

Recovery in the Heartland: Focus and ARRA in Wisconsin

CEE Meeting

June 3, 2009

Wisconsin's Landscape

- Office of Energy Independence (OEI)
 - State Energy Office
 - Part of Governor's Office
- Department of Administration
 - Low Income Weatherization, Energy Assistance
 - State funds supplement federal funding
- Public Service Commission
 - Oversight of Focus on Energy
 - Utility regulation

The Recovery Act Rollercoaster

- Jubilation
 - More funds for energy!
 - We're part of the solution!
- Consternation
 - Why aren't they heeding our expertise?
 - How will these initiatives fit with existing efforts?



The Aha Moment

- ARRA is, first and foremost, about jobs
 - It's the economy, stupid
 - Jobs, not energy efficiency, will drive decisions
- If leveraging is to happen, we will need to identify synergies and make it happen



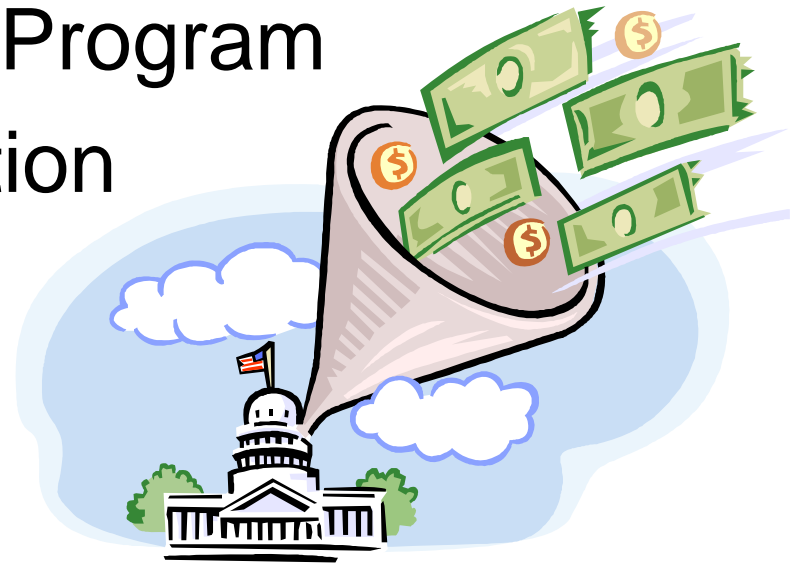


Coordinate and Inform

- We are not the decision makers
 - Influencers at best
- But we are the face of efficiency
 - Stakeholders expect us to have and share information
- And we want this to work
 - Opportunity to prove that efficiency good for economy

Recovery Act Efforts

- Expanded Tax Credits
- ENERGY STAR Rebate Program
- Low Income Weatherization Funds
- State Energy Program
- Energy Efficiency and Conservation Block Grants (EECBG)



Tax Credits & Rebates

- Good news for struggling market providers
 - Updated fact sheets
 - System for email alerts
- Frustration about delays
- Enthusiasm about green jobs
 - Increased demand for training
 - Questions about program rules / quality standards



Weatherization Expansion



- Wisconsin gets \$141 million
 - New hires and subcontractors
 - Implications for Focus infrastructure
- Coordination!
 - Share opportunities with market providers
 - Re-examine training infrastructures
 - More collaboration
 - Additional roles for technical colleges



State Energy Program (SEP)

- Wisconsin to receive \$57.2 million
- Office of Energy Independence solicited ideas
 - Focus provided suggestions via PSC
- Governor's Office making decisions
 - Emphasis on economic development
 - Support for clean manufacturing



EECBG

- Another substantial source of funding
 - 42 cities, counties and tribes eligible for \$26.8 million
 - State gets \$11.7m for smaller communities
- New players at the table
 - Municipal and county governments
- Huge opportunity for coordination



What Will Communities Do?

- Stakes are high for Focus
 - Risk of inconsistency
 - Potential for leveraging
- They decide, we facilitate success
 - Background on Focus in their community
 - Technical assistance
 - Respect for their authority



Outcomes so Far?

- Good coordination with largest entities
 - Several will leverage Focus efforts
 - Looking to us for technical specifics
- Focus supporting application process
 - Deemed savings
 - Environmental conversion factors
 - Lists of our market providers = bidder lists

So What Worries Us?



- Attribution
 - Amid all this money and buzz, who gets credit for the savings?
- Speed
 - Market providers going out of business while we meet about ARRA plans
 - But some is moving too fast; concerns about quality

What Else?



- Can we scale up?
- Is this enough funding?
- Too much?
- What happens when funds run out?
- Are these green jobs long term?
- Did we over promise?

The Ultimate Outcome? *TBD* Recovery Is a Work in Progress

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