

Clean Energy Choice

Allowing Customer Options for Renewable Energy

What is Clean Energy Choice?

Clean Energy Choice, also referred to as third-party power purchase agreements, or PPAs, is a financial arrangement where a developer pays for and installs a renewable energy system at a farm, home or business. The developer owns the system, and sells power back to the host at a long-term fixed rate.

Clean Energy Choice can eliminate the up-front costs and work of owning renewable energy systems, which can make renewable energy systems more accessible to the growing number of businesses and entities who want to lock in long-term energy costs.

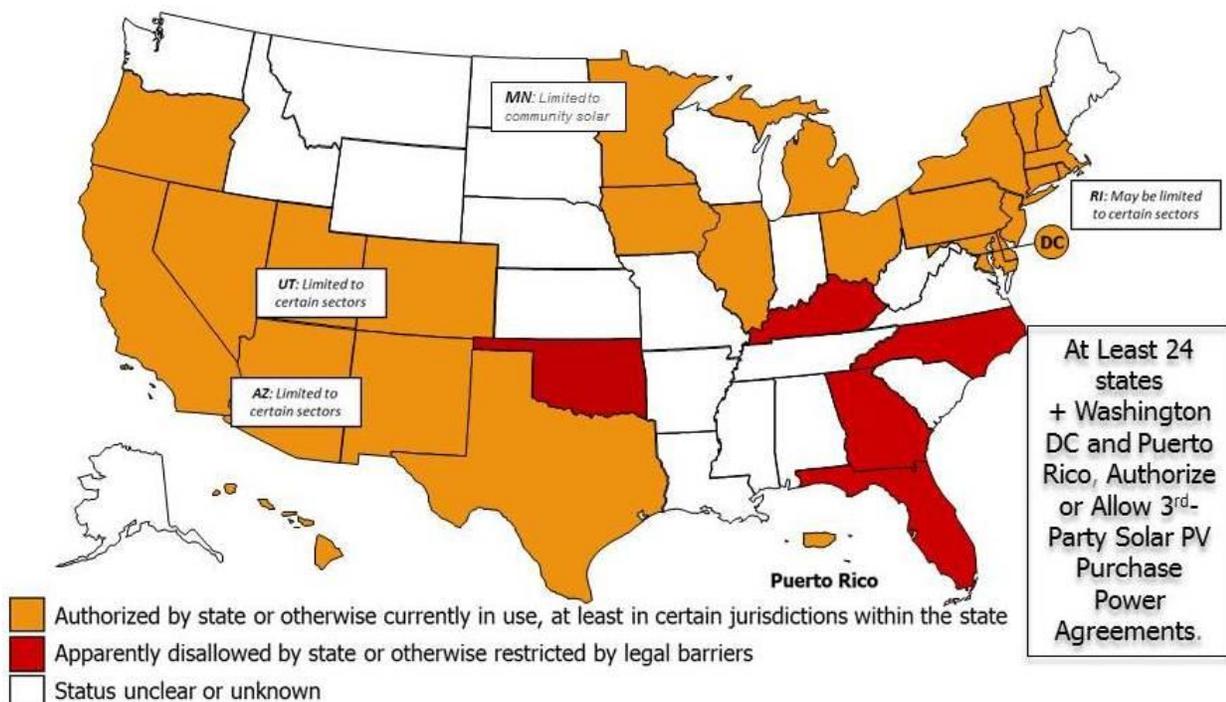
Effect on Generation and Energy Bills

Small-scale renewable generation currently supplies less than 0.4 percent of total electricity sales in Wisconsin. Even with the extra generation created by Clean Energy Choice, it is unlikely that this policy would impact general ratepayers, but would go a long way in giving businesses, farmers and homeowners the tools to reduce their energy costs by locking in long-term rates with a developer.

The Problem

A gray area of the law puts these investments in a regulatory limbo, where developers could be regulated as a utility because they sell energy to the system host. The lack of clarity scares many developers away from doing business in Wisconsin.

Which States Allow Clean Energy Choice?



Who Benefits from Clean Energy Choice?

Farmers With thin profit margins, most farmers can't afford the upfront costs of a renewable energy system like a digester. Clean Energy Choice brings the upfront capital for systems that allow farmers to reduce their energy costs and help reduce the \$12.5 billion Wisconsin currently sends out of state for our energy needs.

Commercial energy users Developer ownership is an increasingly popular tool for commercial businesses as they see energy as one of the biggest and most unpredictable costs of doing business. Kohl's Department Stores and Walmart are using developer arrangements to power more than 365 of their stores with solar, with huge cost savings.¹

Governments, schools and nonprofits. In many states where Clean Energy Choice is allowed, schools, churches and government buildings are moving to developer-owned renewable energy systems to lock in predictable energy rates for budget certainty.

Homeowners want more energy choices

A recent poll conducted by Zogby Analytics found that 69% of homeowners want more choices when it comes to their energy and electricity supply.²

The poll also showed 3 out of 4 respondents voiced opposition to utility efforts to restrict access to renewable energy systems, a sentiment most strongly held among Republican and conservatives concerned about energy freedom.

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Lack of clarity in current law scares many developers away from doing business in Wisconsin.

By the Numbers:

States that allow Clean Energy Choice:
24

Portion of Americans that want more energy choices:
69%

Renewable energy supply chain companies in Wisconsin:
300+

Companies, communities and groups supporting Clean Energy Choice
100+

Sources:

1. "Solar Means Business 2013" Solar Electric Industries Association
2. "U.S. Homeowners on Clean Energy: a National Survey" Forbes 3.12.14