

**MICHIGAN
INDEPENDENT
CITIZENS
REDISTRICTING
COMMISSION**



PR CONSULTANT RECOMMENDATIONS

APRIL 16, 2021



BACKGROUND

- Commission approved soliciting three informal bids to provide public relations consulting for the Southeast Michigan Media Market and the Media Markets in Michigan excluding Southeast Michigan Media Market.
- This process provides a cost range of \$5000.00-\$49,999.99.
- Bids were posted on the MICRC Website and State's Sigma site. Bids were sent to the PRSA of Mid-Michigan and PRSA of Detroit Chapter. Outreach was also done to public relation firms in Lansing and Detroit.





BACKGROUND

- This process was used to:
 - Recognize the population density in Southeast Michigan compared to the rest of the state.
 - Ensure effective and efficient grassroots outreach to the diverse Communities of Interest in Southeast Michigan.
 - Acknowledge that the strategy in reaching rural areas are different than urban areas.
 - Address cost concerns with utilizing preexisting requests for proposals.





SOUTHEAST MICHIGAN

- We received three informal bids from M3 Group, McConnell Communications, and VanDyke Horn.
- Bids were evaluated by MICRC and MDOS staff based on campaign plan, methods, hourly rate, budget allocation, timelines, expertise, experience, and outreach.
- Staff is recommending negotiating with McConnell Communications based on their plan for grassroots outreach in reaching the diverse populations in Southeast Michigan, experience and success in doing similar work, and media relationships.



RECOMMENDATION



- Authorize MICRC staff to enter contract negotiations with McConnell Communications not to exceed \$49,999.99.



MOTION



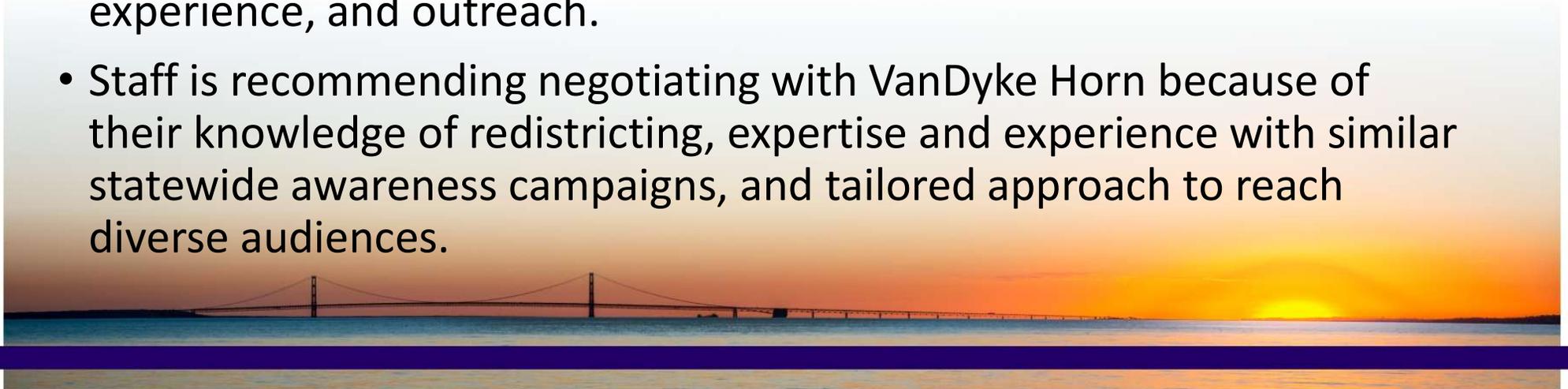
- The Michigan Independent Citizen Redistricting Commission (MICRC) approves offering a contract to McConnell Communications for promotional consultant services for the Southeast Michigan media market.





MICHIGAN, except Southeast

- We received two informal bids from M3 Group and VanDyke Horn.
- Two declined because of having too much work and COVID-19.
- Bids were evaluated by MICRC and MDOS staff based on campaign plan, methods, hourly rate, budget allocation, timelines, expertise, experience, and outreach.
- Staff is recommending negotiating with VanDyke Horn because of their knowledge of redistricting, expertise and experience with similar statewide awareness campaigns, and tailored approach to reach diverse audiences.



RECOMMENDATION



- Authorize the MICRC staff, in consideration of the two bids received, to enter contract negotiations with VanDyke Horn Public Relations not to exceed \$49,999.99.



MOTION



- The Michigan Independent Citizen Redistricting Commission (MICRC) approves offering a contract to VanDyke Horn Public Relations for promotional consultant services for the Michigan media market, except Southeast Michigan.

