



REDISTRICTING PROPOSAL FOR
**ST. PAUL CHARTER
COMMISSION**

SUBMITTED BY:

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LETTER OF INTEREST

Park Street Public is well positioned to partner with the St. Paul Charter Commission as you gather information and adjust precinct and ward boundaries to meet your statutory requirements for redistricting.

Our team has extensive experience working with government units and agencies on a variety of complex issues. As you know, we are currently handling redistricting for Ramsey County. Additionally, the firm's partners worked on redistricting as staff members at the Minnesota Legislature.

Our team includes the redistricting consultant for Clark County, Nevada, a county of more than 2.3 million people. His work for Clark County included updated demographic research and analysis for each of the seven County Commissioners, as well as for the County Manager and staff. This work resulted in well-designed plans that passed unanimously (7-0) in both 2011 and 2021. The 2011 plan not only passed unanimously, it was never challenged in any court. The 2021 plan has not been challenged, either.

Bringing together a team with a uniquely strong background in redistricting and communications, we are confident that Park Street Public will be a strong partner for the St. Paul Charter Commission's redistricting efforts.

FIRM OVERVIEW

Park Street Public is a full-service public relations and government relations firm with decades of experience working on the frontlines of many high-profile initiatives in Minnesota. Our relationships with media, connections to business and non-profit leaders, and understanding of how to engage with the public gives us the ability to deliver on your project.

We bring together high-level experience in crafting, implementing, and executing strategic public affairs initiatives for businesses, trade associations, nonprofits, and government agencies. Our firm offers clients the following services:

- **Public Relations, Media Training and Branding:** To captivate audiences and compel them to take action, we help organizations:
 - Identify target demographics
 - Craft communications plans
 - Develop messaging strategies
 - Leverage the right combination of tactics
- **Media Relations:** We have extensive experience working in digital and social media, paid media and earned media. No one has more direct media relations experience in Minnesota over the past decade than Park Street Public's team members.
- **Strategic Consulting & Government Affairs:** We help organizations develop and activate a strategic plan that does more than just get you from point A to point B – we'll help your organization realize your vision, impact outcomes, and achieve long-term success. We have extensive public affairs experience and offer lobbying services to complement our work in public relations and earned media.
- **Redistricting Services:** We work with cities and counties decennially to redraw their legislative districts to ensure they reflect the latest census data and are consistent with the U.S. Supreme Court's various rulings on redistricting. We have a detailed knowledge of federal and state laws related to redistricting, including the Federal Voting Rights Act.
- **Coalition, Grassroots Development and Management:** With decades of experience in both the public and private sectors, the team at Park Street Public knows how to create, grow, and deploy an effective grassroots solution to support your goals.
- **Reputation and Crisis Communications:** We help organizations respond to crisis situations quickly and effectively. Park Street Public brings unparalleled experience, guidance, preparation, and sound judgment to help you successfully navigate the unexpected.

Above all, the following principles guide our company:

- **We deliver on commitments**
- **We help organizations discover and think about ideas & solutions in new ways**
- **We're respectful of diverse points of view**
- **We work only for clients we believe in**

PARK STREET PUBLIC TEAM PROFILE



Brian McClung is Co-CEO and Senior Principal at Park Street Public. Brian has spent more than 25 years at the intersection of media, politics and business as a television news reporter, campaign manager, political spokesperson, communications strategist, and public relations executive. From 2004 to 2010, he served Governor Tim Pawlenty as Press Secretary, Director of Communications, and Deputy Chief of Staff, overseeing strategic communications efforts and media relations on behalf of the Governor and his Administration. During that time, Brian was included on the *Minneapolis-St. Paul Business Journal's* 40 Under Forty list of young leaders making a difference in the Twin Cities.

Since leaving the Governor's Office, Brian's communications work has been recognized with a Politics in Minnesota/Capitol Report "Leaders in Public Policy" award and his firm was named the region's "Top Emerging Business" in the region by the St. Paul Area Chamber of Commerce. He was recently named to Minnesota Business Magazine's "Real Power 50" list of the top connectors in the state's business community. Brian has also served as an adjunct professor at the Humphrey School of Public Affairs at the University of Minnesota. He has a B.A. in Mass Communications and Journalism from Washington & Lee University in Lexington, VA.

Brian was Director of Communications for the Minnesota Senate Republican Caucus during redistricting in 2001 and served as a redistricting consultant to Minnesota's Republican members of Congress and legislative caucuses in 2011-2012.

Brian McClung would be Park Street Public's primary point of contact on this project.



Dave Heller is one of the top political media consultants and campaign strategists in the Democratic Party. As president of Main Street Communications, an award-winning political media firm, Dave has compiled the best won-loss record in the Democratic Party helping clients win election to Congress. Among his successes are 24 Members of Congress from across the Democratic Party, including former U.S. Senator Joe Donnelly (Ind.), Governor John Baldacci (Me.), and U.S. Reps. Allen Boyd (Fla.), Sanford Bishop (Ga.), Corrine Brown (Fla.), Elijah Cummings (Md.), Eliot Engel (N.Y.), Marcia Fudge (Ohio), Alan Grayson (Fla.), Raul Grijalva (Ariz.), Jesse Jackson, Jr. (Ill.), Marcy Kaptur (Ohio), John Lewis (Ga.), Mike McIntyre (N.C.), Collin Peterson (Minn.), David Phelps (Ill.), Dutch Ruppersberger (Md.), David Scott (Ga.) and John Yarmuth (Ky.).

As redistricting consultant to Clark County, Nevada, Dave held community input meetings and drew the county commission maps in 2011 and 2021 that passed unanimously and were never challenged in court. He is currently handling redistricting for Ramsey County, Minnesota.

Dave graduated summa cum laude and Phi Beta Kappa with honors from Brown University and earned a master's degree in Politics from Oxford University (Nuffield College). He went on to Yale University, where he completed his master's thesis and taught his own undergraduate seminar on 20th Century American politics.

Dave will serve as our team lead on data analysis and map creation and will consult on all aspects of the project.

PROPOSED APPROACH

As the St. Paul Charter Commission works to meet its statutory requirements regarding redistricting, Park Street Public is prepared to help gather background information, work with the Charter Commission to analyze data, and create proposed maps. Our team's strong understand of the redistricting process, both from an analytical and technical perspective, will help ensure that the process is seamless.

We are skilled at analyzing statistical, demographic, and census data, including proficiency with Maptitude for Redistricting, the software programs used by most state, county, and municipal government units for redistricting, and ESRI's redistricting program.

We envision a close relationship working with the Charter Commission to meet your goals.

Action 1: Collaborating with Charter Commission members

Timeline: February 2022 & ongoing

We would work collaboratively throughout the project to ensure that the Charter Commission is aware of and engaged with our work. Our execution of these activities will include the following:

- Work with Charter Commission redistricting contact(s)
 - a. Gather and analyze information and data
 - b. Share information with commissioners
 - c. Create new precinct and ward maps for review

Action 2: Draft Plans with New Precinct and Ward Boundaries

Timeline: February-March 2022

Our redistricting expertise enables us to provide the following services:

- Create new redistricting plans.
- Evaluate plans. Our state-of-the-art software lets us import and merge plans created by Maptitude or other redistricting software, then evaluate them compared to existing districts and any other proposed districts.
- Examine precincts and wards by demographic characteristics.
- Identify communities of interest and keep them intact.
- Compute measures of compactness.
- Print multiple reports. We can break down proposed precincts and wards any way you want, including by population, political subdivision splits, incumbents, demographic statistics, communities of interest, and more. We can create multiple reports to fit your needs.
- Export plans to standard equivalency file formats that can be read by other redistricting software and the U.S. Department of Justice.
- Print completed plans with colored page layouts that combine maps, data tables & charts.
- Create a map book containing layouts for each of the city's wards.

PROPOSED TIMELINE

Below is a proposed timeline for delivering on the goals of the St. Paul Charter Commission's redistricting project.

Date	Event
Prior to Feb. 18	Park Street Public engaged/contract is finalized
Prior to Feb. 25	Park Street Public acquires necessary data and software from charter commission/city staff
Prior to Mar. 4	Initial precinct and ward maps drafted
Prior to Mar. 11	Review maps with Charter Commission members
Prior to March 18	Park Street Public makes any needed revisions to maps
Prior to March 25	Park Street Public presents final map and report to the Commissioners
<i>Deadline</i>	<i>Under state law, the deadline to establish or reestablish precincts is March 29, 2022.</i>

COST/FEES

We propose a flat rate to keep costs within a set amount and to allow us to work together as partners. We do not anticipate any additional expenses, if there were any they would be submitted for pre-approval and would be billed separately.

Project Area	Description	Fees / Budget
Project Management/ Outreach	See pages 5-6	\$20,000.00
Redistricting Analysis and Map Creation		

Thank you for the opportunity to share this proposal with you. We believe Park Street Public's background and expertise with government, redistricting, and communications make us an ideal fit for the St. Paul Charter Commission. Please let us know if you have any questions regarding this proposal.