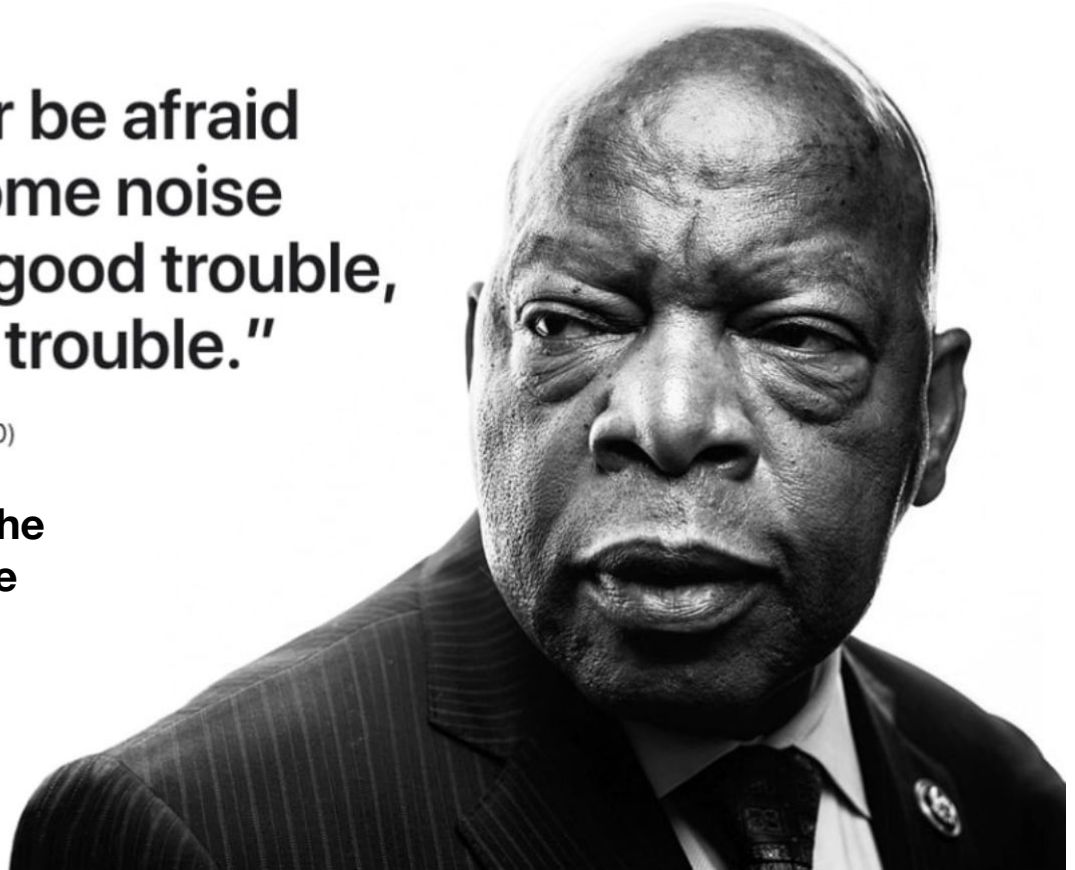


**"Never, ever be afraid
to make some noise
and get in good trouble,
necessary trouble."**

Rep. John Lewis (1940-2020)

**The CA Black Hub dedicates the
spirit of struggle and resilience
that marked our 2020 census
campaign to Rep John Lewis.**



Agenda

Census Outreach

- ▶ Our Five-Star Strategy
- ▶ By the Numbers: Our Progress to Goals
- ▶ Story Behind the Numbers: “In the Hot Seat” Panel Discussion
- ▶ Open Floor: Q and A with our Black Hub Panel
- ▶ Closing Gratitude

Our Mission and Value

Rigorous
Black Civic
Engagement
in Census



Meaningful
Black
Political
Engagement
in CA
Redistricting
Process



Investment
in Black
Technical,
Organizational,
Political, and
Resource
Capacity and
Infrastructure



CALIFORNIA
BLACK CENSUS
& REDISTRICTING HUB



OUTREACH AND COALITION BUILDING

Training and supporting 35 Black-led and Black-serving organizations in civic engagement and communications.



EXTERNAL RELATIONSHIPS

Partnering with community, philanthropic, academic, and elected leaders to secure resources and expertise



The Black Hub Strategy



POLICY & ADVOCACY

Ensuring CA has the resources and policies to maximize Black civic engagement in the census and redistricting process



STRATEGIC COMMUNICATIONS & DIGITAL MARKETING

Waging public education campaign through direct outreach as well as social, digital and traditional media channels



TECHNICAL SUPPORT

Ensuring we have the research data, best-in-class technology, training and partnerships to execute with rigor

OUTREACH AND COALITION BUILDING

- +330,000 Calls and Door Knocks
- +95,000 contacts
- +82,000 commits
- +25,000 volunteers to spread the word



STRATEGIC COMMUNICATIONS & DIGITAL MARKETING

- +26M Impressions
- 2.036M reached
- 9,575 MBC digital subscribers
- 70K trackable links to census
- +20 coalition events
- +15 media placements



The Black Hub Progress



EXTERNAL RELATIONSHIPS

- Raised 2M for census outreach
- Raised 600K/800K for redistricting
- Secured 11/20 Black Elected Leader Endorsements



TECHNICAL SUPPORT

- UCLA
- UC Berkeley
- USC & Advancement Project CA

POLICY & ADVOCACY



- Advocacy for \$187 million state investment in census outreach
- National push for delays in homeless enumeration amid COVID-19 pandemic
- Redistricting Commission recruitment, training, and advocacy

What's next on our road ahead...

- ▶ **Pivot to Redistricting**
- ▶ **Black Voter Engagement in 2020**
- ▶ **Long-term Planning for the CA Black Hub**

In the Hot Seat...

Civic Engagement
Kevin Cosney



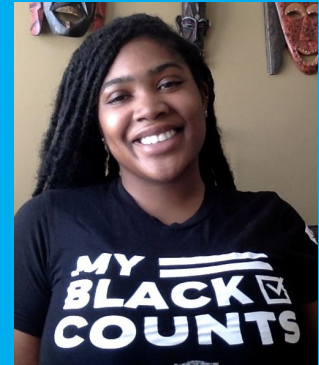
Communications
LaNae Norwood



BWW
Carmen Taylor-Jones



BWOPA
Justice Kamile



A teal-colored brushstroke graphic with a rough, hand-painted texture, serving as a background for the text.

**WE TALK
REAL TALK**

" THANK YOU IS THE BEST PRAYER
THAT ANYONE COULD SAY. THANK
YOU EXPRESSES EXTREME
GRATITUDE, HUMILITY,
UNDERSTANDING. "

ALICE WALKER