

LOCAL CIRCUIT

SPRING / SUMMER 2009

Power supplier changes name

Wisconsin Public Power Inc. has changed its name to WPPI Energy. A new tagline – *the way energy should be* – and a new logo were adopted to complement and highlight WPPI Energy's updated identity.



The change reflects WPPI Energy's overall commitment to energy efficiency, conservation, renewable energy, and above all, its member utilities.

The new tagline and new logo, three blue half circles joined together, symbolizes WPPI Energy members' shared strength.

The change identifies WPPI Energy as a strong public power partner and a leader in the power industry.

For more information, please visit www.wppienergy.org.

Annual Green Power for Business Program update

Through its voluntary Green Power for Business Program, WPPI Energy offers a dedicated portfolio of environmentally friendly, renewable resources such as wind, landfill gas and solar energy generated in Wisconsin and Minnesota. The renewable energy used for the voluntary program is just a small portion of the renewable energy produced by WPPI Energy's resources.

In 2008, WPPI Energy was awarded Green-e Energy certification for its voluntary renewable energy programs, including its program for residential customers and Green Power for Business program.

Green-e Energy certifies that the Renewable Energy Program/Green Power for Business meets the minimum environmental and consumer protection standards established by the non-profit Center for Resource Solutions.



For more information on Green-e Energy certification requirements, call 888-63-GREEN or log on to www.green-e.org

Energy Sources	Renewable Energy Program 2008 Actual	Renewable Energy Program 2009 Projected	Current WPPI Energy Overall Supply Mix
Renewable Energy	100%	100%	5%
Wind	66%	66%	
Biogas	33%	33%	
Solar	<1%	<1%	
Coal	0%	0%	65%
Nuclear	0%	0%	20%
Oil	0%	0%	1%
Natural Gas	0%	0%	9%
TOTAL	100%	100%	100%

Wind energy is produced in Minnesota and Wisconsin; energy from biogas and solar energy is produced in Wisconsin. Actual figures may vary according to resource availability. For specific information about this renewable electricity product, visit www.wppienergy.org.

\$250K offered for efficiency projects

The Request-For-Proposals (RFP) for Energy Efficiency Program is designed to increase the magnitude of cost-effective energy improvement projects that large power customers can accomplish.

The RFP for Energy Efficiency is structured to use a request-for-proposal format, and enables large commercial and industrial customers to bid for funds and secure their own level of funding needed to advance selected efficiency improvement projects. The program is an alternative approach to utility incentives. It allows customers the flexibility to determine how best to meet their financial requirements while maintaining

their eligibility for other WPPI Energy incentive programs.

It is open to all commercial, industrial, and institutional customers receiving electric service from a WPPI Energy member utility. Customers may 'bid' for the required incentive award needed to implement their energy efficiency project.

The projects themselves must reduce annual energy consumption by 150,000 kWh or more and/or reduce site electrical demand by 25 kW or more during the on-peak hours of 1 p.m. to 4 p.m., Monday through Friday, during the months of June, July, and August.

Customers may submit bid applications in partnership with an equipment vendor, engineering consultant, contractor, or other third-party service provider. The bids will be reviewed, scored, and ranked with the highest ranking bids funded first until available funds are expended.

WPPI Energy is offering \$250,000 in funding in each round to implement electrical energy saving projects.

The program's next bid round is June 1, 2009. For more information, please visit www.wppienergy.org/rfp.

Evansville Water & Light

31 S. Madison Street • PO Box 76

Evansville, WI 53536-1317

(608) 882-2280

PRSR STD
U.S. POSTAGE
PAID
PERMIT NO. 1121
MADISON, WI

Our connection to WPPI Energy

Evansville Water & Light would like customers to know more about how we serve the electric needs of the community and keep pace with all the changing developments in the energy industry.

We recently launched a new communications effort designed to inform the community about our connection to WPPI Energy, a regional power company with 50 members, including Evansville. The utility plans to use a new phrase on its communications to capture the essence of this connection: "Shared strength through WPPI Energy."

"Shared strength through WPPI Energy" refers to the benefits of being part of a network that brings together 50 customer-owned utilities," said Water & Light Superintendent Scott George.

"Through WPPI Energy, we can buy power jointly, offer innovative products and services, and bring energy information to everyone in our community – including business people, school children, and homeowners."

"Our membership in WPPI Energy helps us to provide our customers with a reliable, cost-effective and environmentally responsible energy supply," George added, "and also puts us in a better position to meet future challenges and ensure a secure energy future for Evansville."

Evansville Water & Light has been a member of WPPI Energy since 2006. Customers will see no difference in the way the utility operates, but will begin seeing the line "Shared strength through WPPI Energy" used under the utility's name in various communications pieces.

Evansville wins energy independence grant

Evansville is a winner of Wisconsin's first Energy Independent Community Partnership 25x25 Plan grant. Wisconsin Governor Jim Doyle and the state's Office of Energy Independence announced the award winners in a recent newsletter:

The Governor's "Clean Energy Wisconsin" plan calls for Wisconsin to generate 25 percent of its electricity and transportation fuels from renewable resources by the year 2025. Evansville will receive funding to aid in the development of 25x25 plans for the community. The grant application from Evansville was among the 10 winners selected from a pool of more than 40 entries. The pilot efforts of the community are anticipated to provide leadership for renewable energy efforts across the state.

Evansville will be working with the Energy Center of Wisconsin (ECW) to develop its 25x25 plan. The community will complete energy audits on its municipal facilities and assess its fleet vehicles. Resulting data will be used to help the community evaluate its conservation, energy efficiency, and renewable energy opportunities and to select and prioritize projects for implementation.

"These plans will help to shape how other communities around the state address clean energy challenges," said Governor Doyle. "Resources will be shared, new tools created, and much experience gained throughout this coming year."