

Solutions to Save Lives, Jobs, and Money



Brett Hulseley, President
Better Environmental Solutions

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Overview

- Summary
- Energy situation
- Clean energy solutions
- Next steps
- Questions

My Background

- Founder and President, Better Environmental Solutions, an environmental and energy consulting firm
- Former Sierra Club Senior Midwest Representative
- Energy Conservation Advocate, Carter Administration
- Clean Energy researcher, advocate for 27 years
- Author of “Saving Lives, Jobs and Money,” and more than 20 reports on energy and other topics



Better Environmental Solutions



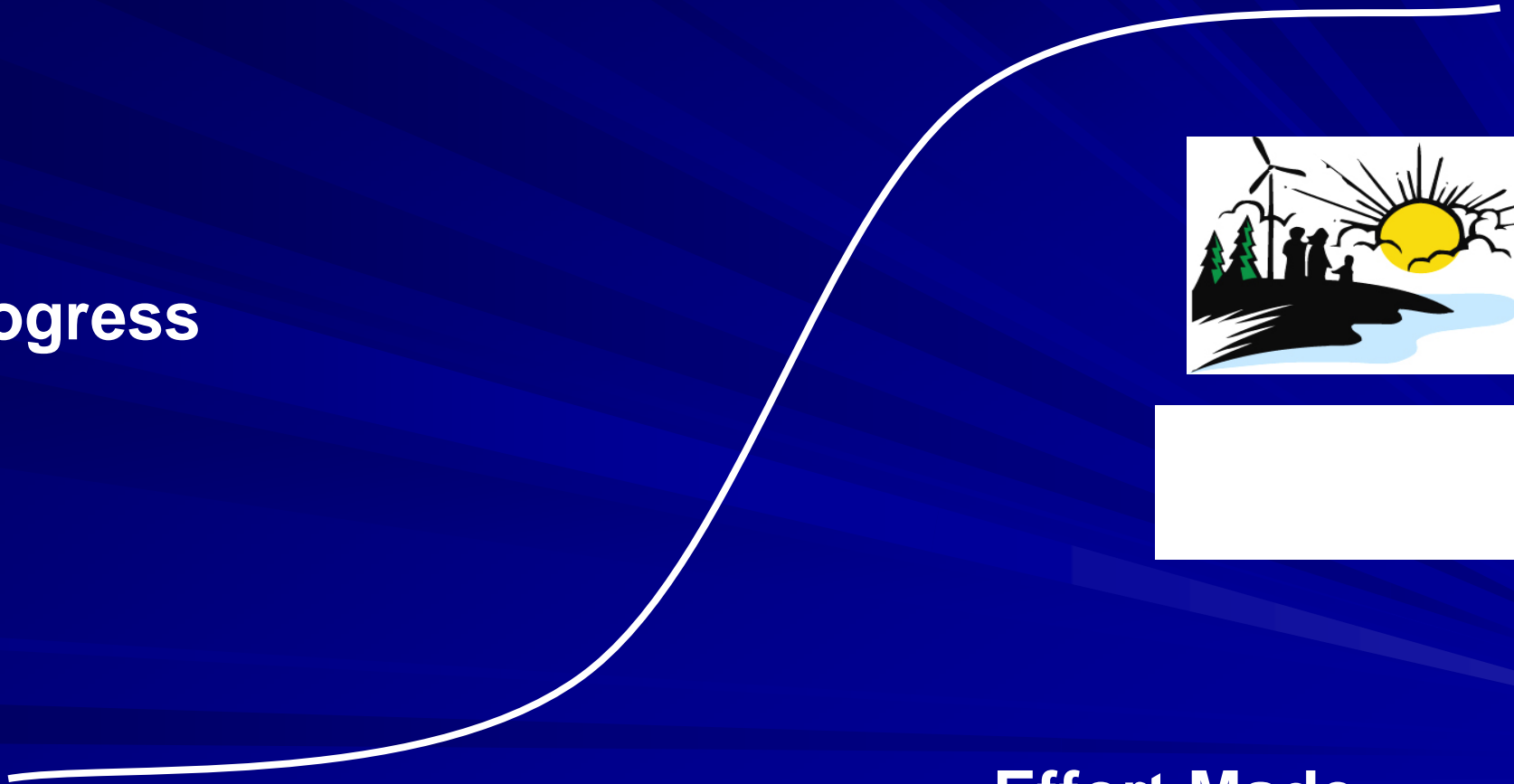
- Dedicated to:
 - Practical solutions today for a better tomorrow
 - Clean Energy to save lives, jobs and money
 - Cost-effective solutions

Progress and Effort for Better Environmental Solutions

Ideal outcome



Progress



Effort Made

Saving Money, Jobs, Lives

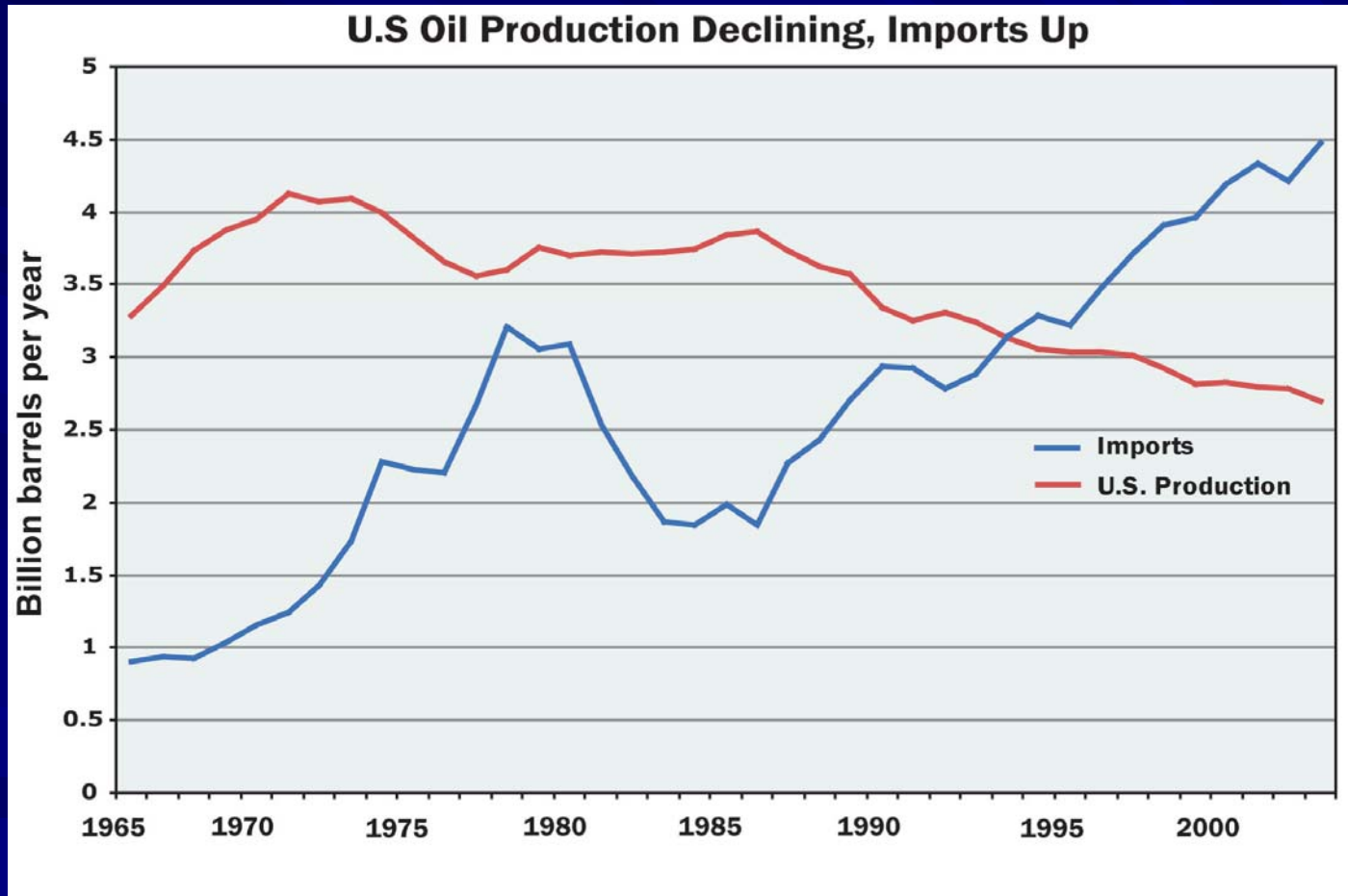
“Waste not, want not.”

“A penny saved is a penny earned”

--Benjamin Franklin

- Thank you for attending
- Anyone wants to save money
- Cost effective solutions can reduce costs and reduce pollution
- Next steps

Peak Oil Challenge



WI Energy Challenge

- Wisconsinites spent more than \$15.5 billion bringing coal, oil and other fuels in state, WI Division of Energy.
- An annual energy bill of almost \$3000 per person.
- Requires almost 400,000 people working at a typical \$40,000 per year job to pay the bill.
- Energy bills soared 11.8% increase last year.
 - Source: WI DOA, [2005 Wisconsin Energy Statistics Highlights](#)

More Potential Savings

- Local governments could save \$3.3 billion with more efficiency each year, which translates to about \$62 million for Wisconsin taxpayers, USDOE.
- Wisconsin Energy Center study estimated we can invest \$75 to 121 million for energy efficiency a year.
- Cutting 320-484 million kilowatt hours of electricity.
- Don't need to build a major power plant.

Getting Credit for Clean Energy

- The City of Madison saves money and cut pollution by:
- Creating the Green Capital City plan and implementation group to improve energy efficiency and reducing costs.
 - Budgeting \$100,000/year for green city building projects.
 - www.sierraclub.org/globalwarming/coolcities



Ready, Aim, Fire



- Do an energy audit.
- Look at savings options.
- Example: gas vent caps cut losses by 0.25%.

Most Cost-Effective Source

■ Efficiency	1-2 cents/KWh
■ Wind-50 MW in Wisconsin	4 – 5c/KWh
■ Pulverized Coal	4.5 - 5.5c/KWh
■ Combined Cycle/Nat Gas	4.5 – 5.5c/KWh
■ Livestock Manure	6.5 – 9c/KWh
■ Solar Photovoltaic	15+c/KWh

Source: Xcel Energy, WEnergy, MGE, WI DOA

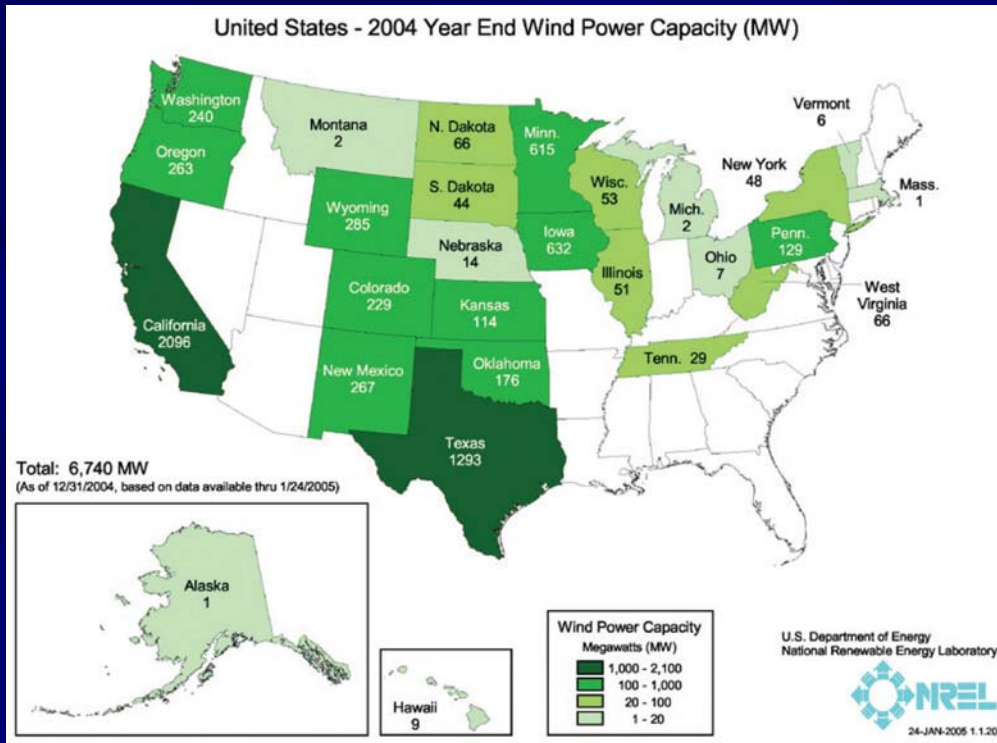
Two Simple Things

- **Put in an efficient light bulb.**
- **Could equal a 250 MW power plant.**
- **Air up your tires.**
- **Cut gas use by 3%, reduce rollover risk.**

WI Climate Change Action Plan

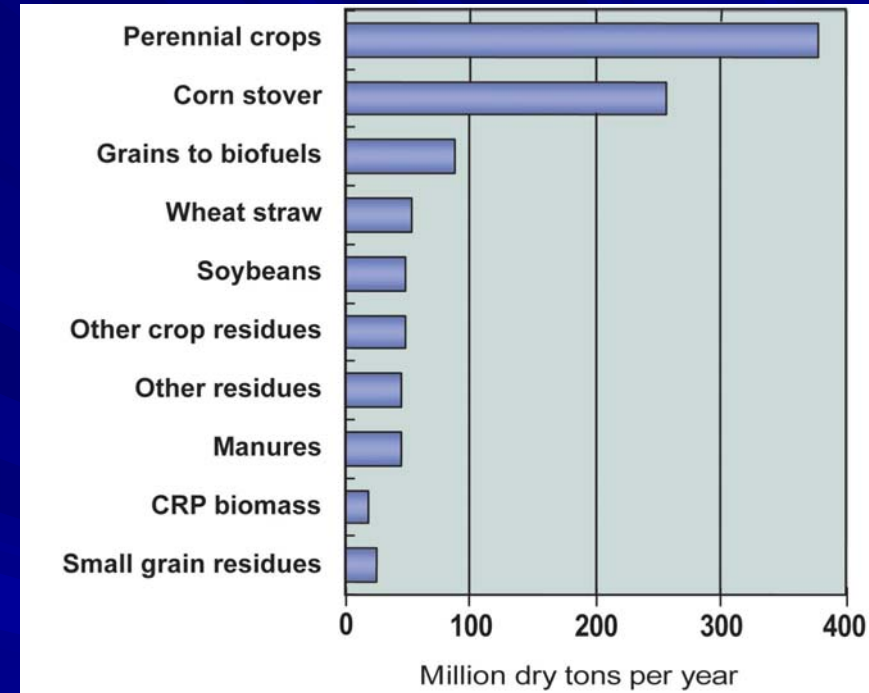
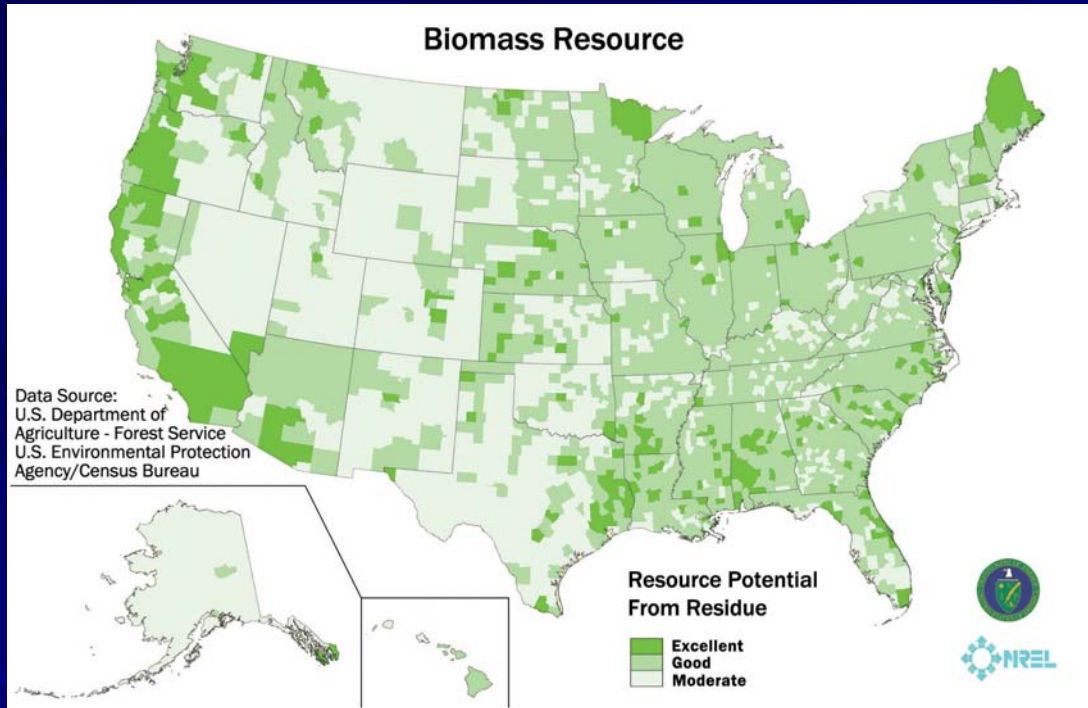
- Developed in 1998 by DNR, UW, other groups
- Cleaner energy can—
 - Save 8,500 jobs
 - Create \$42 million is economic activity
 - Save \$490 million each year by 2010
 - Cut carbon and other air pollution by at least 70 billion pounds per year
 - Little cost

Next Steps, Buy Wind



Saving Jobs, Money for Wisconsin

Biomass Has Great Potential



Other Clean Energy Solutions

- Efficiency pays
- Step up renewable energy purchases
- Purchase more efficient, hybrid, and E85 vehicles
- Support more clean energy measures like SB 459 and AB 15



Solutions Today for a Better Tomorrow

Better Environmental
Solutions

Phone: 608-661-9099

Email:

[Brett@BetterEnvironmental
Solutions.Com](mailto:Brett@BetterEnvironmentalSolutions.Com)

