YOUTH POWER: FROM THE STREETS TO THE POLLS

THE CALIFORNIA STORY
To build an intergenerational movement of young people and families of color to transform California into a state where the power truly rests with the people

Statewide Partners

➢ Cultivate a leadership pipeline for youth of color to develop the next generation of CE leaders and organizers who can lead integrated voter engagement activities across California

➢ Build infrastructure and capacity for intergenerational and youth organizing groups to conduct targeted civic engagement programs to register and mobilize over 100,000 young voters

➢ Develop and lead a cultural and narrative change strategy to guarantee and expand voting rights and participation in decision-making structures for all Californians
• AN ONSLAUGHT OF RACIST, ANTI-IMMIGRANT & ANTI-YOUTH PROPOSITIONS PRODUCED A GENERATION OF YOUNG ACTIVISTS OF COLOR

• YOUTH ORGANIZING GROUPS WON MAJOR LOCAL VICTORIES ADVANCING EDUCATIONAL JUSTICE, JUVENILE JUSTICE REFORM, GENDER JUSTICE & ENVIRONMENTAL JUSTICE

• YOUTH ORGANIZING SERVES AS A CATALYST TO DREAMER MOVEMENT AND STATEWIDE FIGHTS TO DISMANTLE SCHOOL TO PRISON PIPELINE
CA: 5th Largest Black Population in US
Over 900,000 Black youth under the age of 25

Across seven Central Valley and Coastal counties, MORE THAN TWO IN THREE people under age 25 are Latinx.

95% of CA Latinx youth were born in the US

4 Million Potential Young Voters in CA

1 in 2 CHILDREN HAVE AN IMMIGRANT PARENT

70% of all Californians under the age of 25 are of color.
U.S. Census Bureau, 2010
Youth Voter Opportunity Ratio

The highest level of socioeconomic and environmental disadvantage indicates areas experiencing a high poverty rate, low high school graduation rate, low English proficiency, high prevalence of disadvantaged communities (DefEns/Elevens), low employment rate, high preterm birth rate, low teen birth rate, low postsecondary education completion rate, and low registered voter turnout. For more information on the index methodology and the CEEP at www.regionchange.uc.edu.

Data Sources: Statewide Database, American Community Survey 2009-2013 5-year Estimate, California Department of Education, California Office of Environmental Health Hazard Assessment, UC Davis Regional Opportunity Index.
Likelihood of Voting in the 2016 General Election
First Time Young Voters in YVote Communities

- Control Group: 42%
- YVote Contact Only: 53%
- YVote VR and Contact: 58%
- YVote Hustle, VR, & Contact: 62%