

**SCHEDULE A
STATEMENT OF WORK
CONTRACT ACTIVITIES**

PROJECT REQUEST

This is a Statement of Work (SOW) to amend the Contract for Marketing and Advertising Services to include the Michigan Independent Citizens Redistricting Commission (MICRC) for communications and outreach to increase awareness and engagement of the public in the State's redistricting process.

The estimated annual budget is _____. The Contract value will be set on a figure based on FY 2021 and 2022 for the remaining term of the awarded Contract.

All other terms/conditions of the Contract remain unchanged.

BACKGROUND

In 2018, Michigan residents took fate into their own hands by approving Ballot Proposal 2 and revising the Michigan Constitution to shift the responsibility for redistricting the State of Michigan. Instead of the Legislature being responsible for redistricting, this authority now belongs to the MICRC. Through public engagement and participation, the MICRC is responsible for adopting a redistricting plan for each of the following types of districts: Michigan House of Representative Districts, Michigan Senate Districts, and the U.S. Congressional Districts.

To ensure fairness, awareness, transparency, and engagement, the MICRC seeks marketing and advertising services to increase awareness and engagement in the State's redistricting process. The MICRC is interested in obtaining market research, identifying key messages, and generating public interest and participation at the first and second round of public hearings.

Program Summary Additional Services—Requirements

Key Deliverable #1: Through a representative sample, the contractor will develop and execute a survey to measure perceptions of awareness, transparency, and engagement of Michigan residents in each congressional district during the redistricting process. A baseline survey shall take place in March. A final survey will take place after Nov. 1, 2021.

In your response, please provide details on how you will achieve this key deliverable. For example, please detail methodology, length of survey, timelines, or any other relevant information.

Key Deliverable #2: To increase awareness and engagement, the contractor will assist the MICRC in developing and executing a multimedia education campaign to ensure Michigan residents know how to participate in the redistricting process. The contractor will use the research outlined in Key Deliverable #1 and other data to make data-driven recommendations on effective communication and outreach methods. Ideally, pending budget availability, the

campaign will reach residents through television, radio, print media, social media, promotional materials, short messaging service, videos, events, etc.

This campaign shall begin in March 2021 and run through December 2021. Key dates for the MICRC relevant to the campaign are included below:

- April: launch public comment and map submission tool, begin encouraging public submissions.
- May-July: Begin constitutionally required public hearings (at least 10 in locations across the state)
- August-early October: Complete initial redistricting plans
- October: Round 2 of constitutionally required hearings. Complete and approve final maps.
- November/December: Final maps approved and become law.

In your response, please detail a proposed multimedia campaign strategy, including methods, budget allocation, timelines, and any other relevant information.