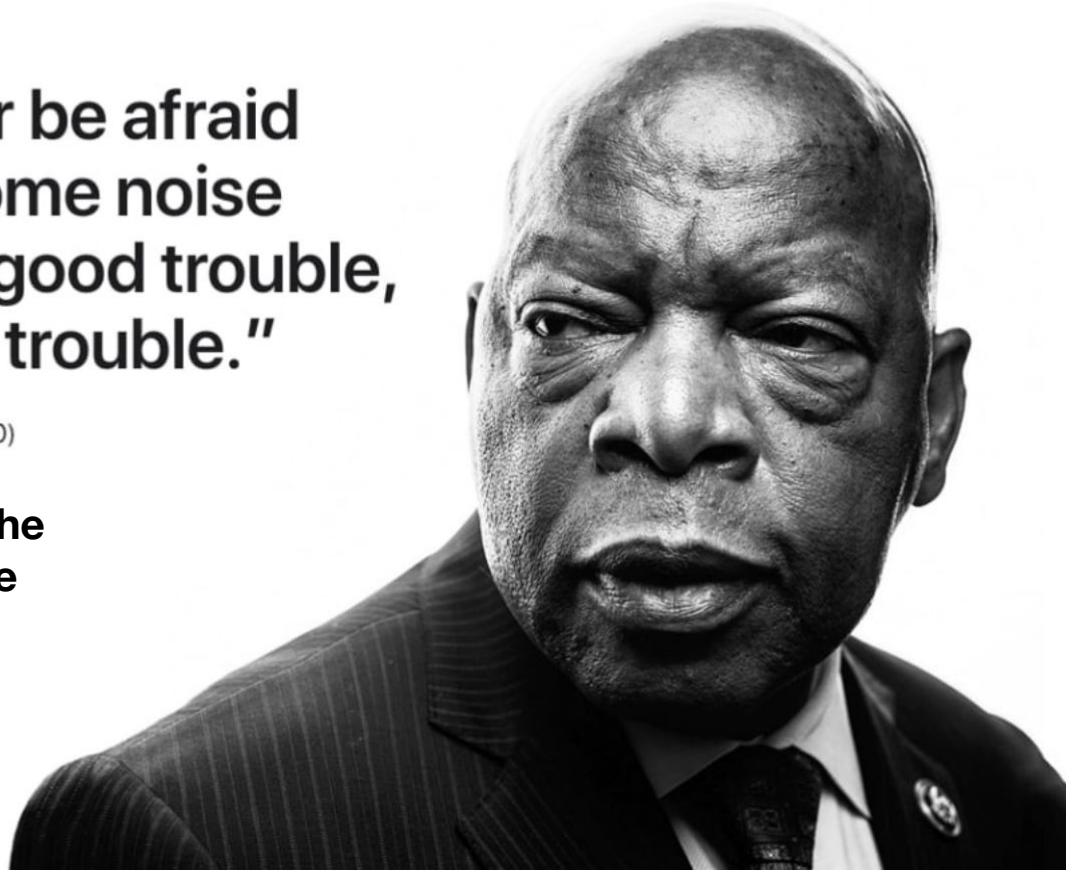


**“Never, ever be afraid  
to make some noise  
and get in good trouble,  
necessary trouble.”**

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