



Unlike all other Midwestern states, Wisconsin uses a statewide administrator called Focus on Energy to run its energy efficiency and renewable energy programs. The state's investor-owned utilities and most municipal and cooperative utilities contribute 1.2% of their annual retail revenue toward the Focus program. Utilities can also run programs in addition to their Focus contributions, though the vast majority of the state's energy savings come from Focus programs. Focus has long been a regional and national leader in its program cost-effectiveness. In light of the success of the program, Governor Evers has proposed increasing utility contributions to 2.4%, but those proposals have not gone anywhere. Once a leader in efficiency, Wisconsin has fallen to sixth in the region for annual energy saved (about 2.2 trillion Btu) and seventh in annual spending (\$97 million).

WISCONSIN EE QUICK FACTS

Here's what's in the cards for Wisconsin regarding energy efficiency:

Energy Savings Target




Wisconsin does not have an energy savings target; rather, they are the only state in the region to have a spending target. Utilities contribute 1.2% of their annual retail revenue to the Focus program.

EE Spend per Capita



2021 electric EE \$ per residential customer: \$14.04
2021 gas EE \$ per residential customer: \$8.83

Building Energy Codes



Commercial: 2015 IECC and ASHRAE 90.1-2013 with amendments.
Residential: 2009 IECC with amendments.

Stakeholder Collaboration




Wisconsin does not have a statewide energy efficiency collaborative. The PSC does host topic-specific workshops and collaboratives, like the performance-based regulation workshop series in 2022.

Energy Efficiency Financing



PACE Wisconsin is a commercial program available statewide and is administered by the Wisconsin PACE Commission.

Combined Heat and Power



Under Focus, CHP can count as energy efficiency.

JOBS AND ECONOMICS

Strong EE policies lead to utility investment and job growth throughout the Wisconsin economy. The Wisconsin EE industry employs more state residents than any other energy sector; most employers are small businesses providing local jobs.



55,736 EE jobs,
out of **93,157**
total energy jobs
or **69,303** clean
energy jobs



Veterans
comprise **8%** of
the EE workforce



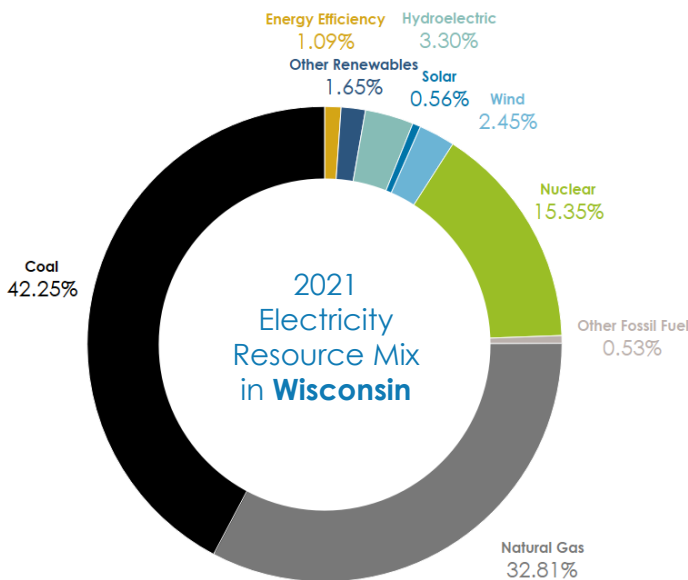
9,249 EE
businesses



94%
of those are
small businesses
(fewer than **100**
employees)

STATE ENERGY PLANNING

Unlike many other Midwestern states, Wisconsin does not have a formalized integrated resource planning process. The Wisconsin PSC does conduct a biennial Strategic Energy Assessment to assess the adequacy and reliability of the state's energy supply. In addition, the Focus on Energy program conducts a quadrennial review process where Focus outlines its energy efficiency and renewable energy programs and goals. Energy efficiency remains the lowest-cost resource that utilities rely upon to increase flexibility in making supply-side resource decisions. The state's energy and climate goals are laid out in the State of Wisconsin Clean Energy Plan. The document builds upon Governor Evers' executive orders and sets a goal to reach 100% carbon-free electricity by 2050.



Utility Cost Range of Electricity Resources \$ per megawatt-hour, 2023

Energy Efficiency (Midwest Avg)	15 ●
Solar PV - Utility Scale	24 — 96
Wind - Onshore	24 — 75
Gas Combined Cycle	39 — 101
Coal	68 — 166
Gas Peaking	115 — 221
Nuclear	141 — 221

Source: Lazard, 2023; IBNL, 2018

INCLUSIVITY: INCREASING ACCESS TO EE

Whether in affordable housing or rural communities, under-resourced customers need comprehensive program options to reduce their energy burdens. Wisconsin has increased its attention to this area as of late, and equity considerations were factored into the most recent Quad Plan. Focus spends about 14% of its residential budget on dedicated income-qualified incentives, equating to about \$3 million annually, which is significantly lower than many neighboring states. Focus is a national leader in targeting rural communities, spending about a third of its residential budget in rural Census tracts. In the most recent Quad Plan, the PSC directed Focus to establish a working group to reduce barriers for under-resourced communities to participate in Focus programming.

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