

**MICHIGAN INDEPENDENT CITIZENS REDISTRICTING COMMISSION
PUBLIC RELATIONS CONSULTANT QUOTE
MICHIGAN, EXCEPT SOUTHEAST MICHIGAN**

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 in the State of Michigan. Instead of the Legislature holding responsibility for redistricting, this authority now belongs to the MICRC. The MICRC is responsible for adopting a redistricting plan for Michigan Congressional, House, and Senate districts through public engagement and participation.

To ensure fairness, awareness, transparency, and engagement, the MICRC seeks public feedback on proposed plans for redistricting at its 2nd Round of Public Hearings. In addition, the MICRC is interested in the public relations consultant developing and executing a multimedia and diverse campaign strategy for the Michigan Media Market, except Southeast Michigan.

SCOPE

The MICRC seeks an experienced, creative, and resourceful public relations contractor to increase awareness, confidence, and engagement in Michigan's new redistricting process during the 2nd Round of Public Hearings. The contractor should know the Michigan media market demographics (including rural areas), traditional and nontraditional media outlets, the best communication channels to reach diverse populations, etc.

This campaign starts Monday, Oct.4, and ends Friday, Nov. 3. Key dates for the MICRC relevant to the campaign are included below:

- October—Launch statewide press conference to kick off the 2nd Round of Public Hearings.
- October—Begin constitutionally required public hearings—Flint (Oct. 11), Gaylord (Oct. 12), Marquette (Oct. 14), Grand Rapids (Oct. 18), Kalamazoo (Oct. 19), and Lansing (Oct. 21). It is not expected that the contractor will travel to Gaylord and Marquette.
- November—Statewide Press Conference to report the results of the 2nd Round of Public Hearings

The MICRC seeks to have the contractor onboard the week of Monday, Sept. 20

REQUIREMENTS

To increase engagement regarding the redistricting plan for Michigan's Congressional, House, and Senate districts, the contractor will provide a proposal that addresses the following:

- How it will develop and execute a multimedia promotional campaign
- Media outreach
- A communication strategy will heighten awareness, transparency, confidence, and engagement in Michigan's new redistricting process.

- Identify the principal and their resume for the project.
- Resume for each individual working on the project.
- Hourly rate for each individual working on the project.
- Highlight prior experience and accomplishments working on public campaigns.
- Administrative costs, including project management, are limited to five percent.

Bids are due Tuesday, Sept. 14 at 4:00 p.m. EDT.

QUESTIONS

Please direct all questions and bid submissions to Edward Woods III, MICRC Communications and Outreach Director, at woodse3@michigan.gov.