ENRGY FACT SHEET:
LA CROSSE-MADISON TRANSMISSION PROJECT

QUICK FACTS

DEVELOPERS
American Transmission Company (ATC) and Xcel Energy

LINE CAPACITY
345 kV

ROUTE
Approximately 150-170 miles, from La Crosse, WI to northern Dane County

***Preferred route uses 90% of existing corridor

STATED PURPOSE

— Improve electrical reliability in the region. Also connects to the larger CapX2020 project.
— Increase access to low-cost wind energy, generating savings in the region.

ROUTE DESCRIPTION AND DETAILS

— Between 150-170 miles long, extending from La Crosse, WI to northern Dane County.
— Preferred route: Using 90% existing corridor, travel along existing corridor following I-94, then to Black River falls, to Blair and continuing to Holmen.
— Alternate route: Using 60% existing corridor, travel along the interstate, before shifting to travel along Highway 16. This portion would cross Wisconsin Dells.

CLEAN ENERGY & ECONOMIC DEVELOPMENT POTENTIAL

— Located in an area with notable wind energy potential, the improved transmission that the project would offer provides more markets for future renewable energy development.
— Benefits could range from $50 million to $340 million.
— A University of Minnesota Duluth economic impact estimates that the larger CapX project that the line could connect to would create 8,000 construction jobs in the region.
— The same study also notes that every $1 invested in CapX
projects could return up to $1.93 to the economy.

**COMMUNITY FEEDBACK**

— Opposition from local community and environmental groups: cite agricultural and environmental concerns, and also argue that there is no need for the project or that the surrounding area will not benefit.
— Three separate rounds of community open houses have been held by the developer.
— Supported by many business and labor groups in the state, focusing on the added reliability the project would bring to Wisconsin's electrical grid.
— The developers have noted that Xcel Energy will pay over $9 million to counties and communities along the line.

**REGULATORY PROCESS**

— Project begins by identifying a study area, consulting with state and federal regulatory agencies to determine the impact of the line. This area is narrowed down into what will later become the routes for the project.
— Must file for Certificate of Public Convenience and Necessity with the Wisconsin Public Service Commission (PSC).
— Developers must submit at least two routes—a preferred and an alternate route.
— PSC reviews application, considering the impact of the project and the necessity, and will select the final route.
— Public hearings held at different phases of the project, incorporating landowner and community feedback.

**DOCKET FILING**

— Filings for the La Crosse to Madison project are listed under docket number 5-CE-142, and can be found by visiting: [http://psc.wi.gov/apps35/ERF_search/content/SearchResult.aspx](http://psc.wi.gov/apps35/ERF_search/content/SearchResult.aspx)

**GET INVOLVED!**

**TRANSMISSION IS ESSENTIAL FOR RENEWABLE ENERGY DEVELOPMENT AND FUTURE ECONOMIC OPPORTUNITY IN RURAL AREAS.**

**DOING IT THE RIGHT WAY REQUIRES YOUR HELP. TO LEARN MORE OR GET INVOLVED, VISIT OUR CLEAN ENERGY TRANSMISSION DATABASE AT CFRA.ORG/CLEAN-ENERGY.**

photo by Wyatt Fraas