



Maine Conservation Voters Action Fund

November 3, 2014

TO: Interested Parties

FR: Maureen Drouin, Executive Director

RE: UPDATE – FINAL DAYS 2014 Elections

In 2014, Maine Conservation Voters Action Fund marshaled more resources than ever in our history to replace Gov. Paul LePage with a proven conservationist, US Rep. Mike Michaud.

Gov. LePage came into office like a wrecking ball and advanced a damaging agenda to gut protections for Maine's environment. After nearly four years of LePage rule, the stakes for Maine's clean water, air and land – and for the health and safety of Maine families – couldn't be higher. With that in mind, MCV Action Fund organized a massive effort to educate, energize and mobilize Maine voters to elect Mike Michaud and make Paul LePage a one-term governor.

Congressman Michaud presents a stark contrast to LePage. A conservation champion, Michaud has been a leader on dozens of environmental and economic policies, earning him a 92% lifetime score in Congress on the national League of Conservation Voters' Environmental Scorecard. While in the state legislature, Michaud worked to clean up pollution in Maine's rivers, conserve forestland, reduce waste and protect our health from toxic chemicals.

While the outcome of this race won't be known until Tuesday night, one thing is clear: **Maine's conservation community has stepped up in a huge way to unseat and replace one of the worst environmental governors in Maine history.**

MCV Action Fund – By the Numbers – Governor's race:

- **Budget:** \$1.5 million total spent this election cycle.
- **Television:** Two television ads aired statewide, buy of \$982,430:
Quality: <https://www.youtube.com/watch?v=uWY3IA1RDdk>, 8/25 – 9/7 GRP – Portland 1,536.8, Bangor 1,543.2, Presque Isle 1,201.1
Clear choice: <https://www.youtube.com/watch?v=y2lhyZmS85A> 10/21 – 11/3 GRP – Portland 2,017.4, Presque Isle 834.5
- **Mail:** 108,640 pieces of mail sent to environmental voters.
- **Digital:** 5,194,935 impressions, 3,361 new activists engaged.
- **Field:** 53,000 doors knocked in greater Portland, targeting drop-off voters; complementary phone program.
- **Direct contributions:** \$20,360 to candidate Michaud through www.GiveGreenMaine.org - an online campaign bundling site for environmental voters.

What Maine People Said

In Letters to the Editor and Op Eds (linked below), Maine opinion leaders highlighted Michaud's strong record on conservation and environmental issues and the disastrous record of the LePage administration. Some highlights include:

- *Believing in Mike Michaud's vision for Maine, the environment* – Bangor Daily News, Rep. Sharon Treat, January 14, 2014
<http://bangordailynews.com/2014/01/13/opinion/believing-in-mike-michauds-vision-for-maine-the-environment/>
- *Three-way race for governor has just one outstanding candidate, legislators say* – Portland Press Herald – Reps. Sharon Treat and Janice Cooper – September 6, 2014
<http://www.pressherald.com/2014/09/06/maine-voices-the-three-way-race-for-governor-has-just-one-outstanding-candidate/>
- *Michaud surpasses Cutler in acting to protect Maine's environment* – Portland Press Herald – Conrad Schneider – September 30, 2014
<http://www.pressherald.com/2014/09/30/maine-voices-michaud-surpasses-cutler-in-acting-to-protect-maines-environment/>
- *Michaud represents a win for conservation voters* – Portland Press Herald – Nancy Anderson, October 14, 2014
<http://www.pressherald.com/2014/10/14/letter-to-the-editor-michaud-represents-a-win-for-conservation-voters/>
- *LePage has undermined environmental protection, thwarted economic opportunity* – Bangor Daily News - Roger Berle, Vice President, Maine Conservation Voters, October 20, 2014
<http://bangordailynews.com/2014/10/20/opinion/contributors/lepage-has-undermined-environmental-protection-thwarted-economic-opportunity/>
- *Maine Voices: No one has a better record on the environment than Mike Michaud* – Portland Press Herald - Thomas Urquhart, October 28, 2014
<http://www.pressherald.com/2014/10/28/maine-voices-no-one-has-a-better-record-on-the-environment-than-mike-michaud/>
- *Cutler is out; it's time to like Mike better than LePage* – Portland Press Herald – Dan Amory, October 29, 2014
<http://www.pressherald.com/2014/10/29/letter-to-the-editor-cutler-is-out-its-time-to-like-mike-better-than-lepage/>
- *Since Cutler can't win, vote for Michaud and save Maine's self-respect* – Portland Press Herald – Sean Mahoney, October 31, 2014
<http://www.pressherald.com/2014/10/31/commentary-since-cutler-cant-win-vote-for-michaud-and-save-maines-self-respect/>
- *Michaud offers leadership that's thoughtful, diligent and not showy, and it helped our company* – Bangor Daily News, Chris Sauer, Ocean Renewable Power Company, November 2, 2014
<http://bangordailynews.com/2014/11/02/opinion/michaud-offers-leadership-thats-thoughtful-diligent-and-not-showy-and-it-helped-our-company/>

Governor LePage's Reaction

Knowing that Maine people want to keep our waters clean and natural heritage intact, LePage distorted his record to portray himself as someone who cares about protecting our environment. Despite his administration's polluter-friendly policies, campaign spokesperson Alex Willette was often quoted saying that LePage has ["a strong record on the environment,"](#) ["has worked hard to preserve Maine's pristine environment"](#) and that LePage ["does believe climate change is happening."](#) The LePage campaign's first TV ad even included a [segment](#) to boost his environmental image.

State House

Along with the next Governor, Maine's State Legislature will determine whether we protect our air, land and water or pollute them; whether we build a cleaner energy future or continue our dependence on fossil fuel. MCV Action Fund ran a targeted mail program in seven swing legislative races to support pro-conservation candidates. In 2010 and 2012, several similar races were won by fewer than 100 votes.

MCV Action Fund - By the Numbers - Legislative Mail Program

Total voter contacts: 33,670

HD 90 (Mick Devin, Newcastle) - targeted 1,188 households

HD 121 (Bob Duchesne, Hudson) - targeted 969 households

HD 46 (Anne Graham, North Yarmouth) - targeted 1,286 households

HD 83 (Gay Grant, Gardiner, D Protect) - targeted 945 households

SD 30 (Jim Boyle, Cumberland County) - targeted 5,182 households

SD 13 (Chris Johnson, Lincoln County) - targeted 4,976 households

SD 7 (Ted Koffman, Hancock County) - targeted 4,578 households

Paid for by Maine Conservation Voters Action Fund, 295 Water Street, Suite 9, Augusta, ME 04330.
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