



**For Immediate Release:** September 3, 2024

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## **Push Grows for Competitive Community Solar in Wisconsin**

*Coalition launches statewide advertising campaign*

Madison, Wisconsin — A broad and diverse coalition of businesses, farmers, and advocates announced today the launch of an extensive, statewide digital ad campaign promoting the issue of right-sized, third-party led community solar in Wisconsin.

The [\*Our Sun, Our Power\*](#) digital ad campaign will begin with a first wave of ads that include three 15-second video spots that highlight testimony from a public hearing held in the Wisconsin legislature earlier this year.

See the ads [here](#).

“This significant investment in statewide issue advertising is further evidence that our growing coalition will continue to press for common-sense energy solutions that help Wisconsin consumers and farmers,” said Andy Speth, spokesperson for the coalition. “Our effort gained a lot of traction in Madison last session and we look forward to getting legislation passed when the Legislature convenes again in 2025.”

Over the last four years, community solar in Wisconsin has gained support from Wisconsin businesses and organizations from across the state who believe community solar can give consumers and businesses more energy choice, lower customers bills, and increase private investment in local communities. Notable coalition members include Walmart, the Wisconsin Farm Bureau, Wisconsin Grocers Association, Kohler, Organic Valley, Advocate Aurora Health, Associated Builders and Contractors,

Conservative Energy Network, RENEW Wisconsin, and the Alliance for Wisconsin Retailers who represent Best Buy, Kohl's, Macy's, Home Depot, and Target.

Community solar refers to local solar facilities shared by multiple community subscribers who receive credit on their electricity bills for their share of the power produced. It provides homeowners, renters, and small businesses the opportunity to voluntarily have equal access to the economic and environmental benefits of solar energy generation.

Earlier this year, a diverse group of stakeholders testified on the benefits of community solar to the Wisconsin Assembly Committee on Energy and Utilities during a hearing reviewing [Assembly Bill 258](#). The hearing marked the first time that legislation enabling community solar advanced to committee. More than 2,000 citizens, hailing from all 72 of Wisconsin's counties, either signed a petition or contacted their local lawmaker demanding action be taken to advance that community solar legislation.

Unlike utility-scale solar, community solar does not involve the construction of large facilities owned by the state's utilities that turn valuable agricultural land into giant solar farms, which can sometimes span more than 1,000 acres. Community solar provides the opportunity for farmers to utilize smaller parcels of less-agriculturally productive land — usually only 10 to 30 acres — to build right-sized facilities that meet their community's needs. That's why agriculture advocates, farmers, landowners, and consumer groups are working together on this effort despite stiff opposition from the state's large, investor-owned, monopoly utilities.

The coalition promises additional educational and advocacy efforts until legislation authorizing true community solar becomes law in Wisconsin.

For further information, visit: [OurSunOurPower.com/WI](https://OurSunOurPower.com/WI)