

Always On Energy Research: Wisconsin's electricity affordability crisis: New report shows prices over double since 2001, urges PSC to prevent premature plant closures

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Wisconsin – Wisconsin families and businesses are facing skyrocketing electricity costs that have eroded the state's once-competitive edge, according to a new report from Always On Energy Research (AOER). The report, "Electricity Affordability in Wisconsin: How Wisconsin Has Lost Its Competitive Advantage," reveals that electricity prices in the state have risen 109% since 2001- far outpacing the national average of 77%- climbing from 6.08 cents per kilowatt-hour (kWh) to 12.72 cents per kWh in 2024. This marks the second-fastest growth in the Midwest, leaving Wisconsin with rates that are now the second- or third-highest in the region, behind only Michigan and Illinois.

"Energy affordability is a critical issue for Wisconsinites, especially as utilities like We Energies have hiked prices by nearly 12% in just the last two years," said Isaac Orr, lead author of the report. "Our analysis shows that Wisconsin has lost its position as a leader in low-cost power, and without commonsense reforms, families and businesses will continue to pay the price."

Looking ahead, the report warns of an additional \$28.4 billion burden: \$16.3 billion for wind, solar, and battery storage projects that are more expensive and less reliable than existing coal resources, plus \$12.1 billion for new natural gas plants, according to S&P Global data.

To address the crisis, AOER recommends empowering the PSC to deny closures that harm the public interest- such as those at Pleasant Prairie, Elm Road, Edgewater, Oak Creek, and Columbia- and requiring utilities to sell viable plants to willing operators rather than demolish them and bill customers.

The full report is available

at <https://www.aoenergy.org/wisconsin-electricity-affordability/>.