

November 6, 2024

Clients and Friends of Public Blueprint,

Last night's election results highlight the significant impact populism is having on our political landscape. With Donald Trump securing both the popular vote and the electoral college, it's a reminder that this movement—driven by direct appeals to public sentiment—demands our attention. The will of the people has spoken, reflecting the diverse values of our nation's melting pot. As America strives to remain a beacon for the world, we must move forward as a united country, regardless of our feelings about this outcome. Understanding this pivotal moment is essential to charting a path forward that reflects the aspirations of all Americans.

This election underscores a major shift in how Americans consume and share information. Legacy media, once the primary means of shaping public opinion, now competes with a vast array of segmented channels—from podcasts to niche online platforms. This fragmentation means traditional communication methods no longer guarantee a complete reach. For those of us advocating on critical policy issues, it's clear we must adapt to these changes, using more tailored, direct methods to connect with audiences. In many ways, the strategies that contributed to last night's results offer insights into how we can communicate more effectively moving forward.

In Texas, the election results delivered equally significant insights. Texas is no longer simply red—it is burgundy, reflecting the deepening intensity of Republican support across the state. Donald Trump's 14-point margin and Senator Cruz's nine-point victory underscored how much the traditional analysis had missed. Leading up to early voting, Cruz's team hoped to win by five points, reflecting how conventional polling and media narratives continue to fall short in capturing the full picture of voter sentiment. There is so much to unpack from Texas last night that a single letter can't do it justice. The takeaways, however, are clear: Republicans surged in red counties while softening Democratic votes in urban centers, generating significant down-ballot effects. Judicial races saw sweeping changes, with some incumbent Democratic judges unseated entirely.

One of the most remarkable shifts occurred in South Texas, particularly in the Rio Grande Valley, where counties that Clinton won by over 30 points in past cycles flipped last night, with Trump winning by margins as high as six points. The shift was strong enough to flip Senate District 27, where incumbent Democrat Morgan LaMantia lost to Republican Adam Hinojosa—a historic victory for Republicans in that region. Additionally, in the Texas House, Republicans not only defended all so-called 'swing' seats but gained two more, bringing their majority to 88 seats. These results point to seismic changes in Texas's political landscape that will shape future policy and advocacy efforts.

Reflecting on last night's results, it's difficult to identify bright spots for Texas Democrats at a statewide level. The election underscored a reality: messages that resonate with smaller segments of their base are not gaining traction among the majority of voters. In contrast, populism's appeal

continues to grow, both nationally and here in Texas, suggesting that a broader, more encompassing message may be needed for Democrats to stay competitive in the state. For Republicans, the results reaffirmed their strong connection with a significant portion of the electorate, especially in the Senate and House races, which yielded additional seats and strengthened their standing across Texas.

As we assess these shifts, it's clear that last night's results aren't just a reflection of partisan wins and losses—they reveal a growing alignment with the issues Texans and Americans broadly prioritize. In this new political climate, the focus will be on understanding and engaging with these concerns to drive impactful, relevant advocacy.

As we reflect on last night's election, one thing is clear: populism is king. Nowhere has this been more evident than in the Texas Senate, where we've seen public sentiment directly shape policy over the past several years. From bolstering the electric grid and establishing funds to support power generation, to ensuring public accountability of the performance of companies in the wake of Hurricane Beryl, to addressing the rising costs of home ownership, the Senate is responding to voter demands in ways that go beyond traditional conservative principles.

This approach foreshadows the future—listening to the broader electorate and tackling widely felt issues are now non-negotiable. Texans have sent a strong message that inaction is unacceptable, and the Senate is determined to deliver, come hell or high water.

Adapting to this shift is essential. We've already seen the Senate embracing this approach, and to remain effective, we must align our strategies with this evolving landscape.

Onward,



David White