



CIVIC ENGAGEMENT

BACKSTORY

Our community's power is rooted in massive voter turnout. When we come to the polls in droves, they're forced to listen. When we organize in numbers, they're forced to put progressive, redistributive, and equitable initiatives on the ballot that actually benefit our community and make the hard-earned tax dollars we pay work for us.

The greatest threat to big money power in the United States is a united, civically involved, and cross-racial mass of working-class voters. That's why there are so many efforts to divide us into any subcategory possible, especially along racial lines.

When we sit out from voting, they win. When we stay stuck in cynicism believing that the system can never work for us, they win.

COMMUNITY COALITION'S CE PROGRAM

This is the context in which Community Coalition's heralded civic engagement program operates. Due to our voter engagement efforts and partnerships with statewide organizations such as Power California, California Calls, and the Million Voters Project, our neighborhoods vote at 2x the rate of the state average.

Our outreach isn't just in election cycles. It's throughout the year and in-between cycles. We're going door-to-door, phone banking, texting, and hosting mass-based community events like our annual Power Fest and People Power Convention.

STATS

303,887
VOTERS
CONTACTED
IN SOUTH LA

94%+
OF SOUTH LA'S
VOTER
POPULATION
HAS BEEN
CONTACTED

**VOTERS WE
CONTACT VOTE
AT 2X THE RATE
OF THE STATE
AVERAGE.**



/CoCoSouthLA

KEY PARTNERSHIPS



Power California harnesses the energy of young voters of color and their families to create a state that is equitable, inclusive and just for everyone who calls California home.

The untapped potential of the youth vote ages 18-22 creates a massive opportunity to expand the electorate.



MVP is an unprecedented collaboration of California's strongest community-based networks organizing to expand California's electorate. The goal is to unite low income families, parents, young people, Black, Latino and Asian Pacific Islander communities, immigrants and refugees, people of faith, and the formerly incarcerated to build political power as the new California majority.



California Calls is a growing alliance of 31 grassroots, community-based organizations spanning urban, rural and suburban counties across the state. The goal is to constantly engage, educate and motivate new and infrequent voters among young people, from communities of color, and from poor and working class neighborhoods to make California's electorate reflect the state's diverse population.



We Are South LA, as part of We Are CA, is a statewide effort to build a CA for all of us. This mass movement engages voters and moves them into action year round.

VICTORIES



Prop 30 put millions in our state's public schools by temporarily increasing taxes on high-income earners.



Prop 47 reclassified certain non-violent crimes from felonies to misdemeanors. By releasing non-violent offenders, we were able to save \$\$\$ and use it towards prevention and rehabilitation.



Prop 55 put billions into our state's public schools by extending Prop 30 until 2030. It also removed the sales tax put on everyday consumers.



Prop 56 raised \$1.4 billion for Medi-Cal, education for youth, and cancer research by adding an additional \$2 tax on cigarettes.



Prop 57 allows young folks to be seen in juvenile court before being tried as an adult. It also allows non-violent offenders to receive credits for rehabilitation and good behavior.



Measure HHH helps build permanent supportive housing for foster youth, battered women, seniors, and the homeless.



Measure H creates funding for homelessness and prevention services by having homeowners pay an additional bond for a temporary period of time.



We helped defeat Prop 5, which would have led to school funding cuts and even higher housing costs in the midst of an ongoing statewide housing affordability crisis.



This statewide coalition engaged millions of voters around the issue of corporations paying their fair share in taxes. Despite the misinformation out there, the coalition earned nearly 50% of the vote, a close defeat, but one that lays the groundwork for a future win.



Measure J requires that 10% of locally generated, unrestricted county money—estimated between \$360 million and \$900 million annually—be spent on a variety of social services, including housing, mental health treatment, and investments in communities disproportionately harmed by racism.



Measure R significantly strengthened the civilian oversight of the Sheriff's Department and increased funding for improving psychiatric care, drug treatment and other services to individuals impacted by incarceration.

