



CID Black Voter Experience in California Webinar Q&A Responses

Panelists' Organization Links

- Building Blocks For Kids: www.bbk-richmond.org
- Congregations Organized for Prophetic Engagement: www.copesite.org
- Partnership for the Advancement of New Americans: www.panasd.org
- California Black Power Network (CBPN): website coming soon... in the meantime, follow us on [Twitter](#), [Facebook](#), and [Instagram](#) @myblackcounts

Q&A

1. **Effective Outreach Methods:** What outreach methods to black voters and potential voters do the panelist find are most effective? Texting? Email? Phone calls? In-person outreach? Social media? All of the above?

Generally, we believe a multi-pronged strategy is the best approach, particularly when trying to reach a broad base of Black voters. As we know, Black communities are not monolithic, and some methods may work better than others depending upon the specific demographic or community you are engaging. There are pros and cons to each method. For instance, while texting can be effective, particularly in reaching younger voters and can have a high open rate, it is becoming an overly used method and may be waning a bit in its effectiveness. Texting, however, can be used to get quick reminders to your most active supporters. Similarly, while door-to-door, face-to-face contact is probably the most effective method in terms of motivation and persuading voters to act, it can also yield a slower contact rate as compared to phone banking. Every tactic has its strengths and weaknesses and so a multi-pronged, integrated approach can leverage the strength of these tactics while mitigating and minimizing the weaknesses.

2. **Partnerships with Registrars:** Minister Williams spoke about partnering with the San Bernardino Registrar of Voters. Have any of the other panelists worked with their county Registrar? If yes, what has the work looked like, if no, what would you like to see from your county registrar to support your work?

Partnership for the Advancement of New Americans mentioned working with the SD County Registrar but had some issues with language access. A number of organizations within our network have worked with county registrars in the past, particularly around the 2020 election in places like Los Angeles and Sacramento, as COVID-19 caused all of us to shift our thinking around the ways in which people participate in elections and cast their ballots. Both James and Kristin of the Black Power Network have been members of the Secretary of State's Voters Choice Act Task Force along with Dr. Romero, leading election advocates, and county registrars, and James was a member of the Secretary of State's 2020 COVID-19 special working group, where he and other network members worked with registrars to determine the voting model California would adopt for the 2020 election. CBPN network organizations generally would like to strengthen the relationships we have with ROVs as we know that effective

election administration and robust voter education and outreach need to go hand-in-hand to ensure voter experience is the best it can be.

3. **Special Election Voter Engagement:** Will you be doing any voter education work on the upcoming Los Angeles Mayoral race and others?

As a collective, the California Black Power Network will be focusing on statewide elections this year, so we will be most active during the June primary and November general elections doing non-partisan voter education and outreach. That said, individual organizations within the network will likely be involved in local elections throughout the year.

4. **Research Needs:** Where would the panel like to see more research on Black voters? Also, what can be done to help with the data challenges discussed when it comes to identifying Black voters in the voter file?

In terms of research, we'd like to see more research on 2 types of Black voters:

- Disillusioned voters – that is, those who believe their vote won't count or make a difference. As we mentioned, the likely Black voter is aging and this issue is one we often encounter and hear directly from younger voters. Research on potential solutions to mitigate disillusionment or apathy would be great. In addition, continued message testing that speaks to the diversity of the Black community would be valuable.
- System impacted folks, including those who are currently and formerly incarcerated. This research might include the collection of data on the registration and turnout rates of currently incarcerated eligible voters. In addition, it would be helpful to have research and analysis on how jails and prisons officials ensure voting rights are upheld (if at all) and the barriers that system impacted folks have in exercising their vote.

Regarding the data challenges we mentioned, there are a couple of things we'd uplift that are not currently happening. The first is the concept of a statewide campaign, led by the State of California, educating Californians on the importance of completing the race and ethnicity box on their voter registration form. Currently, self-reported racial and ethnicity data is severely lacking and increasing awareness around this issue could go a long way to addressing some of the data challenges we currently face.

The second is a greater focus on how trusted messengers can help bolster data and research efforts. For instance, we know that distrust between community and government can be a barrier to self-reporting, so figuring out ways for base-building and nonprofit organizations like the CBOs that are a part of the Black Power Network to engage as trusted messengers and encourage self-reporting in safe ways that protect people's privacy will be important to this outreach and education effort.