

# MAKING PROGRESS FOR MAINE

## 2022 Election Report



Maine Conservation  
Voters Action Fund



**Governor Janet Mills**



**Senator Craig Hickman**



**Senator Stacy Brenner**



**Representative  
Jessica Fay**

# By the Numbers:

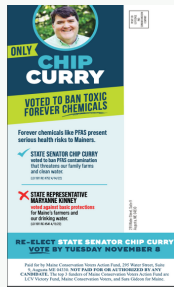
Nearly  
**\$1 MILLION**

Invested in elections  
by MCV Action Fund



**\$78,473**

Raised for Janet Mills  
through GiveGreen



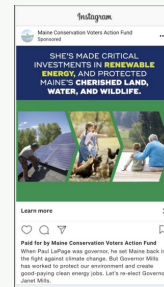
**245,217**

Pieces of mail sent



**\$635,060**

Invested in digital ads



**Almost 5.2 Million**

Viewers reached by  
digital mobilization ads



**Over 9.3 Million**

Viewers reached by  
digital persuasion ads

## The Governor's Race

As Governor, Janet Mills has been one of the strongest climate leaders in the country, charting a bold course for advancing climate action, growing our clean energy economy, and ensuring that our land, water, and wildlife are protected for our children.

Gov. Mills' decisive victory was not only a testament to her four years of extraordinary climate leadership but also a repudiation of Paul LePage's anti-environment, anti-clean energy policies of the past. When LePage was governor, he repeatedly opposed renewable energy projects, tried to weaken our environmental laws, and even claimed climate change could be a good thing for the state.

MCV Action Fund ran an ambitious independent expenditure campaign to re-elect Gov. Mills. Using research and data to guide our work, we employed complementary tactics including digital, mail, and earned media to let Maine people know the stark difference between Mills and LePage on climate and environmental issues.



## Climate Action is a Winning Issue

While the economy and abortion rights were central issues this election cycle, renewable energy, climate, and clean water also helped differentiate candidates on the campaign trail in Maine. Maine voters chose climate champions over climate deniers up and down the ballot. And with the backdrop of inflation and the war in Ukraine, voters recognized the need to invest in renewable energy as a way to become more energy independent and less vulnerable to the price swings associated with fossil fuels.



# A Pro-Environment Majority returns to the Maine Senate

In the Maine Senate, 22 of 25 candidates endorsed by MCV Action Fund won - an 88% success rate. MCV Action Fund strategically invested in a number of close races, including Stacy Brenner (D-Cumberland), Chip Curry (D-Waldo), and Craig Hickman (D-Kennebec); all conservation and climate champions with 100% lifetime scores in MCV's Environmental Scorecard.

We continue to have the strongest pro-conservation and climate action majority in Maine's history, led by incredibly committed lawmakers.

## Spotlight on New Maine House Leaders:

The Maine House will be led by climate champions, including Rachel Talbot Ross, Maine's first Black Speaker of the House.



**Rachel Talbot Ross**  
Speaker of the House

*100% Score  
2020-2021*



**Maureen Terry**  
Majority Leader

*100% Score  
2020-2021*



**Kristen Cloutier**  
Majority Assistant Leader

*100% Score  
2020-2021*

## Shenna Bellows Re-Elected as Maine Secretary of State:

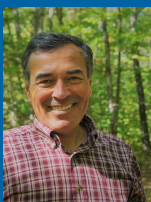
Shenna Bellows, a champion for democracy, was unanimously re-elected on December 7, 2022 as Maine Secretary of State.



**Shenna Bellows**  
Secretary of State

*100% Lifetime  
Score*

*Congratulations  
to these  
Pro-  
Environment  
Senators!*



# A Pro-Environment Majority returns to the Maine House of Representatives

In the Maine House of Representatives, 73 out of 93 candidates endorsed by MCV Action Fund won - a 78% success rate! MCV looks forward to working together to protect our environment and secure Maine's clean energy future.



## Plan of Action for 2023

Conservation voters like you elected champions at the ballot box who will ensure Maine continues moving critical environmental and climate policies forward.

With you by our side, MCV will provide the leadership, advocacy, and collaboration needed to transition Maine to a clean energy economy, confront the impacts of climate change, advance racial equity including tribal sovereignty, protect secure, accessible elections, and ensure our natural resources are protected for future generations.