



Energy Efficiency

A Good Investment for Wisconsin

Since 2001, Focus on Energy, Wisconsin's third-party administrator for utility energy efficiency programs, has provided residents and businesses with financial incentives and information to encourage energy efficiency upgrades. Wisconsin's Public Benefit Fund for energy efficiency projects requires utilities to fund energy efficiency programs at a percentage of annual revenues. These programs have brought economic, environmental and energy security benefits to Wisconsin's residents and businesses. Focus on Energy has delivered **more than \$1 billion in economic benefits** over the past eight years. Sustained investments have allowed Wisconsin to take advantage of its cheapest energy resource: energy efficiency.

Energy and Cost Savings

Energy efficiency is the cheapest energy resource in the Midwest at \$18 per megawatt hour. New natural gas and coal-fired power plants are three times more expensive, as seen in the graph to the right. Wind generation is twice the cost of energy efficiency.

In addition to energy savings, energy efficiency investments:

- Improve business competitiveness
- Save consumers money on their bills
- Make homes and businesses more comfortable places to live and work

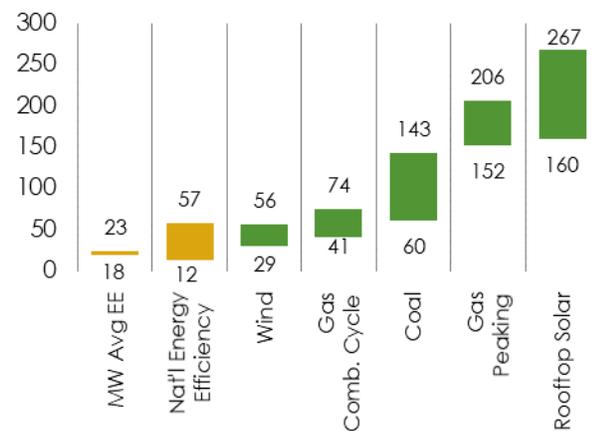
From 2011- 2014, for every \$1 invested in energy efficiency, Wisconsin residents and businesses received an average of \$3.06 in benefits. In 2017, **every \$1 invested in energy efficiency yielded \$4.36 in benefits.**

Effective policy has increased annual electricity savings more than tenfold since Focus on Energy was restructured by Act 141 in 2005. Electric savings increased dramatically in 2009 and have held relatively steady since then with a peak in 2013. Natural gas savings are currently rebounding after a drop in 2011.

For program years 2017 and 2018, Focus on Energy funds were directed to address rural energy efficiency. \$26 million was directed to address rural broadband issues, provide rural energy efficiency kits and launch potential pilot programs in the rural broadband space. This investment saved more than 6.48 million MMBtus of energy, **enough to power 178,857 single-family homes** in the upper Midwest for a year.

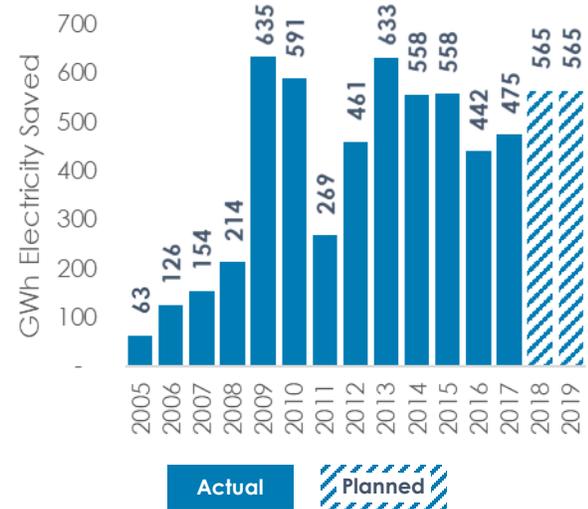
Cost Ranges of Electricity Resources

\$ per megawatt-hour, 2018



Source: Lazard 2018; LBNL 2018; ACEEE 2018

Electric Savings in Wisconsin through Utility Efficiency Programs



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