



***PUBLIC RELATIONS
REQUEST FOR QUOTE
METRO DETROIT***

BACKGROUND

The Michigan Independent Citizens Redistricting Commission (MICRC) is under a federal court order to reconfigure maps for the Michigan Senate in Districts #1, 3, 6, 8, 10, and 11. We believe it is imperative that we reach out to metro Detroit residents to provide an opportunity for their voice to be heard through traditional and non-traditional communication channels that target the diversity of metro Detroit residents, including the City of Detroit'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 metro Detroit residents and how to best reach them for meaningful engagement in providing feedback for proposed maps. This firm will construct and execute a public relations plan that educates residents on redistricting, shares why their input is needed in reconfiguring these six 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 metro Detroit residents.

Once the U.S. District Court of Western Michigan issues its court order regarding the reconfiguration of maps for the Michigan Senate Districts, the Commission can provide key dates relevant to this campaign. We are hoping to start April 22, 2024, and end by Aug. 2, 2024. However, that decision remains with the court.

REQUIREMENTS

To increase engagement regarding the reconfiguration of the Michigan Senate in Districts #1, 3, 6, 8, 10, and 11, the firm will provide a proposal that addresses the following:

1. Share their years of experience in public awareness campaigns, including redistricting, and summarize their campaigns in targeting the various demographics aged 18 or older (including the city's seven neighborhood districts) in metro 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 Senate in Districts #1, 3, 6, 8, 10, and 11.

3. How it will develop and execute a multimedia public relations plan to increase engagement from metro 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 rate 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 or reimbursed by the Commission. The Commission understands that these are estimates and subject to change.

TIMELINE FOR RESPONSE

The request for quote is due Thursday, April 4, 2024, by 5:00 p.m. The Commission will select a contractor Thursday, April 18, 2024, for a start date of Monday, April 22, 2024.

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.

Any vendor doing work with the State of Michigan must be registered in SIGMA to receive payment. Here is the link to register as a vendor [Welcome to CGI Advantage Vendor Self Service Portal: Home \(michigan.gov\)](#). Vendors not registered in SIGMA will not be considered.

QUESTIONS

Please submit the request for quote and direct all questions to Edward Woods III, MICRC Executive Director, at woodse3@michigan.gov.