



# Missed Opportunities: The Impact of Recent Policies on Energy Efficiency Programs in Midwestern States

## WISCONSIN

Focus on Energy, Wisconsin's statewide administrator of energy efficiency and renewable energy programs, has seen its budget stagnate and even decline over recent years. Both the Governor's Task Force on Climate Change report and Governor Evers' most recent budget plan proposed increasing Focus on Energy's budget, arguing it is a potential tool to unlock additional energy savings and environmental and economic benefits.

MEEA commissioned a study to understand how the state of Wisconsin could potentially benefit if the state doubled its budget for the Focus on Energy program, with an emphasis on the benefits from the increased energy efficiency programs on the electric side.

**\$222 MILLION**  
Potential net benefits



**\$664 MILLION**  
Saved costs from carbon emissions



**\$3.2 - 7.2 MILLION**  
Health care prevention



**\$85 MILLION**  
**1,530** Net income increase  
New jobs



**\$56 MILLION**  
Additional benefits for non-participants



### Net Impacts on EE Benefits



If Focus on Energy's budget were to be doubled, Wisconsin would have bolstered energy efficiency's statewide value. **Annually, Wisconsin would have seen \$222 million in benefits.** These benefits include bill savings and lower utility costs.

### Social Costs of Carbon



Doubling Focus on Energy's budget would expand utility EE programs, resulting in decreased energy use and associated carbon emissions. The social cost of the saved carbon emissions is approximately **\$664 million.**

### Health Impacts



Wisconsin would have reduced **\$3.2 million to \$7.2 million in health care costs** if Focus's budget were to double. These come from prevented premature mortalities, illnesses and lost workdays from the electric generation air pollution that EE would have avoided.

### Macroeconomic Impacts



If EE programs were expanded, Wisconsinites would have additional job opportunities. Doubling Focus's budget would result in **1,530 additional full-time equivalent jobs**, a **net income increase of \$85 million** and an **increase in GDP of \$79 million.**

### Non-Participant Benefits



EE programs provide benefits to all customers, even those who have not participated. The progressive policy change would have provided **\$56 million in nonparticipant rate relief.**



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MEEA's policy team released a report with the help of researchers from Synapse Energy Economics. "**Missed Opportunities**" estimates the impacts of recent energy efficiency policy rollbacks in six Midwestern states: Illinois, Indiana, Iowa, Ohio, Missouri and Wisconsin.

The findings underscore the immense value of utility-run energy efficiency programs by quantifying the benefits they provide to society at large - from economic to environmental and health.

**View the full report:** [https://www.mwalliance.org/sites/default/files/meea-research/missed\\_opportunities\\_-\\_midwest\\_ee\\_policy\\_impacts.pdf?current=/taxonomy/term/11](https://www.mwalliance.org/sites/default/files/meea-research/missed_opportunities_-_midwest_ee_policy_impacts.pdf?current=/taxonomy/term/11)