

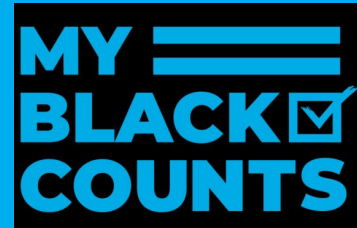
The Black Hub Strategic Pivot Plan

in Response to Covid-19 Reality

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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 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, and immigrant/refugees

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

What's at Stake for Blacks amid Covid-19...

Our Black communities, who were among the biggest groups at risk for being undercounted in the census, are also:

- Experiencing a national spike in rates of infection
- Meeting with worse Covid-19 healthcare outcomes than other racial groups
- Disproportionately affected by underlying conditions that tend to worsen the impact of Covid-19: diabetes, heart disease, liver disease, asthma, etc.
- Disproportionately affected by conditions that worsen likelihood of accessing quality healthcare, food and hygiene support: unemployment, underemployment and homelessness

NEWS & COMMENTARY

If COVID-19 Doesn't Discriminate, Then Why Are Black People Dying at Higher Rates?

To provide meaningful protection and support for all members of the community, a COVID-19 response must address the pervasive racial injustices at the federal, state, and local level.



What's at Stake for Blacks in the 2020 Census Count...

- Political representation, including the risk of losing a congressional seat, if our state is undercounted
- Losing \$1,000 every year for every person not counted in the census
- Funding for critical healthcare, childcare, K-12 and college education and economic institutions, services and programs, including the institutions, programs and services that will be essential for Covid-19 Pandemic recovery and rebuilding

Although not a perfect comparison, as of March 30, we are already seeing a lower response rate in California than in 2010 when looking at a similar 18-day point in time. This is not just a California issue. The uncertainty tied to the spread of this virus throughout our nation threatens all U.S. Census Bureau (USCB) operations.

Excerpts from an April 1, 2020 letter issued by Gov. Newsome to Sec. Wilbur L. Ross, Us Dept of Commerce and Director Dillingham, U.S. Census Bureau.

Now More than Ever...

We are feeling the importance of investing in infrastructure and civic engagement. It is precisely this type of investment in people and infrastructure that enables organizations and communities to creatively pivot and adapt in moments of crisis and change. The Black Census and Redistricting Hub is part of the California Calls network and leverages a strong track record, robust assets and cutting-edge technology infrastructure to enable civic engagement. This includes:

- A decade of experience training organizations to run and win issue-based campaigns around education funding, healthy communities, and mass incarceration. These are all issues that are highly important to Black HTC communities.
- Official partnership with the State overseeing Black outreach in the California 2020 Census by convening and supporting a network of 32 Black-led and Black-serving organizations covering 10 counties
- Enabling a platform and network to connect the Black Hub coalition through weekly civic engagement check ins, monthly communications trainings, and dedicated 1:1 technical support from Black Hub staff members
- Pioneering new and emerging technologies for outreach, including virtual phone banking, relational organizing, social media amplification, and hyper-targeted paid digital advertising

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

Instead of deploying teams to canvas homes, we are deploying a group of 15 organizations across CA who will be part of a 9-week long virtual phone banking program, contacting 20,000 HTC Blacks in CA.



RESPONSIVE COMMUNICATIONS

Providing pivot phone scripts and messages for virtual phone banking, relational organizing and social media that connects the pandemic to a census call to action



The Black Hub Pivot Plan April 13 Launch

POLICY, ADVOCACY, FUNDRAISING

Monitoring changes and impact of COVID-19 on local and federal census timelines and procedures and advocating for Black HTC communities where needed. Raising \$60,000 additional dollars to launch our new virtual phone bank operations and digital paid advertising program.



DIGITAL ADVERTISING

Instead of hand-to-hand flyers, we are reaching 500,000+ Black HTC community digitally through targeted online advertising integrated with the online and social media behaviors of our target HTC audience



TECHNICAL SUPPORT

Providing virtual phone bank and texting tech infrastructure, training and 1:1 assistance for Black Hub orgs

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



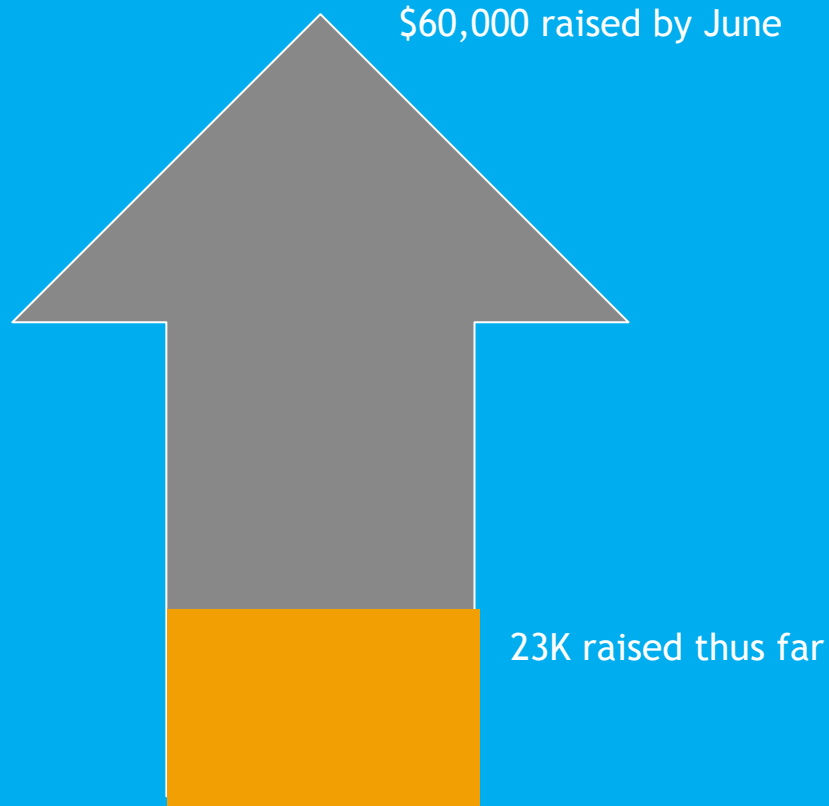
TECHNICAL SUPPORT

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

GOTC Pivot Goals, April 13 - June 7

| 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"> ● PDI, SWoRD ● Action builder ● Mobile Commons ● Outreach Circle |
| 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"> ● Website ● Facebook ● Instagram ● Twitter ● Youtube ● Outreach Circle |
| 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"> ● Website analytics ● Digital ad analytics |
| 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"> ● Media tracking ● Coalition and state stakeholder engagement ● Public records |
| 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"> ● Black Hub coalition satisfaction surveys and interviews ● Coalition performance to goals |

Rapid Fundraising for our Pivot to Digital Advertising



The Black Hub Coalition thanks you for your support during this trying time...

- ▶ **Sacramento:** Sacramento ACT, Alliance of Californians for Community Empowerment (ACCE) Sacramento
- ▶ **Bay Area:** Building Blocks for Kids, Safe Return Project, Oakland Rising, RYSE, Alliance of Californians for Community Empowerment (ACCE) Contra Costa, Black Women Organized for Political Action (BWOPA), Lift Up Contra Costa,
- ▶ **Central Valley:** Fathers and Families of San Joaquin, Fresno Metro Black Chamber/Fresno County Complete Count Committee, Central Valley Urban Institute, Fresno Street Saints, African American Network of Kern County
- ▶ **San Bernardino and Riverside:** Time for Change, BLU Educational Foundation, Starting Over, Congregations Organized for Prophetic Engagement (COPE)
- ▶ **Los Angeles:** Anti-Recidivism Coalition, Black Women for Wellness, Kingdom Life Church, Los Angeles Community Action Network, A New Way of Life, The Community Action League, Strategic Concepts in Organizing and Policy Education (SCOPE), Community Coalition, Los Angeles Black Workers Center, Social Justice Learning Institute, Special Needs Network, AME Ministerial Alliance
- ▶ **San Diego:** Pillars of the Community, Partnership for the Advancement of New Americans (PANA), Alliance San Diego
- ▶ **Statewide:** California Black Women's Health Project, Black Alliance for Just Immigration, Black Political Alliance of California

...and so does the Black Hub Team



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