



To: Interested Parties

From: Pete Maysmith, LCV SVP of Campaigns

Date: November 1, 2019

Re: Approaching Get Out The Vote weekend, LCV and the Conservation Voter Movement have invested \$4.3M in 2019 Elections

After LCV Victory Fund and affiliated entities invested more than \$80 million in the 2018 election cycle, helped secure a new pro-environment majority in the House of Representatives, elected 10 new clean energy Governors, and made gains for climate action and clean energy in state legislatures and local offices across the country, LCV and our family of connected organizations across the [Conservation Voter Movement](#) knew that there was no time to slow down in 2019.

As a result of historic clean energy progress [made this year](#) at the state and local level, one in four people in this country now live in a place committed to moving to 100% clean energy. Amid a year of groundbreaking progress, with LCV's support, our state affiliates built on that momentum by investing \$4.3 million across ten states in statewide and local elections this year, creating more opportunities for clean energy and conservation progress across the country in 2019.

Top 2019 Opportunity for Climate and Clean Energy Progress: Virginia General Assembly

In total, Virginia LCV PAC spent \$1.5 million and \$1.27 million was donated directly to pro-environment candidates for the Virginia Senate and House of Delegates through [GiveGreen](#) -- a project of LCV Victory Fund and NextGen America -- to flip both chambers of the Virginia General Assembly to pro-environment majorities.

Virginia presents the biggest off-year electoral opportunity to advance a pro-climate agenda, and 2019 presents the history making opportunity to flip both legislative chambers to control by pro-climate action lawmakers. Virginia LCV endorsed 62 candidates, including 30 women, and 21 candidates of color and Virginia LCV PAC made their largest ever financial investment in Virginia state legislative races.

Within Virginia LCV PAC's \$1.5 million:

- \$1.2 million was invested directly in strategic, district-specific, layered persuasion and mobilization communication -- including direct mail (\$600k), [digital advertising](#) (\$400k), and [radio](#) (\$100k) in 4 priority state Senate races and 8 priority state House races.
- \$200,000 was invested in direct contributions to campaigns
- \$100,000 was invested in a GreenRoots program that embedded grassroots organizers with campaign staff in one Senate District and four House Districts: SD8 (Missy Cotter Smasal), HD66 (Sheila Bynum-Coleman), HD85 (Alex Askew), HD73 Rodney Willett, and HD27 (Larry Barnett)

Virginia LCV PAC is [among the largest progressive spenders](#) in the 2019 Virginia elections because the stakes have never been higher for climate and the environment. Virginians can't



afford this legislature that's pandering to corporate polluters and blocking necessary action to address climate change and build a clean energy economy.

If new pro-environment majorities are elected to both chambers of the Virginia General Assembly, lawmakers will have a mandate to ensure every Virginian is able to drink clean water, breathe clean air, and access parks and open spaces in their communities. As a first order of business, the new majority should build upon the Governor's [executive order](#) on clean energy and present a strong and just plan to move Virginia to 100% clean, renewable energy no later than 2050.

Additional State and Local Investments

Arizona

Chispa AZ PAC invested approximately \$235,000 to engage and turn out Tucson voters for mayoral candidate Regina Romero and propelled her to [victory](#) in the Democratic Primary. Romero, an environmental advocate, is poised to become the first female and first Latina mayor in Tucson's history. Chispa AZ PAC's campaign engaged with more than 60,000 voters in field, mail, and [digital media](#) and helped secure the highest voter turnout primary election since the city of Tucson began tracking turnout.

Colorado

Conservation Colorado Grassroots Action Fund invested \$156,000 across 10 municipality races (including the Aurora and Commerce City Mayoral races) in Colorado helping pro environmental candidates communicate with voters through mail, [digital](#), texting and field tactics. Conservation Colorado Grassroots Action Fund also invested in two statewide ballot measures. One would allow the state to retain excess revenue it is currently required to refund under the Taxpayer's Bill of Rights (TABOR) and direct retained funds to be used for education and transportation purposes. The second authorizes and taxes wagering on sporting events (sports betting) with revenue going to water programs in the state.

Idaho

Conservation Voters of Idaho Action Fund (CVIAF) invested \$225,000 to elect conservation-minded city council and mayoral candidates across the state of Idaho, including a pro-climate action mayor and city council in Boise and a clean energy majority on the Hailey and Moscow City Councils. CVIAF was active in seven Idaho communities and worked to elect their fourteen endorsed candidates. Their campaigns utilized direct voter contact, [persuasion mail](#), television advertisements and digital media in order to elect strong conservation champions into office and strengthen Idaho's efforts to implement meaningful climate policies at every level of government and in every type of community.



Montana

Montana Conservation Voters Action Fund spent \$45,000 to turn out pro-environment voters to elect a pro-climate, pro-clean energy, pro-conservation majority on the Billings City Council. A new majority on the city council will mean strong appointees to the Billings' recently approved Energy and Conservation Commission who will drive policy to reduce the city's carbon footprint.

Nebraska

Nebraska Conservation Voters (NCV) invested \$200,000 to turn out Nebraska voters and elect a pro-environment Mayor of Lincoln, Leirion Gaylor Baird, and maintain a pro-environment majority on the Lincoln City Council in their May 2019 elections. NCV was the largest investor both in direct donations and independent expenditures. As in previous elections, NCV's focus was on direct voter contact: NCV conducted targeted persuasion and GOTV, sending more than 70,000 pieces of mail and knocking more than 15,000 doors.

These victories set NCV up to advance clean energy and continue to push strong environmental policy in the city of Lincoln, and Nebraskans are already starting to see the impact. In July, Mayor Gaylor-Baird announced the formation of a Climate Change Task Force, which was her first major policy initiative. NCV's Executive Director Eliot Bostar serves on this task force with other city leaders.

New Jersey

New Jersey Conservation Voters PAC invested in 37 State Assembly and State Senate pro-environment challengers and incumbents combined. Between New Jersey Conservation Voters PAC and the New Jersey Conservation Victory Fund over \$55,000 went towards on the ground organizing with NJLCV members, direct contributions, digital ads and mail supporting candidates this cycle. Ensuring Democrats remain in control in Trenton to work with a pro-environment and climate Governor is key to moving New Jersey to a greener legislative agenda.

Pennsylvania

Conservation Voters of Pennsylvania Victory Fund made a historic \$250,000 investment to win the Chester County commission race, knocking more than 40,000 doors and educating tens of thousands of voters via mail, phone and digital campaigns. The most pro-environment county in Pennsylvania has been in the hands of commissioners who sold out their own constituents to allow the Mariner East pipeline to run through school playgrounds and people's backyards. Taking the commission will give Pennsylvanians the power to block new pipelines, to invest in open space, to defend clean water, and to shift control of the Southeastern Pennsylvania Transportation Authority, the nation's fifth largest public transit system. More public transit running on clean, renewable energy will have a huge impact on climate pollution.



Our Earth Is Worth Fighting For

Washington

Washington Conservation Voters Action Fund (WCVAF) invested \$225,000 in support of environmental champion Ben Stuckart in the Spokane mayor's race and to defend pro-conservation, anti-fossil fuel majorities in two key local jurisdictions. WCVAF ran mail, digital and OTT media programs to protect Whatcom and Tacoma's ability to block proposed dirty fossil fuel infrastructure and help transition the region to clean energy. In Whatcom County, WCVAF has had to battle out-of-state fossil fuel companies that dumped \$75,000 into the Country Executive race at the last minute.

Wisconsin

Wisconsin Conservation Voters Independent Expenditure Committee endorsed Lisa Neubauer in the April 2019 Supreme Court race. A Supreme Court race in Wisconsin is viewed as important as a State House or Senate race. Not only does the Wisconsin Supreme Court have a heavy hand in redistricting, but is the sole decider in cases that approach the court that impact the environment in Wisconsin. Wisconsin Conservation Voters Independent Expenditure Committee spent \$100,000 on direct mail in support of Lisa Neubauer for her election in April 2019.