Redmond Youth Voices

A Tech-Powered Civic Engagement Initiative

Empowering Youth to Shape the Future of Redmond, Washington

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The Challenge — Youth Disengagement in Redmond

The Core Problem, Key Demographics & Opportunity

1. Low Youth Participation

At the last Redmond town hall, 0% of attendees were under 25, revealing a major disconnect between local government and younger residents.

2. Digital-First Generation

Redmond's youth are highly active online, yet rarely engage in civic conversations, showing the need for tech-driven civic spaces.

3. Population Snapshot

Redmond, WA (pop. ~78,000) has 26% under the age of 25, representing a large but underrepresented voice in local decision-making.

4. Civic Access Gap

Traditional engagement tools, public meetings, flyers, newsletters, don't align with digital communication habits of younger generations.

5. Democracy & Community Cohesion

Community cohesion ensures inclusion, trust, and collaboration; key foundations for democracy. Without youth participation, the city risks decisions that don't reflect future needs.

### 6. The Opportunity: Tech Partnerships

With Microsoft and Meta based in the area, Redmond has a unique opportunity to leverage corporate innovation, mentorship, and technology resources to reimagine civic engagement for the digital age.

Introducing "Redmond Youth Voices"

Empowering Young People to Shape Redmond's Future

◎ Our Goal

To increase youth participation so that at least 25% of attendees at the next town hall are under 25, while building long-term civic awareness and collaboration through innovative technology and partnerships.

Three Core Pillars

📱 Digital Platform

- ○ Create an interactive website and app that allows Redmond's youth to discuss local issues, share ideas, and provide anonymous feedback.
- ○ Integrate AI moderation for respectful dialogue and trend analysis of key youth concerns.
- ○ Collaborate with Microsoft developers and Meta UX teams for technical design support and accessibility features.

📣 Targeted Outreach

- ○ Partner with local schools, colleges, and youth organizations to promote civic education and participation.
- ○ Launch a $10,000 "Youth Innovation Challenge", sponsored by local businesses and tech partners, rewarding the best youth-led community solutions.
- ○ Use Instagram, TikTok, and other social media to promote the Redmond Youth Voices platform and upcoming civic events.

📈 Data-Driven Measurement

- ○ Utilize AI tools to track engagement metrics, sentiment analysis, and participation trends.
- ○ Generate monthly reports for the City Council to measure youth impact and guide outreach adjustments.
- ○ Share success stories publicly to reinforce trust and celebrate progress, supported by insights from Microsoft's data analytics teams.

Why Community Cohesion Matters

The Foundation of Democracy

Community cohesion—the strength of social bonds that unite residents across age, background, and experience—is fundamental to a functioning democracy. When diverse voices come together in civic dialogue, policies reflect the full spectrum of community needs, fostering trust in institutions and ensuring equitable representation.

The Youth Engagement Gap

In Redmond, youth under 25 represent approximately 28% of the population, yet their voices are largely absent from formal civic channels. This gap not only weakens democratic processes but also perpetuates policies that may not address the long-term needs of the community's future leaders and residents.

Building Bridges, Not Silos

Strong community cohesion prevents civic engagement from becoming fragmented along generational or demographic lines. When youth feel connected to their community and see their input valued, they are more likely to participate actively, creating a virtuous cycle of engagement that strengthens democracy for all.

How "Redmond Youth Voices" Fosters Cohesion

Inclusive Digital Platform

Creates accessible spaces where youth from all backgrounds can engage with civic issues, breaking down barriers of time, location, and traditional formats.

Intergenerational Dialogue

Facilitates connections between youth and city officials through virtual town halls and AI-powered Q&A, building mutual understanding and trust.

Amplifying Diverse Voices

Leverages AI to analyze and categorize youth ideas, ensuring that perspectives from Redmond's diverse community (46.7% White, 39.1% Asian, 44.2% foreign-born) are heard and represented.

Hybrid Engagement Model

Combines technology with traditional outreach through school partnerships and in-person events, meeting youth where they are while strengthening community ties.

The Digital Platform: AI-Powered Civic Hub

The **"Redmond Youth Voices"** platform is a mobile-first web application designed to meet young people where they are. By leveraging artificial intelligence and user-centered design, the platform transforms civic engagement from a passive obligation into an interactive, personalized experience that empowers youth to participate meaningfully in local governance.

AI-Powered Personalization

Machine learning algorithms analyze user interests and engagement patterns to deliver personalized content feeds, ensuring each young person sees civic issues most relevant to their lives and communities.

Smart Issue Summaries

AI-generated summaries distill complex policy documents and council meeting minutes into clear, accessible language with key takeaways, making local government transparent and understandable for all ages.

24/7 AI Chatbot Assistant

An intelligent chatbot trained on Redmond city data answers questions about local government, upcoming events, and civic processes in real-time, providing instant support and guidance to curious youth.

Virtual Town Hall Space

Integrated video conferencing and live-streaming capabilities enable youth to attend town halls remotely, submit questions in real-time, and participate in polls and surveys during meetings, breaking down accessibility barriers.

Gamification and the Idea Incubator

🏆 Gamification: Making Civic Engagement Fun

To incentivize sustained youth participation, the platform incorporates gamification elements that transform civic activities into engaging, rewarding experiences.

⭐ Points & Rewards System

Earn points for completing surveys, attending virtual events, submitting ideas, and sharing civic content. Points unlock badges and recognition.

🎖 Achievement Badges

Collect badges like "Civic Champion," "Policy Pioneer," and "Community Connector" to showcase your engagement journey and expertise.

📈 Leaderboards

Friendly competition through school-based and city-wide leaderboards that celebrate the most active civic participants each month.

> 💡 Research shows gamification increases engagement by up to 60% among youth audiences, making civic participation more accessible and appealing.

💡 Idea Incubator: Youth-Driven Solutions

The Idea Incubator empowers youth to directly shape Redmond's future by submitting, voting on, and developing community improvement ideas.

✏ Submit Ideas

Youth can propose solutions to local challenges—from sustainability initiatives to recreational programs—using simple forms with multimedia support.

🗳 Community Voting

Transparent voting system allows all users to support their favorite ideas, creating a democratic process that amplifies popular proposals.

🧠 AI-Powered Analysis
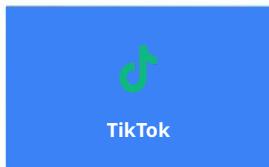
AI analyzes submitted ideas to identify common themes, categorize proposals, and generate comprehensive reports for city council review.
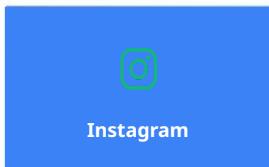
Targeted Outreach: Social Media Campaign

Multi-Platform Strategy
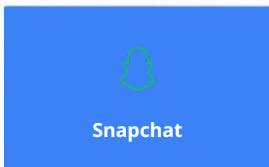
Our social media campaign will meet youth where they are—on the platforms they use daily. By leveraging TikTok, Instagram, and Snapchat, we will create engaging, shareable content that promotes the "Redmond Youth Voices" platform and upcoming civic events. The campaign will feature short-form videos, infographics, and collaborations with local youth influencers to maximize reach and authenticity.

TikTok	Instagram	Snapchat

Content Types & Engagement

▶ **Short-form videos explaining local issues**

📊 **Infographics on civic participation impact**

👥 **Influencer collaborations with local youth leaders**
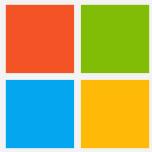
Place-based Considerations: Partnerships

🤝 Strategic Partnerships

Redmond offers many benefits because of its location as a tech hub and education leader. Building strong partnerships with the local school district, youth organizations, and tech companies is essential to effectively reach and engage its youth.

These collaborations provide credibility, access to youth networks, and resources to amplify our initiative.

Lake Washington School District #414

DigiPen Institute of Technology

Redmond Youth Partnership Advisory Committee

Local Tech Companies (Microsoft, Nintendo)

⭐ Partnership Benefits

- Access to ~7,829 students in schools
- Mentorship from tech professionals

Place-based Considerations: Hybrid Events

📅 Hybrid Events

Combining online and in-person activities, our hybrid events create inclusive opportunities for youth to engage with civic issues in ways that suit their preferences and schedules.

⟨/⟩ Civic Tech Hackathon — In-person at DigiPen

A week-long event where youth teams develop tech solutions to local challenges, mentored by professionals from Microsoft and Nintendo. Winners can present to the city council.

💬 Youth Policy Jam — Hybrid sessions at schools

Interactive workshops where youth collaborate to draft policy proposals on issues like sustainability, transportation, and recreation. AI tools can help refine ideas and give feedback

🎤 Town Hall Preview Sessions — In-person at Senior Center

Pre-town hall gatherings where youth learn about agenda items, prepare questions, and practice civic engagement in a supportive environment. Use social media to advertise.

Timing should align with youth schedules:
Youth prefer short, interactive formats, food, music, and other benefits (service-learning credit, volunteer hours, or internships).

Activities should offer tangible value (skill-building, networking with tech mentors).

Transportation & geography matter for turnout:
Many youth (especially high schoolers and college-aged young adults) rely on parents, transit, or carpooling.

Map common transit stops (and schedule youth-friendly times). Consider hosting events near schools to reduce travel difficulties.

Implementation Timeline and Milestones

Our 4-month implementation plan is structured around clear, measurable milestones that build momentum toward achieving **25% youth turnout** at the next town hall. Each phase includes specific activities and success metrics to track progress and ensure accountability.

Month 1
Foundation

Launch Platform & Social Media Campaign

Deploy the "Redmond Youth Voices" web application with AI chatbot, personalized feeds, and gamification features. Initiate targeted social media campaigns across TikTok, Instagram, and Snapchat with influencer partnerships.

Success Metric
5,000 Platform Sign-ups

Month 2
Engagement

First Hybrid Event & Idea Incubator Launch

Host the inaugural "Civic Tech Hackathon" combining virtual and in-person participation. Launch the Idea Incubator feature, enabling youth to submit and vote on community improvement proposals with AI-powered analysis.

Success Metrics
500 Event Attendees
100 Ideas Submitted

Month 3
Amplification

Intensive Town Hall Promotion Campaign

Launch a coordinated campaign across all channels promoting the upcoming town hall. Partner with schools to integrate civic participation into curricula. Host "Youth Policy Jam" event to generate excitement and preview town hall agenda.

Success Metrics
10,000 Sign-ups
50% Social Media Boost

Month 4
Achievement

Town Hall Execution & Goal Realization

Execute the town hall with hybrid format (in-person and virtual attendance). Leverage all engagement tools—platform notifications, social media reminders, school partnerships, and gamification incentives—to maximize youth turnout.

Target Goal
≥25% Youth Turnout

Stakeholder Engagement and Responsible AI Use

Key Stakeholders & Engagement Strategy

City of Redmond

City Council, Mayor's Office, and Parks & Recreation Department will provide governance oversight, policy integration, and logistical support for events and platform deployment.

Youth & Community Organizations

Redmond Youth Partnership Advisory Committee (RYPAC), local youth groups, and community centers will co-design features, pilot-test the platform, and mobilize peer networks.

Educational Institutions

Redmond's 12 schools and DigiPen Institute of Technology will integrate civic engagement into curricula, promote events, and provide student ambassadors for outreach.

Technology Partners

Local tech companies (Microsoft, Nintendo) will offer sponsorships, technical mentorship, cloud infrastructure support, and employee volunteers for hackathons and events.

> 🤝 **Traditional outreach (school visits, community events, flyers) will complement digital campaigns to ensure inclusive reach across all demographics.**

Responsible AI & Social Media Practices

Transparency & Explainability

All AI-generated content will be clearly labeled with explanations of how algorithms personalize experiences.

Data Privacy & Security

Youth data encrypted and COPPA/GDPR compliant, with parental consent for users under 13.

Bias Mitigation

AI models regularly audited for bias with diverse youth testing to ensure equitable representation.

Human Oversight

City staff and RYPAC review all AI-generated reports before City Council presentation.

Digital Literacy Education

Platform includes tutorials on critical evaluation of AI content and responsible social media use.
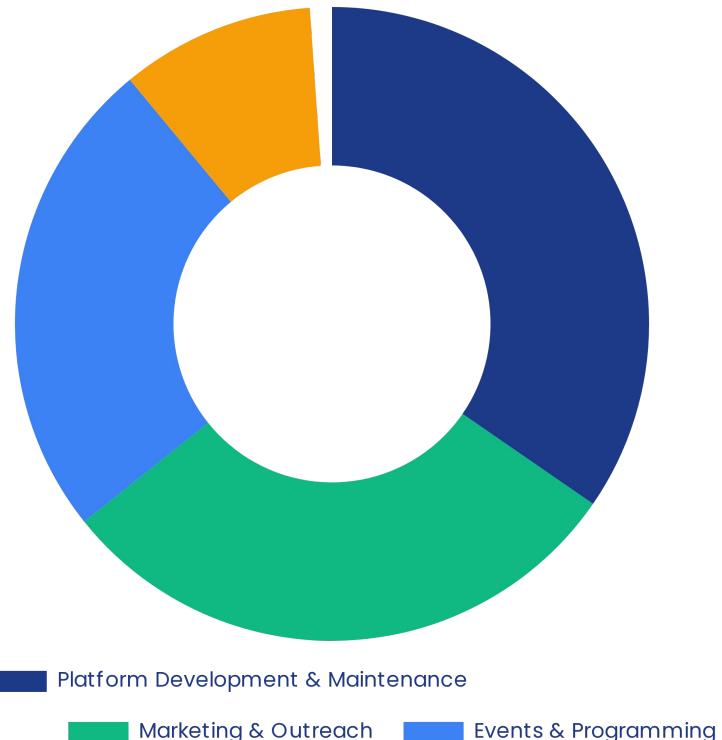
Balanced Engagement Model

Social media drives awareness while in-person events ensure technology enhances human connection.

Budget Allocation

Total Budget Available

$1,000,000

Budget Category	Amount
Platform Development & Maintenance	$350,000
Marketing & Outreach	$300,000
Events & Programming	$250,000
Contingency Fund	$100,000

- Platform Development & Maintenance
- Marketing & Outreach
- Events & Programming

Overcoming Logistical and Economic Constraints

While our **$1 million budget** provides substantial resources, we anticipate several logistical and economic challenges during implementation. Our strategy addresses these constraints proactively through partnerships, phased deployment, and resource optimization.

</> Platform Development Costs

Building a sophisticated AI-powered platform with chatbot, personalization algorithms, and gamification features requires significant technical expertise and infrastructure investment.

Solutions

- Partner with DigiPen Institute for student development teams supervised by faculty
- Leverage Microsoft Azure cloud credits through local tech partnerships
- Use open-source frameworks (React, Node.js, TensorFlow) to reduce licensing costs
- Implement phased feature rollout, prioritizing core functionality first

📣 Marketing Reach & Budget

Achieving widespread awareness among Redmond's youth (approximately 21,000 under 25) through paid social media campaigns can quickly exhaust marketing budgets without strategic targeting.

Solutions

- Focus on organic growth through school partnerships reaching 7,829 students directly
- Recruit youth ambassadors and influencers for authentic peer-to-peer promotion
- Utilize city-owned communication channels (website, newsletters) at no cost
- Concentrate paid ads on high-impact platforms with precise demographic targeting

📅 Event Logistics & Coordination

Organizing hybrid events like hackathons and policy jams requires venue coordination, equipment, staffing, and catering, which can strain both budget and organizational capacity.

Solutions

- Secure free venue access through school and DigiPen partnerships
- Recruit volunteer mentors from Microsoft and Nintendo employee networks
- Utilize existing city equipment and A/V resources from Parks & Recreation
- Offer virtual participation options to reduce physical space and catering needs

👥 Sustained Engagement & Retention

Maintaining youth interest over four months and converting platform sign-ups into actual town hall attendance requires continuous engagement and value delivery.

Solutions

- Implement gamification with tangible rewards (recognition, certificates, meetings)
- Provide regular content updates and personalized notifications through AI algorithms
- Create accountability through school integration and peer leaderboards
- Host monthly milestone events to sustain momentum and celebrate progress

💡 By leveraging Redmond's unique assets—a tech-savvy population, strong educational institutions, and proximity to industry leaders—we transform potential constraints into strategic advantages, ensuring efficient use of resources and sustainable impact beyond the initial four-month period.

Project Implementation Timeline (4 months)

1

Month 1:Launching platform + Outreach
- Launch "Redmond Youth Voices" platform (AI chatbot, gamification, personalization)
- Begin social media campaign (TikTok, Instagram, Snapchat)
- Recruit youth ambassadors & influencers
- Begin school outreach via assemblies and newsletters

Success Metrics: 5000 platform sign ups, 3 youth onboarded, 10 school partnerships activated

2

Month 2:Data-driven Management
- Host Civic Tech Hackathon at DigiPen (in-person + virtual)
- Launch Idea Incubator feature
- Begin AI-powered sentiment tracking
- Publish first youth engagement report to City Council

Success Metrics: 500 event attendees,100 ideas submitted, 1st monthly report delivered, 75% positive sentiment score

3

Month 3: Targeted Outreach, Community Cohesion
- Launch Town Hall promotion campaign
- Host Youth Policy Jam (hybrid at schools)
- Run Town Hall Preview Sessions at Senior Center
- Expand gamification (badges, leaderboards, rewards)

Success Metrics: 10,000 platform sign-ups, 50% increase in social media engagement, 3 preview sessions held, 200 new idea submissions

4

Month 4:Stakeholder Engagement
- Execute hybrid Town Hall (in-person + virtual)
- Maximize turnout via push notifications, school incentives, and social media
- Present top youth ideas to City Council
- Celebrate top contributors with awards & recognition

Success Metrics: ≥25% of town hall attendees under 25, 3 youth-led ideas presented to council, 1,000+ votes cast in Idea Incubator, 90% satisfaction rate from post-event survey

★

Ongoing Metrics and Monitoring

- **Platform Analytics:** Daily active users, time spent, feature usage
- **Sentiment Analysis:** Monthly reports on youth concerns and tone -
Outreach Reach: Social media impressions, shares, and click-through rates

- **Event Participation:** Attendance, feedback, and demographic breakdown
- **Idea Incubator:** Number of ideas, votes, and AI-generated insights
- **Civic Impact:** Youth representation in policy discussions and decisions