



ENERGY CENTER
OF WISCONSIN

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Reaching Our Goals

EIC 4th Quarter Meeting

December 17, 2009

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It's a 1-2-3 process

- **1. Determine your baseline**
- **2. Set your goals**
- **3. Identify energy efficiency and renewable energy measures**

Step 1: Identify your baseline

- **For many communities, this is where the majority of time went**

Step 2: Set goals

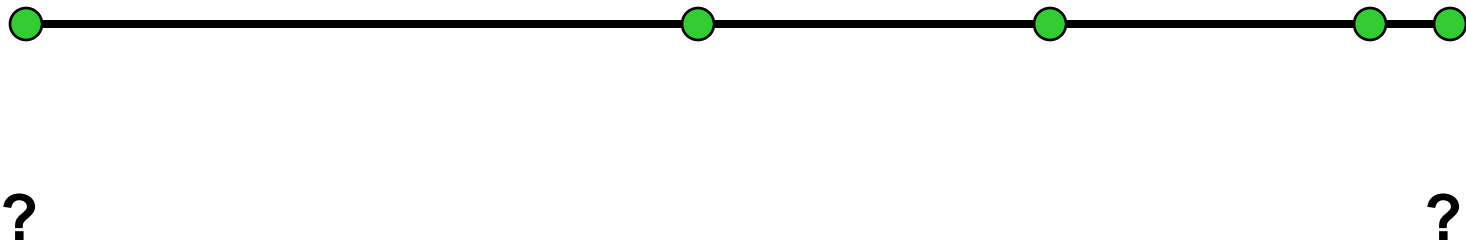
- **25x25—a battle on two fronts**
 - **Renewable energy for 25% of energy usage**
 - **Energy efficiency to reduce baseline**

Step 3: Identify measures

- **Eight municipalities' worth of data**
- **Let's assume every municipality enacts every identified measure**

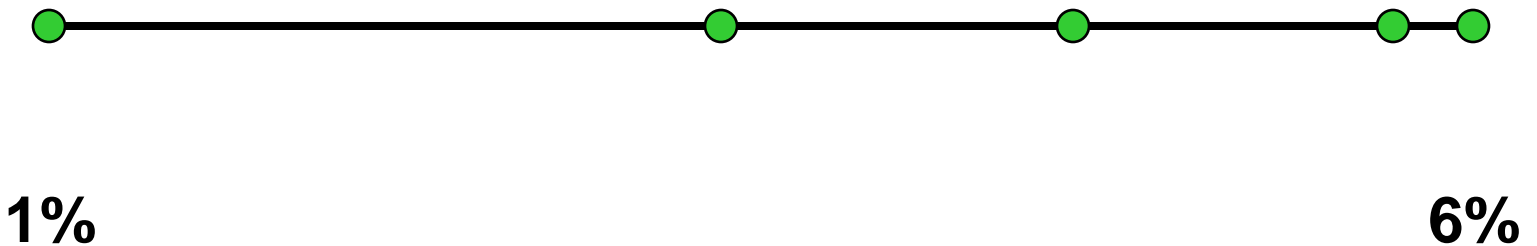
LED streetlights

- Five communities pursuing LED streetlights—
what's their expected reduction in baseline energy?



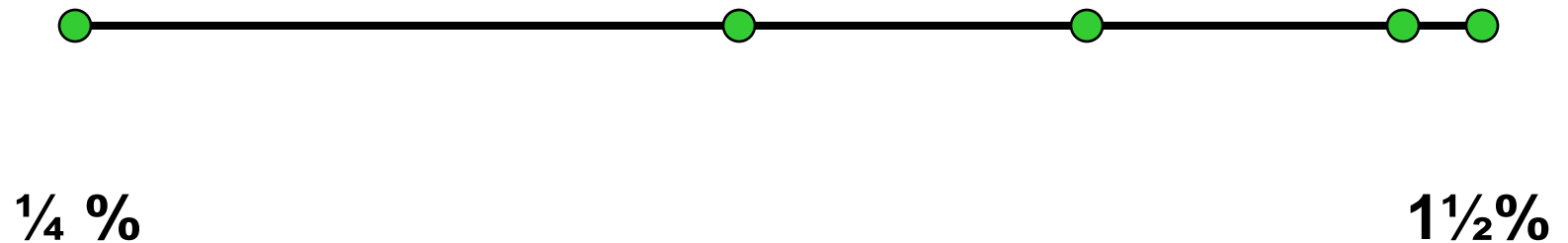
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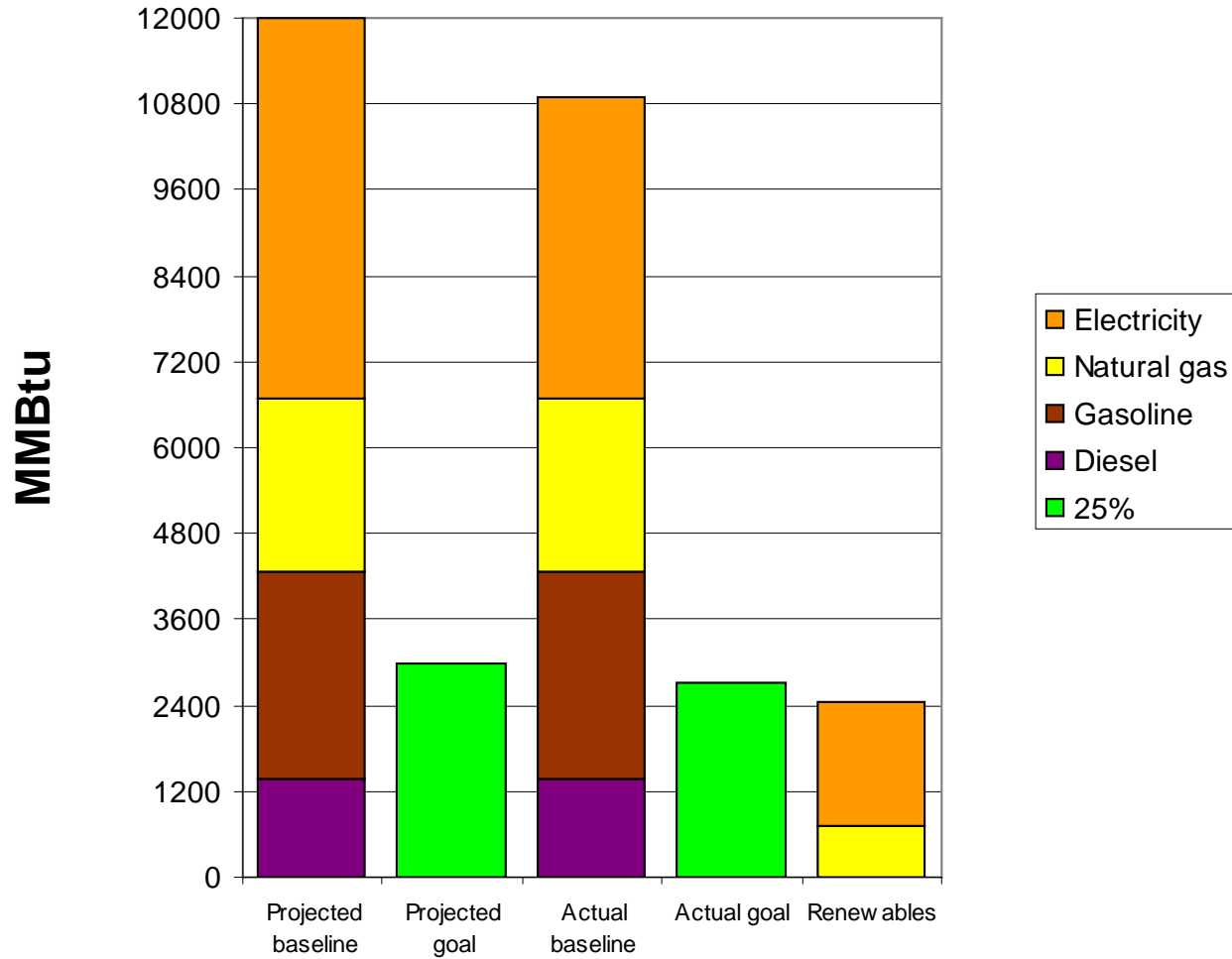


LED streetlights

- How much did it reduce the 25% renewable goal?



2025 Energy Use



Baseline reduction via efficiency

- No renewables



Total fossil fuel reduction

- Efficiency + customer-sited renewables



Percent of 25x25 goal achieved

- Without renewable electricity & fuel purchases



Customer-sited renewables

- How do you get over this hump?



Customer-sited renewables

- \$1.3 million for 300 kW in wind turbines



Customer-sited renewables

- \$7.5 million for an anaerobic digester



Customer-sited renewables

- \$12 million for a 38 MW wind farm



Smaller-scale customer-sited

- Geothermal systems
- Solar hot water
- Solar PV



Purchased renewable electricity

- Not necessarily available from all utilities
- Take advantage of economies of scale



Fleet energy is a hard nut to crack

- The biggest gains came from reducing the demand for vehicle miles

Next steps

- **You've seen how important it is to understand how energy is consumed**
- **You've seen the cost-effectiveness of efficiency and renewables measures**
- **You've seen how your communities can rally around these goals**

Thank you

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