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


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

POLICY & ADVOCACY

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

TECHNICAL SUPPORT

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

The Black Hub Strategy

EXTERNAL RELATIONSHIPS

STRATEGIC COMMUNICATIONS & DIGITAL MARKETING

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

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

EXTERNAL RELATIONSHIPS
- Raised 2M for census outreach
- Raised 600K/800K for redistricting
- Secured 11/20 Black Elected Leader Endorsements
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
WE TALK REAL TALK
“Thank you is the best prayer that anyone could say. Thank you expresses extreme gratitude, humility, understanding.”

Alice Walker