



Public Service Commission of Wisconsin

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PSC Approves We Energies Efficiency Programs

Savings Estimated at 26,900 Megawatt Hours for the First Year

MADISON – Today, the Public Service Commission of Wisconsin (PSC) approved We Energies proposal to implement voluntary electric energy efficiency and demand response programs beginning January 1, 2009.

The initiatives, ten in total, include the continuation of five existing programs and implementation of five new programs at a total estimated savings of 26,900 Megawatt hours of energy and 24.8 Megawatts of capacity during the first year. The projected energy savings are enough to power 3,000 Wisconsin homes.

“The energy efficiency and demand response programs approved today are cutting-edge, well thought out and provide a good opportunity for We Energies to achieve its goals,” said Chairperson Eric Callisto. “The technology being utilized in these programs will have a positive impact on energy efficiency behavioral change that in the end will benefit individual ratepayers and the utility.”

“Although the goals that We Energies hopes to achieve through these energy efficiency programs are aggressive, I applaud them for a strategy that is innovative and forward looking,” said Commissioner Lauren Azar. “I am confident this aggressive stance on energy efficiency will help the bottom line for We Energies customers.”

“We Energies is on the right track in continuing Wisconsin on its course to being a leader in energy efficiency,” said Commissioner Mark Meyer. “They have worked hard to come up with a strategy that is best for its customers and good for Wisconsin.”

Among the approved We Energies programs are:

- **Information Displays Program** – provides customers with an in-home display with such information as the current price of electricity, cost of the electricity used to date in the month, and variance relative to a customer’s energy budget;
- **Benchmarking Program** – will develop peer groups for residential and small commercial customers and then identify how the customer’s electric usage compares to that of its peer group;

- **Small C&I Program** – provides technical and financial assistance to We Energies Cg1 and Cg2 rate class customers to help them identify and install energy efficiency equipment;
- **Critical Peak Pricing** – will be an optional tariff for residential customers that adds a high priced “critical peak” period to We Energies’ existing three part time-of-use tariff; and
- **Peak Time Rebate** – will provide residential and small commercial customers a rebate or bill credit for reducing load below a customer-specific baseline during peak hours.

Wisconsin Act 141, signed by Governor Doyle in 2005, allows for a utility to administer or fund energy efficiency and renewable resource programs with PSC approval. The voluntary programs approved today are for 2009 through 2011.

The documents associated with We Energies’ proposal can be viewed on the PSC’s Electronic Regulatory Filing System at <http://psc.wi.gov/>. Type case number 5-UR-103 in the boxes provided on the PSC homepage or click on the Electronic Regulatory Filing System button.

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