



Public Service Commission of Wisconsin

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Governor Doyle Announces more than \$164 Million in Savings for Wisconsin Consumers

Focus on Energy Program Saves Residents and Businesses Energy and Money

MADISON – Governor Jim Doyle today announced that Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, has saved businesses and residents \$164 million in annual energy costs. To date, the statewide savings include 1.2 billion kilowatt-hours (kWh) and more than 63 million therms, according to the Focus on Energy’s annual progress report.

“With our vast agricultural and forestry resources, our strong research institutions, and our strong manufacturing base, I want the Midwest to become the Saudi Arabia of renewable energy – with Wisconsin at the forefront of both energy efficiency and renewables,” Governor Doyle said.

“Wisconsin and the entire Midwest have the opportunity to lead the nation in the fight against global warming.”

These savings translate into real dollars saved and real environmental benefits. To put these figures into perspective, the total savings are equivalent to:

- The amount of energy produced by burning 5,951 rail car loads of coal.
- Meeting the electricity needs of a town the size of Oconto Falls, Wisconsin for more than 119 years.
- The same energy value as 2.3 million barrels of oil.
- The amount of electricity consumed annually by approximately 119,018 average homes in Wisconsin.

“The savings Wisconsin citizens and businesses have experienced is a true testament to the value of the Focus on Energy Program,” said Public Service Commission of Wisconsin (PSC) Chairperson Dan Ebert. “The PSC and Focus on Energy will not only continue to provide consumers with opportunities to adopt energy efficiency and renewable energy practices, but will continue to make it a viable lifestyle choice for all consumers.”

Consumers Benefit from Residential Programs

To date, more than 834,000 Wisconsin residents have benefited from Focus on Energy’s Residential Programs. Residents are encouraged to increase the energy efficiency of their homes by using ENERGY STAR® qualified products ranging from light bulbs to air conditioners. They are also provided with resources, such as professional advice and financial incentives, to help

build energy efficient homes or assess the efficiency of an existing home. The Residential Programs have saved Wisconsin residents more than \$59 million in annual energy costs since 2001.

Businesses Benefit from Focus on Energy Programs

According to the report, the affects of Focus on Energy have been most profound in the Wisconsin business community. Since the program’s inception, Focus on Energy’s Business Programs have helped participants save more than \$100 million in annual energy costs.

The Business Programs provide advice, technical training and financial support to help businesses reduce their energy consumption and improve their bottom lines while being environmentally conscious.

Renewable Energy Use Continues to Grow

Focus on Energy’s Renewable Energy Program has helped many residents and businesses reap the benefits of renewable energy. By harnessing energy from the sun, wind and organic materials and offsetting their reliance on fossil fuels, Wisconsinites are protecting the environment and gaining energy independence. In fact, more than \$6 million dollars in annual energy costs savings have resulted from the program’s efforts.

The following tables provide details about the financial, energy and environmental savings generated by Wisconsin’s Focus on Energy Program.

| FOCUS ON ENERGY BENEFIT DISTRIBUTION BY SECTOR | | | | |
|---|----------------------|---------------------|-------------------------|----------------------|
| July 1, 2001 – June 30, 2007 | | | | |
| | Business | Residential | Renewable Energy | Total |
| Electricity Kilowatt-hour Savings | 697,211,767 | 444,433,792 | 48,533,170 | 1,190,178,729 |
| Natural Gas Therms Savings | 50,397,945 | 9,299,435 | 3,342,782 | 63,040,162 |
| Annual Dollar Value of Energy Savings | \$101,222,449 | \$57,132,490 | \$6,226,617 | \$164,581,556 |

| FOCUS ON ENERGY EMISSIONS REDUCTIONS (in pounds) | | | |
|---|------------------------------|--|---------------------|
| July 1, 2001 – June 30, 2007 | | | |
| Nitrogen Oxides | Sulfur Dioxide | Greenhouse Gas Carbon Dioxide | Mercury |
| More than 2.8 million pounds | More than 4.7 million pounds | More than 2.7 billion pounds | More than 18 pounds |

About Focus on Energy

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not get completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas. For more information about Focus on Energy, please call (800) 762-7077 or visit focusonenergy.com. For a copy of the progress report, please visit the Focus on Energy website at <http://www.focusonenergy.com/evaluation>.

PSC Assumes Leadership of Focus on Energy

In July 2007, oversight of Focus on Energy transitioned from the Wisconsin Department of Administration to the PSC. In addition to day-to-day management of Focus on Energy, the PSC also reviews and approves program administrator activities, supervises the creation of evaluation reports, regulates energy utility compliance with the Focus on Energy and assists with outreach of the different programs. For more information about the PSC, please visit <http://psc.wi.gov>.

Midwestern Governors Association Energy Security and Climate Change Summit

Governor Doyle, chair of the Midwestern Governors Association, will host the Midwestern Governors Association Energy Security and Climate Change Summit on November 14-15, 2007 in Milwaukee. At the Summit, Governors from across the Midwest will pursue new regional initiatives to increase production and use of renewable energy, promote energy efficiency, and ensure a reliable electrical grid.

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