

# Renewable REPORT

AN UPDATE FOR SUPPORTERS OF RENEWABLE ENERGY

ISSUE 14, SPRING 2010

## From the customer-owned member utilities serving:

Algoma  
Black River Falls  
Boscobel  
Brodhead  
Cedarburg  
Columbus  
Cuba City  
Eagle River  
Evansville  
Florence  
Hartford  
Hustisford  
Independence, IA  
Jefferson  
Juneau  
Kaukauna  
Lake Mills  
Lodi  
Menasha  
Mount Horeb  
Muscodia  
New Glarus  
New Holstein  
New London  
New Richmond  
Oconomowoc  
Oconto Falls  
Plymouth  
Prairie du Sac  
Reedsburg  
Richland Center  
River Falls  
Slinger  
Stoughton  
Sturgeon Bay  
Sun Prairie  
Two Rivers  
Waterloo  
Waunakee  
Waupun  
Westby  
Whitehall



Sun Prairie Copps Supermarket (west).



Brodhead Water & Light utility office.

## Your participation is making a difference

Through the Renewable Energy Program and Green Power for Business Program, residential, commercial and industrial customers have the opportunity to offset some or all of their energy use with purchases of Green-e Energy certified renewable energy. Customer involvement in the residential Renewable Energy Program across the entire WPPI Energy membership recently hit a milestone with more than 4,000 participants now purchasing green energy. In addition, more than 300 commercial and industrial customers participate in the members' Green Power for Business Program. Each month, that adds up to more than five million kilowatt-hours of power generated by a combination of wind, solar and organic materials — enough energy to power about 600 average-sized homes.

By participating in these programs, supporters contribute to a cleaner environment and sustainable energy future. The money you invest in renewable energy is used to foster the growth of renewable resources and aid in the development of local renewable projects.

In 2009, through the proceeds from the Renewable Energy Program and Green Power for Business Program, WPPI Energy provided nearly \$290,000 for solar photovoltaic demonstration

projects to help power municipal buildings, schools and businesses in member communities. Some of those solar projects include:

- **Brodhead Water & Light Utility Office**  
Two 2.88 kilowatt (kW) dual-axis trackers
- **Jefferson Area Business Center**  
21.38 kW fixed rooftop system
- **Little Chute Middle School**  
5.33 kW fixed panels
- **Sun Prairie Copps Supermarket (west)**  
231 rooftop panels; total nameplate rating of 47.4 kW

Renewable energy supporters like you have already had a positive impact on the environment. Since both programs began in 2001, residential, commercial and industrial electric utility customers have reduced carbon dioxide emissions in an amount equivalent to not driving 24,400 cars for one year — which is also equivalent to not burning almost 70,000 tons of coal (a finite resource) to produce the same amount of electricity. The energy saved would equal the amount needed to power 18,400 average-sized homes for one year!

Learn more about these projects and others at [www.wppienergy.org](http://www.wppienergy.org).

## Connect with our renewables community on Facebook



On behalf of our members, WPPI Energy recently launched a public Facebook fan page to connect and interact with residential Renewable Energy Program and Green Power for Business Program participants as well as renewable energy supporters. The new Facebook fan page provides valuable information and will keep fans connected to the latest program news and upcoming events. To log on and become a fan today, go to [www.facebook.com/renewableenergysupporters](http://www.facebook.com/renewableenergysupporters).



## in Brief

The HomeEnergySuite offers 24/7 access to energy answers and provides one-stop shopping for your energy information needs. Use the tools and information to calculate the estimated cost of energy use in your home to better manage your energy consumption. Visit [www.wppienergy.org/homeenergy](http://www.wppienergy.org/homeenergy) or your utility's Web site.

Focus on Energy is Wisconsin's statewide program for energy efficiency and renewable energy. Focus works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. Learn more about this program and find energy-saving advice at [www.focusonenergy.com](http://www.focusonenergy.com). Residential and business utility customers of WPPI Energy members in Michigan and Iowa also have access to similar opportunities through their local utilities.

The Department of Energy's Office of Energy Efficiency and Renewable Energy recently redesigned its Web site to provide more information about its programs and products. The new site also provides a new "Energy Empowers" feature that profiles renewable energy and energy efficiency success stories. Learn more at [www.eere.energy.gov](http://www.eere.energy.gov).

### Prefer to read the Renewable Report online?

If you would prefer to receive this newsletter electronically, simply send your request and e-mail address to [renewablereport@wppienergy.org](mailto:renewablereport@wppienergy.org). We also welcome your comments, questions or story ideas. Your e-mail address will not be sold or distributed to any other party, and will be used solely for distribution of the Renewable Report.

# Homeowners complete second GreenMax Home



With assistance from Stoughton Utilities and WPPI Energy, the Schellers have built one of the region's first net zero energy homes.






Stoughton homeowners John and Rebecca Scheller recently completed construction of what is anticipated to be a net zero energy home, the second such project completed under WPPI Energy's GreenMax Home initiative. Net zero energy homes combine advanced construction techniques and state-of-the-art technologies with renewable energy systems to ensure the home produces as much energy as it uses. The Schellers will work with Stoughton Utilities and WPPI Energy to monitor their energy use and fine-tune the home's performance to ensure its energy use is truly net zero.

The first GreenMax Home (an all-electric residence designed and constructed by Tom and Verona Chambers and located in Black River Falls) began collecting energy use data in June 2009. After nine months of recorded energy use, the Chambers are on track to reach their 12-month net zero energy goal.

Visit [www.greenmaxhome.com](http://www.greenmaxhome.com) to learn more about these highly efficient, environmentally friendly homes and what you can do to save energy and money in your own home.

## Save paper, plastic and money this Earth Week

This year marks the 40th anniversary of Earth Day. You can demonstrate your appreciation for Mother Earth by making small behavior changes to cut back on unnecessary waste. Focus on small ways you can go green and save some green in the process.

-  Forgo the bottled water and eliminate unnecessary container waste. Use a water filter to purify tap water and use reusable water bottles when at work or traveling.
-  Where possible, go paperless with bills, statements, catalogs, newspapers and more.
-  Eliminate your use of paper towels and napkins. Do your part by using cloth napkins, dish towels and sponges in the kitchen.
-  Take your own bags with you when you shop. Several stores now offer incentives for using reusable bags.
-  Invest in reusable containers for food to cut back on plastic and paper bag waste and save money on unnecessary food storage bags.

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