



LESSONS LEARNED REPORT AND VIDEO STATEMENT OF WORK

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 bearing responsibility for redistricting, this authority now belongs to the Michigan Independent Citizens Redistricting Commission. The MICRC adopted a redistricting plan for the Michigan Congressional, House, and Senate districts through outreach and public engagement.

For the benefit of the public and the next Commission, the MICRC would like to create a lessons learned report and video that highlights its mandated report as stated in the Constitution, how it conducted its work, and recommendations for improvement. The MICRC understands that everything may not be included in the video, but could be included in the lessons learned report.

SCOPE

As the inaugural Commission, the MICRC seeks an experienced and creative media production company to tell an engaging story of how Michiganders changed the narrative for redistricting in Michigan. The MICRC expects the scope of work to include, but not limited to, the following:

Pre-Production Phase

- Review of available content
- Story Selection
- Project Timeline
- Budget
- Script Creation
- Interviews
- Production team/equipment
- Location Scouting

Production Phase

- Setting up the sound/lighting/video equipment
- Conducting interviews
- Recording voiceovers
- Capturing background footage



Post-Production Phase

Logging the interviews
Producing the final story
Music, graphics, and video selections
Video Editing
Reviews/Approvals
Final Delivery

Video production should meet or exceed the latest television broadcasting standards and include the option to display closed caption in Arabic, Bengali, English, and Spanish. In addition, the contractor will secure necessary licenses for music, videos, graphic arts, etc., to ensure compliance with federal regulations. It is understood that the ownership of assets used in producing the Lessons Learned report and video belongs to the MICRC.

RESPONSE

The Commission requests a detailed project timeline of the scope of work to complete the lessons learned report and video.

As it relates to the media production company, please share three written and video examples of previous and similar work in the last three years, the approach to addressing this work, and three written professional references. For each primary member of the lessons learned report and video production team, please provide their resume.

Please include a budget breakdown for the scope of work not to exceed \$49,999.99.

Your response is due Friday, Jan. 21, by 5:00 p.m.

QUESTIONS

If you have any questions or need additional information, please contact Edward Woods III, MICRC Communications and Outreach Director, at woodse3@michigan.gov or 517-331-6309.