

# The Wisconsin Story

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# History of Energy Efficiency

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- Utility provision of energy efficiency services
  - Annual goals
  - Cooperative effort
  - Brute force
  - Conservation escrow
  - Rate base treatment/performance incentives



# History of energy efficiency (cont.)

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- 1999 Wisconsin Act 9
  - Statewide public benefits programs
    - Administered by DOA
    - Third-party program administrators
    - Established funding level
  - Customer service conservation activities
  - Voluntary programs
- Ordered programs
  - WEPCO
  - WPSC

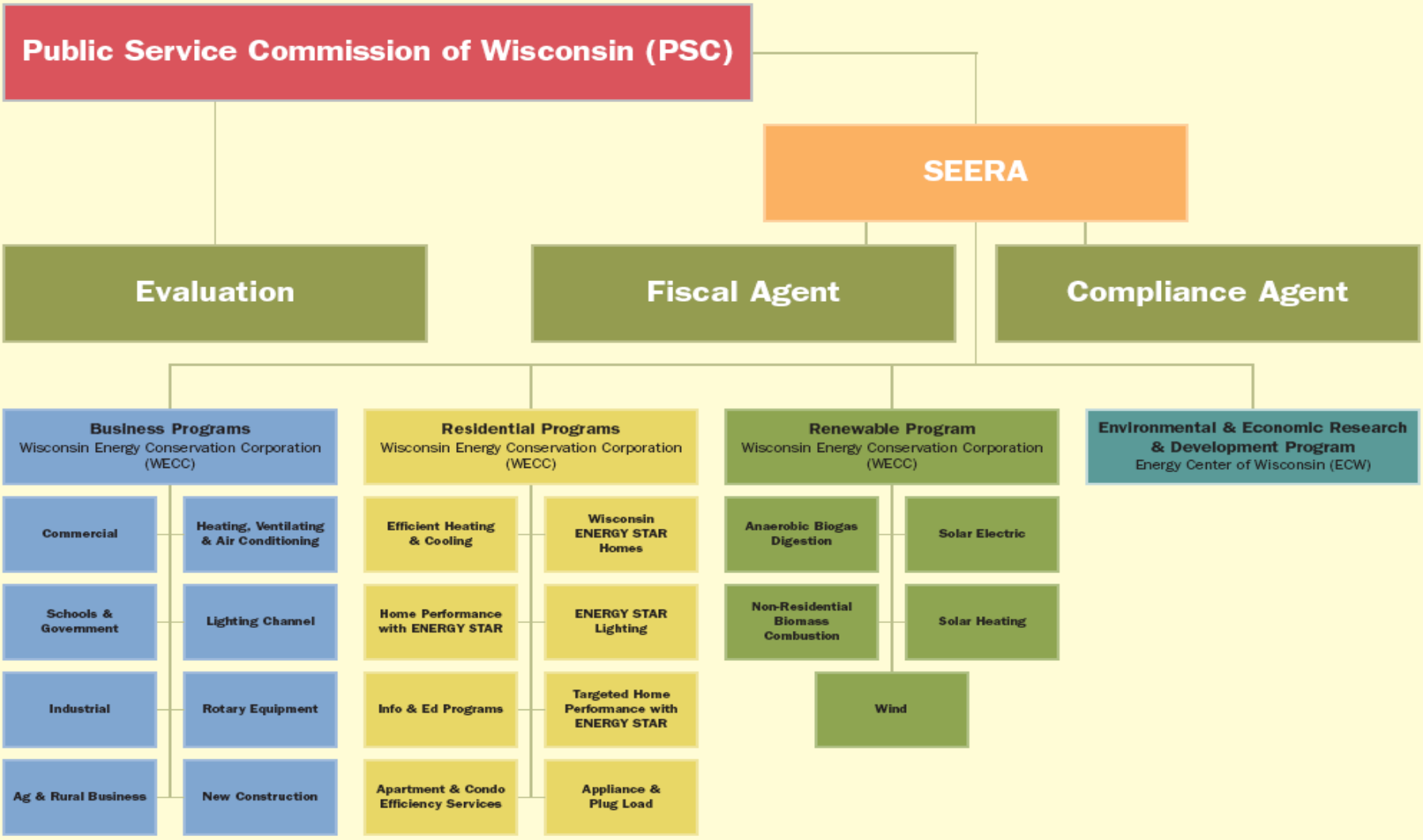


# History of energy efficiency (cont.)

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- 2005 WisconsinAct 141
  - Increased funding level
  - Utilities contract with program administrators
  - Program types
    - Statewide
    - Utility-administered
    - Voluntary utility
    - Large customer self-directed
  - Commission approval of contracts and proposals

# ORGANIZATIONAL CHART FOR THE FOCUS ON ENERGY PROGRAM





# Unique circumstances

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- Frequent rate cases
- Forward-looking test year
- Full recovery of demand-side investments
- Reduced utility responsibility for energy efficiency
- Wisconsin utilities generally regarded as excellent investments



# Current and Future Activities

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- **Midwestern Energy Security & Climate Stewardship Summit**
  - Wisconsin signed on to all 4 tiers
- **Governor's Global Warming Task Force**
  - **Mission**
    - Present actionable policy recommendations to reduce greenhouse gas emissions in Wisconsin
    - Identify specific short-term and long-term goals for greenhouse gas emissions reductions
  - Supported by workgroups
  - Final report expected Spring 2008



# Current and Future Activities (cont.)

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- Quadrennial planning process
  - Energy efficiency potential study
  - Multi-year demand and energy savings goals
  - Appropriate funding level
- On-going discussions
  - Decoupling and utility energy efficiency incentives
  - Innovative rate designs
  - Demand response/load management

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