

**MICHIGAN
INDEPENDENT
CITIZENS
REDISTRICTING
COMMISSION**



Communications and Outreach Update

MAY 6, 2021



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 the 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

FAIRNESS

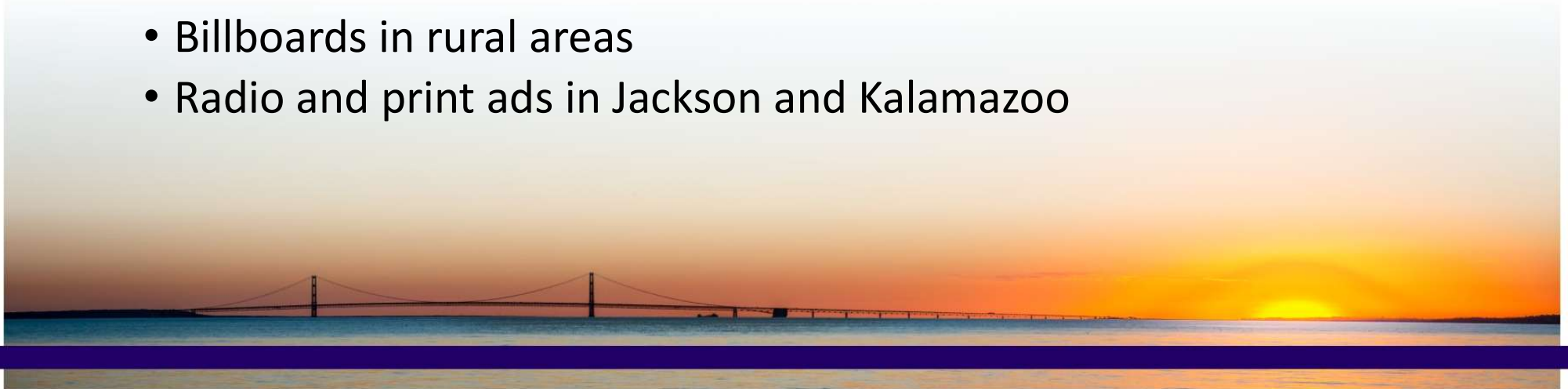


- Ensure fairness in the redistricting process.
 - Obtained a toll-free number to contact the MICRC, 1-833-You Draw or 1-833-968-3729.
- Objective 3—Emphasize that MICRC requires hiring and mapping decisions to include at least one affiliate from the Democrats, Independents, and Republicans.
- Objective 3—Emphasize that MICRC requires hiring decisions to include at least one affiliate and adopting maps to include at least two affiliates from the Democrats, Independents, and Republicans.

AWARENESS



- Heighten awareness in the redistricting process.
 - Kick-off Press Conference for Public Hearings.
 - Statewide organizations assisting with volunteer recruitment.
 - Billboards in rural areas
 - Radio and print ads in Jackson and Kalamazoo



TRANSPARENCY



- Model transparency in the redistricting process.
- Public Hearings
 - AV Contractors
 - Setup and Layout
- Good Fruit Video
- Objective 1—Create a robust, accessible, and user-friendly website that promotes and documents every action of the Commission.



ENGAGEMENT



- Increase engagement in the redistricting process.
 - Virtual presentations
 - Michigan League for Conservation Voters
 - Social Media posts



QUESTIONS

