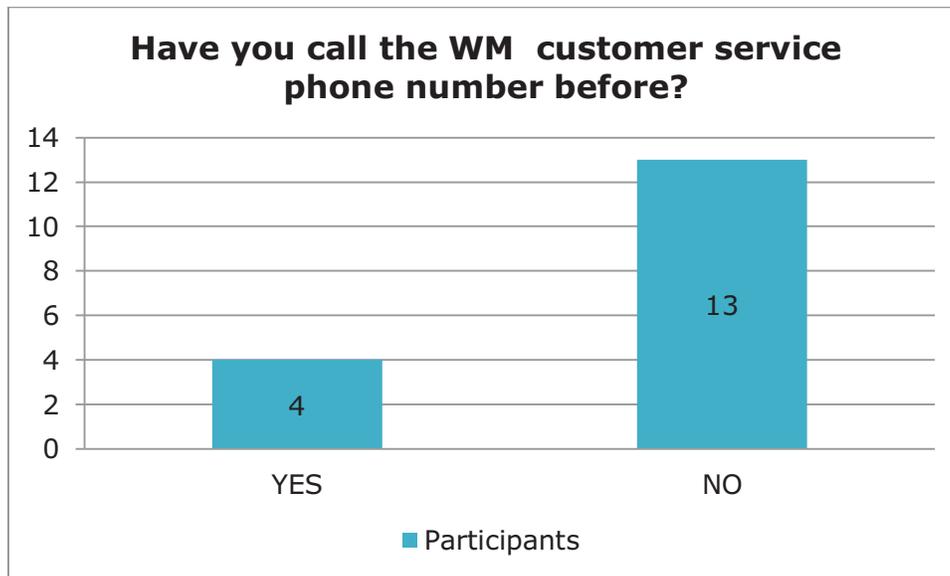
When participants were asked what phone number they would call if they had a question about their collection services:

- 14 out of 17 participants answered 1-800-592-9995, which is the WM customer service line
- 1 out of 17 participants answered 1-877-466-4668, which is the WM customer service line for Eastern Washington.
- 2 out of 17 participants answered that they couldn’t find it

Most participants were able to obtain the WM customer service line from the WM website.

Customer Service Line Experience

Figure 20: Usage of WM Customer Service Line



This graph shows that most participants hadn’t used the WM customer service line before.

If the participants had used the WM customer service line before they were asked to explain how their experience was during the call. The participants’ answers were:

Very good

- “Very good”
- “I called to make changes to my account and to renew my service, also to ask about one collection day that there was no service and the experience was very good”

Not good

- “Not very good, because the customer service representative could not provide the information I was looking for.”



- “It was so-so, I remember that I called because I was forced to start the garbage collecting service again (before I could save this payment by throwing my garbage in my daughter’s apartment complex) and it was very clear but not truthful because they didn’t charged me what they said on the phone but it was a lot more, I would say that double.”

Half of the participants that had used the WM customer service line before had a good experience and half didn’t.

If the participants hadn’t used the WM customer service line before they were asked why. The participants’ answers were:

Never had to

- “I haven’t had motives to call”
- “I haven’t had the necessity”
- “I haven’t need the information”
- “Because I never had the necessity to call them”
- “I still haven’t had the necessity”
- “I haven’t had the necessity to do it”

Different challenges like language

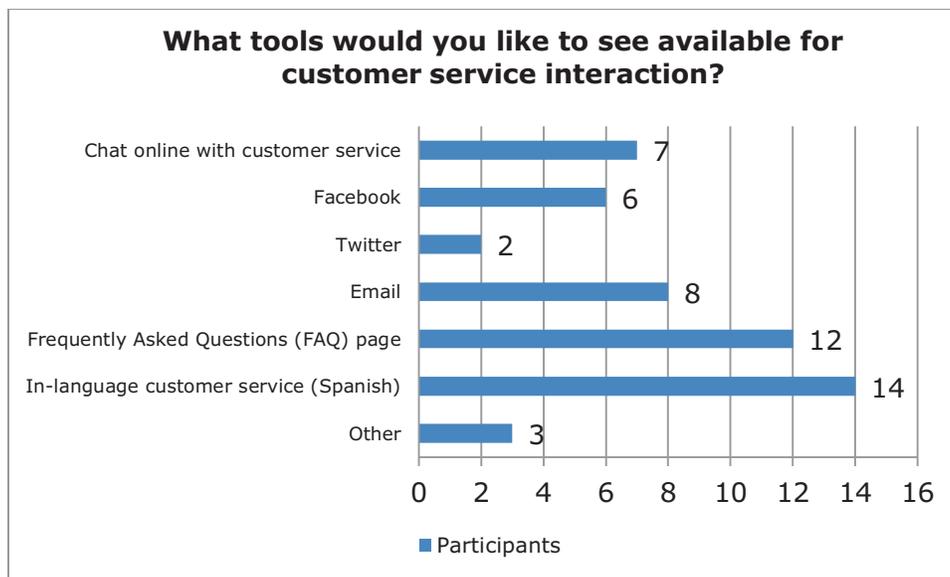
- “Because of the language”
- “I am new to this state”
- “Because I didn’t know about recycling”

Other answers

- “Because usually they put a machine to choose (press 1 for this and that...) and I prefer to look things up on the internet because is more convenient with my schedule”
- “I don’t have direct services with the company because I live in multi-family.”
- “The only doubt I had was about a delay on my collection service but I resolve it on the WM website”

Customer Service Interactive Tools

Figure 21: **Customer Service Interactive Tools**





Most participants answered that they would like a Frequently Asked Question (FAQ) page and in-language customer service. Moreover, half of the participants would like to have emails, Facebook and a chat online with customer service. Other comments or suggestions were:

- "By regular mail"
- "A little bit more of education about the importance on recycling and to not throw toxic products in the garbage. A lot of us grew up without knowing anything of this and we depend on the education that our kids are receiving in the schools. Sometimes we are very accustomed to do the things the old fashioned way and without a very important reason and you stop doing it for convenience."
- "By regular mail"



Focus Groups Results: Group Discussion

The participants engaged in a thirty minute discussion that was guided by the moderator with the help of six guiding questions. All of the participants were very responsive to all the questions that were being asked by the moderator.

Features that Worked

When participants were asked what features of the WM website worked best for them in finding the information they were looking for, they answered:

- Spanish webpages
- Content of Spanish webpages
- Color of the cart icons because it helps identify each group better
- Images and visuals used on the Spanish webpages and the Spanish guidelines
- The "Pay My Bill" link on both the Spanish webpages and the WM website's homepage.
- The clear titles and labels on the top of the homepage of the WM website

All the participants seemed to gravitate towards the visuals of the WM website and they liked the simple navigation routes in the Spanish webpages compare to the complex navigation map of the English webpages.

Features that Didn't Worked

When participants were asked what features of the website didn't work for them in finding the information they were looking for, they answered:

- Navigation of the English webpages of the WM website which lead to frustration from the participants
- Too many clicks to obtain information on English webpages
- Too many different menus
- Not been able to find information in an easy accessible way
- Labels were unclear

When participants were looking for information during the scenarios section of the online survey it was clear that they were very frustrated for the reasons mentioned above. They thought that the English webpages were hard to navigate and had too much content.

Spanish Webpages

Sufficient Information

When participants were asked if the Spanish webpages had enough information for them, they answered:

- Not enough information
- We need more information about why is important to recycle
- The Spanish webpages are missing information for residents that live in multi-family homes
- Everything needs to be more consistent
- Coincide what we see in the website to what we have at home for our collection carts

The participants felt that the Spanish webpages did not have enough information especially compared to the English webpages. They thought it was critical that the Spanish webpages should have more information, so they can learn how to recycle better.



Overall Impressions

When participants were asked what their overall impression of the Spanish webpages was, they answered:

- They were concise
- Icons and visuals really help navigate the Spanish webpages
- Homepage had the right amount of information without being so convoluted

Overall, the participants had positive feedback on the Spanish webpages. They liked that the Spanish homepage was concise, clear and full of helping visuals.

Google Translate

Thoughts on Google Translate

When participants were asked how they feel about using Google translate as a translation tool on a website they answered:

- It is horrible because the translations are confusing and inaccurate
- The translations are too literal
- Confusing
- Sometimes is just better to read the English version than use Google translate
- We deserve good and quality material

All the participants strongly objected to the use of Google translate.

Have you Used Sites that Utilize Google Translate Before

When participants were asked if they used Google translate before on a website, most participants said "yes." They shared their personal anecdotes on their negative experiences with Google translate.

Other Information to Include on the Website

When participants were asked what other information they would like to see on the WM website to make it more useful they answered:

- More in-language information
- In-language information about the environment
- More information for multi-family residents
- Use the images of products that we (Hispanics/Latinos) use in our culture
- Information on limitations and possible problems
- More information of different products and what to do with them
- Schedule information for every city
- Expand the content of the Spanish webpages because Hispanics/Latinos need more educational information compared to English speakers
- All the scenarios could have been answered if all the content of the WM website was in-language

Participants made it very clear that the WM website needs more in-language information.



Reasons to use the WM Website

When participants were asked what is the number one reason they would visit the WM website they answered:

- Rates and costs comparisons
- Sign-up for new services
- Make changes to my services
- Look for information about changes to my services
- Look for the customer service phone number
- Cost related issues
- Learn more about recycling

Recycling Information

Obtaining Recycling Information

When participants were asked where they typically obtain recycling information they answered:

- Television – children’s programs
- Radio
- City
- Friends and family
- Online
- My children’s school

This finding shows that there is a variety of ways to reach this audience from traditional media like television and radio, digital media like online and word-of mouth like friends, family and children’s school.

Waste Management as a Tool

When participants were asked if the WM website would be one of the places where they would go seeking information or assistance, most participants said “yes.” Participants said they would use the WM website to obtain more information, learn more about what to recycle and what to throw in the garbage.

Other Learning Methods

When participants were asked what other ways information could be presented on the WM website to them, so they could learn more about the WM services, they answered:

- More visuals and images
- Educational videos in Spanish
- Have cultural relevant content in Spanish
- Translate the entire WM website section by section
- More educational tools
- Less words more pictures
- Include more educational information like how to recycle at home, how to waste less, chemicals information, what is compost and more yard waste information

A clear expectation of the participants is that the WM website should have more visuals and fewer words.



Focus Groups Observations

The following list contains overall observations of survey participants from King and Snohomish County focus groups.

- All the participants didn't have any troubles with the first general questions.
- Some participants needed help with the different browser functions. They didn't know how to go back from the current webpage that they were on.
- Some participants had a slower rate of reading Spanish compared to others, which means that visuals and images are very important for them.
- There was a lot of discussion about how the Spanish webpages had less information compared to the English webpages. One participant thought that it was offensive.
- Some participants had trouble finding the information for the five different scenarios because they couldn't navigate the English webpages.
- Some participants had trouble going back and forth from different browser windows.



Conclusions

The focus groups that were conducted presented a way for WM to investigate and learn more about the things that can be improve on the WM website for their Spanish-speaking customers. Below are some of the overall conclusions and themes collected in the focus groups.

Scenario Information Conclusions

- Approximately half of the participants were able to find information about what is and is not recyclable, service delays and/or schedule changes.
- Most participants could not find information on recycling in the city or community where they live, or how to sign-up for, or make changes to their recycling services.
- There was some frustration from the participants during this section of the online survey because they could not navigate through the WM English website and many, at this point, had not realized that there was information in Spanish.
- Almost all the participants were able to find information on how to pay their bill online.
- The participants that used the WM website before used it for a variety of reasons. There was not one particular reason that stands out from the rest.

Spanish Webpages Conclusions

- The participants enjoyed the simple navigation functions, amount of visuals and images and colors on the Spanish webpages. However, they expressed that the Spanish webpages need more information, so they learn how to appropriately recycle.
- Almost all the participants were able to find information in Spanish on the WM website by clicking on the "En Español" link. This result shows that the participants were able to find the Spanish webpages on the WM website.
- All the participants were able to find the Spanish recycling guidelines without any instructions by clicking the blue recycling cart icon or the "¿Qué puedo reciclar?" link.
- Most participants answered that the Spanish recycling guidelines were very useful.
- Some of the suggestions mentioned by the participants to improve the Spanish recycling guidelines were to make the images and words bigger, include information about environmental impact and make them more suitable for reading.
- All the participants were able to find the Spanish garbage guidelines without any instructions by clicking on the gray garbage cart icon or the "¿Qué puedo tirar en mi bote de basura?" link on the Spanish webpages.
- Some of the suggestions that were mentioned by the participants to improve the Spanish garbage guidelines were make the images and words bigger, add an interactive library of recyclable and non-recyclable products, more information and add cultural relevant images of the products.
- All the participants were able to find the Spanish yard and food waste guidelines without any instructions by clicking on the green yard and food waste cart icon or the "¿Qué puedo tirar en mi bote de desechos de comida/jardín?" link.
- Most participants answered that the Spanish yard and food waste guidelines were very useful.
- Some of the suggestions that were mentioned by the participants to improve the Spanish yard and food waste guidelines were make the images and words bigger, better quality of images, more information and more explanations and instructions.



Usability Conclusions

- Most participants answered that the WM website was easy or somewhat easy to use for Spanish speakers. However, this does not mean that the participants didn't want some concrete changes to the WM website.
- Most participants answered that the WM website was very or somewhat informative for Spanish speakers.

Customer Service Conclusions

- Almost all the participants were able to find the WM customer service phone number on the Spanish webpages of the WM website.
- Less than 25% of the participants used the WM customer service phone number before. The reasons that the participants gave for not using the WM customer service phone number before were that they never had to, language barriers and they don't like calling customer service phone numbers.
- Out of the four participants that used the WM customer service phone number before half said that they had a good experience and half said that they didn't.
- Overall, participants would like in-language customer service, a frequently asked questions (FAQ) page, emails and a chat online with customer service as customer service interactive tools.

Other Topics Conclusions

- Participants received their recycling information in a variety of ways. Direct mail, word-of-mouth, television and radio are the methods being used the most.
- Participants thought that the English webpages were hard to navigate and they had too much content.
- The participants strongly objected to the use of Google translate. They said that the translations by Google translate are horrible, too literal, and confusing.
- Participants mentioned that the WM website needs more in-language information.
- Most participants visit the WM website to search for costs and rates information, learn more about recycling, look for the customer service phone number and sign-up or make changes to their services.
- Participants mentioned that the Hispanic/Latino audience likes to be reached in a variety of ways like TV, radio, and direct mail.
- Multi-family participants felt that they don't receive as much information through different communication mediums as single-family customers do.



Recommendations

The results and findings from these focus groups suggest that WM needs to make changes to its current website in the short-term and longer-term in order to improve their service and communication with their Spanish-speaking customers. These recommendations not only focus on the WM website, but also on other communication strategies and improvements that WM can implement. This report and its recommendations will provide WM with immediate feedback on potential changes to implement.

Short-term Recommendations for the WM Website for Spanish-speaking WM Customers:

1. **Recommendation:** Create two additional pages to the current Spanish webpages in the WM website. The first page should include a frequently asked questions (FAQ) page in Spanish. The FAQ link should be on the Spanish homepage and link to a separate page. The second page should include environmental information and the impact that recycling has on the environment.

Reasoning and Comments:

- Participants are more likely to engage with the Spanish webpages if information is easily accessible to them. A FAQ page will serve as a space to include information on a variety of topics that are of the Spanish-speaking customers' interest but have not yet been completely transcreated to stand as a separate webpage.
 - In the FAQ page you can add information about recycling that goes beyond why to recycle.
 - WM Spanish-speaking customers want to learn about recycling but they also want to know, with specific reasons, why recycling is so important. The "why" page can give WM Spanish-speaking customers valid reasons why recycling is so important and in effect promote more recycling.
 - Participants expressed that they want more in-language information in the Spanish webpages of the WM website.
 - The Hispanic/Latino community is interested in understanding the impact on the environment and why recycling can help the environment. Thus, we need to have information that caters this interest of the Hispanic/Latino community.
2. **Recommendation:** Ensure that all content is linguistically and relevant to WM Spanish-speaking customers including the WM recycling, garbage and yard and food waste guidelines.

Reasoning and Comments:

- Ensure that all parts of the navigation process of the Spanish webpages are clear and simple. Participants had trouble navigating through the Spanish webpages, especially from and away of the guidelines.
 - Ensure that all labels, written content and titles are clear, simple and culturally relevant.
 - Ensure that all visuals are culturally relevant to the audience, especially the ones for the guidelines. Some of the comments that participants had about the images used for the guidelines were that the images are not high quality or relevant to them and the Hispanic/Latino community.
 - Minimize the clicking for individuals to obtain information.
 - When asked about Google translate, participants strongly objected to it. People expressed that relevant content is very important especially if there is a lot of information to be read. The participants' feelings show that linguistically correct content is very important and necessary to them.
3. **Recommendation:** Provide more information to multi-family customers through various



methods like direct mail, online and email.

Reasoning and Comments:

- Multi-family customers felt that they don't receive as much information as single-family customers.
- Multi-family customers want educational information to also learn and recycle more.

Long-term Recommendations for the WM Website for Spanish-speaking WM Customers:

1. **Recommendation:** Create interactive tools to empower WM Spanish-speaking customers to find information online without any outside help.

Reasoning and Comments:

- One way to achieve this recommendation is by creating an interactive library of recyclable and non-recyclable products that WM Spanish-speaking customers could use. If an individual does not see a product on the guidelines, he or she can use this tool to obtain the necessary information. The library would have key words of all the possible products that can and can't be recycled. The WM Spanish-speaking customers would type a product like mattress or motor oil and then they would find the information if the product is recyclable or not and where.
- Another way to achieve this recommendation is by creating a chat online both in English and Spanish where customers can ask questions and receive answer.
- Participants are looking for methods and ways to obtain answers to their questions as quickly as possible.

2. **Recommendation:** Expand the current Spanish webpages on the WM website to include more information like cost and rates, educational, sign-up for new services and service changes.

Reasoning and Comments:

- One way to achieve this recommendation is by transcreating the online payment process into Spanish. Participants showed interest on paying their bill online. Moreover, more WM customers will be able to use this feature because it will enable WM Spanish-speaking customers to use it as well.
- Participants expressed their discontent when they realized that the amount of content between Spanish and English information is not the same. They want more in-language information to interact with the WM website.
- Participants also expressed that they want more in-language information so they can learn and become more educated about recycling.

3. **Recommendation:** Create online Spanish educational videos that be displayed on the WM website.

Reasoning and Comments:

- Participants' main point through the online survey and the group discussion of the focus groups was that they want to be educated and learn more about garbage and recycling, but sufficient in-language information is not available at the moment. This recommendation could help alleviate this feeling that WM Spanish-speaking customers have.
- These videos can be used in multiple ways to help WM connect more within the Hispanic/Latino community.
- The videos could be of regular citizens' success stories about how they have improved their recycling habits with the help of WM or it could be regular WM Spanish-speaking customers talking and demonstrating how to recycle.
- Participants always reiterated the importance on the ease to access information. Videos can be easily viewed and content and information can be easily understood



by the customer regardless of their literacy level or computer skills.

Recommendations on Communication Strategies for Spanish-speaking WM Customers:

1. **Recommendation:** Connect with WM Spanish-customers through a diverse of mediums like TV, radio, direct mail, websites and digital information.
Reasoning and Comments:
 - Participants expressed that their preferred method of obtaining information was through traditional media specifically television and radio. It is recommended to create more educational spots covering more topics and broadening the message. Furthermore, increasing the frequency of these messages on television and radio is important to engrain the message in the Hispanic/Latino culture.
 - Increase the diffusion of direct information through email, community events and online. This way people could have more accessibility to recycling information. Participants also mentioned their preference to direct mail and this could these methods could help achieve this preference.
 - After reviewing participants' opinions is clear that they want WM to reach them through a various communication methods.
 - These proposed communication methods will cater to the needs and wants of the Hispanic/Latino community.



Appendix A

Recruitment Screening Questions



Recruitment Screening Questions

1. Are you a Waste Management customer?
 - a. Yes
 - b. No (end of conversation)
2. What zip code do you live in?
 - a. _____
3. Do you speak Spanish at home?
 - a. Yes
 - b. No (end of conversation)
4. Do you speak English?
 - a. Yes, fluently (end of conversation)
 - b. Somewhat
 - c. No
5. What type of home do you live in?
 - a. Single-family home (for example, a house)
 - b. Multi-family home (for example, an apartment, condo or duplex)
6. Do you use the internet?
 - a. Yes
 - b. No (end of conversation)



Appendix B

Focus Groups Online Survey

(English)



Focus Groups Online Survey (English)

Welcome to the Waste Management focus group. You are here today to help Waste Management create a more useful and effective website that takes into account the needs of the community. The focus group will be separated into two parts. First, you will complete an online survey and second there will be a thirty minute discussion. At the end of this focus group, please come to the front and pick up your \$10 gas gift card and \$40 check, as gratitude for your help.

1. What is your zip code at home? _____
2. What type of home do you live in?
 - a. Single-family home (for example, a house)
 - b. Multi-family home (for example, an apartment, condo or duplex)
3. Have you ever used the Waste Management website before?
 - a. Yes
 - i. If yes for what reasons?
 1. Sign up for garbage, recycling, or yard waste service
 2. Make changes to my garbage, recycling or yard waste service
 3. Find out what is and is not recyclable
 4. Find information about recycling in my city or community
 5. Get information on my garbage service
 6. Pay my bill
 7. Find service delays and/or changes
 8. Find where my recyclables go once picked up
 9. All of the above
 10. Other:
 - ii. No
Why not? Other information which you wanted to find, but could not find?

Scenario Questions

Go to www.wmnorthwest.com and first navigate the website to try to find useful information for each possible scenario. After each scenario answer the questions below.

4. I am looking for information on....
What is and is not recyclable
 - o Did you find the necessary information?
 - Yes
 - No
 - If yes, what did you click on to obtain this information?
5. I am looking for information on....
Recycling in the city or community where I live
 - o Did you find the necessary information?
 - Yes
 - No



- If yes, what did you click on to obtain this information?
6. I am looking for information on...
How to sign up for or make changes to my recycling services
- Did you find the necessary information?
 - Yes
 - No
 - If yes, what did you click on to obtain this information?
7. I am looking for information on...
How to pay my bill online
- Did you find the necessary information?
 - Yes
 - No
 - If yes, what did you click on to obtain this information?
8. I am looking for information on...
Service delays and/or schedule changes
- Did you find the necessary information?
 - Yes
 - No
 - If yes, what did you click on to obtain this information?

Spanish Webpages

Go to www.wmnorthwest.com

9. Can you find information in Spanish?
- a. Yes
 - i. If yes, what did you click on?
 - b. No

Go to www.wmnorthwest.com/espanol

10. Can you find the recycling guidelines to determine what products to put in the recycling cart?
- a. Yes
 - i. If yes, what did you click on?
 - b. No
 - i. If not, why not?
11. Can you find the garbage guidelines to determine what products to put in the garbage cart?
- a. Yes
 - i. If yes, what did you click on?
 - b. No
 - i. If not, why not?

12. Can you find the food and yard waste guidelines to determine what products to put



- in the food and yard waste cart?
 - a. Yes
 - i. If yes, what did you click on?
 - b. No
 - i. If not, why not?

Please click on the gray cart to access the garbage guidelines on www.wmnorthwest.com/espanol.

- 13. How useful are these garbage guidelines?
 - a. Very useful
 - b. Useful
 - c. Somewhat useful
 - d. Not useful at all

- 14. How can we improve these guidelines to make them more understandable and useful for Spanish-speaking WM customers?

Please click on the blue cart to access the recycling guidelines on www.wmnorthwest.com/espanol.

- 15. How useful are these recycling guidelines?
 - a. Very useful
 - b. Useful
 - c. Somewhat useful
 - d. Not useful at all

- 16. How can we improve these guidelines to make them more understandable and useful for Spanish-speaking WM customers?

Please click on the green cart to access the yard and food waste guidelines on www.wmnorthwest.com/espanol.

- 17. How useful are these yard and food waste guidelines?
 - a. Very useful
 - b. Useful
 - c. Somewhat useful
 - d. Not useful at all

- 18. How can we improve these guidelines to make them more understandable and useful for Spanish-speaking WM customers?



General Questions

- 19. Overall, how would you rate the usability of the Waste Management Northwest website for Spanish speakers?
 - a. Easy to use
 - b. Somewhat easy to use
 - c. Somewhat difficult to use
 - d. Very difficult to use

- 20. Overall, how informative is the Waste Management Northwest website for Spanish speakers?
 - a. Very informative
 - b. Somewhat informative
 - c. Not very informative

- 21. How do you typically obtain your recycling information?
 - a. Direct mail
 - b. Online
 - c. By phone
 - d. Word-of-mouth
 - e. Your garbage service provider website or phone line
 - f. City or county government
 - g. Radio
 - h. Television
 - i. Other:

Customer Service Questions

Go to www.wmnorthwest.com

- 22. What phone number would you call if you had a question about your collection services?

- 23. Have you called this number before?
 - a. Yes
 - i. If yes, how was that experience?
 - b. No
 - ii. If not, why not?

- 24. What tools would you like to see available for customer service interaction?
 - a. Chat online with customer service
 - b. Facebook
 - c. Twitter
 - d. Email
 - e. Frequently Asked Questions (FAQ) page
 - f. In-language customer service (Spanish)
 - g. Other:



Appendix C

Focus Groups Online Survey (Spanish)



Focus Groups Online Survey (Spanish)

Bienvenidos a la encuesta / grupo de discusión de Waste Management. Hoy usted esta aquí para ayudar a Waste Management a crear una página de web más útil y efectiva que toma en cuenta las necesidades de nuestra comunidad. La encuesta / grupo de discusión será separado en dos partes. Primero, usted va a completar una encuesta en el computador y segundo habrá treinta minutos para compartir sus opiniones y recomendaciones. Al final de este grupo de discusión, por favor pase al frente y recoja su tarjeta de gasolina de \$10 y su cheque de \$40, como gratitud por su ayuda. Sus repuestas serán mantenidas confidenciales.

1. ¿Cual es su código postal en su casa? _____
2. ¿En que tipo de vivienda vive usted?
 - a. Vivienda residencial (Por ejemplo: Casas)
 - b. Vivienda multifamiliar (Por ejemplo: apartamentos, dúplex, o condominios)
3. ¿Ha usado usted la página de web de Waste Management anteriormente?
 - a. Sí
 - i. Si es así, ¿Por qué razones?
 1. Para inscribirse al servicio de basura, reciclaje o desechos del jardín
 2. Hacer cambios al servicio de basura, reciclaje o desechos del jardín
 3. Averiguar qué es y no es reciclable
 4. Buscar información sobre reciclaje en mi ciudad o comunidad
 5. Obtener información sobre mi servicio de basura
 6. Pagar mi cuenta
 7. Averiguar retrasos de servicios y/o cambios
 8. Averiguar dónde van los productos reciclables después de que los recojan
 9. Todo lo de arriba
 10. Otros usos:
 - ii. No
¿Por qué no? ¿Otra información que usted quiso buscar, pero no la encontró?

Situaciones

Visite www.wmnorthwest.com y primero navegue a través de la página de web para encontrar información útil para cada situación. Luego de cada situación, conteste las siguientes preguntas.

4. Como cliente, estoy buscando información sobre...
Cuáles productos son reciclables y cuáles no
 - o ¿Encontró la información necesaria?
 - Sí
 - No
 - ¿Si su respuesta es sí, qué enlaces opimió para obtener esta información?



5. Como cliente, estoy buscando información sobre...
Información sobre reciclaje en mi ciudad o comunidad
- ¿Encontró la información necesaria?
 - Sí
 - No
 - ¿Si su respuesta es sí, qué enlaces oprimió para obtener esta información?
6. Como cliente, estoy buscando información sobre...
Cómo inscribirme o cómo hacer cambios a mi servicio de reciclaje
- ¿Encontró la información necesaria?
 - Sí
 - No
 - ¿Si su respuesta es sí, qué enlaces oprimió para obtener esta información?
7. Como cliente, estoy buscando información sobre...
Cómo pagar mi cuenta en línea
- ¿Encontró la información necesaria?
 - Sí
 - No
 - ¿Si su respuesta es sí, qué enlaces oprimió para obtener esta información?
8. Como cliente, estoy buscando información sobre...
Retrasos de servicios y/o cambios
- ¿Encontró la información necesaria?
 - Sí
 - No
 - ¿Si su respuesta es sí, qué enlaces oprimió para obtener esta información?

Páginas de web en español

Visite www.wmnorthwest.com

9. ¿Puede usted encontrar información en español?
- a. Sí
 - i. Si es así, ¿qué enlaces oprimió para obtener esta información?
 - b. No
 - i. Si no, ¿por qué no?

Visite www.wmnorthwest.com/espanol

10. ¿Puede usted encontrar la guía de reciclaje para determinar cuáles productos se ponen en el bote de reciclaje?
- a. Sí
 - i. Si es así, ¿qué enlaces oprimió para obtener esta información?
 - b. No
 - i. Si no, ¿por qué no?



11. ¿Puede usted encontrar la guía de basura para determinar cuáles productos se ponen en el bote de basura?
- c. Sí
 - i. Si es así, ¿qué enlaces oprimió para obtener esta información?
 - d. No
 - i. Si no, ¿por qué no?
12. ¿Puede usted encontrar la guía de desechos del jardín/comida para determinar cuáles productos se ponen en el bote de desechos del jardín/comida?
- e. Sí
 - i. Si es así, ¿qué enlaces oprimió para obtener esta información?
 - f. No
 - i. Si no, ¿por qué no?

Por favor visite www.wmnorthwest.com/espanol y oprima el bote gris para obtener la guía de basura.

13. ¿Qué tan útil es esta guía para usted?
- a. Muy útil
 - b. Útil
 - c. Poco útil
 - d. No es muy útil
14. ¿Cómo podemos mejorar esta guía para hacerla mas útil y fácil de entender para clientes hispanohablantes de Waste Management?

Por favor visite www.wmnorthwest.com/espanol y oprima el bote azul para obtener la guía de reciclaje.

15. ¿Qué tan útil es esta guía para usted?
- a. Muy útil
 - b. Útil
 - c. Poco útil
 - d. No es muy útil
16. ¿Cómo podemos mejorar esta guía para hacerla mas útil y fácil de entender para clientes hispanohablantes de Waste Management?

Por favor visite www.wmnorthwest.com/espanol y oprima el bote verde para obtener la guía de desechos del jardín/comida.

17. ¿Qué tan útil es esta guía para usted?
- a. Muy útil
 - b. Útil
 - c. Poco útil



d. No es muy útil

18. ¿Cómo podemos mejorar esta guía para hacerla mas útil y fácil de entender para clientes hispanohablantes de Waste Management?

Preguntas generales

19. ¿En general, cuál es su opinión sobre la utilidad de la página de web de Waste Management para hispanohablantes?

- a. Es fácil de usar
- b. Es más o menos fácil de usar
- c. No tan fácil de usar
- d. Es difícil de usar

20. ¿En general, qué tan informativo es la página de web de Waste Management para hispanohablantes?

- e. Muy informativa
- f. Un tanto informativa
- g. No tan informativa

21. ¿Típicamente, cómo recibe usted información sobre reciclaje?

- h. Por correo directo
- i. En línea
- j. Por teléfono
- k. De otra gente / familiares o amigos
- l. La página web o línea de servicio al cliente de su recolector de basura
- m. De la ciudad o condado
- n. Radio
- o. Televisión
- p. Otra manera:

Preguntas del servicio al cliente

Visite www.wmnorthwest.com

Preguntas del servicio al cliente

22. ¿Qué numero de teléfono llamaría si usted tiene preguntas sobre sus servicios de recolección?

23. ¿Ha llamado usted este número anteriormente?

- a. Sí
 - i. Si es así, ¿cómo fue su experiencia?
- b. No
 - i. Si no, ¿por qué no?

24. ¿Qué recursos o herramientas le gustaría que Waste Management le proporcione



para mejor servirle?

- c. Chat en línea con el servicio al cliente
- d. Facebook
- e. Twitter
- f. Correo electrónico
- g. Pagina de preguntas frecuentes
- h. Servicio al cliente en español
- i. Otra:



Appendix D

Focus Groups Discussion Questions (English)



Focus Groups Discussion Questions (English)

There will be (four/six) questions that will guide this thirty minute discussion. These questions are:

- What features of the website worked best and didn't work for you in finding the information you were looking for?
- Did the Spanish webpages have enough information for you? What was your overall impression about these webpages?
- How do you feel about using Google translate as a translation tool on a website? Have you ever used this tool before on a website? And if yes, how was your experience?
- Is there any other information you would like to see on the website that would make it more useful to you? Do you have preferences for other ways information is provided on the website that would make it easier for you to learn more about garbage, recycling in yard waste service?
- What is the number one reason you would visit the WM website?
- Where do you typically go to get information on recycling? Would the WM website be one of the places you would go when seeking information or assistance? Are there other ways to present information, on the website, which would work better for your learning more about garbage, recycling and yard waste service?



Appendix E

Focus Groups Discussion Questions (Spanish)



Focus Groups Discussion Questions (Spanish)

Las siguientes preguntas guiaran esta sesión de discusión de treinta minutos. Las preguntas son:

- ¿Cuáles características de la página de web funcionaron bien y no funcionaron cuando usted estaba buscando información?
- ¿Cree usted que las páginas de web en español tienen suficiente información para usted? ¿Cuál fue su impresión en general de estas páginas de web?
- ¿Qué piensa usted sobre las páginas de web en español que son traducidas utilizando el Google translate? ¿Ha usado usted paginas de web traducidas por Google translate antes? Si su respuesta es sí, ¿cómo fue su experiencia?
- ¿Hay cualquier otra información que a usted le gustaría ver en la página de web que la haría más útil para usted? ¿Tiene usted preferencias sobre las maneras de cómo la información es suministrada en la página de web que la podría hacer más fácil para su aprendizaje sobre la basura, el reciclaje y los desechos del jardín?
- ¿Cuál es la principal razón por la cual usted visitaría la página de web de Waste Management?
- ¿Típicamente, dónde va usted para obtener información sobre reciclaje? ¿Sería la página de web de Waste Management uno de los sitios que usted visitaría para obtener información o asistencia? ¿Hay otras maneras de presentar información, en la página de web, que podrían trabajar mejor para su aprendizaje sobre la basura, el reciclaje y los desechos del jardín?



Appendix F

Focus Groups Sign-up Sheets

WM King County Focus Group

Sign-up Sheet



Name	Telephone	Address	Email
Vicky Cortes	425-821-5093	11247 NE 131 st LN, Kirkland, WA 98034	vicky_cortes3@yahoo.com
Patricia Villamil	425-488-5657	14707 121 st CT NE, Kirkland, WA 98034	pobregon25@yahoo.com
Carlos Espinoza	425-898-4120	16405 NE 95 th ST, Redmond, WA 98052	carezg@yahoo.com
Alejandro Espinoza	425-890-4849	11804 NE 159 th ST, Bothell, WA 98011	xichu80@yahoo.com
Jairo Buitrago	425-647-6159	14150 124 th PL NE, Kirkland, WA 98034	jairodalex@msn.com
Ruth Reyna Cortes	425-818-5054	11230 NE 132 nd ST Apt:C107, Kirkland, WA 98034	ruthreynacortes@hotmail.com

WM Snohomish County Focus Group

Sign-up Sheet



Name	Telephone	Address	Email
Sandra Huber	425-345-4752	14523 56 th Ave SE, Everett, WA 98208	sandra_huber@comcast.com
Lorena Lopez	425-512-8546	9339 18 th Ave W, Everett, WA 98204	anerot_lopez@hotmail.com
Elizabeth Lopez	425-931-4689	6802 Foster Slough RD, Snohomish, WA 98290	elizabethlopez46@hotmail.com
Amarilis Damian	206-660-1174	Everett, WA 98208	ilisdamian@gmail.com
Julia Molina	425-931-3710	1007 130 th ST SW Apt:F101, Everett, WA 98204	80gjulie@gmail.com
Eduardo Soto	706-215-9139	1007 130 th ST SW Apt: L206, Everett, WA 98204	elcentenario79@hotmail.com
Laura Techera	425-622-5712	1808 Filbert RD, Brier, WA 98036	nimajolau@gmail.com
Edith Tinoco	206-491-6318	14500 Admiral Way Apt:K203, Lynnwood, WA 98087	emtino@hotmail.com
Yara Lopez	702-704-5333	9339 18 th Ave W, Everett, WA 98204	lopez.nena@yahoo.com
Diego Vazquez		1808 Filbert RD Apt: A, Brier, WA 98036	speakerdoctoratl@gmail.com
Mayra Palma	425-346-6468	13715 1 st PL W, Everett, WA 98208	mayrapalma1@yahoo.com