

Kansas Climate CORE

Kick Off Event

Wednesday, June 30

5:30-6:30 pm

KansasClimate



Community Organizing for Resilience + Equity
Powered by the Climate + Energy Project

Dorothy Barnett

The Climate + Energy
Project

barnett@climateandenergy.org



As the Executive Director of the Climate + Energy Project, Dorothy Barnett is leading the effort to address the Heartland's energy future. Grounded in an approach based on common ground solutions, Barnett has been successful in convening diverse voices in a conservative region of the country. Barnett has coordinated winning campaigns to protect the Kansas Renewable Portfolio Standard from special interest group attacks during four legislative sessions, allowing the wind industry to grow to 40% of the state's power generation in just a decade.

Prior to her position as Executive Director, Barnett served for 4 years as CEP's Director of Energy and Transmission. This work put Dorothy on the ground in energy policy work at the local, state and regional level. Under Barnett's leadership, CEP continues to innovate and reach new audiences with projects like WEALTH: Water, Energy, Air, Land, Transportation and HEALTH, Climate + Energy Voters Take Action, the Kansas Environmental Leadership project and the Clean Energy Business Council, a multi sector business group focused on the advanced energy economy.

KANSAS CLIMATE CORE KICKOFF



Mission

The Climate + Energy Project (CEP) builds resilience in Kansas through equitable clean energy solutions and climate action.

Purpose

The Climate & Energy Project:

- connects people, organizations, and ideas;
- presents science-based facts;
- facilitates critical thinking and community engagement; and
- co-creates equitable and productive solutions.



Sarah Dehart Faltico

The Climate + Energy
Project

faltico@climateandenergy.org



Sarah Dehart Faltico is a Program Coordinator for Climate + Energy Project, focused on a systems-based approach to building community power through civic engagement. Recently rejoining CEP, Sarah previously managed CEP's Integrated Voter Engagement work and organized the Environmental Leadership Summit, providing leadership training to environmental leaders across the state.

Prior to her work at CEP, Sarah worked in both the corporate and non-profit worlds, forging multi-sector partnerships and working at the intersections of organic agriculture, food access, community health, and racial and environmental justice.

Sarah believes that a systems-based approach can help amplify the voices of those first and most impacted by climate change, and to ensure that those most affected can also effect change.

KANSAS CLIMATE CORE KICKOFF

Lindsay Behgam

The Voter Network

lindsay@thevoternetwork.org



Lindsay Behgam currently serves as the Associate Director of The Voter Network, a nonpartisan, nonprofit organization dedicated to creating a culture of informed, enthusiastic Kansas voters, especially in communities that have been routinely undermined in the political process.

Prior to working at The Voter Network, Lindsay spent four years with the Mayor's office in Kansas City, Kansas, where she oversaw staff, policy, and project management. She previously held roles in corporate community relations and on a number of Kansas political campaigns - at the local, statewide and federal levels - including serving as Congressman Dennis Moore's campaign manager for his successful 2008 re-election bid.

Lindsay believes that an empowered electorate creates responsive, transparent and inclusive governments, and is particularly interested in encouraging more people to vote in local elections!



KANSAS CLIMATE CORE KICKOFF

THE **voter**
NETWORK



RESOURCES

TheVoterNetwork.org

All the information to be a good voter, and help your friends do the same in one place. Check out the toolkit for things to share.

[Voter to Voter](#)

The most effective way to increase turnout in your own network. Create a team or grow the one you have and get started today.

KSBallot.org/KSBoleta.org

Research who is on your ballot and make a voting plan.



THE voter NETWORK

Welcome to KSVotes.org!
Your Kansas Online Voter
Registration and Advance Ballot
Service

We can help you register to vote, check

REMINDER 2m ago

Sign up to vote by mail and check your registration before July 13 at **KSVOTES.ORG!**

Primary elections are August 03!



RELATIONAL ORGANIZING IS WHERE IT'S AT

People are much more likely to do something new if they're encouraged by someone (or an organization) they trust.

It's better if that organization is **NOT political!**

Traditional methods have shown to increase voter turnout by just 1%.

"Relational organizing" substantially outperforms contact by strangers.



- Investment in the same communities year after year



- Built-in networks!



- Social accountability

- Better contact rates

Local election turnout
in Kansas is just 20%

**YOUR
✓VOTE
MATTERS**



Voter to Voter launched in 2018 with support from health foundations.

- 1,500 volunteers talking to 25,000 voters
- Each volunteer commits to picking 10+ friends and helping them vote.
- Turnout rates in this network are consistently 20% higher than average. In 2020 that meant 91% compared to 72% statewide.

**Sign up with our
Kansas Climate CORE team today!**

Edit Team

BASIC INFORMATION

TEAM NAME

Kansas Climate Core

TEAM DESCRIPTION

Helping climate + energy supporters get engaged in voting.
Help us create a robust climate + energy leadership, get involved!

ADMIN INFORMATION: ADMIN CONTACT IS FOR PUBLIC DISPLAY PURPOSES ONLY.

ADMIN CONTACT NAME

Sarah Dehart Faltico

ADMIN CONTACT EMAIL

voters@climateandenergy.org

TEAM SETTINGS

DISPLAY THIS TEAM PUBLICLY.

UNCHECK THIS BOX IF YOU DON'T WANT YOUR TEAM TO DISPLAY ON THE PUBLIC LIST. YOU CAN STILL SEND SIGNUP LINKS DIRECTLY TO YOUR AMBASSADORS.

UPDATE

Nathaniel Stinnett

Environmental Voter
Project

nathaniel@environmentalvoter.org



Nathaniel Stinnett founded the Environmental Voter Project in 2015 after over a decade of experience as a senior advisor, consultant, and trainer for political campaigns and issue-advocacy nonprofits.

Hailed as a "visionary" by The New York Times, and dubbed "The Voting Guru" by Grist magazine, Stinnett is a frequent expert speaker on cutting-edge campaign techniques and the behavioral science behind getting people to vote.

He has held a variety of senior leadership and campaign manager positions on U.S. Senate, Congressional, state, and mayoral campaigns, and he sits on the Board of Advisors for MIT's Environmental Solutions Initiative. Formerly an attorney at the international law firm DLA Piper LLP, Stinnett holds a B.A. from Yale University and a J.D. from Boston College Law School. He lives in Boston, MA with his wife and two children.



KANSAS CLIMATE CORE KICKOFF



EVP

Climate + Energy Project

June 30, 2021

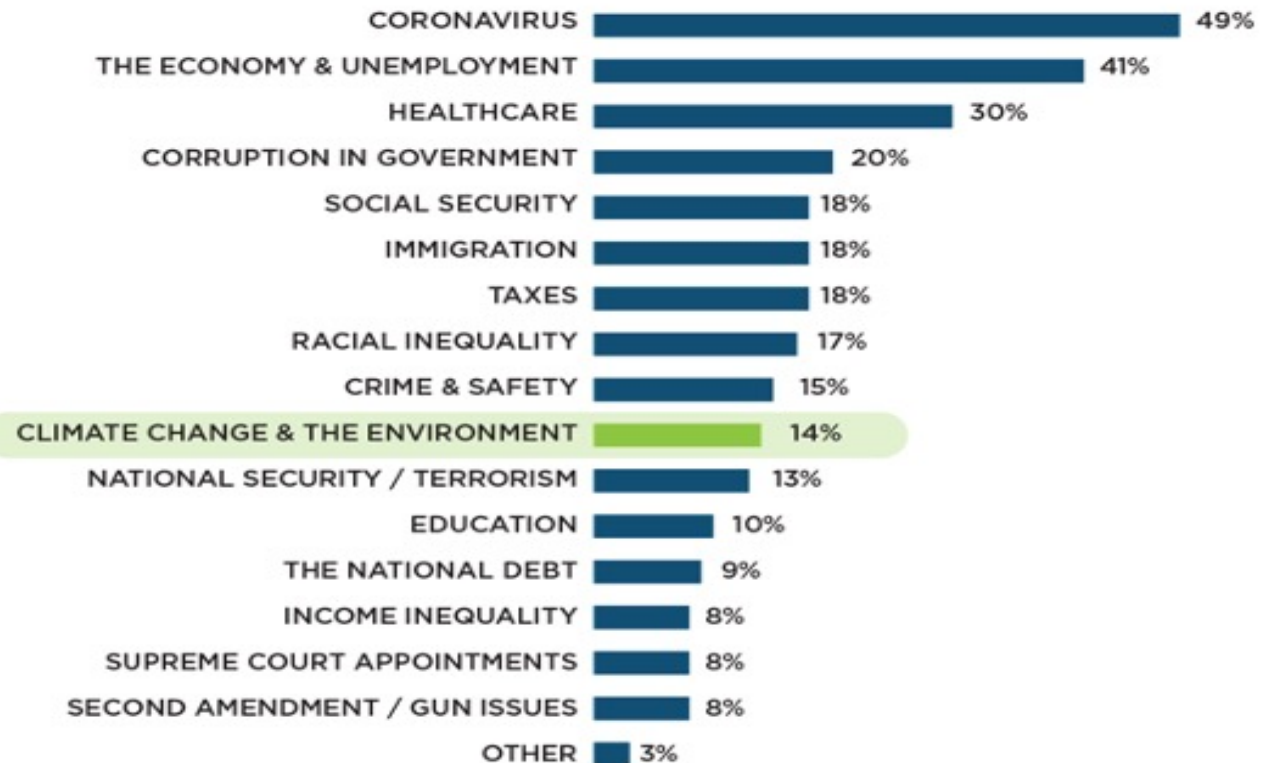
Why Can't We Consistently Enact Progressive Environmental Policy?



Voters do not prioritize environmental issues.

Poll of 2020 Presidential Election Voters

Most important issue to voters
(top three combined choices shown)



This is a Big Problem

The High Cost of Low Voter Demand



Campaigns Largely Target Likely Voters

Campaigns have limited time and money, so campaigns, PACs, and other groups usually only communicate with the people who are most likely to vote in a particular election.

Politicians Only Poll Likely Voters

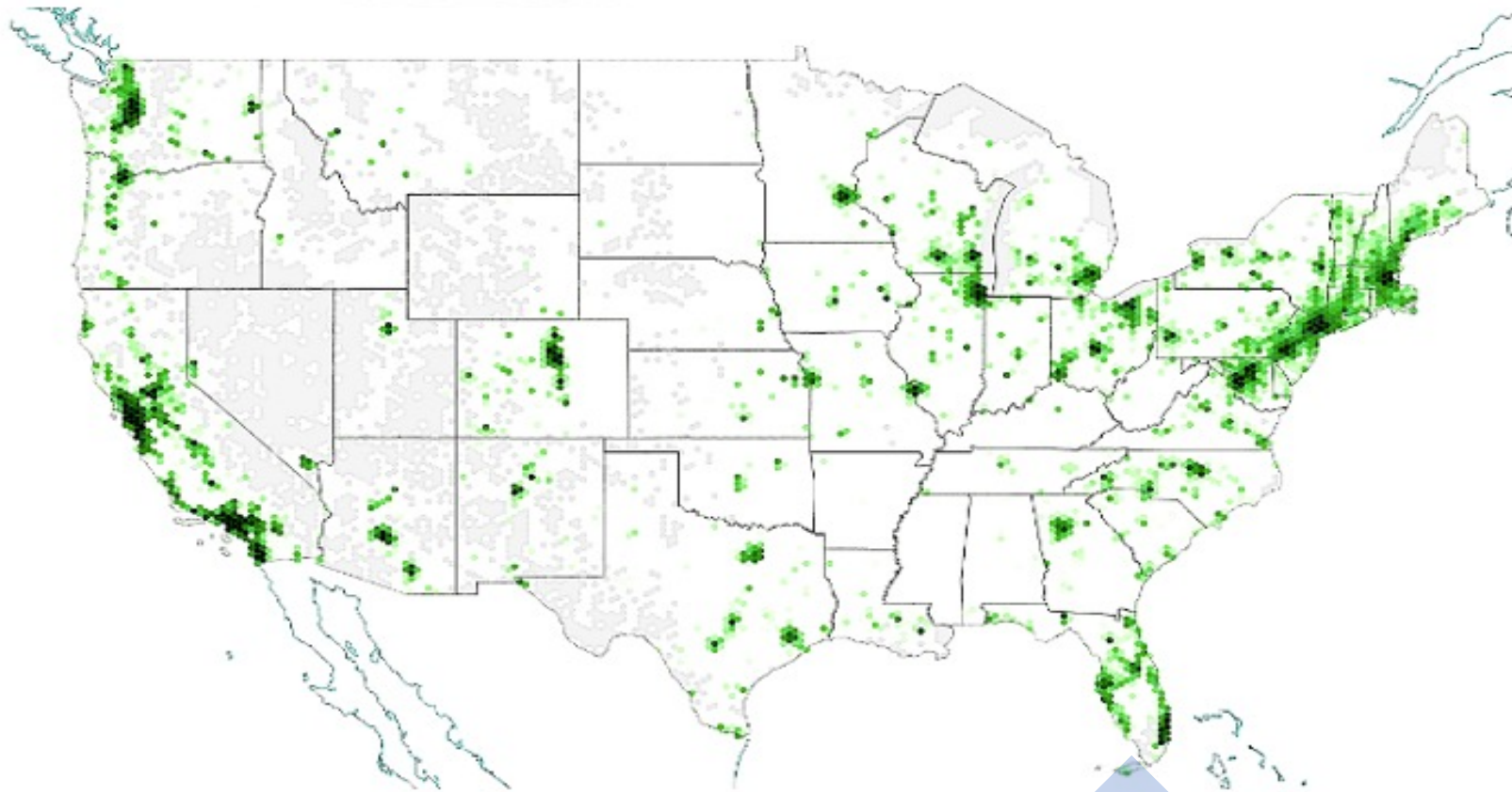
Because campaigns and outside groups only target “likely voters,” they also only poll likely voters to see which issues they care about. As a result, likely voters’ opinions end up being far more important to politicians than the opinions of other citizens.

This is Bad News for the Environment

Right now, every politician knows that likely voters rank environmental issues among their lowest concerns in each and every election. If voters aren’t demanding environmental leadership, why would politicians supply it?

But this is also a Big Opportunity

*8.1 million environmentalists did not vote in 2020;
We focus on turnout instead of persuasion*



Upcoming 2022 Midterm Elections



Millions of registered environmentalists are unlikely to vote

States	Low Propensity Environmental Voters (Midterms)*
Arizona	306,991
Colorado	597,553
Florida	794,332
Georgia	207,907
Kansas	72,330
Nevada	138,616
North Carolina	329,195
Pennsylvania	870,565
Texas	747,250

*Not counting all new registrants in 2021 and 2022.

The EVP Solution



*A long-term electorate-building approach;
Focus only on the non-voting environmentalists ignored by others*



Identification: With **big data analytics** and **predictive modeling**, we identify millions of environmentalists by name and street address. We then focus only on those environmentalists who are the least likely to vote.



Mobilization: Using proven voter-turnout messaging that relies on the **latest behavioral science**, we canvass, call, mail, and send digital ads to our target environmentalists in the lead-up to **every election** (federal, state, and local).

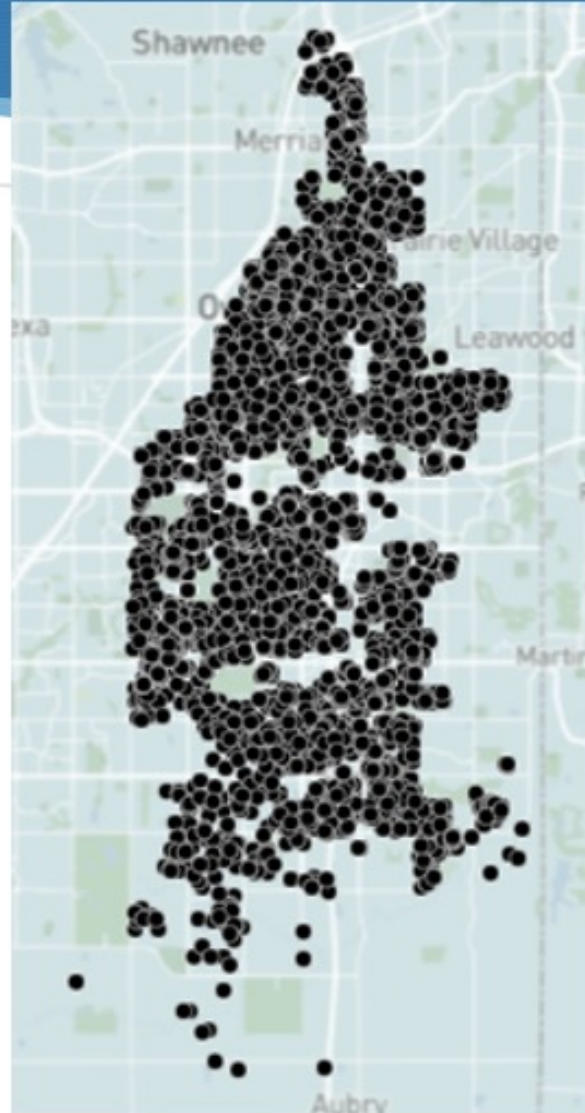


Habit Reinforcement: We regularly check public voter files to see which of our target environmentalists vote, and thank those who are improving their voting records. We continue to mobilize our targets until they become consistent super-voters.

Overland Park, KS

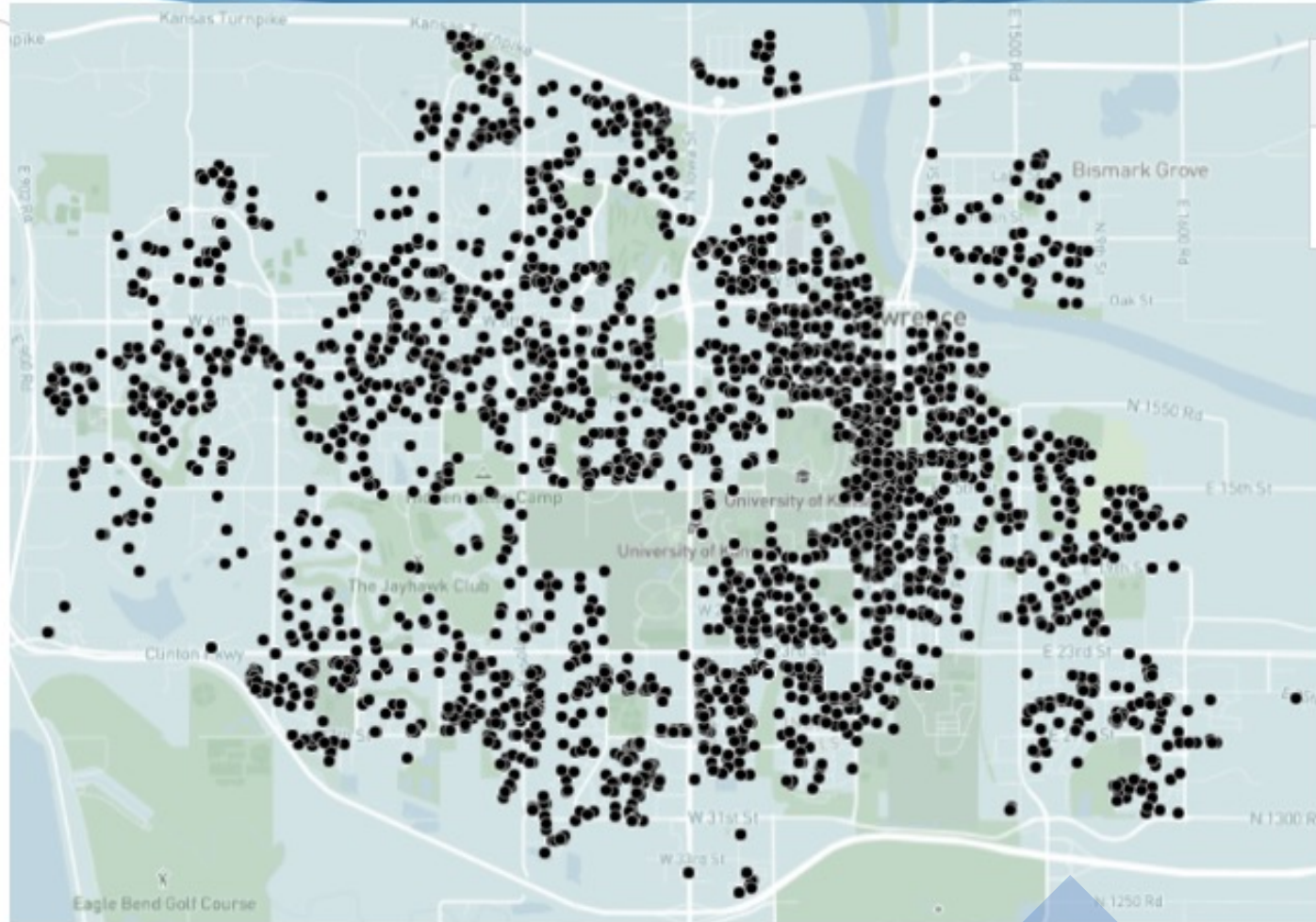


7,730 environment-first voters skipped the 2018 midterms



Lawrence, KS

6,371 environment-first voters skipped the 2018 midterms

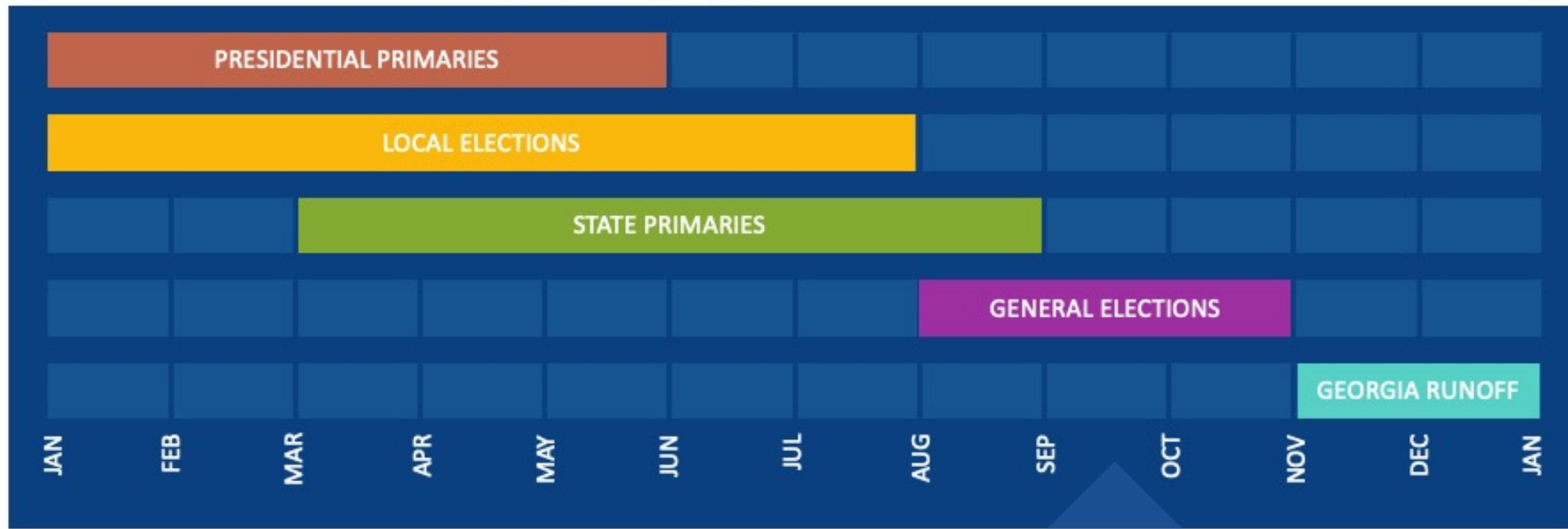


2020 Mobilizations

Using every election as a behavioral intervention opportunity



GROWING THE ENVIRONMENTAL ELECTORATE ACROSS 12 STATES



Total 2020 Voter Contacts

Jan. 1, 2020 – Jan. 5, 2021 (Georgia runoffs)

EVP



5.1 million
Calls to voters



10.1 million
Text messages sent



215,000
Actual conversations



101 million
Digital ad impressions



1.4 million
Pieces of direct mail

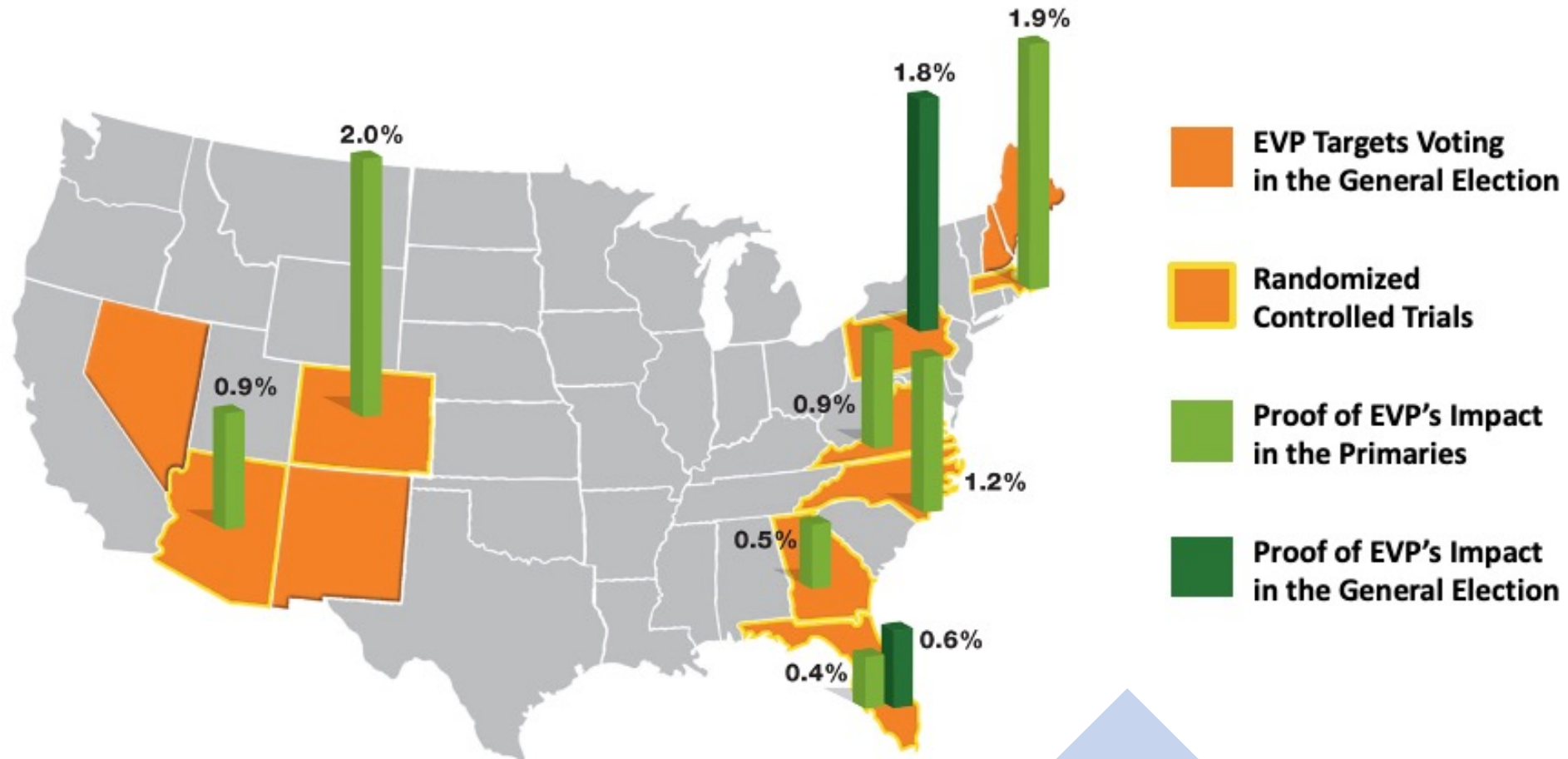
*"I have volunteered for many aspects of data handling in campaigns, starting with the Hillary campaign. This includes using VAN for doing phone banks, using several different apps for doing canvassing and for texting campaigns. From a volunteer's standpoint, EVP has **hands-down the best voter data set** that I (and my colleagues) have experienced. We get a lot of positive responses and therefore really feel like we are making an impact."*

- Sheryl (California)

2020 Impact



Throughout 2020, EVP boosted turnout in hundreds of local, state, and federal elections



Georgia Runoffs



*When the eyes of the world turned to Georgia,
EVP was already there*

Background: In April of 2017, Georgia was EVP's very first expansion state.

Pre-Election Impact: EVP helped turn **66,929** non-voting and seldom-voting Georgia environmentalists into **consistent super voters**.

Runoff Mobilizations: EVP targets unlikely to vote environmentalist

- **825,007** phone calls
- **538,106** pieces of direct mail
- **1.1 million** text messages
- **12.7 million** digital ad impressions



EVP is responsible for:

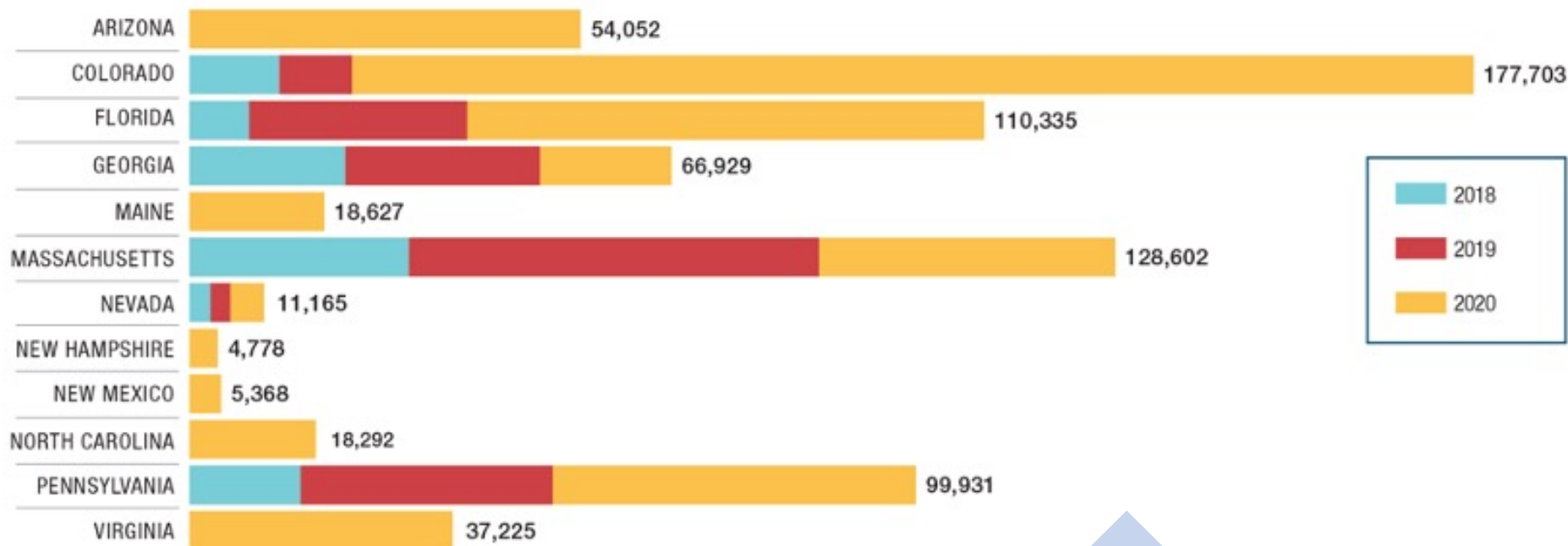
- Helping create **66,929** Georgia super voters since 2017
- Increasing turnout by **0.9 percentage points** among **382,643** target voters in the 2021 runoffs alone

Cumulative Impact

Building an unstoppable army of environmental voters



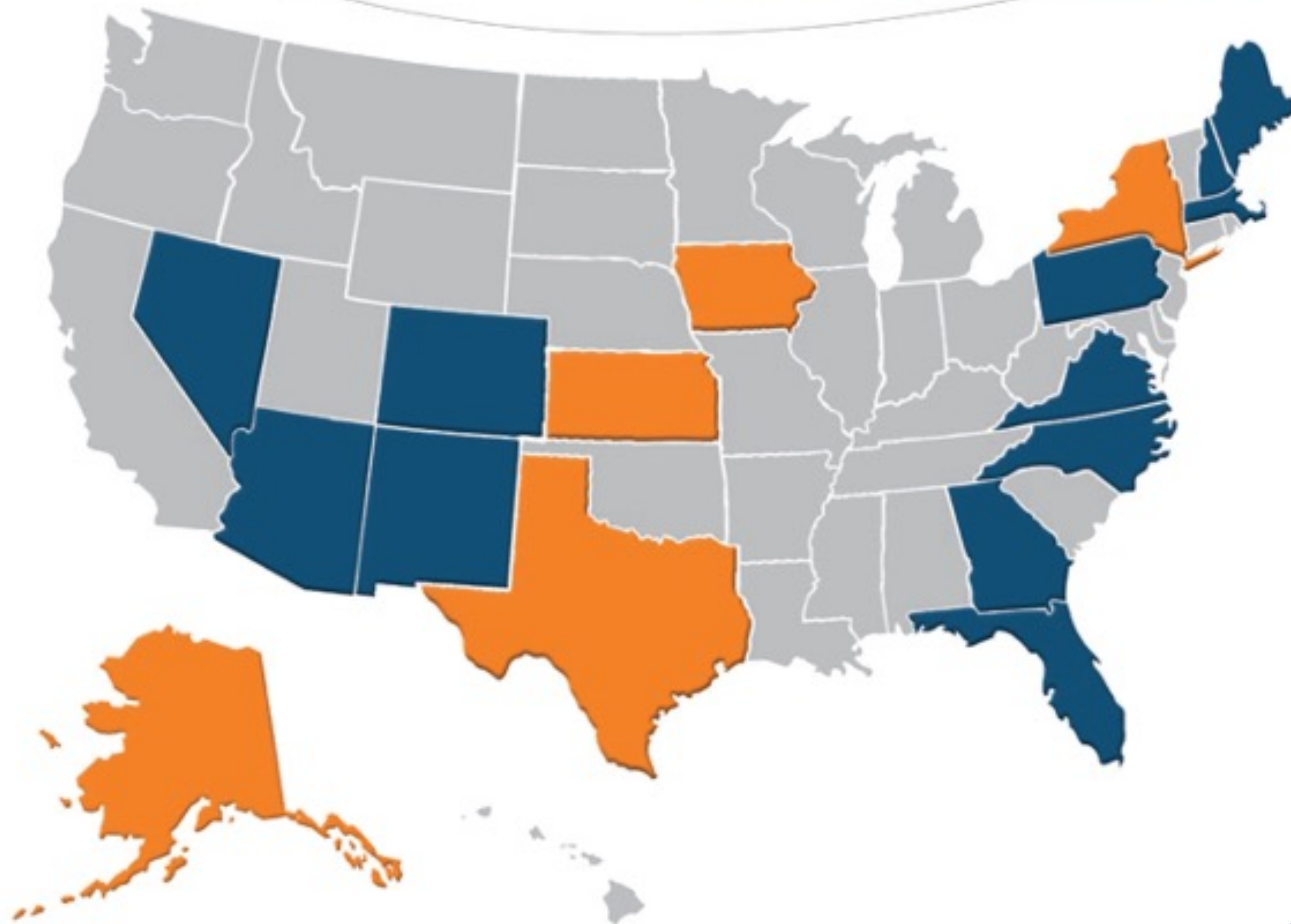
730,000 SUPER VOTERS CREATED IN 5 YEARS



17 States in 2021



In March, we expanded into 5 new states. We'll be active in 800+ local elections to continue growing our cumulative impact



 **Current EVP States**

 **2021 Expansion States**

In 2021, EVP is thrilled to be expanding into five new states: Alaska, Iowa, Kansas, New York, and Texas, each of which has a significant population of non-voting environmentalists and lots of 2021 elections in which to contact them.

Who are EVP targets in Kansas?



Just released data comparing low propensity environmental voters in Kansas to the overall electorate in Kansas

	18-24	25-34	35-49	50-64	65+	M A L E	F E M A L E	U N K O W N	W H I T E	B L A C K	H I S P A N I C	A A P I	N A T A M E R	U N C O D E D
LPEVs	42.4%	40.5%	9.6%	3.6%	4.0%	40.6%	58.8%	0.6%	82.9%	1.5%	5.5%	1.6%	0.2%	8.3%
RVs	10.3%	17.1%	23.7%	24.7%	24.2%	47.6%	52.3%	0.1%	90.0%	2.5%	3.2%	0.6%	0.1%	3.6%

LPEVs = low propensity environmental voters in Kansas

RVs = registered voters in Kansas

Every Election Matters

A snapshot of where EVP will be active in 2021.



Jan – April

**500,000
voter targets**

Fort Collins, CO
Colorado Springs, CO
Newton, MA
MA local elections
Gainesville, FL
Phoenix, AZ
Anchorage, AK
Sen. Dist. 38, VA
Boulder City, NV
FL local elections
GA local elections

May – August

**2.5 million
voter targets**

Texas CD-6
San Antonio, TX
TX local elections
New Mexico CD-1
Virginia state primary
Pennsylvania state primary
New York City, NY
NY local elections
Tucson, AZ
KS local elections
ME local elections
FL local elections
MA local elections

Sept – Oct

**1.5 million
voter targets**

Boston, MA
MA local elections
Raleigh, NC
Charlotte, NC
NC local elections
AK local elections
IA local elections
FL local elections
NH local elections
GA local elections
NM local elections

Nov – Dec

**5 million
voter targets**

Atlanta, GA
GA local elections
Boston, MA
MA local elections
New York statewide
Virginia statewide
Colorado statewide
Pennsylvania statewide
Maine statewide
Texas statewide
NC local elections
FL local elections
KS local elections
IA local elections

Year-round Mobilization Opportunities

Using every Kansas election as an opportunity to improve environmentalists' voting habits



What You Can Do Now

Easy and impactful



Pledge to Vote

climateandenergy.org/what-we-do/civic-participation

Promising to vote (and then being reminded of that promise) dramatically increases someone's likelihood of voting.



Volunteer

climateandenergy.org/what-we-do/civic-participation

We have year-round opportunities for Kansans to mobilize low propensity environmental voters. We especially need callers and canvassers.



Be a Loud & Proud Environmental Voter

Peer pressure works. Make sure your friends know that being a voter is important to you as a person and as an environmentalist.



nathaniel@environmentalvoter.org

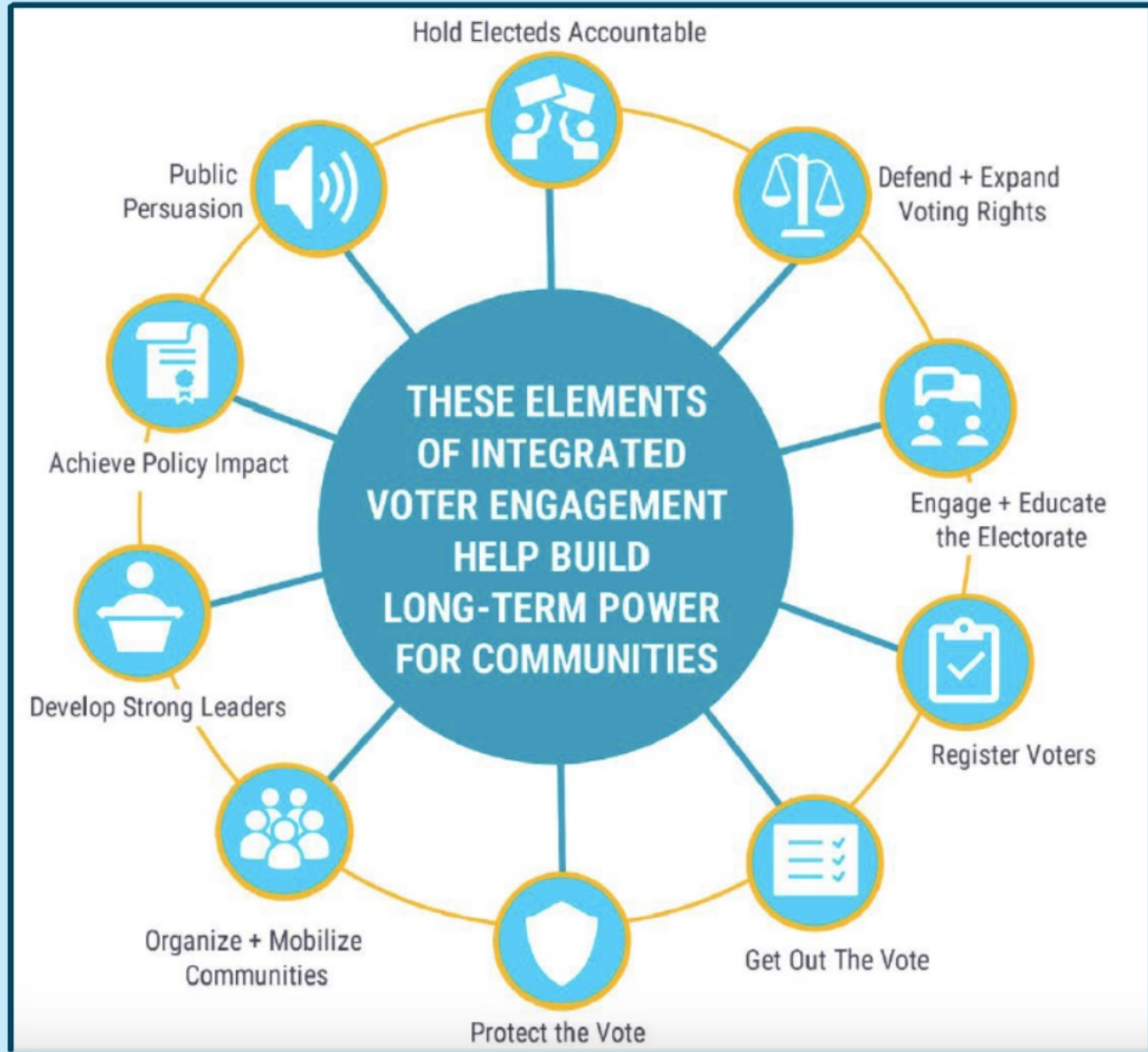


Kansas Climate CORE: Community Organizing for Resilience + Equity

- New face of CEP's Integrated Voter Engagement Work (formerly CEVTA)
- Increase voter awareness and engagement on the links between health, climate resilience, equity, and energy.
- Taking Action:
 - Trainings
 - Relational organizing
 - Voter education
 - Community engagement

KansasClimate **CORE**

Community Organizing for Resilience + Equity
Powered by the Climate + Energy Project





**Organize + Mobilize
Communities**



Get Out the Vote

Kansas Climate CORE Voter Pledge

Kansas Climate CORE Voter Pledge

"I pledge to be a consistent voter, and I will always prioritize climate issues."

Why pledge? Most people just need a small nudge to remember to vote, so the Climate + Energy Project and Environmental Voter Project are working together to send you free election reminders before every election. Studies have shown that these simple reminders can dramatically increase your likelihood of voting.

Please fill in your entire street address so the Environmental Voter Project can remind you about all of your elections.

Contact Information

First Name

Last Name

Street Address

Zip Code

City

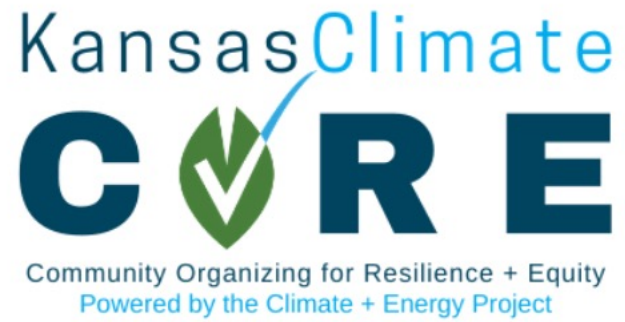
State

Email

Home Phone (Optional)

Mobile Phone (Optional)

Sign



Public Persuasion



**Educating +
Engaging the
Electorate**



Achieving Policy Impact



Holding Electeds Accountable

Take Action!



Become a KS Climate CORE member!



Kansas Climate CORE Voter Pledge



Relational Organizing



Phone Banking



Kansas Environmental Leadership



Upcoming Dates



Phone Bank Training

July 14th 5:30 - 6:30 pm

July 15th 1:00 - 2:00 pm

Early Voting & Primaries

Aug 3 Primary

July 24 Early Voting (Overland Park)

July 14 Early Voting (Lawrence)

Funded By



KANSAS HEALTH
FOUNDATION