



Conservation Colorado

2020 ELECTIONS REPORT

Dear Friend,

I am so proud of the work we did in this election and it wouldn't have been possible without you. From the presidential race down to local initiatives, Coloradans voted to protect our climate, lands, water, and communities.

First, Coloradans rejected Donald Trump, his corrosive brand of politics, and his attacks on our communities.

We also voted to elect former Governor John Hickenlooper to the U.S. Senate. Hickenlooper defeated Senator Cory Gardner — who spent much of the campaign “greenwashing” his dismal environmental record — by a strong margin.

And we didn't stop there. Across the state, Coloradans elected pro-conservation champions to state and local offices and passed strong local measures to protect our air, land, water, and communities.

- We expanded the pro-conservation majority in the state Senate, setting the stage for major strides on climate policy in the coming year.
- We maintained the pro-conservation state House majority and added some new champions to the roster.
- We flipped the Arapahoe county commission to a pro-conservation majority and defended pro-conservation commission majorities in Adams, Gunnison, Jefferson, and La Plata, many of which are top oil and gas producing counties.
- And we passed strong local ballot measures including Denver's nationally significant initiative to increase climate funding and two measures to keep our rivers healthy and flowing and protect clean drinking water.

These victories are all thanks to your hard work, leadership, and support. And while I am extremely proud of what we've accomplished, our job is not done. Now the work to build back better begins.

We need President-elect Biden to implement his bold climate plan in the White House and support states innovating to reduce pollution and tackle climate change. It is essential that Colorado continues to be a leader by hitting our climate targets, implementing oil and gas reforms, leading on the goal of protecting 30 percent of our land and water over the next decade, and directly confronting the impacts of environmental racism in our state.

We've already accomplished so much. I look forward to seeing what else we do to move our state forward — together!

For Colorado,

Kelly Nordini
Executive Director
November 2020

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HOW WE WON

Across our family of organizations, **we raised and spent roughly \$1.4 million** on ballot measures, state, and local races, including the state's largest effort to elect county commissioners; targeted communication to engage Latinx voters, including bilingual mailers, Spanish-language radio, and tailored messaging; and a comprehensive volunteer and member mobilization effort.

Our combined efforts contacted over 460,000 voters, delivered hundreds of thousands of mail pieces, millions of digital impressions, and mobilized hundreds of volunteer shifts across the state.

Key Program Stats

- Colorado's largest program targeting county commission races
- 193 volunteer shifts
- 58,079 calls made
- 93,232 texts sent
- Nearly 350,000 mail pieces sent to voters in target races across the state
- More than 460,000 voters contacted
- 3,600,000 digital impressions, including 1,200,000 with Latinx voters and over 800,000 video views

Candidate/Endorsement Stats:

- A record 56 candidates — 85% of those we endorsed — won their races.
- Of our endorsed candidates, 32% are people of color, over 60% are women, and 10% are LGBTQIA



FROM THE FIELD

I was enthusiastic when phone banking for Senator Rachel Zenzinger and Representative Brianna Titone because I knew that both of these candidates were passionate about passing local and state policies to combat climate change.

I spoke to over 200 folks in the community about these two ladies during election season, and the commitment to our environment swayed several voters in their favor!

Rebekah Hernandez
Front Range Field Organizer



WHAT WE ACCOMPLISHED

This election, conservation issues made the difference in Colorado's key races. From the presidential race down to local initiatives, Coloradans voted to protect our climate, lands, water, and communities.

President-elect Joe Biden ran on the most ambitious climate platform in American history and won Colorado by the largest margin of any presidential candidate since 1984.

Cory Gardner and his allies spent millions trying to greenwash his record, but voters saw through the charade.

Nearly six-in-ten voters agreed that Gardner “pretends to care about the environment in Colorado but votes with corporate polluters in Washington.”

By the end of the campaign, voters trusted Hickenlooper over Gardner on “protecting the environment and combating climate change” and “protecting Colorado’s public lands” by 24- and 19-point margins, respectively.

The majority in the state Senate grew as voters reelected every pro-conservation state Senator on the ballot and Chris Kolker flipped an open seat in Arapahoe County. This will allow our leaders to continue advancing policy to protect our climate and public health and safety in 2021 and beyond.

The pro-conservation majority in the state House held steady at 41 seats and we welcomed some new champions to the roster. **Equity and representation are critical pieces of Conservation Colorado’s work**, and we are pleased to welcome Iman Jodeh, Colorado’s first-ever Muslim lawmaker, and David Ortiz, a veteran and community advocate.

We secured or defended pro-conservation majorities on county commissions in Arapahoe, Gunnison, Jefferson, and La Plata counties and successfully defended the pro-conservation majority on the Adams County Commission that passed the state’s strongest regulations to rein in oil and gas polluters and protect public health and safety. These county commissioners will play a critical role in protecting our climate, air, and communities in the coming years.

Finally, we helped pass critical funding measures to protect our climate, air, and water. These include Denver’s ballot measure 2A — a new template for local climate action — and measures 7A in the Colorado River District and 7A in the St. Vrain River District to keep our rivers healthy and flowing and protect clean drinking water.



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