



Mobilization Report: Summer/Fall 2022

A brief overview of EVP mobilizations from July – December 2022, including randomized controlled trial data from campaigns in Alaska, Arizona, Florida, Maine, and New Hampshire



1. Introduction

After mobilizing over 600,000 voters in 35 different elections during the first six months of 2022, the Environmental Voter Project (EVP) launched robust voter turnout campaigns in 19 states for the second half of the year, ultimately communicating with over 2 million low propensity environmental voters (LPEVs) during the 2022 midterm elections.

Although many midterm elections saw such high spending and turnout rates that it was hard to measure EVP's isolated impact with statistical certainty, we were proud to have had a measurable impact in the Maine general election, as well as in four late summer state primary elections.

This brief report (a) summarizes the elections in which EVP mobilized LPEVs from July – December 2022 and (b) provides data for five specific elections in which randomized controlled trials measured and proved the independent impact of EVP's mobilization campaigns on voter turnout while controlling for outside variables.

We have also released [updated multi-year data](#) showing EVP's cumulative impact on the electorate in each of these states, revealing how many of the low propensity environmental voters we've mobilized since 2015 are now voting so consistently that they have cast ballots in their most recent federal, state, and even local elections.

2. EVP Mobilizations (July – December 2022)

EVP mobilized low propensity environmental voters in 27 different elections during the final six months of 2022.

State	Elections
Alaska	Alaska General Election; At-Large Special Congressional Election
Arizona	Arizona General Election; Arizona State Primary
Colorado	CO-03 General Election; Campaign to notify inactive voters
Florida	Florida General Election; Florida State Primary
Georgia	Georgia US Senate Runoff Election; Georgia General Election
Kansas	Kansas General Election; Kansas State Primary
Iowa	Iowa General Election
Maine	Maine General Election
Massachusetts	Massachusetts State Primary
Nevada	Nevada General Election; Campaign to notify inactive voters
New Hampshire	New Hampshire General Election; New Hampshire State Primary
New Mexico	New Mexico General Election
New York	New York General Election (Hudson Valley only); New York State Primary
North Carolina	North Carolina General Election; Charlotte Municipal Primary
Pennsylvania	Pennsylvania General Election; Campaign to enroll voters on Vote by Mail List
Texas	Texas General Election; Austin Mayoral Runoff Election
Virginia	Virginia General Election; VA-04 Special Congressional Primary; Campaign to enroll voters on Permanent Absentee Voter List

3. Impact Data from Randomized Controlled Trials

Although EVP likely increased turnout among our targeted voters in most of our campaigns during the second half of 2022, in this memo we only highlight the five elections where we can prove from randomized controlled trials (RCTs) that EVP created a statistically significant increase in turnout while controlling for all other variables.

Date	State	Intervention	LPEVs Targeted	Impact on Turnout ¹	Votes added solely due to EVP's efforts ²
Aug 2	Arizona Primary	Calls	6,952	+1.9pp	132
Aug 16	Alaska Special Congressional	Calls	1,340	+3.6pp	48
Aug 23	Florida Primary	Calls	2,429	+1.4pp	34
Sept 13	New Hampshire Primary	Calls	4,300	+1.9pp	82
Nov 8	Maine General Election	Direct Mail, Calls	34,624	+1.4pp	485

A. Arizona August 2nd State Primary.

For the August 2nd Arizona primary, EVP volunteers spoke with 6,952 low propensity environmental voters and were pleased to achieve a statistically significant +1.9 percentage point (pp) increase in turnout compared to a control group of voters with similar contactability rates. This calls-only campaign brought 132 environmental

¹ "Impact on Turnout" data shows the percentage point increase in turnout attributable to EVP's interventions as measured by randomized controlled trials. For example, an impact on turnout of "+0.8pp" means: (a) turnout was ultimately 0.8 percentage points higher in the "treatment group" of voters targeted by EVP than in the control group of randomly set-aside voters whom EVP did not contact, and (b) that increase in turnout can be directly attributed to EVP's interventions while controlling for other possible factors that would impact turnout (such as the efforts of other groups or campaigns). All results shown are statistically significant at the p = 0.05 level, except for the Florida Primary result which is statistically significant at the p = 0.1 level.

² "Votes added solely due to EVP's efforts" data is the result of "Impact on Turnout" multiplied by the overall number of LPEVs Targeted by EVP in a particular election. This shows, for instance, that a +1.4pp increase in turnout among the 34,624 voters whom EVP targeted in Maine led to 485 additional environmental voters casting ballots in the state's general election.

voters to the polls who otherwise would not have voted, continuing to grow the Arizona environmental movement's long-term political power.

B. Alaska August 16th At-Large Special Congressional Election.

Alaska's August 16th special election decided the state's sole member of the House of Representatives, ultimately leading to Mary Peltola (D) narrowly winning the ranked choice voting election. EVP volunteers had full phone conversations with 1,340 low propensity environmental voters and were pleased to achieve a statistically significant +3.6pp increase in turnout compared to a control group of voters with similar contactability rates. This calls-only campaign was responsible for bringing 48 new environmental voters to the polls for this crucially important election, while also growing long-term environmental political power in the state.

C. Florida August 23rd State Primary.

For the August 23rd Florida primary, EVP volunteers had phone conversations with 2,429 low propensity environmental voters and were pleased to achieve a statistically significant +1.4pp increase in turnout compared to a control group of voters with similar contactability rates. This calls-only campaign brought 34 new environmental voters to the polls.

D. New Hampshire September 13th State Primary.

For the September 13th New Hampshire primary, EVP volunteers had full phone conversations with 4,300 low propensity environmental voters and were pleased to achieve a statistically significant +1.9pp increase in turnout compared to a control group of voters with similar contactability rates. This calls-only campaign brought 82 new environmental voters to the polls.

E. Maine November 8th General Election.

For the November 8th general election in Maine, EVP targeted 34,624 low propensity environmental voters with a 2-piece direct mail campaign and 3,703 volunteer phone conversations, ultimately achieving a statistically significant +1.4pp increase in turnout compared to our control group of similar voters. This 'calls plus mail' campaign brought 485 new environmental voters to the polls and added to the environmental movement's growing political power in Maine.

4. Conclusion

Each of our voter mobilization campaigns in the second half of 2022 contributed to EVP's multi-year, cumulative impact on the electorate. We are proud of our election-specific results proven by randomized controlled trials, but we also remain focused on our ultimate goal of creating unstoppable populations of environmental "super voters" who never skip an election. For information on the almost 1.5 million super voters we have helped create so far, please visit the [results page](#) of our website. We look forward to building upon these efforts throughout 2023.