



Metropolitan Washington Council of Governments

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Waste Management – Pacific Northwest

# The Power of Partnership & Multicultural Outreach



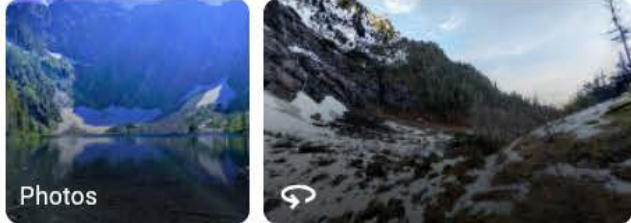


# Snohomish County

Washington

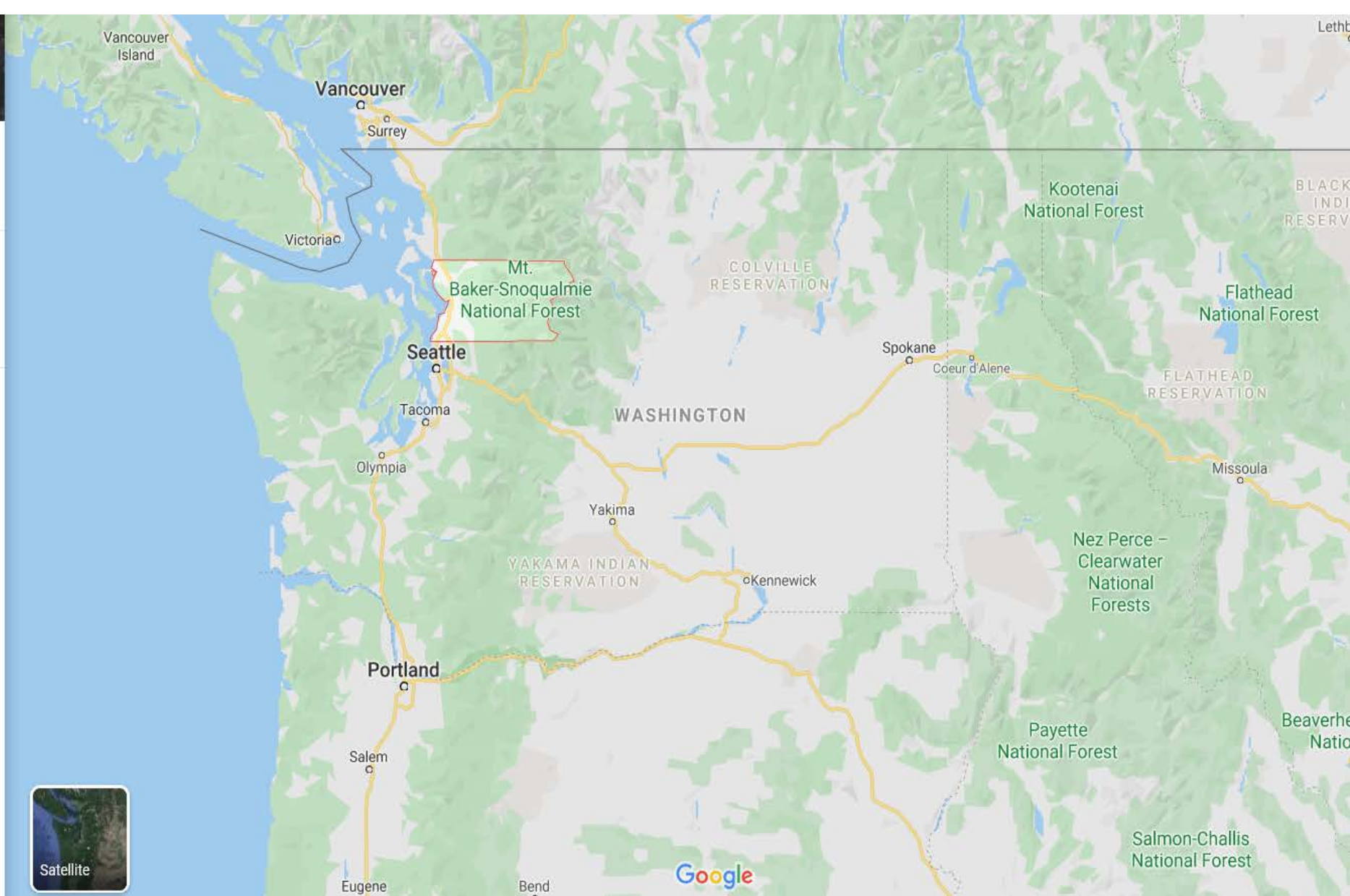
- Directions
- Save
- Nearby
- Send to your phone
- Share

## Photos



## Quick facts

Snohomish County is a county located in the U.S. state of Washington. With an estimated population of 822,083 as of 2019, it is the third-most populous county in Washington, after nearby King and Pierce counties, and the 75th-most populous in the United States. The county seat and largest city is Everett. [Wikipedia](#)



# Recycling Partnership – WUTC, Snohomish County and Waste Management

- A portion of the revenue generated from the sale of recyclables is put into a recycling education fund
  - Provides funding for recycling education research and programs
  - Applies to residential and multifamily customers
- 97,300 Snohomish County WUTC Waste Management customers

# Nate Nehring –

Snohomish County Councilmember – 1<sup>st</sup> District



# Past Recycling Behavior Study – Key Findings

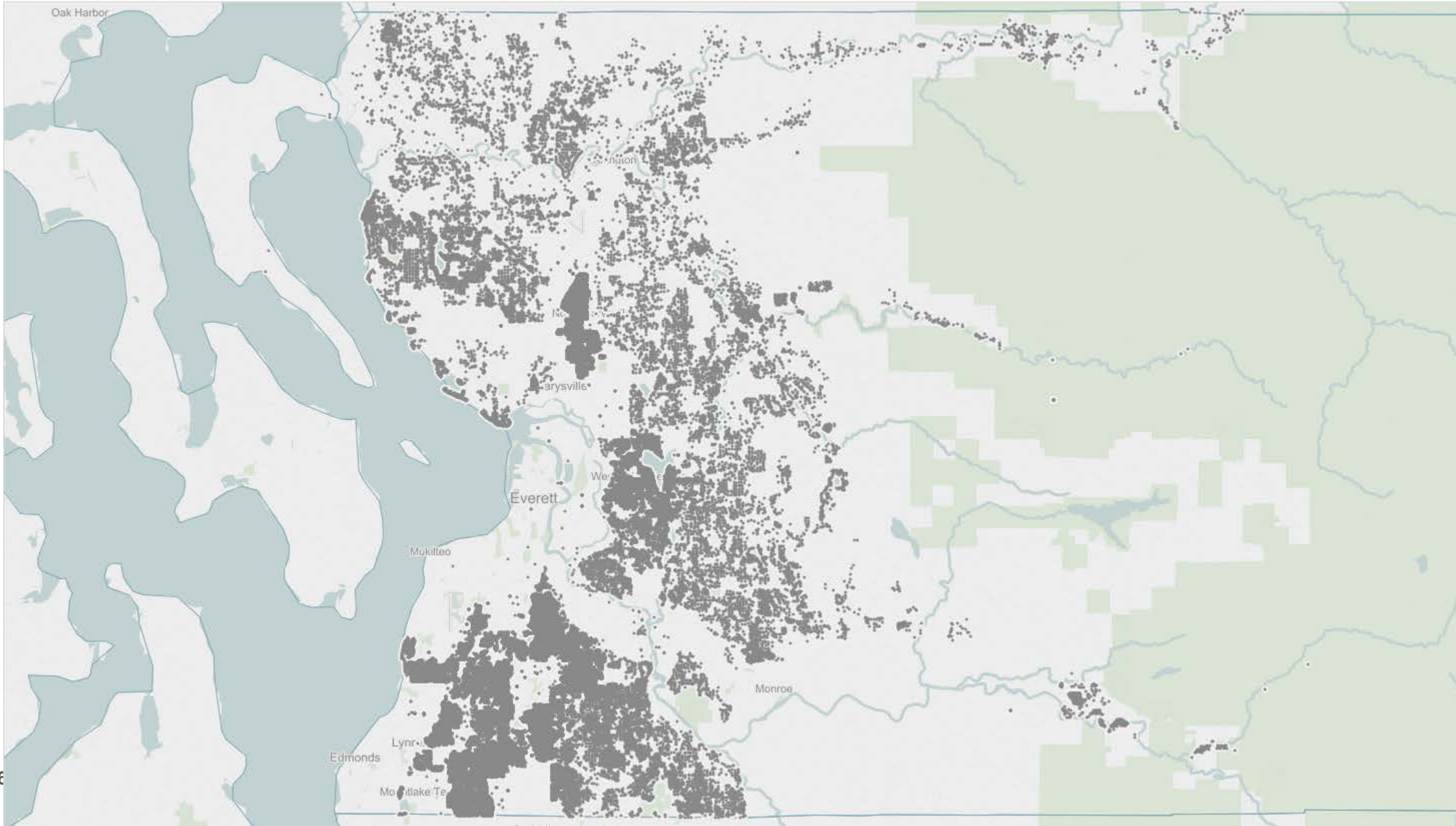
Residents are highly motivated to recycle — they consider recycling to be a very important thing for themselves and their neighbors to do.

Mixed paper and plastic were commonly found in the garbage.

Most cited barriers to recycling more for paper and plastic:

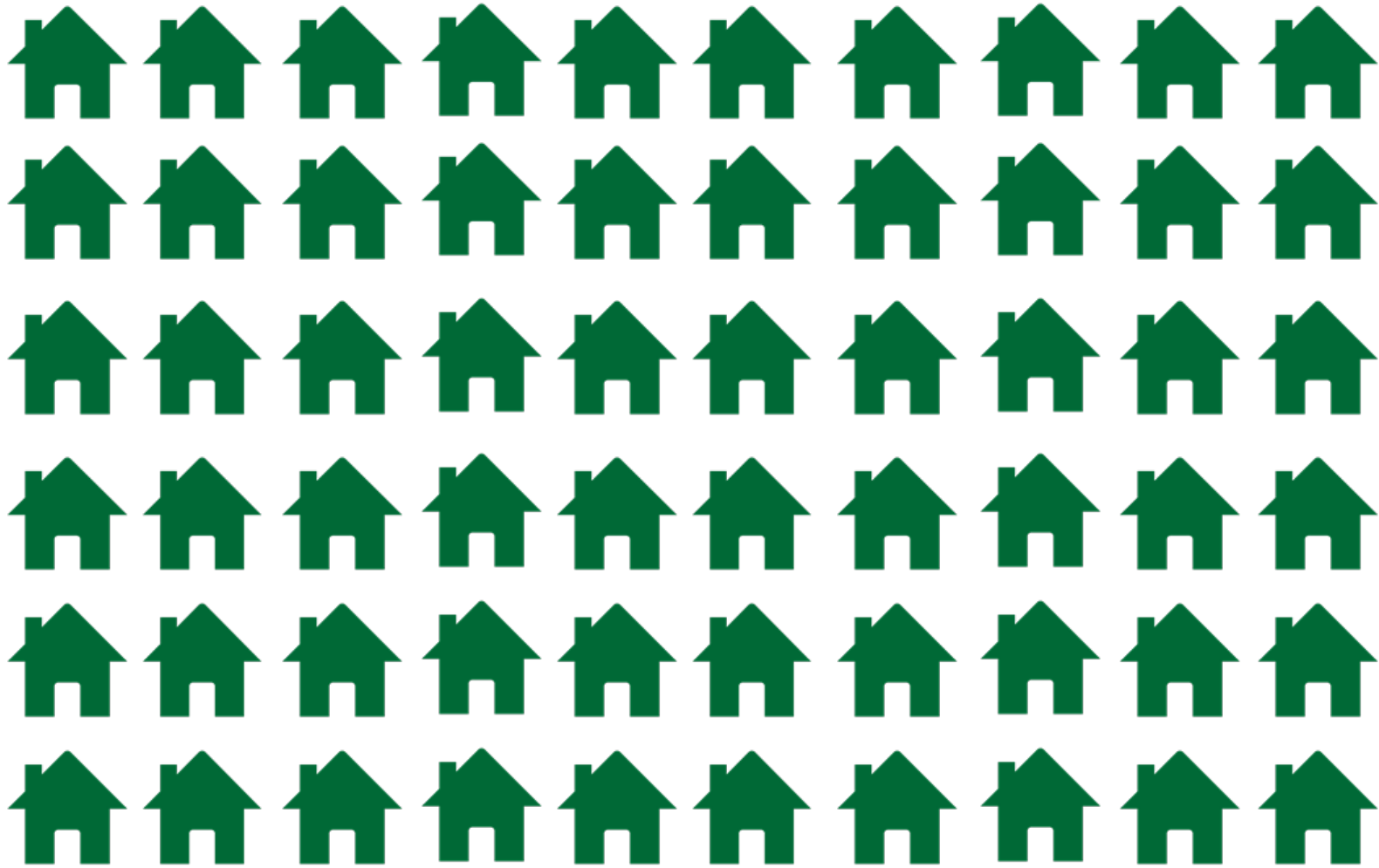
- Mixed Paper
  1. Paper may contain personal information
  2. Confusion over whether some types were recyclable or not
- Plastic
  1. Need to rinse or clean certain items before recycling
  2. Confusion over what types are recyclable

# WM Snohomish County Customers

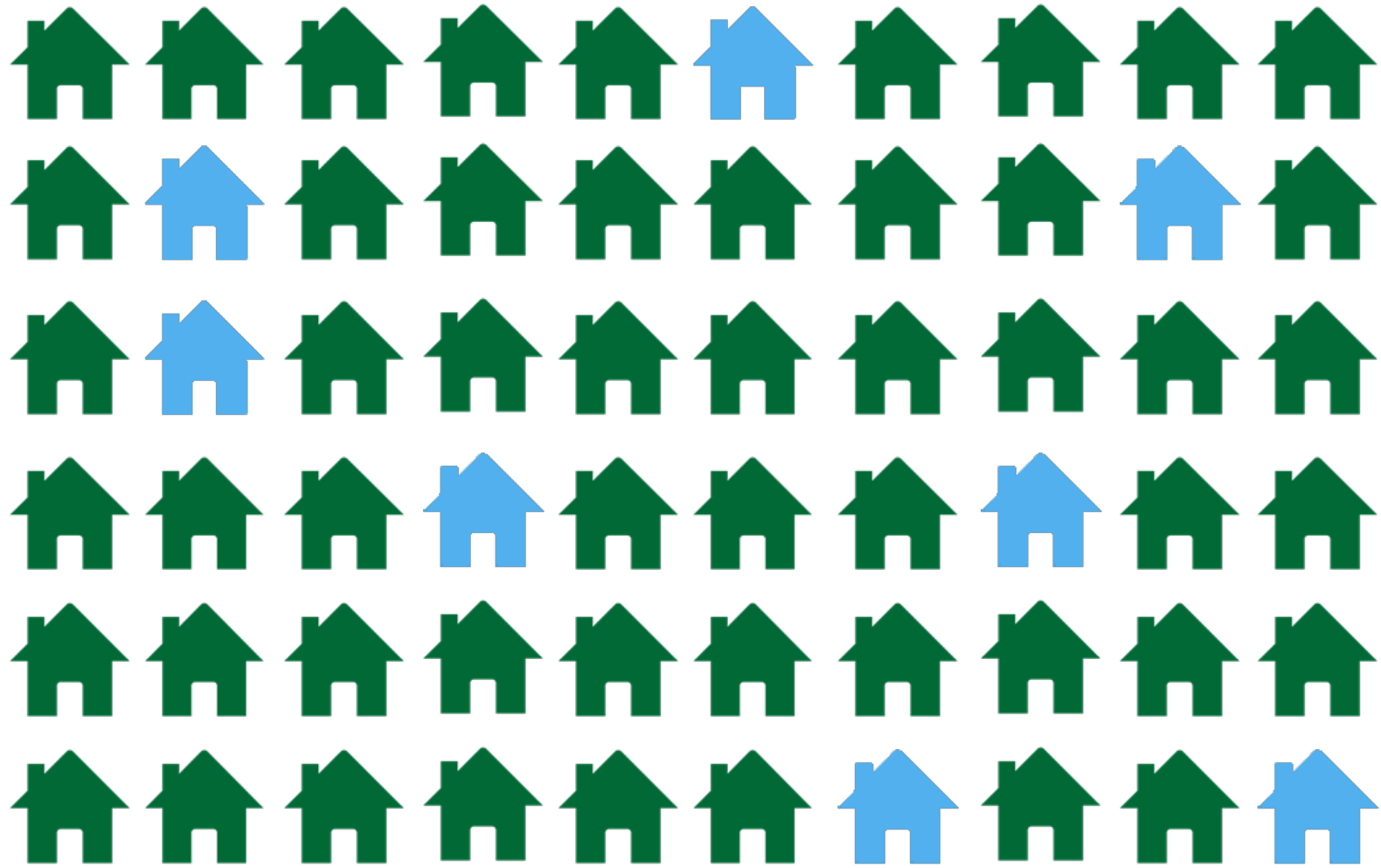


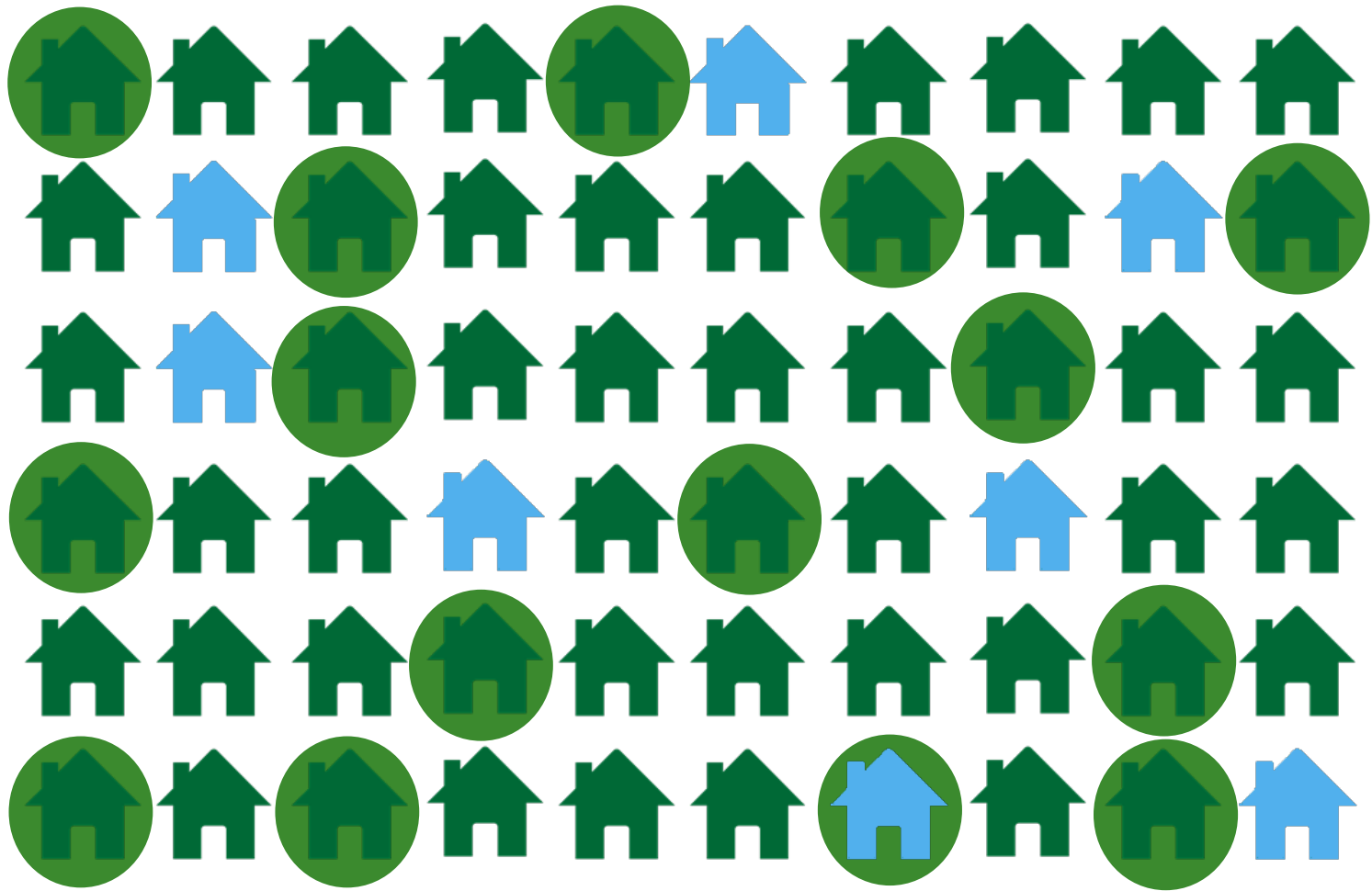
# The Issue

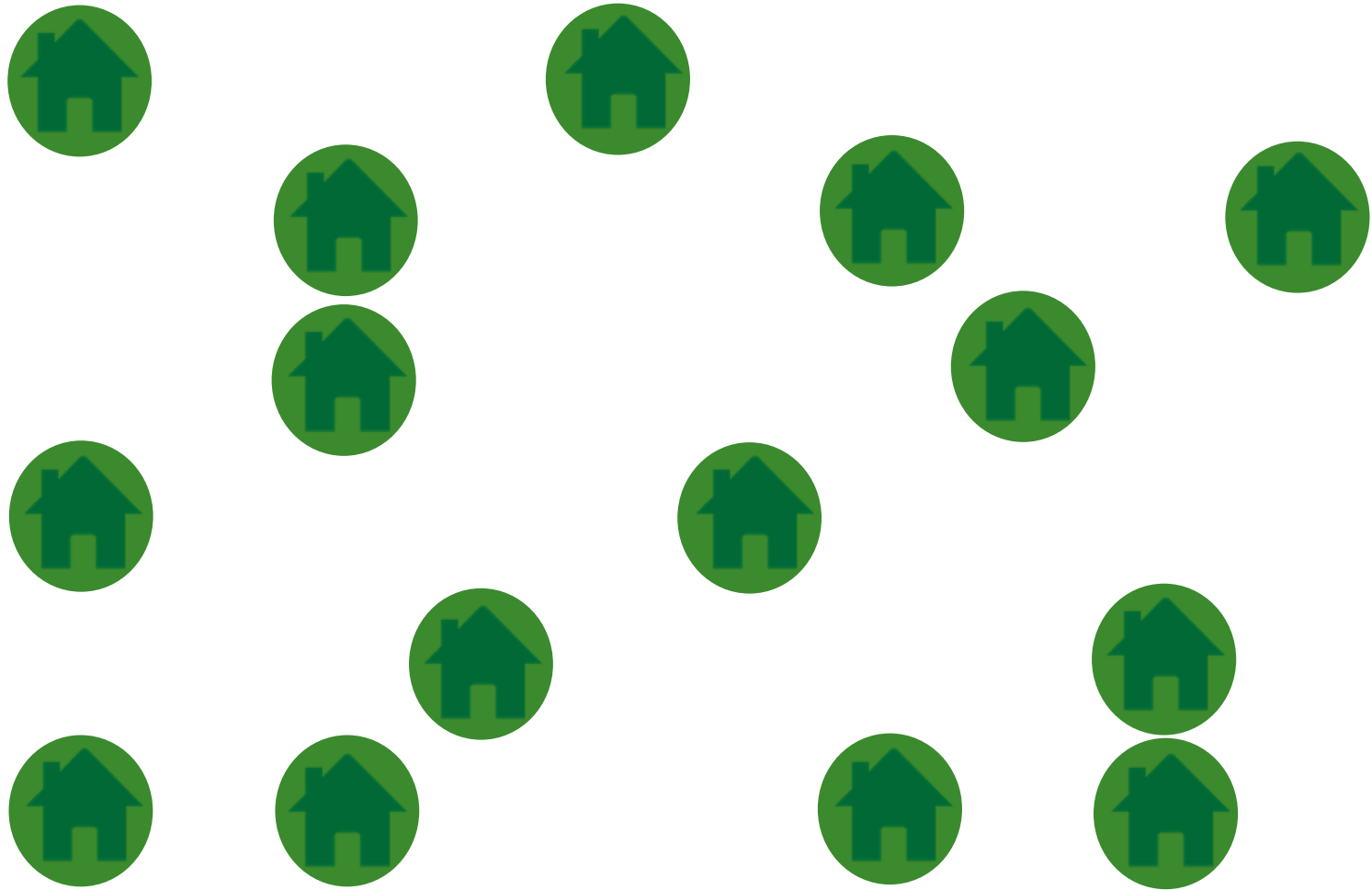










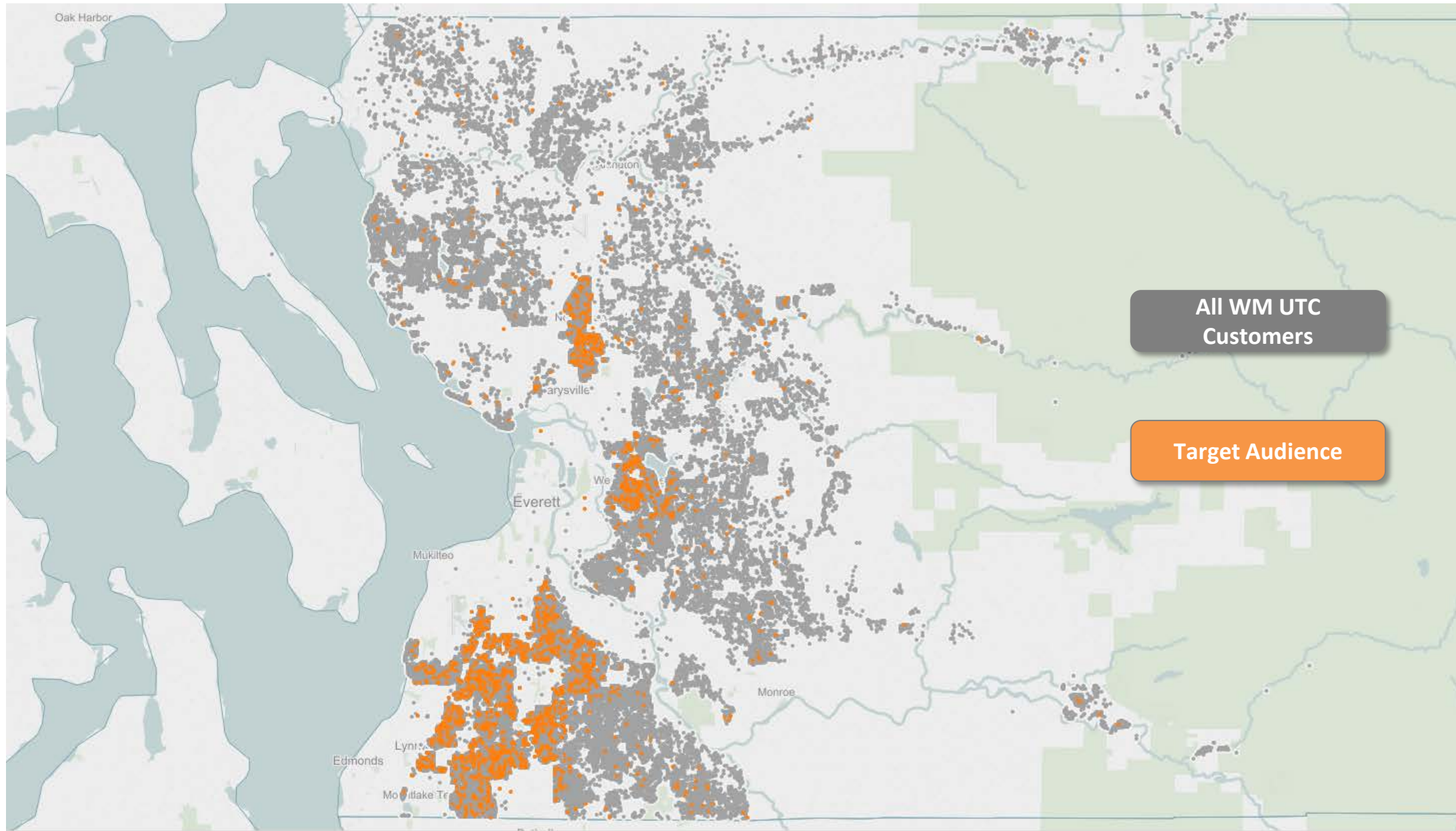


90,000  
Customers

2,300  
Speak Spanish

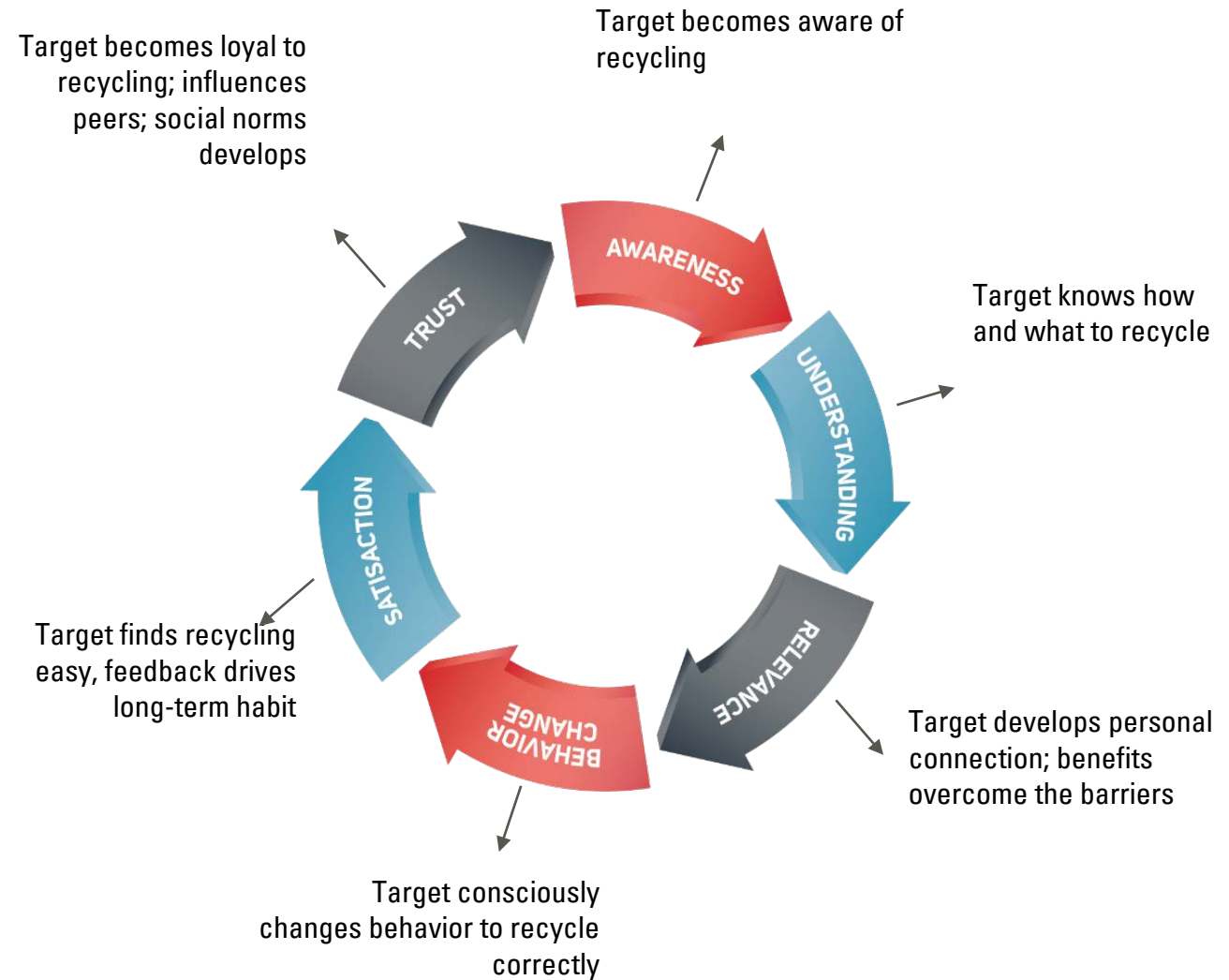


# WM Snohomish County Customers



# Latino Behavior Study – Value of Multicultural Outreach

- Tested four outreach methods:
  - Text club
  - Door to door
  - Direct mail
  - TV and online advertising
- 40% participants who recalled receiving our mail-in tools changed their behavior.
- 30% participants who recalled TV advertising changed their behavior.



# Odas al reciclaje – Spanish Language Recycling Campaign

- Utilizes findings from a yearlong research project with the Spanish speaking community
- Preference for mail, TV and radio advertising
- Created by Latinos for Latinos



# Odas al reciclaje – Spanish Language Recycling Campaign

- Six week campaign featuring: PSAs, social media promotion, radio ads, and a printed direct mail recycling guide
- 4.19 million impressions
- National Waste and Recycling- Best Public Education Program

Paper Recycling Ad:

<http://www.wmnorthwest.com/espanol/video/paper.htm>







# Guía de reciclaje

*Acompañada por odas al reciclaje*



# Odes to Recycling Mural – Community Created Canvas

Created by the  
community at 3 local  
events



# Evolving the Odes

여러분의 마술같은 힘으로  
종이를 올바르게 재활용하세요!



자세한 정보 >



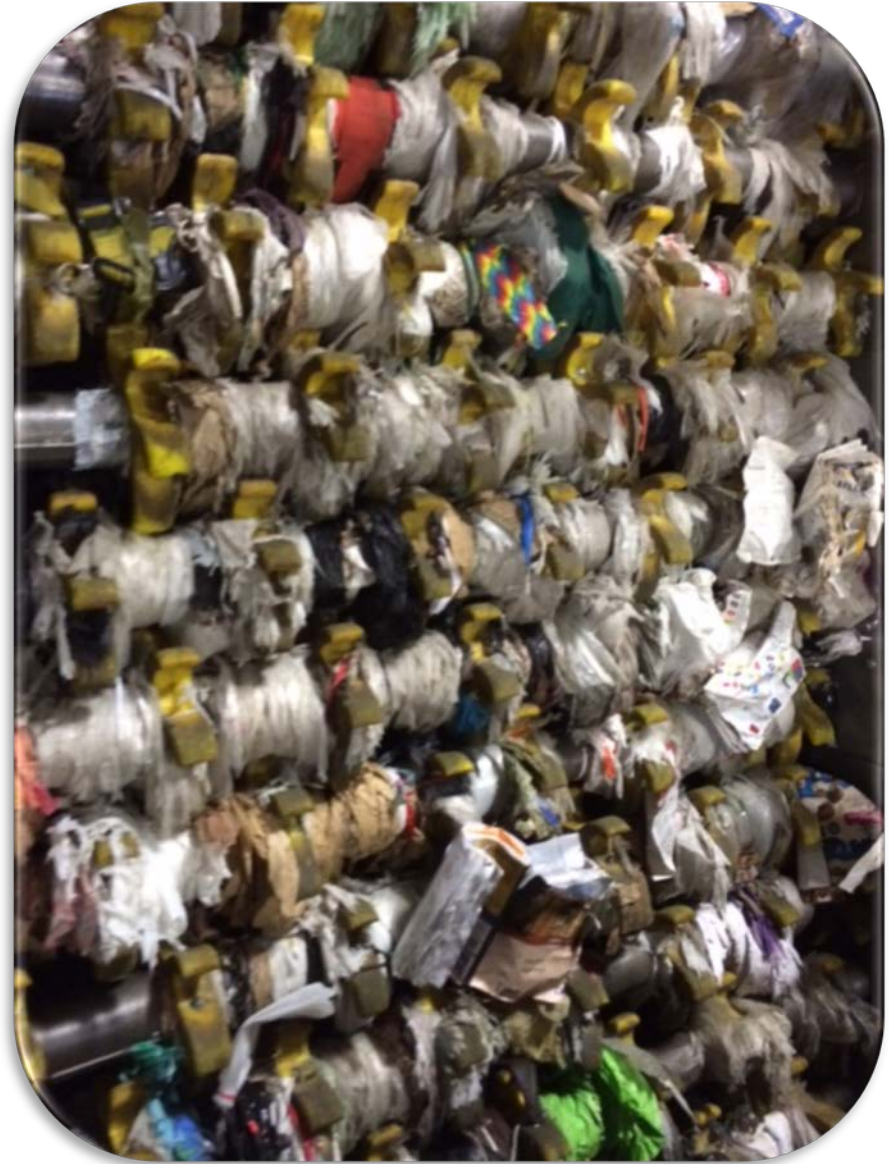
每一張被你我回收的紙，  
都是一封寫給大自然的情書。



**Xe tái chế sắp tới rồi!**  
**Chuẩn bị tái chế**  
**giấy thôi!**



# Importance of Education for Clean Recycling



# Keep Messaging Simple!



## WHY recycle?



**Plastic bottles**  
can turn into clothing



**Aluminum cans**  
can turn into new ones in 60 days



**Today's news**  
can become a new cereal box

## How to recycle:



Recycle all bottles, cans  
and paper



Keep items clean and dry



No plastic bags

# Collaborate – Approach Multiple Angles and Channels



A photograph of a white Waste Management recycling truck with a green body. The driver, a man in a yellow safety vest and a cap, is smiling and waving from the driver's seat. Two young boys are standing in front of the truck, waving their hands. The truck is parked on a residential street in front of a house with a green garage door. The scene is brightly lit, suggesting a sunny day.

Thank you!

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