

## **Request for Information for Communications and Outreach Services for the Colorado Independent Redistricting Commissions**

Please direct inquiries and electronic submissions to:

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### **I. General Information**

- A. Background:** Enacted in 2018, sections 44 to 44.5 and 46 to 48.4 of Article V of the Colorado Constitution require the establishment of the Colorado Independent Congressional Redistricting Commission and the Colorado Independent Legislative Redistricting Commission (commissions) and require the commissions to redraw U.S. House of Representatives and state legislative districts following each federal decennial census. The first commissions were convened in March 2021.
- B. Commissions:** The commissions are each composed of twelve members: four members who are registered with the Republican Party, four members who are registered with the Democratic Party, and four members who are not registered with any political party. The commissions are assisted by nonpartisan staff who are employed by nonpartisan service agencies of the Colorado General Assembly.
- C. Expectations:** The Colorado Constitution created the commissions to include members of both major political parties and members who are unaffiliated with any political party. The selected candidate must represent the commissions in a nonpartisan manner and be able to work with members from all political persuasions in a highly politically charged environment. Communications and outreach services are needed beginning as soon as possible through December 2021.
- D. Public hearings.** The Colorado Constitution requires the commissions to conduct public hearings in at least three locations in each of Colorado's

current seven Congressional districts. Members of the public will be given the opportunity to testify about their communities at the hearings and the commissions will have a chance to ask questions and clarify information. There will be a virtual component for each meeting, but some staff will travel to each of the locations to host individuals who prefer to attend in person. The commissions need outreach into these communities so people understand the process and intent of the hearings.

- E. **Census data delay.** Due to the COVID-19 pandemic and other related factors, the United States Census Bureau was unable to meet its statutory deadlines for both the necessary data to reapportion the seats in Congress and the population and demographic data at the block level necessary to redraw districts. This delay will result in the commissions using preliminary data sources to create preliminary plans that will be presented around the state for public input. The delay may also result in the commissions not being able to meet constitutional deadlines for completing plans. Redistricting is a complicated process that is confusing in the best of times. With Census data delivery delays, the process has the potential to become even more muddled. As such, the commissions are seeking a professional communications and outreach coordinator (coordinator) to work with nonpartisan staff to provide the services explained in the following paragraphs.
- II. **Media relations.** The coordinator will develop a proactive media strategy; develop and maintain relationships with the media; draft press releases; arrange interviews with commissioners and staff as needed; prepare commissioners to speak with the press or place columns or editorials in local media; serve as the main point of contact for all press inquiries; track media clips and interviews; and coordinate with staff and commissioners.
  - III. **Community engagement.** The coordinator will develop and maintain relationships with community organizations and other interested groups; send a regular newsletter to the community; and build outreach lists for the state. The coordinator will help promote public hearings in local areas throughout Colorado and work to have robust attendance at the hearings.

- IV. Social media.** The coordinator will build and manage social media presence on various platforms, including Facebook, Instagram, and Twitter; proactively push messages about the redistricting process and milestones; and monitor misinformation about the redistricting process.
- V. Website development and maintenance.** The coordinator will work with web developers from the General Assembly to improve the customer-facing redistricting website, especially with regard to public comment, meetings, and meeting materials.
- VI. Prior work.** Redistricting is a politically sensitive subject. This position is nonpartisan and the selected candidate should not have past work experience that is focused on a particular political party or political issue. Candidates will need to address their ability to remain nonpartisan.
- VII. Required Information:** The following information must be included in any response:
- A. A cover letter that addresses the issue of nonpartisanship;
  - B. Professional background and experience, with appropriate examples of past work;
  - C. Educational background;
  - D. Political party affiliation;
  - E. Membership on any state or local boards or commissions;
  - F. Usual hourly rates and any discount below the usual hourly rate proposed for the commissions' work; and
  - G. Estimated fees and costs, including but not limited to research, travel, and copying.
- VIII. Due Date:** All proposals should be submitted by 5:00 pm on Wednesday, May 26, 2021.