



From the President
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June 26: The day we show our strength against Uber

JOIN THE MOST SOPHISTICATED, SURVIVOR CENTERED EFFORT OUR SIDE HAS EVER RUN

June 26 is not simply a reporting deadline. It is a measure of our strength, solidarity, and our commitment to protecting the rights of injured Californians against one of the most powerful corporate forces in the world.

The Alliance Against Corporate Abuse (AACA), sponsored by CAOC, has built a campaign unlike anything we have seen before. It is survivor-centered, data-driven, and statewide in its reach. As we reach an important reporting deadline on June 26, it is clear that our collective action will determine the future of this fight. The work is urgent, the stakes are real, and the responsibility belongs to all of us.

Where we stand: A campaign built on truth, survivors, and collective power

The AACA campaign is operating on every front: legal, digital, grassroots, and media. The results are undeniable. This is the most sophisticated, survivor-centered effort our side has ever run, and it is resonating across California.

Signature gathering

The AACA sexual assault initiative submitted more than 1.1 million signatures, far exceeding the threshold required to qualify. Survivors, advocates, and volunteers delivered those signatures to the State Capitol in a powerful press conference attended by every major broadcast outlet in Sacramento. The impact was immediate: website traffic surged 135%, and time-on-site more than tripled.

Uber has also submitted signatures for its own initiative, and we fully expect it to qualify. Their measure is a means to evade accountability, and a direct attack on the people we represent. Uber is counting on confusion, fatigue, and division among the plaintiffs' bar. We cannot give them any of it.

Influencer program

The campaign's influencer program continues to grow in reach and impact:

- Nearly 2 million impressions
- 150,000 engagements
- 13 creators and more than 40 posts, with additional creators joining weekly

Polling shows that Latino voters are a major swing group, and the campaign's Latino-focused creator program has become even more essential. Influencers like Danielle Tudahl, a survivor whose voice brings authenticity and urgency, are helping shape the narrative statewide and ensuring that survivors' stories remain at the center of this fight.

Organic social media

The campaign's organic reach is expanding rapidly:

- Rapid-response content is being amplified across platforms.
- The campaign's Instagram account has surpassed 1,200 followers.

- First-person testimonial videos captured at the Capitol press conference are rolling out and gaining traction.

These authentic, survivor-centered stories are resonating with Californians and helping counter Uber's misleading messaging.

Paid media

Paid media efforts are hitting their mark:

- CAOC Justice Day activations featured mobile billboards and live "dummy" actors, reinforcing the message of the campaign's widely viewed "dummy" ad.
- The "Every 8 Minutes" campaign is resonating strongly with rideshare users, who polling shows are now more likely to vote no on Uber's measure.
- Provider Messenger Spots launched in April, coordinated with influencer content and targeted at key decision-makers.

This multi-layered media strategy ensures that voters hear the truth from trusted voices.

Earned media

The AACA's communications team has been relentless, and effective, in shaping the public narrative:

- The SF Standard exposed Uber's \$77 million plan to rewrite the California Constitution and revealed executive bonus structures tied to the initiative.
- The Sacramento Bee, Los Angeles Times, Daily Journal, and national outlets covered the Capitol press conference.
- Broadcast coverage from ABC 7, ABC 23, and others highlighted the dangers of Uber's proposal.

This earned media coverage is critical in countering Uber's massive spending and ensuring the public understands what is truly at stake.

Digital organizing

Digital organizing is accelerating at a remarkable pace:

- A virtual rally on May 16 drew volunteers statewide.
- The Digital Team nearly doubled in one week, now at least 23 members strong.
- Network mapping has reached more than 300,000 Californians, with 19 new networks added in mid-May.

This digital infrastructure is essential for mobilizing supporters and expanding the campaign's reach.

Coalition building

The campaign continues to expand its coalition across the state:

- Every major labor organization in California has been contacted and

engaged.

- Survivor-advocacy groups, including Valor, are in active discussions.
- Veterans' organizations and Democratic clubs are beginning to endorse.
- Medical groups and community organizations are scheduling summer briefings.

This is a broad, diverse, statewide coalition, and it is growing every day.

What CAALA members can do right now

AACA has provided a comprehensive set of tools and opportunities for engagement. Every CAALA member has a role to play in the weeks ahead of June 26 and in the months following up until the General Election on November 3.

1. Donate to AACA

- If you have not yet contributed to AACA, now is the moment. If you have already donated and can give more, your additional support will make a meaningful difference.



2. Join the campaign

Become part of the coalition. Help grow the supporter list and expand our reach. Visit the AACA website at <https://allianceagainstcorporateabuse.com/>

3. Join the digital team

- Fifty-four percent of adults get their news from social media. Seventy-three percent rely on friends and family to validate it. Your voice matters.

4. Use the social media toolkit

- Share graphics, clips, and key messages. Coordinate with AACA if you plan to boost posts or incur costs.

5. Share a story

- Survivor-centered storytelling is one of the most powerful tools we have.

6. Host a briefing

- AACA's Partner Briefings help expand the movement by engaging your communities directly.

A unifying call to action

This is not a moment for spectators. This is a moment for collective leadership. CAALA is at its strongest when we stand united, when we speak with one voice, and when we show up for the people who rely on us. June 26 is our opportunity to demonstrate our collective strength now. By hitting our June benchmark, we will send a clear, unmistakable message that we are not backing down and that we intend to win this fight in November. 