

Multicultural Outreach and Engagement Services

TriMet is deeply committed to serving all the people of our community. Staff issued a Request for Proposals (RFP) to enhance our engagement efforts with underrepresented communities on a wide-range of projects and initiatives. These services are also intended to strengthen capacity within underrepresented communities and increase opportunities for relationship-building with TriMet. Example projects and initiatives could include:

Annual Service Plans

Gather and summarize input from limited English proficiency (LEP) communities on service proposals.

Division Transit Project

Organize, recruit, and facilitate focus groups, workshops, or open houses with LEP communities and communities of color.

Hop Fastpass™

Help create a transcultural marketing plan to reach LEP riders and support community outreach.

Southwest Corridor Project

Assist with development and dissemination of materials to Spanish speaking residents.

Vendors

Many proposers responded to the RFP. All proposals were reviewed and those most responsive to the anticipated future needs were selected. A resolution will be on the May 24th TriMet Board Meeting agenda for the following seven contract awards.

Community-Based Organizations

- **Centro Cultural of Washington County:** An organization that serves Latino residents in Washington County. They provide residents with adult education, youth programming, community engagement, information and referral, and workforce development services.
- **FACT Oregon:** A statewide non-profit organization that empowers families experiencing disability by expanding awareness, growing community, and equipping families.
- **Immigrant and Refugee Community Organization (IRCO):** A community-based organization serving immigrants, refugees, and low-income families in the Portland metropolitan area. They have four main office sites including the IRCO main office in East Portland, the Africa House, Asian Family Center, and Slavic Community Center.

Public Involvement Firms

- **JLA Public Involvement:** A firm that specializes in public involvement strategy and implementation, stakeholder and issues research, facilitation, mediation, public outreach and education, research and reporting, multimedia tools, and event planning. JLA will work in partnership with local community-based organizations.
- **MultiCultural Collaborative (MCC):** A firm that has expertise in community-based participatory engagement, public policy development, focus group facilitation and survey analysis. They will be working in partnership with Design+Culture Lab and Cogan Owens Greene.

Marketing and Strategic Communication Firms

- **C+C:** A full-service firm that specializes in community-based social marketing and communications. They help clients effectively navigate language and cultural barriers to reach diverse audiences. They will be working in partnership with the Asian Pacific American Network of Oregon (APANO).
- **Lara Media Services:** A full-service communication and outreach firm that applies marketing tools to facilitate strong relationships between their client and the Latino community through diversity, equity, and inclusion strategies.

Terms of the Contracts

The contracts will be task-order based with a base term of one year with seven, one year renewal options. TriMet staff may choose to award a task order to a vendor of its choosing if the estimated cost is \$10,000 or less. For all other task orders, the Project Manager will reach out to the vendors whose skills and experience are most appropriate for the scope of work and request task order proposals. Task orders will be awarded based on the proposal most beneficial to TriMet. Vendors may decline task orders due to insufficient notice, lack of capacity, or if the proposed task order does not align with their mission or values.

Contact:

Vanessa Vissar, (vissarv@trimet.org) TriMet Planning & Policy, is the contract manager/coordinator for the contracts and is responsible for reviewing and initiating all work order requests.

Zach Cooper, (cooperz@trimet.org) TriMet Contracts, handles contract procurement issues between TriMet and vendors.