

35 by '35

A clean energy and good jobs agenda for Wisconsin

Why Wisconsin, Why Now

A regulated market built to build clean energy

Wisconsin's utilities and a strong Public Service Commission give the state a direct path to plan, own, and rate-base clean generation at scale. That structure can put clean power and good jobs on the system faster than a fragmented market can.

Demand is climbing fast. Utilities now forecast 45 to 50 percent load growth this decade driven by electrification and new manufacturing. That growth can anchor a generation of clean energy investment and union careers.

The goal is simple: build as much clean energy as fast as possible, and create as many good jobs as fast as possible.

ReEDS Electricity Generation Demand	TWh/yr
2026 Minus Imports	65.99
2032 Generation	83.95
2035 Generation	92.03

What Wisconsin Needs to Build by 2035

35 GW

of new clean energy by 2035. Cornell's Climate Jobs Institute models about 32 GW of need, and this agenda sets a 35 by 35 target.

11.6 GW

Storage

10.3 GW

Utility Solar

7.2 GW

Wind

2.2 GW

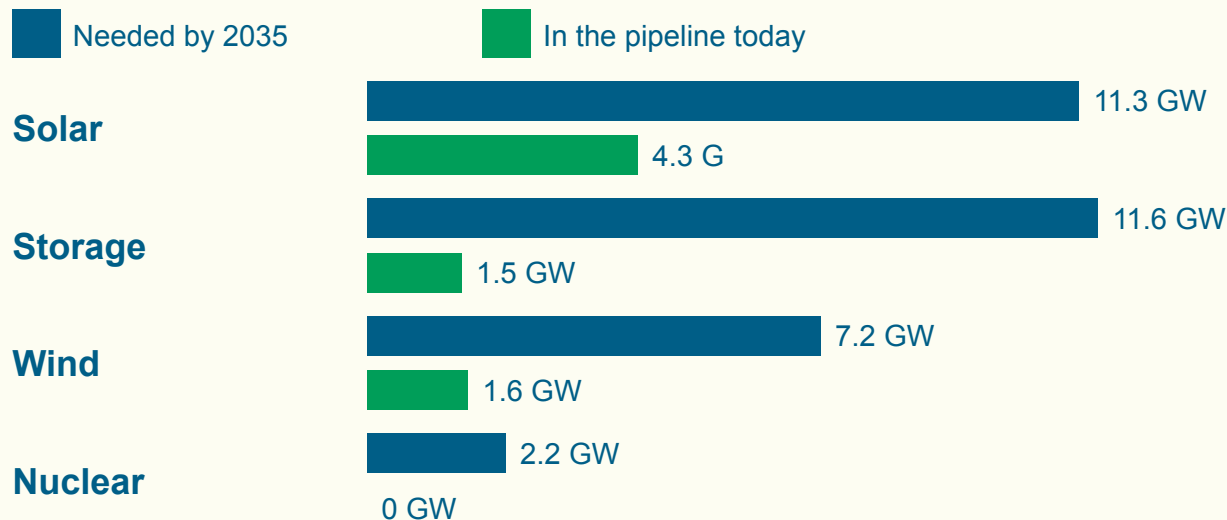
Nuclear

3.7 GW

Networked Power

The Build-Out Gap

Wisconsin's pipeline holds about 7 GW today, much of it merchant-owned. Reaching 35 by 35 means closing a gap of roughly 25 to 28 GW.



Sources: Cornell Climate Jobs Institute modeling; Wisconsin project pipeline (IIR).

What the Utilities Are Building

We Energies (WEC)

- A \$37.5 billion capital plan through 2030, with demand forecast to rise about 45 percent.
- Nearly 3 GW filed to serve data centers: seven solar projects, one battery project, and two new gas plants.

Alliant Energy (WPL)

- Nearly 1,100 MW of utility-scale solar at 12 Wisconsin sites, plus 175 MW of storage.
- Over \$3 billion in federal loan guarantees for about 2,000 MW of clean energy and storage.
- A workforce represented by IBEW collective bargaining agreements, with apprenticeships in place.

Where the State Climate Plan Stands

A 2050 goal for a carbon free Wisconsin

- Governor Evers' 2022 Clean Energy Plan sets a path to 100 percent carbon-free electricity by 2050 and projects 40,000 clean energy jobs by 2030.
- Progress is real but must accelerate. Emissions fell 11 percent from 2005 to 2021, with the electricity sector down 28 percent.
- The plan sets a direction and an end date, "35 x '35" adds capacity targets by technology and proposes to speed up progress.

28%

drop in electricity-sector emissions
since 2005

A Menu of Options

Restoring Workers' Rights in WI

- **RESTORE PREVAILING WAGE**
 - Bring back prevailing wage requirements for public construction projects
- **REPEAL SO-CALLED RIGHT-TO-WORK**
 - Restore workers' freedom to organize strong unions and collectively bargain for better wages, benefits, and working conditions.
- **REVIVE PROJECT LABOR AGREEMENTS**
 - Enable state and local governments to use PLAs to set standardized rules for wages, safety and timelines on public construction work
- **REMOVE STATE PREEMPTION STATUTES**
 - Allow local governments to set their own minimum wage and paid family or medical leave standards

**Anti-labor laws
have flattened
real wages for
WI workers
and slowed
economic
growth.**

Integrated Resource Plan

Map what gets built, where, and when

- Direct the PSC to work with utilities on an Integrated Resource Plan that sets clean energy targets by resource type and a grid investment roadmap.
- Use the plan to establish an ambitious statewide development target, the foundation for 35 by 35.
- Update CPCN requirements to align permitting processes with integrated resource planning

35 GW

the statewide target an integrated plan would set

Empower the PSC to Promote Good Jobs

Labor standards written into how the state approves energy

- Attach prevailing wage, registered apprenticeship, and local hire to CPCN and Certificate of Authority approvals.
- Appropriate funding to hire more PSC and DNR staff to ensure implementation of labor standards and more efficient processing of CPCNs.

40,000

clean energy jobs the state projects by 2030

Networked Power Program

Legislate a utility-owned clean energy fleet

- Scale the utility-owned distributed solar and storage program to a combined 3.7 GW of solar and storage, built as rate-based assets.
- At a combined 3.7 GW, the program is the lever that lifts Wisconsin from the modeled 32 GW to the full 35 by 35 target.
- Site it where it delivers the most system value: constrained feeders, substation-adjacent parcels, agrivoltaics, and floating solar.
- Utility ownership resolves the third-party ownership question that has blocked rooftop solar in Wisconsin.

Why utility-led **beats** developers

Scale and speed

One utility program has the size to quickly deploy distributed energy resources at a scale that private developers cannot match.

Affordability

Utility developers sharply reduce soft costs, and the savings reach ratepayers. That means more clean energy, and more jobs, per dollar spent.

Union labor

Prevailing wage, apprenticeship, and local hire across the program, on the agreements utilities already hold.

How the Economics Work

Paying for the program

- The utility builds, owns, and operates the fleet, recovering its costs through the rate base or program surcharges over the life of the assets.
- Federal storage tax credits and low-cost public capital reduce the cost that reaches ratepayers.

What it returns

- The storage counts toward the utility's MISO resource adequacy obligation, offsetting capacity the utility would otherwise buy or build.
- That value rises with demand, and because Wisconsin utilities self-supply most of their capacity, it stays in the system.
- Under certain demand and financing scenarios, the program could provide net positive benefits to ratepayers.

Neighborhood-Scale Building Upgrades

Public buildings and utility thermal energy networks

- Enable utilities to own, operate, and rate-base thermal energy networks, with PSC-run pilots carrying equity, affordability, and labor standards.

**Public buildings first,
then whole
neighborhoods.**

Nuclear Power

Strong momentum, a clear role for public investment and labor

- Wisconsin lifted its nuclear moratorium in 2016, and in 2025 directed the PSC to study sites for advanced reactors, created a nuclear summit, and funded a feasibility study.
- Point Beach already supplies two-thirds of the state's carbon-free electricity, and the closed Kewaunee plant is a candidate for restart.
- The 35 by 35 target calls for 2.2 GW of new nuclear, roughly two more Point Beach-scale units or a fleet of small modular reactors.
- Our value-add: public financing, prevailing wage and apprenticeship, utility ownership, and the UW-Madison nuclear and fusion workforce.

2.2 GW

of new nuclear in the 35 by 35 target

A Domestic Clean Energy Supply Chain

State buying power for unionized manufacturing

- Allow the PSC to incentivize projects that maximize use of domestically manufactured content, similar to the Minnesota model

**Domestic content,
union labor.**

Low-Cost Public Financing

Cheaper capital, cheaper clean energy

- Public financing lowers the cost of every priority project, and lower costs reach ratepayers as lower bills.
- It is how Wisconsin builds at the 35 by 35 scale without straining ratepayers.

What that looks like

- Green banks, infrastructure banks, and revolving loan funds that lend at low public rates.

35 by '35

Clean energy built in Wisconsin, by Wisconsin's union workforce.