



MOVING THE HEARTLAND TO CLEAN ENERGY SOLUTIONS

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THE PIVOTAL MIDWEST STATES – POLLUTION

**Illinois, Indiana, Michigan, Minnesota,
Ohio & Wisconsin**

Six Midwest States = 20% of US CO₂ pollution

Six Midwest States = 5% of Global CO₂ pollution

**Six Midwest States = More CO₂ pollution than
all nations except China, India, Japan, Russia**

Six Midwest States = Greatest # Old Coal Plants

Six Midwest States = Center of US Auto Industry



THE PIVOTAL MIDWEST STATES – POLITICS

**Eight Midwest Swing States in 2000, 2004 & 2008
Presidential Election**

**Key Swing Votes in the Senate on Energy, Global
Warming and Many Environmental Issues**

**Environmentalists + Agriculture in the Western
Midwest/Great Plains**

Environmentalists + Labor in the Rust Belt



THE PIVOTAL MIDWEST STATES – POLICY THAT MATTERS TO PRACTICAL PEOPLE

It's about solutions that matter to practical Midwesterners:

- Jobs (Energy Efficiency & Clean Car “Jobs of the Future”)**
- Economic Development & Growth (Windpower & Clean Cars)**
- Our Children's Health (Mercury from Coal Plants and Less Pollution from Cars)**
- New Income to Save Our Family Farm and Hard-Pressed Rural Communities (Windpower and Biofuels)**
- Our Environment – our Great Lakes, our fishing lakes, rivers and forests (Mercury, SO₂)**



THE PIVOTAL MIDWEST STATES – WIN-WIN-WIN MESSAGE ON SOLUTIONS TO OUR GLOBAL WARMING PROBLEMS

Two-Step Message:

“Wind power development is a win-win-win for farmers’ income, rural economic development and the environment. AND It helps to solve our global warming problems.”

“Modern clean energy efficiency technologies are a win-win-win for jobs, economic growth and the environment. AND They help to solve our global warming problems.”

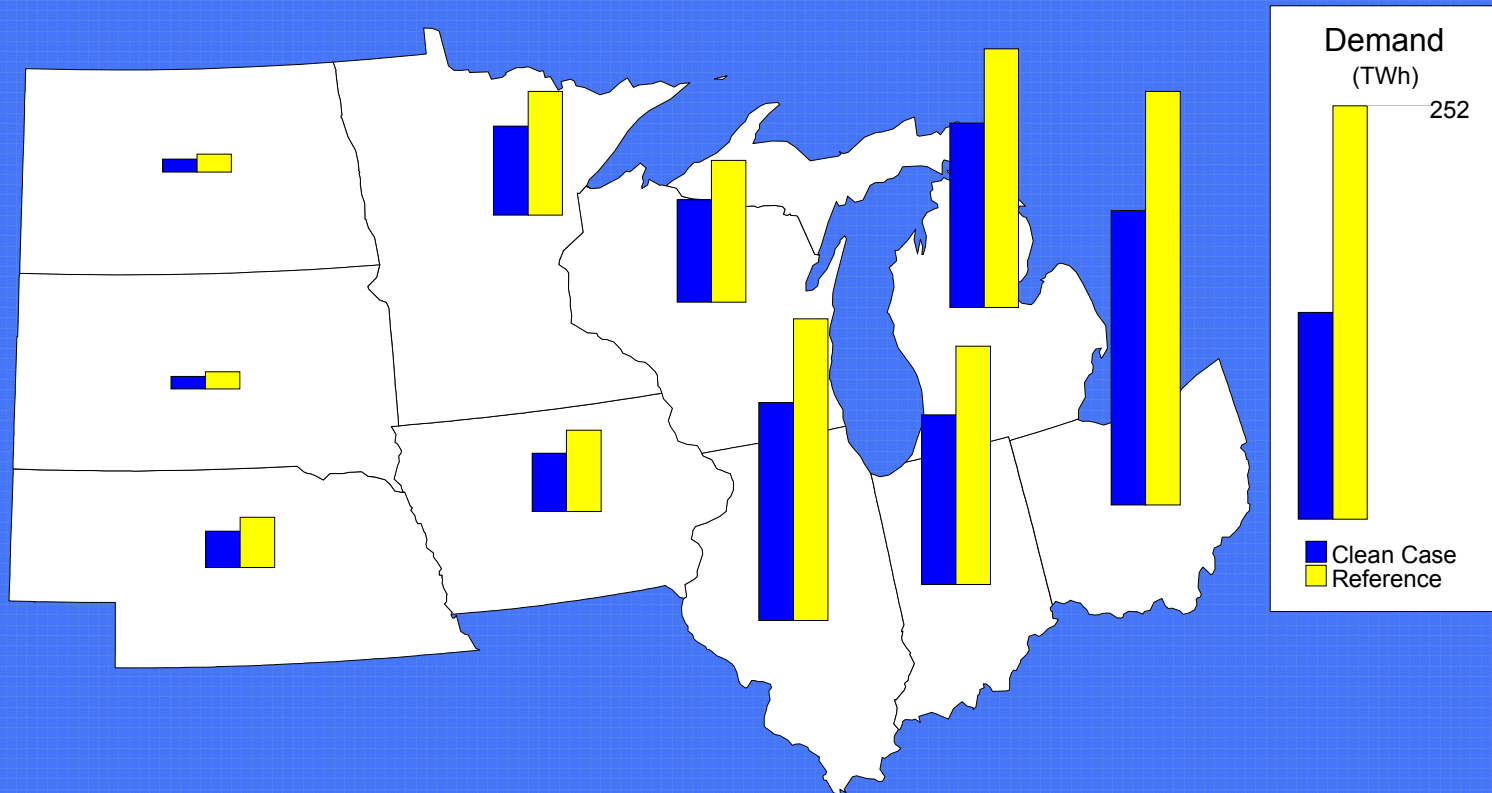


THE MIDWEST/HEARTLAND: KNOW THE BIG DIVIDES TO KNOW HOW TO PLAY WHICH ISSUE WHERE

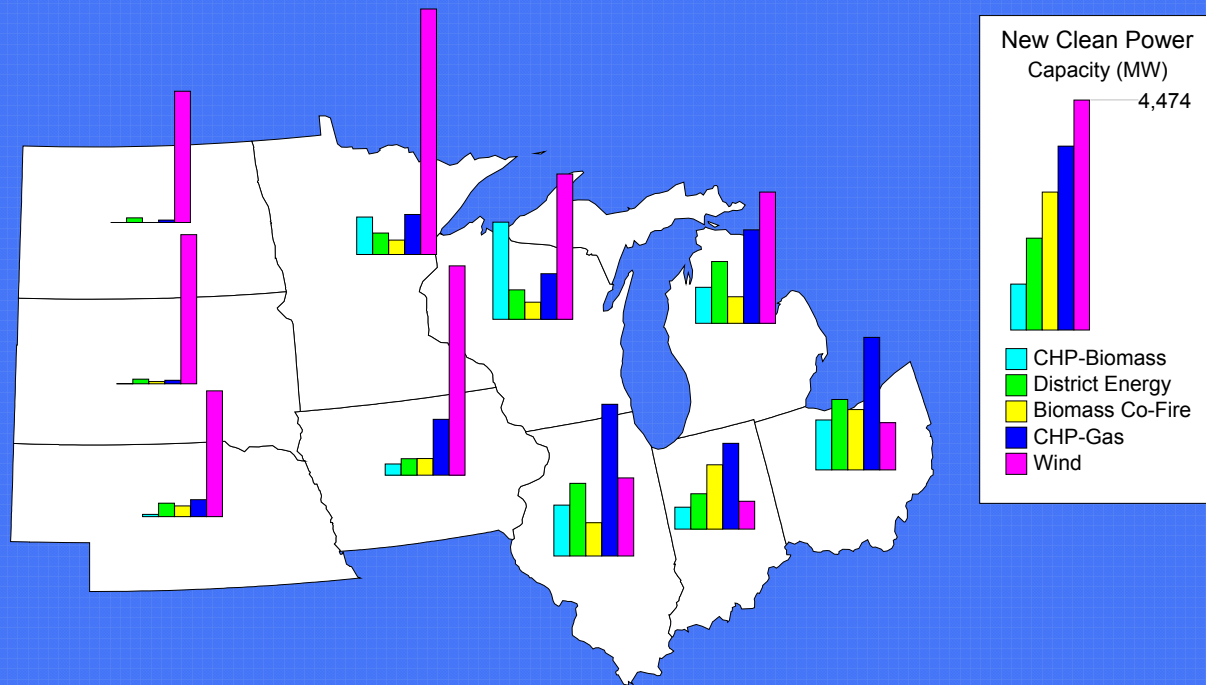
- **Rust Belt and Grain Belt – Illinois as Bridge**
- **Coal versus Non-Coal States & How Dem Govs Win**
- **The “Cabin by the Lake” States**
- **Scandinavians and Eastern Europeans**
- **Urban and Rural Demographics**
- **Renewable Energy and Energy Efficiency States**
- **Auto and Non-Auto States**
- **North Dakota and California Both Have Two Senators**



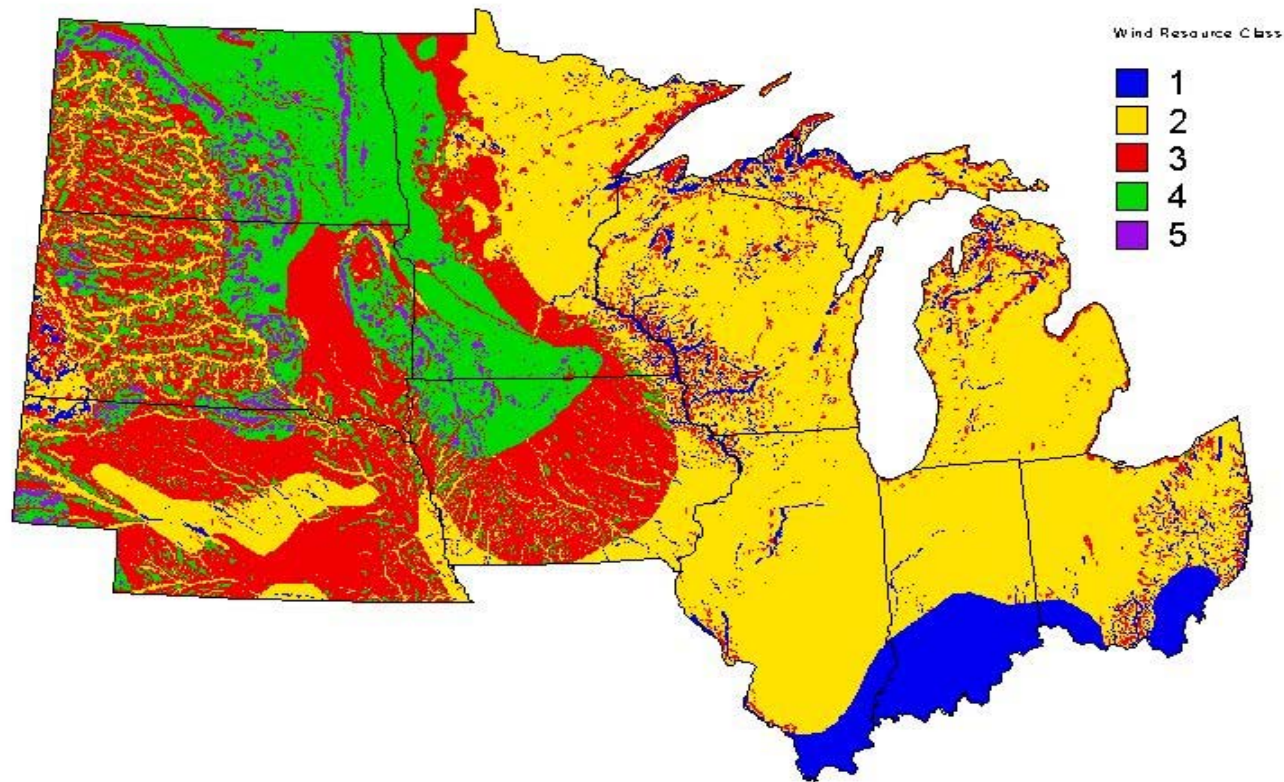
Energy Efficiency – The “Willie Sutton Rule”



RENEWABLE ENERGY – THE “WILLIE SUTTON RULE”



NREL Midwest Wind Resources Map



CLEAN ENERGY DEVELOPMENT: A WIN-WIN-WIN-WIN STRATEGY FOR ENGAGING LEGISLATORS & POLICY LEADERS

- **FARM INCOME STRATEGY**
- **STATE RURAL ECONOMIC DEVELOPMENT STRATEGY**
- **ENVIRONMENTAL PROGRESS STRATEGY:
ACHIEVE CLEAN AIR/WATER AND PUBLIC
HEALTH BENEFITS**
- **NATIONAL ENERGY SECURITY STRATEGY**



CLEAN ENERGY DEVELOPMENT: A WIN-WIN-WIN-WIN STRATEGY FOR ENGAGING LEGISLATORS & POLICY LEADERS

- **JOBS STRATEGY – Energy Efficiency for Public Buildings are Union Jobs**
- **STATE ECONOMIC DEVELOPMENT STRATEGY – Keep Energy Dollars in State Economy and Saves Money**
- **ENVIRONMENTAL PROGRESS STRATEGY: Avoids Pollution**



CLEAN ENERGY DEVELOPMENT: A WIN-WIN-WIN-WIN STRATEGY FOR ENGAGING LEGISLATORS & POLICY LEADERS

NATIONAL ENERGY SECURITY STRATEGY

**PRESIDENT BUSH: “Addiction to Oil” Speech Crossed the
Partisan Energy Policy Divide**

CLEAN ENERGY CROPS: Cellulosic Ethanol

CLEAN ENERGY: Windpower & Solar Power

CLEAN CARS: “CAFE” Standards, Pavley & Tax Credits



CLEAN ENERGY DEVELOPMENT: SUITE OF STATE STRATEGIES

RENEWABLES: Renewable Energy Standards, State Renewables Investment Funds, Bonding, Net Metering

ENERGY EFFICIENCY: EE Building Codes, State EE Investment Funds, Revolving Funds for State Building EE Retrofit, Green Building Standards, EE Appliance Standards, Low-Income Energy Assistance with EE

CLEAN ENERGY CROPS: Market Development for Cellulosic Ethanol, Matches for Farm Bill Section 9006
Bring Together Energy and Agriculture Policies

CLEAN CARS: Pavley Clean Car Standards & Tax Credits



NEW CLEAN ENERGY DEVELOPMENT PROGRAMS: A WIN-WIN-WIN FOR FARMERS, RURAL ECONOMIC DEVELOPMENT & THE ENVIRONMENT

**Windpower = New Income Stream for Farmers
Leases - \$3,000 - \$5,000 per turbine per year beats
corn, wheat and soy. Ownership even better.**

**Rural Development – Windpower Jobs and Local
Tax Base Boost for Schools, Parks, Libraries**

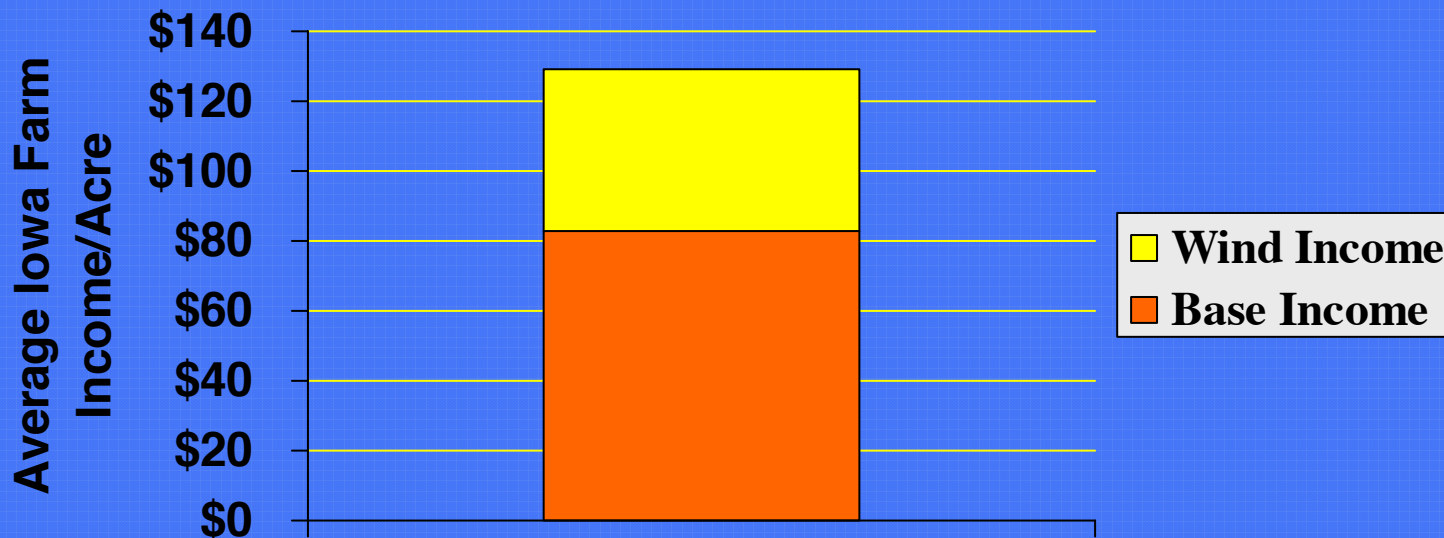
Environmental Benefits for All from Less Pollution





Wind Turbine Lease Payments Generate Significant Income

Lease payments from 10 turbines on a section of land generates an estimated \$30,000 per year in extra income



Farm Income Source: USDA ERS, NASS

Excludes farms with gross revenues <\$10,000/year

Assumes lease income of \$3,000/turbine @ 10 turbines/section



Regional Economics Applications Laboratory

JOB JOLT -- Midwest

Net New Jobs and Economic Gains

	Net Job Growth		Economic Output	
	2010	2020	2010	2020
Energy Efficiency	84,000	141,000	\$7.0 Billion	\$12.6 Billion
Renewables	37,000	68,000	\$3.6 Billion	\$6.7 Billion
TOTAL	121,000	209,000	\$10.6 Billion	\$19.4 Billion



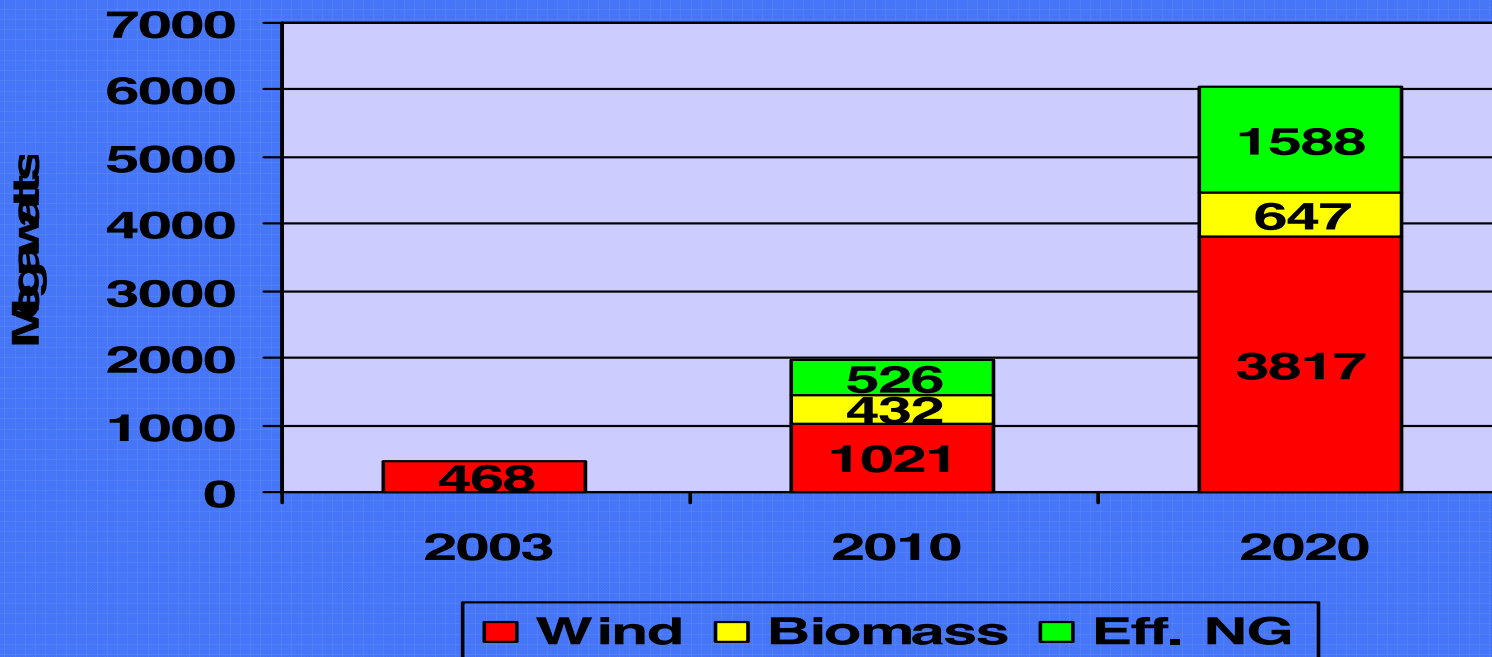
Minnesota: Net New Jobs & Economic Gains

Initiative	Net Job Growth		Economic Output	
	2010	2020	2010	2020
Efficiency	4,006	8,197	\$187 Million	\$399 Million
Renewables	3,899	6,415	\$410 Million	\$674 Million
TOTAL	7,905	14,612	\$597 Million	\$1.1 Billion



Job Jolt: The Economic Impacts of Repowering Iowa

Clean Energy Generation





ENVIRONMENTAL LAW & POLICY CENTER

Illinois

Indiana

Michigan

Minnesota

Ohio

Wisconsin

The Environmental Law & Policy Center is the Midwest's leading environmental legal advocacy and eco-business innovation organization.

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