



October 31, 2014

TO: Interested Parties

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

RE: UPDATE: FINAL DAYS 2014 Elections

UPDATE: In the final days of the 2014 election we can already say that climate and environmental issues are an important part of several key races, and our voter contact campaigns are on track to have a considerable impact.

Since the League of Conservation Voters (LCV) released this memo in mid-September we have revised upwards our overall spending in elections this cycle. LCV and state LCVs¹ will spend nearly \$30 million this election cycle (approximately \$19 million on federal races and approximately \$10 million on state races). LCV launched new [TV ads](#) in Colorado, New Hampshire and North Carolina. LCV also announced large voter contact programs in Colorado, Michigan, and North Carolina. LCV has already knocked on a total of **over one million doors** in Alaska, Colorado, Maine, Michigan and North Carolina.

- In Colorado, drop-off voters targeted by LCV have already returned **over 27,000** ballots. These are people who voted in 2012 but did not do so in 2010.
- In North Carolina, **over 15,000** drop-off voters contacted by LCV Victory Fund have already voted. Again, these were all people who voted in the presidential election but not in the previous midterm.

Hart Research Associates also recently [conducted a poll](#) for the League of Conservation Voters, NextGen Climate Action, and NRDC Action Fund from October 20-26, 2014. 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.
- Climate and energy issues play 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.

¹ References to LCV include activities by LCV and its three affiliated political entities: LCV Victory Fund, LCV Action Fund and LCV Political Engagement Fund. References to State LCVs include the relevant State LCV and its affiliated political organization(s).

2014 Election Cycle Highlights for LCV and State LCVs

Overview: Since 2012, LCV continues to demonstrate that investing in key races where we can put climate action and public health on the ballot is a winning strategy. In 2014, we are building off those successes to preserve the crucial environmental firewall in the Senate and shift the politics of climate change at the national and state level.

- **Biggest Cycle Ever.** For the first time, LCV and state LCVs will spend **nearly \$30 million** for the 2013/2014 election cycle—close to a **six-fold increase** from the 2010 midterms and by far the most we have ever spent.
- **Focus on States:** Because of the increasingly important role states will play in determining how our country meets the challenge of climate change, **state LCVs will spend over \$10 million on state-level races for the cycle, with LCV investing over \$7 million** in support of these efforts. [This is a record amount of resources.](#)

This includes supporting our state leagues as they undertake major campaigns in key gubernatorial races including Maine and Wisconsin, and in legislative races in other states including Colorado, Oregon and Washington. Winning just a handful of races in these three states would lead to pro-environment majorities in their state senates, and enhance the opportunity to adopt climate and clean energy policies. In addition to TV ads in [Maine](#), [North Carolina](#) and [Wisconsin](#), **state LCVs will make over 1.6 million voter contacts** through a variety of activities including door-to-door canvasses, volunteer phone calls, and direct mail.

- **Climate is a Winning Issue:** Climate change, clean energy, and clean water are salient issues in important Senate races, including [Michigan](#), [New Hampshire](#) and [Colorado](#). The climate issue has come up in many debates, [putting the climate science deniers in a difficult position](#). Moreover, while some candidates attacked EPA's proposed Clean Power Plan, environmental champions across the country embrace it. In fact, this EPA plan to reduce carbon pollution has not become the wedge issue that its opponents had hoped. Climate change was a winning issue in the first half of this cycle with big wins in the Governor's race in Virginia, the special Senate election in Massachusetts and all four County Council races in Whatcom County, Washington.
- **Turning Out Our Voters:** In addition to a focus on our issues, LCV's strategy is to employ sophisticated voter contact programs to communicate with three and a half million drop-off voters in key federal and state races. Our challenge is *not* convincing enough people to agree with us—the public in these states [supports action](#) on climate change and the EPA, and they have strongly negative views of climate science deniers. The challenge is making sure that these supporters vote in a non-presidential election. To that end, two-thirds of our budget this year is focused on direct voter contact.

- **We're Naming Names:** LCV's trademark [Dirty Dozen](#) program targets political candidates – regardless of party affiliation – who side against the environment and are running in races in which LCV has a serious chance to affect the outcome.

This year we have named Senate candidates Scott Brown, (R-NH), Joni Ernst (R-IA), Cory Gardner, (R-CO), Terri Lynn Land (R-MI), Mike McFadden (R-MN), David Perdue (R-GA), Thom Tillis (R-NC), and Monica Wehby (R-OR) to the program. In addition, we have named House candidates Paul Chabot (R-CA-31), Steve Southerland (R-FL-02), Troy Jackson (D-ME-02) (who has since been defeated in a Democratic primary), and Governor Paul LePage (R-ME). LePage is the first incumbent governor ever named to the program. This reflects our increased emphasis on support for state LCVs and the crucial role states will play to reduce climate pollution. Relatedly, state LCVs have nominated this election cycle's "[Dirty Dozen in the States.](#)"

- **GiveGreen Gives Bigger:** LCV Action Fund's [GiveGreen](#) bundling program, now with the support of NRDC Action Fund PAC, has already raised or contributed **\$5.8 million** to federal and state environmental champions. This is more than twice the amount raised in 2012. In September we had an extremely successful "GreenStorm" event that raised over \$360,000 for these candidates.

LCV BY THE NUMBERS

Nearly \$30 Million total for cycle
Over \$19 million in Federal Races
\$10 Million by State LCV electoral programs

Field and Direct Outreach Targets for Federal Races

2 million+ targeted drop-off voters
2,000+ staff
1.5 million+ doors knocked
5 million pieces of mail
15 Television ads in Senate races

Key Races for LCV and State Leagues

Senator/Candidate	Lifetime LCV or State LCV Score	Opponent
Open seat with a pro-environment candidate		
Rep. Bruce Braley (D-IA)	88%	State Sen. Joni Ernst (R)
Rep. Gary Peters (D-MI)	89%	Terri Lynn Land (R)
Pro-environment incumbent in a competitive race		
Sen. Jeanne Shaheen (D-NH)	95%	Ex-Sen. Scott Brown (R), Lifetime LCV score: 38%,
Sen. Mark Udall (D-CO)	97%	Rep. Cory Gardner (R), Lifetime LCV score: 9%
Sen. Kay Hagan (D-NC)	84%	State House Speaker Thom Tillis (R), Lifetime NCLCV score: 26%
Sen. Mark Begich (D-AK)	77%	Dan Sullivan (R)
Anti-environment incumbent in a competitive race		
Gov. Paul LePage (R-ME)	“D” Grade from MCV	Rep. Michael Michaud (D), Lifetime LCV score: 92%

Key wins so far this cycle (2013-2014) by LCV and State LCVs		
Ed Markey (D-MA) Senate Special Election	94%	Gabriel E. Gomez (R)
Terry McAuliffe (D-VA) Governor	n/a	Ken Cuccinelli (R)
Emily Cain (D-ME) ME-2 Primary	91% MCV Score	Troy Jackson (D) Lifetime MCV score: 67%
Pete Aguilar (D-CA) CA-31 Primary	n/a	Joe Baca (D) Lifetime LCV score: 72%
Brian Schatz (D-HI) Senate Primary	100%	Rep. Colleen Hanabusa (D) Lifetime LCV score: 95%
Ken Mann Whatcom County Council	n/a	Ben Elenbaas
Carl Weimer Whatcom County Council	n/a	Michelle Luke
Rud Browne Whatcom County Council	n/a	Bill Knutzen
Barry Buchanan Whatcom County Council	n/a	Kathy Kershner