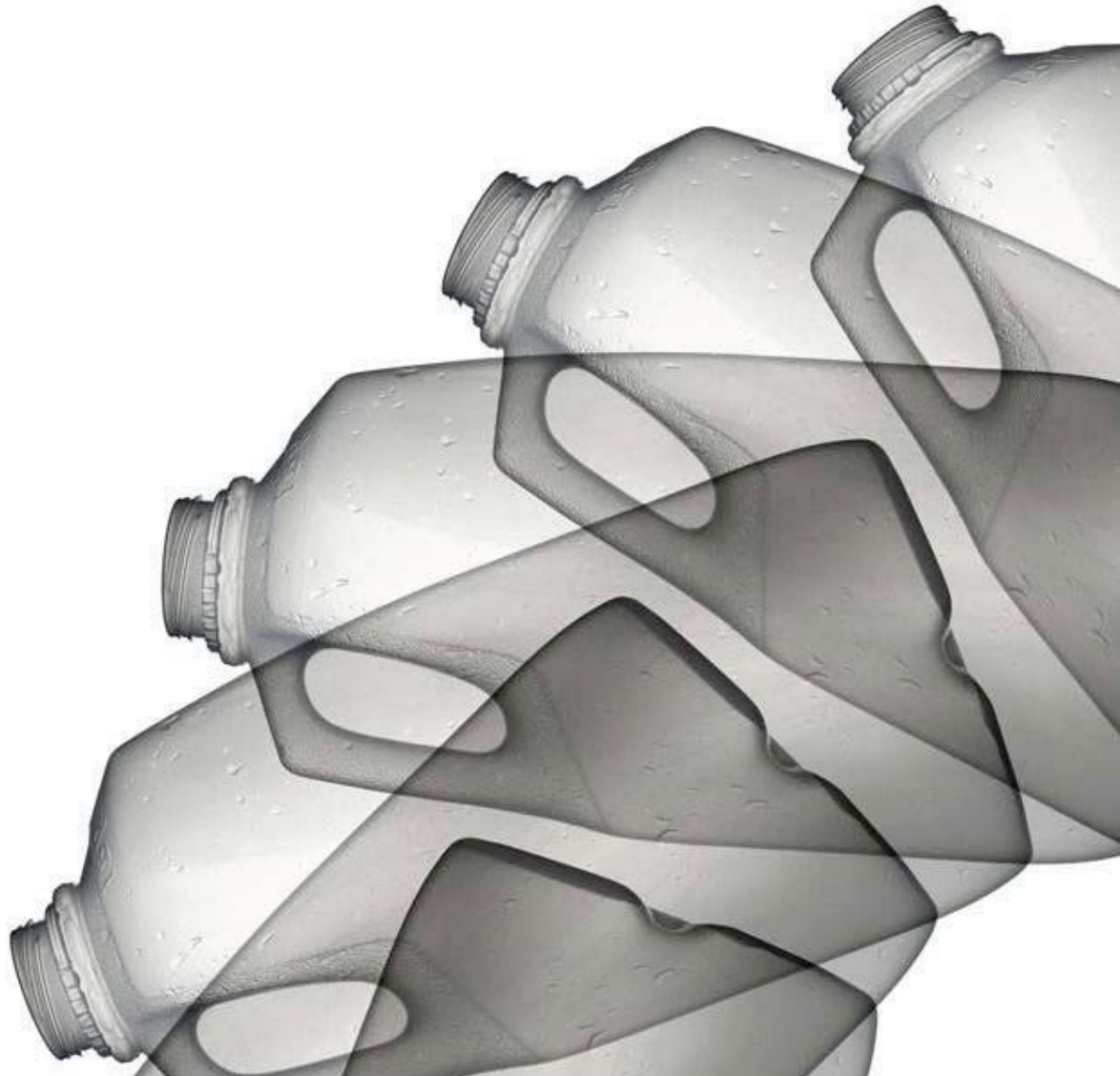


Planning Session 5: Latino Behavior Study

WUTC WM Customers in King and Snohomish County

June 8, 2015

THINK GREEN.®



Agenda

Planning session #5

Time	Topic	Lead/ Facilitator
3:00 PM – 3:20PM	Setting the Context for the Meeting	Ha Na
3:20PM – 4:00PM	Review Snohomish County	Ed/ Diego
4:00PM – 4:10PM	Short Break	Team
4:10PM – 4:30PM	Review King County	Ed/ Diego
4:30PM – 4:40PM	Next Steps + Roles & Responsibilities	Ha Na/ Liv
4:40PM – 5:00PM	Final Q&A	Team

Planning Session #5:

Goals & Objectives

- Review key highlights from Planning Session #4
- Share work completed to date along with recruitment strategy implementation plan
- Establish implementation next steps
 - Discuss roles and responsibilities
 - Timeline

Project Context

Behavior Study Design - Key Questions

Two main questions informing the Behavior Study

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

Considerations on Study Design

- 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

Two main options emerged in Session 4

OPTION 1: Hybrid Double-Concurrent Recruit Study



Methodology Description

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

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



Methodology Description

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

Current Status and Discussion

Where are we now?

- Identified possible recruiting partners from both Community and Faith Based Organizations with group input.
- Identified possible locations for central location recruiting (i.e. grocery stores).
- Conducted deeper analysis of data collected previously on WM UTC Spanish customers by census tract to examine effectiveness of the two priority methodologies.

Today's Review

- Review results of geo-demographic review and its relationship to the two methodologies: Organization Partnership or Intercepts (Grocery Stores)

General Geographic Overview

“Threading the needle”



King County	Snohomish County
2,307 sq. mi	2,196 sq. mi
Population -1,820,159	Population - 759,583
119,169 Speak Spanish	41,867 Speak Spanish
54,355 are Spanish Dominant	18,050 are Spanish Dominant
43,017 Waste Management UTC Customers	92,486 Waste Management UTC Customers

The Challenge

Spanish Dominant and WM Customers do not always match

Ex. Highlighted tracks have plenty of Spanish speakers but not enough WM Customers

Snohomish County

Census Tract #	Total Population	Spanish Dom	# WM UTC Customers	WM Customers per 100 Pop	Spanish Dom % of Population
419.04	4,961	889	36	0.7	18%
418.11	5,945	758	1347	22.7	13%
418.06	7,479	677	1	0.0	9%
419.05	5,410	642	381	7.0	12%
522.09	4,966	637		-	13%
418.09	5,169	631	403	7.8	12%
412.02	5,190	573	18	0.3	11%
514.00	6,858	532	681	9.9	8%
402.00	5,375	529		-	10%
418.12	4,797	488	632	13.2	10%
419.03	6,045	409	229	3.8	7%
510.00	4,712	370	3	0.1	8%
516.01	4,460	364	1	0.0	8%
519.28	4,414	334	671	15.2	8%
518.03	5,461	312	445	8.1	6%
515.00	5,396	304	1	0.0	6%
519.15	6,955	286	1859	26.7	4%
526.04	4,206	272	1168	27.8	6%
418.10	4,740	271	130	2.7	6%
528.06	6,572	262	1844	28.1	4%
417.03	4,680	262	1650	35.3	6%
414.00	5,215	259	6	0.1	5%
517.01	5,193	251	805	15.5	5%
416.01	5,168	251	1430	27.7	5%
Total	129,367	10,563	13,741	10.6	8%

King County

Census Tract #	Total Population	Spanish Dom	# WM UTC Customers	WM Customers per 100 Pop	Spanish Dom % of Population
308.01	6,572	1,181	36	0.5	18%
295.03	6,711	1,075		-	16%
273	5,846	796		-	14%
268.01	5,282	954	695	13.2	18%
254	6,166	460		-	7%
302.01	4,820	207		-	4%
303.11	5,101	691		-	14%
297	6,322	497		-	8%
300.05	4,693	432		-	9%
260.02	7,525	551	535	7.1	7%
112	4,039	862	12	0.3	21%
300.03	5,628	570		-	10%
289.02	5,942	872		-	15%
292.05	4,248	541		-	13%
288.02	5,639	694		-	12%
309.02	5,039	363		-	7%
290.04	3,144	647		-	21%
292.04	5,988	300		-	5%
268.02	3,968	327	126	3.2	8%
288.01	3,855	825		-	21%
300.04	7,438	645		-	9%
264	5,386	569	443	8.2	11%
323.13	6,027	321	238	3.9	5%
303.08	5,668	179		-	3%
Total	131,047	14,559	2,085	1.6	11%

CBO and Central Location Analysis

Methodology

Recruiting Areas:

In order to find the ideal recruiting locations we conducted an analysis of the key UTC Census Tracts and matched for:

- Number of Spanish Dominant People
- Waste Management Customers
- Single Family Homes

That analysis led to identifying Primary and Secondary areas for potential recruitment.

CBO and Central Location Analysis

Methodology Continued

Concurrently, we developed an extensive list of both CBO's and Central Location Intercept areas, sources included:

- National Council of La Raza Affiliates
- Churches
- List of Supermarkets and Stores for Magazine Distribution
- Web listings
- Personal networks

The list of CBO's was circulated to advisory board members for comments regarding experience and ease of recruitment.

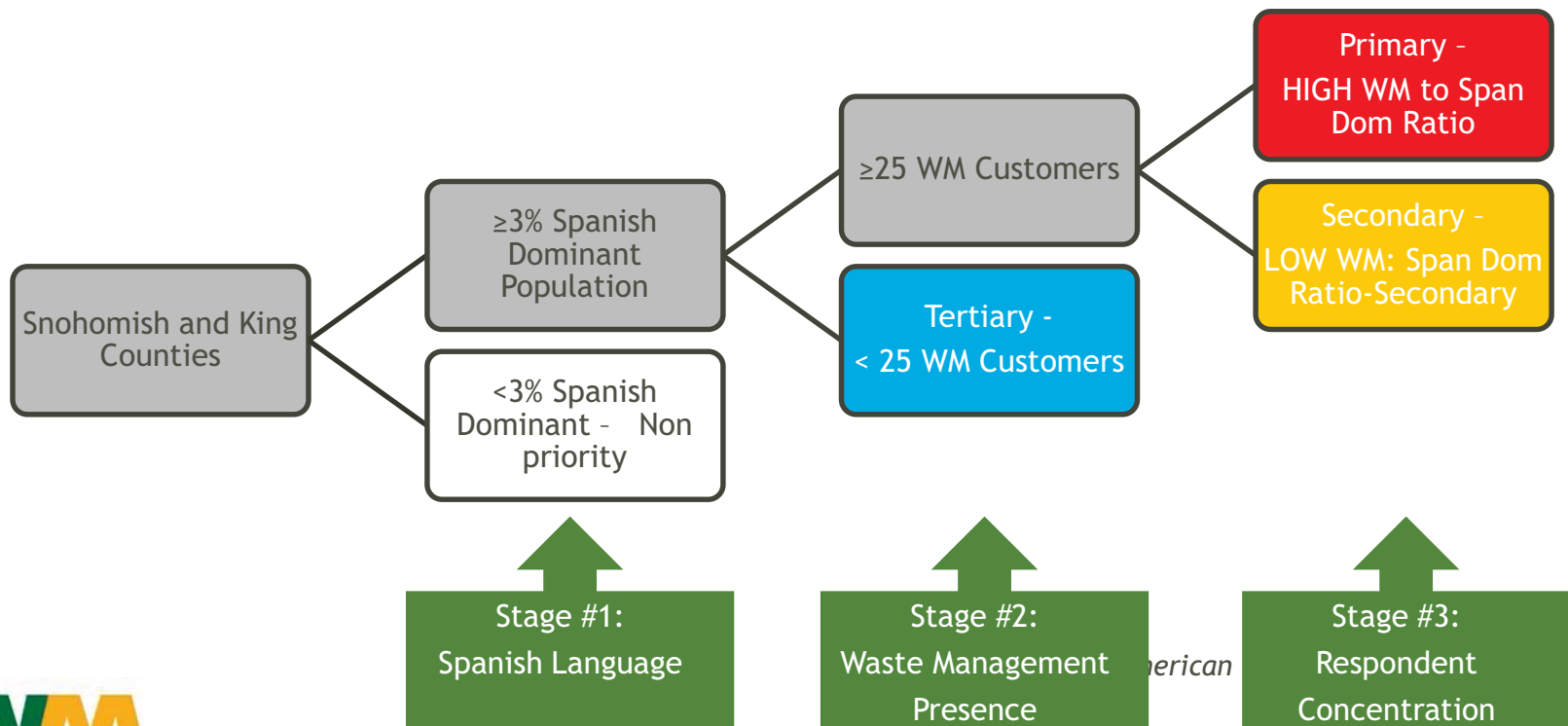
Geodemographic Review

“To find the Needle in the Haystack, First Find the Best Haystack”

The census track analysis and maps that follow build upon the prior 2014 efforts.

Analysis focused on:

- Identified the top Spanish-Dominant population tracts,
- With Census tracts with High WM UTC customer
- With High Probability of WM Customers being Spanish-Dominant

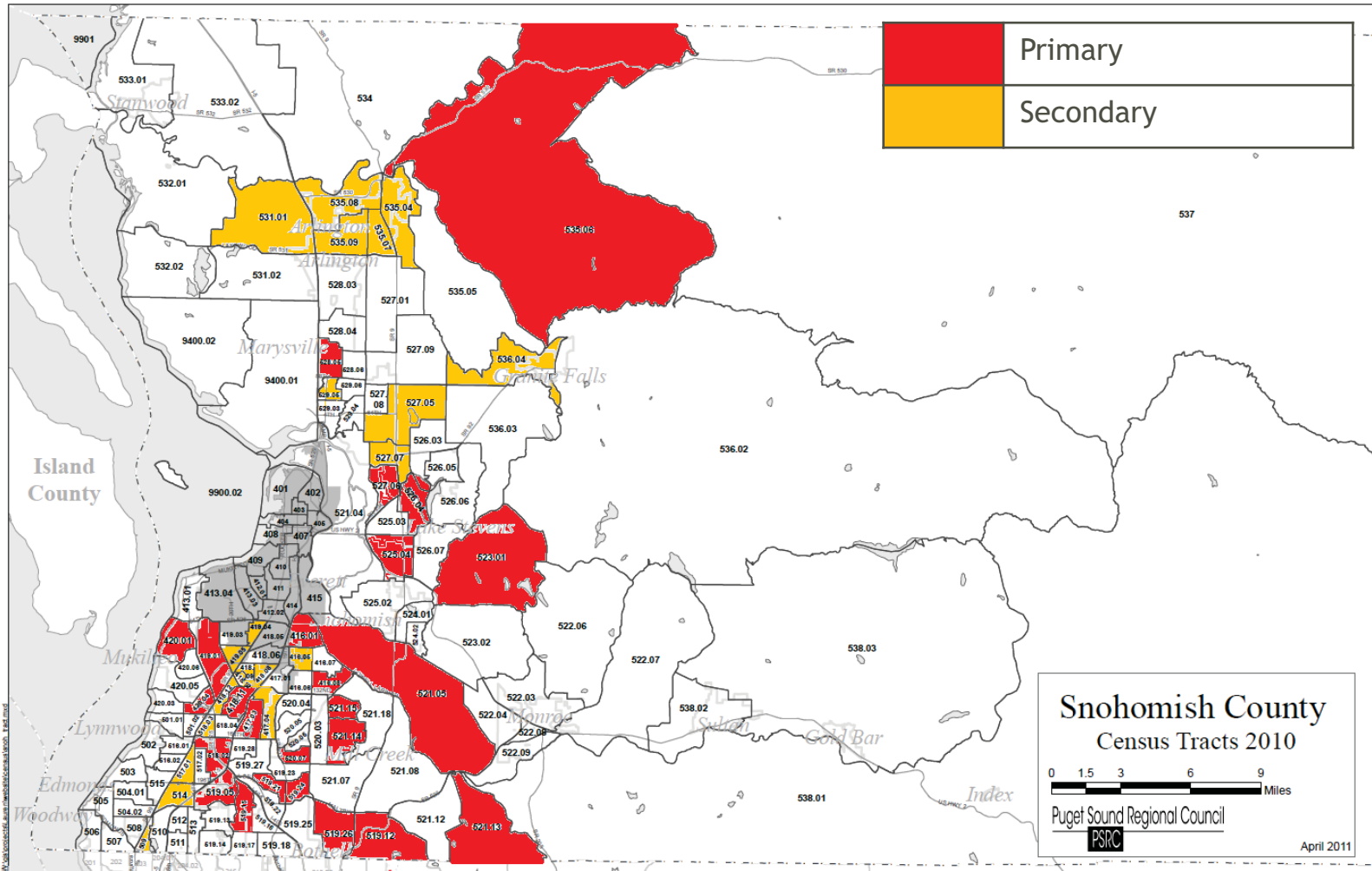


There is no shortage of Spanish Dominant areas in Snohomish.



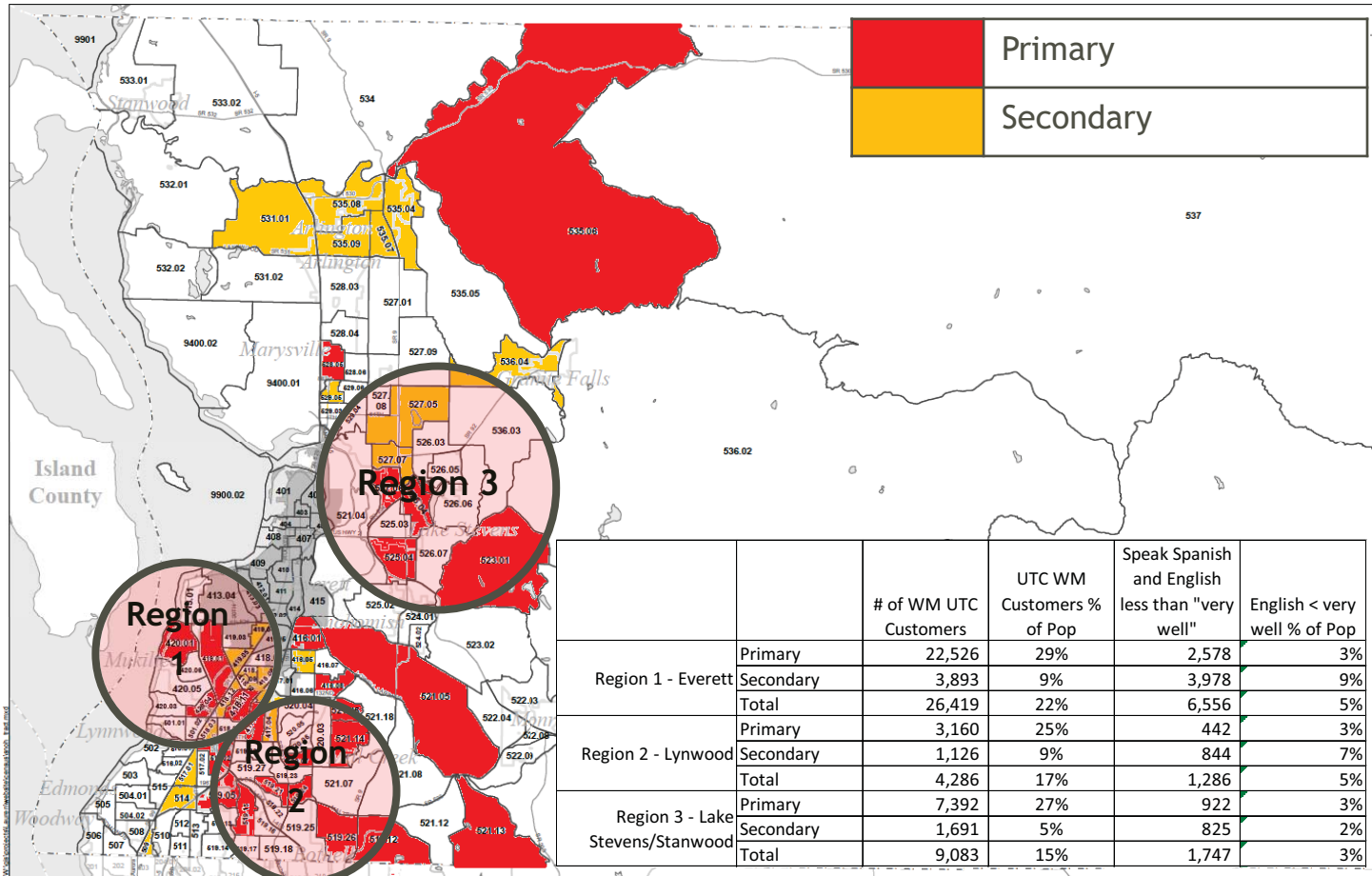
Snohomish County Results

Plenty of census tracks match well with our desired sample specs



Snohomish County Results

3 Regions in particular offer highest concentration for the study



Intercept Locations

Desirable selection criteria

- Located in area where will attract disproportionate number of Primary Target area Spanish Dominant residents
- High proportion of single home families (referred to as Detached in the ACS)

Other characteristics:

- High foot traffic
- Have adults and/or families as customers
- Neutral, spacious areas for interviewing
- Perceptively safe, in the open
- Affordable



Potential Snohomish Organizational Partners

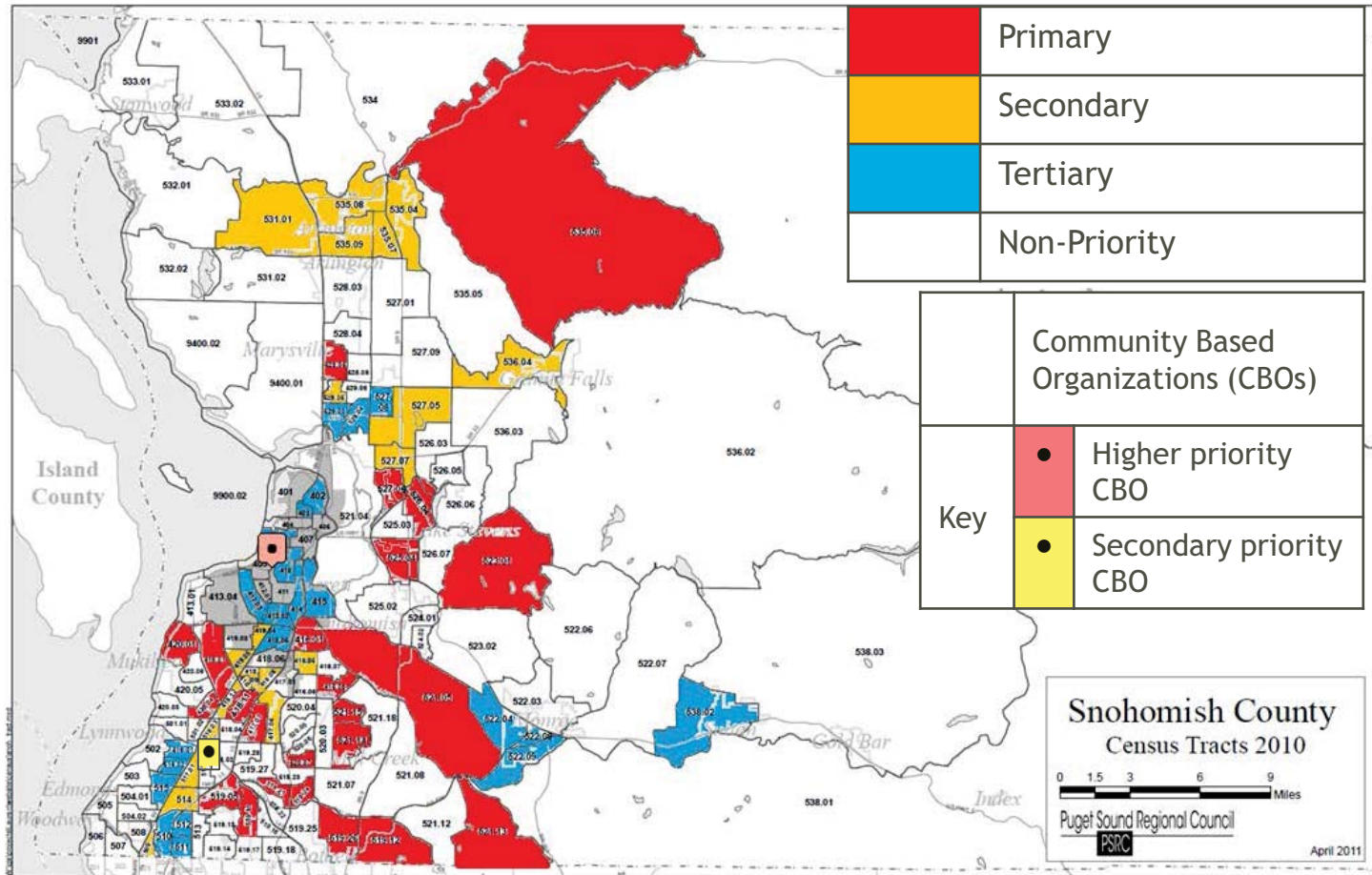
Desirable selection criteria as ranked by team included:

- Located in area close to Primary Target area and serving the Spanish Dominant residents
- Willing to reach out to their membership and follow up with respondents
- Understand potential low acceptance rates
- Affordable Cost

Higher Priority	Secondary Priority
<ul style="list-style-type: none">• Familias Unidas	<ul style="list-style-type: none">• La Esperanza

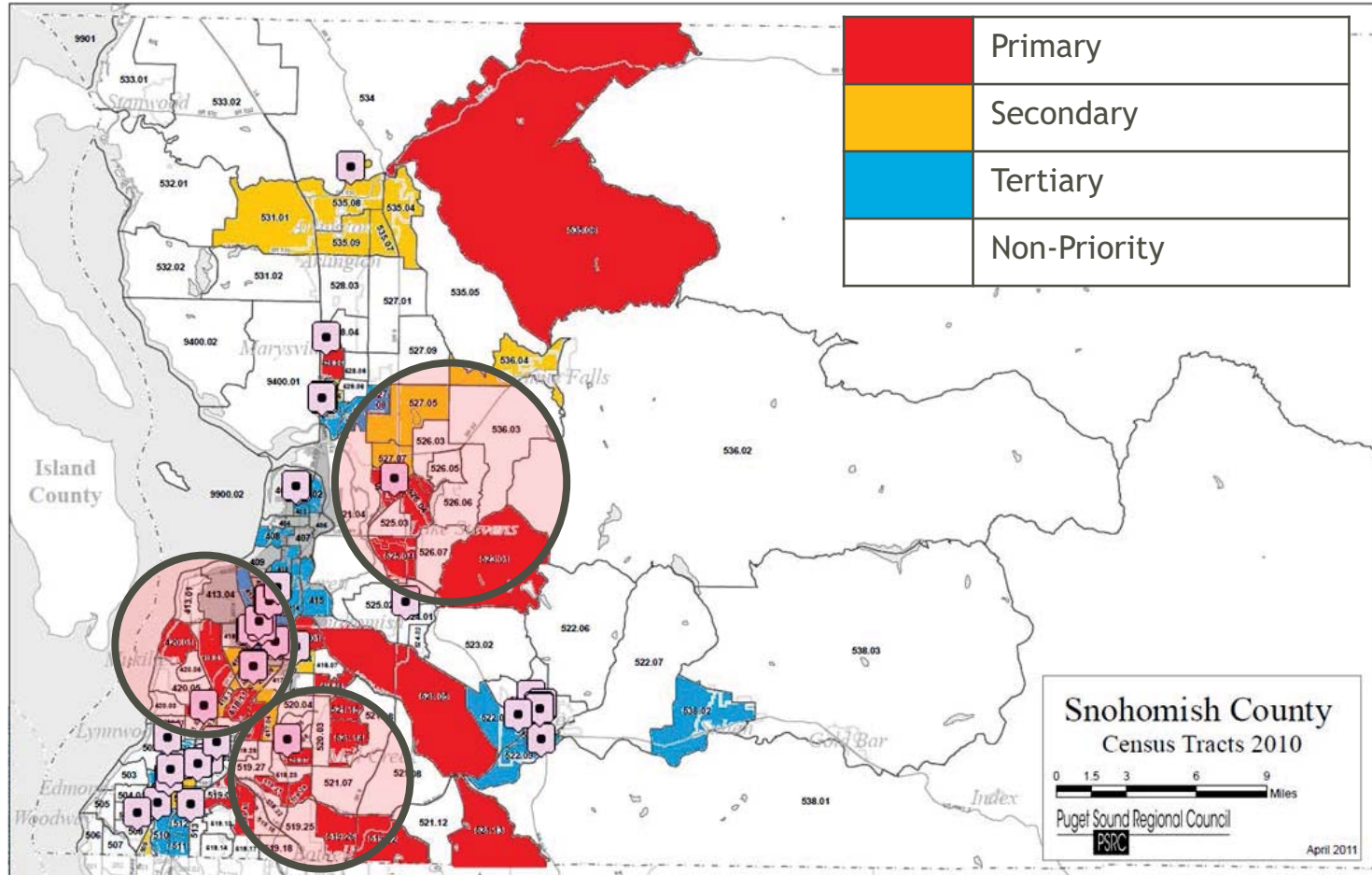
CBO Map

After group evaluation of CBOs - only ONE was selected as priority in Snohomish and it located in non-target area



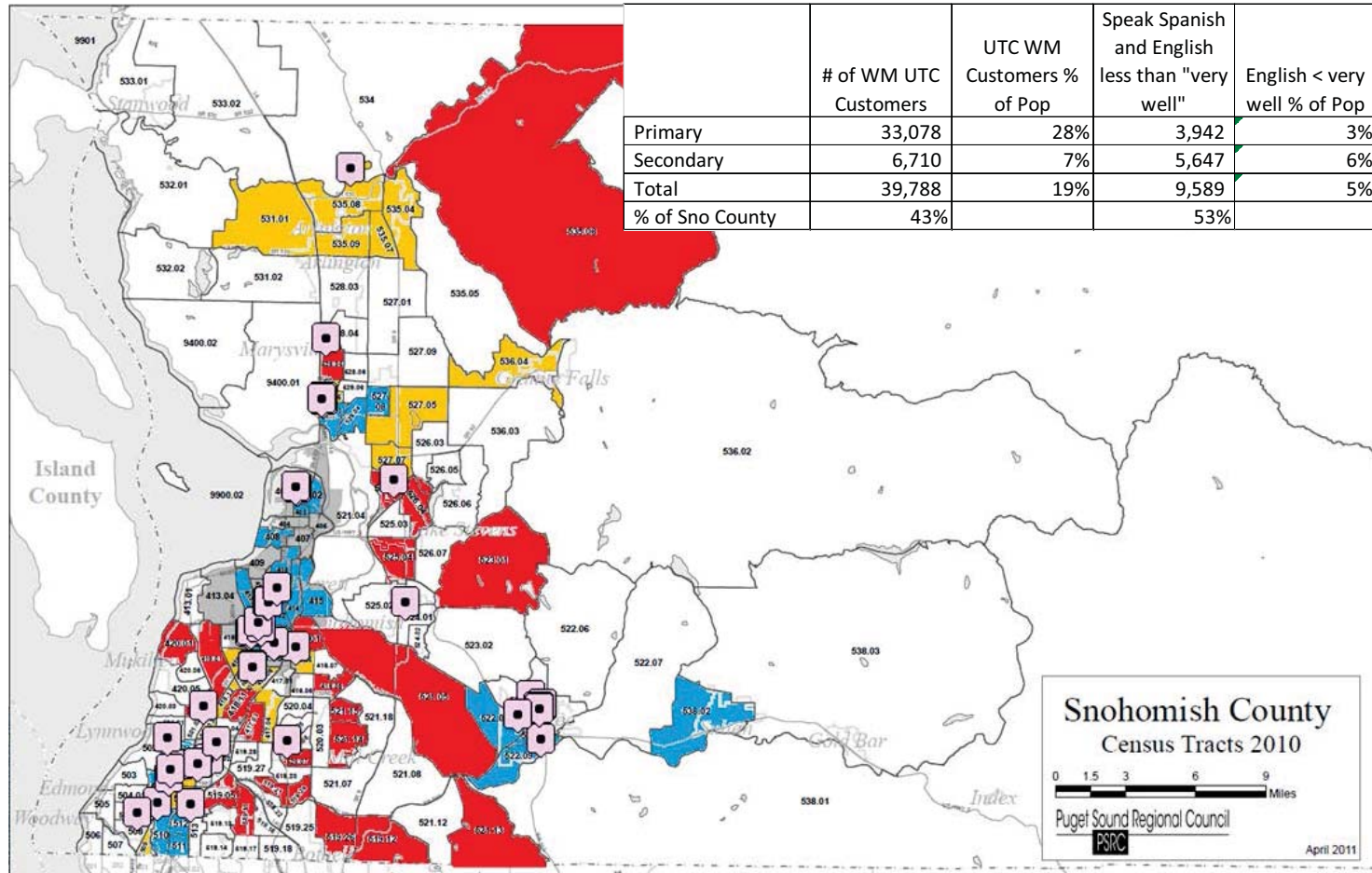
Snohomish County Results (Con't)

There are many intercept locations that may work for recruitment



Snohomish County Conclusion

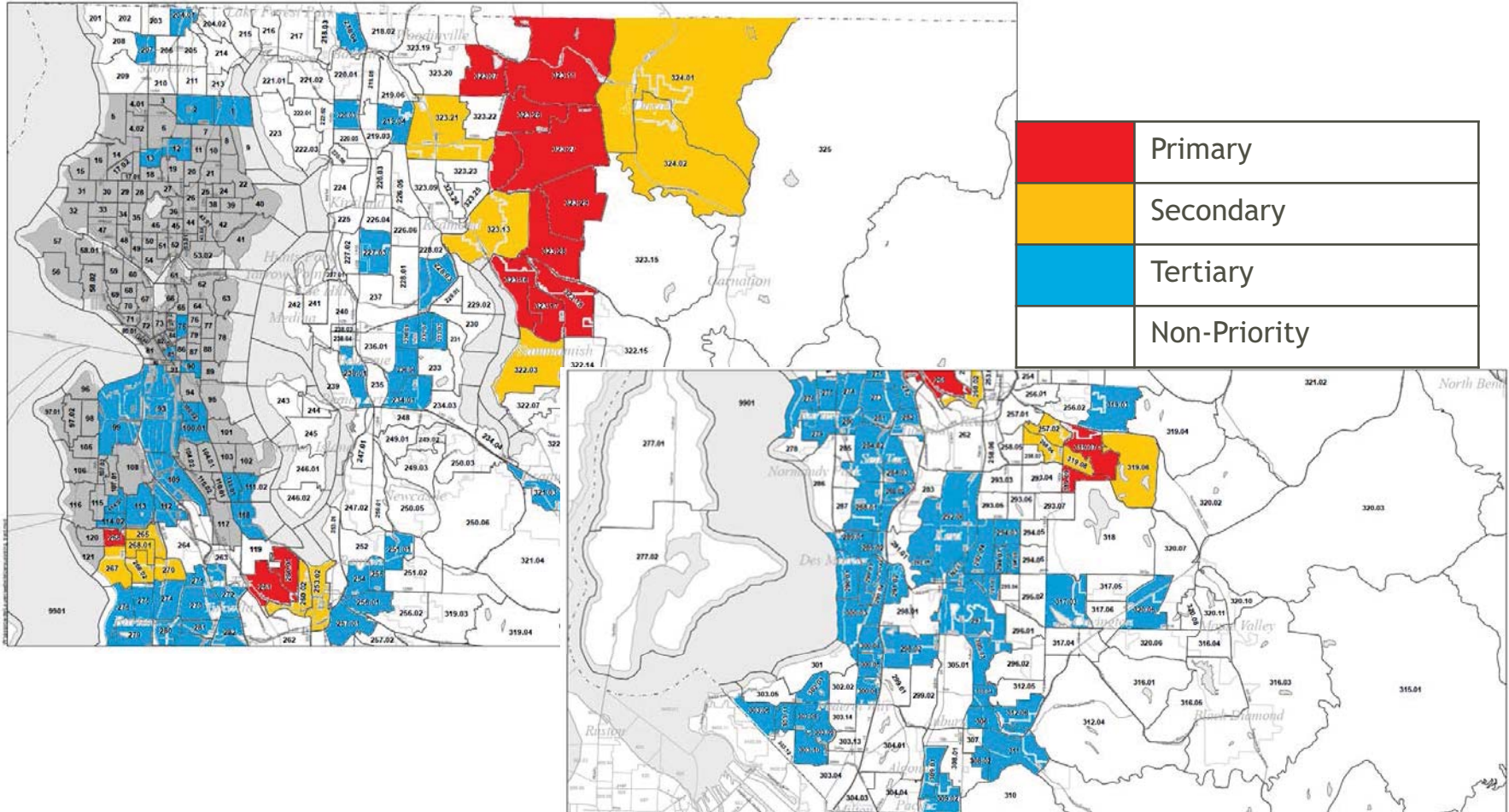
Recruitment should be done using **INTERCEPT** Recruitment Methodology



KING COUNTY ANALYSIS

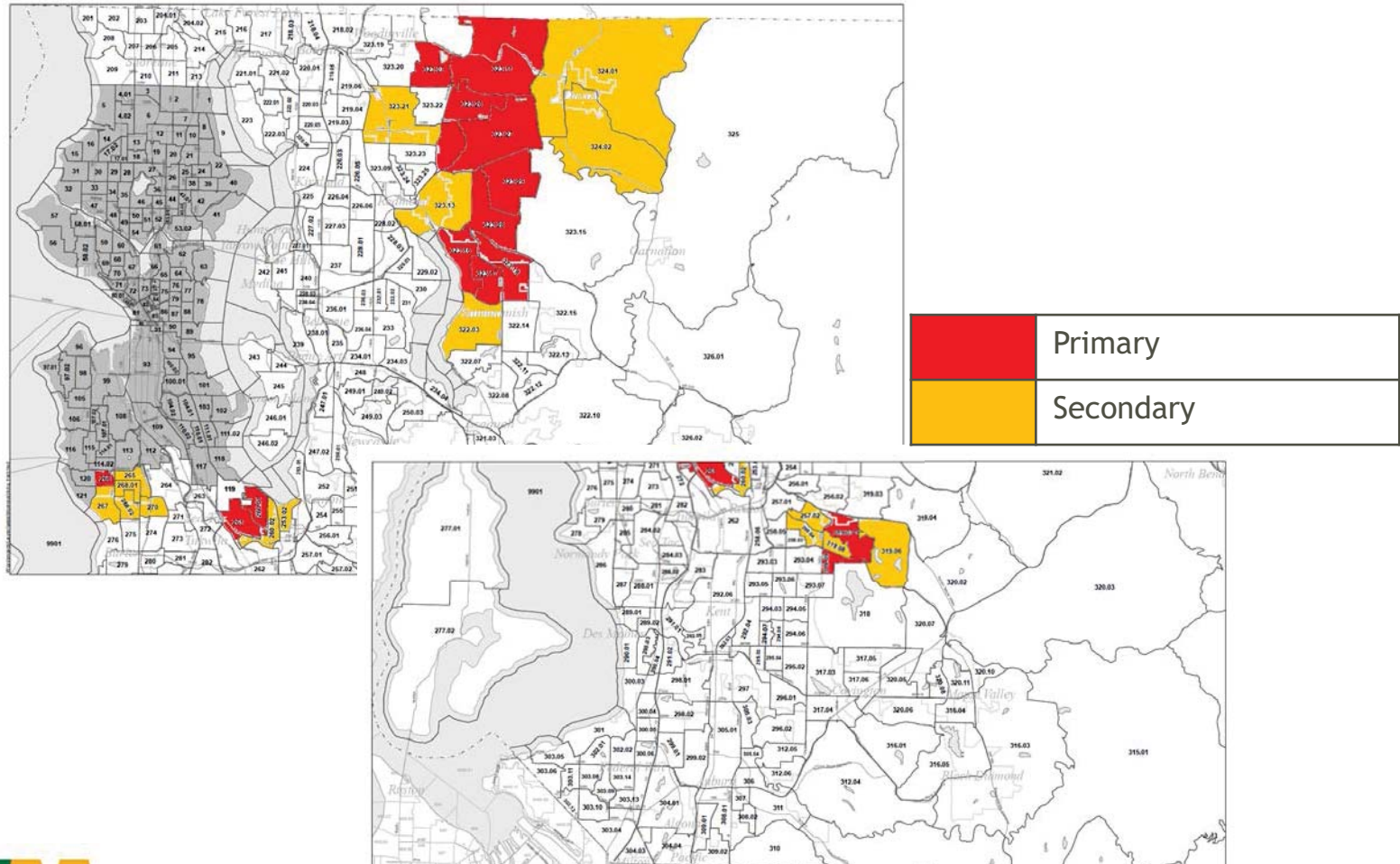
King County Findings

There are pockets of Spanish speakers in King Co.



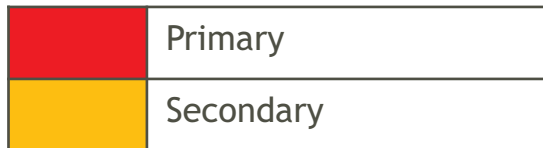
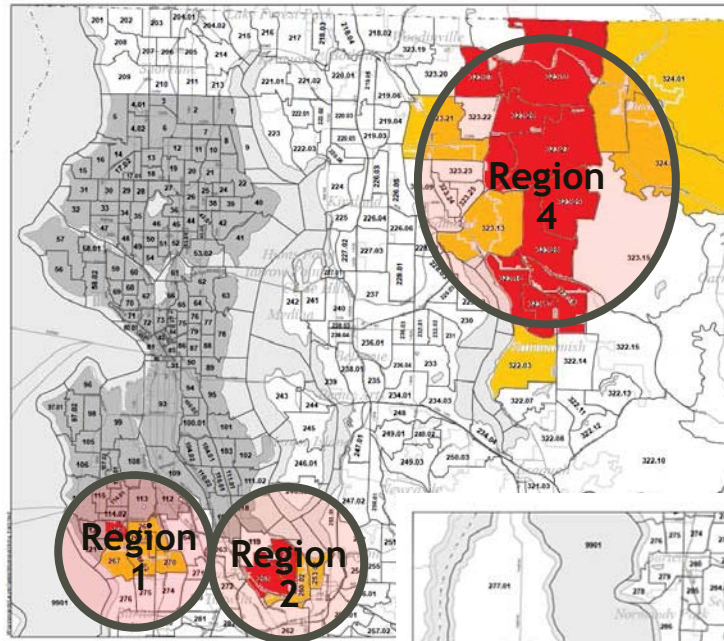
King County Findings (con't)

However, priority areas are sparse and with distances in between

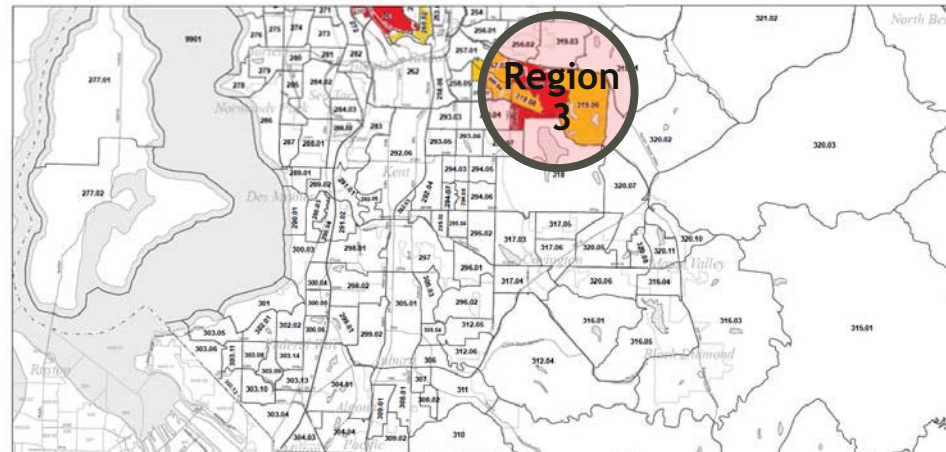


King County Findings (con't)

Four areas are identified as good matches for WM UTC and Spanish-speaking

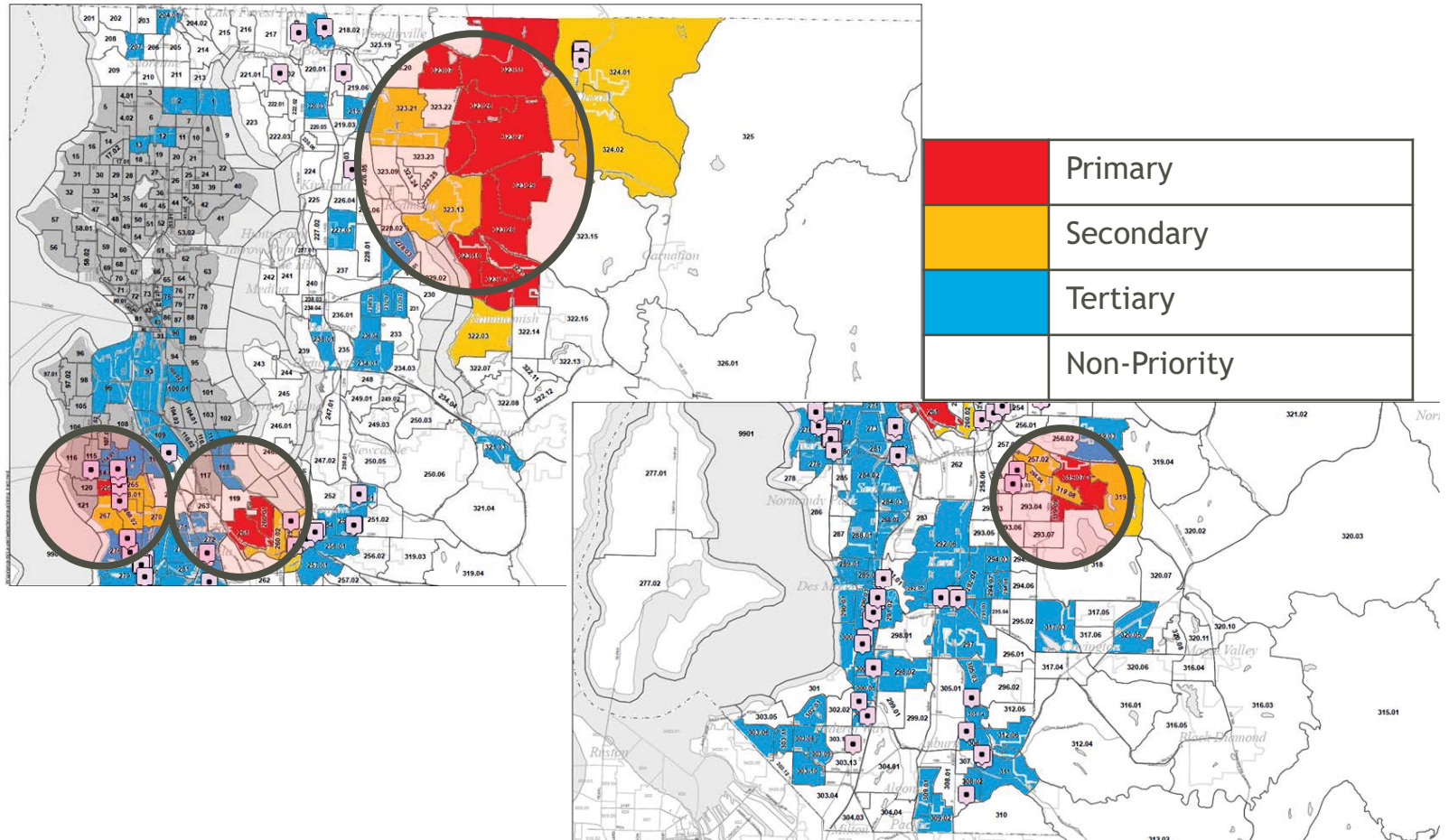


		# of WM UTC Customers	UTC WM Customers % of Pop	Speak Spanish and English less than "very well"	English < very well % of Pop
Region 1	Primary	564	23%	319	13%
	Seattle/Burien	1,914	9%	2,333	11%
	Total	2,478	11%	2,652	11%
Region 2	Primary	2,781	24%	389	3%
	Seattle/Renton	600	5%	588	5%
	Total	3,381	14%	977	4%
Region 3	Primary	2,448	24%	152	1%
	Secondary	1,230	8%	588	4%
	Total	3,678	14%	740	3%
Region 4	Primary	15,034	33%	312	1%
	Secondary	2,743	10%	621	2%
	Total	17,777	24%	933	1%



King County Findings (con't)

There are select areas for intercepts in King Co, but most are located in non-target tertiary areas



Potential King County Partners

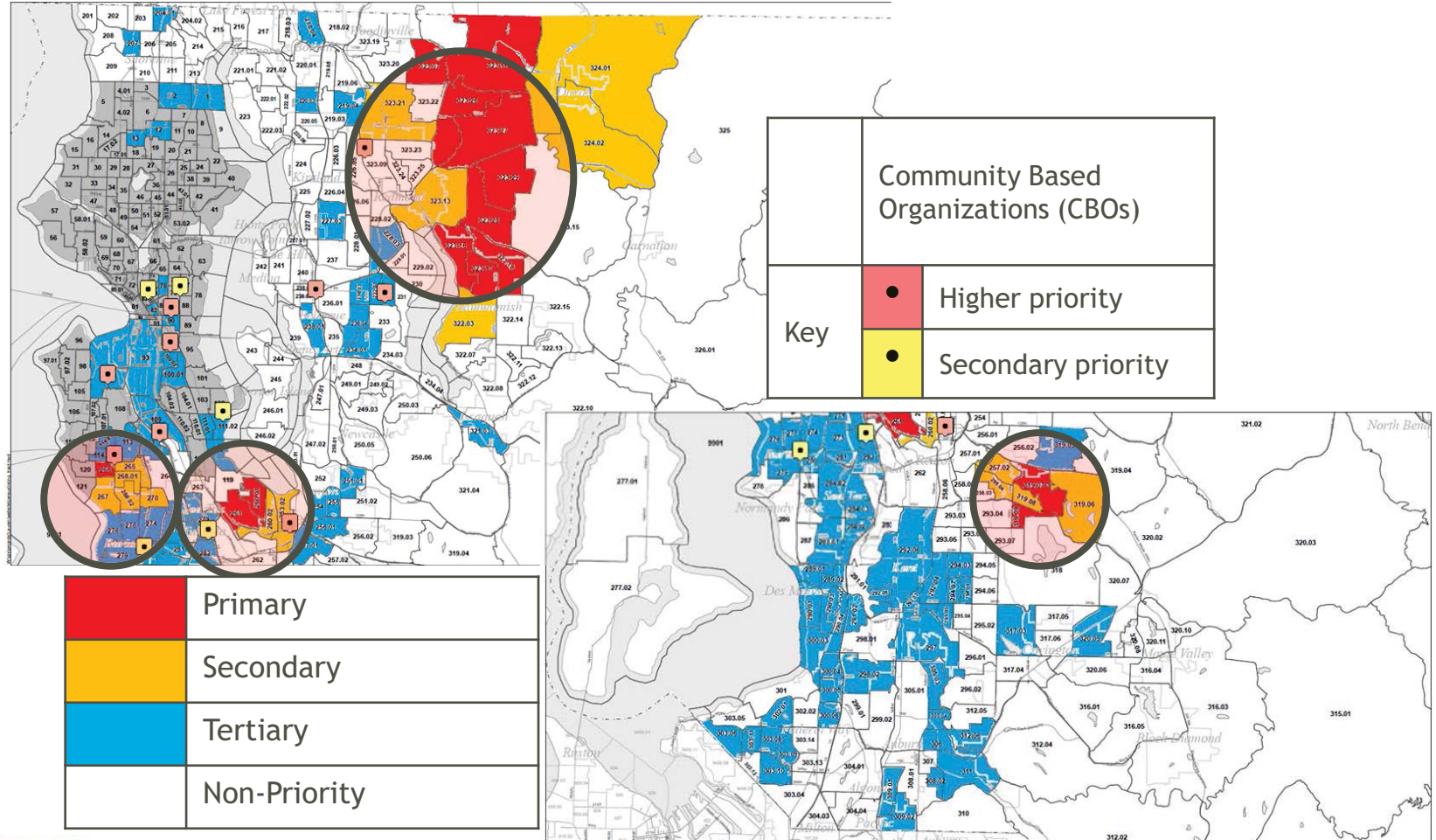
Desirable selection criteria as ranked by team included:

- INTERCEPTS
 - Same criteria as Snohomish County
- CBOs
 - Located in area where will attract disproportionate number of Primary Target area Spanish Dominant residents
 - Willing to reach out and follow up with respondents
 - Understand potential low acceptance rates
 - Affordable Cost

Higher Priority	Secondary Priority
<ul style="list-style-type: none">• El Centro de la Raza• Casa Latina• South Park Neighborhood Redevelopment Com.• Southwest Youth & Family Services/New Futures• Holy Family Catholic Parish• St. Anthony Parish• Overlake Christian Church• St. Louise Parish• Mujeres of the Northwest• Foster High School	<ul style="list-style-type: none">• Entre Hermanos• Bailadores de Bronce• Consejo• Neighborhood House• La Esperanza• SeaMar

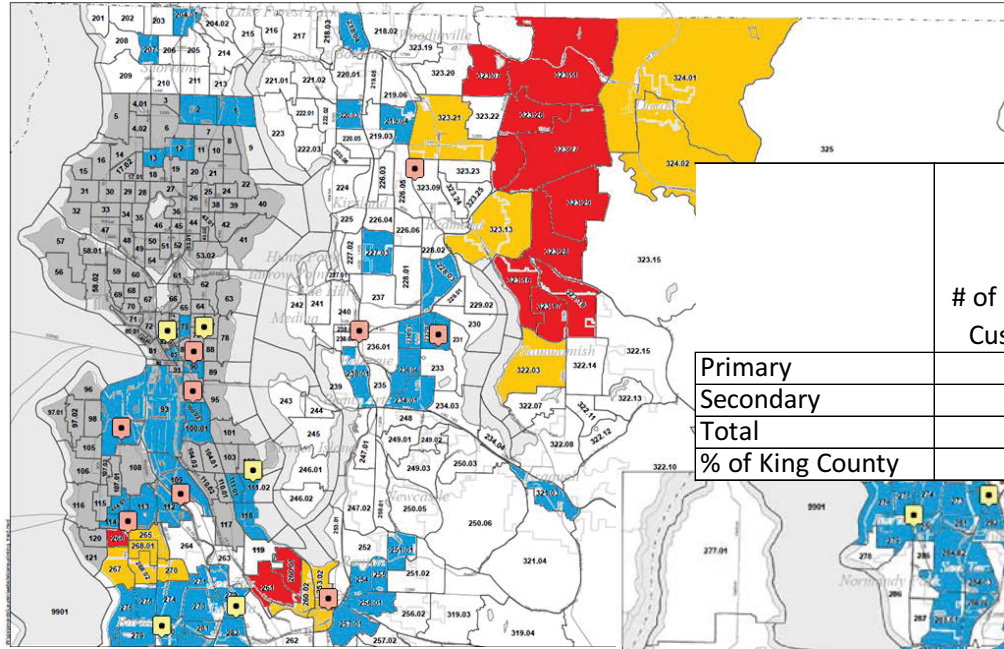
CBO Map

King County CBO draw members from wider area due to the different services they offer.



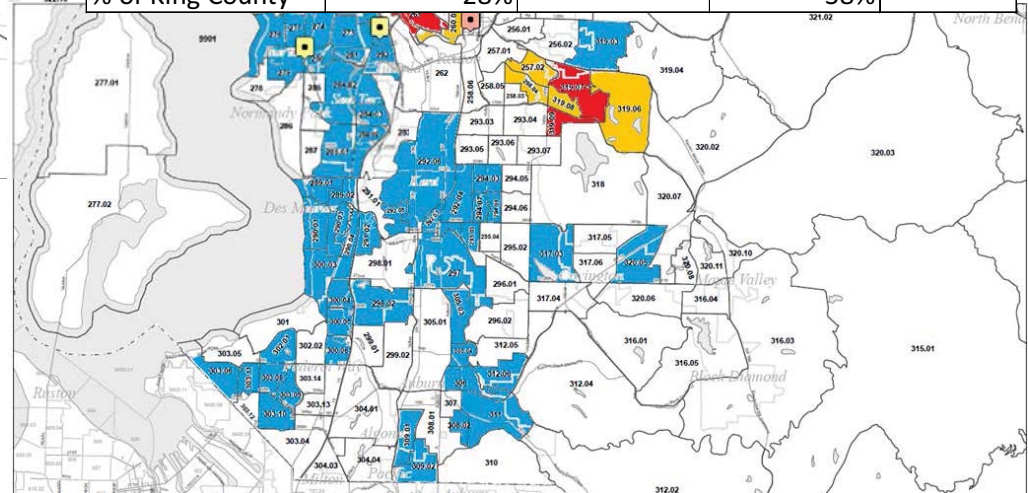
King County Conclusion

CBOs provide wider cast and can be a better methodology compared to intercept options.



	# of WM UTC Customers	UTC WM Customers % of Pop	Speak Spanish and English less than "very well"	English < very well % of Pop
Primary	5,793	8%	860	1%
Secondary	3,744	5%	3,509	5%
Total	9,537	13%	4,369	6%
% of King County	28%		38%	

	Primary
	Secondary
	Tertiary
	Non-Priority



Next Steps

Behavior Study Implementation Plan + Roles & Responsibilities

