

**MICHIGAN INDEPENDENT CITIZENS REDISTRICTING COMMISSION
REQUEST FOR QUOTE
PUBLIC RELATIONS
DETROIT, MICHIGAN**

BACKGROUND

The Michigan Independent Citizens Redistricting Commission (MICRC) is under a federal court order to reconfigure maps for the Michigan House of Representatives in Districts #1, 7, 8, 10, 11, 12, and 14. We believe it is imperative that we reach out to City of Detroit residents to provide an opportunity for their voice to be heard through traditional and non-traditional sources that target the diversity of City of Detroit residents in each of the city's seven neighborhood districts.

SCOPE OF WORK

The MICRC seeks an experienced, creative, and resourceful public relations firm that has intimate knowledge of the demographics of the City of Detroit residents and how to best reach them for meaningful engagement in providing feedback for proposed maps. This firm would construct and execute a public relations plan that educates residents on redistricting, shares why their input is needed in reconfiguring these seven districts, and the opportunities available to provide feedback. This plan should include various communication channels to reach the target audiences, take advantage of traditional and non-traditional media sources and influencers, identify and partner with civic and grassroots organizations with the overall goal to increase feedback from the City of Detroit residents.

The campaign starts Monday, Feb. 5 and ends Friday, Feb. 23. Key dates for the MICRC relevant to the campaign are included below:

- MICRC Virtual Town Hall Meeting, (Feb. 15 from 9:00 a.m.-12:00 p.m., 1:00-4:00 p.m., and 5:00-8:00 p.m.)
- MICRC Public Hearing, Feb. 21 (In-person meeting on the East or West side of Detroit)
- MICRC Public Hearing, Feb. 22 (In-person meeting on the East or West side of Detroit)
- TBD, Identify opportunities to collaborate with organizations to speak with City of Detroit residents in any of the city's seven neighborhood districts.
- TBD, Interviews and promotional materials to drive attendance and engagement at the meetings referenced above.

REQUIREMENTS

To increase engagement regarding the reconfiguration of Michigan House of Representatives in Districts #1, 7, 8, 10, 11, 12, and 14, the firm will provide a proposal that addresses the following:

1. Share their years of experience and summarize their campaigns in targeting the various demographics aged 18 or older (including the city's seven neighborhood

- districts) in the City of Detroit. In addition, please identify the campaign measurements of success and whether they were met, and the lessons learned.
2. Identify and provide their experience in working with traditional and non-traditional media personalities and influencers who could assist to educate, explain, and engage residents to provide feedback for the reconfiguration of the Michigan House of Representatives in Districts #1, 7, 8, 10, 11, 12, and 14.
 3. How it will develop and execute a multimedia public relations plan to increase engagement from the City of Detroit residents that addresses the scope of work. This should include a targeted social media plan.
 4. Identify the principal and their resume for the project.
 5. Share three references and their contact information that can attest to your experience relevant to this request for quote.
 6. Resume and hourly for everyone (writer, graphic designer, strategist, videographer, project manager, etc.) working on the project.
 7. Provide an estimated budget based on the staff hours working on this project and that identifies the promotional costs (radio, print, television, social media, influencers, etc.) associated with this project that will be paid by the Commission. The Commission understands that these are estimates and subject to change.

TIMELINE FOR RESPONSE

Because of the immediate priority in securing an experienced public relations firm, the Commission will vote Thursday afternoon, Feb. 1 to secure a firm. Consequently, the request for quote would be due Thursday, Feb. 1 at 1:00 p.m. The contractor would start Friday, Feb. 2 at 9:00 a.m. with an MICRC orientation.

EVALUATION

The MICRC will evaluate the Request for Quote based on best value, not the lowest bid. It will take into consideration the seven items listed under requirements in ranked order.

QUESTIONS

Please direct all questions to Edward Woods III, MICRC Executive Director, at woodse3@michigan.gov.