

Welcome to our  
monthly meeting!



**WISCONSIN**

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# Opening Video

[Teaser - Loka Sacred Wisdom Sacred Earth Documentary!](#)

Shared with us by Dekila Chungyalpa,  
Director of Loka Initiative (and last month's speaker)

Past meetings available at:

<https://350wisconsin.org/monthly-meeting-archive/>



Let's take a moment to take 2 deep breaths together and reflect on our ties to this land we live on.

# Agenda for our Monthly Meeting

- 7:00            Opening chat, land acknowledgement and welcome
- 7:10            **Transformative potential of the Inflation Reduction Act**  
Marian Fredal, Monthly Meeting team, introduces  
**Kathy Kuntz**, Director of the Office of Energy and Climate  
Change, Dane County, Wisconsin
- 7:45            Teams' Action Updates
- 8:00            Optional time for further discussion

# The Transformative Potential of the Inflation Reduction Act

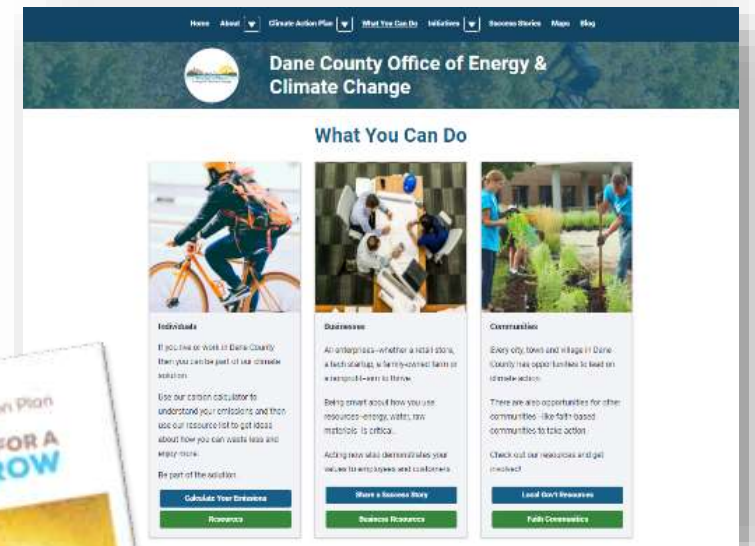
350 Wisconsin  
April 1, 2024



Kathy Kuntz, Director

# Office of Energy & Climate Change

- Inside County Exec Parisi's Office
- Reduce emissions in county operations
  - Carbon neutral facilities/fleet/land by 2030
- Reduce countywide emissions
  - Cut emissions 50% by 2030
  - Carbon neutral by 2050
- 2020 Climate Action Plan
- Find us at [DaneClimateAction.org](https://DaneClimateAction.org)
  - **DaneOECC** on social media



# Dane County Is Leading By Example

*100% renewable offset  
electricity for our facilities*

*100+ vehicles running on  
Renewable Natural Gas  
from the landfill*



# Celebrating 150+ Local Climate Champions

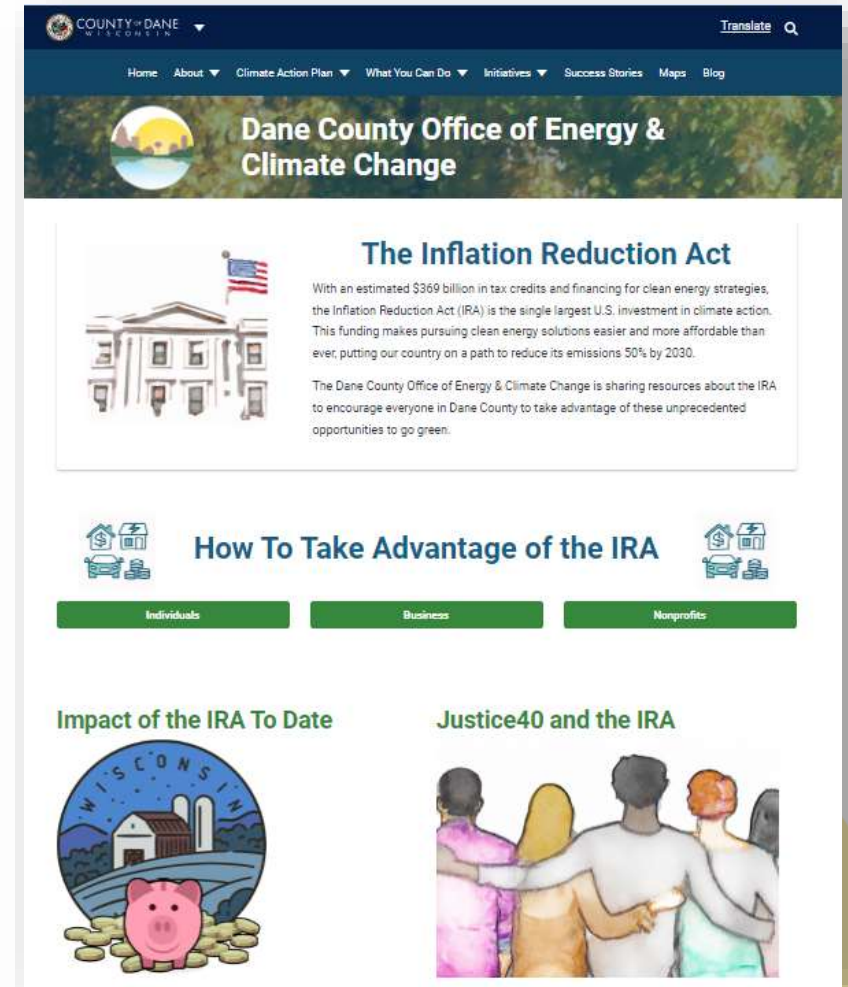




# Making It Easy to Access IRA Funding

- Clear explanations
- Up-to-date information
- Links to forms
- Email alerts

[https://daneclimateaction.org/  
what-you-can-do/federal-funding](https://daneclimateaction.org/what-you-can-do/federal-funding)



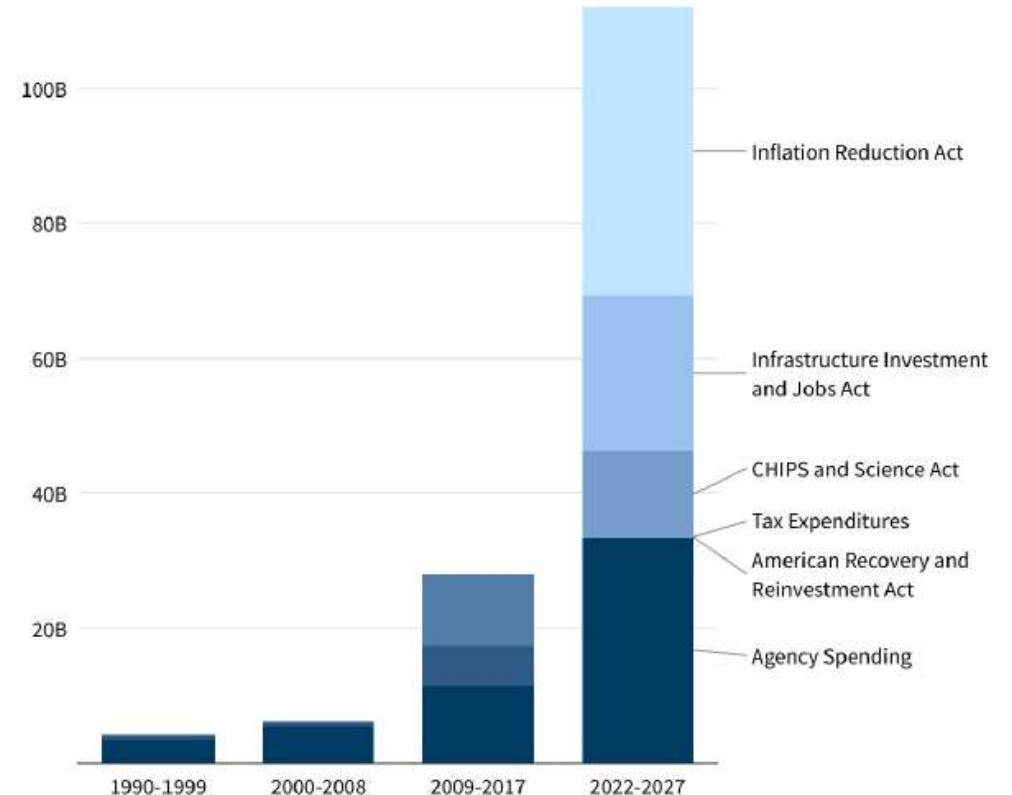
The screenshot displays the website for the Dane County Office of Energy & Climate Change. The header includes the County of Dane logo and navigation links: Home, About, Climate Action Plan, What You Can Do, Initiatives, Success Stories, Maps, and Blog. A search bar and a 'Translate' button are also present. The main content area features a banner for 'Dane County Office of Energy & Climate Change' with a circular logo showing a sun and water. Below this is a section titled 'The Inflation Reduction Act' with an illustration of the White House. The text explains that the IRA is the largest U.S. investment in climate action, with an estimated \$369 billion in tax credits and financing for clean energy strategies, aiming to reduce emissions by 50% by 2030. It also mentions that the office is sharing resources to help residents take advantage of these opportunities. Below this section is a 'How To Take Advantage of the IRA' section with icons for a house, a car, and a dollar sign, and three buttons for 'Individuals', 'Business', and 'Nonprofits'. At the bottom, there are two more sections: 'Impact of the IRA To Date' with a piggy bank icon and 'Justice40 and the IRA' with an illustration of diverse people.

# Unprecedented Level of Federal Funding

- Bipartisan Infrastructure Law (BIL)
  - Mostly formula and competitive grants
- Inflation Reduction Act (IRA)
  - Financial incentives so clean energy cheapest option
  - Mostly (2/3) tax credits

## Federal Spending on Climate Will Exceed \$100b Annually

Spending will more than triple historic levels.



Average annual spending, adjusted for inflation. Note that the time periods shift from 2000-2008 to 2009-2017 to 1) consolidate the impact of the ARRA to one bar, and 2) address missing data between 2018-2021. Values are based on RMI estimates using agency spending data from the GAO, tax expenditure data from the JCT, and internal analysis on 2021-2022 legislation.

Source: RMI • Created with Datawrapper

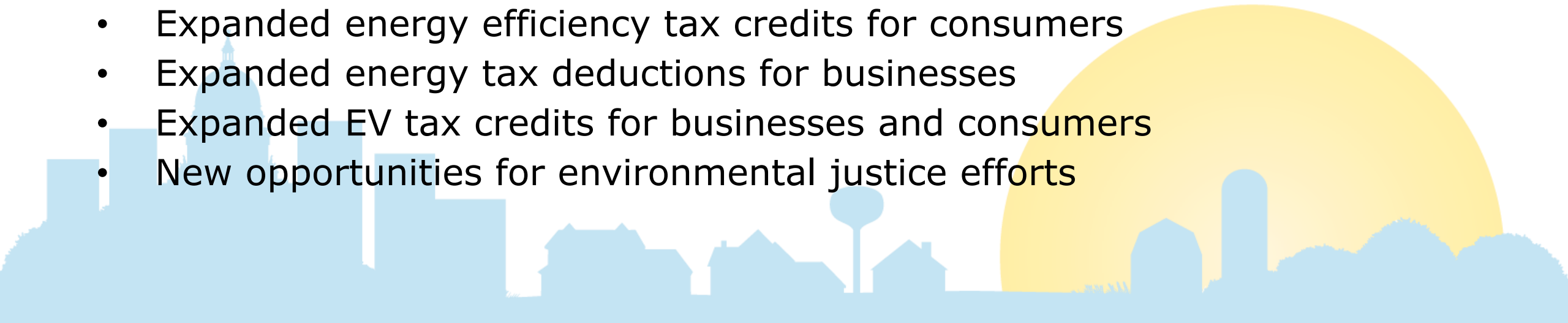


# This Is A Huge Opportunity in Wisconsin

*We all wanted more money for efficiency, renewables*

*These bills provide:*

- Unlimited tax credits for renewable energy projects
  - Expanded eligibility for tax exempt entities
- More money for low income weatherization
- \$150M to WI for Home Energy Rebates for efficiency and electrification targeting low and moderate-income households – all fuels
- Expanded energy efficiency tax credits for consumers
- Expanded energy tax deductions for businesses
- Expanded EV tax credits for businesses and consumers
- New opportunities for environmental justice efforts



# Feds Did an End Run – Now It's Up to Us

- ✓ Use the new funding
- ✓ Get efficiency, electrification and renewable energy projects done
- ✓ Document the benefits of action
- ✓ Build the case for ongoing funding



# Renewable Energy Credits for EVERYONE

30% credit for solar, wind, battery storage and geothermal

- ✓ Businesses
- ✓ Farms
- ✓ Tax Exempt Entities
- ✓ Homes
- ✓ Apartments



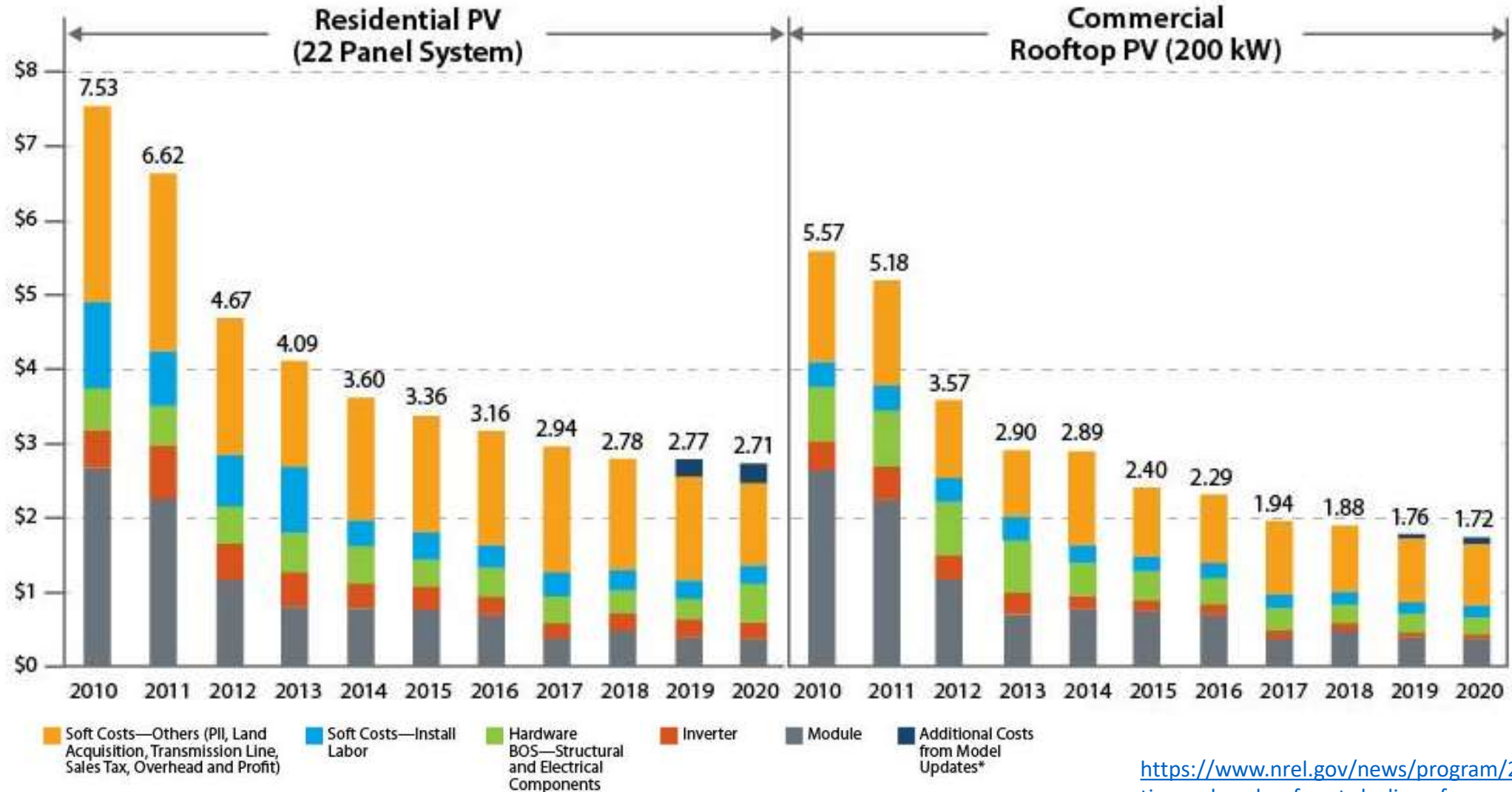
Can layer with Focus on Energy and PACE financing (not homeowners)

# The IRA Expanded Renewable Energy Credits

- Congress: everyone should benefit from these tax credits
  - Nonprofits and local governments can now get credits (Elective Pay)
  - For-profits without tax liability can transfer credit
  - Homeowners can carry forward the credit to future tax years
- No limit on size of credit
  - Over 1 MW systems have to meet prevailing wage to get full 30%



# Solar Electric Systems Are Increasingly Affordable



<https://www.nrel.gov/news/program/2021/documenting-a-decade-of-cost-declines-for-pv-systems.html>

The cost of solar continues to decline across residential, commercial, and utility-scale PV systems, driven largely by increased module efficiency as well as lowered hardware and inverter costs.

# Case Study: McFarland Public Safety Center

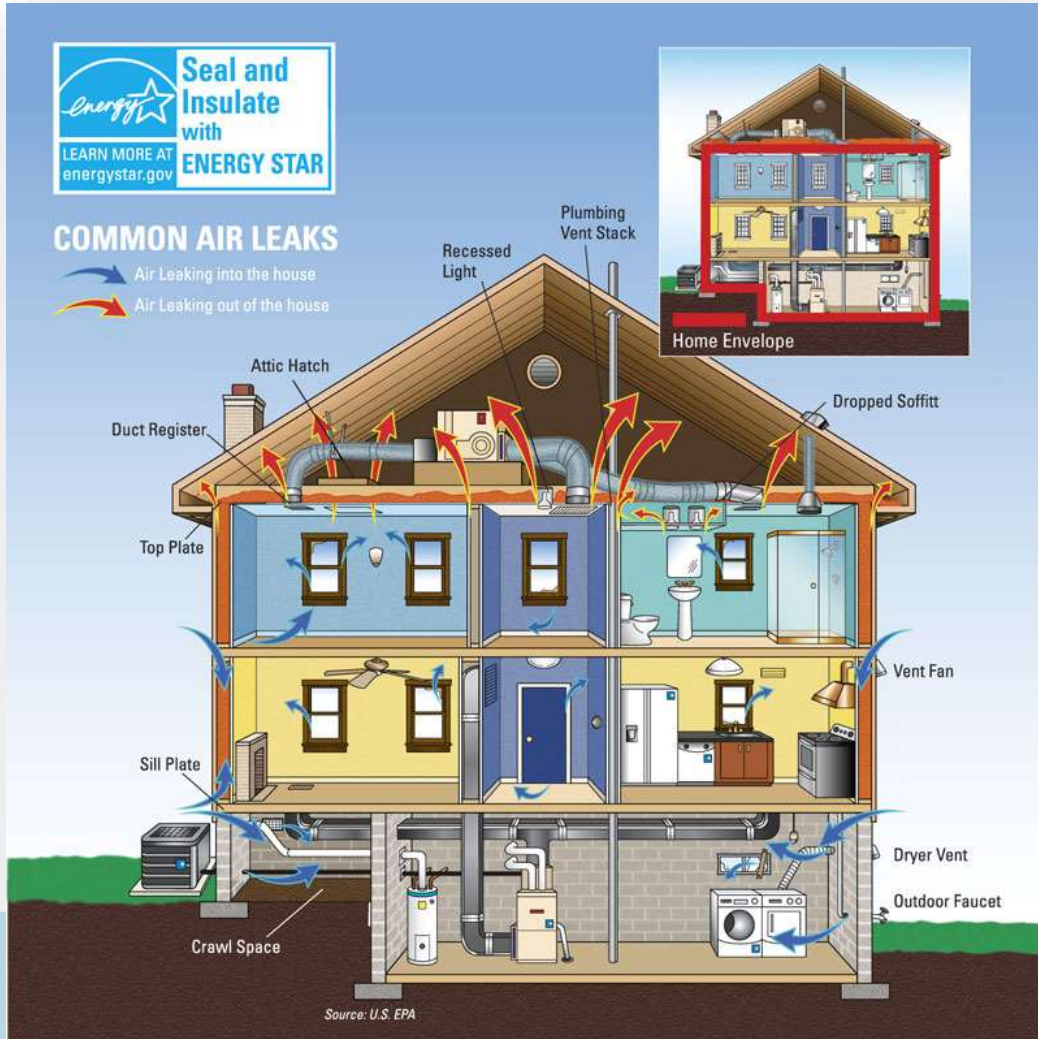


- Fire, Municipal Court, and Police
- 58,000 sq ft
- A net-zero building
  - Geothermal
  - Solar arrays
- Project Costs
  - \$850,000 Solar PV
  - \$2.5M geothermal & HVAC system
  - Total for solar/geo \$3,350,000
- Expect about \$1M in Elective Pay Credits





# The Big Energy Efficiency Opportunity



## ENERGY NEWS NETWORK

MIDWEST SOUTHEAST NORTHEAST WEST OPINION SPECIAL REPORTS NEWSLETTERS ABOUT JOB BOARD

DONATE



MIDWEST

### A hidden challenge for Minneapolis climate goals: shoddy insulation

In the country's coldest large city, an analysis reveals that about two-thirds of homes listed for sale since 2020 had inadequate insulation. Addressing the problem is key to reducing emissions and preparing for heat pumps.

by Frank Jossi  
February 3, 2023



Credit: Tim Walters / Creative Commons

About two-thirds of homes being listed for sale in Minneapolis have inadequate insulation, according to a review of energy disclosure reports.

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- Energy News Weekly

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#### TRENDING

- Across the country, a big backlash to new renewables is mounting
- Complex energy legislation puts burden on Virginia's part-time lawmakers
- What we know about Alice Parker, a

# Pursue Efficiency If...

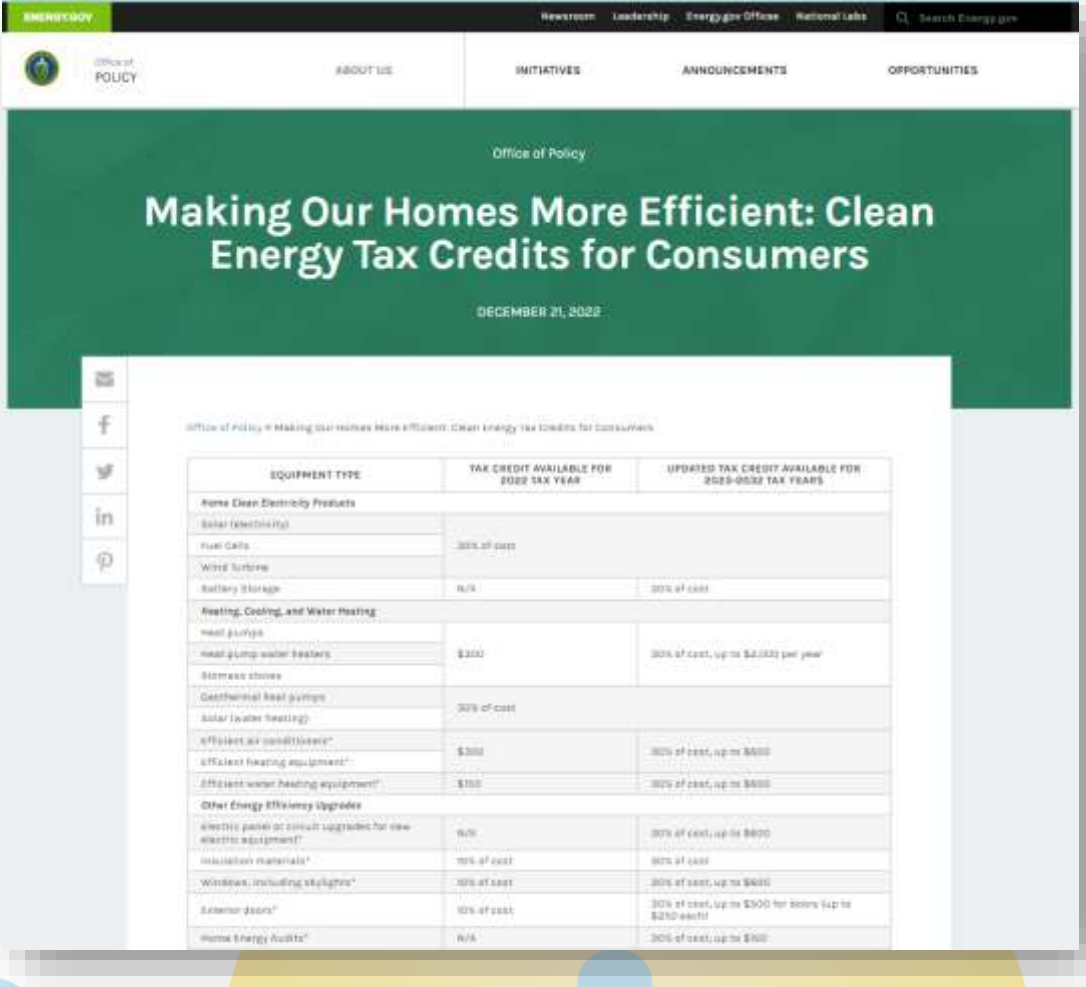
- Some rooms/floors are a lot warmer/cooler than other rooms/floors
- Some windows frost up in the winter
- Snow melts off your roof faster than it melts off of the neighbor's roof
- You have big icicles hanging from your eaves
- Your energy usage is higher than similar homes in the neighborhood
  - You can look this up on MGE and Alliant Energy's websites

*First step? ENERGY AUDIT!!*



# Efficiency Tax Credits for Homeowners

- Up to 30% of cost of eligible energy efficiency measures
  - Annual maximum of \$1,200 plus \$2,000 maximum for heat pumps
  - Do not carryover to next year
  - Encourages a multi-year plan
- Claim on taxes the year after you do the work
- Layer with Focus on Energy incentives



Office of Policy

## Making Our Homes More Efficient: Clean Energy Tax Credits for Consumers

DECEMBER 21, 2022

Office of Policy • Making Our Homes More Efficient: Clean Energy Tax Credits for Consumers

EQUIPMENT TYPE	TAX CREDIT AVAILABLE FOR 2022 TAX YEAR	UPDATED TAX CREDIT AVAILABLE FOR 2023-2032 TAX YEARS
<b>Home Clean Electricity Products</b>		
Solar (electricity)		
Fuel Cells	30% of cost	
Wind turbines		
Battery Storage	N/A	30% of cost
<b>Heating, Cooling, and Water Heating</b>		
Heat pumps		
Heat pump water heaters	\$200	30% of cost, up to \$2,000 per year
Storages devices		
Geothermal heat pumps		
Solar (water heating)	30% of cost	
Efficient air conditioners*	\$200	30% of cost, up to \$800
Efficient heating equipment**	\$100	30% of cost, up to \$800
Efficient water heating equipment†	\$100	30% of cost, up to \$800
<b>Other Energy Efficiency Upgrades</b>		
Electric panel or circuit upgrades for new electric equipment††	N/A	30% of cost, up to \$800
Insulation materials*	10% of cost	10% of cost
Windows, including skylights*	10% of cost	30% of cost, up to \$600
Exterior doors**	10% of cost	30% of cost, up to \$500 for doors up to \$250 each††
Home energy audits**	N/A	30% of cost, up to \$100

# New Energy Efficiency & Electrification Programs

- Home Energy Rebates (HER) via Wisconsin's Focus on Energy
- Energy efficiency incentives
  - Incentive based on energy savings achieved
  - Single family and multi-family (landlords) eligible
  - Higher incentives for low-moderate income folks
- Electrification incentives
  - Heat Pumps, Induction Stoves, Panel upgrades
  - Up to 100% of cost if < 80% of area median income
  - 50% for households 80% - 150% of area median income
  - Households > 150% of area median income are not eligible
- **Both programs will launch later in 2024**
  - Federal guidance summer 2023, then states have to create a plan...
  - If you install now you can't be sure you'll be eligible for these programs



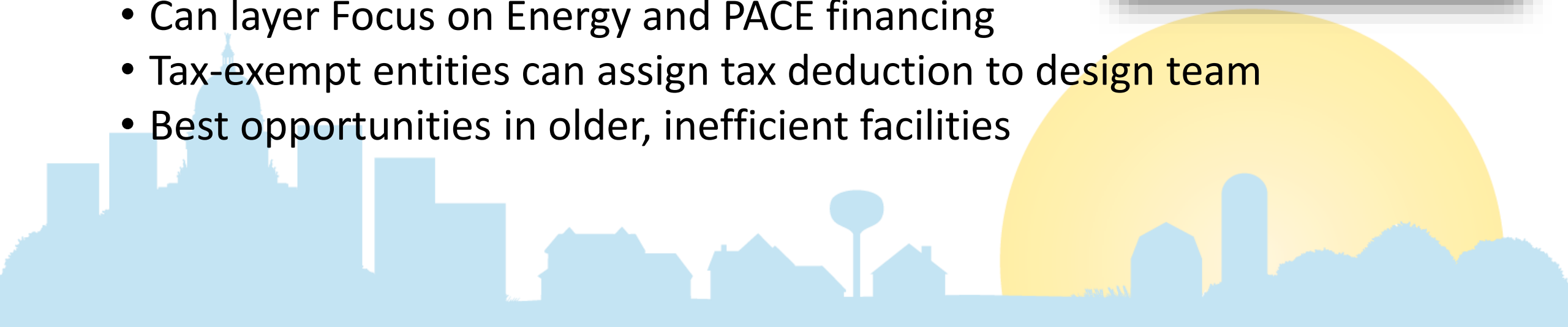
# Heat Pumps in Wisconsin

- Your air conditioner is a heat pump with half the features
- Common heat pump options:
  - Ground source (geothermal) – use constant temps under ground
  - Cold climate air source (often includes some back up electric heat)
  - Dual fuel (leveraging air source heat pump and gas/propane system for coldest days)
  - Ductless “zone” units
- Best choice depends on home efficiency, existing heating system, current fuel costs, and consumer priorities (Money? Emissions? Comfort?)
- Currently the dual fuel option seems best for finances and emissions
  - Assuming you heat with natural gas like most folks in Wisconsin
- Focus on Energy has a new [consumer guide to heat pumps](#)
- Dane County has a [list of local heat pump installers](#) on our website



# Business: EE Improvement Tax Deduction

- Tax deduction based on modeled energy savings
  - 5X higher incentive if prevailing wage, apprenticeship
    - \$2.50/sq ft for 25% savings
    - \$5/sq ft for 50% savings
  - Baseline for existing buildings is past energy usage
  - Also available for new construction
- Can layer Focus on Energy and PACE financing
- Tax-exempt entities can assign tax deduction to design team
- Best opportunities in older, inefficient facilities



# IRA & Electric Vehicles

## Individuals

- Up to \$7,500 for qualifying new vehicles
  - Increasingly rigorous requirements for battery components and assembly
    - Requirements do not apply to leased vehicles
  - Not available for premium vehicles or high income folks
- Up to \$4,000 for a used EV
  - Sale price cannot exceed \$25,000
  - Must purchase from a dealership
  - Individual income of \$150,000 or less to qualify
- ***In 2024 it's an instant rebate off purchase price***

## Businesses/nonprofits

- Up to \$7,500 for light duty vehicles
  - Applies to all EVs and non-road (forklifts, commercial lawnmowers)
- Up to \$40,000 for heavy-duty vehicles



# Resources Make It Easy to Go Green

**Dane County Office of Energy & Climate Change**

### The Inflation Reduction Act

With an estimated \$369 billion in tax credits and financing for clean energy strategies, the Inflation Reduction Act (IRA) is the single largest U.S. investment in climate action. This funding makes pursuing clean energy solutions easier and more affordable than ever, putting our country on a path to reduce its emissions 50% by 2030.

The Dane County Office of Energy & Climate Change is sharing resources about the IRA to encourage everyone in Dane County to take advantage of these unprecedented opportunities to go green.

### How To Take Advantage of the IRA

- Individuals
- Businesses
- Nonprofits

### Impact of the IRA To Date

### Justice40 and the IRA

### YOUR SAVINGS CALCULATOR

## How much money will you get with the Inflation Reduction Act?

Enter your household information to find out.

Zip Code: 53711 | Homeowner Status: Homeowner | Household Income: \$85,000 | Tax Filing: Head of Household | Household Size: 4 people

**Calculate!**

#### Your Personalized Incentives

These are available to American homeowners and renters over the next 10 years.

<b>UPFRONT DISCOUNTS</b> \$14,000 <small>Covers up to 100% of costs</small>	<b>AVAILABLE TAX CREDITS</b> \$4,150	<b>ESTIMATED BILL SAVINGS PER YEAR</b> \$1,100
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**Total Incentives: \$18,150**

Disclaimer: This is an estimate. We do not yet know how or when upfront discounts will be implemented in each state, so we cannot guarantee final amounts or timelines.

### FOCUS ON YOUR HOME

Focus on Energy empowers the people and businesses of Wisconsin to make smart energy decisions with enduring economic benefits.

**Sign Up**

### Go Solar with MadiSun!

About | Programs | Solar Financing | Events | FAQ

<https://daneclimateaction.org/what-you-can-do/federal-funding>



# Questions? Comments?

Kathy Kuntz

[Kuntz.Kathryn@countyofdane.com](mailto:Kuntz.Kathryn@countyofdane.com)

[DaneClimateAction.org](http://DaneClimateAction.org)





# Action Updates

# IRA Volunteer Interest

If you are interested in getting involved in 350 Wisconsin's evolving work around the Inflation Reduction Act, please fill out this interest form!

Link: <https://forms.gle/VANgptsJvdovAqBy7>



THE RESIDENTIAL IRA EDUCATION WORKING GROUP  
(A COLLABORATION OF CLIMATE AND ENERGY ORGS)

# Home Energy Office Hours

A free online space for ordinary residents to drop in and ask a panel of energy and climate leaders about the home energy programs, incentives, and upgrades available to you.

**Where:** Online, via Zoom

**When:** Wednesday, May 1st, 6:00-7:00PM CT

**Who:** Any resident with home energy questions

Register Here: [tinyurl.com/NRGHours3](https://tinyurl.com/NRGHours3)





# Call Senator Tammy Baldwin

And urge her to support  
the Bad River Band  
in shutting down Line 5!

**202-224-5653**



*More  
info*



[tinyurl.com/BaldwinLine5](https://tinyurl.com/BaldwinLine5)

Join us this week in making calls to Senator Baldwin's office urging her to support the Bad River Band in shutting down Line 5!

# Let's Get Certified in Deep Canvassing!

**Who?** Anyone who is interested in Deep Canvassing!

**What?** This method sets aside factual debate and instead builds genuine connection and shared understanding.

**When?** This 100% FREE three-session training series, presented by the Deep Canvass Institute runs on **April 16th, 17th, and 20th**. You're still welcome if you can't make it to all three, but full attendance is needed for the certification!

**Where?** Zoom! Join from anywhere.

**Why?** Deep canvassing is central to 350 Wisconsin's 2024 campaign plan. Together we'll employ this proven method of inspiring true changes of heart on complex and divisive issues.

For more information contact Jessa at [jessa.michie@350wisconsin.org](mailto:jessa.michie@350wisconsin.org) or sign up here - <https://bit.ly/4cxiQbh>



# Join us **THIS FRIDAY** to defend clean air standards!

This Friday, April 5 - Join 350 Wisconsin and Healthy Climate Wisconsin to call on Senator Baldwin to defend the EPA's New Particulate Matter (Soot) Standards against Congressional attacks in the Senate!

The EPA's Soot Standards promote clean air, address environmental health impacts and injustices, and are a critical step in the path toward eliminating our reliance on fossil fuels.

Meet on Friday at 7:45 AM at Olin Park (S end of John Nolen Drive, 328 E Lakeside St) for a quick visibility event!

For more information, contact Emily at [emily.park@350wisconsin.org](mailto:emily.park@350wisconsin.org)



# Saturday April 20 Earth Day with the Art Collective



- **Flash mob on climate voting**
  - Dane County Farmers' Market
  - 10 am., North Hamilton plaza
    - Hold a banner, Table, Show up!
- **Rally & processing with students**
  - East Campus Mall at 1pm,
  - March to Library Mall and then down State Street to a brief rally on the Capitol steps that will begin around 2pm





**350** **WISCONSIN**  
TOGETHER FOR THE CLIMATE

GROW TOGETHER  
GIVE TOGETHER

**EARTH**

DAY  
2024

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**350** **WISCONSIN**  
TOGETHER FOR THE CLIMATE

# Earth Day, Every Day Event

- 645 Schewe Rd, Middleton, WI (off Old Sauk Road on the west side of Madison)
- Family-friendly April 27th event with:
  - free admission
  - live music
  - a bounce house, face painting and other activities for kids
  - free popcorn, free drawings
  - dozens of exhibitors, speakers, and an electric vehicle show!
- <https://www.signupgenius.com/go/10C0944A5AD2FA1F9C43-48752521-earth#/>



# Volunteer at EcoLatinos Bilingual Conservation Fair

**APRIL 20**  
**2024**



**ELVER PARK**  
1250 MCKENNA BLVD, MADISON, WI 53719  
**11:00 AM – 2:00 PM**

- Elver Park
- April 20 from 11:00 am - 2:00 pm

## **FAMILY EVENT**

**FIND IDEAS AND RESOURCES TO REDUCE POLLUTION AND  
CARBON EMISSIONS**

## **INTERACTIVE EXHIBITS**

**ENVIRONMENTAL  
CONSERVATION RECYCLING,  
E-CYCLING COMPOSTING  
NATIVE PLANTS**

**SOLAR ENERGY  
BUTTERFLY GARDENS  
FARM-TO-FAMILY  
MADISON TREE CANOPY**

**FREE ELECTRONICS RECYCLING COLLECTION  
SPONSORED BY URT SOLUTIONS**

Interested volunteers can contact Nikki  
at [nikki.darga@350wisconsin.org](mailto:nikki.darga@350wisconsin.org)

**UW EXTENSION, DNR, RIPPLE EFFECT, URBAN TREE ALLIANCE, SUSTAIN DANE,  
REAP, SIERRA CLUB, RENEW WISCONSIN, AND THE TRASH LAB**

**MORE INFO AT [WWW.WISCONSINECOLATINOS.ORG](http://WWW.WISCONSINECOLATINOS.ORG)**



# Volunteer of the Month

Rachel Robillard



# Next monthly meetings

- May 6
  - Board member Stephanie Janeth Salgado Altamirano will share her experiences as a climate activist
- June 3
  - Annual meeting of 350 Wisconsin
- July 1
  - We will meet first of month in July

## Upcoming team meetings

Tar Sands: 1st Mondays 5:30–6:30 pm

Contact: [britnie.remer@350wisconsin.org](mailto:britnie.remer@350wisconsin.org)

Climate Justice: 2nd Mondays 7:00–8:30 pm

Contact: [Marian.Fredal@350madison.org](mailto:Marian.Fredal@350madison.org)

Communication Action (CAT): 3rd Mondays 7:00-8:30 pm

Contact [Emily.Park@350wisconsin.org](mailto:Emily.Park@350wisconsin.org)

Divest & Defund in hibernation until June

Contact [divest.defund@350wisconsin.org](mailto:divest.defund@350wisconsin.org)



# Upcoming team meetings

Regenerative Land Relations: 2nd Tuesdays, 6:30 pm,  
Contact: [kathleen.fitzgibbon.2@gmail.com](mailto:kathleen.fitzgibbon.2@gmail.com)

Fundraising: 3rd Wednesdays 7-8pm, Contact [kristen.clark@350wisconsin.org](mailto:kristen.clark@350wisconsin.org)

Community Climate Solutions: 3rd Thursdays 5-6 pm  
Contact: [Susan.Millar@350wisconsin.org](mailto:Susan.Millar@350wisconsin.org)

State Policy: Janet Niewold [janet.neiwold@gmail.com](mailto:janet.neiwold@gmail.com)

Art Collective:  
Russ Bennett [bennett.russ@gmail.com](mailto:bennett.russ@gmail.com)  
Dianne Brakarsh [movingfromwithin@gmail.com](mailto:movingfromwithin@gmail.com)

Monthly Meeting: [Julia.Isaacs@350wisconsin.org](mailto:Julia.Isaacs@350wisconsin.org)

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# Optional time for further discussion!

Join a breakout room:

Room 1 for further Q&A with speaker

Room 2 for Newcomers (and then can move to Room 1)!