



Mobilization Report: Winter/Spring 2023

A brief overview of EVP mobilizations from January – June 2023, including randomized controlled trial data from campaigns in Colorado, Georgia, Kansas, Nebraska, Pennsylvania, and Virginia



1. Introduction

For most voter-turnout organizations, early 2023 was a time to rest and recover from the 2022 midterm elections, but not for the Environmental Voter Project (EVP). EVP knows that every election – no matter how small – is an opportunity to build consistent voting habits and impact state and local policy-making, so we immediately began mobilizing environmental voters for mid-winter local, state, and congressional elections in Florida, Georgia, Louisiana, Pennsylvania, and Virginia. In the spring, our efforts expanded into dozens of important city elections from Anchorage to Miami, as well as the Virginia state primary, with hundreds of EVP volunteers calling, canvassing, and mailing low propensity environmental voters (LPEVs) across 16 states.

Although we aren't always able to measure EVP's isolated impact on turnout with statistical certainty, we were proud to treat every election as an important chance to build good voting habits even when we couldn't prove our impact as we did with many of the successful randomized controlled trials set forth in this report.

This brief report (a) summarizes the elections in which EVP mobilized LPEVs from January – June 2023, and (b) provides data for six 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.

For more information on EVP's multi-year impact as well as specific messaging experiments, please visit our [online research library](#).

2. EVP Mobilizations (January - June 2023)

EVP mobilized low propensity environmental voters in 118 different elections during the first six months of 2023.

State	Elections
Alaska	Anchorage municipal
Arizona	Phoenix municipal
Colorado	Aspen municipal, Colorado Springs municipal, Denver municipal, Denver municipal runoff
Florida	Miami municipal, Jacksonville municipal, Jacksonville municipal runoff, Tampa municipal, Tampa municipal runoff
Georgia	House District #68, Mableton municipal, Mableton municipal runoff
Kansas	Olathe municipal, Overland Park special election
Louisiana	House District #93, House District #93 runoff
Maine	Auburn municipal, Brunswick municipal, S. Portland municipal, Portland municipal
Massachusetts	9th Suffolk House District, 10th Suffolk House District, Needham municipal, Newton municipal, 8 other town municipal elections
Nebraska	Lincoln municipal primary, Lincoln municipal general
Nevada	Henderson municipal
New Hampshire	66 different town municipal elections
New York	Columbia County Primary
Pennsylvania	House District #32, House District #34, House District #35, Senate District #27, Allegheny County Primary, Philadelphia municipal primary
Texas	Beaumont municipal, El Paso municipal
Virginia	Assembly District #7, Assembly District #24, Senate District #35, 4th District Congressional, Virginia State Primary, Recruitment for Permanent Absentee Voter List

3. Impact Data from Randomized Controlled Trials

Although EVP likely increased turnout among our targeted voters in each of our campaigns during the first half of 2023, in this memo we highlight the six 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 ¹	Votes added solely due to EVP's efforts ²
Feb 20	Virginia CD-04 Special	Calls	3,312	+4.6pp	152
April 18	Mableton, GA Municipal Runoff	Calls	534	+2.4pp*	13
April 25	Olathe, KS Municipal	Calls	541	+3.9pp*	21
May 2	Lincoln, NE Municipal Runoff	Calls	991	+3.6pp	36
May 16	Philadelphia, PA Mayoral Primary	Postcards	25,291	+1.5pp*	379
June 6	Denver, CO Mayoral Runoff	Calls	3,748	+3.9pp	146

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 "+2.4pp" means: (a) turnout was ultimately 2.4 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, unless marked with an asterisk.

* All results marked with an asterisk are statistically significant at the p = 0.1 level, rather than p = 0.05.

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 +1.5pp increase in turnout among the 25,291 voters whom EVP targeted in Philadelphia led to 379 additional environmental voters casting ballots in the city's mayoral primary.

A. Virginia 4th Congressional District Special Election.

In a very short election cycle, EVP's volunteers immediately started calling low propensity environmental voters for the special election to fill Virginia's 4th congressional district seat. We were pleased to achieve a statistically significant +4.6 percentage point (pp) increase in turnout from this calls-only campaign, bringing 152 new environmental voters to the polls who otherwise would not have voted. This is a great example of how low-turnout, odd-year elections often provide the best opportunities to make new voters.

B. Mableton Mayoral Runoff Election.

The newly incorporated City of Mableton, GA had their very first mayoral election in 2023 and – like many elections in Georgia – it proceeded to a runoff. EVP was thrilled to mobilize low propensity environmental voters in Mableton's first-ever municipal elections, and we're proud that our volunteer calling campaign was responsible for producing a +2.4pp increase in turnout among our targeted voters in the runoff election.

C. Olathe Municipal Election.

With a population of over 140,000 people, Olathe is the fourth largest city in Kansas, and their 2023 municipal elections offered a great opportunity to grow the number of consistent environmental voters in the Kansas City metropolitan area. Our calls-only campaign increased turnout among our targets by +3.9pp, providing a solid foundation for future mobilizations in Kansas.

D. Lincoln Municipal Runoff Election.

As both the state capitol and home to the University of Nebraska, Lincoln has a large number of younger environmentalists who typically don't vote. The city's May 2nd municipal runoff election presented an easy opportunity to call many of these voters and ultimately increase turnout by +3.6pp among our targeted voters. EVP announced our expansion into Nebraska just six weeks before this election, and we were thrilled to have a statistically significant impact on turnout in one of our very first mobilization campaigns in the state.

E. Philadelphia Mayoral Primary.

In 2023, Philadelphia had an open mayoral election and, as usual in the heavily-Democratic city, the ultimate winner would be determined by the outcome of the May Democratic primary. Back in [June of 2022](#), EVP had already proven the impact of our volunteer postcards in a randomized controlled trial during the Colorado state primary election, but we were eager to test our postcards again in a higher-salience election like the

Philadelphia mayor's race. We were pleased to find that our volunteer postcards increased turnout by +1.5pp over our control group, meaning that 379 environmental voters cast ballots who otherwise would have stayed home.

F. Denver Mayoral Runoff Election.

In Denver's June 6 mayoral runoff election, EVP's volunteers ran a robust calls-only campaign, which ultimately increased turnout among our targeted voters by +3.9pp. This increase in turnout meant that ballots were cast by 146 environment-first voters who otherwise would not have voted in the city's mayoral election.

4. Conclusion

Each of our voter mobilization campaigns in the first half of 2023 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 million 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 2023 and into 2024.