



RENEWABLE REPORT

AN UPDATE FOR SUPPORTERS OF RENEWABLE ENERGY

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Lodi responds to mayor's renewable energy challenge

With his community's renewable energy program participation already twice the national average, Mayor Paul Fisk challenged Lodi citizens earlier this year to increase enrollments to a level on par with the leading electric utilities in the nation.

Mayor Fisk issued his environmental challenge on Earth Day, encouraging customers of Wisconsin Public Power Inc. member Lodi Utilities to join him in supporting the use of electricity from clean, green energy sources such as wind, water and organic materials. He sent a personal letter to the community-owned utility's customers in which he set a target of doubling Lodi's participation in the renewable initiative.

"My goal is specific," the mayor wrote in his letter. "I'd like to increase customer participation and see Lodi earn recognition as an environmentally friendly community."

His constituents answered the challenge.

New signups have boosted the utility's renewable energy program participation level to nearly 4 percent of its

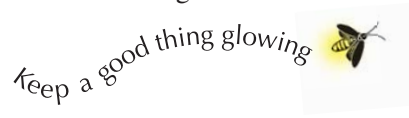


Kathleen Clark of Lodi Utilities promotes renewable energy with the help of Lodi's beloved mascot, Susie the Duck.

residential customer base. That would have put the utility on the verge of achieving the National Renewable Energy Laboratory's annual ranking of the top renewable energy programs in the country, based on 2004 data.

Each month, 61 Lodi households and businesses are now supporting the renewable program by purchasing 126 blocks of power from energy sources that continually replenish themselves naturally. That represents an 88 percent increase over the utility's participation prior to the mayor's challenge.

The utility also took advantage of a popular local icon to increase community awareness of the renewable energy program this summer. Staff used the annual "Susie the Duck Day" as a stage to promote the program with a booth outside city hall and a float in the parade. The utility's parade entry won an award for "Best Environmental Message."



FROM THE COMMUNITY-OWNED UTILITIES SERVING:

Algoma	Cedarburg	Eagle River	Jefferson	Menasha	New Richmond	Prairie du Sac	Slinger	Two Rivers	Waupun	<i>Proud owners of WPPI</i>
Black River Falls	Columbus	Florence	Kaukauna	Muscoda	Oconomowoc	Reedsburg	Stoughton	Waterloo	Westby	
Boscobel	Cuba City	Hartford	Lake Mills	New Holstein	Oconto Falls	Richland Center	Sturgeon Bay	Waunakee	Whitehall	
		Hustisford	Lodi	New London	Plymouth	River Falls	Sun Prairie			



While average participation rates in renewable energy programs have remained relatively steady at 1.3 percent nationally, the 10 most successful programs have achieved customer participation levels of between 4 and 15 percent.

Lenox Municipal Utilities in Iowa leads the way with 14.5 percent of its customers supporting the community-owned utility's renewable initiative, according to data from the National Renewable Energy Laboratory. Only one other utility reached the 10-percent participation level mark.

Nearly 20 percent of all electric utilities nationwide now offer a renewable energy alternative to their customers.

Local support for renewable energy continues to fuel national growth trend

WPPI's success mirrors nationwide results

Your participation in our utility's renewable energy program is continuing to boost a growing nationwide demand for electricity generated from clean, green resources.

Across WPPI member communities, more than 2,800 customers are directly contributing to a cleaner environment through the purchase of renewable energy to power their homes and businesses. Each month, that now adds up to nearly 825,000 kilowatt-hours of power generated by environmentally sustainable resources such as wind, water and biomass.

“The commitment of green power supporters like you is helping drive the development of new renewable energy sources.”

In fact, WPPI's renewable energy resources have generated 90 million kilowatt-hours of clean power since our utility's power supplier added its first renewable resource — a low-impact hydroelectric plant — in 2001. Through your support for alternative energy, the resources in WPPI's renewable power

portfolio have cumulatively delivered an environmental benefit equivalent to:

- Reducing the need to burn 53,100 tons of coal to produce the same amount of electricity.
- Offsetting 204 million pounds of carbon dioxide emissions.
- Removing 189 million miles of automobile traffic from our roadways.

The commitment of green power supporters like you is helping drive the development of new renewable energy sources for electric generation.

According to an October report from the National Renewable Energy Laboratory, sales of green power continue to exhibit strong annual growth across the United States. More than 360,000 customers were participating in utility renewable energy programs nationally in NREL's latest annual study.

A branch of the U.S. Department of Energy, NREL reported that the amount of renewable energy generating capacity serving green power markets has seen a tenfold increase since 2000. At the end of 2004, more than 2,200 megawatts of renewable energy supplied green power markets across the country.

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