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California Black Power Network

Black Voter Experience Reflections from Civic Engagement Practitioners

California Black Power Network



ABOUT US

The California Black Power Network (CBPN) is a new long-term statewide power-building effort dedicated to organizing Black grassroots groups and residents to change the lived conditions of Black Californians.

OUR NETWORK

CBPN is a **vibrant and growing ecosystem of grassroots, Black-led groups locally, regionally and throughout the state** in community and strategic collaboration acting together to address discrimination, systemic racism, and anti-Black racism. It is envisioned that the number of participating local and regional groups will grow substantially beyond the 35 who participated in the Black Census and Redistricting Hub, including strategic partnerships with the Black Equity Collective, Empower Network/LiveFree, and other emerging networks.

OUR CAMPAIGNS

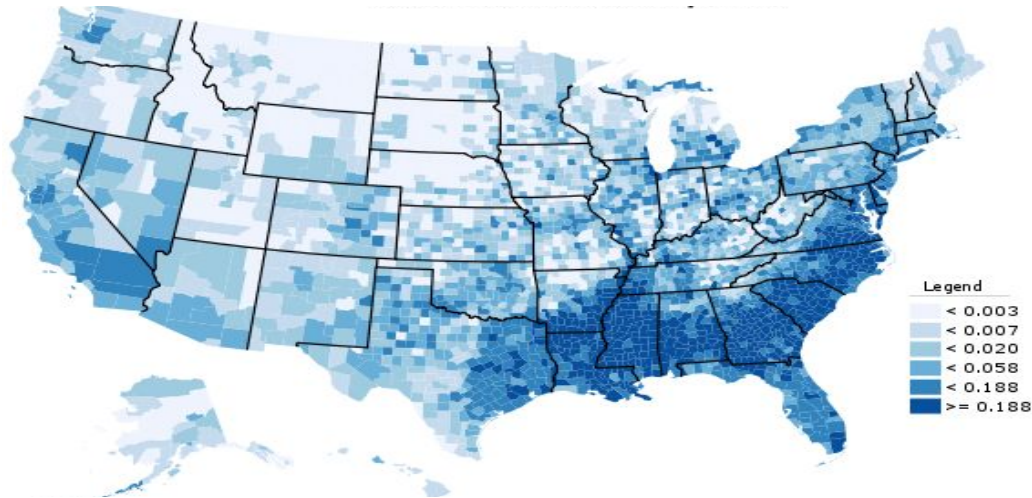
CBPN is built on the work of the **California Black Census and Redistricting Hub** and the **African American Civic Engagement Project**, both projects of California Calls. During this work, we served as the State's Black census outreach contractor and **engaged over 1.3 million residents through phoning, door knocking, and digital organizing (My Black Counts) to motivate them to vote and complete the census**. We also **engaged nearly 500 community leaders and residents in 51 community conversations** to identify key communities of interest during the state's redistricting process. CBPN is **currently developing a comprehensive, multi-issue policy agenda** that will drive our work and focus in the future.

OUR GEOGRAPHIC REACH

Our census and redistricting coalition included 35 Black-led and Black-serving organizations with coverage in **13 counties across 6 regions of the State** (including the Bay Area, Sacramento Valley, Central Valley, Inland Empire, Los Angeles, and San Diego).

WHY A FOCUS ON BLACK VOTERS IN CALIFORNIA?

1. California has the 5th largest Black population of any state in the country.
2. Black communities continue to be impacted by the issues facing California (e.g. COVID-19, health inequities, education inequities, public safety, housing and homelessness)
3. The Likely Black voter is aging and not being replaced by younger Black voters.
4. Black residents are being pushed out of traditional urban hubs and into new emerging communities without established organizing infrastructure.



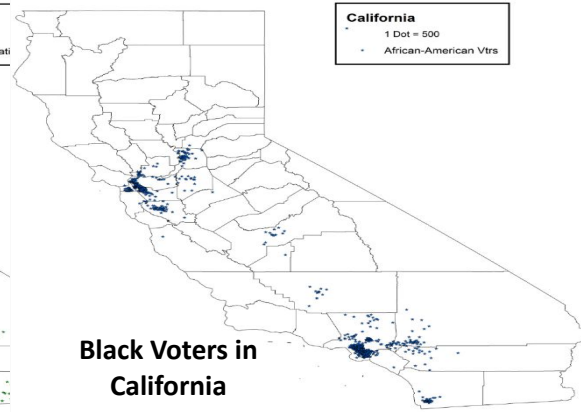
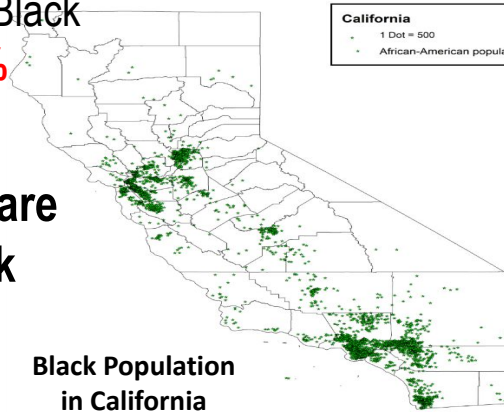
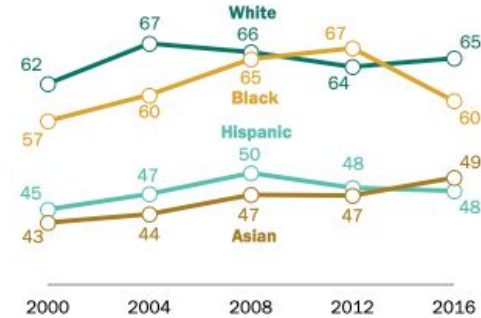
State	Black Population	% US Black Pop
United States	41,104,200	100.0%
Texas	3,552,997	8.6%
Georgia	3,320,513	8.1%
Florida	3,246,381	7.9%
New York	2,986,172	7.3%
California	2,237,044	5.4%
North Carolina	2,140,217	5.2%
Maryland	1,820,472	4.4%
Illinois	1,808,271	4.4%
Virginia	1,607,581	3.9%
Ohio	1,478,781	3.6%

Why is a Black Voter Engagement Strategy Necessary?

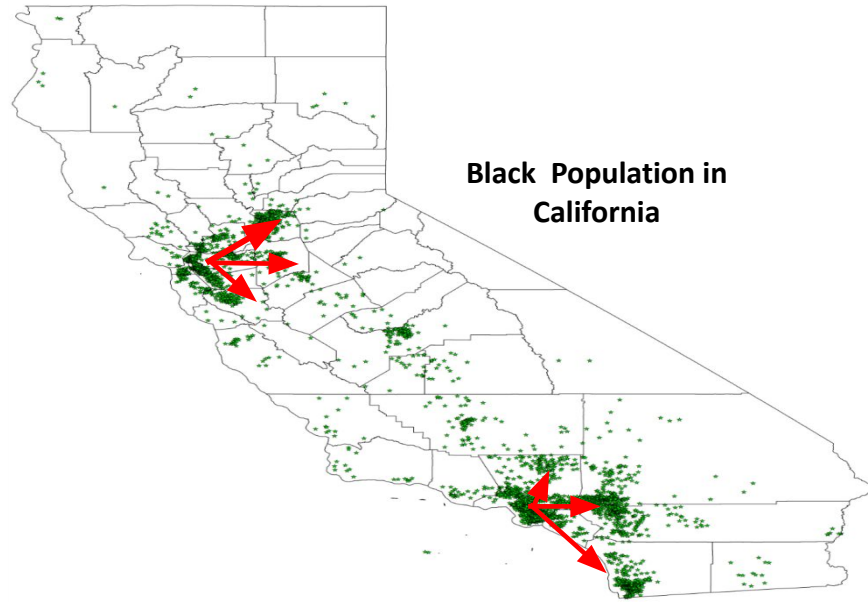
1. Black Voter Turnout was about **13 and 7 percentage points higher** than the state average in 2020 and 2021 respectively, but...
2. Black voters age 65 or older turned out at **83.9%** in the 2020 general election, while Black voters 18 to 24 turned out at **63.4%** (**20.5% gap!**).
3. In 2021, the gap was even wider. Black voters age 65 or older turned out at **72.0%**, while Black voters 18 to 24 turned out at **32.1%** (**39.9% gap!**)
4. **As the Likely Black voters age they are not being replaced by younger Black voters.**

Higher voter turnout among White and Black voters in presidential elections

% of ___ eligible voters who say they voted



Where is the Black Population in California?



Black Population in California

Table 1: Growth in Black Population by Large County (at least 1 million)

County	Total Pop.	Total Black Pop.	% Change 2010-2020
Orange	3,186,989	82,258	+21.45%
Riverside	2,418,185	197,681	+19.06%
Contra Costa	1,165,927	124,908	+11.15%
Sacramento	1,585,055	197,590	+10.65%
San Diego	3,298,634	211,886	+8.78%
San Bernardino	2,181,654	223,454	+7.02%
Fresno	1,008,654	61,218	+5.92%
Santa Clara	1,936,259	62,664	+4.81%
Los Angeles	10,014,009	944,640	-0.39%
Alameda	1,682,353	198,654	-7.53%

Table 2: Growth in Black Population by Medium County (at least 100,000)

County	Total Pop.	Total Black Pop.	% Change 2010-2020
Placer	404,739	11,922	+64.74%
Nevada	102,241	1,150	+49.93%
Humboldt	136,463	3,869	+46.44%
Shasta	182,155	4,009	+44.00%
El Dorado	191,185	3,073	+34.66%
Yolo	216,403	9,377	+33.25%
Santa Cruz	270,861	5,955	+25.18%
Butte	211,632	6,612	+22.76%
San Joaquin	779,233	75,357	+22.08%
Ventura	843,843	24,420	+16.67%
Stanislaus	552,878	22,822	+16.40%
Sonoma	488,863	13,244	+13.58%
Kern	909,235	61,810	+9.41%
Napa	138,019	3,803	+9.03%
Solano	453,491	76,726	+7.50%
Tulare	473,117	10,101	+3.92%
Marin	262,321	9,270	+3.68%
San Francisco	873,965	59,840	+3.51%
Merced	281,202	12,600	+3.37%
Santa Barbara	448,229	11,930	+1.70%
San Luis Obispo	282,424	7,119	+0.42%
Madera	156,255	5,851	-9.31%
San Mateo	764,442	23,803	-9.62%
Monterey	439,035	14,665	-11.41%
Kings	152,486	11,248	-11.44%
Imperial	179,702	5,326	-19.51%

- ◆ Black communities have historically been concentrated in urban areas of **Los Angeles & the Bay Area**, but more recently, **emerging populations** in **San Diego**, the **Inland Empire**, the **Central Valley**, and **Northern San Joaquin Valley** need to be recognized.
- ◆ Counties with the largest Black populations include **Los Angeles** (944,640), **San Bernardino** (223,454), **San Diego** (211,886), **Alameda** (198,654), **Riverside** (197,681), and **Sacramento** (197,590).

Outreach and Engagement Strategies

- **Strong digital campaign and brand** (e.g. My Black Counts, AACEP Voter Guide) to reach people in a different way (even amidst social distancing during COVID-19 restrictions)
- **Sustained engagement of community residents beyond voters** (i.e. drawing throughline from census to redistricting to voting and next 10 years of policy fights that might matter to Black community)
- **Focused engagement on young people** in general and young voters in particular (e.g. My Black Vote Counts)
- **Integrated Voter Engagement strategy** (i.e. mixing direct service, community organizing, policy advocacy, mutual aid, etc. from trusted messengers with voter engagement, education, and outreach)
- **In-Reach Strategy** (i.e. engaging people in county jails)





MY BLACK COUNTS

PROTECT \$115 BILLION FOR OUR COMMUNITY

TAKE THE CENSUS



LOCAL BLACK STUDENTS RISK LOSING MILLIONS IN FINANCIAL AID

MY BLACK COUNTS

FIND OUT WHY

MY BLACK COUNTS

Your Family & Community Are Depending On You!

PROTECT THE FUTURE

Black Voter Data: Challenges & Mitigation Strategies

Challenges

- Difficult to ID Black voters through their surnames
- Self-reporting is not a representative sample
- Multi-racial voters can struggle with how to identify
- Census-based challenges in drawing conclusions about non-majority Black areas

Mitigation Strategies

- Base-building & identification
- CID Data Advisory Committee



Panelists



Ramla Sahid
Executive Director
**Partnership for the Advancement
of New Americans**



Sheryl Lane
Executive Director
Building Blocks for Kids



Min. Quan Williams
Civic Engagement Lead Organizer
**Congregations Organized for
Prophetic Engagement**

Q & A

