



November 6, 2014

**TO: Interested Parties**

**FR: Daniel J. Weiss, SVP for Campaigns, LCV**

**RE: 2014 Post-Election Memo**

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## LCV in the 2014 Election Cycle

Despite the tough political environment, climate groups, including LCV, emerged as a major force in elections this cycle. We are proud of the progress we've made this cycle, but we still have a long way to go. As the IPCC reiterated just last week, the climate crisis is not going away, so we will continue to build power to support environmental champions that the American public clearly expects their leaders to take.

Climate and environmental issues played an important part of several key races, not only in the Senate, but in a few important state-level races as well.

LCV, LCV Victory Fund, and state LCVs spent over \$30 million this cycle, a six-fold increase from the 2010 midterm election and by far the most that LCV has ever spent in any cycle. However, this investment still paled in comparison to the vast dollars spent by the fossil fuel industry and their allies. The Koch brothers network alone reportedly planned to spend \$290 million by Election Day. As a result, we were easily outspent in many races across the country.

Voters' concerns about climate change continue to grow – so much so that climate action opponents shifted from outright denying climate science to dodging the issue by simply denying they are scientists. They're moving in that direction because the American people believe climate change is a problem that needs a solution.

## Highlights

### MICHIGAN—Gary Peters

LCV, LCV Victory Fund and Conservation Voters of Michigan (CVM) PAC spent more than **\$2 million** to help elect Rep. Gary Peters to the Senate. With offices all across Michigan – Detroit, Grand Rapids, Kalamazoo, Monroe, Muskegon, Saginaw – CVM PAC's field program of over 200 staff members reached 193,000 homes.

LCV also ran two [television ads](#) in Michigan targeting Dirty Dozen member Terri Lynn Land on climate change and her connection to the oil billionaire Koch brothers, and LCV partnered with the labor union AFSCME to run a mail turnout program supporting Peters. The DSCC picked up on our public environmental messaging and [ran an ad](#) criticizing Land for her connections to the Koch brothers, who threatened public health by storing dirty petcoke (petroleum coke) along the Detroit River. Peters received 409,931 more votes than Land.

## **NEW HAMPSHIRE—Jeanne Shaheen**

When former Massachusetts Senator Scott Brown, a member of LCV's Dirty Dozen, moved to New Hampshire to challenge Senator Jeanne Shaheen, who earned a perfect 100% on LCV's 2013 *National Environmental Scorecard*., LCV launched a \$200,000 television ad campaign reminding voters that Brown took thousands of dollars in campaign contributions from oil companies just weeks before voting to protect Big Oil's taxpayer-funded subsidies. LCV and LCV Victory Fund ran a [second](#) and [third](#) ad highlighting the Koch Brothers support for Brown and his record of supporting Big Oil, bringing the total to over \$880,000. The Shaheen campaign jumped on this message with an [ad of their own](#) on the issue, and Shaheen made attacking Brown on climate and energy a major debate topic. LCV also made over 130,000 calls in the closing days of the campaign to remind people to vote. Shaheen won the race by 15,876 votes.

## **CALIFORNIA—Pete Aguilar**

For the first time LCV Victory Fund partnered with the Latino Victory Project to generate turnout of Latino voters in the California's 31<sup>st</sup> race between Pete Aguilar and Paul Chabot, a member of LCV's Dirty Dozen. The get out the vote program targeted 20,000 households and Aguilar won the race by [1,635](#) votes. LCV plans to build on this effort in upcoming elections.

## **FLORIDA—Gwen Graham**

LCV Victory Fund made approximately 120,000 "get out the vote" calls in Florida's 2<sup>nd</sup> district to help Gwen Graham defeat Rep. Steve Southerland, a member of LCV's Dirty Dozen. Graham won the race by [2,193 votes](#).

## **State Races**

- The Oregon League of Conservation Voters PAC achieved a Pro-Conservation majority in the Oregon senate by winning several seats including the defeat of Senator Betsy Close(SD8) who was a Dirty Dozen in the states member The pro-conservation composition of the Senate will be at least 16-13 with remaining races yet to be decided.
- The North Carolina League of Conservation Voters defeated three anti-environmental representatives in the NC House. One of the candidates defeated, Tim Moffit in HD 116 was a member of the Dirty Dozen in the States The program included a large TV buy in the Asheville area, and mail and turnout programs. Two of the NCLCV endorsed candidates in Ashville actively ran on environmental issues. Of the 16 NCLCV endorsed NC Senate candidates, 8 were victorious. The NC House saw a more satisfying run with 18 of the 25 endorsed candidates claiming the win. The net gain of three seats in the North Carolina house was the only chamber in the south where progressives made any gains.

- Many races are still too close to call in determining the majorities in Colorado but Conservation Colorado has already taken down Dirty Dozen in the States member Don Suppes in favor of Kerry Donovan for Senate District 5.
- As part of LCV and the state LCVs’ efforts to recruit pro-conservation Republicans, state LCVs endorsed over 60 Republican state-level candidates – and all but two of them won.
- Conservation Voters of Pennsylvania Action Fund spent over \$209,000 supporting Pennsylvania Gubernatorial candidate Tom Wolf and allied state legislative candidates. The program of phones, mail and digital advertising helped defeat Dirty Dozen in the States member Governor Tom Corbett.

## GiveGreen

LCV Action Fund’s [GiveGreen](#) bundling program, now with the support of NRDC Action Fund PAC, raised or contributed over **\$5.8 million** to federal and state environmental champions. This is more than [two and a half times](#) the amount raised in 2012. In September we had an extremely successful “GreenStorm” event that raised over \$360,000 for these candidates at one time. Ten of the fourteen largest GiveGreen recipients won this cycle:

Won Race	Candidate	State	Amount Raised through GiveGreen
✓	Al Franken	MN	\$100,456
✓	Mark Herring	VA	\$105,936
✓	Ed Markey	MA	\$292,068
✓	Terry McAuliffe	VA	\$1,735,321
✓	Jeff Merkley	OR	\$146,779
✓	Ralph Northam	VA	\$96,810
✓	Brian Schatz	HI	\$96,281
✓	Jeanne Shaheen	NH	\$253,178
✓	Gary Peters	MI	\$276,629
✓	Tom Udall	NM	\$116,915
	Bruce Braley	IA	\$293,484
	Kay Hagan	NC	\$297,032
	Michelle Nunn	GA	\$122,253
	Mark Udall	CO	\$398,385

## Ballot Initiatives

- LCV contributed nearly \$500,000 to a ballot initiative campaign in Florida to pass an amendment that would dedicate 33 percent of net revenues from an existing document tax to their state's Land Acquisition Trust Fund, a program used to purchase and protect natural and threatened habitats across the state. This initiative succeeded due to bipartisan support.
- The New Jersey State League supported Public Question 2. New Jersey voters showed that they value conservation by passing the ballot initiative to enshrine in their state constitution stable and secure funding for open space, farmland, and historic preservation as well as water programs, underground storage tanks, and hazardous waste cleanups.

## GreenRoots

Separate from LCV's independent expenditure efforts, LCV ran GreenRoots, a program designed to mobilize our members as volunteers in important Senate races across the country. Overall we mobilized over 5000 members in 11 states to knock on doors, make phone calls and get out the vote for many of our closest allies and champions

## Dirty Dozen

LCV defeated seven of the Dirty Dozen this cycle.

Defeated	Dirty Dozen Candidate	Party	State	Race
✓	Ex-Massachusetts Senator Scott Brown	R	NH	U.S. Senate
✓	Paul Chabot	R	CA	U.S. House of Representatives, CA-31
✓	Maine Senate Majority Leader Troy Jackson	D	ME	Democratic Primary for U.S. House of Representatives, ME-2
✓	Michigan Secretary of State Terri Lynn Land	R	MI	U.S. Senate
✓	Mike McFadden	R	MN	U.S. Senate
✓	Representative Steve Southerland	R	FL	U.S. House of Representatives, FL-2
✓	Monica Wehby	R	OR	U.S. Senate
	Representative Cory Gardner	R	CO	U.S. Senate
	Iowa State Senator Joni Ernst	R	IA	U.S. Senate
	Governor Paul LePage	R	ME	Maine Gubernatorial
	David Perdue	R	GA	U.S. Senate

	North Carolina House Speaker Thom Tillis	R	NC	U.S. Senate
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## Dirty Dozen in the States

State LCVs also defeated seven of the “Dirty Dozen in the States” candidates

Defeated	Dirty Dozen in the States Candidate	Party	State	Race
✓	Rep. Lenore Hardy Barrett	R	ID	Republican primary for House District 8B
✓	Sen. Betsy Close	R	OR	Senate District 8
✓	Gov. Tom Corbett	R	PA	Pennsylvania Gubernatorial
✓	Ken Cuccinelli	R	VA	Governor
✓	Rep. Sandra Jeff	D	NM	House District 5
✓	Rep. Tim Moffitt	R	NC	House District 116
✓	Don Suppes	R	CO	Senate District 5
	Sen. Ed Buttrey	R	MT	Senate District 11
	Doug Ericksen	R	WA	Senate District 42
	Gov. Paul LePage	R	ME	Maine Gubernatorial
	Rep. Pat Somerville	R	MI	House District 23
	Gov. Scott Walker	R	WI	Wisconsin Gubernatorial

## Support for Action on Climate

Even in races we didn’t win, climate change and clean energy were prominent issues. They were discussed at debates, in TV ads and at voters’ doors. An analysis by the [Cook Political Report](#) found that energy/environment was the fourth most common topic of Senate TV ads during the last three weeks of the campaign, outpacing immigration, education, Social Security, the federal budget, and many other issues. National exit polling found that most voters think climate change is serious problem.

Public support for action on climate change and cutting pollution from power plants remains strong. Hart Research Associates [conducted a poll](#) from October 20-26 for the League of Conservation Voters, NextGen Climate Action, and NRDC Action Fund a total of 1,505 likely general election voters in Colorado, Iowa, Michigan, New Hampshire, and North Carolina were interviewed via landline and cell phone.

## Key findings:

- Pro-climate positions are highly popular with voters, while voters react very negatively to anti-climate views. Candidates who favor government action on climate change are strongly preferred over those who do not.
- Voters in each state overwhelmingly endorse the EPA's proposed Clean Power Plan, including more than 60% of undecided voters and nearly half of Republican voters. A majority of these voters support the plan even after hearing arguments against it.
- Climate and energy issues played a role in the public debate in these states' Senate races. Nearly 40% of voters have heard about candidates' positions on climate, and a majority of voters have heard about their positions on energy.
- The survey suggests that Republican candidates are losing ground as a result of their climate science denial and opposition to climate pollution reductions. This is true among independent swing voters, and particularly among women and younger voters.

These findings are consistent with other national and swing state polls on climate change and the EPA. Nonetheless, incoming Senate Majority Leader Mitch McConnell has already misinterpreted the meaning of this election by vowing to use the budget process to prevent EPA from enforcing the Clean Power Plan. None of his new Republican colleagues won because they deny climate science or oppose the EPA's proposed climate rule.

To solve the climate crisis, we must elect more leaders that accept climate science and are willing to support steps to reduce climate pollution. This will require them to stand up to the oil and coal companies who want to prevent pollution reductions. The strength of the climate community's political program continues to grow and we fully intend to remain a major force in future elections. With the presidency and many Senate races at stake, 2016 will be a critical election that will decide whether we continue to reduce pollution or allow climate change to accelerate, threatening our lives and livelihoods. LCV will redouble our efforts to ensure that we elect the leaders the nation needs to address this mounting threat.