

**Waste Management Pilot**  
**Latino Behavior Study Planning Session #3 MEETING NOTES**  
**September 4, 2014 (8:30 am – 10:30 am)**

Location:  
 Colehour + Cohen  
 Conference Room, 2nd floor, Suite 280  
 615 Second Ave. Suite 280  
 Seattle, WA 98104

Attendees

- Waste Management: Candy Castellanos
- King County: Gerty Coville
- Snohomish County: Sego Jackson
- globalsojourn: Edgar Kully, Diego Osuna
- Cascadia Consulting: Dieter Eckels
- ECOSS: Kevin Burrell, Socorro Medina
- T.D. Wang: Alejandro Paredes
- Eco-logica: Stuart Vazquez
- C+C: Ha Na Park, Liv Faris, Amanda Godwin, Alejandra Garcia

Time	Topic	Lead/Facilitator
8:30 – 8:45 AM	<b>Welcome and Introductions</b> <ul style="list-style-type: none"> <li>Review agenda and meeting objectives</li> <li>Brief introduction of all team members</li> </ul>	Ha Na Park
8:45 - 9:00 AM 9:00 – 9:30 AM 9:30 – 10:00 AM 10:00 – 10:15 AM	<b>Preliminary Research Design Recommendations</b> <ul style="list-style-type: none"> <li>Objectives</li> <li>Methodology</li> <li>Recruiting process</li> <li>Sample size</li> </ul>	Diego Osuna Ed Kully
10:15 – 10:30 AM	<b>Wrap-Up</b> <ul style="list-style-type: none"> <li>Timeline</li> <li>Next steps</li> <li>Final questions/discussion</li> </ul>	Ha Na Park
10:30am	<b>Adjourn</b>	

### **PART I: Introduction & Meeting Goals**

- All the stakeholders at the table introduced themselves and the organization they represent.
- Globalsojourn gave an introduction to their mission which is to “discover new insights, inform strategies and influence behaviors” = research for action.
- RECAP TO DATE:
  - 2013 Behavior Study and the initial lessons learned about multicultural audience
  - 2014 Planning Session #1: WM, King and Snohomish Counties, and SPU
  - 2014 Planning Session #2: GIS Data Analysis
  - 2014 Summer: Research Firm Search (New Grounds)
  - **2014 Planning Session #3: Initial Conversation around Study Design (9/4)**
- Two main questions informing the Latino Behavior Study
  - Are recycling behaviors and barriers universal?
  - What is the role each member of the household and their language proficiency play into recycling?

### **PART II: Discussion around Research Objectives**

- It is ground-breaking as this type of work has never been done before.
- The insights and results from the study will be used to inform future outreach campaigns for the Latino audience.
- Defining Spanish-Preferred: population that feel more comfortable communicating in Spanish
- Language Proficiency: Make sure that we are culturally sensitive to language proficiency when approaching the audience.
- Important considerations and discussion from the team:
  - Cultural views on consumption / behavior garbage / recycling compost
    - Will they actually have food in the garbage?
    - What type of consumption? What materials?
  - Value around waste (i.e. how does culture influence value around waste topics?)
  - Country of origin (impact on the “representativeness” of the study).
  - Language preference = self-reporting vs. proficiency evaluation. How are we going to identify true Spanish speakers?
- The study design is not intended to replicate the 2013 Behavior Study. We would like to at the end of the study compare and contrast to identify any similarities or difference between the two audiences.

### **PART III: Considerations on Methodology**

Important considerations and discussion from the team:

- It is very important to consider the level of acculturation and also the Latino values that still remain in that particular household.
- Sensitivity around the rich diversity WITHIN the Latino community
- Let’s focus on the similarities as well as the differences
- Consider the family dynamic, language sensitivity and how to be inclusive of different members of the family.
- Spanish media and its success on a national scale is an indication of the importance in understanding the Spanish-speaking audience.
- We want our methodology to help us recruit hard to reach audience and conduct a study in a culturally sensitive and competent manner

#### **PART IV: Recruitment**

- Multiple options were considered:
  - Central Location Recruiting: Flea markets, grocery stores, etc.
  - Community Events: Festivals
  - Faith-Based Organization Recruiting: Churches
- All of the options have its benefits and challenges
- Ideal participants / adjustment flexibility

Ideal Criteria	Adjustment Flexibility
<ol style="list-style-type: none"><li>1. Waste Management Customers</li><li>2. WUTC Residents</li><li>3. Single-family home</li><li>4. Spanish-language preferred</li><li>5. Adult responsible for day-to-day garbage/recycling/composting</li><li>6. Family members to join the conversation</li></ol>	<ol style="list-style-type: none"><li>1. Waste Management Customers</li><li>2. <b>WUTC Residents (Adjustment could be made)</b></li><li>3. Single-family home (<b>Adjustment could be made – but we understand that MF brings a different complexity to the study</b>)</li><li>4. <b>Spanish-language preferred (Adjustment could be made)</b></li><li>5. Adult responsible for day-to-day garbage/recycling/composting</li><li>6. Family members to join the conversation</li></ol>

- Incentive: 50% goes towards the church and 50% goes to the participant
- Important considerations and discussion from the team:
  - Consider diversifying our recruitment to include an additional strategy to faith-based organization to broaden our reach and impact representativeness of the study.
    - Grocery stores / food establishments
    - CBOs and NGOs
  - Intentional about our choices of faith-based organizations
  - Use the GIS data analysis to inform our geographic focus for recruitment.
  - Important to think about the impact of our request in long-term partnership
    - Are we approaching all potential partners in an equitable way?
  - 
  - Trust is critical to the success of the recruitment and in-home interviews.
  - Church is an effective channel to recruit participants based on the experts' experiences from the team; but may limit our sample because it may not represent all members of community.
    - Identifying the advocate from within the organization is critical to the success
  - Once the participants are recruited, do not remove them from the study because they do not meet the initial specific criteria set for this study. Adjustments could be made; leave the door open.
  - Results should be statistically significant.

## **PART V: In-Home Interviews**

- The **intention** is to perform the interviews in a comfortable environment where many members of the family are present and have the opportunity to demonstrate how they actually do actions such as waste management.
- Important considerations and discussion from the team:
  - Flexibility is important when determining the location of the in-home study.
    - Could participants be given an option – church or home?
  - Incorporate flexibility in the study.
  - It is a study first in its design so we expect adjustment needed along the way.
  - Consider how to not make participants feel they must prepare the house (clean, cook) because the interviews are coming over. Incorporate this into the design.
  - Make sure the participants are aware and opt-in for future research participation

## **PART VI: Waste Characterization**

Important considerations and discussion from the team:

- Participants will be informed about the waste characterization (lesson learned from 2013 Study)
- There should be enough time in between the notification and the actual waste characterization so we can capture the most authentic behavior through the characterization
- We might want to consider looking at all 3 carts or all the carts available at their home to identify which cart the items are being disposed.
- Budget will determine the feasibility and scope of waste characterization.
- Identify which carts they have and incorporate into the questionnaire what is happening to the items that should be going into the missing cart (similar to what was done with materials questions in 2013 study).
- King County would like to look at hazardous waste materials in the garbage.

## **PART VII: Sample Size**

Important considerations and discussion from the team:

- Trust is a critical element so more of the recruited participants complete the study.
- In an ideal world, the more people you have, the more accurate the results, but in this case is open to discussion since the project is subject to a budget.
- Currently the proposed sample size is 50 households. This is still up for further discussion as the study design becomes more solidified.

## **NEXT STEPS:**

- Recap notes from our planning session #3
- Plan for a get together with the group to get to know each other
- Planning Session #4 to be a bit longer with facilitation so we can incorporate more discussion that allows us to leverage all the expertise around the table
- Globalsojourn will further their knowledge on WUTC and Solid Waste