

The Changing World of Energy Decisions and Local Implications

Local Government Summit:

Building Sustainable Communities through Energy & Resilience

Presented by

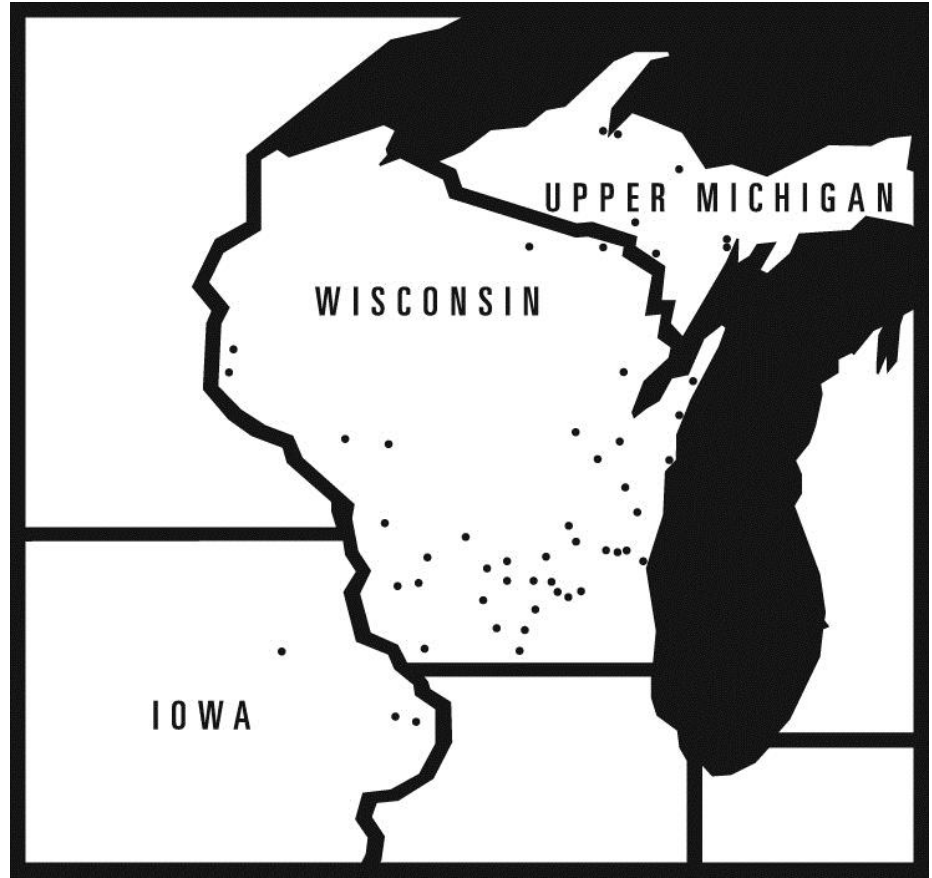
Jake Oelke, Vice President – Energy Services

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About our joint action agency

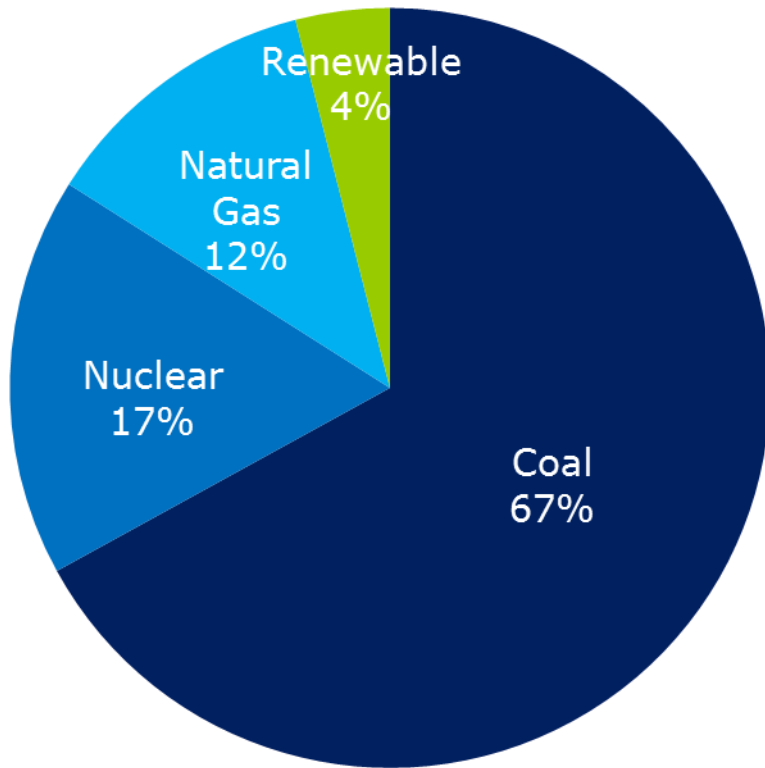
- Established in 1980
- Own generation facilities and provide support services to 51 member utilities
- Annual revenues of \$476 million
- Assets of \$810 million
- 102 employees

www.wppienergy.org

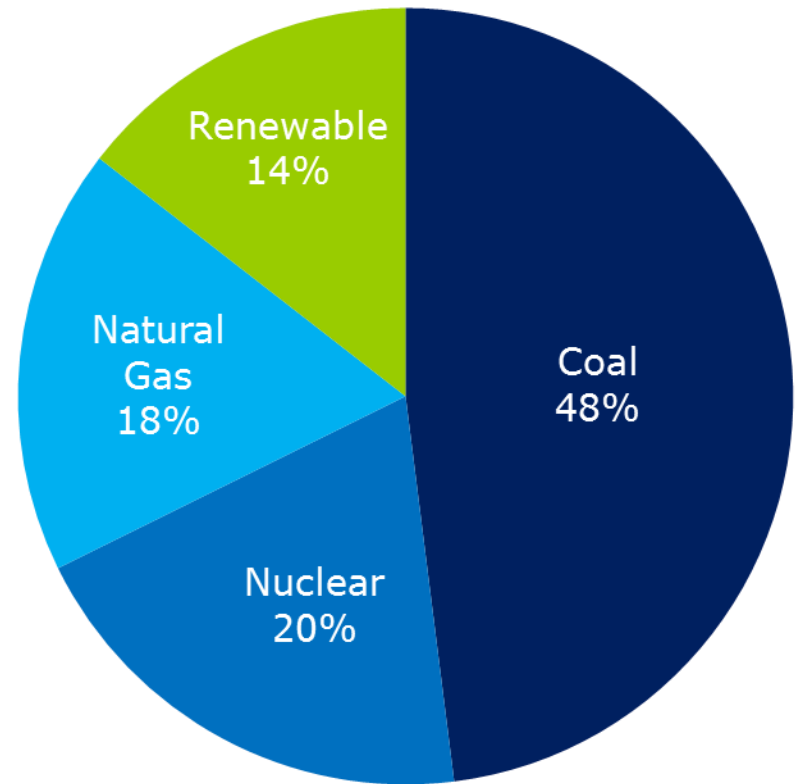


Diverse and evolving energy supply

2005



2015



Walking the talk at our office

- Goal = reduce energy use by 10% in two years
- Results:
 - 15% reduction in 18 months
 - Earned ENERGY STAR
- Building addition and renovation in 2009
 - LEED Gold Certification
 - Doubled square footage with same energy use



Curbing energy use in utility and other municipally-owned facilities

- Utility and municipal building incentive program
- Formal commitments by governing bodies for sustainability
- Revolving member loan program for community energy efficiency and renewable energy projects

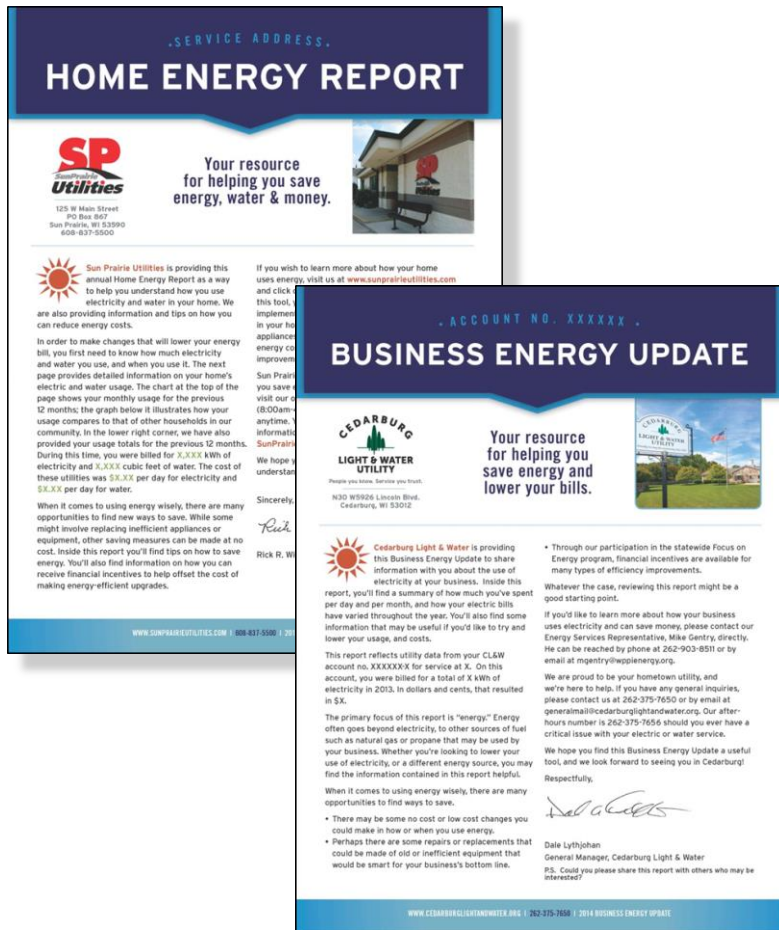


Targeting local school facilities

- Energy benchmarking efforts
 - Technical support
 - Financial incentives and recognition awards
- Community service learning approach
- National Theatre for Children
- K-12 Energy Education Program (KEEP)



Creating informed energy users



- Personalized water and electricity use reports
- Peer comparisons
- Online engagement portal
 - Advanced metering data
 - Energy monitoring
 - Rate comparisons
 - Benchmarking
 - Custom alerts

Actively promoting renewable energy

- Community-based renewable project demonstrations
- Renewable energy grants for non-profits
- Voluntary renewable energy program
 - Mayoral Challenges
 - NREL Top 10 list



Piloting community solar models

- Allows homes and businesses to invest in shared solar
- First municipal community solar projects in Wisconsin
 - New Richmond
 - River Falls



Learning lessons along the way

1. Energy efficiency remains the least cost and lowest risk energy resource
2. Don't overlook the importance of a strategic plan or vision (include goals, reporting and accountability)
3. Identify and understand the challenges and advantages that exist with demographic disparity

