

The logo for the Michigan Independent Citizens Redistricting Commission. It features the text "MICHIGAN INDEPENDENT CITIZENS REDISTRICTING COMMISSION" in a bold, sans-serif font. "MICHIGAN", "INDEPENDENT", "REDISTRICTING", and "COMMISSION" are in dark blue, while "CITIZENS" is in orange. To the right of the text is a dark blue silhouette of the state of Michigan. An orange pencil is positioned diagonally across the map, with its tip pointing towards the upper left. Below the map and pencil are three horizontal lines: a top orange line, a middle dark blue line, and a bottom orange line.

**MICHIGAN
INDEPENDENT
CITIZENS
REDISTRICTING
COMMISSION**

PROPOSED COMMUNICATIONS AND OUTREACH PLAN

April 8, 2021



**MICHIGAN
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REDISTRICTING
COMMISSION**

STRATEGIC PLAN

MISSION: Lead Michigan’s redistricting process to assure Michigan’s Congressional, State Senate, and State House district lines are drawn fairly in a citizen-led, transparent process, meeting Constitutional mandates.

VISION: Chart a positive course for elections based on fair maps for Michigan today and for the future.

CORE VALUES: Integrity—Respect—Transparency—Purposeful

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BACKGROUND

- In 2018, Michigan voters passed Proposal 2 to amend the Michigan Constitution.
 - Prevent gerrymandering
 - Openness and transparency
 - Reduce partisanship by letting citizens execute the redistricting process
- Created the Michigan Independent Citizens Redistricting Commission (MICRC).
- 13 randomly selected Michigan residents—four Democrats, five Independents, and four Republicans.
- The MICRC is responsible for redistricting Michigan’s U.S. Congressional, and State House and Senate districts.

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MARKET RESEARCH METHODOLOGY

- The Glengariff Group, Inc. conducted a Michigan statewide survey of voters. The 600 sample, live operator telephone survey was conducted on March 27-31, 2021 and has a margin of error of +/-4.0% with a 95% level of confidence.
- 50.0% of respondents were contacted via landline telephone. 50.0% of respondents were contacted via cell phone telephone.
- This survey was commissioned by the Michigan Independent Citizens Redistricting Commission.

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MARKET RESEARCH KEY FINDINGS

- 53 percent of respondents have heard of the new redistricting change
- 24.3 percent have heard of the MICRC
- Plurality of voters have no opinion of commission
- The two strongest testing facts emphasized map fairness and public feedback
- No unfair advantage, citizen input, and transparency are key messages that resonate with voters
- News stories and website most likely avenues for engagement
- 48.2 percent believe participation will have an impact

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GOAL #1: Ensure fairness in the redistricting process.

Objective 1—Share the process for random selection of commissioners.

Objective 2—Address gerrymandering through the composition of the commission.

Objective 3—Emphasize that MICRC requires hiring and mapping decisions to include at least a member from the Democrats, Independents, and Republicans.

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GOAL #2: Heighten awareness in the redistricting process.

Objective 1—Recruit Michigan residents to sign-up for alerts.

Objective 2—Reinforce that commissioners are everyday citizens.

Objective 3—Collaborate with statewide organizations and their affiliates/members to inform residents about Michigan’s new redistricting process.

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GOAL #3: Model transparency in the redistricting process.

Objective 1—Create a robust, accessible, and user-friendly website that promotes and documents every action of the Commission.

Objective 2—Cite how the Commission follows the laws, rules, and procedures.

Objective 3—Establish and maintain solid and ethical relationships with media for accurate, balanced, and timely information release.

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GOAL #4: Increase engagement in the redistricting process.

Objective 1—Execute three multimedia education campaigns (public hearings, map submission, adoption of maps) for residents to participate in the redistricting process through public comments and hearings.

Objective 2—Identify and engage stakeholders in Communities of Interest to maximize the voices of residents.

Objective 3—Utilize Town Hall Forums to partner with local organizations and inform residents about the redistricting process.

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COMMUNICATIONS AND OUTREACH PLAN PROCESS

- Present to the Commission—April 8
- Receive feedback and public comment—April 8-14
- Commission Vote—April 15



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***COMMUNICATIONS AND OUTREACH PLAN
PLATFORMS***

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COMMUNICATIONS AND OUTREACH PLAN

