

SOUL OF WISCONSIN

Restoring Ratepayer Energy Priorities

June 2014

As persons, ratepayers and communities we are embracing our powers and permanently altering Wisconsin's energy path.

Hundreds of area ratepayers, residents, landowners and frequent visitors provided personal input at the recent Wisconsin Public Service Commission "Scoping Meetings." Launching the state's review of the Badger – Coulee proposal, people gave input on their environmental, economic and energy priority concerns. The gathering of public information continues until July 15. "I want to make sure that everyone knows their input is needed to make the state's impact statement really reflect our concerns", offered Dena Eakles who lives miles from a potential corridor. "This is the time to reach out to all of our family, friends and businesses, inviting everyone to consider the choice before us: physical damage to 10,000 acres of century old farms, archeological sites, religious communities, tourist attractions and delicate natural habitats or to use our energy dollars to make our homes and farms more efficient and energy self-sufficient through solar and local power."

Every household in Wisconsin is eligible to provide written input to the PSC concerning the trend setting Badger-Coulee utility case until July 15.

Please fill out and mail-in the enclosed form as a ratepayer and resident of Wisconsin.

Or use the form and suggestions as a guide to make comments on line at 1.usa.gov/1qeDdPB through July 15, 2014. Also, you can help SOUL provide the PSC with more detail about household's energy priorities here: <http://bit.ly/1pv9L7T>

The powers of Wisconsin ratepayers will be greatly expanded during the technical and public hearing phases of the Badger-Coulee review if the state agency acknowledges the requests of more 2,000 citizens, 90+ local governments and 11 WI state legislators to include study of non-transmission energy option in the legal proceeding. SOUL is intervening in the case supported by two nationally recognized engineers who will detail their alternative to regional high voltage transmission expansion based on energy efficiency, local power and complementary elements if SOUL receives funding support from the PSC

SOUL's engineers are Peter Lanzalotta, who has provided expert testimony in very prominent transmission cases across the U.S.; Bill Powers, a transmission alternatives engineer who has successfully represented ratepayer priorities in California including comprehensive energy plans for San Diego and San Francisco; and the legal talents of Reynolds-Oliveria LLC who has represented communities across WI in utility and environmental cases. A video outlining non-transmission alternatives in a proposal by Bill Powers can be viewed here: <http://bit.ly/1mVYQOj>

SOUL, the Citizens Energy Task Force, the Town of Holland, Dane County and landowner groups in Monroe and Juneau counties among the 20 parties who have been granted intervenor status by the state.


WISCONSIN EYE VIDEO

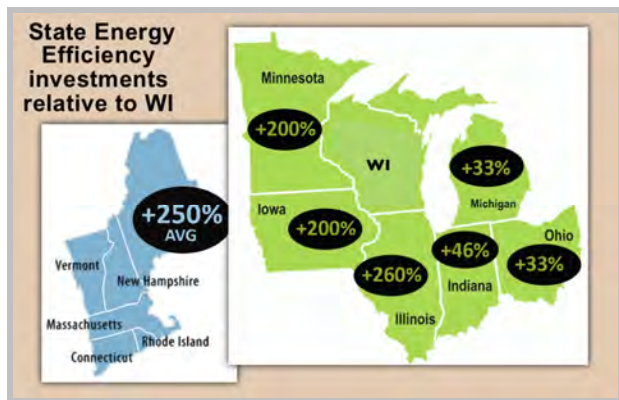
SOUL and CETF representatives describe the alternative energy path for the Badger-Coulee proposal in a 50 min. program produced by the state's C-Span television service.




The discussion panel also includes representatives from ATC, XCEL Energy and Wind of the Wires. To view: visit <http://bit.ly/1usbw3r> or <http://www.wiseeye.org/> and search "Badger-Coulee."

FACTUAL READING

 **Why Is Electricity Use No Longer Growing?** ACEEE finding that residential electric energy use in the U.S. has been dropping since 2007 primarily due to expanding state and federal energy efficiency programs. Efficiency was also most responsible for the decline in U.S. carbon emissions in 2012. The study can be downloaded: <http://bit.ly/1ravTTg>



 It won't be long until the PSC's **Badger-Coulee Docket** is teaming with technical clarifications and expert testimony that will have huge bearing on the outcome. If you would like to assist SOUL with tracking this important discussion, email info@soulwisconsin.org. Instructions for accessing and subscribing to the docket: <http://bit.ly/1qNiakJ> WI's required **Strategic Energy Assessment** with recent WI's official energy status report with utility project announcements and projections is available for reading: <http://1.usa.gov/1mX7NXy> and commenting upon: <http://1.usa.gov/1lz6l>

Newsletter with operational links: <http://bit.ly/1hY5HKR>

MEMBERSHIPS & DONATIONS

The response to our last newsletter inspired SOUL's 100% volunteers work force. We received donations from 200 existing and new members in excess of \$2100! These precious funds went to our engineers and lawyer as we prepare our solution for the Badger-Coulee proposal that does not include high voltage transmission. Much rides on the PSC awarding SOUL funds to continue paying the engineers and law firm. All are working at discounted rates and have exceeded our prepayments waiting for the PSC funding decisions.

WANT COMMUNITY SOLAR PANELS?

Increasing popularity in solar as solid investment is encouraging the Dairyland-based Coops of Riverland, Richland and Taylor to invite their members to voice interest in community solar farms. Members of all Dairyland coops phone in your interest. The cities of Eau Claire and Sun Prairie are exploring community solar too. Panels cost about \$600 each & save about \$34 per year delivering many years of cost free power. If home placement is not an option, approach your utility and ask them to help you explore developing solar in your community. Believe in the astonishing powers of 3-5 generous people.

MIDDLETON-DUBUQUE 345 kV LINE

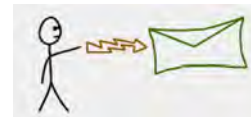
The number of municipalities adopting Information Request Resolutions in Southwest Wisconsin in response to the expected "Cardinal Bluffs" high capacity transmission proposal is increasing. Contact Chuck Tennesen at twotens@yousq.net for help bringing the resolution before your town, city or village. Awareness of better energy options starts at home.

SUMMER IS PEAK AWARENESS TIME

The high cost and stresses of centrally supplied electricity on the hottest days of summer greatly affect our rates and utility proposals for transmission. Take action: Open up & cool down your house at night, close it tight with blinds at day. When outside temp at night is 68F or lower, open windows & cool the house. Close windows and blinds tight by 7 am. Air Conditioning: Cool the house an extra degree or two from 8 a.m. to 2 p.m. and turn off AC until 8 pm. Dampen skin and use a small fan. Do laundry, dishes, vacuuming & electric cooking early or late. If you have electric hot water, shower early or late. To reduce waste year around, consult Wisconsin Meter Watch <http://bit.ly/1otlxPy>

USE YOUR ENERGY VOTE

Record your concerns & energy priorities before July 15 for the scoping stage of the Badger-Coulee proposal by filling out and mailing in the enclosed form or on line: <http://1.usa.gov/1qeDdPB>



ELEVEN STATE LEGISLATORS FILE BADGER-COULEE REQUESTS WITH PSC

An unprecedented number of Wisconsin legislators have filed requests in a controversial utility case currently before the Public Service Commission. The eleven letters on the docket urge the Commission to honor the requests of more than 90 municipal resolutions and 2000 petition signatures asking for a cost-benefit analysis of non-transmission alternatives in the review of the Badger-Coulee proposal that includes accelerating investment in energy efficiency and development of local power.

Please take a moment to email one or two of the following legislators a “thank you” note for supporting the municipal resolution and petition requests.

Sen. Jennifer Shilling, D-La Crosse	Sen.Shilling@legis.wisconsin.gov
Sen. Dale Schultz, R-Richland Center	Sen.Schultz@legis.wisconsin.gov
Sen. Kathleen Vinehout, D-Alma	Sen.Vinehout@legis.wisconsin.gov
Rep. Jill Billings, D-La Crosse	Rep.Billings@legis.wisconsin.gov
Rep. Fred Clark, D-Baraboo	Rep.Clark@legis.wisconsin.gov
Rep. Steve Doyle, D-Onalaska	Rep.Doyle@legis.wisconsin.gov
Rep. Dianne Hesselbein, D-Middleton	Rep.Hesselbein@legis.wisconsin.gov
Rep. Terese Berceau, D-Madison	Rep.Berceau@legis.wisconsin.gov
Rep. Chris Danou, D-Trempealeau	Rep.Danou@legis.wisconsin.gov
Rep. Ed Brooks, R-Reedsburg	Rep.brooks@legis.wisconsin.gov
Rep. Sondy Pope, D- Middleton	Rep.Pope@legis.wisconsin.gov

The below legislators have received explanatory materials and await more phone calls from their constituents asking them to send a letter to the PSC supporting cost benefit analysis that includes non-transmission alternatives for the Badger-Coulee proposal.

Rep. Lee Nerison, R-Westby	888.534.0096,
Sen. Jon Erpenbach, D- Middleton	608.266.6670
Rep. Amy Sue Vruwink, D-Milladore	888.534.0070
Sen. Julie Lassa, D- Portage	608.266.3123
Rep. Travis Tranel, R-Cuba City	888.872.0049
Sen. Luther Olsen, R-Ripon	608.266.0751
Rep. Joan Ballweg, R-Markesan	888.534.0041
Rep. Sondy Pope, D-Cross Plains	888.534.0080
Rep. Dana Wachs, D-Eau Claire	888.534.0091
Sen. Robert Cowles, R-Green Bay	800.334.1465
Rep. Chris Taylor, D-Madison	608.266.5342
Sen. Dave Hansen, D-Green Bay	608.266.5670
Sen. Neal Kedzie, R-Elkhorn	608.266.2635
Rep. Stephen Nass, R-Whitewater	888.529.0033
Sen. Jerry Petrowski, R-Marathon	608.266.2502
Rep. John Spiros, R-Marshfield	888.534.0086

THANK YOU JOAN & LEGISLATIVE TEAM VOLUNTEERS!!!

HOME GROWN LOW INTEREST LOAN PROGRAM SPARKS SOLAR PURCHASE

Jennifer and Dan Rhudy had been interested in solar panels for a long time, but they didn't have the up-front money for a major investment and, with plans to move, putting panels on their current house in rural Viroqua was not an option. Two events helped them become proud owners of 16 solar panels.

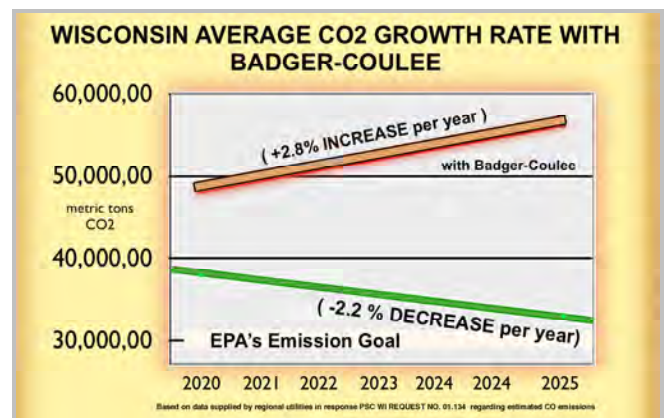
First, Vernon Electric Cooperative's community solar farm enabled members to buy panels and receive credits on their monthly statement for the energy generated.

Jennifer explains the second, “We had not budgeted for solar panels before this opportunity arose and knew we'd need to borrow the money. Then we heard about the Leg Up low interest loan program offered through the Westby Co-op Credit Union where property owners and businesses that want to reduce energy usage, cut costs in the long run, and practice environmental stewardship can apply for a loan. The program is available to anyone who lives or works in WCCU's twelve county area. Loans may be obtained for solar, wind, or geothermal installations as well as energy efficiency upgrades.

The LEG Up loan is what made the Rhudy's solar panel purchase affordable. “There wasn't a down payment; we didn't have to provide pay stubs-- it was much simpler than our mortgage loan process and the interests rate was better,” Jennifer said.

Dan liked the economics, “Our decision was not only based on sustainability, but that it also makes economic sense as the panels will pay for themselves within about 12 years and the panels are expected to last twice that long, which will ultimately be a big savings, especially as energy prices continue to rise.”

Jennifer and Dan agreed, “We're excited about the community solar opening ceremony so we can show our young children our solar panels and to talk about what that means. It will be an educational moment for our family.’ Local Energy Generation (LEG) is a group of concerned individuals who promote renewable energy and energy efficiency. Group members commit funds to enable the below market interest rates. Persons eyeing solar or energy efficiency projects and are held back by the up-front cost, are encourage to call Samantha at 608 320-1173 or Bob at 608 606- 6031.



Images of remote wind farms do not reduce emissions. Chart created from regional utilities data to PSCW indicating WI emissions would increase under 5 of 6 utility-planned futures. The exception relies on other transmission, carbon taxing & large policy changes. Pg 6 <http://1.usa.gov/1kHljn>

SOUL of Wisconsin PSC Scoping Input Form Suggestions

1. **Describe who you are**, a WI ratepayer (electric customer) *AND* a landowner near a potential corridor, or a resident who lives in a potentially impacted area, or a frequent visitor to a potentially impacted area(s), or an out of state visitor to specific areas.
2. **Credentials.** Describe how long you and your family have lived in the community and positions or duties you have assumed to serve your community. Also any training or special interests and skills regarding energy use, planning or trades. Provide the name and address of the business that you or anyone in your family owns that is impacted by tourism in the area.
3. To only state your energy investment priorities, skip to **RATEPAYER** at bottom.

About Listing Environmental, Economic and Cultural “Sensitivities” Only specific, named items of concern with location information are typically considered for scoping input. If you know of a sensitive natural asset or business or cultural resource that would be affected, name it and describe where it is located. A general statement like “a large profile transmission line would affect people considering moving and building retirement homes” must be detailed with “...such as the lots or suitable building sites along Johnson Rd.”

Environmental Sensitivities can be on your land or land in the vicinity of a preferred or previously studied transmission corridor that you or family members visit. Of special interest are springs, streams, rivers, ponds, lakes, dams, caves, wetlands, sinkholes, animal dens, water related habitats, sightings of raptor nests or feeding areas, rare plants and rare animals all areas that are undeveloped and in forest or grass land or other more natural state. List livestock with numbers and sensitive crops.

Cultural Sensitivities in your community or a nearby, Specify historical or archeological sites of interest such as cemeteries, churches, places of worship, old homesteads, pony express stops, post offices, schools, wells, artesian springs, hunting and ceremony grounds.

Economic Activities based on Natural Resources-- Specify businesses that would be affected by a decrease in tourist traffic for *all* recreational activities include fishing, hunting, canoeing, kayaking, biking,.. museums, parks, wildlife refuges, nature centers, restaurants, motels, hotels, bed & breakfasts, taverns, gasoline stations, resale/antique stores, art/craft galleries, convenience stores, roadside stands, and touring services.

Housing & Business Development List, by location, potential building locations where development is curtailed or would be curtailed with high profile transmission towers affecting natural beauty, peace and quiet and other qualities that make people want to live there.

Health Concerns. In the general vicinity of proposed corridors list locations where young, elderly, ill or special needs persons reside or frequent including schools, assisted living centers, senior citizen centers, hospitals, health centers, medical centers, community centers, libraries, bus stops, rest areas, parks, golf festivity grounds, civic centers or government offices.

As a “**RATEPAYER**,” you pay for all energy investments buried in the rate paid for power and through Focus on Energy charges for energy efficiency and renewable energy rebates. WI ranks high in the former and low in later. Describe the purposes and investment goals of your energy dollars such as reducing waste and lowering home and farm operation costs through energy efficiency improvements, keeping energy dollars in the state, not adding power plants and transmission when efficiency cuts emissions more cost effectively and local solar is now affordable. SOUL also has Household Energy Priorities form: <http://tinyurl.com/ouvsgr8>

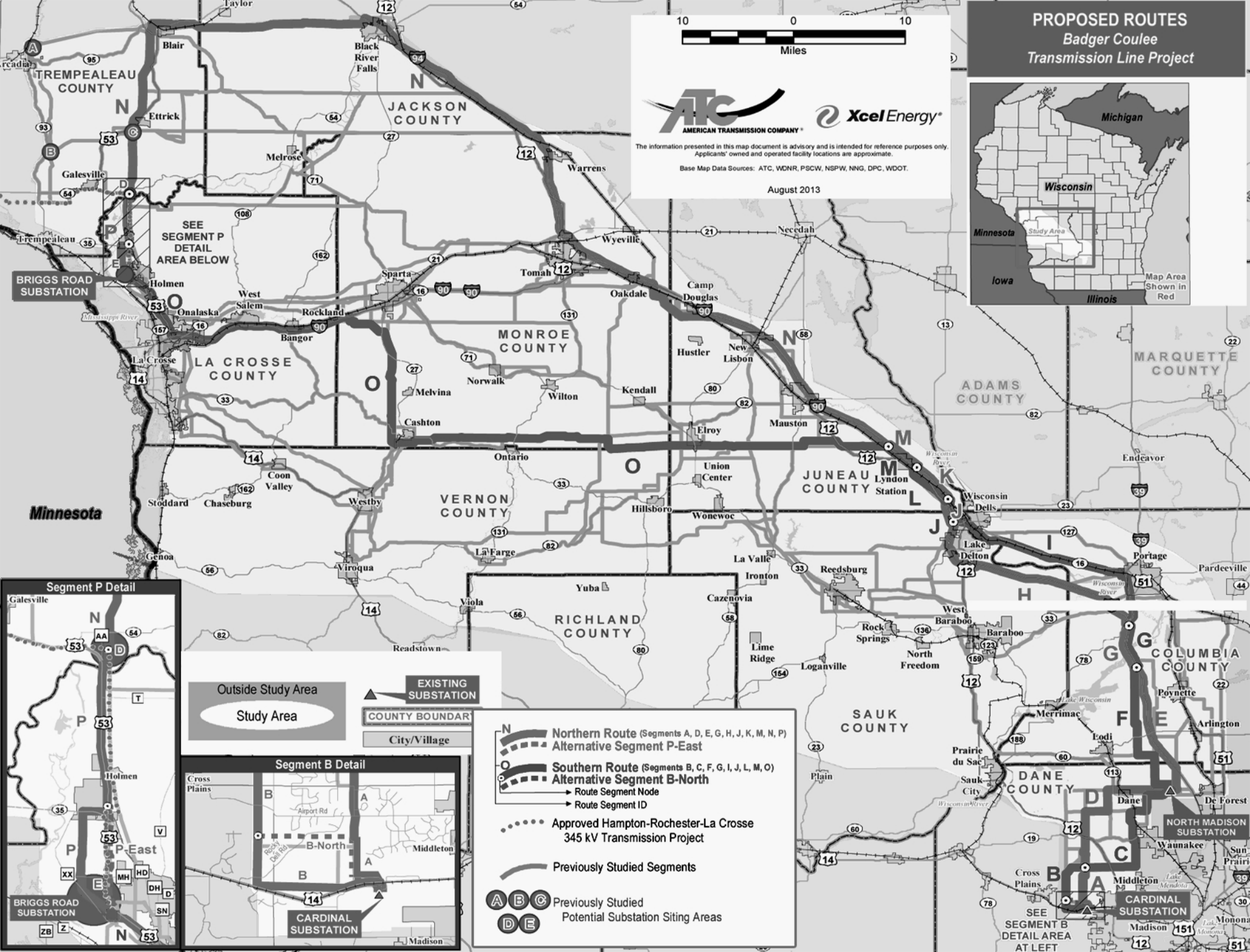
You can submit more than one comment. Mail comments to: **Scoping Input - Badger Coulee Docket 05CE142 , Public Service Commission of Wisconsin P.O. Box 7854 Madison, WI 53707-7854**

PROPOSED ROUTES
Badger Coulee
Transmission Line Project



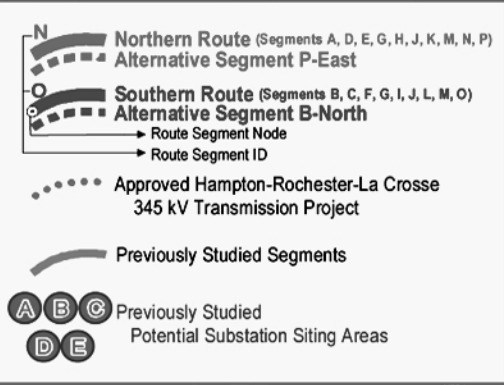
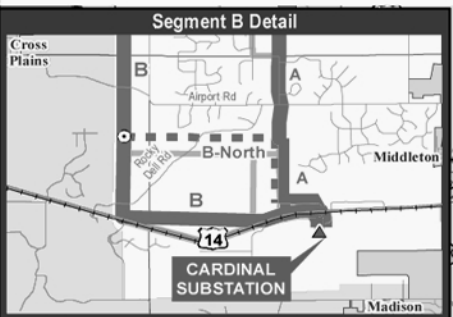
The information presented in this map document is advisory and is intended for reference purposes only. Applicants' owned and operated facility locations are approximate.
 Base Map Data Sources: ATC, WDNR, PSCW, NSPW, NNG, DPC, WDOT.

August 2013



BRIGGS ROAD SUBSTATION

SEE SEGMENT P
 DETAIL AREA BELOW



CARDINAL SUBSTATION
NORTH MADISON SUBSTATION

Mail to be received no later than July 15, 2014 to
Public Service Commission of Wisconsin
Attention, Docket 05-CE-142
P.O. Box 7854
Madison, Wisconsin 53707-7854

Name _____ Address _____

City _____ State _____ Zip Code _____

Email (optional) _____ Phone (optional) _____

Public Comment Regarding Docket 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

Comments:

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

Signature _____ Date _____

PSC notes: Public comments are currently being solicited by Commission staff for this docket. Your comment needs to identify issues and concerns that should be addressed in the Environmental Assessment (EA) or Environmental Impact Statement. (EIS) prepared by Commission staff. 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. These comments will be used by staff in its scoping and analysis of this case, but will not be part of the official record. [Comments made at the public hearings later in this proceeding typically become part of the official record.]



Help Restore Ratepayer, Landowner & Community Energy Priorities to Wisconsin

1 or 2 person SOUL of Wisconsin Lifetime Membership Form

Name _____ Date _____

Street Address _____

City _____ State _____ Zip _____

Email (print clearly) _____ \$5 [] Other Amt. _____

I support the request to the PSC (signature) _____

Name _____ Date _____

Street Address _____

City _____ State _____ Zip _____

Email (print clearly) _____ \$5 [] Other Amt. _____

I support the request to the PSC (signature) _____

REGIONAL HIGH CAPACITY TRANSMISSION EXPANSION THROUGH WISCONSIN



Mail membership form to:
SOUL PO Box 146
La Farge, WI 54639

PSC REQUEST: I request that the Public Service Commission of WI ensure that an impartial study of all energy solutions for proposal 05ce142 becomes available for public evaluation. One option must include accelerated energy efficiency, expanded implementation of demand side management and improvements to low voltage transmission lines as needed for in-state reliability. Funding for all options should match the amount that Wisconsin ratepayers would assume over 40 years for MTEP11 development including appendixes A, B & C. The study should include impacts on in-state job creation, net regional carbon emission reduction and policies that could place limitations on distributed generation.