

# Maine's Energy Efficiency Sector Providing Jobs and Opportunity



According to national studies, job growth in the clean energy economy in Maine far outpaced total job growth between 1998 and 2007<sup>1</sup>. From a jobs perspective, more than 40 percent of Maine's clean energy economy is made up of an energy efficiency sector. To better understand Maine's energy efficiency sector, the Natural Resources Council of Maine surveyed over 1,600 businesses in July 2009<sup>2</sup>. These companies provide a wide variety of energy efficiency services and products, including to Maine businesses in collaboration with Efficiency Maine and directly to homeowners through auditing and weatherization.

## **Maine's energy efficiency sector primarily consists of Maine-based, owned and operated businesses.**

- About 80% of businesses are operating mostly in Maine.

## **This sector has a significant number of new, emerging companies but also includes older, long-established Maine businesses.**

- About 45% of businesses have been in operation for fewer than 10 years.
- But almost 20% have been operating for over 30 years.

## **Maine's energy efficiency sector has been resilient even through hard economic times. Jobs in this sector appear to be secure and increasing.**

- Nearly 75% of businesses expect to maintain or increase employment in the next year (only 10% expect to decrease).

## **Policy-derived investments, such as the federal stimulus, are helping build this sector.**

- About 60% of businesses said they expected to see increased business as a result of the energy efficiency money from the federal stimulus package.
- Increased economic incentives was listed as the top factor that would help boost business activity.

## **This sector has identified energy prices as one of the top factors affecting their economic prosperity. Energy price volatility is a vulnerability in this sector absent clear policies that maintain interest and demand for energy efficiency over the long-term.**

- A need for stronger efficiency programs and funding for incentives were the top two factors these businesses identified as affecting their business activity.
- The third top factor was the variability of energy prices.
- About 70% of businesses are closely following energy policy in Maine.

Investments in energy efficiency typically save consumers about \$3 for every \$1 invested. National comprehensive energy legislation passed by the House of Representatives in June 2009 could bring about \$878 million worth of energy efficiency investments to Maine over 2012-2019<sup>3</sup>. This amount of investment could deliver direct energy savings of \$2.6 billion and create an estimated 7,810 direct jobs in the efficiency sector, including energy auditors, weatherization contractors, and efficient heating/cooling equipment installers—like those surveyed.

<sup>1</sup> Pew Charitable Trusts, 2009. [www.pewtrusts.org/cleanenergyeconomy](http://www.pewtrusts.org/cleanenergyeconomy)

<sup>2</sup> Response rate of about 15% was excellent. Results were not randomized, so while not statistically significant to a specific margin of error, they were robust enough to give a good indication of this sector.

<sup>3</sup> Environment Northeast, 2009. Maine Energy Efficiency Funding/Allocations in ACES. [www.env-ne.org/public/resources/pdf/ENE\\_ACES\\_EE\\_funding\\_Maine.pdf](http://www.env-ne.org/public/resources/pdf/ENE_ACES_EE_funding_Maine.pdf)