

ECONOMIC IMPACT

- The solar energy industry is an important source of economic development in Wisconsin. Our state has approximately 152 solar companies who employ approximately 1,800 people. In 2013, \$10M was invested in Wisconsin to install solar for home, business and utility use. This represents a 25% increase over 2012, and is expected to grow again this year^a.
- Wisconsin households with low incomes use 9.8% less electricity than other households, according to the National Consumer Law Center. Elderly households use 15.5% less electricity than other households.^c Thus, fixed charges often encompass a greater percentage of total electricity bills for low income and/or elderly households.

ENVIRONMENTAL IMPACT

- Approximately 67 percent of the electricity produced by WE Energies in 2013 came from fossil fuels - namely, coal, natural gas and fuel oil^c.
- Fossil fuels are non-renewable, and burning them produces greenhouse gases and other air pollutants that negatively impact human health and the environment.
- Resource conservation and efficiency, combined with switching to renewable fuel sources, help reduce/offset the environmental impacts of energy use.

^a Source: Solar Energy Industry Association. *Facts on the Wisconsin Solar Industry*<http://www.seia.org/state-solar-policy/wisconsin>,

^b <http://www.wisconsinbudgetproject.org/proposed-changes-to-electric-bills-would-raise-costs-for-families-with-low-incomes>.

^c Source: WE Energies. *Environmental information about electricity. July 2014*. Accessed 10/23/14 from http://www.we-energies.com/residential/rates_policies/environmentalinfo_electricity.pdf.