

Waste Management Pilot
RECAP NOTES: Latino Behavior Study Planning Session #5
June 8, 2015 (3:00 pm – 5:00)

Location:

C+C Office
615 2ND Ave, Suite 280,
Seattle, WA 98104

Attendees:

Candy Castellanos – Waste Management
Gerty Coville – King County Solid Waste Division
Edgar Kully – globalsojourn
Diego Osuna – globalsojourn
Stuart Vazquez – ECO-Logica

Socorro Medina – ECOSS
Ha Na Park – C+C
Liv Faris – C+C
Allison Martin – C+C
Alejandra Garcia – C+C

Agenda:

Time	Topic	Lead/Facilitator
3:00pm – 3:20pm	Setting context for meeting	Ha Na Park
3:20pm – 4:00pm	Review Snohomish County	Edgar Kully/ Diego Osuna
4:10pm – 4:30pm	Review King County	Edgar Kully/Diego Osuna
4:30pm – 4:40pm	Next Steps + Roles/Responsibilities	Ha Na Park/Liv Faris
4:40pm – 5:00pm	Final Q&A	Team

Objective:

1. Review key highlights from Planning Session #4
2. Share work completed to date on recruitment strategy implementation
3. **Select methodology plans for King and Snohomish counties**
4. Discuss team roles & responsibilities and Timeline

Background:

The multicultural behavior study is designed to answer the following two anchoring questions:

- Are recycling behaviors and barriers universal?
- What does the different household members and their language proficiency play into recycling?

Key considerations on study design suggested by the advisory board:

- Recruit the hard to reach audiences
- Conduct a study that is culturally sensitive and relevant
- Allow to compare and contrast with prior study
- Understand that the study will not capture all the diversity within the Hispanic/Latino audience.

After Session #4 two main methodologies were created:

- Option 1: Hybrid Double-Concurrent Recruit Study



- Option 2: Combined Organization outreach (Faith and Community-Based Organizations)

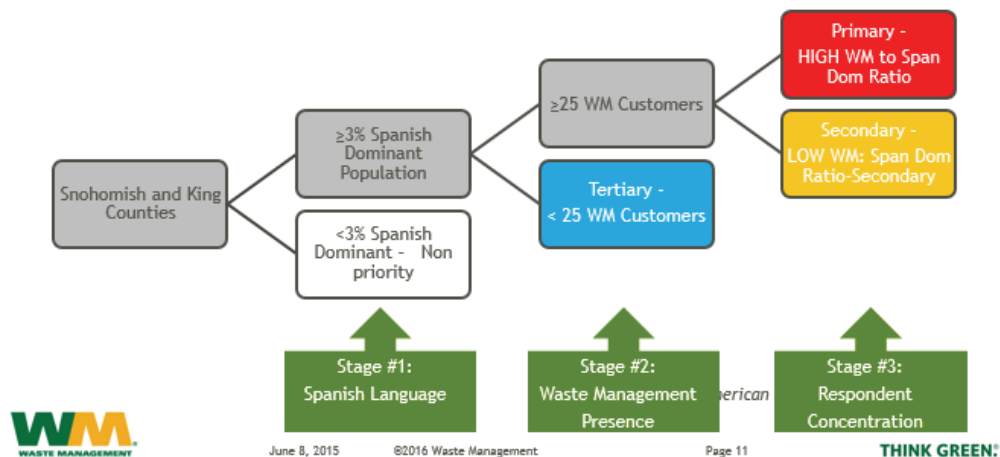


Session #5: Accomplished to date in Recruitment Implementation.

Three tasks were completed concurrently to set the stage of the analysis and select the optimal methodology for King and Snohomish counties:

1) Deeper Geographic Analysis

- globalsojourn conducted a deeper analysis of King and Snohomish counties to identify the optimal regions where we should focus our recruitment execution.
- The regions were classified into four categories using the following filters:



2) Comprehensive Community-Based Orgs, Faith Based Org & Other Orgs Analysis

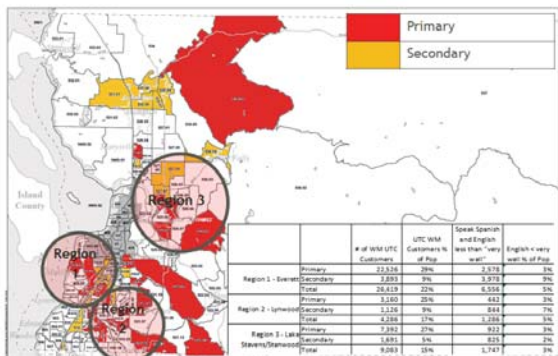
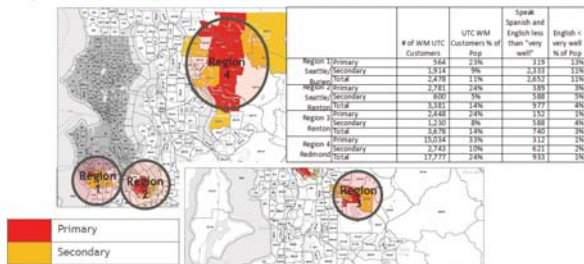
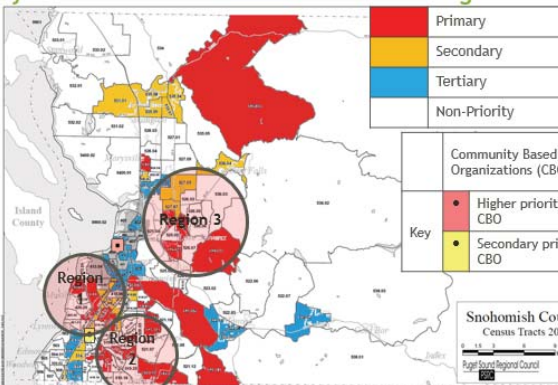
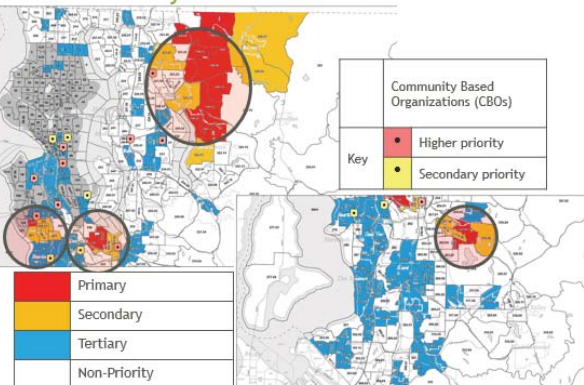
- globalsojourn created an initial comprehensive list of CBOs, Faith Based Orgs, soccer leagues which was circulated to the advisory board comprised of WM, KC, SC, C+C, Eco-lógica, ECOSS, & TDW+Co. The list consisted of 74 organizations total for both King and Snohomish Counties.
- The advisory board share their expertise and knowledge about the organizations and their feasibility as a partner for the study.
- All the feedback were compiled and the organizations were sorted by highest to lowest probability of being a recruitment partner.

3) Potential Central Location Review

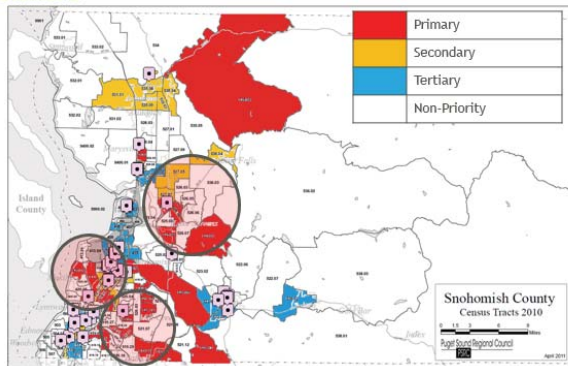
- C+C partnered with the Latino magazine and newspaper distributor for Washington State Felix Connection. They are responsible for distributing the majority of the Spanish newspapers and magazines in the state.
- A list of 827 Latino grocery list was reviewed by C+C and sorted to only include those that were in the WM UTC zip codes and in King and Snohomish Counties. The list
- There were 213 Latino grocery stores that met the criteria of within WM UTC zip codes in King and Snohomish Counties.

Upon completion of these three tasks, a second set of analysis was conducted to find the relationship between the geodemographic info and organizations or central location intercept as methodologies.

Session #5: Highlight from the Cross-Analysis

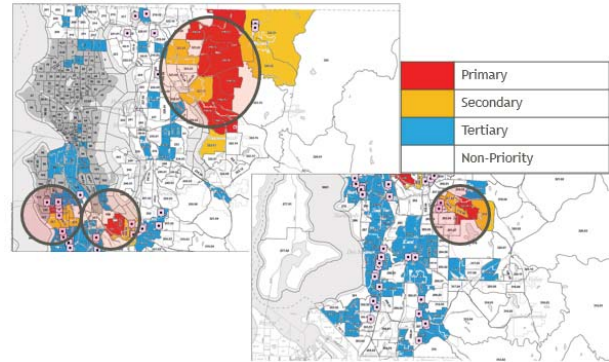
Snohomish County	King County																																													
1. IDENTIFY THE TOP GEOGRAPHIC REGIONS FOR RECRUITMENT																																														
<p>The map showcases the three top regions for Snohomish County</p>  <table><thead><tr><th></th><th># of WM LTC Customers</th><th>UTC WM Customers % of Pop</th><th>Speak Spanish and English less than "very well" % of Pop</th><th>English < very well % of Pop</th></tr></thead><tbody><tr><td>Region 1 - Everett</td><td>22,826</td><td>28%</td><td>2,379</td><td>3%</td></tr><tr><td>Region 2 - Lynnwood</td><td>2,892</td><td>9%</td><td>3,879</td><td>3%</td></tr><tr><td>Region 3 - Lake Stevens/Stanwood</td><td>2,220</td><td>9%</td><td>844</td><td>7%</td></tr></tbody></table> <p>Primary Areas:</p> <ol style="list-style-type: none">1. South Everett2. Lynnwood3. Lake Stevens and Stanwood		# of WM LTC Customers	UTC WM Customers % of Pop	Speak Spanish and English less than "very well" % of Pop	English < very well % of Pop	Region 1 - Everett	22,826	28%	2,379	3%	Region 2 - Lynnwood	2,892	9%	3,879	3%	Region 3 - Lake Stevens/Stanwood	2,220	9%	844	7%	<p>This map illustrates the four top regions for King County</p>  <table><thead><tr><th></th><th># of WM LTC Customers</th><th>UTC WM Customers % of Pop</th><th>Speak Spanish and English less than "very well" % of Pop</th><th>English < very well % of Pop</th></tr></thead><tbody><tr><td>Region 1 - Seattle/Burien</td><td>554</td><td>73%</td><td>713</td><td>15%</td></tr><tr><td>Region 2 - Seattle/Renton</td><td>1,914</td><td>9%</td><td>2,333</td><td>11%</td></tr><tr><td>Region 3 - Renton</td><td>2,440</td><td>24%</td><td>113</td><td>2%</td></tr><tr><td>Region 4 - Redmond/Sammamish</td><td>2,440</td><td>24%</td><td>113</td><td>2%</td></tr></tbody></table> <p>Primary areas:</p> <ol style="list-style-type: none">1. Intersection Seattle-Burien2. Seattle-Renton3. Renton4. Redmond-Sammamish <p>Observation:</p> <ol style="list-style-type: none">1. There is a wide gap in between the top regions in King County and they are separated by non-priority areas in between.		# of WM LTC Customers	UTC WM Customers % of Pop	Speak Spanish and English less than "very well" % of Pop	English < very well % of Pop	Region 1 - Seattle/Burien	554	73%	713	15%	Region 2 - Seattle/Renton	1,914	9%	2,333	11%	Region 3 - Renton	2,440	24%	113	2%	Region 4 - Redmond/Sammamish	2,440	24%	113	2%
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2. MAP THE TOP COMMUNITY-BASED ORGANIZATIONS IDENTIFIED THROUGH ADVISORY BOARD EXPERTISE AND REVIEW																																														
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3. MAP THE LATINO GROCERY STORES IN KING AND SNOHOMISH COUNTIES



Observations:

1. There are a number of central locations that are strategically located within our top priority areas.
2. **The proximity of the priority areas pose recruitment at central locations (aka intercept) as a possible methodology for higher participation in the study.**



Observations:

1. There are a number of central locations but the majority are located in tertiary and non-target areas.
2. This would not be the optimal recruitment methodology for King County.

4. CONCLUSION

There are limitations to the analysis. The goal is to point the study in the right direction for implementation to gather additional data points that informs us towards the completion of the behavior study.

Advisory Group chose the intercept methodology at central locations as the possible methodology to kick start the project in Snohomish County.

Advisory Group chose the organization partnership methodology at central locations as the possible methodology to kick start the project in Snohomish County.

Key Insights from the Team:

- Which cart to look at? King County expressed the desired to know what is in the garbage. Food/ yard waste add additional layers of complexity and further thins out our potential pool of participants.
- Clarifying all the steps is key (notes above meets this request).
 - Next steps would be working with the team to identify which are the best CBOs in King County and grocery stores in Snohomish County we should work with. The exact CBO or grocery stores have not yet been identified.
 - We would want to speak to the potential CBOS and grocery stores and leverage the expertise of the team in the development of partnerships for study recruitment.
- When looking at CBOs we must ask how far they draw their participants from.
- Direct Mailers as a methodology?
 - This is something that will need to be discussed more in depth.
 - Identify what the impact of this methodology on the agreed upon methodology will be
 - Making sure that this methodology builds trust and participation which is the ultimate goal of the study so we can learn about this group's behavior.
 - This direct mailer might need to come from someone else than WM or the counties.

Next Steps:

1. C+C will send bi-weekly communications to the team on the progress of the work completed to date specific to this RSA task.
2. C+C will draft a budget for the implementation of the study with the feedback from globalsojourn, Eco-lógica, ECOSS, & TDW+Co and work with WM to determine next steps
3. Explore the direct mailer options and provide more information and formal recommendation on this methodology.
4. Upon approval of next steps of the study:
 - a. Create a timeline for the team
 - b. Work with the group to determine steps & processes in reaching out to organizations and grocery stores
 - c. Work with the group to determine equitable compensation