



# Clean Energy Citizen Initiative

Maine's future prosperity is powered by clean energy

*Creating a clean energy future is an investment in our economy, our quality of life, and the long-term sustainability of our environment*

## Maine is heavily reliant on fossil fuels like oil, coal, and gas, resulting in a cycle of pollution and cost that puts Maine's people, economy, and environment at risk

- Mainers now spend \$15 million every single day on imported fossil fuel energy, roughly 85% of which leaves the Maine economy. Fossil fuel prices are volatile and an increasing drain on our economy
- Half of the people in Maine live in counties with unhealthy air, according to the American Lung Association. High levels of air pollution contribute to serious health problems and impact tourist attractions
- Climate change threatens the state's forests, coastlines, and other precious natural resources which are both part of our heritage and the key to our future prosperity



## The Clean Energy Citizen Initiative will help transition Maine away from imported fossil fuels and put our energy dollars to work here in Maine, supporting businesses, creating jobs, and reducing pollution

- Like most states, Maine already has a law in place called a Renewable Energy Standard that ensures we get 10% of our electricity from new renewable sources by 2017. The Clean Energy Initiative increases that amount to 20% and gives us until 2020 to meet it. The Initiative also ensures that electric utilities fully invest in cost-effective energy efficiency, providing the most effective option for consumers to lower their costs
- There is great potential to generate clean, renewable energy right here in Maine. Over \$1 billion of capital investment in renewable energy has been made in the last several years, leading to hundreds of jobs in diverse industries. All forms of renewable energy are eligible to help meet the 20% target. This measure sends the signal to the private sector that Maine is open for business for significant, job-creating capital investments in clean renewable energy



## This citizen-initiated clean energy measure addresses energy costs

- Meeting our electricity needs through energy efficiency is one of the most effective ways to reduce energy costs. Energy efficiency costs 3-4 cents/kilowatt, making it by far the cheapest resource at less than half the cost of generated electricity
  - Last year Efficiency Maine helped more than 1,200 businesses and tens of thousands of households achieve \$450 million in energy savings. According to Central Maine Power, hundreds of millions of dollars of additional savings are being missed through under-investment, keeping Maine's energy costs needlessly high
- A comprehensive analysis by Environment Northeast that considered all the costs and benefits of the impact on electricity bills shows this initiative is likely to ultimately reduce costs for an average household

## The Clean Energy Citizen Initiative creates a common sense, consistent process for the Maine Public Utilities Commission to determine how much utilities invest in energy efficiency

- This initiative mirrors policies in all other states by ensuring the Public Utilities Commission has the same authority to determine how much utilities invest in energy efficiency as it has for determining how much they spend on transmission lines or for the Standard Offer

## Pass the Clean Energy Citizen Initiative along to voters so Maine can build a clean energy future

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# Maine Environmental Priorities Coalition

*Maine's Environmental Priorities Coalition is a partnership of 27 environmental, conservation, and public health organizations representing over 100,000 members who want to protect the good health, good jobs and quality of life that our environment provides for all of us.*

American Lung Association of Maine  
Appalachian Mountain Club  
Atlantic Salmon Federation  
Bicycle Coalition of Maine  
Conservation Law Foundation  
Environmental Health Strategy Center  
Environment Maine  
Environment Northeast  
Friends of Casco Bay  
Maine Audubon  
Maine Center for Economic Policy  
Maine Congress of Lake Associations  
Maine Council of Churches  
Maine Council of Trout Unlimited  
Maine Conservation Alliance  
Maine Interfaith Power and Light  
Maine Organic Farmers and Gardeners Association  
Maine People's Alliance  
Maine Rivers  
Natural Resources Council of Maine  
Physicians for Social Responsibility, Maine Chapter  
Product Policy Institute of Maine  
RESTORE: The North Woods  
Sierra Club Maine  
The Ocean Conservancy  
The Wilderness Society  
Toxics Action Center