



TO: Interested Parties

FROM: Pete Maysmith, LCV Victory Fund SVP of Campaigns

DATE: November 16, 2018

RE: UPDATED -- 2018 Election Debrief: Climate, Environment & Clean Energy Win Nationwide

Now ten days out from Election Day, it's increasingly clear that voters issued a stinging rebuke to President Trump's toxic, anti-environment agenda.

After nearly two years of President Trump and Congress' unprecedented rollbacks of public health, climate and public lands protections, and significant on-the-ground work from the environmental community to build opposition, voters said enough was enough. They showed up at the polls and rejected the Trump agenda designed to benefit corporate polluters — and ushered in the next generation of environmental leaders.

With a pro-environment House, intact pro-environment Senate firewall, and the continued explosion in growth of winning state and local candidates eager to lead on climate, we can fight back against the dirty Trump agenda and keep making progress on climate change and pollution-free communities. This year's results are just the beginning.

2018 By the Numbers

LCV Victory Fund and affiliated entities invested more than ever in this year's cycle— **over \$80 million** — and it paid off in places all over the country.

Priority 2018 wins for LCV Victory Fund and our state affiliates' include:

- At least **50** LCV Action Fund-endorsed [new members of Congress](#)
- At least **22** House races with investments of \$100k or more from LCV Victory Fund
- At least **4** Senate races with investments from LCV Victory Fund
- An **84% winning percentage** for Dirty Dozen races, including:
 - 12 of 13 [House Dirty Baker's Dozen](#) members defeated
 - At least 9 of 12 [Senate Dirty Dozen](#) members defeated
 - 10 of 12 [Dirty Dozen in the States](#) members defeated
- **10** new Governors

- Gains in a number of state legislatures
 - Colorado and Connecticut flipped their Senates to pro-environment control
 - North Carolina broke super majorities in the House and Senate
 - Michigan won five seats in the House and five in the Senate, breaking super majorities
 - Nevada has a super majority in the assembly and picked up two in the Senate
 - Utility commission wins in New Mexico and Nebraska
- 1 winning Lands Commissioner race in New Mexico
- 1 winning Arizona Corporation Commissioner
- Flipped Idaho's Ada County Commission to pro-clean energy

Collectively we knocked on **more than 3.2 million doors**, sent **over 8.9 million pieces of mail**, and reached **millions more** through calling, texting and **over 40 TV and digital ads** in more races than ever before. In addition to supporting more women and people of color for office than ever before, our mobilization efforts also significantly focused on engaging young voters and voters of color.

Broken down, our over \$80 million investment included:

Over \$31 million invested in federal elections by LCV Victory Fund and affiliated entities

Over \$31 million invested in state elections by state affiliates

\$22 million raised directly for pro-environment candidates through [GiveGreen](#)

\$1 million invested in GreenRoots member mobilization

The Story Behind the Numbers

For the 2018 election cycle, LCV Victory Fund and affiliated entities talked to and mobilized more voters, in more places, in support of more pro-environmental candidates — including more women and people of color — than ever before. While originally projecting a [record \\$60 million investment](#) across various programs and entities, **the final investment came to a combined, all-time record total of over \$80 million.**

The level of outreach and total investment dwarfed the \$45 million invested in the 2016 election cycle, our previous biggest investment ever.

In 2018 the environment was a winning issue. Up and down the ballot we saw examples of candidates touting their environmental credentials. To name just a few examples, in Montana, Senator Jon Tester's [first ad](#) of the general election focused on his efforts to keep public lands in public hands. Xochitl Torres Small, the Democratic candidate in NM-02, ran two ads — [Water](#)

and [Life](#) — talking about conservation and water rights. Sean Casten, the winner in IL-06, founded clean energy companies and his ad, [Clean Energy](#), touted his record and willingness to take on Trump’s climate denial. Clean energy entrepreneur and environmental attorney Mike Levin, who won in CA-49, also put out an ad called [Clean Energy](#) touting his work with environmental organizations and clean energy companies. Former EPA Administrator and LCV Board Chair touted winning candidate Donna Shalala’s environmental credentials in [an op-ed in the Miami Herald](#),

At the local level, candidates for governor and state houses across the country have taken LCV’s [Clean Energy for All commitment to reach 100% clean energy by 2050](#). That includes new governors Gavin Newsom in California, Jared Polis in Colorado, JB Pritzker in Illinois, Janet Mills in Maine, Gretchen Whitmer in Michigan, Steve Sisolak in Nevada, Ned Lamont in Connecticut, Tony Evers in Wisconsin and newly re-elected Kate Brown in Oregon . In her victory speech, Governor-Elect Michelle Lujan Grisham, who was supported by our New Mexico state affiliate, said, “Gone are the days when anyone talks about New Mexico not being in first place. Gone. We will lead from today and on in clean, renewable energy, and we will be known as the clean energy state of America.” As part of LCV and the Conservation Voters Movement’s Clean Energy for All campaign over 1,400 state, local and federal candidates committed to 100% clean energy during the 2018 election cycle.

As environmental issues break through with voters, we also saw candidates with close ties to polluters attempting to muddy the waters — like when defeated Rep. Erik Paulsen (MN-03) released a [misleading ad](#) that omitted his record of voting against clean water protections. Rep. Mike Coffman of Colorado initially [pointed to](#) his Climate Solutions Caucus membership when reporters asked about his anti-environmental voting record, but then [gave up](#) attempting to defend his 250 votes against our air, water, lands and public health altogether. Rep. Peter Roskam wrongly [hoped](#) that a photo-op hiking with an Illinois environmental group would counteract his efforts to dismantle actual environmental protections. Virginia Beach’s now-defeated Rep. Scott Taylor (VA-02) also tried to portray himself as a champion for the Chesapeake Bay in [a forum](#) despite repeatedly voting against clean water and climate action.

This “greenwashing” pattern extends beyond the House — Nevada Senator Dean Heller [attempted](#) to deny his own climate science denial during his only debate against his challenger, Jacky Rosen. And Bill Schuette, who lost the governor’s race in Michigan, also [acknowledged](#) climate change during a debate — yet [filed a court brief](#) denying climate science. In Maine, even governor candidate Shawn Moody [hedged](#) his longtime climate denial after our state league [launched an ad](#) about how warming waters are hurting the state’s economy. Voters saw through these charades and instead supported the candidates with a true commitment to environmental protection.

The Programs¹

In the 2018 cycle we focused on persuading and turning out millions of voters **in over 30 states** with a combined goal across entities of putting pro-environmental leaders in charge of the House, defending Senate champions and focusing on potential pickup opportunities, and making even more progress at the state and local level through the broader Conservation Voter Movement:

U.S. House: An Expanded Map

Our House investment of **\$17.5 million** is at least four times bigger than our previous largest House investment in 2012. Of the 26 congressional districts targeted to ensure we retake a green majority, we have won at least 22 and successfully defeated enough anti-environment incumbents to flip the House to a pro-environment majority.

LCV Action Fund endorsed more women and people of color than ever before and supported candidates who made history including Sharice Davids and Deb Haaland, the first ever Native American women to be elected to Congress, and Rashida Tlaib and Ilhan Omar, the first ever Muslim women to be elected to Congress.

LCV Victory Fund similarly made focused investments to support candidates of color, including 7 candidates of color in the House where 6 of them won. We partnered with Priorities USA to run motivational advertising to young voters, primarily young voters of color, in 4 House races. And we partnered with Latino Victory Fund in a coalition to support environmental champion Xochitl Torres Small in NM-02, who won a close race in a very tough district.

Our [polling](#) this summer of 20 House districts showed that environmental messaging, particularly the health impacts of cuts to clean air and water protections, is extremely effective in battleground districts — swinging vote choice by 11 points on average when combined with a message on the Republican health care or tax bills. Subsequently, [we ran TV](#), digital and mail programs in many of these districts focusing on that intersection of environment and public health, along with a strong climate message in a number of races.

The initial announcement [earlier this year](#) highlighted 12 districts, including California swing districts (CA-25, 45, 48, and 49), out of step incumbents (CO-06, MN-03, and VA-10), 2016 Trump districts where strong pro-environment challengers put the races within reach (IA-03, MN-02, NC-09, and NJ-03), and a prime retirement district (WA-08).

¹ *This includes separate investments and programs from LCV Victory Fund, LCV Action Fund, New American Jobs Fund, LCV, and various state affiliates and their political committees.*

Since that initial list was released, we finalized our list and expanded to also do work in: CA-10, IL-06, IL-14, KS-03, ME-02, MI-08, MI-11, NC-13, NM-02, NY-22, TX-23, TX-32, UT-04, VA-02, and VA-07. Program varied from district-to-district with a combination of TV and digital advertising and mail programs. Each House race represents at least a \$100,000 investment and in many cases, significantly more. Our largest House program was a \$1 million TV ad campaign successfully [reminding](#) WA-08 voters of Dino Rossi's toxic record.

U.S. Senate

Defending pro-environment champions in the U.S. Senate has always been a top priority. That's why LCV Victory Fund ran an early, nearly \$1 million [ad campaign](#) in Montana focusing on Senate candidate Matt Rosendale's opposition to public lands protection, and a [\\$2.25 million ad campaign](#) with EDF Action on Governor Rick Scott's failing record on red tide in Florida. Environmental issues were central themes in both races, with Rosendale and Scott both taking hits in the polls for their bad records on public lands and clean water.

LCV Victory Fund, United Steelworkers (USW) Works and United We Dream Action made an over \$7 million investment through the [New American Jobs Fund](#) to mobilize voters in six states key to holding a green firewall in the U.S. Senate: Arizona, Florida, Montana, Nevada, Ohio and Tennessee. The partnership focused on large-scale voter persuasion and turnout field programs with supplemental outreach through digital, television and mail--all focused heavily on voters of color, with wins in at least 4 of the target states including Kyrsten Sinema in Arizona, Jacky Rosen in Nevada, Jon Tester in Montana, and Sherrod Brown in Ohio. Our total investment in U.S. Senate races this year was **over \$12.6 million**.

The States

While high-profile Senate races and prospects for flipping control of the House can draw much of the attention, state-level work — long a part of what makes our work as the Conservation Voter Movement unique and effective — is more important than ever as a countervailing force to the Trump administration. That is why we, along with our state affiliates, [committed](#) early to investing at least \$20 million in state-level races, **which ultimately ended up being a \$31 million investment** — almost triple our previous record cycle investment in local elections during our nearly 50 year history.

After building real momentum in 2017 with significant governor wins in New Jersey, Virginia, and key state legislature victories, our state affiliates built on that trend by prioritizing big governors races in states like [Maine](#), [Colorado](#), [Florida](#), [Michigan](#), [New Mexico](#), [Nevada](#), [Ohio](#), [Oregon](#) and [Wisconsin](#), where we won almost everywhere, as well as investing in legislative

races in places like Colorado — where the state Senate flipped to a pro-environment majority — and in Michigan and North Carolina, where we broke super majorities so that pro-environment governors like Gretchen Whitmer and Roy Cooper will be able to make even more progress.

The Little Races with Big Impacts

With their ability to influence where our energy comes from, utility and commission races also picked up steam this year. Building off successful 2017 and early 2018 campaigns in Vancouver, Washington's port commission race, which stopped the largest oil terminal in North America from being built, and Arizona's Salt River Project, LCV affiliates in [Arizona](#), [Georgia](#), Nebraska and [New Mexico](#) all invested in utility commission races to build more pro-clean energy power. We've already made gains in Arizona, Nebraska and New Mexico, with Georgia still heading to run-offs.

Our New Mexico affiliate also [heavily engaged](#) in and won the race for Lands Commissioner, a position that has the potential to have a huge impact on climate change because it oversees methane — a potent source of climate pollution.

GiveGreen Candidate Fundraising

[GiveGreen.com](#) — a project of LCV Victory Fund and NextGen America, with the support of NRDC Action Fund PAC — raises money directly for federal and state candidates from tens of thousands of individual donors. Demonstrating an unprecedented enthusiasm for personally supporting pro-environmental candidates, the program has raised **\$22 million** to federal and state level candidates across the country, including raising over \$100,000 each for 43 candidates and over \$500,000 each for Senate candidates Jacky Rosen and Jon Tester. This easily breaks the 2016 record of \$8.4 million and represents a giant increase in support for pro-environment candidates up and down the ballot.

Mobilizing Members

Since 2012, LCV has mobilized its members to volunteer with pro-environment candidates through GreenRoots, a coordinated membership communication program. For 2018, GreenRoots had nearly 70 [organizers](#) on the ground engaging LCV members in 14 states: Arizona, California, Florida, Michigan, Minnesota, Montana, New Hampshire, Nevada, Ohio, Pennsylvania, Tennessee, Virginia, Washington, and Wisconsin on behalf of LCV Action Fund-endorsed U.S. Senate and House candidates. Nearly 1,500 members completed over 4,100 shifts,

knocking on over 100,000 doors and making nearly 345,000 calls, with an investment of almost \$1 million.

For the first time ever, LCV also partnered with four other environmental groups to jointly mobilize members across multiple organizations. The [GreenWave](#) is a collaboration between LCV, EDF Action, National Wildlife Federation Action Fund, NRDC Action and the Sierra Club to activate the groups' collective membership to volunteer for pro-environment candidates.

Ballot Initiatives

State LCV partners in the Conservation Voter Movement along with LCV separately made their biggest-ever investment in ballot initiatives in a number of states — **a combined total of \$8 million** — to support democracy and environmental initiatives.

Measures to make it possible for more people to vote won: in Florida to allow former felons to vote, and in Michigan measures were passed on voting districts and voter registration. Clean energy saw some success in Nevada with a 50% renewable energy standard and in Portland, Oregon with the passage of a clean energy fund. Conservation Colorado actively and successfully opposed Amendment 74, an initiative to compensate land owners for property setbacks that could affect oil and gas productions.

Unfortunately Big Polluters had all the resources they needed to mislead voters and rig outcomes in their favor in Washington and Arizona where a price on carbon and a renewable energy standard were on the ballots respectively. Yet the success in Nevada shows that when industry isn't spending millions on misleading and negative messaging, voters on their own will pick clean energy. This fight is only going to get harder for polluters as more and more people feel the effects of climate change — and the lengths polluters were willing to go to spend and say anything shows they know the writing is on the wall. Meanwhile, important victories for clean energy champions at the state level are happening nationwide and we look forward to taking solid steps forward to cut carbon pollution in states in 2019.

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