



★★★ LEAD LOCALLY 2024

END OF YEAR IMPACT REPORT

OUR BIGGEST CYCLE TO DATE



Friends,

The outcomes of the 2024 elections make it clear: state and local elections are more important than ever for the climate.

We'll cut to the chase: this election did not end the way we wanted it to federally. The Trump administration will be a violent one, particularly for our climate, and we are feeling this loss to our core. It will be critical over the next 4 years to have progressive climate legislators in city and state office who can stand up to the White House, refuse to administer its hateful agenda, and lead on an equitable and fast transition to clean energy despite federal backtracking.

In 2024, we elected 95 state and local candidates who are strategically positioned to push back against Trump, and who will lead on climate in their states and cities. From city councils to state legislatures we saw compelling climate campaigns win at the ballot box with major grassroots support.

Lead Locally had our biggest cycle to date – we engaged in more elections, raised more money, and supported more organizing than ever before. And we're prepared to carry this work forward, looking for more opportunities to win at the ballot box in 2025 and 2026, and ready to work with state and local electeds to fight back against Trump's attacks on our climate.

In our end of year report, we get into the details of how our candidates did, how our programs performed, and what lies ahead – but before diving in, we wanted to sincerely thank all of our supporters, partners and volunteers. We are a small team, and could sincerely not do this without the deep partnership of so many people.

Over the next four years, we know it will be more important than ever to fight boldly, organize strategically, and harness our community's collective strength to protect communities and our climate.

190 CANDIDATES ENDORSED
95 CANDIDATES WON

15 ORGANIZING FELLOWS SUPPORTED
TO ORGANIZE LOCALLY

\$260K RAISED DIRECT
TO CANDIDATES

141 VOLUNTEERS RECRUITED TO
PA TO KNOCK DOORS

215K PHONE CALLS TO VOTERS IN
BATTLEGROUND DISTRICTS

21K+ DOORS IN THE FINAL
DAYS OF THE ELECTION

OUR 2024 BY THE NUMBERS

Lead Locally endorsed and supported in over 190 downballot elections where there was something major at stake on climate and environmental justice.

Of our 190 endorsements, 95 won their elections, which means our win rate was 50% – while of course we would love to win them all, we also believe in taking risks and organizing with ambition, so we are proud of the progress we made.

Along with the 95 candidates who won election in November 2024, there are 82 incumbents still in office who we supported in previous cycles, meaning that on January 20, 2025, 177 of our champions will be in power and will be well positioned to fight for their communities.



OUR 2024 SPOTLIGHTS



MUNICIPAL ELECTIONS

In municipal elections across the country, we helped 33 climate champions flip seats, positioning their local governments to lead on climate.



NEW MEXICO

In New Mexico, a state that the oil & gas industry are very heavily invested in, during the primaries we elected 8 new climate champs who support initiatives to transition NM to clean energy.



GAINS IN CRITICAL STATES

We made gains in critical state legislatures like Wisconsin and North Carolina – in North Carolina we broke a Republican super majority.



STATE LEGISLATURES

Democrats in PA continue to hold the State House, and in AZ they only lost 3 seats across the State House and State Senate, hopefully positioning them for flips in 2026.



PORTLAND, OREGON

Portland (OR) elected a progressive climate majority to its brand-new city council positioned to fight the Zenith oil terminal and pass clean energy legislation.



“When we launched our campaign we knew that to break into local politics would require a commitment to deep organizing work that wove together climate, labor, tenant rights and youth movements. Lead Locally was one of our first endorsers which really enabled this organizing work that set us up to win. It’s a model that works and a bright light in a challenging political landscape.”

- Mitch Green, Portland City Councilmember-Elect

The flippable state legislatures that neither flipped...nor lost ground: PA & AZ

Two state legislatures, Pennsylvania and Arizona, stood out this year not only as critical for the race for the White House, but also as targets to flip both chambers for Democrats and achieve a trifecta for climate action under Democratic Governors.



In PA, Democrats kept their majority in the State House.

The race this year was to expand that majority and flip the Senate, and while we didn't achieve that, incumbents in the State House were able to hold their seats in tough districts. In what ended up being a tough race up-ballot, this is a remarkable win, and with Governor Shapiro in office, it will ensure PA does not backslide on climate this session.



While the Arizona Democratic caucus lost in both chambers this year, it was an extremely close margin down ballot and the party ended up only

losing 3 seats across both the State House and Senate. Arizona will continue to be at the crosshairs of many environmental crises - a water crisis, increasing heatwaves, overdevelopment - but also hold some of the strongest potential for solar energy expansion. We're working to learn from these losses and position the state to win a trifecta in upcoming cycles.

Progressive climate champions take power in cities across the country

In cities across the country, progressives elected climate champions into city government that will be critical to standing up to Trump's agenda. From Portland, OR to Richmond, VA and cities across California, we saw progressives win with agendas around climate, affordable housing, and municipal leadership. Progressive climate champions that won on Nov 5:



RYAN MELLO

was elected County Executive of Pierce County (WA) and will be a clean energy leader in the second-biggest county in the state.



ANNA HERNANDEZ

for Phoenix (AZ) City Council Ward 7 - An environmental justice leader in the State Senate, she'll be a voice for Phoenix's frontline communities.



YSABEL JURADO

for Los Angeles (CA) City Council District 14 - A progressive labor leader, Jurado has replaced a scandal-prone incumbent on a Green New Deal campaign platform.



JACKIE FIELDER

for San Francisco (CA) Supervisor District 9 - A well known climate organizer in the Bay, Fielder will be one of the city's first indigenous representatives and a fighter for climate campaigns.



EDWARD WRIGHT

for BART (CA) Board District 9 - A leader for public transit will have a seat governing one of the country's largest public transit systems.



KENYA GIBSON

for Richmond (VA) City Council District - A progressive school board member will fight for decarbonization and affordable housing in Richmond, which regulates its own gas utility.



COREY JONES

for Providence (RI) School Board District 1 - ran on a Green New Deal for Providence's schools and will push for zoning to move polluting industries away from schools.



PEDRO TORRES JR

for Franklin Public Utility (WA) District 3 - ran to ensure his utility invests in renewables and keeping energy affordable.



WES PELLETIER

for Portland (ME) City Council District 2 - ran to fight coal storage in Portland, and fight for emissions-free buildings.



CHELSEA JOHNSON

for Lancaster County (NE) Board of Commissioner District 4 – flipped a seat on a critical county commission for renewable energy permitting.



TERRA LAWSON-REMER

for San Diego (CA) Board of Supervisors District 3 - Her win will maintain a Democratic and pro-climate majority on the county board.



MILES LUCERO

for Pueblo County (CO) Commission District 1 - ran to clean up the grid and protect the community for local coal pollution.



MIKE SIEGEL

for Austin (TX) City Council District 7 - a civil rights attorney, Mike ran to stand up to a hostile state government, and to lead Austin’s public utility to retire a coal plant and transition to clean energy. He won in a runoff by 200 votes (!!)

and our phonebanks reached over 4,000 voters - clearly having an impact on the race!



SHANNON SINGLETON & MEGHAN MOYER

for Multnomah County (OR) - Their wins ensure a progressive majority in the Portland metro areas that will act on climate and affordable housing.



CLAUDIA JIMENEZ & SUE WILSON

Richmond (CA) City Council - their elections maintain a progressive majority on city council that recently forced the local Chevron refinery to pay concessions to the city’s general fund for climate damages, and has shown some of the strongest municipal leadership on climate justice initiatives.



“Lead Locally was so helpful in our campaign. At a crucial time when we needed more momentum after our primary election, Lead Locally came in with critical funding from donors across the country to ensure we had the resources to communicate at scale. Local governments are on the front lines of mitigating the climate crisis but often have such a difficult time raising funds at scale. Lead Locally bridged that gap for me and helped us be successful in flipping our seat so we can now lead countywide.”

Ryan Mello, Pierce County Executive-Elect

Defending Wins in Legislatures That Recently Passed Major Climate Policy

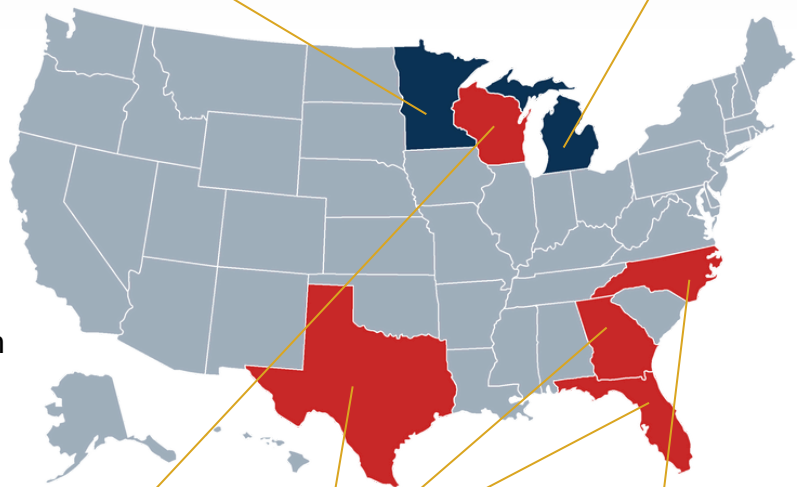
Following major gains in the 2022 elections, both Minnesota and Michigan passed major climate and energy policy, and this year it was critical to defend those wins from Republicans regaining control in those legislatures.

MN: Minnesota legislative leaders passed a swath of progressive reforms, climate and otherwise, that ultimately Governor Walz signed into law. This year Democrats held their slim majority in the State Senate by winning the one special election that was held, and the State House is currently too close to call, but there will either be very tight margins or it will be tied. State legislative leaders and Governor Walz should be able to prevent any backsliding on climate and energy policy.

MI: Democrats lost the majority by one-seat in the State House, but maintain their majority in the State Senate (where there weren't elections this year). The State Senate and Governor Whitmer should be able to stop any attacks on the state's climate and energy policy.

Building in gerrymandered states

Following major gains in the 2022 elections, both Minnesota and Michigan passed major climate and energy policy, and this year it was critical to defend those wins from Republicans regaining control in those legislatures.



WI: Democrats have expanded their numbers in both chambers! From our slate, Joe Sheehan flipped a State House seat, and Jodi Emerson has kept her State House seat in a competitive district!

GA/TX/FL: While candidates we supported won in each of these states, Democrats did not meaningfully shift the makeup of these state legislatures.

NC: Democrats have ended a Republican supermajority in their State House! Democrats have expanded their House caucus and ended a Republican supermajority in the process – blocking their ability to legislate an anti-climate agenda without opposition. Democrat Josh Stein has also won the governorship, ensuring a Governor's mansion that can block the worst of any Republican efforts to roll back climate progress.

OUR 2024

CANDIDATE SPOTLIGHTS



MN: Kari Rehrauer

As a science teacher with 20 years under her belt, Rehrauer was inspired to run for Coon City Council after the 2016 presidential election when she was dismayed by the anti-science, anti-environmental direction the country was taking. On city council, she helped pass bills that allowed commercial solar in the city and helped develop and pass the Coon Rapids Energy Plan to expand clean energy use. In the state legislature, she'll continue the fight to decarbonize the state's utility, transportation, housing, and much more.



NC: Beth Helfrich

Beth Helfrich has flipped a Republican seat by 4 points! Helfrich is a teacher and school administrator of 20 years who ran to speed up NC's clean energy transition, hit the targets outlined in the Governor's executive order committing the state to the goals of the Paris Climate Accords, to advocate for conservation, and to fight for environmental justice on issues like outdated infrastructure and worker protections.

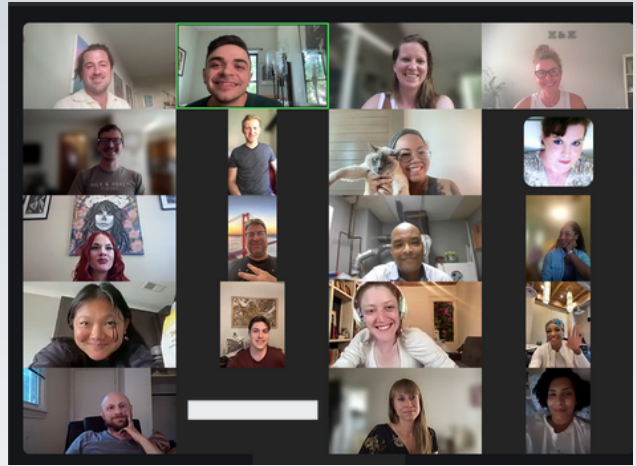


OUR 2024 PROGRAM REPORTBACK

RUN FOR CLIMATE

We started the year with a powerful series of virtual trainings to identify and support prospective candidates. In 2024, over 80 people attended our Run for Climate trainings, and received powerful training on communications and field organizing, fundraising and building strong teams. Several participants have gone on to run for office or hold leadership positions in local campaigns.

Our Run for Climate training also featured a panel discussion open to the public on Running on the Green New Deal, featuring three Lead Locally endorsees now in office:



- Virginia Delegate Rae Cousins, who won a seat against the state utility's spending and has led on holding it accountable for climate action & environmental justice.
- Louisiana Public Service Commissioner Davante Lewis, who beat industry spending to fight for clean energy in the Gulf
- And Wisconsin State Rep Greta Neubauer, who helped lead the drafting of WI Dems state climate plan

DO YOU KNOW SOMEONE WHO SHOULD RUN FOR OFFICE? WE ARE CURRENTLY RECRUITING FOR OUR NEXT SERIES, JAN 28 - FEB 13. [SIGN UP HERE.](#)

ORGANIZING FELLOWSHIP

To support more powerful grassroots organizing, in 2024 we ran a fellowship program that trained and stipended 15 organizing fellows to work part-time in some of our highest priority elections. The fellows received weekly trainings, and led phonebanking and canvassing efforts to directly speak with and mobilize voters. Their work recruiting volunteers helped to supercharge existing field programs with limited resources.

The fellowship focused on elections in PA, AZ, OR and TX, and across the board candidates and partners shared with us that the fellows were consistently leading some of the most effective organizing.



Fellows reported that they learned critical organizing skills over the course of the fellowship. Many intend to continue grassroots climate organizing, or even run for office themselves.

CALLS FOR CLIMATE

Our calls for climate series contacted 215,707 voters in the final 10 weeks of the general election. Hosting phonebank sessions, we gathered a team who called into critical battleground districts. And with 474 volunteer shifts, our series made a big impact: each phonebank yielded hundreds of voter IDs.



“Lead Locally has been consistent and stood by our campaign against heavy polluting industries -- and for that we are eternally grateful.”

- Sylvia Campos | Corpus Christi (TX)
City Councilmember

DIRECT-TO-CANDIDATE FUNDRAISING

In addition to supporting candidates with training and organizing support, Lead Locally raises resources direct-to-candidates so that their campaigns have the resources they need to win. Grassroots candidates are often underfunded, and don't have the resources to run a robust campaign, so helping them raise a couple thousand dollars early in their campaign can be catalytic.

For our priority candidates, Lead Locally was able to raise \$5000-\$10,000 from our members and supporters. We ran two large slates of candidates in both the primaries and the general election. For many of our victorious candidates we raised 5-10% of their overall budget, and we raised it early so that the candidates' campaigns could invest it wisely. In total we raised \$260,000 direct-to-candidate, and 75% of it was moved before October 2024.

\$260,364.80
RAISED DIRECT TO CANDIDATES

FLOODING PENNSYLVANIA WITH VOLUNTEERS

In the last 10 days of the November election, we **brought 141 volunteers to Pennsylvania** to canvass BOTH to flip critical state legislative seats to expand the Democrats' House majority or flip the Senate - but also to knock doors for VP Harris and Senator Casey. We knocked an estimated **21,280 doors** (!!!) and contributed the most of any organizations to at least 4 state legislative candidates' canvassing programs.



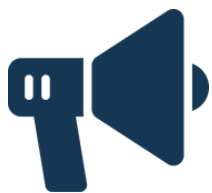
OUR 2025 SNEAK PEAK

With the incoming Trump administration, we know our cities and states must take on more in the fight to transition off fossil fuels, and that the work of electing climate leaders to those offices becomes even more paramount. We're rolling into 2025 with a few plans in place to hit the ground running by recruiting, training, and resourcing the next class of Green New Deal local leaders:



RUN FOR CLIMATE

In January, we're kicking off our biannual climate candidate training series. So far we have over 100 candidates signed up from at least 15 states, and are working with local and state partners to recruit for targeted races.



HIRING YOUTH ORGANIZERS

Hiring youth organizers: We'll be hiring for our youth organizing fellowship next year in the spring, so we can support candidates in critical primary elections as well as in the November general.



CALLS FOR CLIMATE

We'll also be continuing our weekly phonebanking series in the spring so we can start engaging voters in critical local races early.



FUNDRAISING

We're setting up grassroots fundraising events at major political events and in our target regions throughout the year to fundraise and build early financial support for our top candidates.



RESEARCH FOR THE MOVEMENT

We're releasing research this winter that will help our partners better target their candidate recruitment for 2026's state legislative races, particularly in order to build stronger progressive caucuses for climate justice legislation.

OUR 2025 ELECTIONS



In 2025 there are more local elections than 2024, and many are critical to stopping fossil fuels and building climate leadership in major cities. Here are some of our top targets in 2025:



NEARLY 100 CITIES

Nearly 100 cities will hold mayoral and city council elections next year that help decide how our largest metro regions use IRA funds, transition faster to clean energy, build public transit, and more.



PORT AND UTILITY REGULATORS

Port and utility regulators like the George Public Service Commission, Alaska's rural electric cooperatives, the Port of Seattle, and more all hold elections next year. These lesser known regulators not only decide whether we expand the fossil fuel industry's hold over our infrastructure, but also provide opportunities to elect leaders that can demand swifter action to move that infrastructure towards clean energy.



VIRGINIA

Virginia will be the first purple state to hold elections during the second Trump administration providing an opportunity to flip a Republican gubernatorial seat and elect a Democratic trifecta with a state legislature that could pass stronger clean energy legislation and regulate their corrupt utility. We'll work in the general election to expand the Democratic majority in the Assembly, and will support in the primaries to expand the bloc of Democrats who will stand up to Dominion Energy's dirty politics.



NEW JERSEY

New Jersey will hold State Assembly elections for the first time without the undemocratic "county line" system after Senator-elect Andy Kim's historic lawsuit. In this super blue state, primaries decide the extent to which the state legislature takes climate action - and the races this June will be an opportunity to run bold progressive climate leaders.

★★★ **LEAD
LOCALLY**