

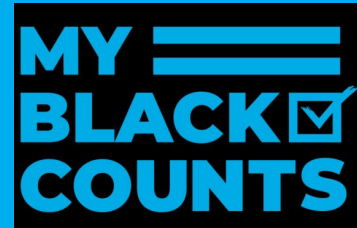
# The Black Hub Strategic Pivot Plan

in Response to Covid-19 Reality

[www.myblackcounts.org](http://www.myblackcounts.org)



CALIFORNIA  
BLACK CENSUS   
& REDISTRICTING HUB



# Our New Reality...

The Covid-19 health pandemic is a harsh reminder that our work is more urgent than we even imagined. Our ability to handle this pandemic has brought into sharp focus the need to invest more deeply in our state and civic infrastructure to ensure our responsiveness and resilience to public health and other crises. The truth is every day our most vulnerable communities feel discounted and failed by our public infrastructure and institutions. Those of us navigating an unfair healthcare, criminal justice, education and housing system have for years felt invisible, failed, abandoned in our time of need.

Hopefully, this crisis reminds us that our current and future resiliency depends on the investments we make today and ten years from now in our state and civic infrastructure. This is why we need an accurate census count to invest in our people and fortify our institutions. We often talk about redistricting and census as different sides of the same coin. Ensuring civic engagement in census and redistricting is critical to making California's institutions and resources responsive, proactive, and accessible for all, not just the privileged few.

In the face of these new realities, the CA Black Hub team is getting ever-creative about civic engagement--we're getting even more nimble and innovative as we prepare to deploy new digital outreach, technology and communications strategies to reach and count our Black community amidst new fears, quarantines, and shelter-in-place policies. **This document details our plan to pivot the Black Hub's strategy, operations and coalition to meet this new challenge.**

# Our Biggest Risks

The Covid-19 pandemic presents the following challenges to the Black Hub strategy of reaching 140,000 HTC Blacks in CA

- ▶ Inability to conduct door-to-door canvassing and traditional in-person phone banking during current shelter-in-place and other state public health policies and guidance
- ▶ Needed reliance on technology-enabled virtual outreach that requires hardware, software and reliable internet connectivity which will present further challenges for coalition members and our Black HTC audiences that do not have reliable connectivity, phones or computers.
- ▶ Threats to predictability and feasibility of state and federal census timelines based on the unknown length of time that counties will have closures, shutdowns, shelter-in-place policies
- ▶ Our target audience is most likely to be negatively impacted by the COVID-19 pandemic because HTC Blacks are overly represented in the following groups: unemployed and underemployed, homeless, food insecure, justice-impacted, immigrant/refugees and those with underlying health conditions and poor access to good healthcare

# Biggest Opportunities to Mitigate Risk

At the same time, we are well poised to mitigate some of these risks by overhauling our strategy to focus on the following during the April-June Covid-19 Ready to Get Out the Count campaign phase:

- ▶ Capturing HTC Blacks who are now relying on internet, radio and television to connect with social networks and get critical news
- ▶ Capturing HTC Blacks who are homebound, but accessible via phone
- ▶ Helping HTC Blacks connect this public health crisis and moment to the need to invest in our institutions (schools, hospitals, public welfare, etc.) through a complete census count
- ▶ Pioneering new and emerging outreach technologies and tools to reach communities creatively through phone and digital organizing

# Our Managed Strategic Pivot

## Strategy

Pivoting our approach in light of pandemic



## Goals

Aligning goals to our pivoted strategy



## Measurement

Setting clear metrics and ways of measuring our progress and impact



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## VIRTUAL PHONE BANKING

- Support 15 organizations participating in phone banking
- Run 9 weeks of phone banking
- Conduct 20,000 GOTC census conversations
- Secure 12,000 commits to take the census
- Secure 6,000 commits to spread the word



## RESPONSIVE COMMUNICATIONS

- Develop messaging framework
- Develop phone bank, social text and social media scripts and messages
- Develop creative content for digital ads



## POLICY, ADVOCACY, FUNDRAISING

- Participate in Census Policy Advocacy Network (co-chair State Funds Cmte)
- Provide weekly census updates to Black Hub coalition
- Coordinate with local and state agencies and advocate where needed
- Raise \$60K in additional funds for digital advertising and virtual phone banking programs

# The Black Hub New Goals for GOTC Campaign



## DIGITAL ADVERTISING

- Place digital ads in Facebook, youtube, twitter, instagram, etc.
- Run 9 weeks of digital ad campaign to engage, saturate and convert users
- Ensure 1.2M+ impressions
- Reach 500,000+ HTC Blacks digitally



## TECHNICAL SUPPORT

- Provide phone banking and text message trainings
- Provide ongoing 1:1 technical assistance and media support

## GOTC Pivot Goals, April 13 - July 13

Pivot Strategy	Goal	Measurement Tool
Virtual phone banking to educate, persuade and convert	20,000 Contacts 12,000 Commits 6,000 Agrees to spread the word	<ul style="list-style-type: none"> <li>● PDI, SWoRD</li> <li>● Action builder</li> <li>● Mobile Commons</li> <li>● Outreach Circle</li> </ul>
Responsive communications development to connect this pandemic to an immediate call to act by taking the census	Develop pivot script Develop pivot social media messaging Develop pivot ad campaign messaging	<ul style="list-style-type: none"> <li>● Website</li> <li>● Facebook</li> <li>● Instagram</li> <li>● Twitter</li> <li>● Youtube</li> <li>● Outreach Circle</li> </ul>
Digital advertising to reach HTC Blacks online	Launch 9-week digital advertising campaign Secure 1.2M+ impressions Reach 500,000+ HTC Blacks digitally	<ul style="list-style-type: none"> <li>● Website analytics</li> <li>● Digital ad analytics</li> </ul>
Policy, advocacy and fundraising to mitigate threat to HTC census outreach amid Covid-19	Census policy and procedure monitoring and advocacy  Raise \$60,000 additional dollars to fund pivot plan	<ul style="list-style-type: none"> <li>● Media tracking</li> <li>● Coalition and state stakeholder engagement</li> <li>● Public records</li> </ul>
Technical assistance to support Black Hub coalition members to make this swift pivot	Ongoing group and 1:1 assistance for all Black Hub members	<ul style="list-style-type: none"> <li>● Black Hub coalition satisfaction surveys and interviews</li> <li>● Coalition performance to goals</li> </ul>

# Some Nitty Gritty Details...

## OPERATIONS

- Developed and shared pivot plan with funders and partners
- Purchased new virtual phone bank, relational organizing and digital advertising tools
- Mapped out new expenses, financial losses from vendors, and realigned budget
- Revised regrat levels and amounts

## COMMUNICATIONS

- Set communications goals and budget
- Redesigned comms and data program and team
- Developed targeting strategy for digital ad campaign
- Incorporating ladders of engagement
- Developed new landing pages and email templates for digital ad campaign

## OUTREACH

- Developed new virtual phone bank universes
- Developed new script
- Held 1:1 trainings with team leaders to roll out new program

**BLACK COUNTS**

**SPRING PHONE BANKING CEP SCRIPT**

**Introduce Yourself & Ask About their well-being.** (Upbeat cheerful voice)  
 "Hi My name is \_\_\_\_\_ with **INSERT ORG NAME**, we are part of a statewide coalition called **My Black Counts**. We are checking up on our community to spread love during these uncertain times and to share some very important information about the 2020 census."

Am I speaking to \_\_\_\_\_? Great! Hi \_\_\_\_\_ As Californians, we take care of one another, and we are all in this together. **How are you and your loved ones?**  
 < Pause and listen. Sympathize with any challenges they bring up. But don't spend a lot of time here. >

We realize there is a lot going on, but the 2020 Census is critical to our communities. Do you know the 2020 census went live on March 28th? < Pause and respond accordingly > It is critical to our community that we all participate in the Census. It will help ensure BILLIONS of dollars for crucial services like housing programs and school lunch programs. We're calling today to make sure you join the count!

**1. Can we count on you to participate in the 2020 Census?**  
 \*WINK: "Strong Yes", "Lean Yes", "Undecided", "Lean No", "Strong No", "Refused", "Already Completed"

If "Yes" or "Already Completed"	If "No" or "Undecided"
<p>If "Already completed" Jump to Local Org Question #2            If "Yes Commit":</p> <ul style="list-style-type: none"> <li>• If Yes I Am Planning to take the census: Great! It's now even easier to complete the Census. Since we are social distancing to flatten the curve, you can do it from the comfort of your home. You can complete it <b>Online</b>, by <b>mail</b> or <b>By Phone</b></li> </ul> <p><i>How would you prefer to participate?</i> (Choose one of the below answers based on response.)  <b>Online:</b> Great, on the invitation you received, you will find a unique and confidential code associated with your household. Go to <b>My2020Census.gov</b>, use the code to access your form on any computer, tablet or mobile device.  <b>By mail:</b> Great, the Census Bureau should have mailed your Paper Forms between April 8th &amp; 15th. Did you receive that? If no, <b>reply to phone or online option.</b>  <b>By Phone:</b> Great, you can complete the Census over the phone by calling 1(844)330-2020</p>	<p>May I ask why you are not sure about completing the 2020 Census?</p> <p>&lt;Use <b>My Black Counts Key Messages</b> to respond to specific concerns&gt;</p> <p><b>Remember?</b></p> <ul style="list-style-type: none"> <li>• Census data funds programs like affordable healthcare and unemployment benefits. These programs are so important, especially now during the Coronavirus outbreak.</li> <li>• The Census is easy to fill out. It's only 9 questions</li> <li>• The Census will have a major impact on key programs and services that our communities depend on especially during these uncertain times.</li> <li>• The data you provide on your Census form is confidential and federally protected. It cannot be shared with your landlord or other government agencies. Any violation of your data privacy could result in up to 5 years in federal prison and/or up to \$250,000 in fines.</li> </ul> <p>If still No: We hope you will reconsider, but we respect your decision. THANK YOU FOR YOUR TIME! HAVE A NICE DAY!  <small>IF YOU NEED ASSISTANCE CALL 1(844)330-2020</small></p>

<b>Total Black Voters</b>	<b>820,531</b>		
Total Black Voters in Hub Counties	736,478		
Total Black Voters in Top Quartile	704,464		
Total Black Voters in Top Quartile & Hub Counties	658,815		
Total Black Voters in Top 10 Zips	22,136		
<b>Total Black Emails (CC Statewide)</b>	<b>259,410</b>	AI/Am_All-Emails	
<b>Total Black Emails (MVP Shared)</b>	<b>259,200</b>	MVP_AI/Am_All_Emails	
Total Black Opt-E (CC Statewide)	5,989	AI/Am_Opt-E	
Total Black Opt-E (MVP Shared)	1,262	MVP_AI/Am_Opt-E	
<b>Total Black Phones</b>	<b>365,951</b>		
Total Black Phones in Hub Counties	327,893		
Total Black Phones in Top Quartile	305,473		
Total Black Phones in Top Quartile & Hub Counties	278,635		
Total Black Phones in Top 10 Zips	9,774		
<b>Total Black Cellphones</b>	<b>231,837</b>		
Total Black Cellphones in Hub Counties	206,708		
Total Black Cellphones in Top Quartile	196,541		
Total Black Cellphones in Top Quartile & Hub Counties	182,649		
Total Black Cellphones in Top 10 Zips	6,344		
Total Black Opt-C	7,882		
<b>Total Black Mailboxes</b>	<b>567,887</b>	\$323,695.59	



...thank you for supporting  
The CA Black Hub



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