



**MICHIGAN
INDEPENDENT
CITIZENS
REDISTRICTING
COMMISSION**

The logo features the text "MICHIGAN INDEPENDENT CITIZENS REDISTRICTING COMMISSION" in a bold, sans-serif font. The word "CITIZENS" is highlighted in orange, while the other words are in dark blue. To the right of the text is a stylized orange outline of the state of Michigan, with a dark blue silhouette of the state's outline overlaid on it. Below the text and the Michigan map are several horizontal lines in orange and dark blue.

PROPOSED COMMUNICATIONS AND OUTREACH PLAN

April 8, 2021

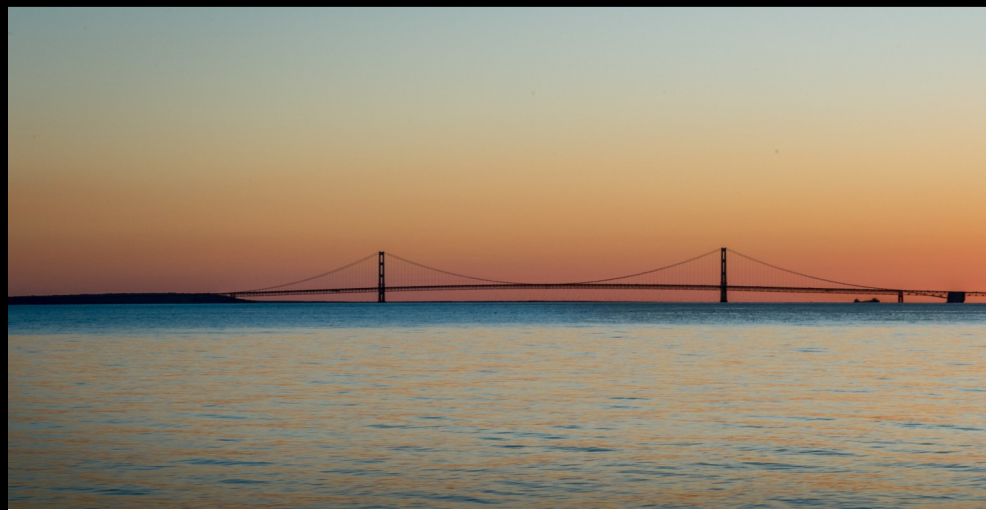
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STRATEGIC PLAN

MISSION: Lead Michigan's redistricting process to assure Michigan's Congressional, State Senate, and State House district lines are drawn fairly in a citizen-led, transparent process, meeting Constitutional mandates.

VISION: Chart a positive course for elections based on fair maps for Michigan today and for the future.

CORE VALUES: Integrity—Respect—Transparency—Purposeful



MICHIGAN INDEPENDENT CITIZENS REDISTRICTING COMMISSION



BACKGROUND

- In 2018, Michigan voters passed Proposal 2 to amend the Michigan Constitution.
 - Prevent gerrymandering
 - Openness and transparency
 - Reduce partisanship by letting citizens execute the redistricting process
- Created the Michigan Independent Citizens Redistricting Commission (MICRC).
- 13 randomly selected Michigan residents—four Democrats, five Independents, and four Republicans.
- The MICRC is responsible for redistricting Michigan's U.S. Congressional, and State House and Senate districts.

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MARKET RESEARCH METHODOLOGY

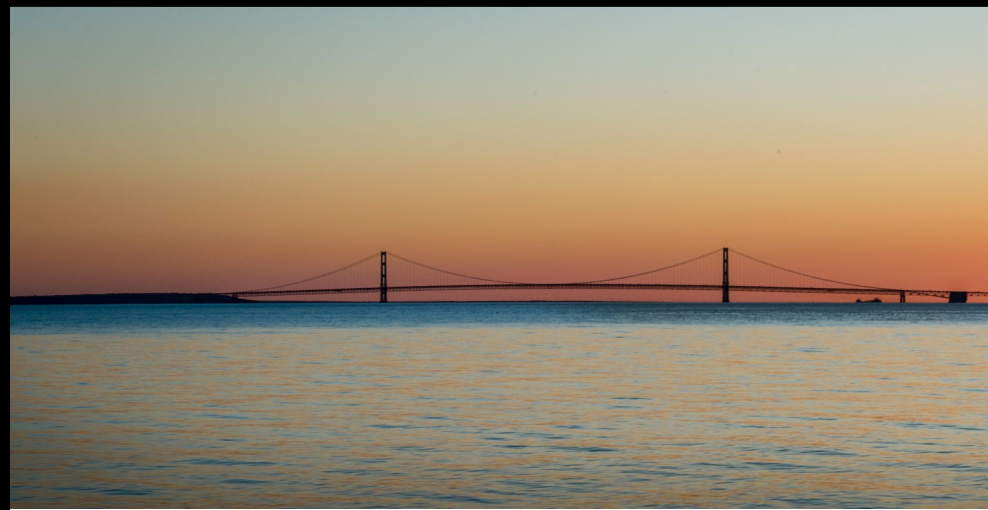
- The Glengariff Group, Inc. conducted a Michigan statewide survey of voters. The 600 sample, live operator telephone survey was conducted on March 27-31, 2021 and has a margin of error of +/-4.0% with a 95% level of confidence.
- 50.0% of respondents were contacted via landline telephone. 50.0% of respondents were contacted via cell phone telephone.
- This survey was commissioned by the Michigan Independent Citizens Redistricting Commission.

The logo for the Michigan Independent Citizens Redistricting Commission (MICRC) is positioned on the right side of the header image. It features the text "MICHIGAN INDEPENDENT CITIZENS REDISTRICTING COMMISSION" in a bold, sans-serif font. The words "MICHIGAN", "INDEPENDENT", "REDISTRICTING", and "COMMISSION" are in dark blue, while "CITIZENS" is in orange. To the right of the text is a dark blue silhouette of the state of Michigan. An orange graphic element, resembling a stylized arrow or a piece of a map, points towards the state silhouette. Below the text are several horizontal lines in orange and dark blue.

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MARKET RESEARCH KEY FINDINGS

- 53 percent of respondents have heard of the new redistricting change
- 24.3 percent have heard of the MICRC
- Plurality of voters have no opinion of commission
- The two strongest testing facts emphasized map fairness and public feedback
- No unfair advantage, citizen input, and transparency are key messages that resonate with voters
- News stories and website most likely avenues for engagement
- 48.2 percent believe participation will have an impact



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GOAL #1: Ensure fairness in the redistricting process.

Objective 1—Share the process for random selection of commissioners.

Objective 2—Address gerrymandering through the composition of the commission.

Objective 3—Emphasize that MICRC requires hiring and mapping decisions to include at least one affiliate from the Democrats, Independents, and Republicans.

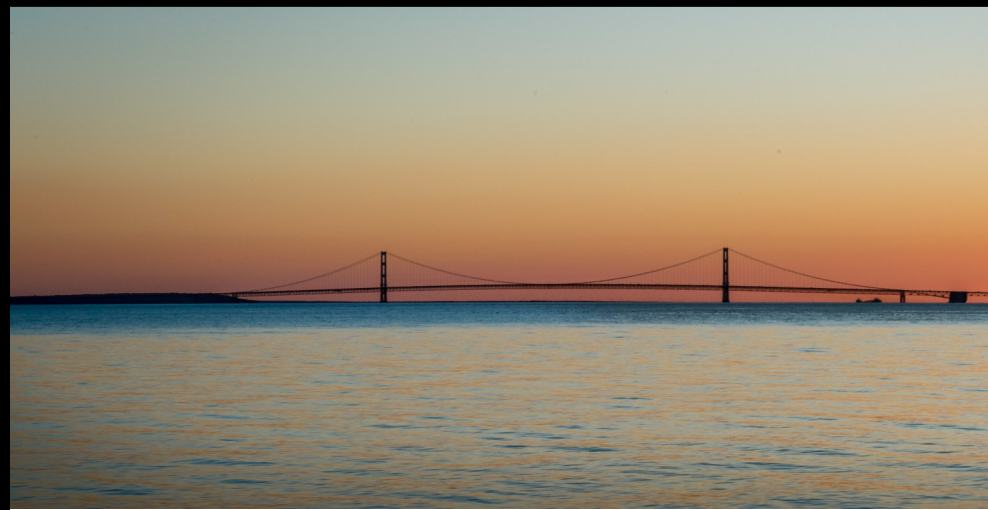


GOAL #2: Heighten awareness in the redistricting process.

Objective 1—Recruit Michigan residents to sign-up for alerts.

Objective 2—Reinforce that commissioners are everyday citizens.

Objective 3—Collaborate with statewide organizations and their affiliates/members to inform residents about Michigan’s new redistricting process.



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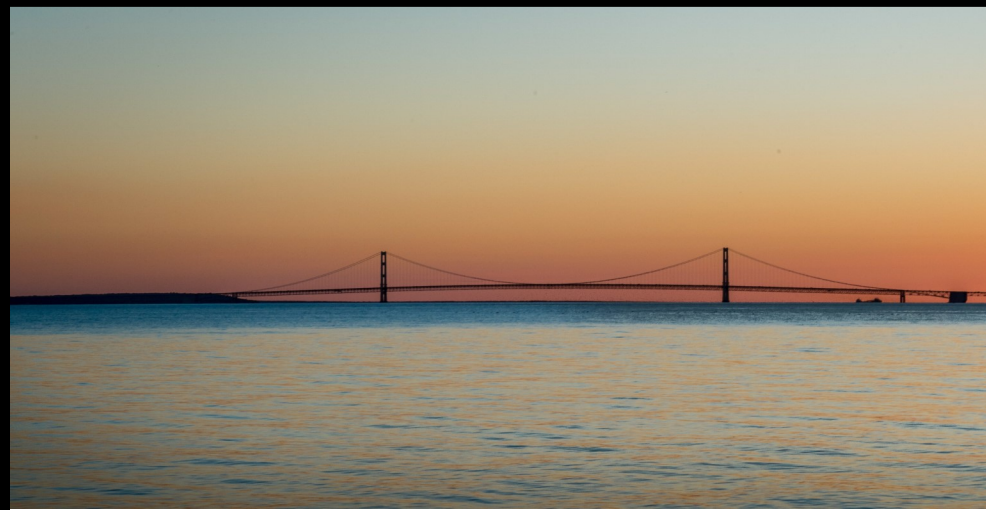


GOAL #3: Model transparency in the redistricting process.

Objective 1—Create a robust, accessible, and user-friendly website that promotes and documents every action of the Commission.

Objective 2—Cite how the Commission follows the laws, rules, and procedures.

Objective 3—Establish and maintain solid and ethical relationships with media for accurate, balanced, and timely information release.



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GOAL #4: Increase engagement in the redistricting process.

Objective 1—Execute three multimedia education campaigns (public hearings, map submission, adoption of maps) for residents to participate in the redistricting process through public comments and hearings.

Objective 2—Identify and engage stakeholders in Communities of Interest to maximize the voices of residents.

Objective 3—Utilize Town Hall Forums to partner with local organizations and inform residents about the redistricting process.

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The logo features the text 'MICHIGAN INDEPENDENT CITIZENS REDISTRICTING COMMISSION' in blue and orange. To the right is a blue silhouette of Michigan with orange lines indicating redistricting. Below the text are three horizontal lines: two orange and one blue.

COMMUNICATIONS AND OUTREACH PLAN PROCESS

- Present to the Commission—April 8
- Receive feedback and public comment—April 8-14
- Commission Vote—April 15

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***COMMUNICATIONS AND OUTREACH PLAN
PLATFORMS***

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