



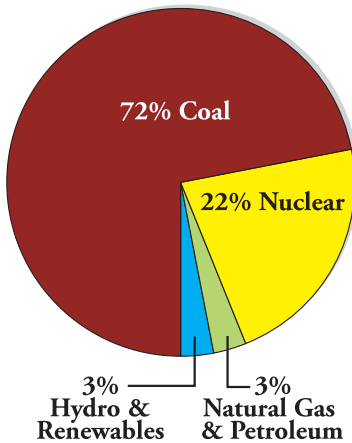
# HOMEGROWN INNOVATIONS: Wisconsin's Clean and Balanced Energy Future

Most agree that clean, safe and innovative energy sources from local manufacturers and farmers have an important role in moving Wisconsin toward energy independence. However, our state currently generates more than 70% of its electricity from old coal plants, some dating back to the 1940s, that burn imported coal. We can do better.

Wisconsin has a strong farming community, respected universities, and outstanding natural resources. These elements combine together to make a great recipe for clean, innovative, efficient, and economical renewable energy sources using Wisconsin's best assets:

- The wind (quiet wind farms);
- The sun (solar energy); and,
- Agriculture products and by-products (biomass energy).

**Wisconsin Electric Generation by Fuel Source – 2004**



Source: Wisconsin Department of Administration – 2004 Wisconsin Energy Statistics

Wisconsin has the potential to become more energy independent by using these clean and reliable energy sources and by becoming more efficient in how we use energy. But we need leadership to chart a wiser course for Wisconsin's energy future. Without smart decisions by Wisconsin's elected leaders, we will be unable to move toward more energy independence and instead continue to fuel an over-reliance on imported, dirty, and unhealthy energy sources.

## ENERGY EFFICIENCY AND RENEWABLES: A PROVEN, SUCCESSFUL SOLUTION FOR WISCONSIN

Wisconsin spends approximately \$8 billion per year to import fossil fuels. By taking advantage of the state's renewable resources and reducing overall electrical use through greater efficiency, more energy dollars will stay in Wisconsin rather than feeding the economies of other states.

Wisconsin is not only capable of producing a more balanced and homegrown energy approach, but has already proven that efficiency and renewables are a clean and economical way to

generate electricity. Focus on Energy, a Wisconsin Public Benefits program, offers energy information, services, and incentives to encourage energy efficiency and use of renewables. Since its launch in July 2001, Focus on Energy has helped Wisconsin's businesses and residents cut their utility bills by more than \$74 million. The Focus on Energy 2004 annual report notes some of the benefits of energy efficiency and renewables include:

- "Economic benefits include the creation of 1,050 full-time equivalent job years.
- Electric demand in fiscal year 2004 was reduced by 35.5 megawatts, about 10 percent of the growth in demand during the year.
- Annual savings from natural gas efficiency efforts reached 14.4 million therms, with an annual value of \$9.8 million.

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### PUBLIC BENEFITS FUND

Wisconsin's Public Benefits program, which encompasses energy conservation, renewable energy development and low-income services, was created in 1999 as part of the Reliability 2000 package promoted by then Governor Thompson and adopted by the Wisconsin Legislature. The establishment of a Public Benefits fund was supported not only by environmental and low-income advocacy organizations, but also consumer and business groups, senior citizens, labor unions, retirees, and many utilities. Source: <http://www.renewwisconsin.org>

### FOCUS ON ENERGY

Focus on Energy is a public-private partnership offering energy information and services to energy utility customers throughout Wisconsin. The goals of this program are to encourage energy efficiency and use of renewable energy, enhance the environment and ensure the future supply of energy for Wisconsin. Since July 2001, the program has helped Wisconsin's businesses and residents cut their utility bills by more than \$74 million - reducing their energy consumption by more than 572 million kilowatt-hours and more than 27 million therms of natural gas. For more information, call 800-762-7077 or visit [www.focusonenergy.com](http://www.focusonenergy.com).

- Significant reductions in environmental pollutants: avoiding 1.5 million pounds of nitrogen oxides (contributing to smog), 2.9 million pounds of sulfur dioxides (contributing to soot), 687.3 pounds of carbon dioxide and 12 pounds of mercury.”

## WISCONSIN'S OPPORTUNITY FOR A CLEAN & BALANCED ENERGY FUTURE

In September 2003, Governor Doyle created the Task Force on Energy Efficiency and Renewables, which included members from the utilities, customer groups, environmental groups, labor, industry, agriculture, and legislators from both major parties. The Task Force was asked to reach a consensus on ways to use efficiency and renewable energy to help economic growth, decrease our dependence on out-of-state energy, and reduce the environmental harm from fossil fueled power plants. The ultimate goal is to restore Wisconsin as a leader in efficiency and renewable energy solutions.

The Task Force worked together for more than a year, and in October 2004 released recommendations on how to move forward, beginning with state buildings and agencies leading by example. These recommendations have been drafted into legislation and include points such as:

1. Protect and increase funding for Focus on Energy, the state energy efficiency fund.
2. Establish a new standard for renewable energy use in Wisconsin to average 10% by 2015.
3. Create minimum efficiency requirements for certain appliances with no federal efficiency standard.
4. Require that new state buildings be 20% more efficient than the commercial code and existing state buildings achieve similar energy use reduction.
5. Establish a target for state agencies to purchase at least 10% of their electricity from renewable resources by 2006 and at least 20% by 2010.
6. Create a sales and use tax exemption for customer-owned renewable energy systems such as small wind turbines, solar panels and solar water-heating services.
7. Encourage the research and development of rural renewable (animal waste) energy systems.
8. Update and improve the state's commercial energy code to make commercial buildings more energy efficient.
9. Better integrate the efforts of the Public Service Commission, the Energy Priorities Law, and Public Benefits programs.

## ENERGY PRIORITIES

The **Energy Priorities Law** is designed to encourage development of less-polluting forms of energy prior to using coal. The law mandates that, in meeting energy demands, the state must, to the extent cost-effective and technically feasible, consider energy sources based on the following priorities in the order listed: energy conservation and efficiency, renewable energy resources, nonrenewable combustible energy resources like natural gas, oil or coal with a sulphur content of less than one percent, and then all other carbon-based fuels. The state's goal is to reduce the ratio of energy consumption to economic activity in the state.

Source: *Wisconsin Statutes*, <http://folio.legis.state.wi.us>

## WHAT CAN YOU DO?

**Now is the time for Wisconsin to become a leader in efficiency and renewable energy solutions. To assist in this, here are some things you can do:**

1. Join other Wisconsin businesses and residents and sign Clean Wisconsin's resolution asking for a more balanced energy policy, increased energy independence, energy efficiency, and renewable options to help reduce bottom line costs. For more details, call Keith Reopelle at 1-608-251-7020, ext. 11 or email [kreopelle@cleanwisconsin.org](mailto:kreopelle@cleanwisconsin.org).
2. Contact Focus on Energy to find out more about the program that can help reduce your energy costs. Call 1-800-762-7077 or visit [www.focusonenergy.com](http://www.focusonenergy.com).
3. Contact your legislator and ask for a more balanced energy policy, making clean energy and efficiency a priority in our state. You can find your legislators contact information by calling 1-800-362-9472 or visiting <http://www.legis.state.wi.us/waml>
4. Purchase Energy Star® appliances and use compact fluorescent light bulbs.



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