



1. Experience:

Compass Strategies is a cutting-edge public affairs firm that merges public relations, governmental affairs, community engagement, and data analytics strategies to help large and small public and private organizations that need to bring their message to the forefront.

Compass Strategies is a team of seasoned influencers who have built solid reputations with government officials, business, community and labor leaders, and the press. We don't take relationships lightly—but we do leverage them for worthy causes. We've been a catalyst for the most pivotal chapter of Detroit's recent history: From the Pistons coming home, to the (formerly new, prior to the Huntington Place naming) Cobo Conference and Convention Center and its \$300 million renovation, the \$1 billion MGM Grand Detroit development, to the \$2.2 billion expansion of Marathon Petroleum's Detroit refinery – he has literally helped change the city's skyline. And from securing living wages for service workers to cannabis reform, Compass Strategies has led the way in making Detroit an easier place to live in and be proud of. Victories like these start from the ground up—with passionate people who are driven by a common vision and a clear message.

Victory is sealed by work at the top—through negotiations and networking that are backed by an intimate knowledge of this city's political culture and its key players. Most challenges must be addressed on multiple fronts. That's why we employ an integrated approach to public affairs and community engagement, from private meetings, to press events, to polling and organizing. Our in-house offerings include government relations, messaging, media/communications, comprehensive data analytics, social media/video and radio production, and a call center capable of 1,000 live calls per hour.

2. Community Engagement/Media:

Compass Strategies is the only firm in Detroit truly built for community engagement. Our seasoned professionals are assigned to each Detroit City Council district and see real Detroiters face-to-face or communicate with them on a daily basis.

In addition to our community outreach efforts, Compass has a proven track record of collaborating with both traditional and nontraditional media personalities, we develop an integrated approach that includes engaging influential figures who can effectively educate one of the hardest to reach communities. We will use such an approach to drive participation to the three commission hearings.

Leveraging a rich history of successful partnerships with influencers and media outlets, Compass is well-equipped to deploy a dynamic team that will play a pivotal role in educating and engaging residents for their valuable feedback in the redrawing process of Michigan House Districts #1, 7, 8, 10, 11, 12, and 14.

- Example 1:

Detroit Water and Sewerage Department

Compass was instrumental in driving a number of communication initiatives for DWSD, including increasing awareness about the Department's assistance programs for low-income city residents. Our engagement team were dispatched throughout the city to engage with grassroots leaders and their constituents in order to ensure they were aware of critical issues related to the department, as well as critically needed assistance programs. Our efforts also included analyzing data and polling, which provided DWSD with the necessary documentation to implement targeted support. These efforts led to the policy decision to discontinue water shutoffs that had impacted some of the city's most impoverished residents.

Skills employed: Communications | Strategy | Crisis Communications | Community Engagement | Polling & Data Analytics

- Example 2:

FLINT WATER SETTLEMENT

Compass guided strategic communication efforts for the state of Michigan after the announcement of the more than \$600 million settlement in Flint, including stakeholder outreach and communications counsel for Governor Gretchen Whitmer. We also designed the Flint Water Settlement website and worked with local community organizations to provide an overview of the agreement and all ancillary information.

SKILLS EMPLOYED: Media Relations | Strategic Communication | Community Engagement - Web Development.

- Example 3:

DETROIT PISTONS

After 40 years of playing in Oakland County, the Detroit Pistons decided to return to the city. The decision required approval from Detroit City Council to approve

the complicated financial structure that came as a result of retrofitting parts of Little Caesars Arena to meet NBA standards. Compass successfully guided the Pistons organization through that process by way of an integrated communications, government relations, and community engagement approach. As part of our partnership with the Pistons, Compass entered into the city's first Community Benefits Agreement, which negotiated quality of life amenities directly with the impacted community. It was a voluntary and proactive decision by the Pistons to become fully engaged in the city, and the rewards are being felt immensely throughout the community.

SKILLS EMPLOYED: Community Engagement | Government Affairs | Communications.

- Example 4:

PROMOTE THE VOTE

Compass successfully led statewide communication efforts in support of the statewide ballot initiative that promoted no-excuse absentee voting that protected against voter suppression attempts. Compass also designed community/civic events to engage residents around the issue in Detroit and across the state.

SKILLS EMPLOYED: Media Relations | Strategic Communications | Community Engagement

3. Media Engagement Plan:

Streamlined Engagement Plan: Driving Participation in Virtual Town Hall and In-Person Hearings

1. Virtual Town Hall:

- **Social Media Campaign:**
 - **Platform-Specific Content:** Create engaging content tailored for Facebook, X (formerly Twitter), Instagram, and other relevant platforms.
 - **Announcement Posts:** Regularly post announcements, countdowns, and teasers to build anticipation.
- **Digital Partnerships:**
 - **Collaborate with local news outlets:** Partner with local digital news platforms for live streaming and coverage.
 - **Podcasts:** Engage with local podcasters to discuss redistricting topics and promote the virtual town hall.
- **Direct Mail Campaigns:**
 - **Targeted Mail:** Send mail to residents, civic organizations, and community leaders inviting them to the virtual town hall.

- Interactive Surveys: Include interactive surveys to gather preliminary feedback and questions.

2. In-Person Public Hearings:

- Text Message Program
 - Develop and execute a robust targeted text message program to drive turnout and collect data on residents attending hearings.
- Community Ambassadors:
 - Recruit Local Ambassadors: Identify and recruit community ambassadors from diverse neighborhoods to act as liaisons and encourage attendance.
 - Activate Compass Strategies Neighborhood Association and Block Club contacts to recruit their neighbors to attend hearings.
- Traditional Media:
 - Press Conferences: Organize press conferences to announce the public hearings, featuring influential community leaders to lend credibility.
 - Radio Advertisements: Air targeted radio advertisements on popular local stations to reach a broader demographic.

3. Influencer Engagement:

- Local Influencers:
 - Identify Local Influencers: Partner with influencers who have a strong local following and credibility.
 - Social Media Takeovers: Allow influencers to take over social media accounts to promote the events in an authentic way.
- Community Leaders:
 - Engage Key Community Figures: Leverage relationships with respected community figures to serve as advocates and encourage attendance.
 - Endorsement Videos: Request community leaders to create short endorsement videos promoting the importance of participation.

4. Interactive Website:

- Event Landing Page:
 - Centralized Information: Create a dedicated website page with all relevant information about the virtual town hall and public hearings.
 - Registration Portal: Include an easy-to-use registration portal for both virtual and in-person attendance.
- Real-Time Updates:
 - Live Updates: Provide real-time updates on the website during the virtual town hall, such as live polls and highlights.
 - Post-Event Resources: Upload recordings, summaries, and additional resources post-event for those who couldn't attend.

5. Feedback Mechanisms:

- **Interactive Surveys:**
 - **Immediate Feedback:** Conduct short surveys during the virtual town hall and in-person hearings to capture immediate reactions.
 - **Post-Event Surveys:** Follow up with participants through email surveys to gather detailed feedback.

Compass Strategies is committed to a focused approach that maximizes resident engagement and feedback in the redistricting process. Through strategic communication channels, partnerships with influencers and organizations, and a simplified plan, we aim to streamline the process and enhance accessibility for all residents.

4. Principal:

Jamaine Dickens has over two decades of success in public relations, government affairs, and community engagement through political campaigns in Michigan. He understands that most endeavors are merely campaigns that require these three key components and has employed them successfully to benefit governmental entities, major corporations, sports franchises, real estate investors, political candidates and ballot initiatives.

Jamaine has been a catalyst for the most pivotal chapter of Detroit's recent history: From the Pistons coming home, to the (formerly new, prior to the Huntington Place naming) Cobo Conference and Convention Center and its \$300 million renovation, the \$1 billion MGM Grand Detroit development, to the \$2.2 billion expansion of Marathon Petroleum's Detroit refinery – he has literally helped change the city's skyline. And from securing \$15 an hour for Detroit's janitors to participating in several statewide political campaigns for ballot referendums, gubernatorial and presidential candidates, Jamaine has impacted Michigan's history through politics and policy.

Jamaine's approach to success is building consensus by designing solutions for well-defined problems. He built his enterprise on the philosophy that when his clients win, he wins. He prides himself on designing bold approaches to each client's challenges; and by helping them find the voice they need to be their own best spokesperson. A Detroit native with lifelong ties to its communities, Jamaine's relationships and access to grassroots and grassroots leaders alike, allow him to successfully employ the old-school method of talking face-to-face with stakeholders to problem-solving. He believes that simply listening speaks volumes, and the trust created from it speaks louder.

Jamaine has served as a communications and political advisor to numerous mayoral, gubernatorial, congressional and presidential candidates in Detroit and Michigan. He was spokesperson and communications director for the city of Detroit; the youngest and first African American appointed to communications director for the House Democrats of the Michigan

Legislature; and served on the transition team of the Detroit Regional Convention Facility Authority (Cobo Hall).

5. References:

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John Johnson
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6. Project Staff Experience:

Don DeFoe - Project Manager \$175 Per Hour

Don DeFoe boasts over 18 years of extensive experience overseeing political and issue campaigns nationwide. He has earned the trust of various political entities, serving as a valued advisor to presidential campaigns, a US Senator, legislators, local candidates, as well as the Democratic Party and organized labor organizations. DeFoe possesses a deep understanding of effectively addressing a community's needs and desires through strategic political leadership and coalition building.

His expertise ranges from assembling teams of ministers to promote a presidential candidate's message to mobilizing precinct delegates for door-knocking efforts in support of a city council

candidate in Detroit. Don firmly believes that the key to campaign success lies in personalized field operations harmoniously integrated with all facets of campaign messaging.

Don began his career as an organizer in a competitive congressional race in Houston, TX. He then contributed to the 2004 presidential campaign in Las Vegas before returning to Michigan to work for the Democratic Caucus in the State Senate. In 2006, he served as the Base Vote Coordinator at the Michigan Democratic Party, playing a pivotal role in securing Democratic victories in grassroots campaigns across Flint, Detroit, Lansing, Western Wayne County, and Oakland County.

Transitioning to the labor movement, Don assumed the role of National Senior Field Representative for the National AFL-CIO, leading worker-driven campaigns in Michigan, New Jersey, and Wisconsin. In more recent times, he held the position of Michigan Organizing Director for the Mike Bloomberg campaign for President and currently serves as the Vice President of Field Management for Compass Strategies.

Ben Kohrman – Communications Strategist \$175 Per Hour

Ben Kohrman is a strategic press and communications professional who has worked in the political, government and non-profit sectors statewide in Michigan since 1995.

Ben started his career as Deputy Communications Director for the House Democrats of the Michigan Legislature. There, he played an integral role in developing messaging and statewide media relations for nearly 50 state representative offices that made up the Democratic Caucus.

Ben has served as Director of Communications for Lieutenant Governor John Cherry after serving three years as Transportation and Human Services Policy Advisor to Governor Jennifer Granholm. Before joining the Executive Office, Ben served as Director of Communications at the Michigan Department of Transportation for three years. He also worked as a speechwriter, video producer and Deputy Communications Director for the House Democratic central staff in the Michigan Legislature.

In addition to his communications roles, Ben served as an Assistant Deputy Director at the Michigan Department of Human Services, leading the Department's efforts on the "Double Up Food Bucks" and the "Michigan No Kid Hungry" campaigns. Most recently, Kohrman served as a volunteer member of the Transition Working Group on Transportation for Governor Gretchen Whitmer.

Mary Dettloff– Communications Strategist \$150 Per Hour

A Michigan native and familiar name to Michigan media, Mary Dettloff works at Compass Strategies creating content and building relationships with the media that benefit our clients locally, regionally and nationally. Most recently Mary led Compass's work with the successful

2022 Human Rights Campaign effort to elect pro-equality candidates to the Michigan legislature.

Mary has more than 25 years of experience spanning state government and the higher education sector. Most recently, she served as the deputy director of the Office of News and Media Relations at the University of Massachusetts Amherst, a top 30-ranked public research university, and served as director of media relations at Williams College, the top-ranked private liberal arts college in the U.S.

Prior to her work in Massachusetts, she worked at the Michigan Department of Natural Resources for nearly 10 years, serving as its public information officer and later as a senior communications advisor. The top career accomplishment for Mary was her time spent working to elect Jennifer Granholm as governor of Michigan, and then serving for three years as her deputy press secretary. Prior to that experience, Mary worked in the Michigan House of Representatives doing media relations and content creation for the House Democratic Caucus.

Mobolaji Ayeni – Social Media Manager \$150 Per Hour

Mobolaji Ayeni is a writer and strategist with experience in the corporate, nonprofit and public sectors. Prior to joining Compass, he managed and shaped Co.act Detroit's communication strategies as Digital Communications Manager.

Previously, Mobolaji worked as a Senior Communications Associate for EarlyWorks, LLC, working on a diverse range of projects and campaigns in southeast Michigan's nonprofit and philanthropic sector.

Mobolaji has a Master of Public Affairs degree from Brown University and a Bachelor of Arts in English Language and Literature from Michigan State University. He is also the co-founder of Origin Story LLC, a creative studio based in Detroit.

AJ Ganik – Vice President of Strategy and Analytics \$175 Per Hour

AJ Ganik is a seasoned professional in the realm of strategy and analytics, serving as Vice President of Strategy and Analytics at Compass Strategies in Detroit, MI, since April 2018. His role involves leveraging data analytics to formulate messaging and targeting strategies for campaigns across Michigan. AJ oversees the design and implementation of voter outreach platforms, including the establishment of an in-house call center. Additionally, he conducts polling on behalf of local public and private entities, showcasing his expertise in both strategy development and data-driven decision-making.

Before his current position, AJ served as a Project Manager at Penn Schoen Berland in London, U.K., from November 2016 to April 2018. In this role, he managed teams of analysts, developing campaign strategies for heads of state globally. AJ played a pivotal role in setting overall strategy, crafting day-to-day messaging, designing advertising and media strategies, and consulting on digital campaigns. His responsibilities also included designing, fielding, and analyzing over 40 polls to inform and refine campaign strategies.

AJ's political acumen and analytical skills were prominently demonstrated during his tenure as the Deputy State Director for Data and Analytics at Hillary for America in Detroit, MI, from June 2016 to November 2016. In this role, he created reports, established metrics, and analyzed data to identify trends for the 2016 Presidential Election in Michigan. AJ's ability to advise field strategy based on analytical trends and his expertise in training field staff on campaign software contributed significantly to the campaign's success. With a wealth of experience spanning different continents, AJ Ganik is recognized for his strategic insights, proficiency in data analytics, and dedication to campaign success.

Aaron Hall – Vice President of Community Engagement and Strategy \$150 Per Hour

A lifelong Detroiters and Detroit Public Schools graduate, Aaron Hall has more than a decade of experience in community engagement and government affairs. He has played integral roles in Detroit- area politics and led the charge of several city-wide initiatives and task forces aimed at rethinking Diversity, Equity, and Inclusion (DEI) and small businesses in the City of Detroit.

Aaron has recently served as the Community Liaison to the office of Detroit City Council President Pro Tempore, James E. Tate Jr. There, Aaron facilitated the community strategy implementation for more than 110,000 District 1 residents and nearly 80 community associations. He was also responsible for the creation of the City of Detroit's first-ever comprehensive small business directory, DISCOVER D1.

As the Coordinator of the Detroit City Council Task Force on Black Male Engagement, Aaron went to great lengths to promote DEI in the City of Detroit. Working with partners such as Detroit Public Schools, Olympia Entertainment, and the National Pan Hellenic Council, Aaron led statewide efforts centered around engaging Black and Brown men who call Michigan home. Programing ranged from voter registration and civic education to school programing and welcome events.

Aaron currently serves as the Vice President of Community Engagement and Strategy for Compass Strategies.

Lisa Beard – Community Engagement Specialist \$125 Per Hour

Lisa Beard, a native Detroiters, has worked in and for Detroit communities for the past three and a half decades as a frontline, boots on the ground advocate for Detroiters in terms of

assisting with finding barrier removal resources and equal opportunities in employment through employer engagement activities and community outreach.

Lisa has managed and hired hundreds of Detroiters for five major companies in Detroit for the first two and half decades. Most recently, there has been a focus on community outreach activities such as participating in informational fairs for FCA and Dakota Manufacturing plants, which are the heart of Detroit and between these two employers along, Lisa has helped facilitate the interviewing of 5,000+ and the hiring of 3,000+ Detroiters. Also, she has hosted job and hiring fairs for major Detroit employers and participated in resource fairs on the community as well.

Lisa's approach to community engagement success is building and maintaining strong partnerships with community leaders, small business owners, mid-to-large employers and churches to help provide solutions for the concerns that arise in the communities they serve by being present, approach, and trustworthy (PAT).

7. Budget:

Attached.