



Spanish Language Fix it Fair: an opportunity to create equitable spaces and ownership



Background

In 2016, the City of Eugene transitioned ongoing Sustainable Consumption work focusing on the circular economy into a robust repair and reuse program that provides ongoing education and events to the community for the purposes of preventing waste and promoting repair; helping keep money in our local economy and supporting families in our area. This work began as an effort to assess the capacity of repair events to shift consumer attitudes and drive expansion of repair activities and fully test them for their potential impact.

Many US cities are experimenting with the repair events as an event format to engage residents in repairing household goods and equipment. These events can help residents reduce discards, extend the useful life of household goods and drive more repair activities. Repairing broken items gives community members more options beyond throwing goods away and repair education is empowering and supports community resilience. As part of these efforts, the City regularly hosts [Fix-It Fairs](#), inviting the community to get items repaired at no cost.

In concert with ongoing Fix-it Fairs, in 2019 the City's Waste Prevention program began hosting Fix-it Workshops: smaller more hands-on opportunities for community members to more intensively learn to repair items in more specific categories while working alongside experienced repair people. The City has also begun hosting some of the popular Fix-it Fair events entirely in Spanish to better serve Latinx community members and more effectively engage an underrepresented population around issues of waste prevention. As with all Fix-it Fairs the events include repair services and DIY repair education information for a variety of products, such as lawnmowers, appliances, furniture, electronics, clothing, and tools.

The most recent Spanish language Fix it Fair was staffed exclusively by Spanish speaking repair professionals and volunteers. Family friendly children's craft activities, games, and entertainment were also provided in Spanish. Additionally, the event project lead was recruited through the City's Language and Cultural Liaison (LCL) program which trains temporary City employees who bring language and cultural skills to the organization in order to help provide improved access to City services for communities that experience barriers.



Goals

The Spanish language version of our ongoing Fix-it repair education for the community connects the City of Eugene's triple bottom line informed provision of repair, resiliency and waste prevention resources for the community with organizational strategies and values intended to support all the residents that we serve. Free repair education and services have been offered to the community at large. By empowering and encouraging Eugene's Spanish speaking community to create and participate in a repair event, we hope to support a safe, welcoming environment for Latinx residents which reflects their own cultural attitudes, beliefs and practices.

One goal of these events is to offer not only free repair opportunities and education but also highlight repair businesses (including those that are Latinx owned) and connect them with more opportunities to potentially grow their business. Fixers are paid to participate in these event and encouraged to market their own businesses to attendees.

Spanish language Fix-it Fair event planning involved Latinx stakeholders, technical experts, and community groups such as [Huerto de Familia](#), [La-e-Kiss](#), and [IZO Marketing](#) in order to receive and pay market rate for guidance around how to deliver the event in such a way that it is owned by the Spanish speaking community it is meant to serve. Contracting for vendor services such as event production, marketing, food services, music, and children's activities were intentionally provided by businesses or organizations that are owned by local Latinx people.

Another goal of the Spanish language Fix -it Fairs is to ensure impacted and vulnerable communities' individual and cultural needs are met by building relationships within this group of residents as part of this project, which moving forward, may help us as an organization perform the critical task of determining what types of actions have value to this community and get input on what types of education or services we offer in the future.

As noted in the background section, a critical role in delivering this project was performed by a member of the City's Language and Cultural Liaison Program (LCL) which is part of the City of Eugene's overall Language Access efforts, a central strategy of our organization's Equity & Human Rights Plan. LCL is a training program for temporary City employees who bring language and cultural skills to the organization, and the program's goals are to help provide improved language and cultural access to City services and engage communities that currently experience language and/or cultural barriers, while also investing in the skills of the City's workforce—creating access for and outreach within Spanish speaking and Latino communities. The LCL role was critical to the success of this project, and in turn this liaison received job experience, mentorship and networking support intended to prepare applicants to competitively apply for full-time, benefited employment with the City.



Moving Forward

Ongoing City sponsored digital versions of the Fix-it Fairs and Fix-it workshops continue safely in 2020 through a partnership with The [ToolBox Project](#), a tool lending library that serves the Eugene and Springfield area. This new digital format increases the accessibility of Fix it events allowing community members to participate from home. The digital repair videos will also be available on the City's webpages providing on demand access to repair education for residents that cannot attend the events in real time.

Pivoting to a virtual format also moves forward efforts to connect with and support repair education for Spanish speaking community members as the City of Eugene plans the 2020 Spanish language Fix it Fair. This event is taking shape as a series of Spanish language digital repair videos which are free to attend. Each repair video in the series will be followed up with live Q&A sessions hosted by professional Fixers who will offer repair advice and coaching to attendees. Building on the successes from the previous Spanish language Fix it Fair, this digital format will also provide enhanced opportunities for participating Fixers to highlight their repair skills and business in front of an audience and to connect with future customers and grow their business.

The City intends to make free repair and reuse resources and education accessible to all. Our vision for the future of this work is to continue to develop the capacity of the repair sector in our area and foster community resilience by empowering and educating residents, and by investing in local Fixers by identifying and removing impediments to the growth of small repair businesses.

Innovation does not happen without new strategies and tools. Delivering these repair events in a way that ensures that the events are owned by the community they are meant to serve requires a certain amount of risk, flexibility and the ability to navigate obstacles while staying on course. As we continue this work through 2020 and into 2021, we will continue to learn from each event and workshop and adjust how we deliver repair programming based on feedback from resident stakeholders and continue to be guided by an organizational commitment to achieving a more resilient and equitable community.



UN EVENTO EN ESPAÑOL
**FIX-IT
FAIR**

**EL 17 DE AGOSTO
11 AM - 2 PM**

EN PETERSON BARN!

870 BERNTZEN RD - EUGENE, OR 97402

**¿TIENES UN OBJETO EN NECESIDAD
DE REPARACIÓN?
¡REPARACIONES SIN COSTO ALGUNO!**

**ESTAREMOS REPARANDO
LOS SIGUIENTES OBJETOS**

**MUEBLES • HERRAMIENTAS DE
JARDINERÍA • MOTORES
PEQUEÑOS • ELECTRODOMÉSTICOS
PEQUEÑOS • TEXTILES**



¿POR QUÉ REPARAR?

**DEMUESTRA APOYO Y AYUDA A NUESTROS NEGOCIOS LOCALES
A SUSTENTAR A SUS FAMILIAS. REPARAR SE SIENTE BIEN. AL
RECICLAR, HEMOS MANTENIDO MÁS DE 2.500 LIBRAS DE
RECICLAJES FUERA DEL VERTEDERO.**

**ESTE EVENTO ES GRATIS Y TODOS ESTÁN BIENVENIDOS!
REPARACIONES SE LLEVARAN A CABO EN ORDEN DE LLEGADA.**

**PARA OBTENER MÁS INFORMACIÓN VISITE:
[HTTPS://WWW.EUGENE-OR.GOV/3872/UPCOMING-EVENTS](https://www.eugene-or.gov/3872/upcoming-events)**

**TAYSHA DAMIAN-RIVERA
TAYSHA.K.DAMIAN-RIVERA@CI.EUGENE.OR.US
O AL LLAMAR AL NUMERO 541-682-5224.**



Facebook Ads/Posts - Spanish Fix-it Fair 2019 Event

Facebook Ad 01A - English - Event Ad

 **City of Eugene Waste Prevention and Green Building**
Sponsored · 🌐

Join us at the Spanish Language Fix-it Fair on August 17th at Peterson Barn from 11am - 2 pm. Free repair and coaching.



EUGENE-OR.GOV
Spanish Fix-it Fair. August 17th. [Learn More](#)
This event is free and open to everyone. Family-friendly...

 Like  Comment  Share

Facebook Ad 01B - Spanish - Event Ad

 **City of Eugene Waste Prevention and Green Building**
Sponsored · 🌐

¿Tienes un objeto en necesidad de reparación? Ven a la feria Fix-it Fair, tendrá lugar el 17 de agosto de 11 am – 2 pm en Peterson Barn.



EUGENE-OR.GOV
Feria en español. Fix-it Fair. 17 de agosto. [Learn More](#)
¡Este evento es gratis y todos están bienvenidos!...

 Like  Comment  Share

Facebook Ads/Posts - Spanish Fix-it Fair 2019 Event

English

Facebook Post (Boosted/Promoted)

Join us at the Spanish Language Fix-it Fair, on August 17th from 11 am - 2 pm at Peterson Barn.

Fixers will be repairing and coaching in Spanish. This event is free, and repair is available for: furniture, garden tools, small engines, appliances, electronics, and textiles.

Family-friendly entertainment, activities for children, and food trucks will also be available at this event. Services and entertainment will be conducted in Spanish.

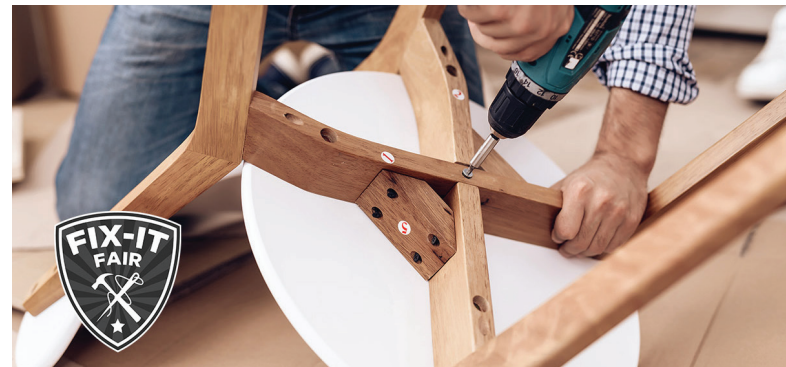
This event is free and open to everyone. Repair assistance is available on a first-come, first-served basis.

For more information, contact Taysha Damian-Rivera at taysha.k.damian-rivera@ci.eugene.or.ur or by calling 541-682-5224.

Want to participate? We are still recruiting Spanish speaking/bilingual volunteers to help during the event for roles including registration, greeting attendees, and supporting family activities.

Link: <https://www.eugene-or.gov/3872/Upcoming-Events>

Images



Facebook Ads/Posts - Spanish Fix-it Fair 2019 Event

Spanish

Facebook Post (Boosted/Promoted)

¿Tienes un objeto en necesidad de reparación? Ven a la feria Fix-it Fair, un evento en español que tendrá lugar el 17 de agosto del 2019 de 11 am – 2 pm en Peterson Barn.

Este evento es gratuito y todos están bienvenidos. Estaremos reparando muebles, herramientas de jardinería, motores pequeños, electrodomésticos pequeños y textiles.

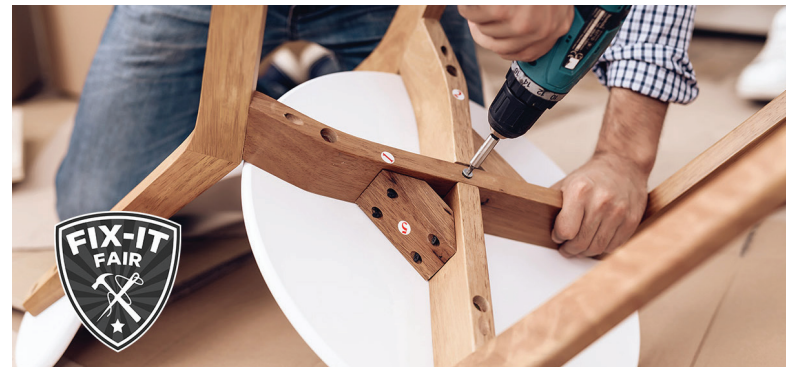
Habrà actividades para los niños, entretenimiento para la familia, y puestos de comida.

Para mas información, visite nuestra pagina o contáctenos al correo electrónico taysha.k.damian-rivera@ci.eugene.or.or o llame al numero de teléfono 541-682-5224.

¿Gustarías participar? Aun buscamos voluntarios que hablen español e ingles para ayudar con registraci3n, darles la bienvenida a los asistentes y ayudar con actividades familiares.

Link: <https://www.eugene-or.gov/3872/Upcoming-Events>

Images



Facebook Ads - Fix-it Fair

Facebook Ad 01 - English - Recruitment



City of Eugene Waste Prevention
Sponsored

Like Page

Help community members fix broken items. Repair people will be paid for their time.



Are you a repair person?
We are seeking repair people.

WE ARE HOSTING AN EVENT ON AUGUST 17TH

Learn More

20 562 Comments 311 Shares

Like Comment Share

Facebook Ad 02 - English - Recruitment



City of Eugene Waste Prevention
Sponsored

Like Page

Are you a repair person? We are seeking businesses and freelancers to help community members.



We are seeking repair people.
We are hosting a Fix-it Fair on August 17th.

REPAIR PEOPLE WILL BE PAID FOR THEIR TIME.

Learn More

20 562 Comments 311 Shares

Like Comment Share

Facebook Ads - Fix-it Fair

English

Facebook Post (Boosted/Promoted)

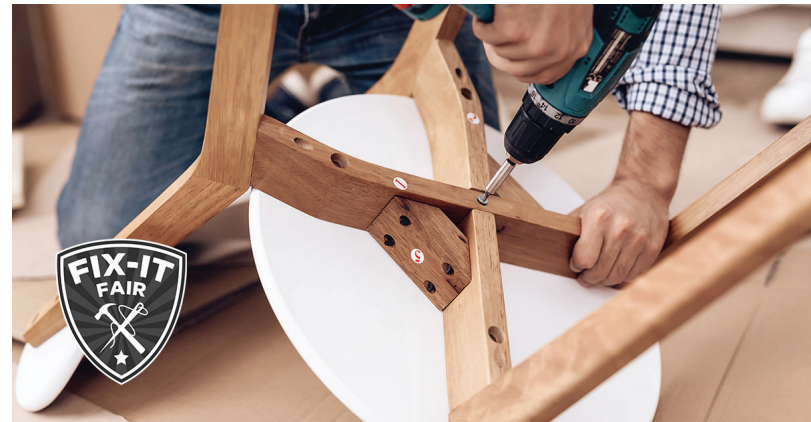
Are you a repair person? We are hosting a repair event on August 17th at Peterson Barn.

We are seeking local repair businesses and freelance repair people to help community members fix broken items like: small electronics, textiles, clothing, small appliances (lamps, toasters), furniture, bicycles, toys, landscaping and gardening tools. Repair people will be paid for their time.

For more information, visit eugenerecycles.org or contact Taysha Damian-Rivera at tdamian-rivera@eugene-or.gov or by calling 541-682-5224.

Event volunteers needed to help with: Set-up/takedown, greeting, carrying out repairs, managing refreshments, and coaching others through repairing or mending.

Images



Facebook Ads - Fix-it Fair

Facebook Ad 01 - Spanish - Recruitment

 **City of Eugene Waste Prevention**
Sponsored Like Page

Ayude a reparar objetos rotos. Los reparadores serán pagados por su tiempo.



¿Eres un técnico, o costurero?
Buscamos reparadores.

LOS REPARADORES SERÁN PAGADOS POR SU TIEMPO Learn More

20 562 Comments 311 Shares

Like Comment Share

Facebook Ad 02 - Spanish - Recruitment

 **City of Eugene Waste Prevention**
Sponsored Like Page

Buscamos negocios locales y técnicos independientes para ayudar a los miembros de la comunidad a reparar objetos rotos.



¿Eres un técnico, o costurero?
Estamos organizando un evento de reparaciones.

LOS REPARADORES SERÁN PAGADOS POR SU TIEMPO Learn More

20 562 Comments 311 Shares

Like Comment Share

Facebook Ads - Fix-it Fair

Spanish

Facebook Post (Boosted/Promoted)

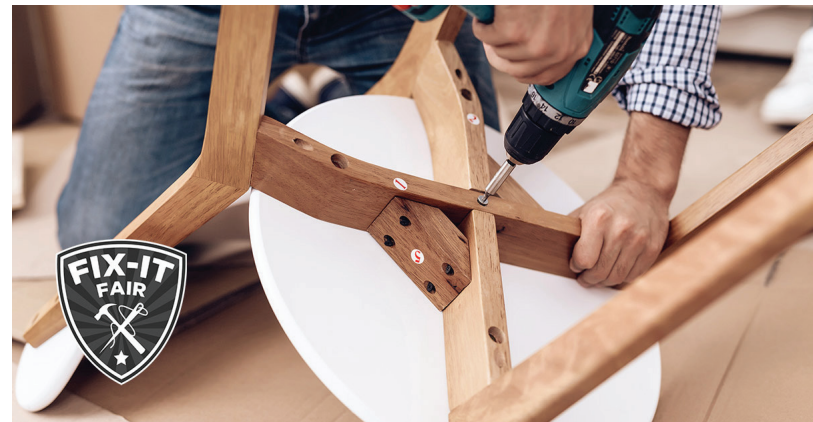
¿Eres un técnico, mecánico, o costurero? Estamos organizando un evento de reparaciones para el 17 de agosto en Peterson Barn.

Buscamos a negocios locales de reparaciones y técnicos independientes para ayudar a los miembros de la comunidad a reparar objetos rotos como: aparatos pequeños (lámparas, tostadores, etc.), herramientas de jardinería, electrodomésticos pequeños, telas, ropa, bicicletas, juguetes, herramientas y muebles. Los reparadores serán pagados por su tiempo.

Para obtener más información, visite eugenerecycles.org o comuníquese con Taysha Damian-Rivera al correo electrónico tdamian-rivera@eugene-or.gov o al llamar al número 541-682-5224.

También buscamos voluntarios para ayudar con el evento.

Images





1

Expanding Community Partnerships Through Events

Spanish Language Fix it Fair



2

- Fix it Fairs and Events
- Planning a Spanish Language Fix it Fair
- Key Partners and Resources
- Human Rights and Neighborhood Involvement:
Language and Cultural Liaison Pilot Program



3

Fix it fairs :

- Began in 2017 with grants from the USDN and the Oregon DEQ
- Served nearly 600 community members
- Repaired over 70% of items and kept 3,000+ pounds of stuff out of the landfill
- Repair contributes to our local economy and reduces waste and repair skills contribute to community resiliency



4

Partnerships

- Community Partners:
 - IZO Marketing
 - La-e-Kiss Multimedia
 - Latino Professionals Connect
- Human Rights and Neighborhood Involvement: Language and Cultural Liaison Program
- AND Fixers and Volunteers



5

Why this work is important

- To the organization
- For the community
- To me



6

¿ERES UN TÉCNICO/ MECÁNICO/COSTURERA?

ESTAMOS ORGANIZANDO UN EVENTO DE REPARACIONES EL 17 DE AGOSTO EN PETERSEN BLARRN. BUSCAMOS A INGENIEROS LOCALES DE REPARACIÓN Y TÉCNICOS INDEPENDIENTES PARA AYUDAR A LOS MIEMBROS DE LA COMUNIDAD A REPARAR OBJETOS ROTOS. POR EJEMPLO:

- APARATOS PERSONALES (SMARTPHONES, TABLETS, ETC.)
- HERRAMIENTAS DE JARDINERÍA
- HERRAMIENTAS
- ELECTRÓNICA PERSONAL
- TELAS Y ROPA
- BICICLETAS Y MAGNETES
- MUEBLES

LOS REPARADORES SERÁN PAGADOS POR SU TIEMPO Y ANIMAS HERRAMIENTAS (CUALQUIER ESTARÁN DISPONIBLES EN EL EVENTO PARA SU USO).

LOS ORGANIZADORES TAMBIÉN BUSCAN VOLUNTARIOS PARA AYUDAR DURANTE EL EVENTO PARA LLEVAR A CABO REPARACIONES O ENTRENAR A OTROS A TRAVÉS DE LA REPARACIÓN O REMEDIACIÓN, INCLUYENDO EL MANTENIMIENTO DEL EQUIPO, SALVAR A LOS AGENTES, Y VISITAR LAS REDES.

PARA OBTENER MÁS INFORMACIÓN, VISITE
EUGENERECYCLES.ORG
o comuníquese con TAYSHA DAMIAN-
RIVERA, ANIMADA DE RECLUTAMIENTO Y
REPARACIÓN DE LA DUDA, EN 541-452-1224
TAYSHA.K.DAMIAN-RIVERA@EUGENE-OR.US

Recruitment

7



8



Marketing



9



Anthony Veliz
 President
 503.953.2128
aveliz@izomarketing.com



latino market public relations
 video outreach digital
marketing
 community engagement
 websites media transcreate
 social media

10



11

The graphic has a yellow background with white circular accents. On the left, a circular inset shows a man in a red shirt holding a camera on a gimbal. On the right, a circular inset shows a social media post from 'City of Eugene Waste Prevention and Green Building' about the 'Feria en español, Fix-it Fair, 17 de agosto'. The text 'Outreach and social Media' is centered on the right. The Eugene logo is in the bottom right corner.

12



13

Alex Reyna
Director of Operations
La E-Kiss Multimedia
541-513-4684
La E-Kiss
escuchalaekiss@gmail.com



14



15



16



17



Networking



18



CONNECT, ENGAGE AND EXPAND YOUR NETWORK!

Ashley Espinoza

info@latinoprofessionalsconnect.com



Human Rights and Neighborhood Involvement

Language and Cultural Liaison Program



21



22

Questions?



23



24

Thank you





UN EVENTO EN ESPAÑOL
**FIX-IT
FAIR**

**EL 17 DE AGOSTO
11 AM - 2 PM**

EN PETERSON BARN!

870 BERNTZEN RD - EUGENE, OR 97402

**¿TIENES UN OBJETO EN NECESIDAD
DE REPARACIÓN?
¡REPARACIONES SIN COSTO ALGUNO!**

**ESTAREMOS REPARANDO
LOS SIGUIENTES OBJETOS**

**MUEBLES • HERRAMIENTAS DE
JARDINERÍA • MOTORES
PEQUEÑOS • ELECTRODOMÉSTICOS
PEQUEÑOS • TEXTILES**



¿POR QUÉ REPARAR?

**DEMUESTRA APOYO Y AYUDA A NUESTROS NEGOCIOS LOCALES
A SUSTENTAR A SUS FAMILIAS. REPARAR SE SIENTE BIEN. AL
RECICLAR, HEMOS MANTENIDO MÁS DE 2.500 LIBRAS DE
RECICLAJES FUERA DEL VERTEDERO.**

**ESTE EVENTO ES GRATIS Y TODOS ESTÁN BIENVENIDOS!
REPARACIONES SE LLEVARAN A CABO EN ORDEN DE LLEGADA.**

**PARA OBTENER MÁS INFORMACIÓN VISITE:
[HTTPS://WWW.EUGENE-OR.GOV/3872/UPCOMING-EVENTS](https://www.eugene-or.gov/3872/upcoming-events)**

**TAYSHA DAMIAN-RIVERA
TAYSHA.K.DAMIAN-RIVERA@CI.EUGENE.OR.US
O AL LLAMAR AL NUMERO 541-682-5224.**







AM REALLY









REGISTRARSE
ACÁ PARA
REPARACIÓN
GENERAL

REPARACIÓN Y MANTENIMIENTO
GENERAL Y MANTENIMIENTO
PREVENTIVO



REGISTRARSE ACÁ
PARA
REPARACIÓN
Y
MANTENIMIENTO
PREVENTIVO
Y MANTENIMIENTO
PREVENTIVO



