



# Mobilization Report: Winter/Spring 2022

A brief overview of EVP mobilizations from January – June, 2022, including randomized controlled trial data from campaigns in Colorado, New Mexico, Pennsylvania, and Texas

# 1. Introduction

After mobilizing almost 3.8 million voters in 381 elections in 2021, the Environmental Voter Project (EVP) didn't skip a beat in early 2022 as we immediately began contacting voters for mid-winter local, state, and congressional elections in Florida, New Mexico, New York, and Texas. Heading into the spring, our efforts expanded into multiple statewide primaries, and ultimately EVP called, canvassed, and mailed 617,027 unique low propensity environmental voters (LPEVs) during the first six months of 2022.

Although most of these winter and spring elections were too small for us to measure EVP's isolated impact on turnout with statistical certainty, we were proud to treat every election as an important opportunity to build good voting habits and consistently grow the political power of the environmental movement.

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

In early 2023, we will also release 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 are now voting so consistently that they have cast ballots in their most recent federal, state, and even local elections.

## 2. EVP Mobilizations (January - June, 2022)

EVP mobilized low propensity environmental voters in 35 different elections during the first six months of 2022.

State	Elections
Alaska	At-Large Congressional District; Anchorage municipal
Arizona	Coconino County; Tempe municipal; Tucson ballot measure
Colorado	Colorado State Primary
Florida	20th Congressional District; Gainesville municipal; Jacksonville municipal; Sarasota County
Georgia	Georgia State Primary
Iowa	Iowa State Primary; Ankeny municipal
Maine	Maine State Primary
Massachusetts	Andover municipal; Lexington municipal; Natick municipal; Needham municipal
Nevada	Nevada State Primary
New Mexico	New Mexico State Primary; Bernalillo municipal; Clovis municipal; Corrales municipal; Las Vegas municipal; Taos municipal; Rio Rancho municipal; Roswell municipal
New York	State Assembly District #72
North Carolina	North Carolina State Primary
Pennsylvania	Pennsylvania State Primary; State House District #19; State House District #24
Texas	Texas State Primary; Texas State Primary Runoff
Virginia	Vote-by-Mail applications

### 3. Impact Data from Randomized Controlled Trials

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

Date	State	Intervention	LPEVs Targeted	Impact on Turnout <sup>1</sup>	Votes added solely due to EVP's efforts <sup>2</sup>
March 1	Texas Primary	Calls	80,745	+1.1pp	888
May 17	Pennsylvania Primary	Direct mail	267,156	+0.8pp	2,137
June 7	New Mexico Primary	Calls	32,624	+0.6pp	196
June 28	Colorado Primary	Postcards	79,990	+1.3pp	1,040

#### A. Texas March 1st State Primary.

Volunteers often wonder “Do my calls make a difference?” EVP set out to definitively answer that question by hiring a telephone voter contact firm to use the same exact script that our volunteer callers use and reach as many low propensity environmental voters during the Texas state primary as possible. We were pleased to achieve a statistically significant +1.1pp increase in turnout from this calls-only Texas primary campaign, bringing 888 new environmental voters to the polls. In addition to growing the environmental movement’s long-term political power in Texas, this particular campaign gave us the confidence to expand our phonebanking efforts in 2022 with the knowledge that our calls would likely continue to increase turnout.

<sup>1</sup> “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.

<sup>2</sup> “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 +1.3pp increase in turnout among the 79,990 voters whom EVP targeted in Colorado led to 1,040 additional environmental voters casting ballots in the state’s primary election.

## **B. Pennsylvania May 17th State Primary.**

Pennsylvania's May 17th primary included high-profile primaries for US Senate, Governor, and other statewide offices. EVP used the primary to continue building good voting habits among 267,156 of the state's LPEVs, while also running an experiment to measure the impact of "loss aversion" messaging on turnout among environmental voters. Our one-piece mail campaign increased turnout +0.8pp over our control group, adding 2,137 environmental voters to the polls on Election Day. The results of this particular experiment are presented in more detail in our [May 2022 Loss Aversion Experiment Report](#).

## **C. New Mexico June 7th State Primary.**

The New Mexico June 7th primary provided an opportunity for EVP to run a two-wave calling campaign, with (a) paid phonebanks identifying voters who intended to vote, and then (b) volunteer callers following up to remind those voters who had been reached in the first round of calls of their promises to vote. This calls-only campaign boosted turnout +0.6pp over our control group, while also delivering the first of many important communications with our New Mexico voter targets leading up to the state's November general election.

## **D. Colorado June 28th State Primary.**

In previous years volunteers have asked EVP to run volunteer postcarding campaigns, but we resisted doing so because we hadn't seen any statistically significant results from RCTs proving that volunteer postcards could actually increase turnout. In 2021, however, a handful of studies showed that postcards with specific "social pressure" messaging and designs could increase turnout if the campaigns were run with strict messaging discipline and targeting. These findings led EVP to pilot smaller postcarding campaigns into Tempe, AZ and Sarasota, FL in March of 2022 to fine-tune the delivery and training logistics necessary for the message-disciplined campaign we sought to run. Then, in the spring of 2022, we trained over 600 volunteers to write and mail 79,990 postcards that we printed and delivered to them ahead of the June 28th Colorado primary. More details on our designs and messaging can be found in our [June 2022 Postcarding Experiment Report](#), but we were pleased to find that our volunteer postcards increased turnout +1.3pp over our control group, causing over 1,000 new environmental voters to cast their ballots in the June 28th election.

## 4. Conclusion

Each of our voter mobilization campaigns in the first 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 over 1,030,000 super voters we have helped create so far, please visit the [results page](#) of our website. We look forward to building upon our winter and spring efforts throughout the remainder of 2022 and into 2023.