



Youth Pass Project
Request for Proposals for Creative Communications, Community Engagement, and/or
Political Consultants/Firms in the Portland region

About the Opportunity

We're looking for a creative and collaborative project partner equipped with knowledge and tools to raise public awareness and support for a new, enhanced youth pass program in the Portland region. We're looking for a partner that specializes in event planning and execution, marketing and content creation, and digital organizing. We're looking for a partner who understands what it takes to shift culture and behavior in authentic ways with and for youth.

What is Youth Pass?

In its most basic form, youth pass is one way for people 18 and under to access transit options – streetcar, MAX, and buses – for free. Peer transit agencies offer versions of youth pass; TriMet does not on a permanent, reliable basis.

Youth pass offers a lifeline, freedom, and a chance for self-determination for many of the Portland region's youth and their families. Youth pass builds confidence, familiarity, and support for public and mass transit. The pass boosts shared economic prosperity by relieving transportation costs and worries. More people using the pass instead of driving also reduces carbon and air pollution and relieves congestion issues. The 2024 youth pass project also adds a new component: student-led community service contents, beautification/clean-up events, and placemaking efforts.

What does success look like?

First and foremost, this project supports a youth-led vision for free transit. This project seeks a partner to help us increase the awareness, usage, and positive experiences around a new, enhanced

How to Apply

Applications will be reviewed on an ongoing basis beginning Friday, May 31, 2024. Please email a 1-page cover letter to Jobs@friends.org explaining why you are interested and prepared to succeed as a project partner with the client team. Please include 2-3 relevant work/volunteer examples to demonstrate why you would be a good partner for this specific project.



Meet the Client Team

1000 Friends of Oregon

Lead: Administration

For nearly 50 years, 1000 Friends of Oregon has defended and protected Central Oregon's family farms and forests, promoted livable rural and urban communities, and held back sprawl into the natural landscapes we hold dear. Our simple but extraordinarily successful strategy is to focus on where it all starts: right under our feet, with how we use the land. Oregon's visionary land use laws were enacted to ensure a better future for everyone. 1000 Friends has been their champion from the beginning.

Multnomah Youth Commission

Lead: Creative Discovery, Development, Execution, and Distribution

The Multnomah Youth Commission (MYC), the official youth policy body for both Multnomah County and the City of Portland, is a group of young people, ages 13-21, that strives to provide a voice for youth in the County & City of Portland's work.

Housed within the Multnomah County Chair's Office of Diversity and Equity and the City of Portland's Office of Community and Civic Life, the MYC works to change policy affecting young people, as well as negative community perception about youth.

Metro

Metro works with communities, businesses and residents in the Portland metropolitan area to chart a wise course for the future while protecting the things we love about this place. Metro serves more than 1.7 million people in Clackamas, Multnomah and Washington counties. The agency's boundary encompasses Portland, Oregon and 23 other cities – from the Columbia River in the north to the bend of the Willamette River near Wilsonville, and from the foothills of the Coast Range near Forest Grove to the banks of the Sandy River at Troutdale.

TriMet

TriMet provides bus, light rail and commuter rail service in the Portland, Oregon, region. Our transportation options connect people with their community, while easing traffic congestion and reducing air pollution – making our region a better place to live.



About the Project

You will work with the Multnomah Youth Commission as the lead content designer amongst the client team to identify and develop effective written, digital, and multimedia content. As one project partner in the team, you will primarily focus on parts I and II of the following scope of work.

I. Discovery, Creative Development - \$10,000 | June/July, 2024

- Host discovery sessions with youth in partnership with the Multnomah Youth Commission;
- Identify trends and engagement strategies for the audience (e.g., youth) in partnership with the Multnomah Youth Commission (MYC).
- Develop branding, storylines, and approaches for creating and delivering content in partnership with MYC.

II. Execution - \$10,000 - \$15,000 | July - October 2024

- Collaborate with MYC to produce multimedia stories that powerfully illustrate why transit and youth pass makes a positive difference in their own words.
- Create an action plan for MYC that multiple partners can use that includes, but is not limited to, the following components:
 - Ability to survey/connect with youth who signed up for the youth pass;
 - Easy ways to share and download multimedia stories; and
 - Easy ways to organize events/make announcements.
- Assist in launching various milestones and events.

III. Distribution (managed by the client team partners using parts I and II)

- Advertise youth pass project materials with project partner facilities and vehicles.

IV. Evaluation (managed by the client team partners using parts I and II)

- Use indicators for success to develop a case for support/successes and setbacks for future, continued funding for youth pass and transit improvements.