

# ***Promote the Vote: 2024 Unity Mapping Project***

## **Fair & Equitable Maps Toolkit**

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\*\*\* Please feel free to adapt branded content for your community/organization's brand and use the phrase "Promote the Vote's Fair & Equitable Maps". \*\*\*

This toolkit contains resources for talking about the Promote the Vote coalition's 2024 Redistricting Project. The purpose of this toolkit is to help community leaders, activists, and organizers communicate with their membership and the public about Promote the Vote's Fair and Equitable Maps.

### **I. Issue Summary**

- Core Message and Key Asks
- Background
- Promote the Vote Information at a Glance

### **II. Messaging Guidance**

- Key Talking Points
- Topical Talking Points
- Some Final Points on Framing the Issue

### **III. How to Support Promote the Vote's Fair & Equitable Maps**

- Sign our petition
- Comment on the MICRC portal
- Comment at a public hearing
- Brandable Content
- Endorsement Forms

### **IV. Metric Reports**

### **V. Unity Map Advocacy**

## ***I. Issue Summary***

### **Background**

Every ten years, election maps are redrawn around the whole country. Until 2021, in Michigan, these maps were drawn by partisan leaders in the Michigan State Legislature. That changed in 2018, when Michiganders voted overwhelmingly in support of an amendment to our state constitution that fundamentally changed our redistricting process. This amendment requires a Michigan Independent Citizens Redistricting Commission (MICRC) to be established every time our legislative maps are going to be redrawn. The commissioners must be everyday citizens, not politicians.

The Constitutional amendment includes other requirements designed to protect our state's democracy during the redistricting process. It states that voting districts must comply with federal laws, including the Voting Rights Act, and are not permitted to have built-in political bias. The Constitutional amendment also makes it clear that the public is entitled to provide input during the process, to help commissioners understand the communities of interest in our state. So, as a statewide coalition of civil rights organizations, our coalition partners allow PTV a unique advantage.

Our coalition members share a rich history and deep investment in preserving and advancing the rights and protections of Michigan voters. Once again, PTV's statewide coalition of civil rights organizations collaborated to produce a fair, equitable map for the people of Michigan. Our coalition is committed to ensuring that the ICRC understands their responsibility as mapmakers and their duty to Michigan voters and communities. In redrawing districts, their priorities should be legislative maps that support equitable voting power for historically marginalized groups, fairly and accurately reflecting the way people live their lives in our state.

## Core Message

- This redraw process is an opportunity for the ICRC to continue their work to ensure maps that are fair and equitable for all Michiganders. This is another opportunity for the commission/a commissioner to put forth PTV's unity map (**portal submission p9299**) for consideration and as a resource as they draw, to ensure the communities of our state get the maps they deserve.

## Key Asks

1. Sign up to comment virtually or in-person to tell commissioners you want them to closely review and consider our 2024 Unity Maps ([P-9299](#)).
2. Go [online and support](#) the 2024 Unity Maps by sharing the site and [signing the petition of support](#).

## PTV's Mapping Principles

Our coalition's 2024 Redistricting Project is guided by four foundational mapping principles.

Through our research, outreach, and unity mapping process, we once again aimed to:

1. Meet or exceed Michigan's constitutional criteria.
2. Improve our current maps, and ensure no retrogression in the number of Voting Rights Act districts
3. Incorporate community of interest submissions and input from coalition partners
4. Eliminate legislative maps where one political party has a lasting, unfair advantage by aiming for overall [partisan fairness](#)

## II. Messaging Guidance

*This section is intended to provide general background information about our process and offer guidance in explaining why you support Promote the Vote's proposed Fair & Equitable Maps.*

### Promote the Vote's Fair & Equitable Maps

- Every ten years, following the census and reapportionment, Michigan must draw new legislative Congressional and statewide district maps.
- Redistricting is important because the new legislative maps will determine the political landscape in Michigan for the next 10 years. Fair & Equitable Maps
- For decades, state-elected officials drew the maps to protect their own self-interests, which resulted in some of the most gerrymandered maps in the country and actively silenced the voices of voters.
- That's why our coalition pooled its knowledge and resources, again, to redraw districts/a map that truly represents the diversity of our great state.
- We were the only coalition of statewide organizations that collaborated to produce fair, equitable maps at each level in 2021.
- Our unity maps aim to provide districts where representatives are more responsive to their constituents, who truly reflect the diverse communities they represent, and who will champion the issues and concerns of their citizens and communities in Lansing.

### Topical Talking Points

**Topic:** *Timeline*

**Key Message:** Time is short and mapping can be a difficult process, but a shorter timeline doesn't mean the commission should speed through the process or ignore full criteria while working on the redraw of the Hickory plan. **The ICRC should consider submissions from the public that meet the constitutional criteria.**

**Topic: *The MICRC's Redistricting Redistricting Process***

**Key Message:** The commission should still be in control of this process, listening to testimony, viewing map submissions, etc., as the sole body responsible for adopting the final maps.

- There is help available for commissioners. They can refer to our coalition's 2024 Unity Map for guidance on making adjustments to their proposed maps.
- The commission's priority should be legislative maps that support equitable voting power for all citizens in Michigan, protecting historically marginalized communities, and accurately reflect the way people live their lives in our state.
- Fair, inclusive maps mean our communities are represented by leaders who know us, and who will fight for the resources that our children and families need to thrive.

**Topic: *Biased Maps***

**Key Message:** The ICRC and special master mapping processes should still follow the mapping criteria set out in the constitutional amendment. Michigan voters made it clear that they want fair maps that help make elected officials more responsive to voters, so fair and inclusive districts.

- Maps with built-in, disproportionate bias aren't acceptable. The districts and maps drawn by the ICRC and/or Special master should not exhibit any partisan bias.
- The commission can address the issues outlined by the court while addressing partisan fairness and other previous areas for improvement.
- For our state to be a healthy democracy, every person needs to have access to their fair share of voting power, which our 2024 Unity Map provides.

**Topic: *The Voting Rights Act (VRA)***

**Key Message:** Our 3rd mapping principle is to ensure no retrogression in VRA districts. Promote the Vote's 2024 Unity Map improves upon the Hickory map, addressing plaintiff arguments and effectively carrying out court orders.

- Our unity maps are better, and more equitable than Hickory and Trende maps and meet the same overall district totals as the 2010 maps, WITHOUT packing/diluting the voice of minority communities in Detroit
- The Promote the Vote's coalition's 2024 Unity Map features Eleven (11) majority-minority districts with BVAP at 50%+, ranging from 51.6% to 60.1%.
- Any proposed maps that pack Black voters may be indicative of racial gerrymandering.
- Any district with a Black VAP below 40% is a red flag for racial gerrymandering.
- Any maps with fewer Voting Rights Act districts than current maps are not acceptable.

**Topic: *Communities of Interest***

**Key Message:** Considering Communities of Interest is a nonpartisan way of following the will of the people.

- The Communities of Interest requirement allows for more inclusion in our redistricting process and maximizes the public's engagement with the commission. It is important that the ICRC recognizes that every public comment and portal submission is also a key data point for the commission to consider.
- The ICRC should also consider submissions from the public that include the full suite of complementary supporting materials, including: map metrics, VRA and partisan analyses, district narratives, etc

**Topic: *MENA Communities***

**Key Message:** We prioritized creating fair maps while staying within boundaries of state and federal law, to ensure a chance for representation of Middle Eastern/North Africa (MENA) communities at each map level.

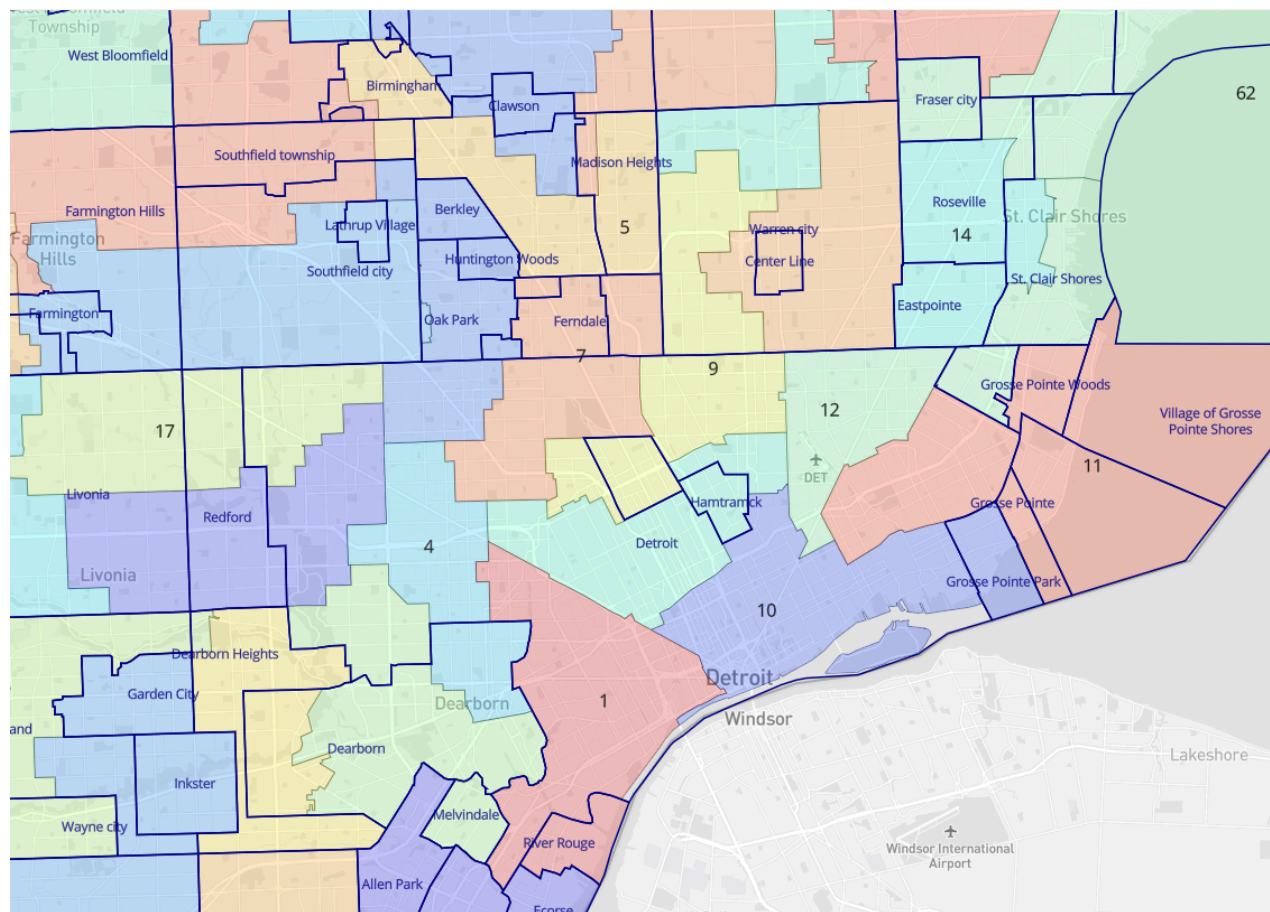
- In order to unpack racially gerrymandered state house districts in Detroit, PTV included neighboring cities like Dearborn and Dearborn Heights with Detroit, to create equitable districts and satisfy population guidelines.
- BUT ONLY because the MENA population of Dearborn and Dearborn Heights is considered “white” or “non-black” in the census.
- If MENA communities were counted by the census and protected by the Voting Rights Act, it might have been possible to keep Dearborn and Dearborn Heights together in 1 or 2 State House districts.

**Some final points about framing the issues:**

**The PTV coalition unity map deserves consideration, just like the map submitted by Michigan State University.** Promote the Vote's maps show that it's possible to preserve and amplify the voices of neighborhoods, school districts, and other communities of interest while keeping bias from being built into the maps. This is about fair and accurate representation, responsiveness to voters, and the increased influence that communities deserve.

**Representation matters in the broader fight for voting rights.** Elected officials and candidates should prioritize input from the people they represent. Holding the MICRC to its responsibility to draw fair maps is one of the most important opportunities we have to fight back against voter suppression in a positive way that benefits all Michiganders.

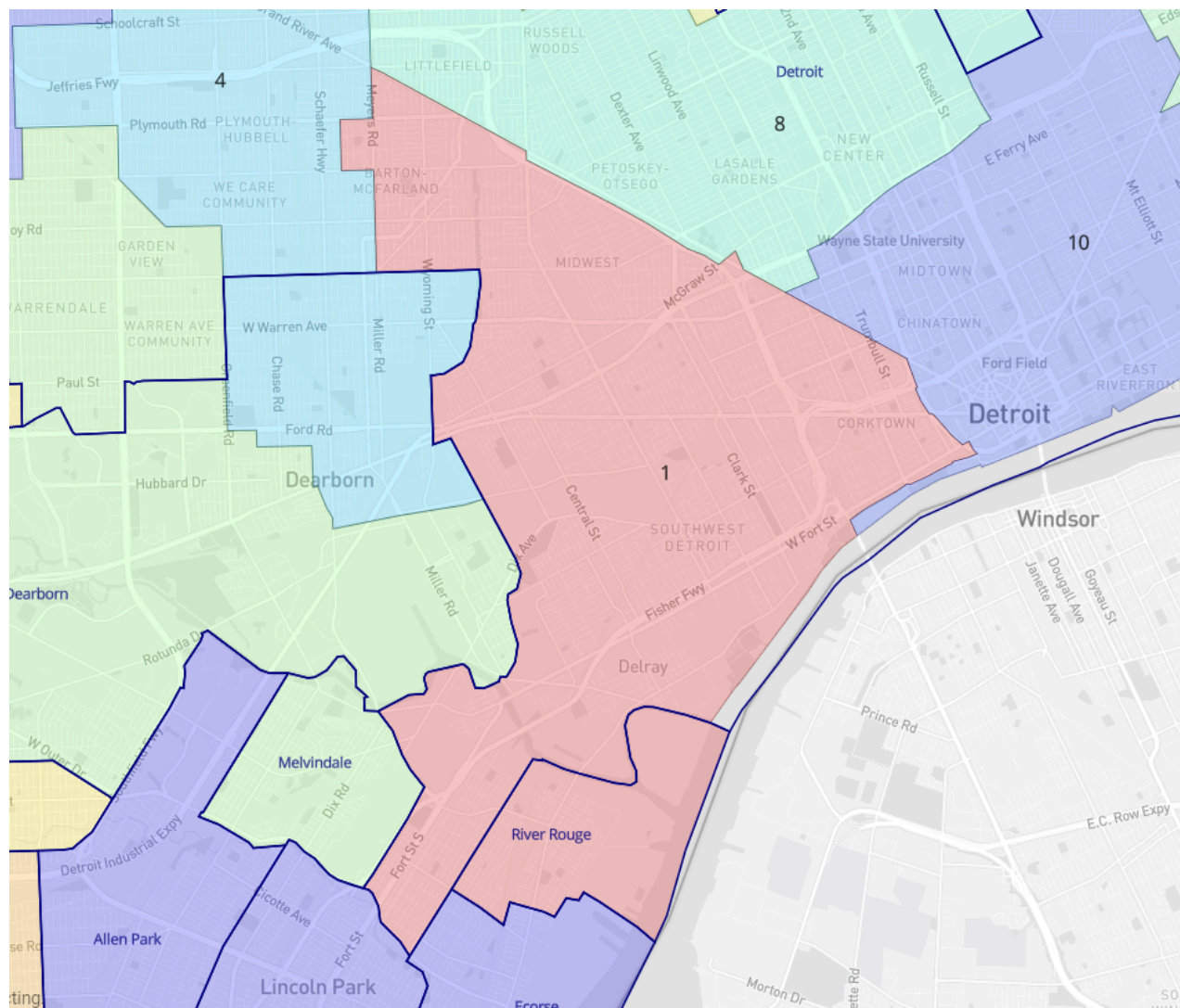
### III. About Our Redrawn Districts



#### **METRO DETROIT OVERVIEW**

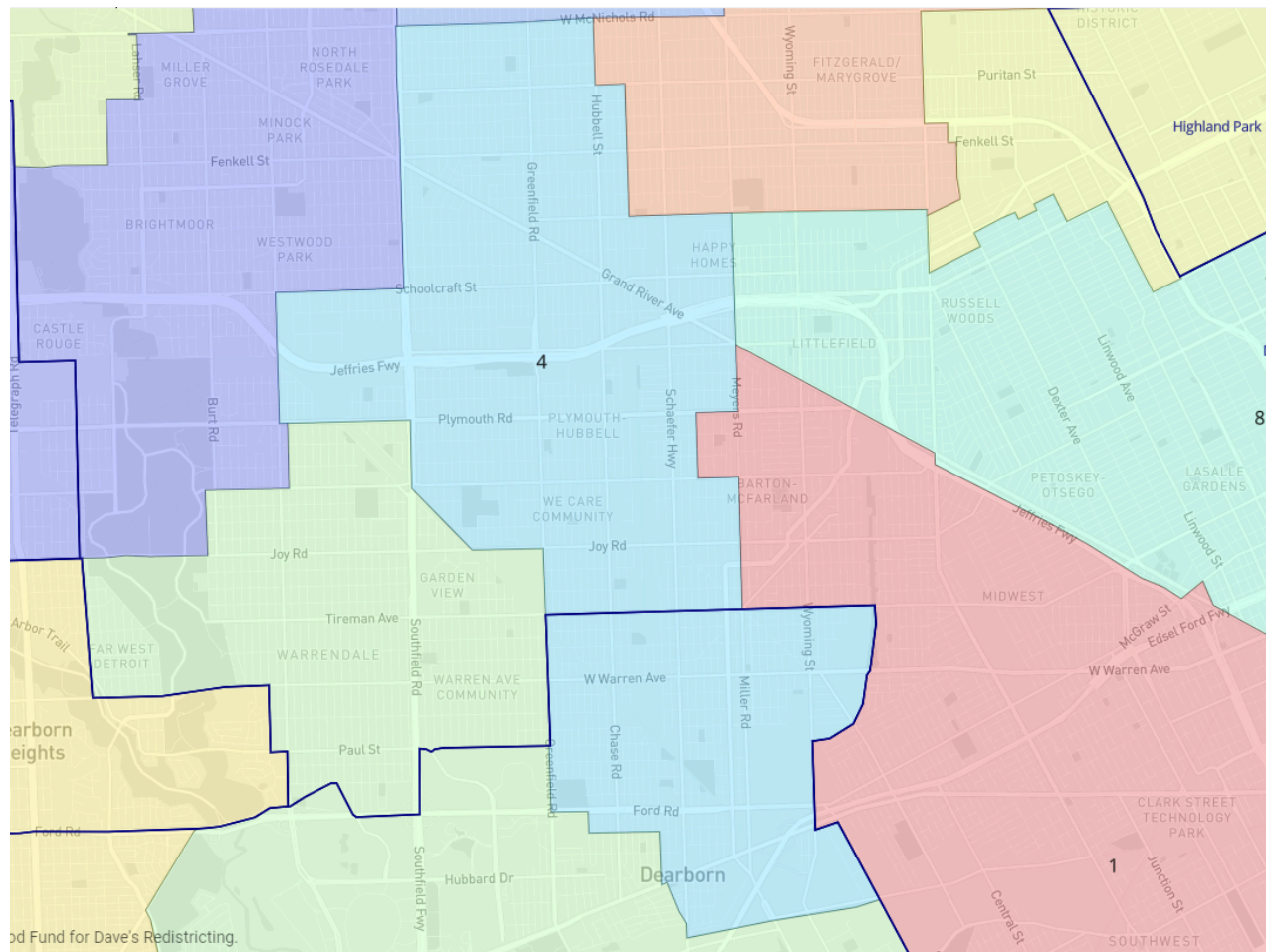
Our unity map redraw





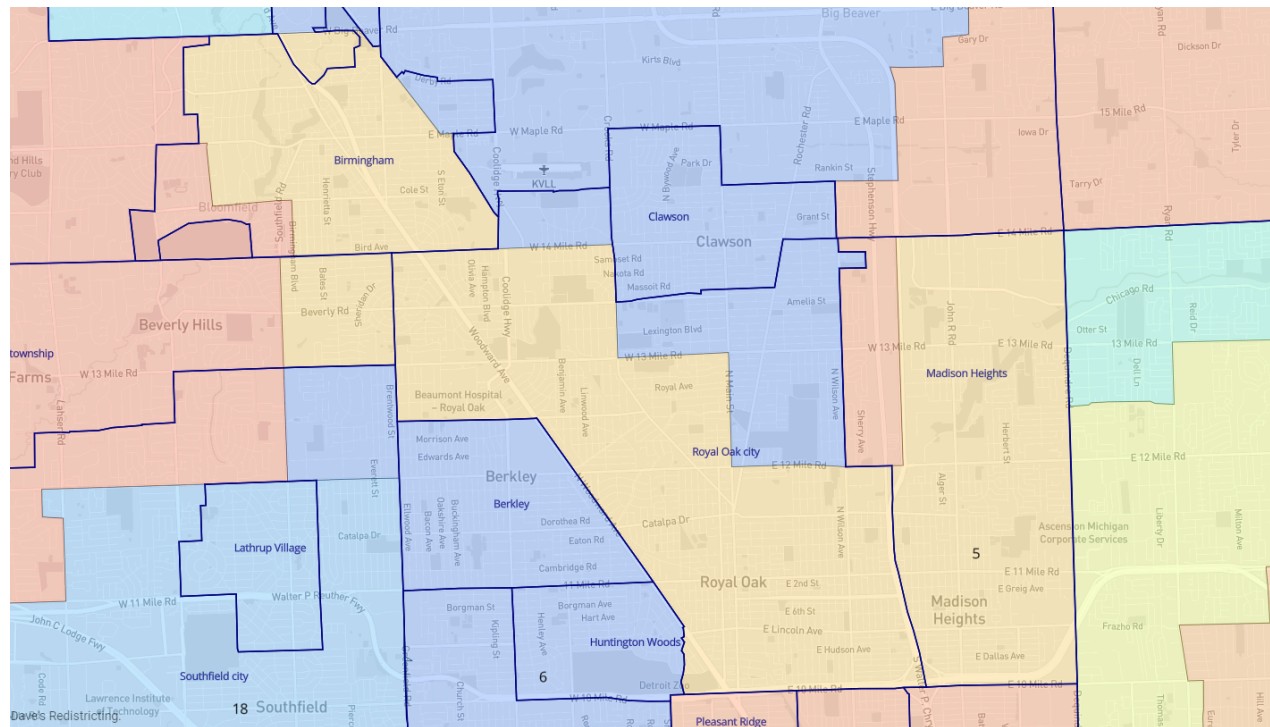
***HOUSE DISTRICT 01***

District 01 includes Southwest Detroit, the Delray, Corktown, Midwest, and Barton McFarland COI neighborhoods, and the city of River Rouge with its older manufacturing areas. The traffic and commerce corridors of the Fisher Freeway, Ford Road, Michigan Avenue, and Fort Street bisect the district. The district is home to the largest concentration of Hispanic residents in Michigan, a COI, at 39.5% of the voting population. The district is also 40.6% BVAP.



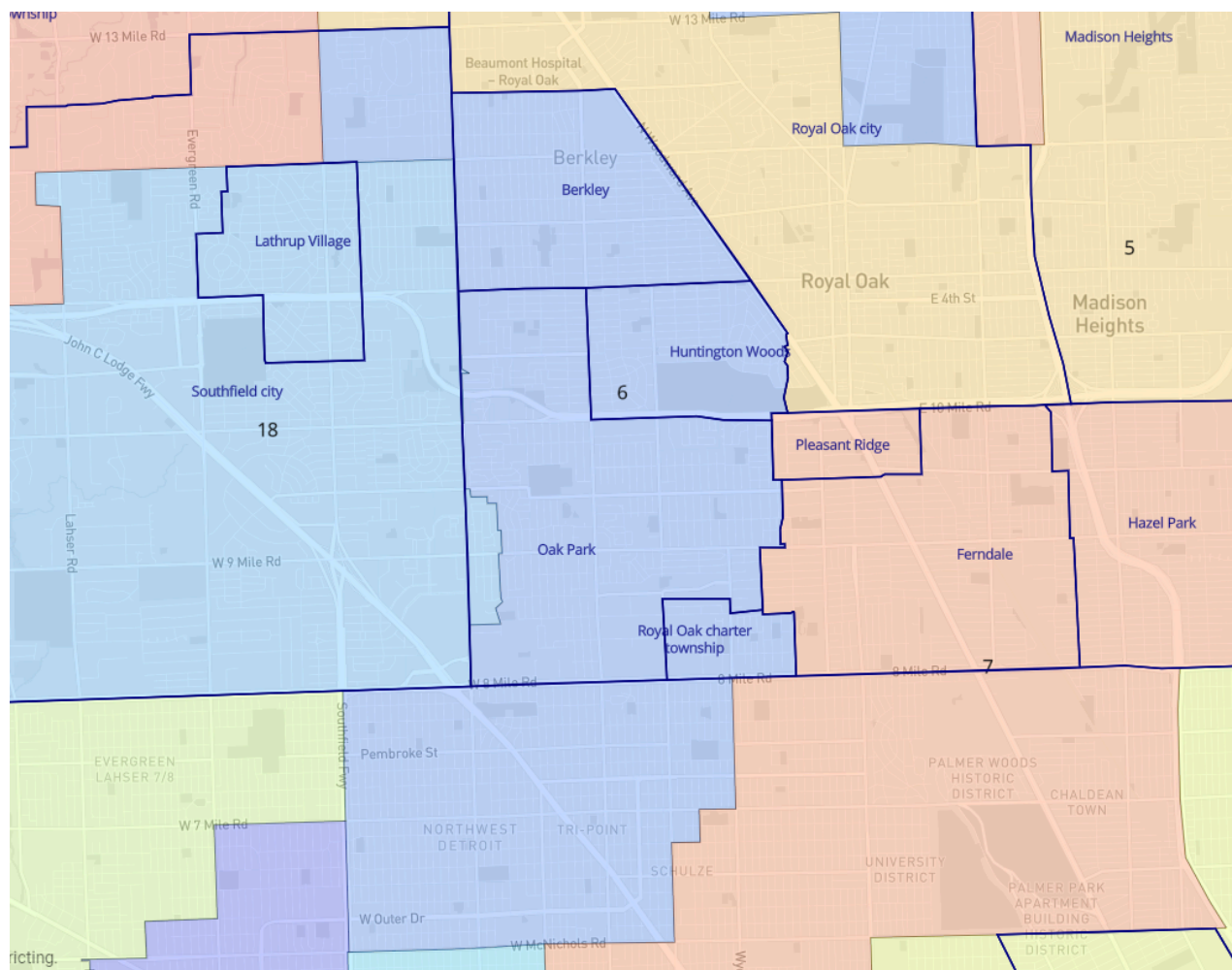
**HOUSE DISTRICT 04**

District 04 combines a portion of Dearborn with a portion of the city of Detroit. The Dearborn section remains unchanged from District 04 in the enacted Hickory plan. The Detroit population in this revised district is significantly more compact than the corresponding district in the Hickory plan. It includes the westside COI of the We Care Community neighborhood. It is crisscrossed by the Jeffries Freeway, Plymouth Road, Joy Road, Schoolcraft Road, Grand River Ave, Southfield Road, and Greenfield Road. These thoroughfares represent the primary traffic and commerce arteries of western Detroit and Wayne County. It has a BVAP of 57.8%.



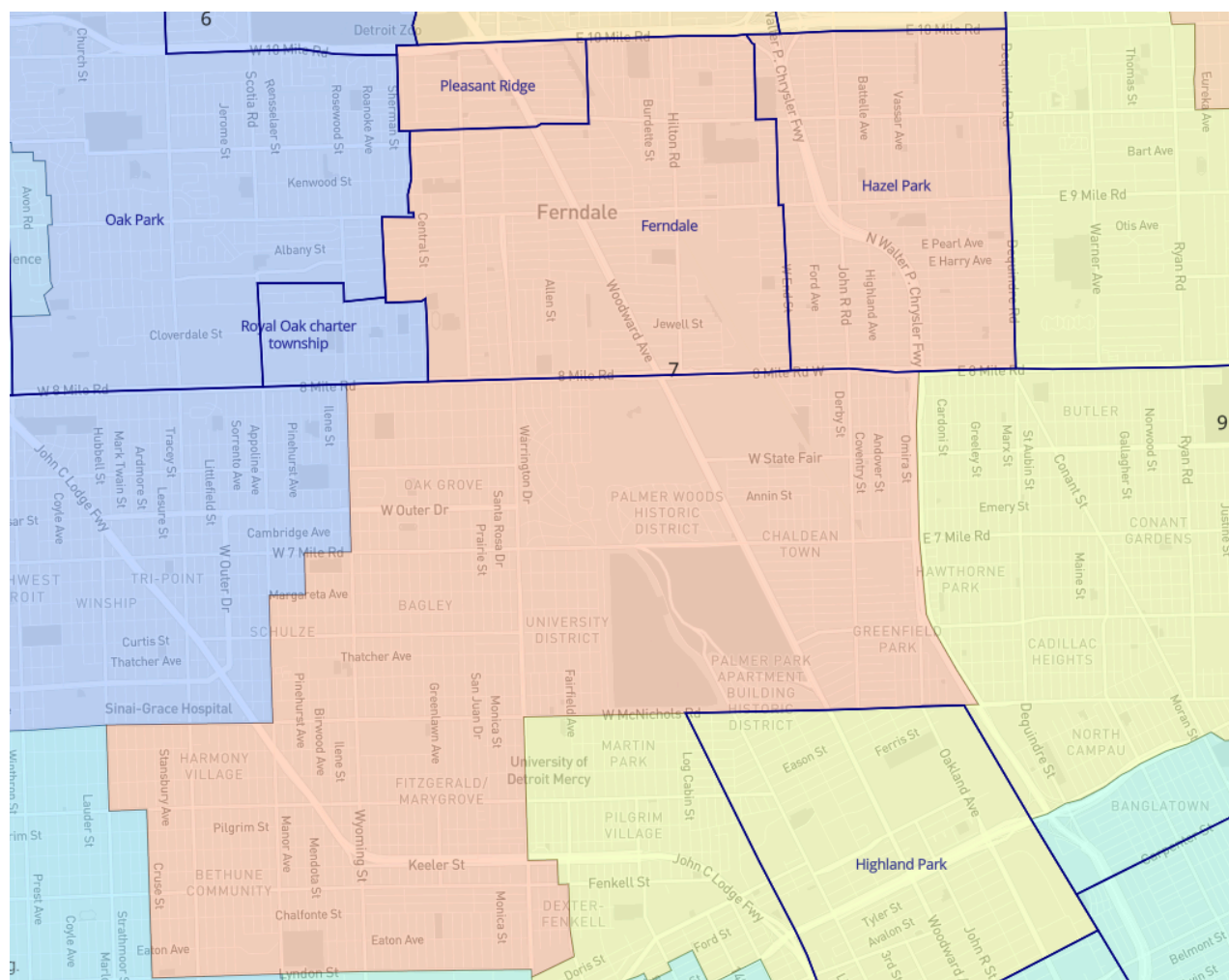
### ***HOUSE DISTRICT 05***

District 05 is significantly different from the corresponding district in the enacted Hickory plan. The district is contained entirely within Oakland County and combines the portions of Birmingham, Southfield Township, Royal Oak, and Madison Heights that were divided across several districts in the Hickory plan, thus achieving greater adherence to all of the required criteria, such as county breaks, municipality breaks, and compactness in addition to COIs. Woodward Ave, I-75, 8 Mile, 9 Mile, 10 Mile, 12 Mile, and 14 Mile roads, Main Street in Royal Oak, as well as John R Road, and Dequindre Road move people across the district and contain the commerce and entertainment areas for the district.



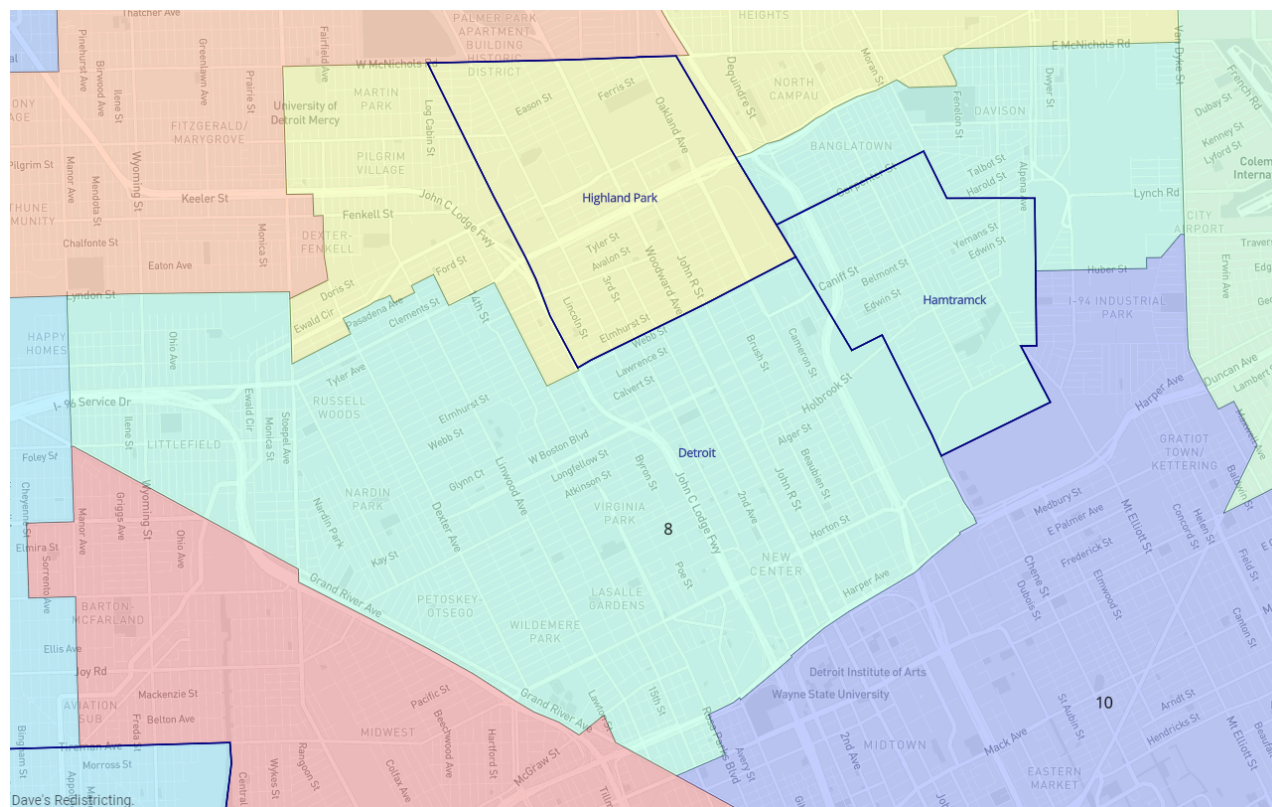
***HOUSE DISTRICT 06***

District 06 combines Berkley, Oak Park and Royal Oak Township into one district. Portions of those municipalities were divided across three districts in the Hickory plan. The district also includes the portion of the city of Southfield that was included in Hickory’s District 05 and the entire city of Huntington Woods. Combining these Oakland County areas adheres better to the totality of criteria – including the integrity of municipalities – when compared to how they were fractured in the Hickory Plan. It also consolidates the portions of Detroit that were divided between districts 05 and 06 in the Hickory plan. The portion of Detroit in this configuration is significantly more compact and contains the Northwest and Tri-Point neighborhoods, both of which are COI’s. It has a BVAP of 58.8%. Woodward Ave, Coolidge Ave, and the Mile Roads are the main links that tie the district together.



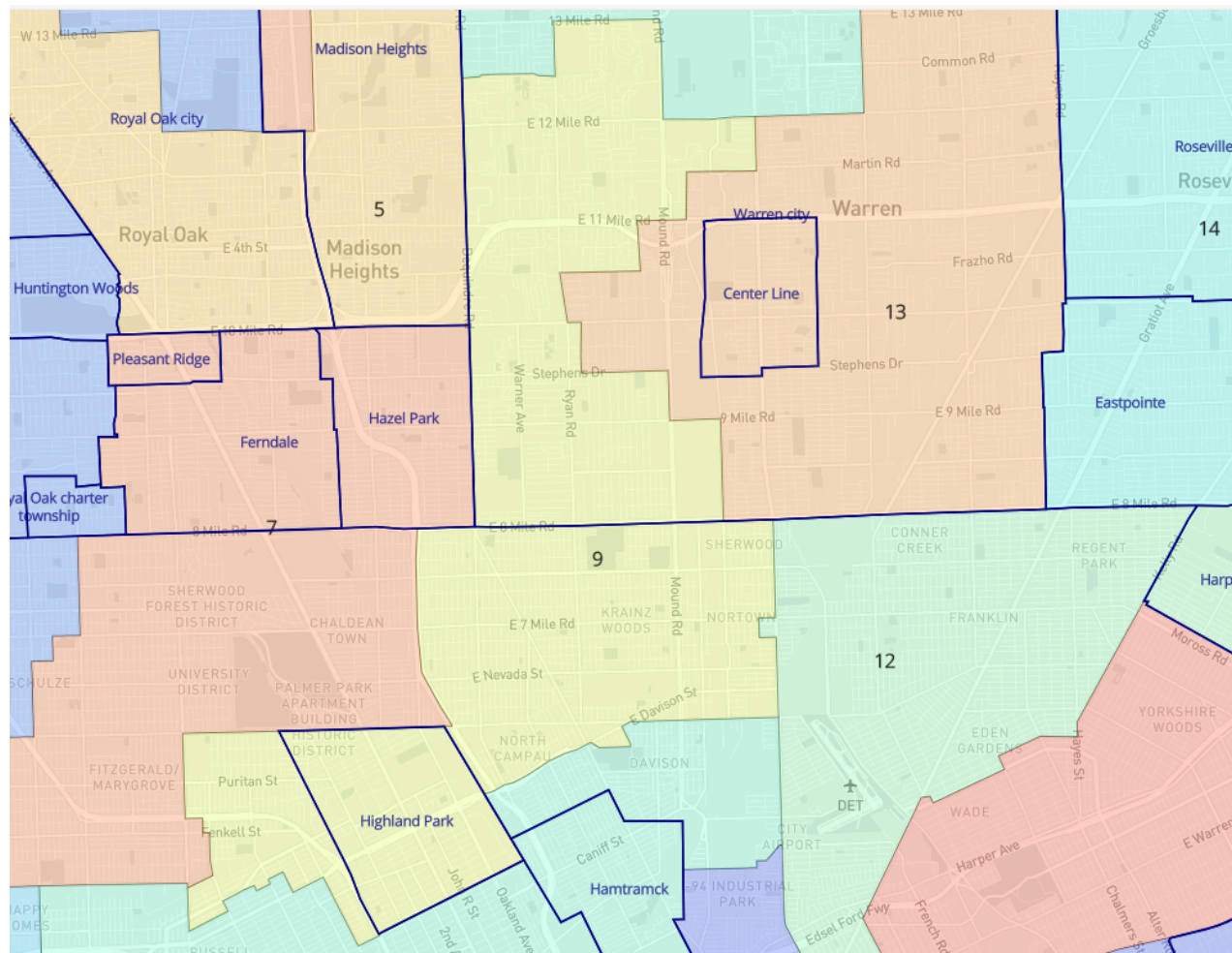
**HOUSE DISTRICT 07**

District 07 includes the entire cities of Ferndale, Pleasant Ridge, and Hazel Park that were divided across two districts in the Hickory plan and combines them with portions of Detroit that were largely contained in Hickory’s districts 07 and 08. It includes the COIs of Palmer Park, Chaldean Town, Sherwood Forest, Fitzgerald Marygrove, and University District neighborhoods. It has a BVAP of 55.9%. This configuration combines the entire city of Ferndale that was unnecessarily split in the Hickory plan. Woodward Ave, the Mile Roads, and John R are some of the main traffic and commerce arteries tying the district together. This configuration reduces the splits between Oakland and Wayne counties.



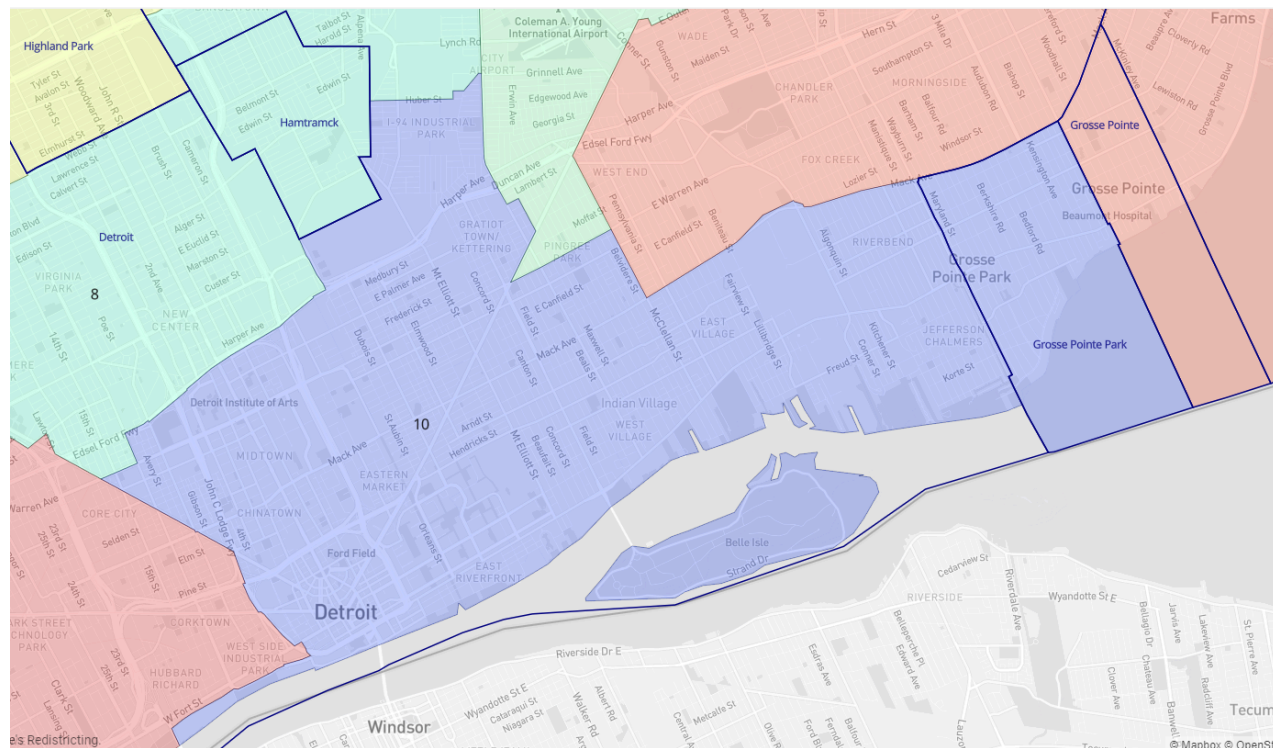
## ***HOUSE DISTRICT 08***

District 08 is significantly different from the Hickory 08. It contains the entire city of Hamtramck and portions of Detroit north of Hamtramck that include the bulk of the COI Asian-Bangladeshi community not living in Hamtramck known as Banglatown. The district also includes portions of Detroit to the west of Hamtramck to Grand River Ave that include the COI's of New Center, LaSalle Gardens, Piety Hill, Petoskey Otsego, Russell Woods, and Littlefield neighborhoods. The district has a BVAP of 57.2%. I-75, I-96, I-94, and the Lodge freeways cross the district.



### **HOUSE DISTRICT 09**

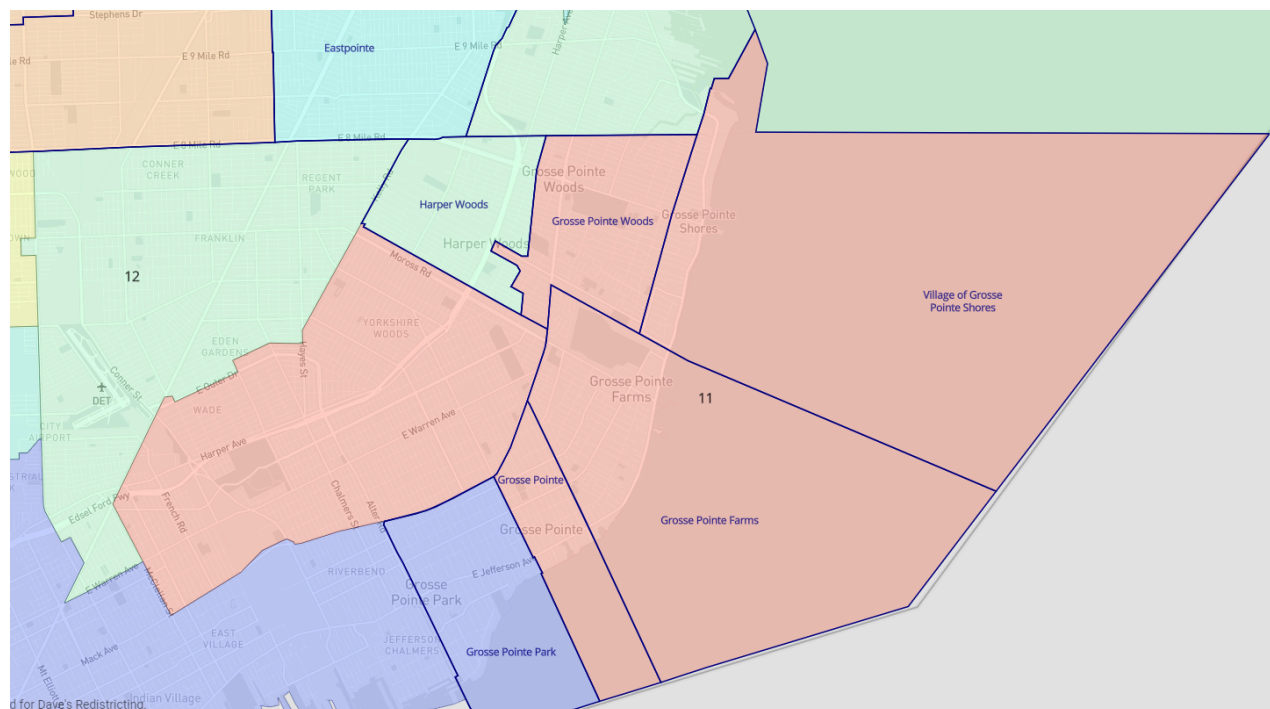
District 09 contains much of the portion of the city of Warren in Macomb County that was part of Hickory's District 14. This configuration minimizes the territory in the plan split between Wayne and Macomb counties. It also contains the entire city of Highland Park and portions of Detroit including the Krainz Woods, Sherwood, Nortown, and North Campau COI neighborhoods. Ryan Road, Mound Road, the Davison Freeway, and McNichols Road are some of the main traffic and commerce links tying the district together. It has a 60.1% BVAP.



**HOUSE DISTRICT 10**

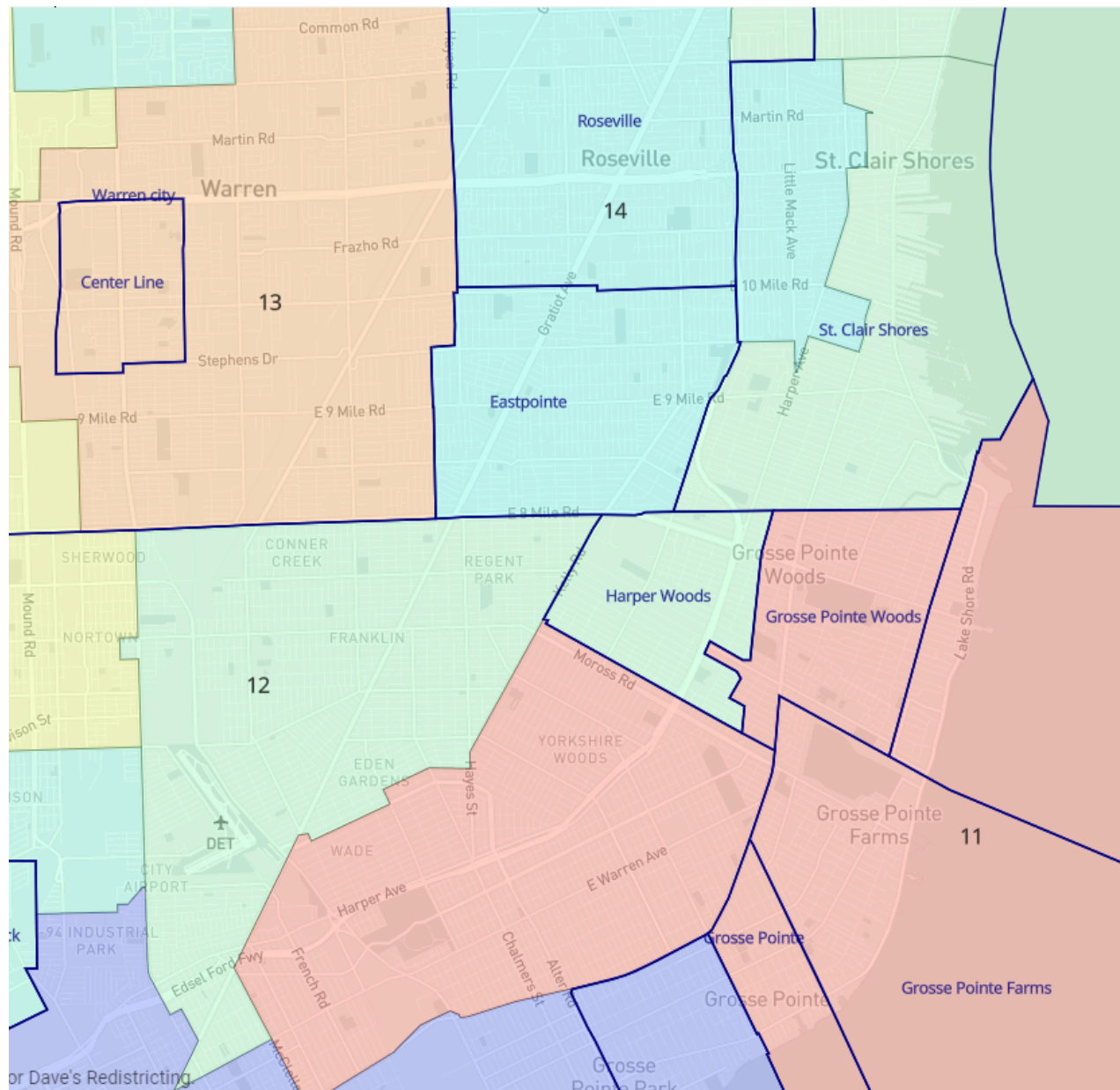
A waterfront district, District 10 includes the entire city of Grosse Pointe Park and portions of Detroit that follow southwest along the Detroit River and Jefferson Ave. The district includes COIs such as Downtown Detroit and the Jefferson Chalmers, East Village, Indian Village, East Riverfront, Midtown, and Wayne State University neighborhoods. It has a 58.0% BVAP. The district is also transected and connected by Gratiot Ave, which is a main thoroughfare on the eastside of Detroit.





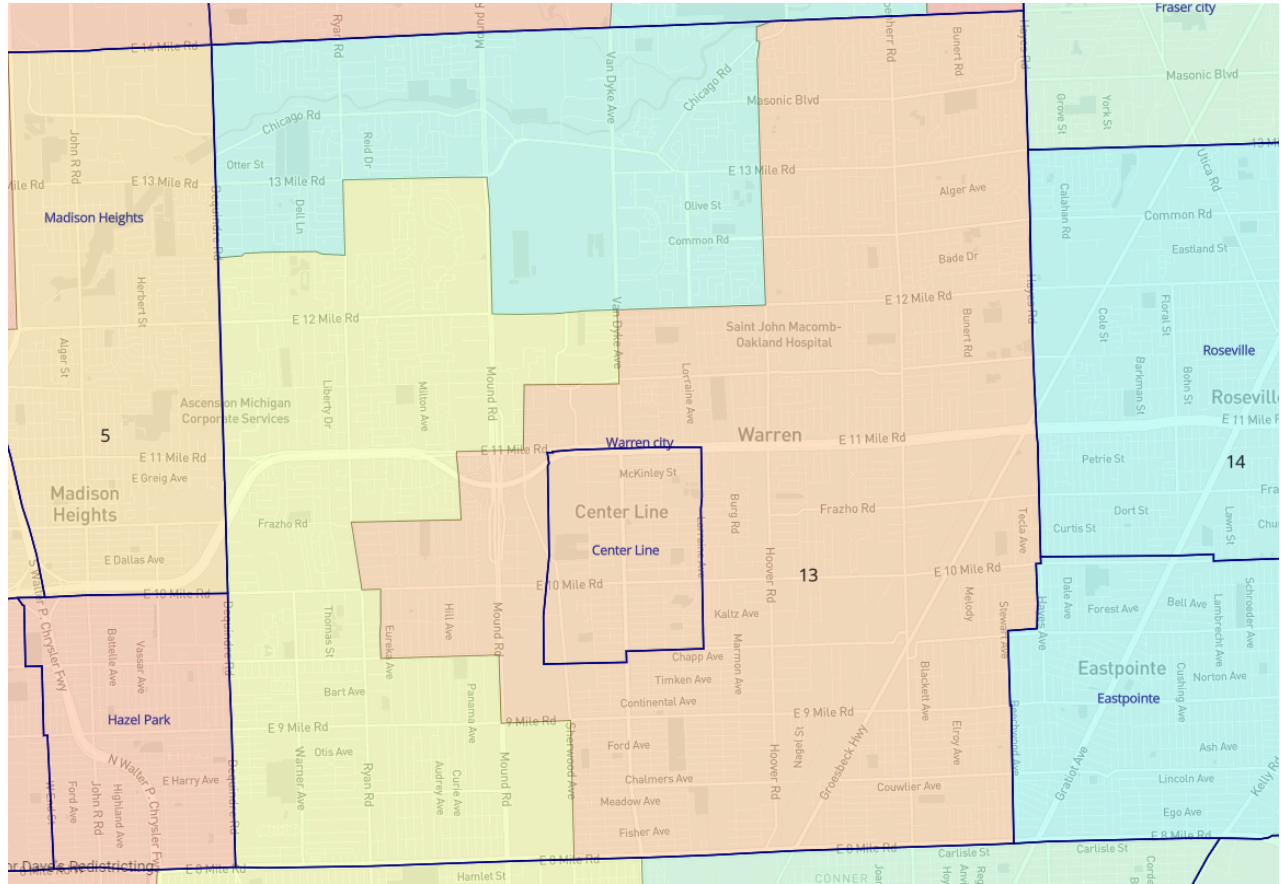
### ***HOUSE DISTRICT 11***

On the eastside of Detroit, District 11 includes the entirety of the Grosse Pointe cities with the exception of Grosse Pointe Park. It also includes the Cornerstone Village, Morningside, Yorkshire Woods, Morass-Morang, Chandler Park, Wade, and West End neighborhood COIs. The district has a 56.0% BVAP. Jefferson Ave, I-94, Mack Ave, and Cadieux Road are a sampling of the traffic and commerce links tying the district together.



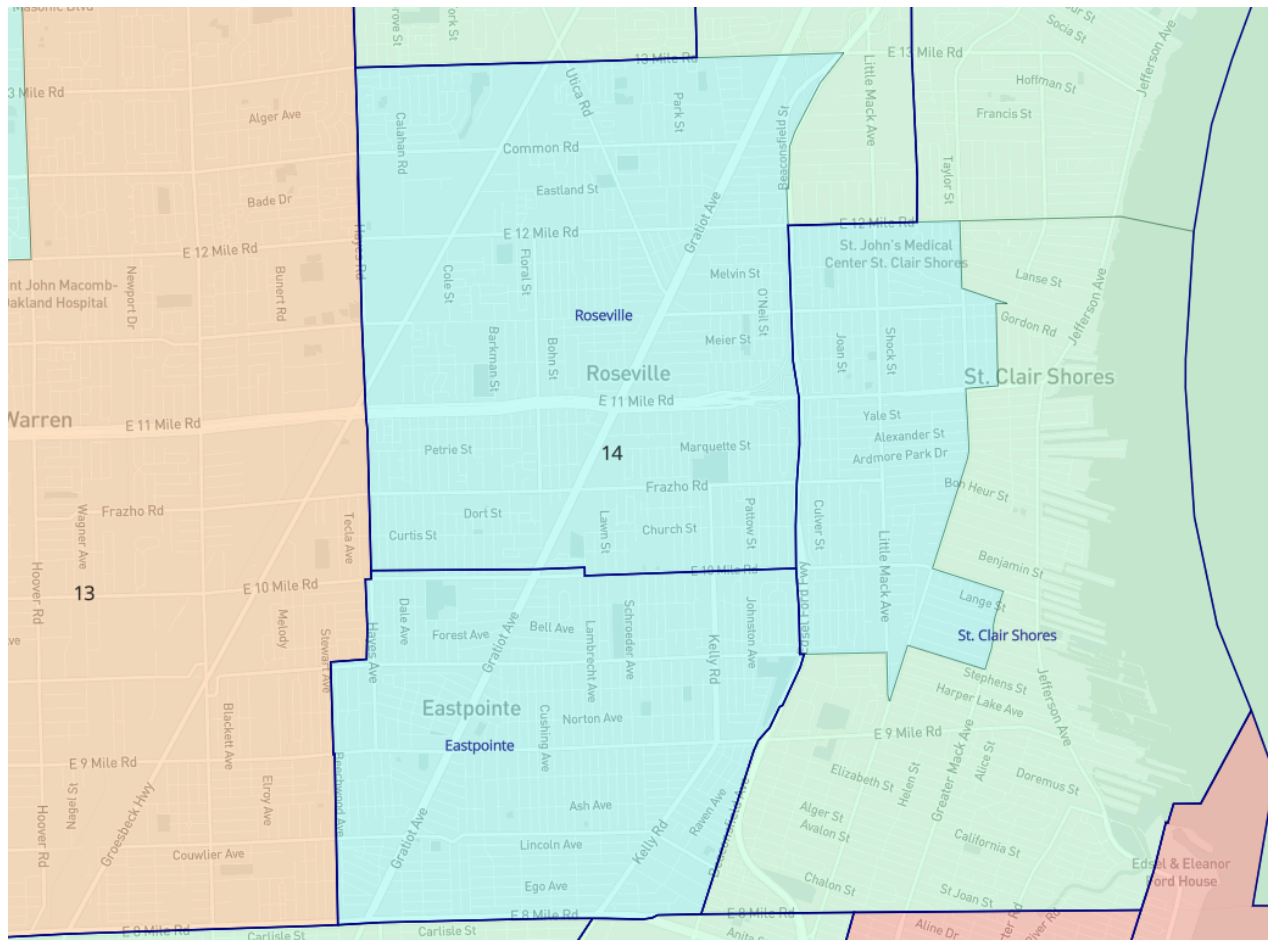
**HOUSE DISTRICT 12**

District 12 includes all of the city of Harper Woods, most of the portion of St. Clair Shores in Macomb County, a COI, that comprises Hickory's District 11, and a portion of Detroit COIs that includes Regent Park, Conner Creek, Franklin, Mapleridge, Eden Gardens, Gratiot-Findlay, and the Coleman A. Young Airport neighborhoods. It has a 59.2% BVAP. I-94, Gratiot Ave, Kelly Road, Van Dyke Ave, Mack Ave, and Jefferson Ave are some of the district's primary traffic and commerce vessels. This configuration minimizes the number of districts that are split between Wayne and Macomb counties.



**HOUSE DISTRICT 13**

District 13 is contained entirely within Macomb County and entirely within the boundaries of the city of Warren. It includes the city of Centerline, and reduced the number of county and municipal splits contained in the plan.



### **HOUSE DISTRICT 14**

District 14 is contained entirely within Macomb County. It contains the COIs city of Eastpointe and portions of Roseville and St. Clair Shoes. This configuration minimizes county splits within the plan.

### **IV. Metric Reports**

- Access Promote the Vote's 2024 Redistricting Project - Metric Report: [HERE](#)

### **V. Unity Map Advocacy**

ICRC Meeting Schedule

- January 16, ICRC meeting, 9am-1pm & 2pm-6pm: Remote

- January 17, ICRC meeting, 9am–1pm & 2pm–6pm: Remote
- January 18, ICRC meeting, 9am–1pm & 2pm–6pm: Remote
- January 22, ICRC meeting, 10am–3pm & 6pm–8:30pm: In-Person at TBD
- January 23, ICRC meeting, 9am–3pm & 6pm–8:30pm: In-Person at TBD
- January 24, ICRC meeting, 10am–5:30pm: In-Person at Cadillac Place in Detroit
- January 25, ICRC meeting, 9am–5:30pm: In-Person at Cadillac Place in Detroit
- January 29, ICRC meeting, 9am–1pm & 2pm–6pm: Remote
- January 30, ICRC meeting, 9am–1pm & 2pm–6pm: Remote
- January 31, ICRC meeting, 9am–1pm & 2pm–6pm: Remote
- February 1, ICRC meeting, 9am–1pm & 2pm–6pm: Remote
- February 2: deadline for ICRC to file draft remedial plans with Court
- February 3–24: ICRC public comment period on draft remedial plans
- March 1: ICRC deadline to file final remedial plan with Court
- March 8: Deadline to file Plaintiffs' objections to remedial plan
- March 15: Deadline for ICRC to respond to Plaintiffs' objections
  - Deadline for Reviewing Special Master's report on remedial plan
- March 20: Deadline for parties to comment on Special Master's report
- March 29: Deadline for Court to approve remedial House plan

## Support 2024 Unity Maps

### Petition

Sign onto our Promote the Vote petition to the commission by scanning the QR code, or clicking [HERE!](#)



### Public Comment

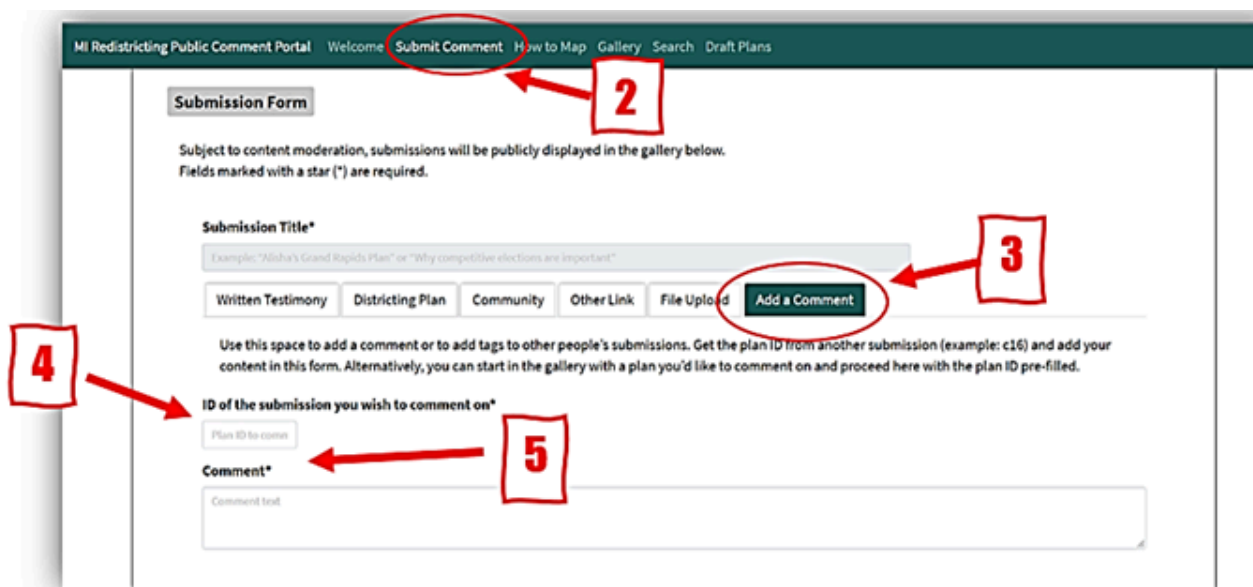
Leave a comment in support of *Promote the Vote's Unity Maps* by following the step-by-step instructions below.

## How to Submit a Comment to the MICRC Without Attending a Hearing

The public can comment 24/7 [ONLINE](#) throughout the MICRC's mapping process. Here's how!

1. Open your browser to: [www.michigan-mapping.org](http://www.michigan-mapping.org) (Visual guide below)
2. Click "Submit Comment" in the top banner.

- a. Scroll down, past the paragraph description, to find the screen image below.
3. Click "Add a Comment"
4. Enter the Promote the Vote map ID number you wish to comment on
  - a. Michigan State House: **p9929**
5. Enter your comments into the space provided in the Comment box.
  - a. Tip: If you move your cursor to the bottom right corner of the comment box, you can click-and-drag the box to expand your typing window.



6. Enter a hashtag: #naacp, #lwv, #detroitcity
7. Complete the "Tell Us About Yourself" section.
8. Read and 'check off' to the disclaimer boxes ("I understand...").
9. Click the green "Submit" button.
10. CHECK YOUR EMAIL to verify your comment was accepted/posted.