



Resolution 2021.08.17
Michigan Independent Citizens Redistricting Commission

Approve Direct Purchase of Direct Mailing List for Rural and Downriver Areas

Presented: August 23, 2021

WHEREAS, the Michigan Independent Citizens Redistricting Commission (MICRC) has identified the need for additional outreach via a direct mail campaign in rural and Downriver areas in the State of Michigan, in particular the addresses of those households without internet. Obtaining this data set, with addresses, is not readily available for procurement as sales lists or broadband maps.

WHEREAS, the identification of these household counts from larger data sets of the rural and Downriver areas will require the use of the following criteria to promulgate the MICRC list:

- Low probability of having a smart phone.
- Low probability of email.
- No households of all residents under the age of 26.

NOW THEREFORE BE IT RESOLVED, that the Michigan Independent Citizens Redistricting Commission (MICRC) hereby suspends its Procurement Review Procedures and Guidelines and authorizes the direct purchase of a list of addresses to effectuate direct mail to rural areas and the Downriver area within the State of Michigan. This list and the associated methodology to produce it cannot be obtained through a competitive bid process due to the unique nature of this information, which will be utilized to increase awareness and engagement in the redistricting process.

BE IT FINALLY RESOLVED, that the MICRC authorizes the Executive Director to execute the contract on behalf of the MICRC to purchase a list of addresses to effectuate direct mail to rural areas and the Downriver area within the State of Michigan, in an amount not to exceed \$15,000.00.

MOTION TO AMEND: _____Yes _____No

	Main	Amendment
Motion by Commissioner		
Second by Commissioner		

RESULT:

 Brittni Kellom, Chair

August 23, 2021
 Date