

SPECIAL ELECTION UPDATE

Kellie Todd Griffin, CA Black Women's Collective
Empowerment Institute



Black Women's

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BLACK CALIFORNIA VOTER DATA

Estimated Number of Registered Black
Women (18+)

Group	Estimated Number
Black women 18+ (CA adult population)	~750,000
Voting registration rate (state average)	~85%
Estimated registered Black women 18+	~637,500

REDISTRICTING EFFORT

What do we need to know!



WHAT IS REDISTRICTING IN CALIFORNIA?

1. The Basics

Redistricting is the process of redrawing the boundaries of political districts—including U.S. congressional districts, State Senate and Assembly districts, and State Board of Equalization districts. It happens every 10 years after the Census to reflect population changes.

- In California, redistricting determines:
 - Who represents you in Congress and the State Legislature
 - How much political power your community has
 - Where public resources and investments flow

WHO DRAWS THE LINES?

California is different from many states because redistricting is not done directly by politicians based on Props 11 and 20. Instead, it's handled by the California Citizens Redistricting Commission (CRC), which is made up of 14 independent citizens:

- 5 Democrats
- 5 Republicans
- 4 not affiliated with either major party

WHAT RULES GUIDE THE PROCESS?

The Commission must follow certain principles when drawing new district maps:

- **Equal Population** – Each district must have roughly the same number of people (required by Federal law).
- **Voting Rights Act Compliance** – Maps cannot dilute the power of racial or language minority communities (required by Federal law).
- **Contiguity** – Districts must be connected (one piece, not scattered).
- **Respect for Communities of Interest** – Districts should keep together people who share social, cultural, racial, economic, or geographic interests.
- **Geographic Compactness** – Districts should be as compact as possible.
- **No Favoritism** – Maps cannot be drawn to advantage or disadvantage a political party, candidate, or incumbent.

WHY IT MATTERS FOR BLACK WOMEN AND BLACK-LED HOUSEHOLDS

- Redistricting can either protect or weaken Black political power.
- If maps split up Black communities (“cracking”) or pack them into one district (“packing”), our voices can be minimized.
- Representation in state and local government directly impacts funding for schools, healthcare, housing, childcare, and workforce programs.

WHY IT MATTERS FOR BLACK WOMEN AND BLACK-LED HOUSEHOLDS

- **Gerrymandering:** Manipulating districts to favor a specific party (e.g. GOP, Democrats, Green Party).
- **Redistricting:** Drawing districts based on the population. After 2020, California lost a congressional seat based on population decline.
 - California can anticipate another congressional seat loss after 2030 census based on continued state population decline.

THE CURRENT MOMENT

California's Legislature and Governor have now placed a mid-term redistricting measure on the November 4th ballot. If approved by a simple majority of voters, this would adjust district boundaries for House seats only for the 2026, 2028 and 2030 elections – Prop 50.

For Black Women and Black-led households, this is a pivotal moment:

- Our vote will decide if this change moves forward
- Our advocacy ensures that California's democracy reflects us

The success—or failure—of his prop may reshape not only California's congressional landscape but influence national norms around redistricting and political accountability.

PROP 50 – ELECTION RIGGING RESPONSE ACT

- Temporary new congressional maps for 2026-2030.
- Supporters state that it counters partisan gerrymandering in other states.
- Could add 5 Congressional seats based on the new proposed districts.
- After the 2030 census, it would revert to the Citizens Redistricting Commission to draw the Congressional map.

CLARITY OF YOUR VOTE

- **Yes Vote:**

- Temporary map change for Congressional seats only
- Maps revert back to current maps in 2030
 - New census will take place 2030

- **No Vote:**

- No change in the maps until next census

WHAT DOES THIS MEAN TO BLACK CALIFORNIA?

- Can we gain seats or loose seats based on how the districts are carved up?
 - California has three (3) Black elected officials in the House of Representatives – Hon. Maxine Waters, Hon. Sydney Kamlager Dove and Hon. Lateefah Simon.
 - We are one of nine states with more than three members in Congress.
 - Of all the California delegation, our share is 5.77%.
 - Based on Black eligible voters, that presents a 1.05 ratio, which is slightly higher relative to the voter-eligible base.
 - None of this will change based on Prop 50 regardless of the outcome.
- What will it do to the local seats?
 - Nothing

KEY ELECTION DATES

- Sept 19: Voter Guide Now Online
- Oct 6: Ballot mailed & early voting starts
- Oct 20: Last day to register
- Oct 25: Vote centers open for early in-person voting in all Voter's Choice Act counties
- Nov 4: Election Day
- Nov 12: Ballot receipt deadline



BEST PRACTICES FOR VOTER ENGAGEMENT

Black Communities in California – Special
Election Strategy



GUIDING PRINCIPLES

- Trust is foundational
- Sustained engagement, not episodic
- Cultural competence & relevance
- Hyperlocal & grassroots approach
- Data-driven targeting + segmentation
- Remove barriers & provide support (e.g. transportation)
- Partnerships & coalition building
- Language of power & empowerment

TACTICAL BEST PRACTICES

- Mapping & segmentation
- Phone/text banking with local voices
- Door-to-door canvassing
- Faith-based outreach
- Community events & tabling
- Civic education & issue framing
- Social media & digital outreach
- Transportation & voting assistance

TACTICAL BEST PRACTICES

- Check voter status @ www.sos.ca.gov/
- Localized, culturally resonant messaging
- Narratives of power & protection
- Clear next steps messaging
- Counter misinformation proactively
- Engage non-voter segments
- Reminder cadence & multi-touch

LEGAL & COMPLIANCE

- Know California's rules for special elections
- Accessibility & inclusivity
- Data privacy & compliance
- Volunteer training & quality control
- Contingency planning

GET-OUT-THE-VOTE (GOTV)

- Vote with me / bring a neighbor
- Block-level mobilization
- Polling site presence & greeters
- Follow-up & reactivation

SPECIFIC CONSIDERATIONS

- Diversity within Black communities
- Addressing election fatigue
- Confronting disenfranchisement
- Leveraging anchor institutions
- Youth outreach
- Safety & ballot tracking
- State-level alignment
- Focus on low-turnout areas

COMMON PITFALLS TO AVOID

- Generic one-size-fits-all messaging
- Last-minute parachute campaigns
- Ignoring community dynamics
- Overextending volunteers
- Not budgeting for contingencies
- No follow-through after election

LET'S TALK ABOUT IT!

- Our voice is critical in the discussion
- Lets talk about it...
- Take the survey for us to capture your insights.





- Kellie Todd Griffin
- CA Black Women's Collective Empowerment Institute
- ktodd@CABlackWomensCollective.org

THANK YOU

