

March 29, 2021

Honorable Stacy Brenner  
Honorable Ralph Tucker  
Joint Chairs of the Environment and Natural Resources Committee  
Maine Legislature

**RE: SUPPORT for HP 696, An Act Concerning Energy Efficiency Standards**

Dear Senator Brenner, Representative Tucker, and Honorable Members of the Committee:

Please accept this testimony from the Appliance Standards Awareness Project (ASAP) in support of HP 696.

ASAP is a coalition project that includes representatives from energy efficiency, consumer and environmental advocacy groups, state government, and utilities. ASAP works to advance cost-effective efficiency standards at both the national and state level.

Our organization, along with the American Council for an Energy-Efficient Economy (ACEEE), published *States Go First*, a 2017 report outlining recommendations for appliance efficiency standards<sup>1</sup>. We also publish and annually update state savings estimates. We would be happy to provide additional information about the products, standards, and analysis as requested.

Appliance efficiency standards have been called the “**Best climate and energy policy that you’ve never heard of**” because of their strong impact and low profile. Most people are unaware that federal efficiency standards are already saving Maine consumers and businesses about \$530 a year in lower utility bills.<sup>2</sup> Adopting the state efficiency standards in HP 696 would add to the savings, further reduce energy waste, and lower consumer utility bills.

**FACTS ABOUT STANDARDS IN HP 696:**

- **Very cost effective to buyers and users** –All of the standards save money on utility bills for consumers and businesses purchasing the products. Most of the products in the bill have no incremental cost so consumers start saving right away.
- **Readily available** – Products and technologies meeting the standards are readily available today from multiple manufacturers.
- **Provide significant energy savings statewide** – the standards make a meaningful contribution to meeting the state’s energy and climate goals.

**OTHER STATES ARE ADOPTING STANDARDS**

Maine could potentially be left behind as other states act. In the northeast, Massachusetts, Vermont, New York, and Washington, DC have adopted standards and Connecticut, Maryland, New Jersey, Pennsylvania,

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<sup>1</sup> 2017 ASAP/ACEEE report: [States Go First: How States Can Save consumers Money, Reduce Energy and Water Waste, and Protect the Environment with New Appliance Standards.](#)

<sup>2</sup> From the 2017 ASAP/ACEEE White Paper, [Energy Saving States of America: How Every State Benefits from National Appliance Standards.](#)

and Rhode Island filed efficiency standards bills in 2021. Nationwide, California, Colorado, Hawaii, Nevada, and Washington have adopted efficiency standards.

**HP 696 WOULD SAVE MONEY, ENERGY, AND REDUCE GREENHOUSE GASES**

The bill would set minimum energy and water efficiency standards for 10 residential and commercial products. If adopted, the standards could save Maine residents and businesses about \$9 million on utility bills in 2025. As more and more consumers purchase products compliant with state efficiency standards, annual savings would grow, reaching nearly \$36 million in 2035.<sup>3</sup> In 2025, standards would save enough electricity in that one year to power 3,000 households and reduce CO<sub>2</sub> emissions by 7,000 metric tons or the equivalent of taking 1,500 cars off the road for a year.

**COMPLIANCE DATE NEARLY TWO YEARS AWAY**

If adopted, the standards will go into effect on January 1, 2023. Distributors and retailers will have more than 18 months to sell noncompliant products before the standards take effect.

**STANDARDS ARE A COST-EFFECTIVE WAY TO ACHIEVE STATE GOALS**

Adopting efficiency standards is a low-cost way for Maine to cut energy and water waste, reduce utility bills and reduce greenhouse gases – the latter helping the state meet Maine’s Climate Plan goals.

We would be happy to provide further information, answer questions, or provide technical assistance should such need arise.

Sincerely,



Marianne DiMascio, State Policy Manager  
Appliance Standards Awareness Project

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<sup>3</sup> Maine state savings estimates. [https://appliance-standards.org/sites/default/files/Maine\\_savings\\_estimates\\_for\\_proposed\\_products.pdf](https://appliance-standards.org/sites/default/files/Maine_savings_estimates_for_proposed_products.pdf)