

Secondary Research Findings

Insight #1: Systematic problems, including historical "racism, social inequality, a lack of social capital, and the limited capacity to engage in collective action" drive a lack of environmental justice across the United States. The region of the Northeastern United States stands as being classified as "Highly Segregated" and one which sees significant disparities for non-white residents, as they experience below average outcomes in regard to health, income, employment, and education when compared to the rest of the United States. Environmental justice measures reflect these disparities as neighborhoods with some of the highest non-white populations see the greatest needs for action.

Insight #2: When engaging in neighborhood cleanup projects, stakeholders may perceive the efforts through biased lenses. Outside stakeholders may hold bias of community members that are influenced by dominant racial narratives. Community members may hold bias over the outside stakeholders and their intentions. Such biases held by community members may be rooted in effects of environmental gentrification, which often only see privileged community members benefit from cleanup efforts, while non-privileged members see their homes become unlivable by means such as unsustainable costs.

Insight #3: Environmental justice efforts have seen success with engaged community members. When led through grassroots efforts, members had to take their own actions while advocating repeatedly to municipal governments to prioritize their concerns. Their resulting efforts saw "a community policing program specifically for illegal dumping; training police officers on illegal dumping surveillance techniques; strengthening the city ordinance regulating dumping; inspecting dumpsites and testing them for hazardous and chemical waste; and beginning waste clean-ups at the sites."

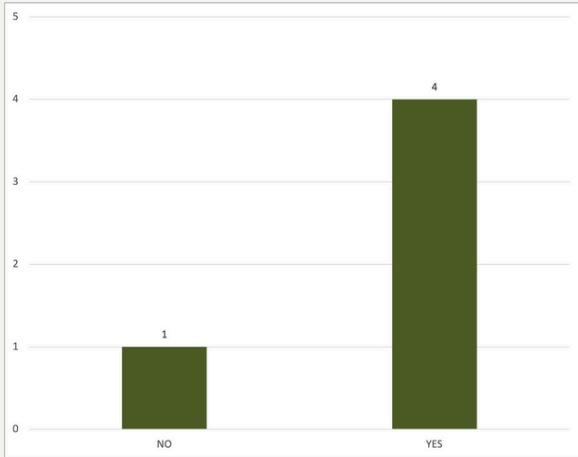
Insight #4: Outside stakeholders entering disenfranchised communities hold inherent power dynamics when it comes to engaging those community members. Those power dynamics include considerations around access, information, validity, ownership, value, accountability, and authorship. Strategies exist to address these dynamics and ensure a more equitable engagement of community members.

Insight #5: Nonprofits experience impacts from their brand equity as "in the social economy sector, brands play an important role in achieving social impact objectives in the long term." Internal stakeholders, such as board members, staff, and volunteers, serve as ambassadors of the nonprofit and have an effect on the external perceptions of the organization. Those internal stakeholders' own perceptions can be impacted by factors such as organizational purpose and engagement opportunities.

Secondary Research References

Sources redacted for anonymization

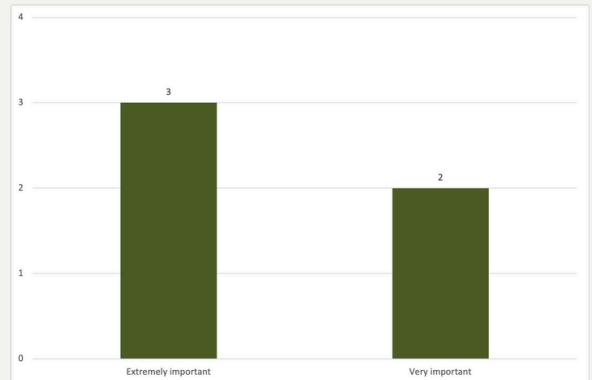
Primary Research External Stakeholders



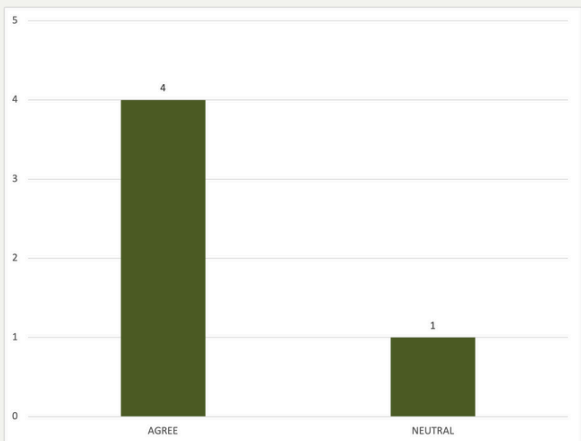
Has your organization ever considered engaging with DEIB efforts and activities?

"Yes, We have gone through anti-racism trainings, are working with a consultant to identify how to measure our work in regards to DEI, but I'd like to work more on the BELONGING part. This is work that needs to be considered at all levels across all platforms and programs."

External Stakeholder



How important, do you consider, is the issue of illegal dumping?



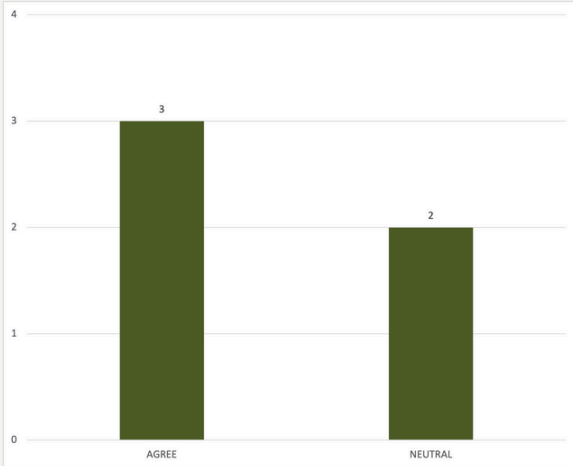
Do you agree or disagree:

"Inequities contribute to illegal dumping".

"Agree, it takes time and money to often properly dispose of certain items. Also funding differs for waste management based on municipal tax bases. Rules around trash/recycling/etc. are often confusing and information is not easy to get for everyone."

External Stakeholder

Primary Research External Stakeholders



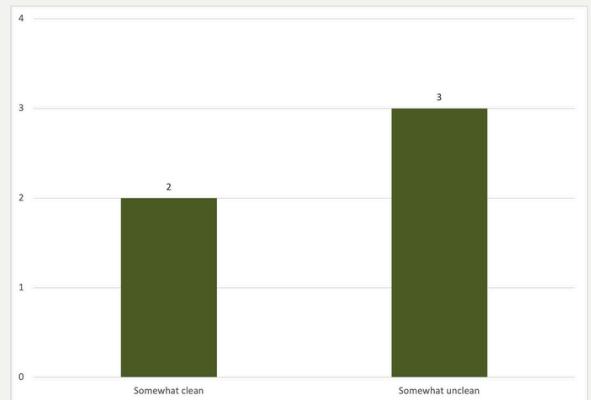
Do you agree or disagree:

"The affected neighborhood must support initiatives to eliminate illegal dumping"

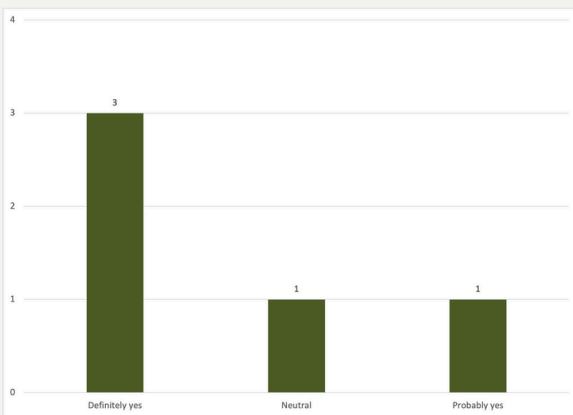
"Agree, we need to be made aware of initiatives and funding in advance and assistance with the application."

External Stakeholder

Note: A neutral participant stated, "Neutral, some neighborhoods do not have organized leadership and therefore need assistance."



How clean do you consider your neighborhood to be?

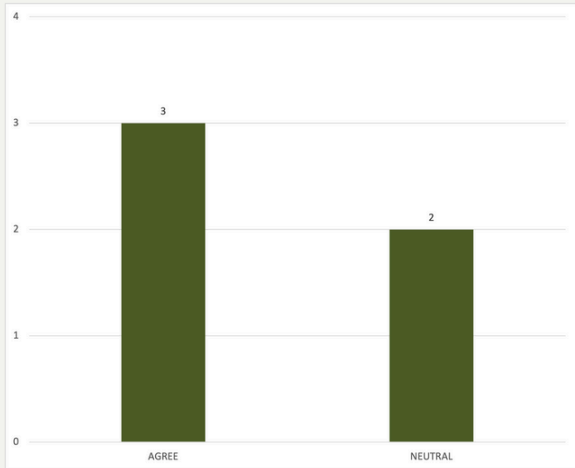


Do you pick up trash when you see it?

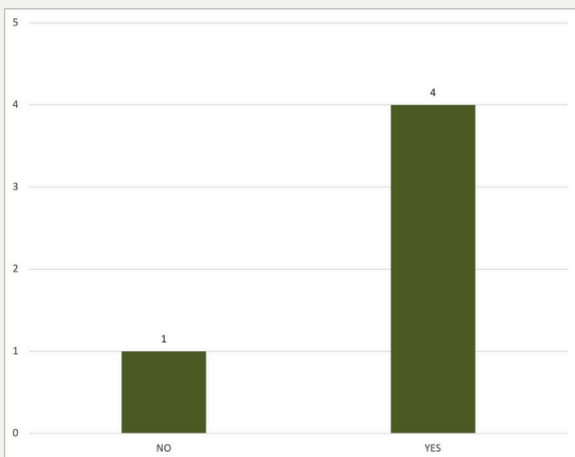


Primary Research

External Stakeholders



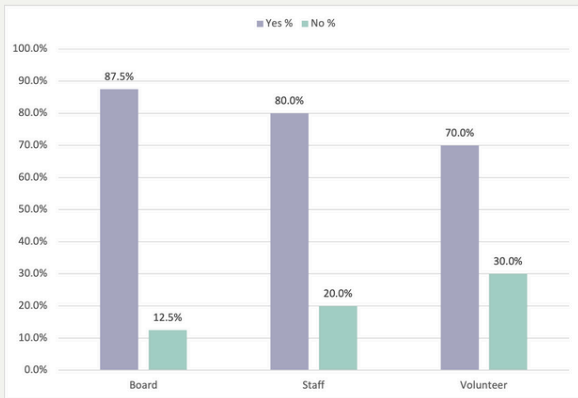
How likely are you to volunteer with an organization trying to eliminate illegal dumping in your neighborhood?



How likely are you to volunteer with an organization trying to eliminate illegal dumping in your county?



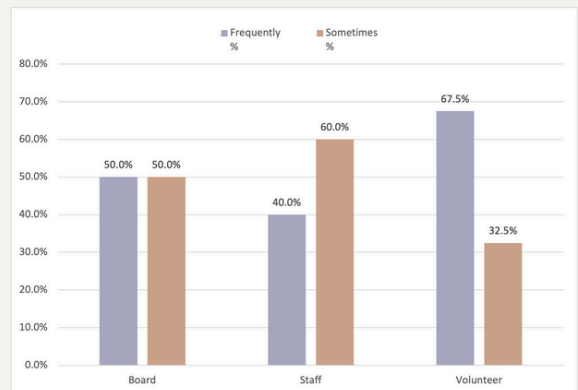
Primary Research Internal Stakeholders



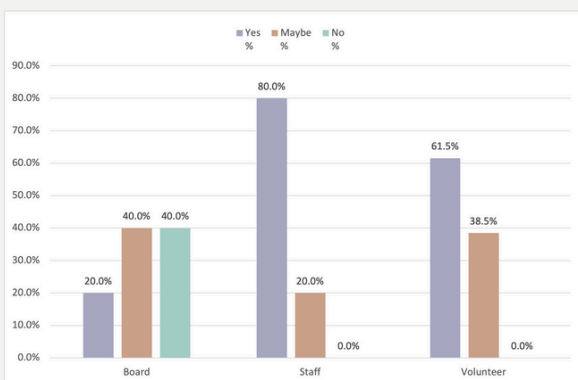
Have you heard of DEIB?

"YES, A workplace that's diverse in culture, provides equal opportunities of everyone, makes every feel as if they belong and feeling inclusive."
Internal Stakeholder, Staff

"YES, Organizations understanding that greater achievement results when people of diverse backgrounds are engaged in an inclusive and equitable way and feel they truly belong the organization"
Internal Stakeholder, Volunteer



How often do you interact with individuals who are from a different background from yourself?



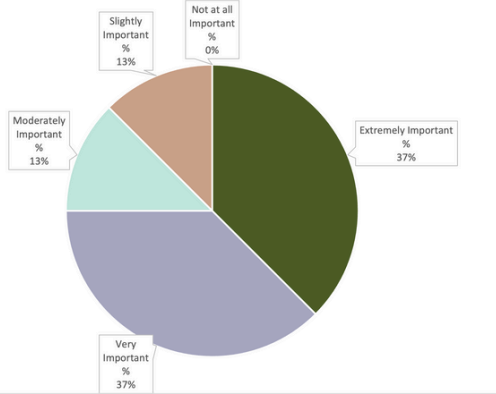
From your observations, do people with different identities feel respected and valued at Tidy Communities

"YES, Though not diverse we're primarily female operated and lgbtq inclusive."
Internal Stakeholder, Staff

Note: Many observed that there is a lot of similarity in the self-identification within the groups that are presently represented with in the organization.

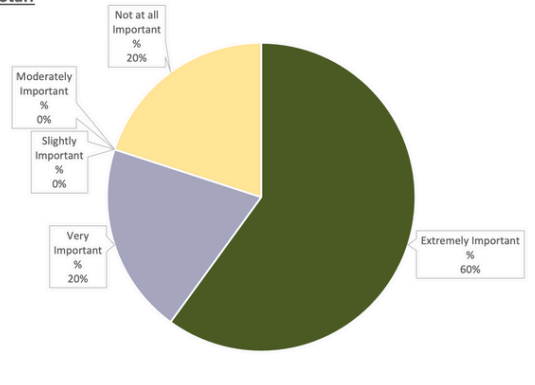
Primary Research Internal Stakeholders

Board



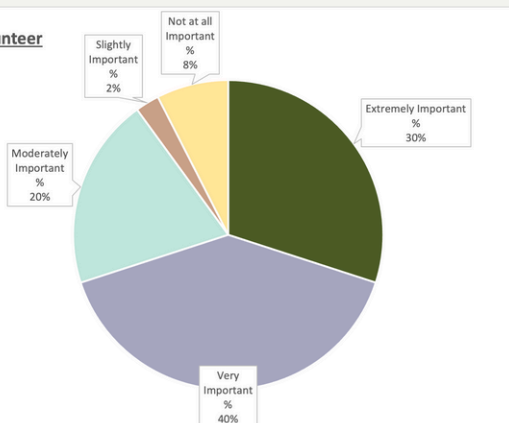
How important is DEIB to you personally?
Board

Staff



How important is DEIB to you personally?
Staff

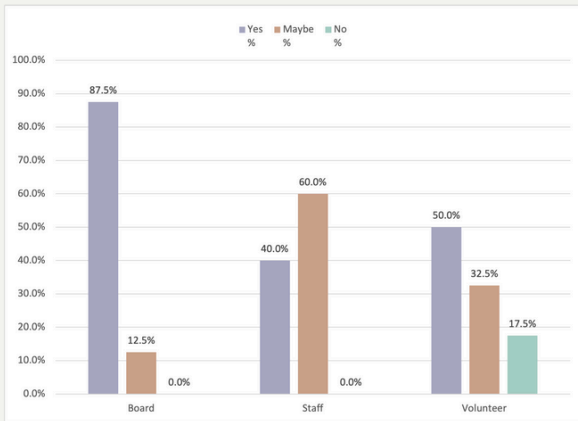
Volunteer



How important is DEIB to you personally?
Volunteers



Primary Research Internal Stakeholders



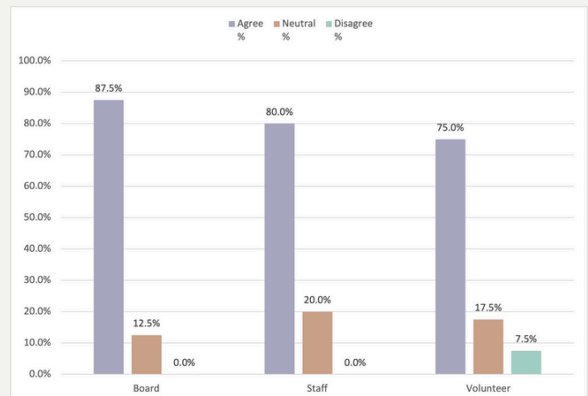
Are litter and illegal dumping considered an issue for the community you live in?

"Yes, I think that all areas experience illegal dumping. We have had to clean up dump sites just down the road from our house."

Internal Stakeholder, Board

"Maybe, litter is absolutely an issue, but not so much with illegal dumping."

Internal Stakeholder, Volunteer



Do you agree or disagree:

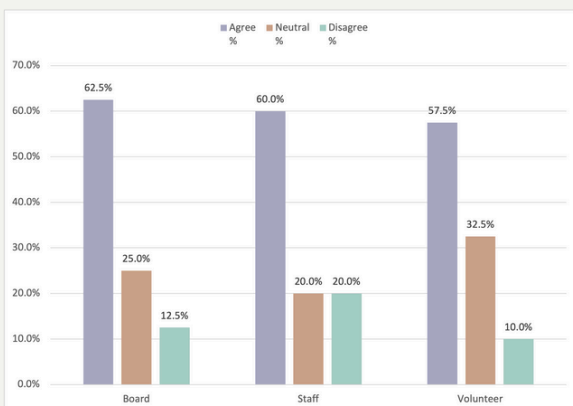
"Inequities contribute to illegal dumping".

"Agree, dumping isn't happening in rich white neighborhoods. And if it is, it gets cleaned up fast or law enforcement gets involved. That's not how it happens in other neighborhoods."

Internal Stakeholder, Board

"Neutral, I think that people litter on all socio economic levels."

Internal Stakeholder, Volunteer



Do you agree or disagree: "The affected neighborhood must support initiatives to eliminate illegal dumping".

"Agree, Nobody is ever going to care about a community more than the people in it. Nobody will ever care about a home more than the family in it. People should always look to take the lead where they want to see their communities improve."

Internal Stakeholder, Volunteer