



December 22, 2020

Ms. Sally Marsh
430 West Allegan Street
Michigan Department of State
Richard H Austin Building
Lansing, MI 48918
Redistricting@Michigan.gov.

Re: Redistricting Software, Training and Support for the Michigan Independent Citizens Redistricting Commission

Dear Ms. Sally Marsh,

Esri is writing to share our thoughts relative to the Michigan Independent Citizens Redistricting Commission specifically for Redistricting Software, Training, and Support. We want to take this opportunity to familiarize you with Esri's Redistricting Solution—[Link](#), our Support process, our ability to implement and use in a quarantine environment, and our unique way of delivering citizen engagement and transparency within the Redistricting process.

Esri's geographic information systems (GIS) technology has enabled governments across the country to increase collaboration within redistricting commissions and legislative bodies and, as desired, with external communities—the citizens. This approach provides a scalable, interactive experience for the development of redistricting plans that takes advantage of a more modern technology approach. This approach delivers the redistricting application and Census Public Law data to assigned individuals, defined groups, and the public while providing centralized control and security of the plans. Users of the system need only a capable web browser and assigned credentials to access and develop plans. The partnership between Esri and the State of Utah is an excellent example. The Esri Redistricting solution provided a competent redistricting tool supporting the legislature's requirements while delivering undiminished capabilities to citizens and special interest groups within the state. The State of Utah spurred increased collaboration and civic inclusion in the process. Please see this case study for a complete description – [Link](#)

An open approach to Redistricting also supports and empowers community stakeholders, and citizens, in general, engaging them in the process, realizing the state's goals. Access to, and review of, finished plans alone cannot wholly achieve your goals and vision however can be easily configured for extended communication and collaboration both internally and externally for constituents – [Link](#)

We feel that the requirements and capabilities that you will require for your redistricting process are fulfilled with the Esri Redistricting solutions.

Esri can help the Michigan Redistricting Commission foster collaboration between the Commission and the public, including, the Local Government sector, advocacy groups, and the legislature. Esri would welcome the opportunity to discuss further and demonstrate the capabilities of the Esri Redistricting Solution. In addition, we can discuss how the state can utilize our existing State of Michigan Esri Enterprise Agreement and Master State Contract No. E417M-EQ2019 to help develop and enhance your Redistricting efforts. For more information, please feel free to reach out to me directly at 952.412.6683.

All our best,

Mark Alexander
State Government
Esri
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Commissioners of the
Michigan Independent Citizens Redistricting Commission
c/o Sally Marsh
Director of Special Projects
Michigan Department of State
Lansing, MI 48918

December 17, 2020

Dear Commissioners,

You may recall one of the key findings from the [report on Communities of Interest](#) (COIs) that we submitted to you last summer is the expectation that—absent some intervention—the types of COIs that are likely to engage with the Commission are those with extensive financial resources, professional employees, strong networks in the policy community, and so on. By comparison, under-resourced COIs will be less likely to even know about their potential role in the redistricting process, much less to get involved and represent their interests to the Commission.

For this reason, at the Center for Local, State, and Urban Policy we are now working to foster involvement by more COIs, by constructing a database from public information sources with contact information for potential COIs across Michigan. We plan to contact these groups to inform them about their potential role in the redistricting process. We also plan to share the COI database with other groups working to foster greater involvement, such as the Michigan Nonprofit Association, Voters Not Politicians, and others who may share these goals.

We would be happy to share the COI database with the Commission too, if you have any interest in using it to identify potential COIs, as you begin to solicit input in the redistricting process.

In addition, we are working with partners at the University of Michigan, Voters Not Politicians, and Detroit Public TV to present a [Zoom webinar](#) on January 27, 2021, designed to help COIs understand more about the redistricting process and how they can get involved.

We hope these efforts will boost civic participation in the redistricting process and be helpful to the Commission as it tries to engage COIs and the public in this work. Please let us know if you would like access to the COI database, or if there is any other assistance we may be able to provide.

Meanwhile, thank you for your important work.

Sincerely,

Thomas Ivacko

Thomas Ivacko
Executive Director
Center for Local, State, and Urban Policy
University of Michigan