



Recycle Reset Community Ambassadors

Meaningfully Engaging Diverse Populations

Agenda

Icebreaker

Background

Structure

Outcomes

Next Steps





Icebreaker



Icebreaker

What questions do you have about engaging diverse and/or multilingual communities?



Program Background



Timeline



2018

China announces its' National Sword Policy, which alters the international recycling industry.



2018-19

City of Tacoma's municipal recycling program is impacted by decreases in value of and demand for recyclable materials.



2019

Tacoma solicits community input on the future of the City's recycling program.



2020-22

Tacoma implements the Recycle Reset project, which allocates funding to maintain recycling services and expand waste reduction and recycling education.



Recycle Reset

- Maintain residential curbside commingled recycling service, with minor adjustments to the accepted materials.
- Stop curbside glass collection and provide satellite recycle centers and/or satellite glass drop-off boxes
- Add a \$2.82 surcharge per customer per month to cover the increased costs of recycling and provide resources for improved customer recycling education –
 - **Community outreach and education**
 - K-12 classroom education
 - Residential customers who qualify for Environmental Services' utility affordability assistance program exempt.



Program Structure



Community Ambassadors



Who

- Tacoma residents
- Members of English, Spanish, Russian, Korean, Vietnamese and Khmer language communities
- Ages 12+



What

A program designed to provide training and resources for people who are interested in becoming leaders in recycling education



When

- Developed in 2019-2020
- Offered trainings and train-the-trainer workshops 2020-Present



Where

- Online via Zoom
- Phone
- In-person



Why

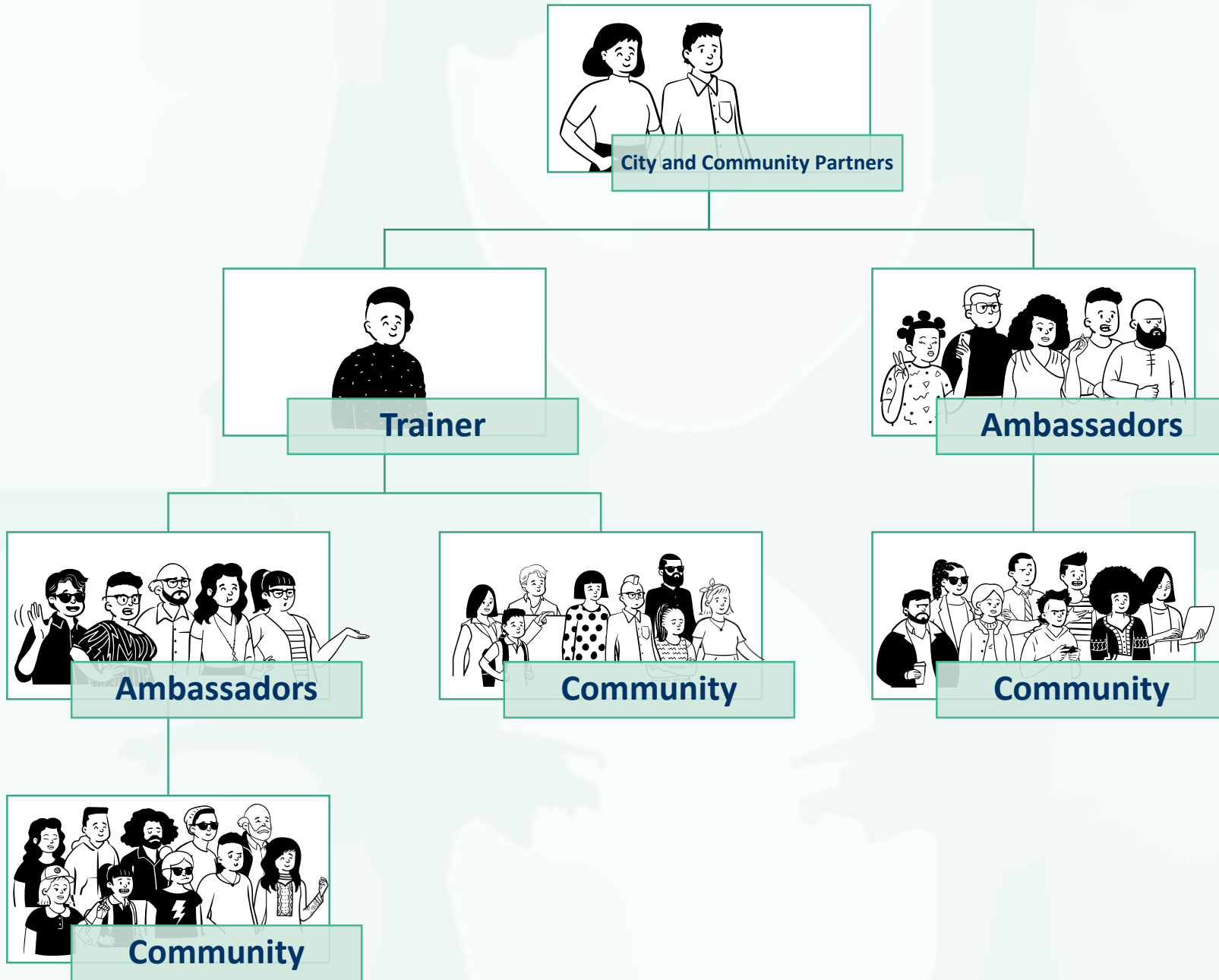
- Increase recycling literacy and resources in communities that have been historically underserved and/or marginalized
- Decrease contamination



How

- Supplemental funding
- Community partnerships
- City and Partner led workshops
- Train-the-trainer models
- Transcreation of multimodal educational materials

Program Structure



Why Community Ambassadors?

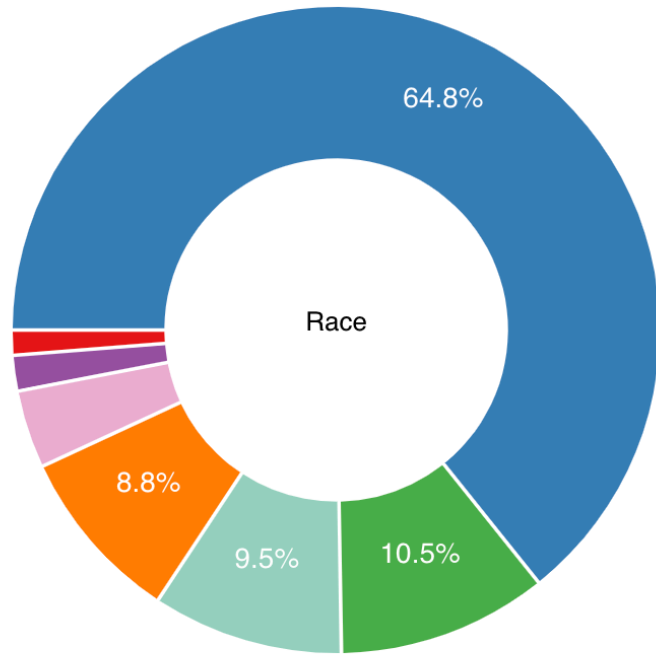
- Diverse communities require diverse approaches
- Multilingual and multicultural communities
- Cultural competency
- Role of the Covid-19 pandemic
- Use of technology by demographic
- Correlation between underserved communities and recycle stream contamination
- Language access and justice





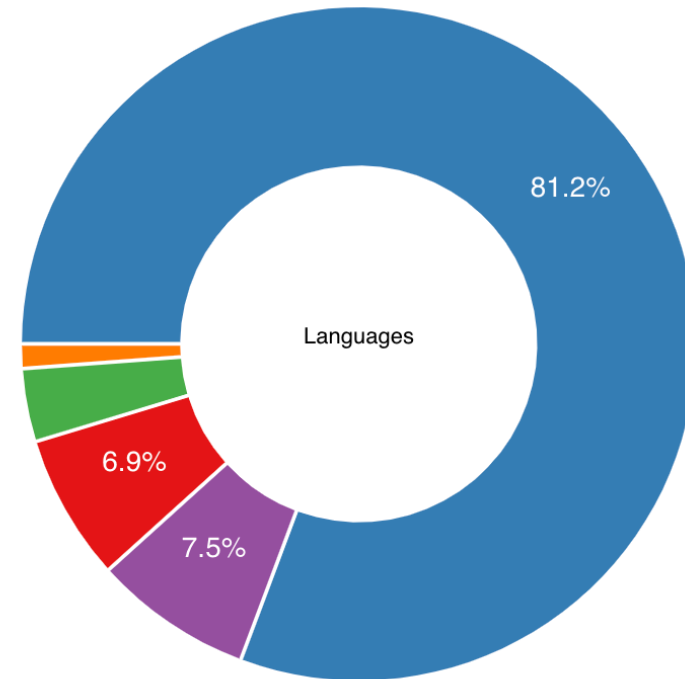
Why Community Ambassadors?

Tacoma Population by Race



- White
- Black or African American
- American Indian and Alaska Native
- Asian
- Native Hawaiian and Other Pacific Islander
- Some Other Race
- Two or More Races

Language All Ages

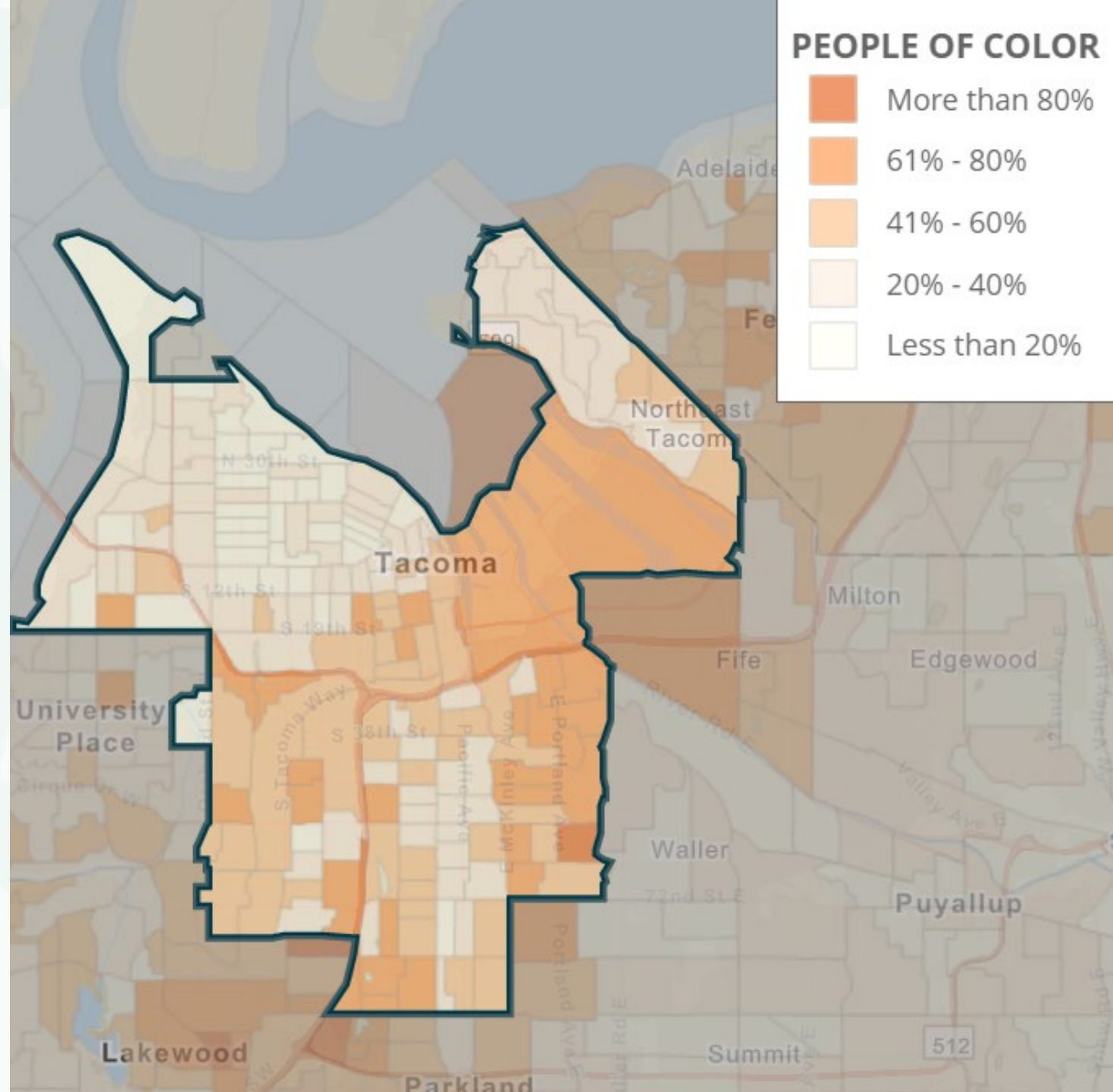


- Only English
- Spanish
- Other Indo-European Languages
- Asian and Pacific Island Languages
- Other Languages



A Citywide Commitment

- Addressing City resolutions and strategic plans
- Tacoma 2025 represents our community's vision for Tacoma's future
- Equity Index
- Resolution 40622
- Equitable Engagement Plan
- Language Access Plan and Policy

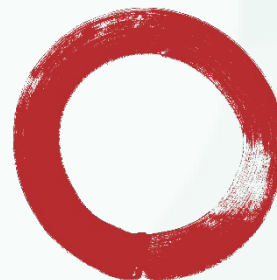




Partnerships

Partnerships are crucial to the success of the program.

- Builds trust and rapport with community members
- Reach underserved and marginalized communities
- Provide support with:
 - Promotion and recruitment
 - Training space
 - Translation and transcreation
 - Distribution of stipends and certificates



ASIA
PACIFIC
CULTURAL
CENTER



PIERCE
CONSERVATION
DISTRICT
Over 70 Years of Conservation



Take charge, make CHANGE

Budget and Funding

Budgets are developed in coordination with partners.

- WA Dept. of Ecology: \$60,000
- U.S. Conference of Mayors
 - First Place for Medium-Sized City: \$175,000
 - Expanded to multifamily recycling & food/yard waste
- City of Tacoma biennium budget (2022-2023): \$600,000 (*request*)
 - ~50% staff/admin; 50% programmatic/partners



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CONFERENCE OF MAYORS**





Contracting

Contracting is the most challenging and time-consuming aspect of the program.

- 3-6 months to fully execute
- Not designed for on-going community engagement and relationship building
- Available in English only - language access barrier
- **Important:** Flexibility and accountability



Language Access

Cultural competency is a vital aspect of language access.

- Different cultures have different values
- Value existing knowledge in the “room”
- Identify values and topics of interest early
- Flexible presentations ensure an engaged audience

Curriculum Development

Curriculum development is an ongoing and evolving process.

- Incorporated feedback from focus groups
- Adapted to ensure safety of participants due to the Covid-19 pandemic
- Designed with equity and access in mind:
 - Technology support
 - Language access
 - Iteration and replication
 - Multiple training models





Educational Resources

All of our resources can be shared digitally or in print, across multiple platforms.

- Handbook
- Welcome Packet
- Nearpod
- PowerPoint Presentation
- Action Planning Worksheets
- Waste Sorting Game
- Children's Activity Books
- Recycle Coach
- Flyers



Program Outcomes



The background features a central white horizontal band. Above and below this band are teal-colored sections. Faint, light-colored silhouettes of people are scattered across the white band, appearing to be in conversation or gesturing.

What's Next?



Program Sustainability

- Long-term funding is essential to maintaining program and support staff
- Development of new branches:
 - Food and Yard Waste
 - Multi-Family Recycling
 - Waste Prevention
- Continue to share information and program updates with ambassadors
- Development of logo and branding for program
- Ambassador Summit (2023)



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Questions?

Thank You!

