

Outreach Consulting Assistance and Expertise

**SCHEDULE A
STATEMENT OF WORK
CONTRACT ACTIVITIES**

BACKGROUND

Every 10 years following the U.S. Census, district lines for political offices must be redrawn in states across the country to accurately reflect their population. In Michigan, a randomly selected commission of citizens is responsible for drawing U.S. Congressional and Michigan State House and Senate district lines. Voters amended the state constitution in the November 2018 general election to make citizens — not legislators or special interests — responsible for drawing district lines (called “redistricting”). The commission is composed of 13 randomly selected Michigan registered voters: four who affiliate with the Democratic Party, four who affiliate with the Republican Party, and five who do not affiliate with either major political party. In September 2020, the randomly-selected Commission convened for the first time. The Outreach Consultants will assist the Commission in fulfilling their constitutional obligations as they embark on a new process involving new redistricting criteria and requiring transparency and public engagement throughout the map drawing process. Final maps must be completed and approved by November 1, 2021.

For additional information please visit: <http://www.redistrictingmichigan.org>

The Independent Citizens Redistricting Commission (ICRC) in conjunction with the ICRC Executive Director is responsible for administering the redistricting process of this historic effort. The constitutional requirements for the redistricting process require redistricting assistance to complete. To that end, the ICRC and the ICRC Executive Director are seeking outside help to perform redistricting for the State of Michigan. Redistricting includes United States Congressional Districts as well as the State of Michigan Senatorial and Representative Districts.

Though the Michigan model is a first-of-its-kind effort, other states are likely to follow in the years ahead as voters enact similar measures tout the power to draw district lines in the hands of citizens.

SCOPE

The ICRC Commission and the ICRC Executive Director are seeking independent outreach assistance and expertise in addressing these three constitutional requirements:

1. Perform redistricting of Michigan United States Congressional Districts.
2. Perform redistricting of Michigan State Senatorial Districts.
3. Perform redistricting of Michigan State Representative Districts.

We are looking for experienced Outreach Consulting Expertise, who are well respected, independent, and trusted within their field. We are seeking a contractor or firm (hereafter, “firm”) with integrity and nonpartisan reputation, as well as ample experience ensuring redistricting processes are fair and consistent with the necessary requirements. The firm entrusted with this responsibility will be expected to provide outreach expertise in conjunction with the ICRC Commission, the ICRC Executive Director and the ICRC Communications Director personnel complying with the constitutional requirements outlined above.

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It is expected that Outreach Consulting will include, but not limited to, the following:

1. Collect public data consisting of mail, email, public sessions, input from outside organizations, and other forms of communications.
2. Participate in all public sessions.
3. Maintain the data in a database of outreach comments.
4. Compile all public input.
5. Summarize the data and periodically report analysis to the ICRC Commissioners.
6. Coordinate closely with the Communications Director and the ICRC Commissioners.
7. Organize public hearings.
8. Recommend and implement additional outreach techniques.

REQUIREMENTS

1. General Requirements

1.1 Key Deliverable One

For the first constitutional requirement outlined in the scope above (United States Congressional Redistricting):

- (a) Provide a work plan for outreach relative to Michigan's United States Congressional Districts.
- (b) Detail how to demonstrate to the ICRC Commission and the public that the outreach program complies with Michigan constitutional requirements and the Voting Rights Act of 1965.
- (c) Identify all processes that will be used in the outreach process. The ICRC Commission reserves the right to add additional electronic data resources as well as manual data to the outreach process.
- (d) It is expected that the bidder will provide database software for use in the outreach process. The database should be ICRC accessible for independent research. As an alternative to ICRC access the availability of a consultant to perform requested research within a reasonable period of time would be required. At critical times during the redistricting process immediate assistance may be required. Identify the software platform that is recommended to use, how it will be used among the bidders team and the ICRC in the work plan, and why this software is recommended above other alternatives.

1.2 Key Deliverable Two

For the second constitutional requirement outlined in the scope above (Michigan's State Senatorial Redistricting):

- (a) Provide a work plan for outreach relative to Michigan's State Senatorial Districts.
- (b) Detail how to demonstrate to the ICRC Commission and the public that the outreach program complies with Michigan constitutional requirements and the Voting Rights Act of 1965.
- (c) Identify all processes that will be used in the outreach process. The ICRC Commission reserves the right to add additional electronic data resources as well as manual data to the outreach process.
- (d) It is expected that the bidder will provide database software for use in the outreach process. The database should be ICRC accessible for independent research. As an alternative to ICRC access the availability of a consultant to perform requested research within a reasonable period of time would be required. At critical times during the redistricting process immediate assistance may be required. Identify the software platform that is recommended to use, how it will be used among the bidders team and the ICRC in the work plan, and why this software is recommended above other alternatives.

1.3 Key Deliverable Three

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For the third constitutional requirement outlined in the scope above (Michigan's State Representative Redistricting):

- (a) Provide a work plan for outreach relative to Michigan's State Representative Districts.
- (b) Detail how to demonstrate to the ICRC Commission and the public that the outreach program complies with Michigan constitutional requirements and the Voting Rights Act of 1965.
- (c) Identify all processes that will be used in the outreach process. The ICRC Commission reserves the right to add additional electronic data resources as well as manual data to the outreach process.
- (d) It is expected that the bidder will provide database software for use in the outreach process. The database should be ICRC accessible for independent research. As an alternative to ICRC access the availability of a consultant to perform requested research within a reasonable period of time would be required. At critical times during the redistricting process immediate assistance may be required. Identify the software platform that is recommended to use, how it will be used among the bidders team and the ICRC in the work plan, and why this software is recommended above other alternatives.