

## Embracing the limitless power of our households, farms and businesses.

Each of us is fully aware that Wisconsin electric customers hold the purse strings to our energy future. With informed and generous insistence we possess veto power over utilities and our Public Service Commission on all questions about how *our* energy dollars will be invested, in 2015 and over the next 40 years.

This newsletter contains three simple steps— about 20 minutes of your time-- that can propel our state on an increasingly efficient and self-sufficient energy path that can inspire, empower and profit every person in Wisconsin. The path ensures your right to be the caretaker of your property, steward your local economy and thrive as the unhealthy effects of energy production are eliminated with the fastest, most cost-effective means possible. But first, we must defeat the transmission line option of the Badger Coulee proposal which enables utility interests to maximize their profits at the expense of our needs.

This newsletter challenges each of the 5,000 households receiving it to use their own power and to coach three other people into awareness & action.

***(1) Make DEIS comments on the form provided or on line by October 3, 2014.***

One of the two *Action Inserts* is a comment form for the Public Service Commission of Wisconsin regarding the PSC's Draft Impact Statement for the next of a sweeping package of capital investments in transmission to make the expansion of centralized power the #1 energy investment for the next 40 years. The

draft does not study economic impacts, or non-transmission alternatives or carbon emission impacts as outlined in state laws. The PSC draft account can be accessed at <http://1.usa.gov/1ARnas7> A comment form prepared by SOUL outlining some of the glaring omissions with additional comment space is enclosed and available on line: <http://bit.ly/1t81hnW>.

***(2) Attend the SOUL Silent-Auction and Dance, make a contribution to the Engineers Fund or write a letter to your community newspaper about your energy goals. (More information inside).***

***(3) In early December, file comments by mail or testify at the Public Hearings to be held in four or five locations across the transmission study area. Consider including strong support the factual, non-transmission solutions produced by our engineers and voice other concerns you have.***

SOUL's November newsletter will provide excerpts from engineers' official testimony about the benefits that all Wisconsin electric customers would receive from following the energy efficient and local power path. Our three PSC Commissioners are likely to attend these public hearings. A recording-smashing number of 2,000 comments opposing transmission expansion and supporting the energy efficient path is very doable if each of us starts now and helps three neighbors, family members or friends file their comments about the PSC's Draft Statement.

# It's our money. Which energy investment path shall we take?

## Some key energy planning factors



Electricity use in U.S. homes has been dropping since 2007-- not from a slower economy or the surprising growth in solar, but from more efficient appliances, improved building practices and states shifting ratepayer spending from new power plants and transmission lines - into "Accelerated" Energy Efficiency benefits that are steadily reducing demand. [1]



Electricity use in the Midwest is dropping at a very fast clip of 2.5% per year according to data recently supplied by regional utilities. [2]



In 2012, 75% of the reduction in carbon emissions realized in the U.S. came from state and federally encouraged energy efficiency programs. [3]



Due to dropping use and excess power capacity, requests for new power plants in the U.S. in 2013 were down 50% from 2012. 22% of the new plants granted in 2013 are solar resources compared to 7% for wind. [4]



Every year since 2005 when Wisconsin utilities began adding charges for our larger, robust transmission system, our average electricity rates have ranked either the highest or second highest in the Midwest. Though once below national average, in 2013, only ten states had electricity rates higher than Wisconsin. [5]



From 2007 to 2012, as many states shifted electric customer investment to Energy Efficiency, these benefits across the United States tripled. Wisconsin went the

opposite direction dropping to 75% of our 2007 amount [6]

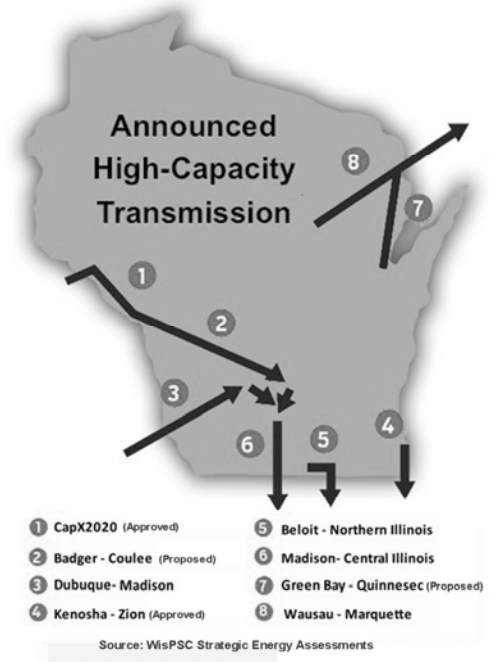


As Wisconsin's electric rates race to keep up transmission debt, the lack of fundamental efficiency incentives to improve our homes, farms and businesses forces us to pay hundreds of millions in unnecessary electricity expenses each year. [7]

## What utilities have planned for us,..



A sweeping package of new capital utility projects with 40 years of ratepayer debt at 12% federally guaranteed interest for 8 announced transmission lines across WI and more lines in other states. Utilities have refused to provide estimates of final costs, but SOUL estimates they are comfortably larger than modern energy efficiency and solar incentives for Wisconsin. [8]



Long-term energy "planning" that roundly rejects the option of accelerated energy efficiency investment in Wisconsin in favor of increased consumption and extending the life of fossil fuel power plants. The effect is a steadily increasing carbon emission footprint for Wisconsin. [9]



Transmission commitments to ship hundreds of millions of our renewable energy dollars out of state to wind farm developers rather than helping Wisconsin families and communities invest in at home and local solar facilities. These solar assets can save Wisconsin hundreds of millions of dollars while creating local jobs and reducing emissions much more effectively. [10]

# Helping Our Engineers Pave a Better Path

The better energy future we deserve can be won with two prongs of action. On the ratepayer side, it takes being well informed of energy investment options, asking the PSC to persistently consider these options and keeping local and state elected representatives informed by sending them copies of the requests made to the PSC.

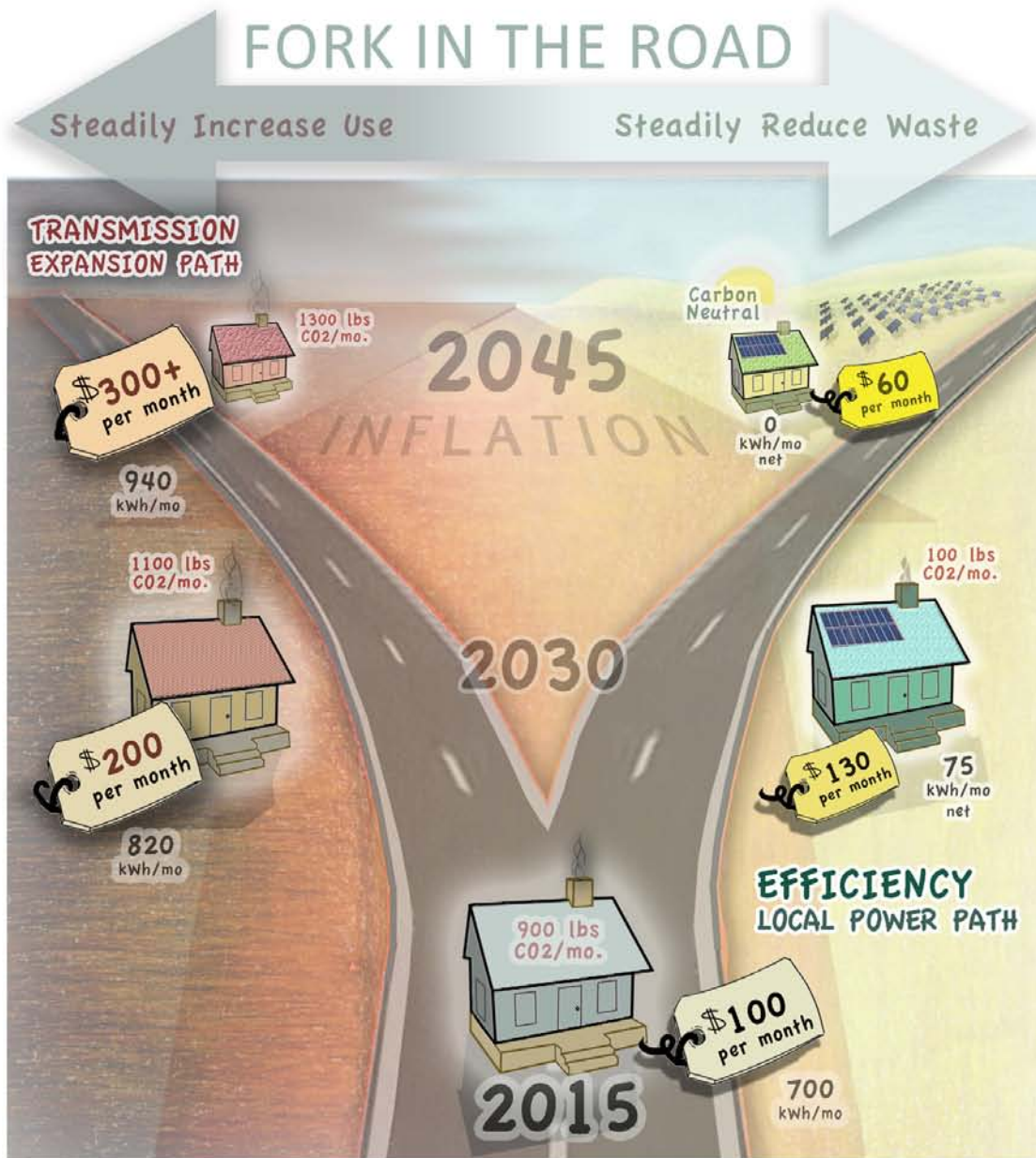
On the legal side, the economic, reliability and environmental claims for utility preferences must be shown to be factually inferior. As the PSC is required to consider long-term factors, only security-classified electrical engineers can prove, under oath, that alternatives are realistic, more beneficial & cost competitive.

Although operating with volunteer staffs, as formal, intervening parties in the Badger-

Coulee case, SOUL and Citizens Energy Task Force have assigned the \$75,000 allocated by the WI PSC for ratepayer representation almost exclusively to help pay two, nationally known engineering firms to represent Wisconsin ratepayer priorities. The illustration on this page is a perspective for one household that follows an assisted energy efficiency and local power path compared to the direction utilities assume we should take.

Regional utility transmission expansion planning that features many large lines in Wisconsin and surrounding states ignores the option of comparable dollars being invested in energy efficiency and local power. The omission is crucial in their assumption that energy use will steadily rise 1% per year averaged across the six

energy future scenarios utilities designed. Energy use for SOUL's alternative Efficiency-Solar path based on successful programs in other states, would drop 1.5% per year. The contrasting futures are illustrated. A Wisconsin household with average use in 2014 makes a \$9000 investment in 15 community solar panels as recently offered in Vernon



County. (A smaller solar investment saves too). The solar panels offset considerable electricity costs and are paid for by 2030. From 2031 to 2045, the monthly utility bills for the increasingly efficient, solar and nearly carbon neutral home drop from \$70 to the \$55 fixed facility fee. The savings returned over 30 years from the Efficiency-Solar path is about \$40,000 with \$20,000 gained from Energy Efficiency alone. An industry accepted inflation rate of 3.5% per year has been applied to both paths.



Peter

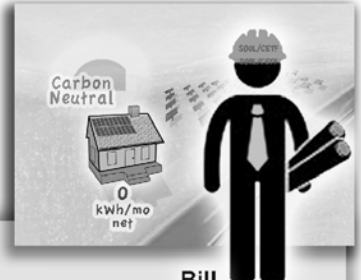
Lanzalotta & Associates

With more than 35 years of experience, this pre-eminent engineering firm in electric utility distribution analysis has testified in more than 100 major utility and transmission cases. The firm is often selected to assess data for public interests in high profile U.S. and state government cases. For the 2009 TriAIL transmission case in Pennsylvania and Virginia, the firm developed innovative transmission need analysis techniques that are now regarded as "state of the art" for effective Public Intervention.

# SOUL of WISCONSIN ENGINEERING FUND

DEDICATED TO SERVE COMMON GOOD

Wisconsin households need your help in funding this pivotal utility case before the Public Service Commission of WI. Two nationally-renowned electrical engineering firms are already hard at work challenging utility claims and preparing energy planning that truly meet our needs and priorities. Engineering of this caliber requires hundreds of hours of work. The Public Service Commission of WI has agreed to pay for half of the required hours but not until completion next spring. The firms will give us their undivided attention if we help pay for additional staff time. \$50,000 is our goal. Donations to \$20,000 *will be matched* through November. Donations are 501(3) C tax-exempt. Consider two Lifetime Memberships at \$5 each (helps w/funding too).



Bill

Powers Engineering

Highly regarded engineering firm specializing in energy resource planning in the U.S. and abroad. The firm recently won a landmark decision before the California Energy Commission that procured ratepayer dollars aimed at three new gas power plants and directed them instead into accelerated energy efficiency and distributed solar. The firm is a leading force behind a broad coalition of interests in San Diego CA working to restore the City to Public Utility status.

MAIL TO: SOUL PO Box 146 La Farge, WI 54639 - Info: 608.625.4949 info@soulwisconsin.org

## Engineer Fund Donation with 1 or 2 Lifetime SOUL Memberships

Name \_\_\_\_\_ Date \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ \$5 Lifetime Membership \_\_\_\_\_

Engineer Fund Donation Amount and Message \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Second Member (Spouse etc) \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ \$5 Lifetime Membership \_\_\_\_\_

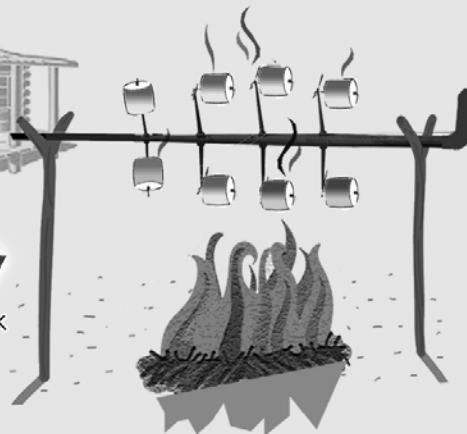
# Engineers Fund Dance & Silent Auction **SUNDAY, NOVEMBER 2**

**BREAKING  
NEWS**

2 pm - 8 pm  
in Cashton or Ontario- TBA  
Auction bidding may start on Sat. Nov 1



Music by Dan Sebranek  
& Mary & More !!



## AND PSC HEARINGS IN EARLY DECEMBER !!

Call 608-625-4949 or email: [info@soulwisconsin.org](mailto:info@soulwisconsin.org) for drop-off locations and other auction details

### *Silent Auction Donation Description*

Minimum Bid \_\_\_\_\_

Seller \_\_\_\_\_ Date \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_ (will protect contact info)

Public Service Commission of Wisconsin (PSC)  
Comments Regarding Badger-Coulee Draft Impact Statement

Mail to be received by October 3, 2014 or comment on line: <http://tinyurl.com/mfkn3g7>

Public Service Commission of Wisconsin  
DEIS 05-CE-142  
P.O. Box 7854 Madison -Wisconsin 53707-7854

[PSC statements] *A comment may consist of the writer's personal knowledge or personal opinions only. A reference document, newspaper article, professional journal article, white paper, study or any other prepared material not written by the person commenting is not considered a public comment, but may be referenced in a person's comment.*

*Utility Case 5-CE-142: Joint Application of American Transmission Company LLC and Northern States Power Company-Wisconsin, as Electric Public Utilities, for Authority to Construct and Operate a New Badger-Coulee 345 kV Transmission Line from the La Crosse Area, in La Crosse County, to the Greater Madison Area in Dane County, Wisconsin.*

Name: \_\_\_\_\_

Street Address: \_\_\_\_\_ Email (optional) \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

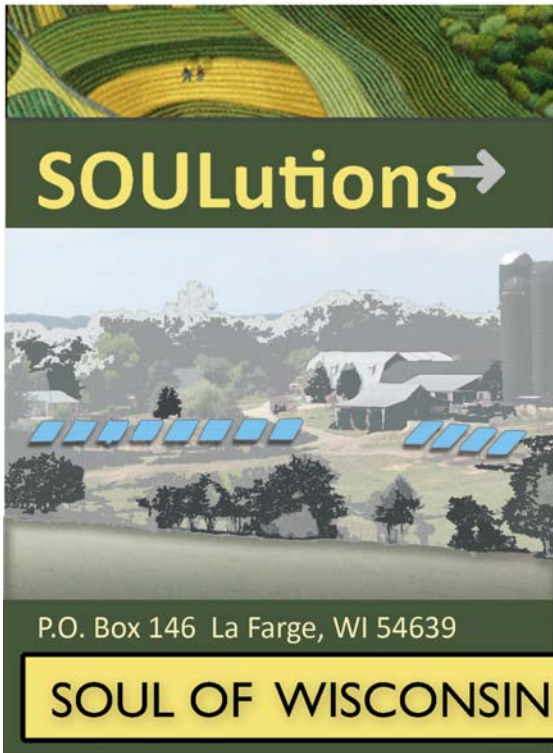
Please make the following corrections and additions to the current draft:

Include and describe, in detail, all PSC measures taken to comply with the Municipal Resolution requests and supporting petitions and letter requests from Wisconsin lawmakers asking the PSC to study non-transmission energy alternatives economic and environmental impact assessments and to make this information publicly accessible *in advance of* the current comment period. See WI State Statutes: 1.13(2); 1.11(2)(e)3; 1.11(2)(c)6 and 1.11(2)(e).

For the high voltage transmission option of this proposal, include dollar estimates of the following impacts in all affected Wisconsin communities: losses in local property values and tax revenue due to negative perceptions; long term decreased potential in housing, business and agriculture development for properties within view of the transmission system including economic activities associated with tourism. For an energy alternative based on a comparable, increased, investment in energy-efficiency, provide (state wide) dollar estimates of home farm and business operation cost savings, local job creation and the value of the avoided carbon emissions. Add these values to the transmission-induced losses that would be avoided with the alternative solution and compare this sum to the "impact payments" affected communities would receive for the high voltage transmission option.

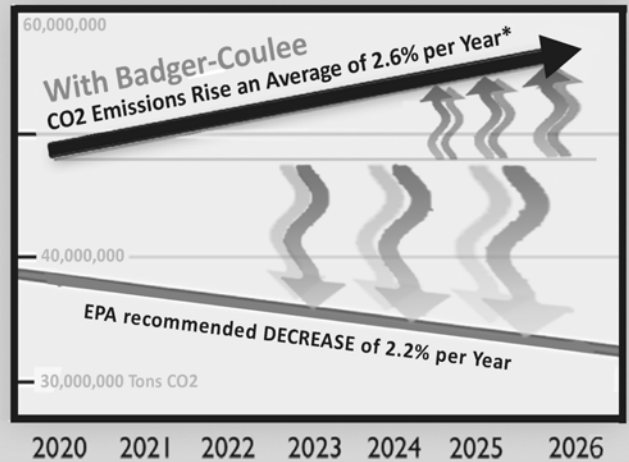
I affirm that these comments are true and correct to the best of my knowledge and belief.

Signature \_\_\_\_\_ Date \_\_\_\_\_



## Restoring Ratepayer and Community Energy Priorities to Wisconsin

WILL CARBON EMISSIONS DROP OVER TIME?



Utility planning data shows average CO<sub>2</sub> emissions in Wisconsin **GROWING** more than three times faster than “business as usual” energy use. Regional utility environmental objectives are not in the same realm as the EPA’s suggested 30% **DECREASE** by 2030.

\*CO<sub>2</sub> emissions would increase in Wisconsin for five of the six energy futures utilities considered in the development of their plans for Regional Transmission Expansion. The data was submitted by utilities in response to PSC Question 01.134 regarding the “Badger-Coulee” proposal on page 6 of this document: <http://tinyurl.com/pvoxs8>