



# Mobilization Report: Winter/Spring 2024

A brief overview of EVP mobilizations from January – June 2024, including randomized controlled trial data from campaigns in Alaska, Georgia, Nevada, New Hampshire, New York, and Texas

# 1. Introduction

After mobilizing over 1.7 million voters in 226 different elections in 2023, the Environmental Voter Project (EVP) hit the ground running in early 2024, mobilizing low propensity environmental voters (LPEVs) for all sorts of winter and spring elections – from state legislative races to presidential primaries – across 19 states. EVP knows that every election is an opportunity to build consistent voting habits and impact policy-making, and we were thrilled to work with hundreds of EVP volunteers to call, canvass, and mail voters from Florida to Maine, and from Arizona to Alaska.

Although we aren't always able to measure EVP's isolated impact on turnout with statistical certainty, we were proud to continue our year-round work building good voting habits by communicating with environmentalists in 165 different elections over just the first six months of 2024.

This brief report (a) summarizes the elections in which EVP mobilized LPEVs from January – June 2024, 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 2024)

EVP mobilized low propensity environmental voters in 165 different elections during the first half of 2024.

State	Elections
Alaska	Anchorage mayoral general, Anchorage mayoral runoff
Arizona	Presidential primary
Colorado	Pueblo mayoral runoff, Presidential primary, 4th District congressional primary
Florida	House District 35 special, 17 different municipal elections in Orange and Pinellas counties
Georgia	Senate District 30 special, House District 125 special, Presidential primary, State primary, 14th District congressional primary runoff, Atlanta municipal special, Columbus municipal special
Iowa	Presidential caucus, Des Moines municipal special, State primary
Kansas	Presidential primary, Kansas City Unified School District election
Louisiana	Caddo parish general
Maine	Presidential primary, State primary
Massachusetts	21 different municipal elections
Nebraska	State primary
Nevada	Presidential primary, State primary
New Hampshire	Presidential primary, 86 different town elections
New Mexico	State primary
New York	3rd District congressional special, 26th District congressional special, Presidential primary, 1st District congressional primary, 16th District congressional primary, 22nd District congressional primary
North Carolina	Combined State and Presidential primary
Pennsylvania	State primary
Texas	Combined State and Presidential primary, Senate District 15 special,

### 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 2024, 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 <sup>1</sup>	Votes added solely due to EVP's efforts <sup>2</sup>
Jan 23	New Hampshire Presidential Primary	Calls	735	+3.8pp	28
Feb 24	Texas State Primary	Calls	31,745	+0.3pp	95
May 7	Anchorage, AK Mayoral Runoff	Calls, Mail	10,974	+0.9pp*	99
May 21	Georgia State Primary	Calls	2,254	+0.5pp*	11
June 11	Nevada State Primary	Calls, Mail, Postcards, Digital	103,792	+0.3pp	311
June 25	NY-01, NY-16, NY-22 Congressional Primaries	Calls	4,201	+1.5pp	63

<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 "+1.5pp" means: (a) turnout was ultimately 1.5 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  $p = 0.05$ .

<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 +0.3pp increase in turnout among the 103,792 voters whom EVP targeted in Nevada led to 311 additional environmental voters casting ballots in the state's primary election.

### **A. New Hampshire Presidential Primary Election.**

Incumbent President Joe Biden did not file for a place on the Democratic presidential primary ballot in New Hampshire in order to comply with Democratic National Committee scheduling rules. This led to a write-in campaign and increased attention from the media on voter turnout. Even amid this significant spending and media attention, EVP was pleased to achieve a statistically significant +3.8 percentage point (pp) increase in turnout from our calls-only campaign to mobilize low propensity environmental voters.

### **B. Texas State Primary Election.**

For the February 24th Texas state primary, EVP ran a paid phonebank experiment calling 31,745 low propensity environmental voters across the state. This calls-only campaign increased turnout +0.3pp among our targeted voters and further validated the phonebanking scripts that EVP uses for our volunteer phonebanks.

### **C. Anchorage, AK Mayoral Runoff Election.**

The city of Anchorage holds 40% of Alaska's entire population, and EVP was proud to run a combined direct mail and volunteer phonebanking campaign to mobilize voters for the city's May 7th mayoral runoff election. Randomized controlled trials showed that EVP ultimately increased turnout by a statistically significant +0.9 percentage points among our targeted voters, bringing 99 low propensity environmental voters to the polls who otherwise would not have voted.

### **D. Georgia State Primary Election.**

For the May 21st Georgia state primary, EVP volunteers called 2,254 low propensity environmental voters across the state, ultimately increasing turnout by a statistically significant +0.5pp among those targeted voters.

### **E. Nevada State Primary Election.**

The high-turnout June 11th state primary in Nevada coincided with crucial local elections – such as the open Las Vegas mayoral election – and EVP ran a multi-modal campaign to mobilize 103,792 voters in this important swing state with direct mail, volunteer postcards, digital ads, and volunteer phone calls. Ultimately, randomized controlled trials showed that EVP increased turnout by a statistically significant +0.3pp among our targeted voters, bringing 311 new environmental voters to the polls who otherwise would not have participated.

## F. Congressional Primaries in NY-01, NY-16, and NY-22.

During New York state's June 25th primary election, EVP volunteers called 4,201 low propensity environmental voters in the NY-01, NY-16, and NY-22 congressional districts. We are pleased to report that our calls increased turnout by a statistically significant +1.5pp while controlling for all outside variables, once again validating the impact of our phonebanking scripts.

## 4. Conclusion

All of our voter mobilization campaigns in early 2024 contributed to EVP's multi-year, cumulative impact on the electorate, while also building good voting habits among our targeted voters heading into the 2024 presidential election. For information on our cumulative results – including EVP's work to help create over 1.8 million consistent environmental voters – please visit the [results page](#) of our website. We look forward to building upon these efforts, and reporting the results of our work in the 2024 presidential election.