

TO: Interested Parties
FROM: Andy Maggi, Executive Director
Nevada Conservation League PAC
DATE: Friday, November 2, 2018
RE: UPDATE – FINAL COUNTDOWN TO '18 ELECTIONS
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In 2018, Nevada Conservation League PAC (NCL PAC) invested more than \$4.2 million to elect Steve Sisolak as Governor, protect the clean energy majorities in the Nevada legislature, and support conservation-minded candidates up and down the ballot. This total included \$200,000 in contributions through Give Green. In addition, The Nevada Conservation League Ballot Initiative PAC (NCL BIPAC) spent another \$700,000 to pass 2 initiatives that are critical for the long-term success of conservation goals in the state of Nevada; question 5 (AVR) and question 6 (50% Renewables by 2030) on 2018 General Ballot. **This spending represents Nevada Conservation League PAC & Nevada Conservation League Ballot Initiative PAC's largest electoral investments to date.** Additionally, our national partner LCV Victory Fund invested over \$1.5 million in the U.S. Senate race supporting Jacky Rosen.

NCL PAC has a history of smart electoral investments that have led to clean energy policy wins, including flipping the state legislature to a pro-clean energy majority in both chambers in 2016. That new majority passed eleven clean energy measures, overcoming utilities that had worked to make solar cost inefficient for years. This progress would not have happened without the leaders that NCL PAC helped elect.

In the 2017 Legislative Session the Nevada Legislature sent 11 clean energy bill to the Governor's desk and several public lands pieces of legislation. Governor Sandoval signed nine of eleven clean energy bills and 2 of the 3 pieces of public lands legislations. His notable vetoes of these bipartisan bills were for an expansion of the Renewable Portfolio Standard, the Creation of Community Solar Gardens, and a bill that would add additional protections to places like Red Rock Canyon. This year, NCL PAC made historic investments to ensure that the voices of Nevadans who want to protect our air, water, land, and health were heard in the election and so elected officials now that we expect them to and are ready to take action on these crucial issues in Nevada. Our next Governor, legislature, winning candidates at all levels of government will shape what issues are on the agenda and how we address the impacts of air pollution and climate change in our state.

We still have a final sprint before polls close on Tuesday night, but one thing is clear: **The Nevada Conservation League PAC has stepped up in an unprecedented way, leading the conservation community in Nevada to ensure that our elected leaders hear the priorities of people across the state who want to preserve our natural resources, act on climate change, and protect Nevada's clean air and water.**

See below for an overview of Nevada Conservation League PAC's political work.

More than \$4.5 Million Total Invested

\$3.5 Million Invested in Electing Steve Sisolak Governor

NCL PAC's went all in with \$3.5 million in 2018 electoral spending for Steve Sisolak. These resources went toward television ads, direct voter contact, digital persuasion and mobilization programs and more.

- **Field:** \$2.1 million door-to-door canvass in both Las Vegas and Reno
- **Television:** \$1 million in [television](#) directly after the primary to define Laxalt early and expose his ties to polluters like the Koch brothers.
- **Digital:** Over \$400,000 that included a bilingual program focused on [persuading](#) and [turning out voters](#) for Steve Sisolak.

\$365,000 Invested in Legislative and local races

NCL PAC worked to strengthen the conservation majorities in the State Senate and State Assembly, aiming to elect the first female majority legislature in the country, and, for the first time ever, NCL PAC endorsed in county commission races and made deep investments to support work on the local level. These large-scale investments included targeted mail and digital programs, as well as tens of thousands of phone calls and door knocks in support of our pro-environment candidates in key legislative districts and to elect longtime conservation champion and former state Senator, Justin Jones, to the Clark County Commission.

- **Mail:** delivered 394,219 mail pieces in 9 targeted state legislative districts between the primary and general election programs, plus 174,605 mail pieces in Southern Nevada County Commission districts. In addition, we sent a NCL Voter Guide highlighting all of our endorsed candidates to another 60,000 members and supporters statewide.
- **Digital:** targeted 930,000 voters statewide for 14 individual state legislative districts and for the Clark County Commission District F race.

Over \$700,000 Invested in Clean Energy Ballot Measures

In addition, NCL Ballot Measure PAC invested more than \$700,000 in a bilingual grassroots organizing program designed to qualify Question 6 for the general election ballot in the spring, and then to educate and mobilize activists, conservation supporters and the general public about both Question 5 (automatic voter registration) and Question 6 (50% renewables by 2030) so both initiative would pass this year. We used a combination of traditional community organizing and tried-and-true campaign tactics, including a [spanish language television ad](#). Our organizers have collected signatures and pledge cards since April, identifying over 8,000 supporters. As of the end of October, they had made over 114,000 calls.

Total Voter Contact: Over 800,000 Doors Knocked & Calls Made

Especially in Nevada, voter mobilization is key to electing environmental champions up and down the ballot. That's why Nevada Conservation League PAC prioritized direct voter contact and ran one of the largest field programs in Nevada for state candidates.

Since launching in August, our field program has reached voters in Northern and Southern Nevada focusing on suburban areas in Washoe and Clark County. As Early Vote concludes,

together NCL PAC and NCL BIPAC have reached out to ,000 voters – and we won't stop until the polls close on Election Day! This breaks down to:

- **Doors:** over 400,000 households, including 118,427 door knocks to reach persuadable voters in Clark and Washoe counties and at least another 272,300 mobilizing voters starting as early as the middle of October.
- **Phones:** Including candidate and ballot measure outreach, NCL PAC and NCL BIPAC have made a total of 337,612 calls and counting; our in-house GOTV phone bank alone has been calling over 7,000 voters every day since before early vote began.

Environmental Messaging Breaks Through

Voters responded strongly to environmental messaging this cycle. Polling indicated that Laxalt's support from the Koch brothers and ties to polluters was a strong attack against him -- especially when tied to air quality protections in the state.

Laxalt was the second 2018 candidate to be [named](#) to "Dirty Dozen in the States." Modeled after LCV Victory Fund's federal "Dirty Dozen," the state version highlights 12 of the most anti-environment state-level candidates – regardless of party affiliation – from around the country who state LCVs are working to defeat. Laxalt made the list for consistently putting polluter profits ahead of public health and Nevada's clean energy economy, whether it's his opposition to the Clean Power plan or support for transferring public lands.

NCL PAC Recognized as a Driving Force in Governor's Race

NCL PAC was recognized in the press as central player to the race. Highlights include:

Nevada Independent: [Environmental advocacy group launches 7-figure ad campaign attacking Laxalt](#)

The political arm of the Nevada Conservation League is launching a \$1.15 million ad campaign slamming Republican gubernatorial candidate Adam Laxalt over his support for "polluter profits."

The environmental advocacy organization's PAC announced Tuesday that it was beginning the first salvos of a planned seven-figure ad buy against Laxalt, including an English-language ad airing in Reno and Las Vegas and a Spanish-language digital ad. Both of the ads accuse Laxalt, the state's attorney general, of receiving support from "Big Oil."

Reno Gazette-Journal: [Laxalt joined Koch brothers, his campaign allies, in bid to block ExxonMobil fraud probe](#)

"This was a very concerning action," said Andy Maggi, executive director of the Nevada Conservation League. "The letter he signed onto undermines the established science of climate change and attempts to draw a parallel between those that deny the facts of climate change and

those advocating for action to reduce carbon pollution.

"But Adam Laxalt has a history of putting polluters ahead of the Nevadans. Especially when it comes to clean air, climate, and energy."

The political arm of Maggi's organization has pledged to spend more than \$1 million to defeat Laxalt's campaign.

Moving Forward

With wins up and down the ballot, Nevadans would be able continue to grow our clean energy economy, protect our clean air, and preserve our public lands for future generations.

If successful in all of our endeavors this election cycle, NCL PAC and our partners will be looking for strong leadership at the start of the 2019 legislative session and for the new Governor and legislative leaders to take action getting Nevada on the road to 100% clean energy and passing and signing the RPS expansion of at least 50% by 2030.

Nevada Conservation League is the independent political voice of Nevada's Conservation Community. We work to maintain and enhance the natural character of Nevada and the quality of life for Nevadans through effective advocacy and the election of pro-conservation candidates. Making progress is not possible without leaders who will put our communities ahead of polluters, which is why NCL PAC made its largest-ever investment in electing representatives committed to conservation and willing to provide consistent leadership to protect, preserve and improve Nevada's environment. No matter the result next Tuesday, our work will continue.

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