

**Waste Management Pilot
Latino Behavior Study Planning Session #4
November 4, 2014 (9:30 am – 1:30 pm)**

Location

Snohomish County Government Campus
Drewel Building
3000 Rockefeller Ave
Everett, WA 98201

Attendees

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

Agenda Overview

Time	Topic	Lead/Facilitator
9:30 am – 9:35 am	Goals and objectives.	Ha Na/Liv
9:35 am – 9:45 am	Review key notes from session #3	Ha Na
9:45 am – 10:55 am	Group discussion: Alternative recruitment methodologies.	Diego/Ed
10:55 am – 11:45 am	Group discussion: Evaluating recruitment methodologies.	Ha Na/Liv
11:45 am – 12:00 pm	Next steps.	Ha Na/Liv
12:00 pm – 1:30 pm	Lunch.	Team

PART 1: Goals and Objective

There were four main goals/tasks to achieve during this planning session:

1. Review key highlights from Session #3 = SUCCESSFUL COMPLETION
2. Discussed the proposed alternative recruitment methodologies = SUCCESSFUL COMPLETION
3. Evaluate the pros/cons of each recruitment methodology = SUCCESSFUL COMPLETION
4. Prioritize preferred recruitment methodologies = SUCCESSFUL COMPLETION

PART 2: Highlights from Session #3

- Research study questions remain constant:
 - Are recycling behaviors and barriers universal?
 - What is the role each different household members and their language proficiency play into recycling?
- Considerations on Study Design and Recruitment:
 - Let's explore country of origin as a data point we want to look at
 - Answers the research questions.
 - Recruit the hard to reach audiences.
 - Conduct a study that is culturally sensitive and relevant.
 - Understand that the study will not capture all the diversity within the Hispanic/ Latino audience.
 - Build/maintain long-term relationships with community organizations

PART 3: Discuss and Evaluate Recruitment Methodologies

#	Recruitment Methodology	Pros	Cons
1A	Faith-Based Organization	<p>Trust and Cultural Competency</p> <ul style="list-style-type: none">• Trust from the organization• Culturally competent approach can help us get to our audience• Must be aware of how it is presented• Incentive must be worthwhile <p>Leveraging existing resources</p> <ul style="list-style-type: none">• Church has already recruited their congregation• Right person within the organization can be powerful and helpful <p>Success in Previous Experience</p> <ul style="list-style-type: none">• Eco-logica and ECOSS have experience working with churches successfully in the past.	<p>Finding an advocate is ESSENTIAL</p> <ul style="list-style-type: none">• Key member could be busy or not interested. Limited capacity <p>Bias in the sampling</p> <ul style="list-style-type: none">• Sampling could miss a segment of the audience• Bias can be introduced prior to waste characterization <p>Coordination can be a challenge</p> <ul style="list-style-type: none">• Finding the right location/time can be hard.• Meeting the unique needs of each organization could be challenging <p>Not too much Success in Previous Experience</p> <ul style="list-style-type: none">• KCSW previous experience was not that successful.

1B	Community-Based Organizations	Trust and Cultural Competency <ul style="list-style-type: none"> Trust from the organization Incentive must be worthwhile then it can be powerful Two-way street collaboration and benefit is cultural competent approach Leveraging existing resources <ul style="list-style-type: none"> Right person within the organization can be powerful and helpful 	Fine line between cultural (in)competency <ul style="list-style-type: none"> Incentive might not be enough they it can do more harm in the relationship than good The audience in the organization might feel excluded if they do not qualify. Alienation can be culturally incompetent
2A	Recruit for later interview	Geography can be advantageous <ul style="list-style-type: none"> Strategic location can yield participants Cast a wider net to find our audience Less bias is introduced <ul style="list-style-type: none"> Less bias introduced on-location Neutral approach Spanish-speaker are key to build trust 	Low qualifying participants and completion rate <ul style="list-style-type: none"> Low screen qualification is a possibility – waste of resources Commitment over time can decrease Less trust <ul style="list-style-type: none"> Less trust compared to 1A and 1B.
2B	Double Recruit	Pre-survey is advantageous <ul style="list-style-type: none"> Provides us with more information about our audience Information can be gathered from bilingual Latinos as well Trust can be built <ul style="list-style-type: none"> Quick incentive can build more rapport and trust with the audience 	Cost and participation decrease over time <ul style="list-style-type: none"> Increase cost with lower participation/ qualification rate People might fall off from the pool from pre-survey to actual study survey
2C	Concurrent Study	Speed and Cost <ul style="list-style-type: none"> Speed is advantageous to the completion of the study Fall off over time can be reduced Success could be higher Swap carts for even speedier waste characterization 	Logistics-heavy / Coordination <ul style="list-style-type: none"> Collections schedule, effectiveness of routes, immediate/more moving pieces. Timing could influence people, other unforeseen variable can affect study (forgetting to put the cart out, EOW collection)

2D	Interview at intercept	Completion on-site <ul style="list-style-type: none"> Speedy completion Might capture our audience right there and then 	Introduce Bias <ul style="list-style-type: none"> Survey can introduce bias Discomfort of the location <ul style="list-style-type: none"> Reduce # of participation Misses family interaction
3	Door-to-door	Mirrors 2013 study	Not reliable

PART 4: Prioritize Recruitment Methodologies

As a team, we have prioritized TWO main recruitment methodology approaches we want to explore further.

OPTION 1: Hybrid Double-Concurrent Recruit Study



Methodology Description

1. Select a strategic central location to conduct recruitment
2. Pre-survey all potential participants and gather pre-study data
3. Participants receive small stipend for completing the pre-survey building trust and legitimacy to the study.
4. Screen our pool and select the qualified participant on-site and ask them to participate in another study with larger incentive.
5. Schedule time for in-depth survey.
6. Conduct waste characterization prior to the survey date
7. Participant receives a larger incentive for participation

OPTION 2: Combined Organization Outreach (Faith and Community-Based Orgs)



Methodology Description

1. Identify potential strategic partners (reach out equitably to the organizations)
2. Identify key advocate within to conduct recruitment
3. Conduct waste characterization for the homes of the recruited participant
4. Follow-up with in-home interview
5. 50% incentive goes towards participant and 50% goes towards organization

NEXT STEPS

- **RESEARCH**
 - Identify potential central location partners and evaluate the value of the strategic partnership to yield success in recruitment
 - Identify potential faith and community-based organization partners and evaluate the value of the strategic partnership to yield success in recruitment
 - Use GIS map data to evaluate its value as recruitment strategy
- **IMPLEMENTATION**
 - Draft an implementation plan and start putting together the team that can implement the study