

# OUR MAPS MINNESOTA

C A M P A I G N

Census Apportionment Data & Campaign Updates  
May 4, 2021



# Agenda

1. Welcome
2. Celebration
3. Census Apportionment Data Update
4. Our Maps MN campaign updates

# Welcome



1. Introduce yourself in the chat (Name, pronouns, org, what you hope to learn today)

# Census Celebration



## Minnesota Census Mobilization Partnership

A cross sector collaboration of organizations and individuals working together to promote participation in the 2020 census.

Learn more at [mcmp2020.org](https://mcmp2020.org)



# Census Apportionment Data Update



# Our Maps MN Campaign Overview

Our Maps MN is a nonpartisan grassroots campaign committed to a community-focused and transparent redistricting process in Minnesota.

We are committed to working with community to ensure public input in how maps are drawn. ***Our Maps Our Power.***

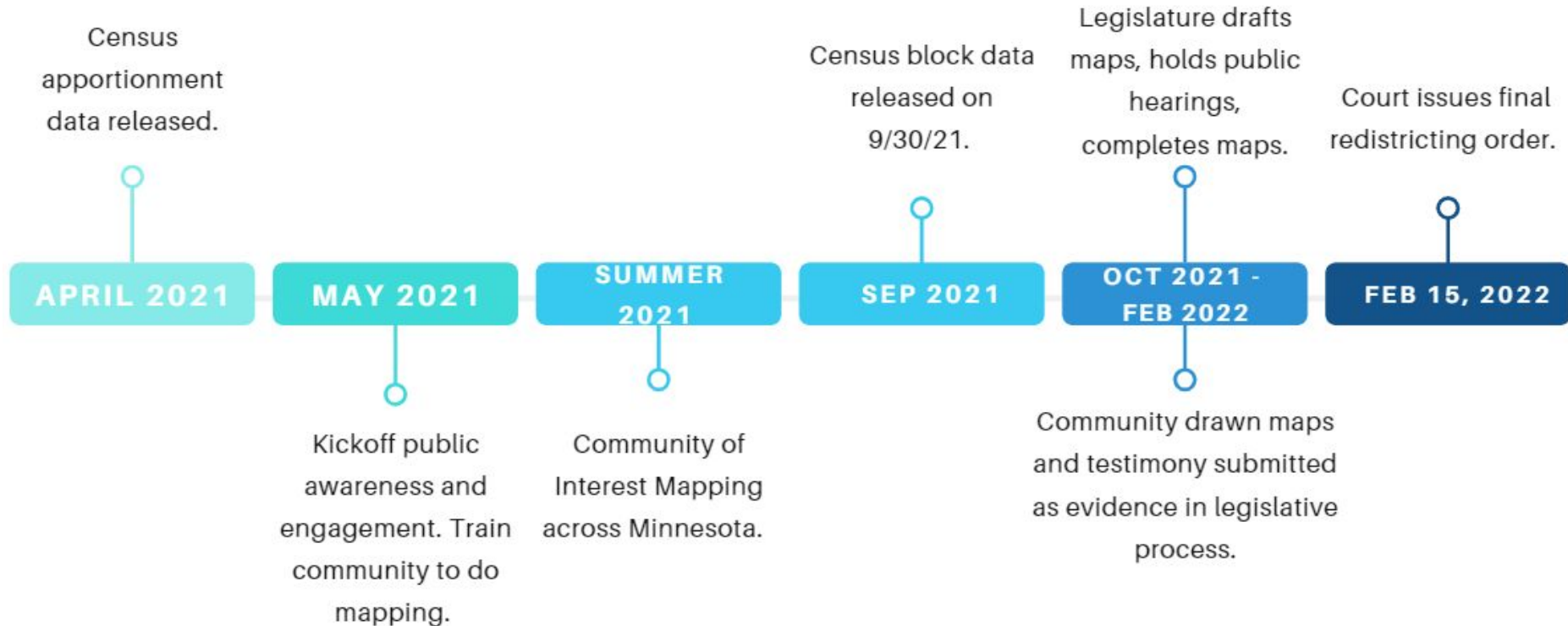


# Our Maps MN Campaign - Goals

1. Engage Black, Indigenous, Asian, Latinx, (BIPOC) and other historically underrepresented communities in the redistricting process
2. Promote reform that increases community ownership over the process and promote community-focused redistricting.
3. Achieve fair legislative and congressional district maps that reflect input from communities, and in particular BIPOC communities.

# OUR MAPS MN

## Redistricting in MN Timeline







# Key Updates - Census Data Impacts on Redistricting

1. Continued focus on BIPOC communities to ensure representation.
2. COI mapping process will help identify what communities exist where and why.
3. With concentrated population growth in the metro area, this is an opportunity for growing representation for BIPOC folks, will be confirmed upon redistricting data. We hope the districts will be drawn to reflect these growing populations.
4. Unity mapping aims to build multiracial solidarity.
5. Lessons from the apportionment data - through collective efforts every single group and action made it possible. Everyone contributed. We hope to replicate this and bring this momentum into redistricting.



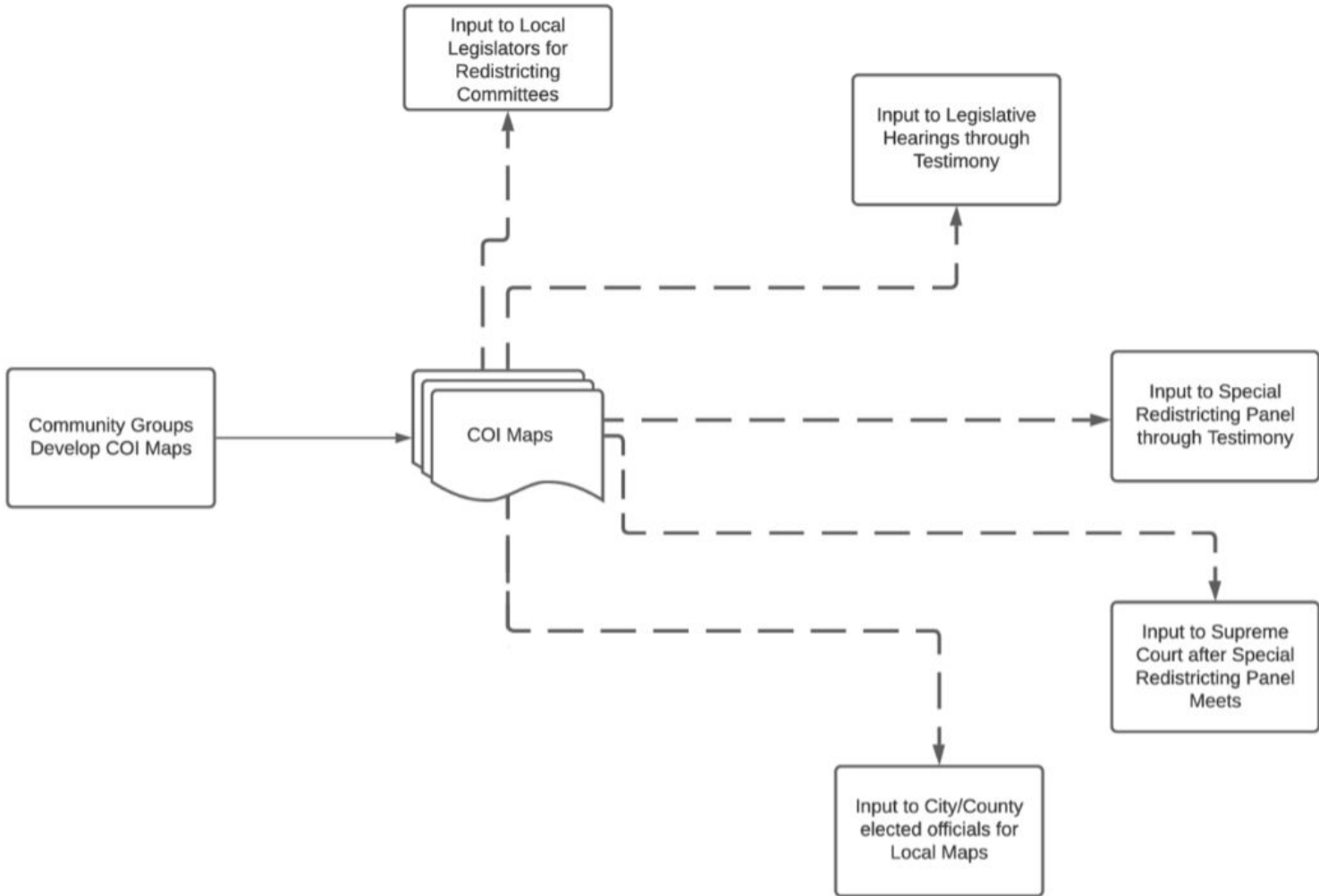
# Key Updates - Communities of Interest Mapping

## Strategy

- Regrant to BIPOC-led/serving organizations across Minnesota to conduct COI mapping (maps drawn to reflect a particular community's interests)
- Train community leaders to conduct COI mapping in their own communities and become familiar with redistricting process
- Training and materials available to all. Everyone can do COI mapping.
- Support multiracial solidarity building across grantees and communities

## Outcomes and Goals

- Unity map (congressional) that can be used influence the legislature/courts through testimony and narratives
- Minimize racial gerrymandering as maps will be reflective of BIPOC communities interests





# Key Updates - Community of Interest Grants

## COI Mapping Grants

- *5/12 - priority deadline 5/6*
- Simple application
- If interested, please email: [myang@mcf.org](mailto:myang@mcf.org)



# Future Events - COI Mapping Preview

## 1. June Stakeholder Event

- a. Learn what COIs are and how to conduct mapping in your own community



# Thank you!

Contact: [myang@mcf.org](mailto:myang@mcf.org)

<https://ourmapsmn.org>