

The Future of Energy



Who We Are

Leadership Council

Executive Director Scott Coenen

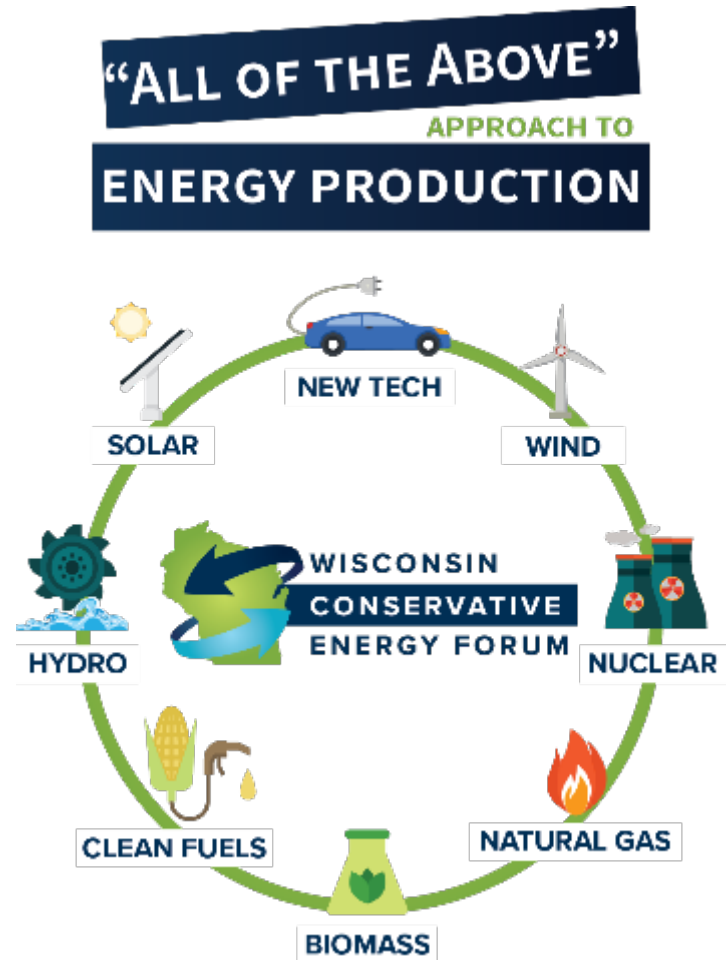


- Tommy Thompson – Former WI Governor
- Ryan Owens – UW Madison Professor
- Debbie Crave – VP Crave Brothers Cheese
- Jon Hochkammer – WI Counties Association
- Mark Honadel – Former GOP Rep.
- Matt Neumann – Neumann Companies Inc.
- Benji Backer – American Conservation Coalition



Our Approach

- Launched in December 2017
- WICEF Mission:
 - ✓ Messenger; be the conservative voice for energy policy discussions.
 - ✓ Seat at the table.
 - ✓ Expand conservative definitions of “responsible resource development” – All of the Above
 - ✓ Focus on technology, innovation, cost competitive expansion of clean & renewable energy
 - ✓ Sustainability is a “bottom line” value
 - ✓ Principles: market driven, cost effective, reliable, home-grown, diverse sources.
 - ✓ Apply conservative principles to markets that are changing rapidly.



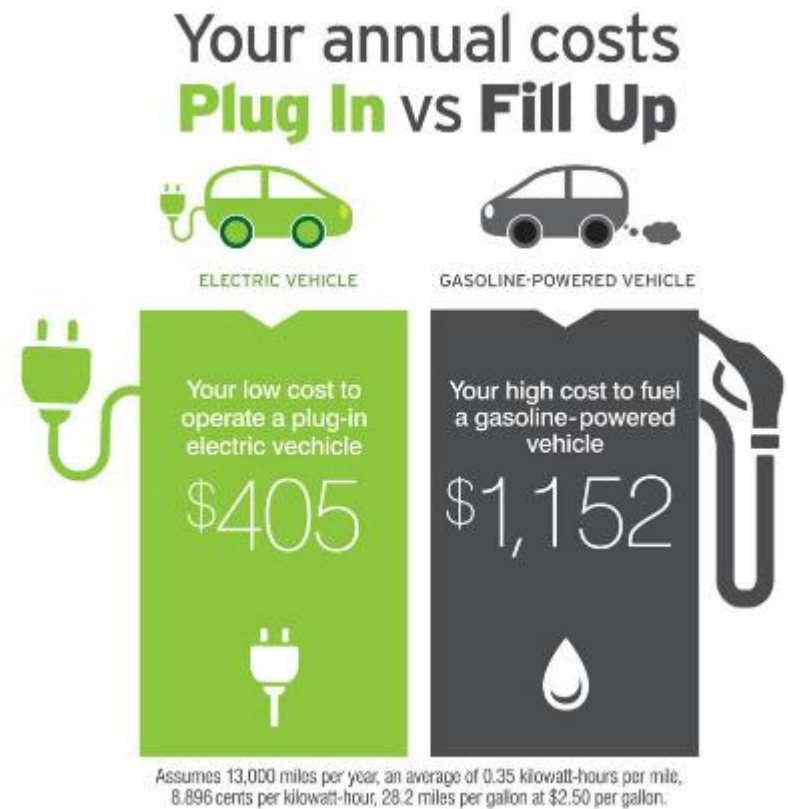


Conservative Principles Applied to Energy Markets

- Market driven.
 - Cost effective.
 - Economically viable.
 - Independent.
 - Reliable/conducive to economic growth.
-
- Principles popular with the American people
BUT...we NEED to apply them to markets that
are CHANGING.

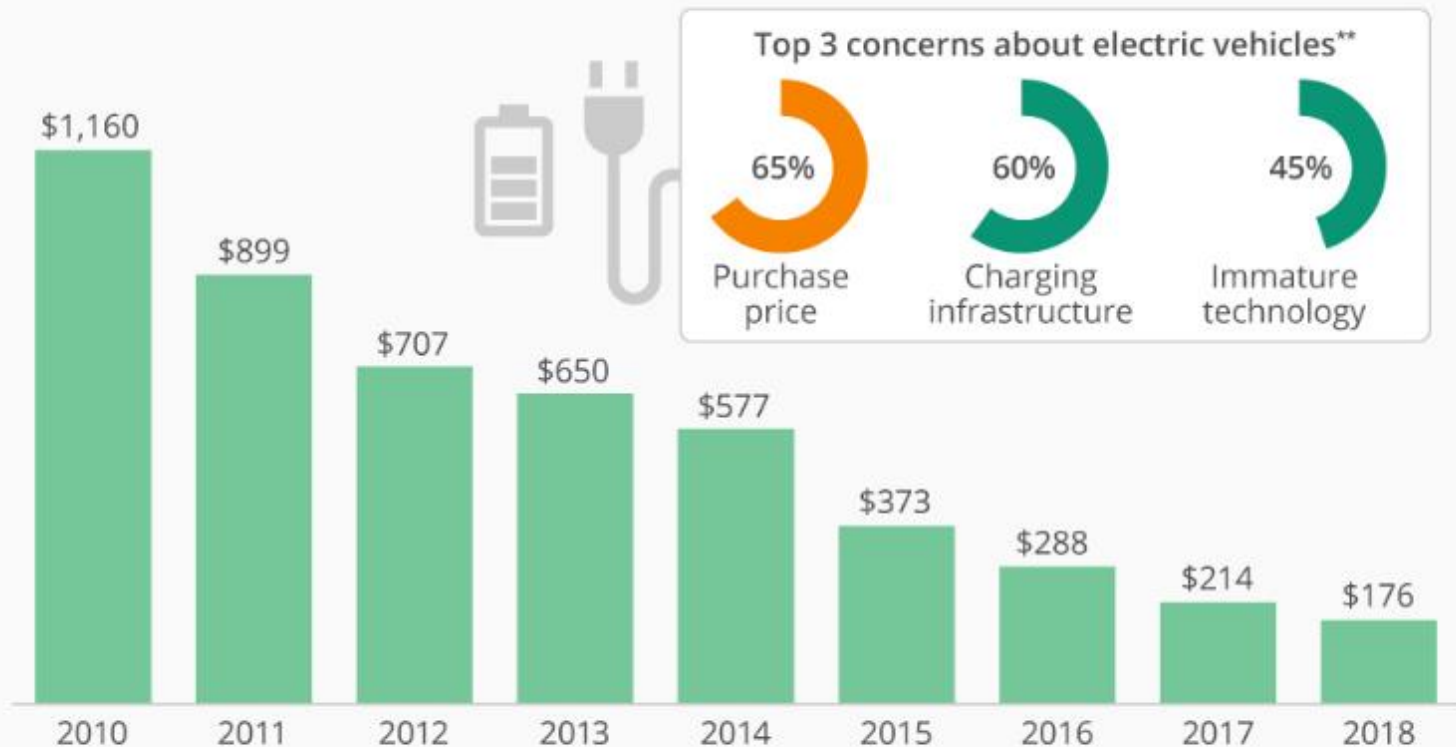
Why EVs?

- Cost of ownership.
- WI economic development potential.
- National security.
- Grid stability.
- Environmental benefits.



Can Falling Battery Prices Push Electric Cars?

Average price of battery packs for electric vehicles (\$ per kWh)*

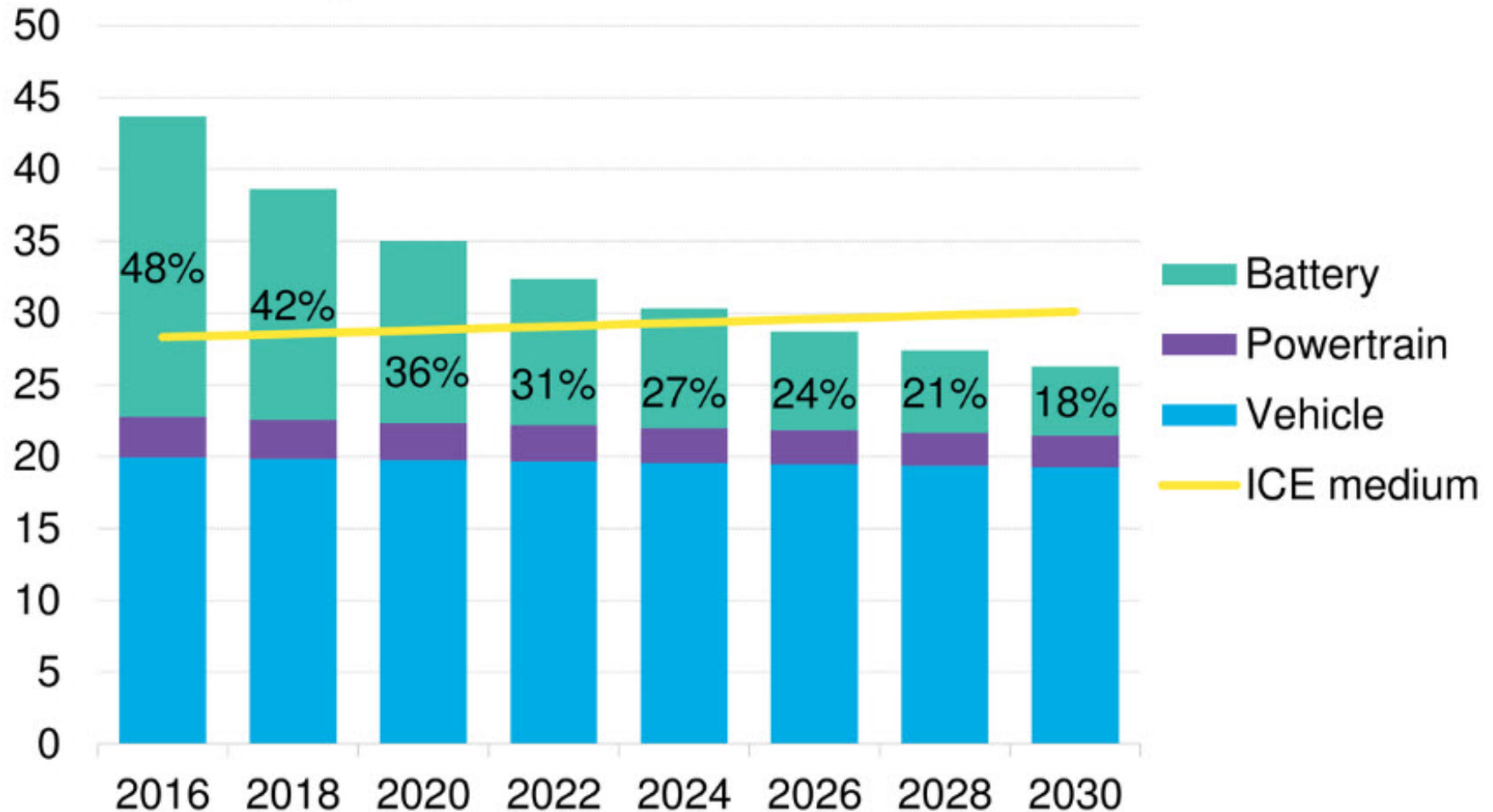


* prices in 2018 dollars; averages weighted based on volumes sold

** based on a November 2018 survey of 1,279 vehicle owners in the U.S.

Cost Falls/Range Rises

Thousand 2016 \$



In the Future: Inherent EV Advantages



**No Fuel ?
No Problem!**

Electric Vehicles

=

Cheap Transpo

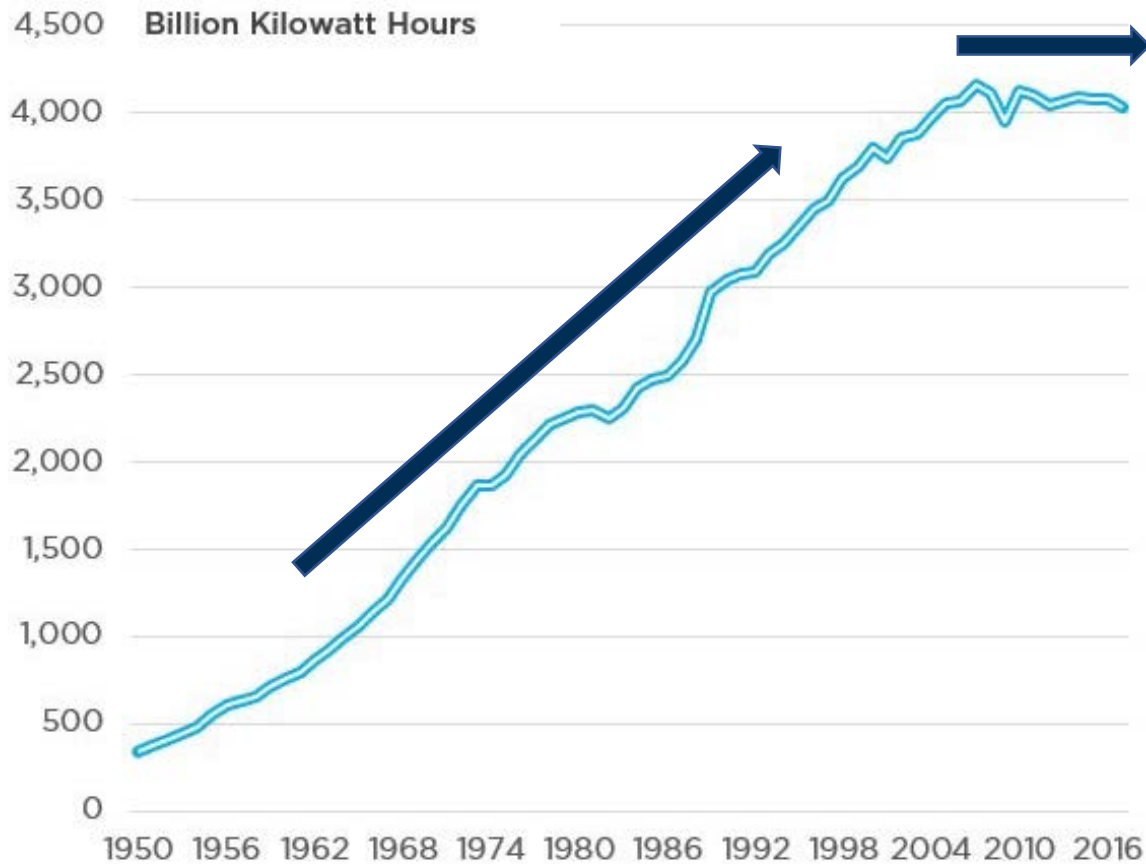
PACE OF CHANGE

Average infrastructure turnover in years



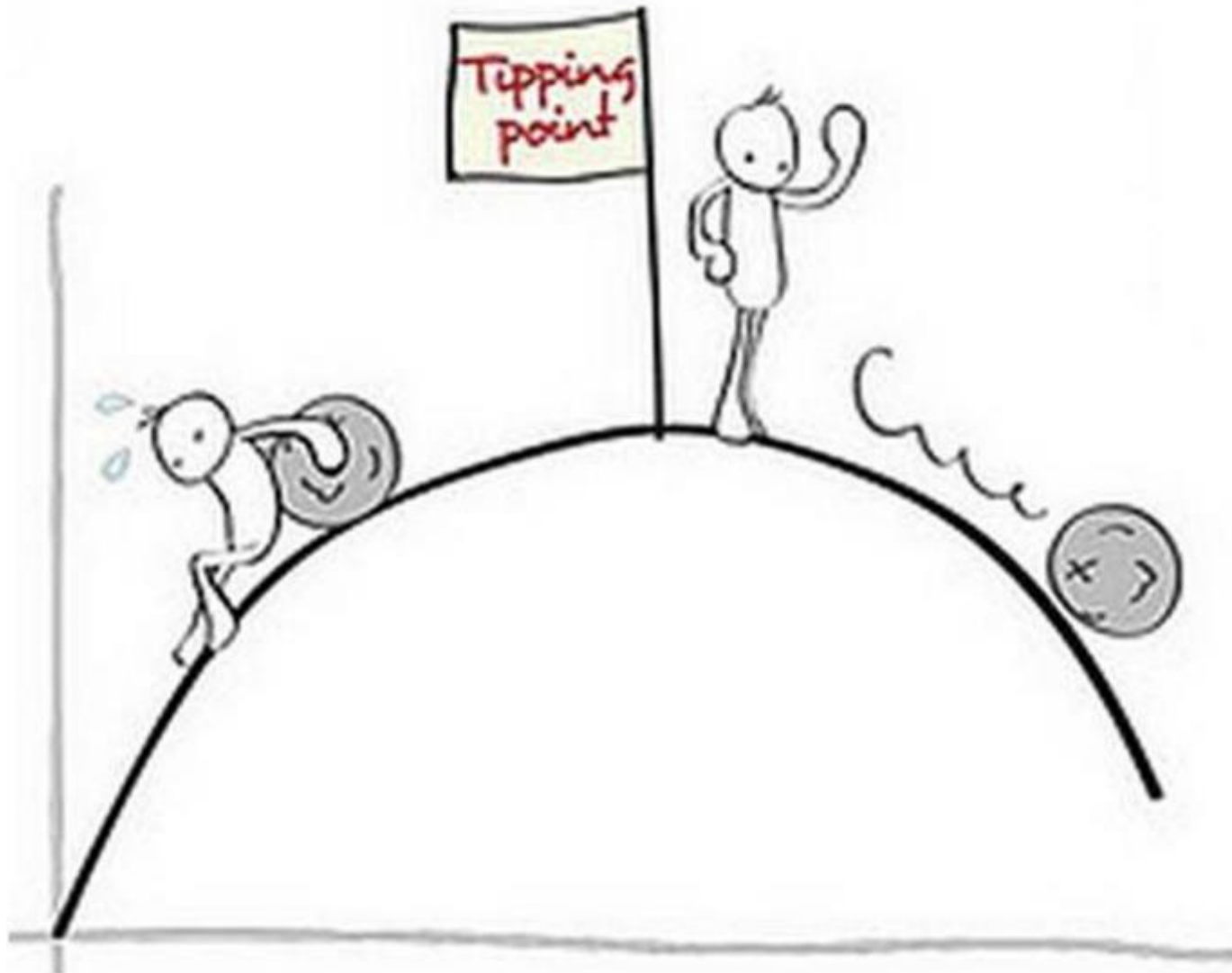
Problem? Breaking a long term trend

U.S. Electricity Generation: Total, All Sectors
1950-2017



Source: EIA

Where are we?





We need engaged policy solutions.

- Charging infrastructure. Chicken or egg? Who owns? Convenience store business model?
- Recycling/end of life management.
- Raw materials acquisition.
- Ways to support consumer electric vehicle uptake.
- How do we help utilities manage electric load?
- Public transportation crossover.
- Bipartisan common sense solutions that seek to **facilitate a market led transition to new tech.**



WISCONSIN

CONSERVATIVE

ENERGY FORUM

10 West Mifflin Street, Suite 205

Madison, Wisconsin 53703

Phone: 608.210.3401

Email: info@wiscef.org