



Spanish Event Outreach

2014-2015



Prepared for:
Mindy Rostami
Senior Manager, Contract Compliance
Public Sector – Pacific NW Area
Waste Management
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Overview

King County's *2010 Equity and Social Justice Ordinance* established a priority in providing fair and just services to everyone in King County by removing barriers that limit their full potential and participation. In King County, over 9.3 percent of the county's population indicated their ethnicity as Hispanic/Latino. In addition, 6.55 percent of King County residents speak Spanish and from those Spanish-speaking residents, 45.61 percent speak Spanish and English not very well.

Acknowledging the growing demand to serve the Spanish-speaking residents in King County in an equitable way, Waste Management began its outreach to Spanish-speaking residents in King County in 2014 - 2015. Cultural community festivals and events provide a unique opportunity for multicultural and multilingual customers to ask questions directly of trained in-language staff, as well as gather the latest tools and resources to increase proper recycling and composting at home.

Waste Management designed *Juego de Reciclaje* (Recycling Game). The game challenged people to sort and place different products into the correct carts. Once each person finished the game, a recycling expert would provide the correct answers and explain the proper disposal of each item. WM also used this as an opportunity to educate its Spanish-speaking customers about the services and tools available to help them in this process.

Waste Management set up an educational booth with the recycling game at four popular cultural events: Fiestas Patrias in 2014; Fiesta Premio Esmeralda, Hispanic Seafair, and Fiestas Patrias in 2015.

Goals

The goals of the engagement outreach efforts were to:

- Increase recycling and composting among Spanish-speaking Waste Management customers in King County and within the Washington Utilities and Transportation Commission (WUTC) Waste Management territory.
- Educate the Spanish-speaking customers at Latino community events about tools and best practices to properly sort their items into the right carts (recycling, garbage, compost) at home.

Focus audience

1. Spanish-speaking Waste Management and/or Waste Management WUTC customers
2. Spanish-speaking residents of King County and surrounding cities and counties
3. Attendees at Latino cultural community events
4. Families (head of the household & kids)

In 2014, Waste Management completed the following:

- Development, design and production of the WM Recycling Education Booth
- Recruitment and training of the outreach staff
- Outreach at Fiestas Patrias and Fiestas Patrias Parade in South Park

In 2015, Waste Management participated in the following events

- Fiesta Patrias

- Fiesta Premio Esmeralda
- Hispanic Seafair
- Reporting and Evaluation

Development Process

Engagement Strategy

Strategies to reach and engage the Spanish-speaking Hispanic-Latino community were based on learnings from previous engagement at events and King County in-home workshops in 2012. Latino residents' self-reported data found two main barriers:

- Lack of knowledge on WHAT is and is not recyclable.
- Lack of in-language tools to facilitate the proper sorting at home.

We also learned from previous event experience that in order to attract customers into the booth, we need to incentivize customers to participate. Making the engagement tools interactive, fun and educational was an essential part of successful engagement. The team also took into consideration the insight that the Spanish-speaking population is split between those residing in single-family and multi-family households and that each has its own challenges, barriers and motivations. Therefore, proper messaging for each audience was essential to equip each customer with the proper tools for correct sorting and disposal of items into the right carts.

Engagement Tools

With these insights in mind, the following tools were created:

- Juego de Reciclaje (Recycling Game): the goal of the game is to place images of common items into the correct cart (garbage, recycling and yard/food waste)
- A pledge asking customers to use the Spanish guidelines at home
- Grocery gift cards as prizes for winners selected from taking the pledge

In addition to the new tools, Waste Management leveraged the following existing resources:

- Transcreated Spanish garbage, recycling and compost guidelines
- Magnets to hang the guidelines on the refrigerator
- Tote bags to collect recyclables at home to be disposed into recycling carts

Event Research & Selection

A list compiling all potential cultural community events geared towards Spanish-speaking Hispanic/Latinos was created. The list then was prioritized, evaluated with Waste Management to select four events that would yield the best opportunity for engagement and success. Multiple variables were looked at which included: date, length, and location of the event, estimated attendance, years in existence, nature of the event, and cost of sponsorship (Appendix A).

Recruitment and Training of Outreach Staff

A team of bilingual outreach educators were recruited to engage with the customers at these events. The bilingual team in 2014 participated in the Waste Management Recycle Corps training and the bilingual team in 2015 had previous outreach experience in the Spanish-speaking community around the topic of recycling and composting. An in-language script with key talking points were developed for the outreach staff to best engage with all customers visiting the Waste Management Recycling Education booth (Appendix B).

Outcomes

Engagement Strategy

The recycling education station (Appendix C) consisted of a 10ft x 10ft booth with a recycling game and a table where subject matter experts provided valuable information about recycling and composting to all visitors. At the booth, people were encouraged to play the Recycling Game and/or take the pledge to use the Spanish recycling guideline at home to win a tote bag, magnet and be entered for a chance to win a grocery gift card.

- Juego de Reciclaje (Recycling Game) is a display board made of felt material with a three cart design —garbage, recycling, food/yard waste-- and large-sized cutouts of common household items with Velcro to be attached onto the right cart. (Appendix D)
- The pledge form clearly indicates three strategic locations where the guidelines can be posted to be effective in helping the customer place the items into the right cart at home (Appendix E)
- Transcreated Spanish garbage, recycling and compost guidelines (Appendix F)
- Magnets to hang the guidelines on the refrigerator
- Tote bags to collect recyclables at home to be disposed into recycling carts
- Grocery gift cards as prizes for winners selected from taking the pledge

Events Selection

After evaluating the event opportunities, the following four events were selected for Waste Management to participate:

- Fiesta Patrias 2014 and the Fiesta Patrias Parade in South Park
- Fiesta Premio Esmeralda 2015
- Hispanic Seafair 2015
- Fiesta Patrias 2015

These events were selected due to each one's history serving the Spanish-speaking Hispanic/Latino community while also offering high foot traffic of visitors from different parts of King County.

Engagement Results

The results of Waste Management's participation at these four events were (Appendix G):

- 1,000+ visits to the Waste Management Recycling Education Station to receive more information about recycling, play the Recycling Game, or take the pledge to recycle more at home.
- 870 tote bags distributed to families
- 550 pledges to use the Spanish guidelines at home
- 300+ people played the Recycling Game
- 1,000+ guidelines were distributed at all four events.
- 50+ magnets were distributed
- Over 500 South Park Parade attendees saw the WM Truck and presence at the cultural parade
- Four \$100 Safeway gift cards were raffled and mailed to winners
- Four \$50 Safeway gift cards were raffled and mailed to winners
- Four \$25 Safeway gift cards were raffled and mailed to winners

Evaluation

Recycling Game Observations

We observed the following trends and insights when engaging with customers with the Recycling Game:

- There was a wide spectrum of knowledge within the community ranging from those who are knowledgeable about proper disposal to those who did not have basic sorting knowledge of recyclable and food/yard waste.
 - Styrofoam, plastic bags, plastic utensils, to-go boxes and compact discs were among the most mistaken items that participants put into the recycling bin instead of the garbage bin.
- There was overall an interest from participants in learning more about recycling and composting.
 - Specifically, customers asked questions about proper disposal of cooking oil and motor oil and its containers
 - Additional items customers wanted to learn more about were: paint, batteries, and light bulbs.

Conclusions

- Engagement at key cultural events was a successful strategy to share in-language information and educate Spanish-speaking residents about proper sorting and disposal of items into carts.
- The game was fun and interactive and helped participants share their current knowledge and behavior around sorting of items and learn what they could do at home to improve.
- In addition, the tools such as tote bags, and transcreated Spanish guidelines motivated people to visit the booth and take the pledge and ask questions from trained staff.

Recommendations for 2016-2017

Some recommendations to build on the success are:

- Extend the number of days and hours spent at the events
- Evaluate new event opportunities in partnership with community-based organizations, faith-based organizations, or key retailers serving the community

- Create a smaller and more portable version of the recycling game
- Partner with in-language media to promote the message before the event
- Conduct further analysis of game results from participants to identify trouble items among Spanish-speaking customers