



Florida Conservation Voters
2016 Election Report

Dear Conservation Voter,

When we founded Florida Conservation Voters just over one year ago, our mission was clear - make the environment a key issue in elections and elect conservation leaders to public office.

As one of our strongest supporters, I am proud to report to you that we made huge strides this year towards achieving this goal. Because of our work, conservation and energy issues were front and center for voters throughout the state.

Our biggest victory was the defeat of the deceptive, anti-solar amendment bankrolled by Florida's biggest utilities. With only a small fraction of their resources, we won because Floridians like you helped spread the word and amplify our message on social media and by talking with your friends and neighbors.

Of course, this election was not without its challenges. It was difficult to predict how significantly the divisive course of the presidential election would affect voter turnout and down-ballot races. But in the end, our team successfully made fracking the top issue in two highly-contested state Senate races. We also helped three of our four endorsed candidates win seats in the state House of Representatives.

These victories are just the beginning, and they affirm that we can and should reach voters by focusing on the issues they care about. People from all walks of life and political persuasions are worried about the fate of Florida's waters and are hopeful for a clean energy future. Now, more than ever, we must join together and stand up for our parks, springs, estuaries, wildlife, and renewable energy solutions.



Florida's future is in your hands,

Alik Moncrief
Executive Director
Florida Conservation Voters

FCV's Board of Directors

Will Abberger, Chair
Pegeen Hanrahan, Treasurer
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Local Ballot Initiatives

YES on Conservation 20/20 (Lee County)



Save Our Indian River Lagoon (Brevard County)



Wild Spaces & Public Places (Alachua County)



In the spirit of the 2014 Water & Land Legacy Amendment, FCV helped pass local conservation initiatives in three Florida counties. The initiatives will help generate funds for critical environmental programs like restoring the Indian River Lagoon, acquiring land for parks, and protecting critical watersheds.

Congratulations to Yes on Conservation 20/20, Alachua Wild Spaces Public Places, and Save Our Lagoon.

#NoOn1: Making Florida the Solar State

Defeating the utility-backed, anti-solar Amendment 1 may be the single biggest upset in Florida's modern political history.

The state's largest investor-owned utility companies funneled an astounding \$26 million into a campaign to maintain their monopoly on Florida's energy market, which currently relies heavily on fossil fuels. Using every form of communication available, from robo-calls to expensive TV ads, the utilities deceptively painted Amendment 1 as pro-solar and pro-consumer.

In response, Florida Conservation Voters launched a massive, but targeted, truth campaign reaching more than 11 million voters in the weeks leading up to the election. We delivered #NoOn1 messages to more than 10 million voters online. We also sent #NoOn1 mail to more than 600,000 likely voters, texted 100,000 millennial voters, and made 1 million calls to Florida seniors and other key voting groups.

When voters learned that the utilities' real goal was to limit rooftop and community solar, their "yes" votes quickly became hard "no's." Against the most well-funded amendment campaign in Florida's history, we beat the odds. We launched our truth campaign just as early voting began, and because of our work to bolster the earned media efforts of Florida's diverse community of solar advocates, the amendment fell far short of the 60% needed to pass.



600,000

voters received our #NoOn1 mailers



10.2 million

voters reached online



1 million

phone calls targeted to senior voters



100,000

texts sent to Millennial voters

“The failure of Amendment 1 is the clearest signal yet that Floridians want more access to clean solar energy. There is no greater threat to Florida than climate change and sea level rise. We're excited to see citizens so energized to make Florida 'The Solar State.'

- Alik Moncrief, Florida Conservation Voters



4.4 million voters said #NoOn1

FCV's Senate Strategy

Our Senate strategy was straightforward: make conservation a key issue for candidates and voters. By doing so, we aimed to hold legislators accountable for their environmental track records.

Case in point: in two Senate races, we elevated fracking to center stage. Our endorsed candidates, Bob Buesing (SD18) and Rod Smith (SD8), unequivocally vowed to ban fracking statewide if elected. In contrast, their opponents - Reps. Dana Young and Keith Perry - had voted for fracking every time during their tenure as state representatives.

We used earned media, web videos, social media, email, and targeted US mail to likely voters to call out Reps. Young and Perry on their support for fracking. Because of our hard-hitting work to expose their support for fracking, they moved away from their previous pro-fracking positions. Rep. Young ultimately told the Tampa Bay Times she "strongly opposes fracking in Florida and will continue to seek a statewide ban." In a television ad to voters, Rep. Keith Perry had no choice but to express support for a ban on "unregulated" fracking.

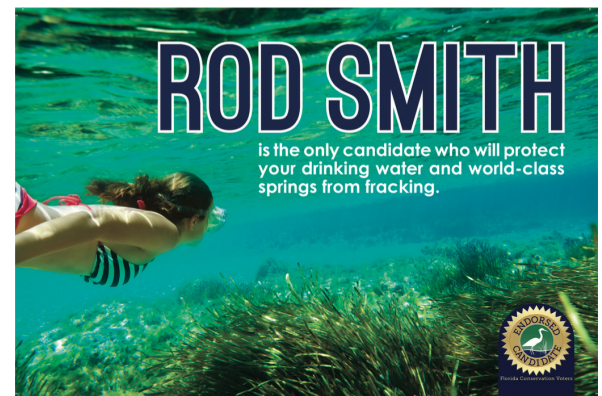
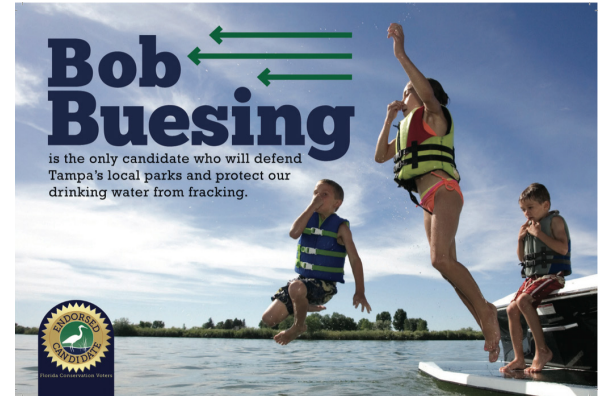
Benefitting from larger political forces at play, Dana Young and Keith Perry won their bids for the Florida Senate. But this loss is still a win for Florida's environment. Now we can hold them to the commitment they made on the campaign trail to support a ban on fracking in Florida, once and for all.

“Fracking has emerged as the biggest issue in the campaign.
November 2, 2016



60,000

mailers sent to likely voters



Tampa Bay Times
tampabay.com

FCV's Endorsed House Candidates Head for Tallahassee



Thad Altman, District 52



Ben Diamond, District 68



Erin Grall, District 54