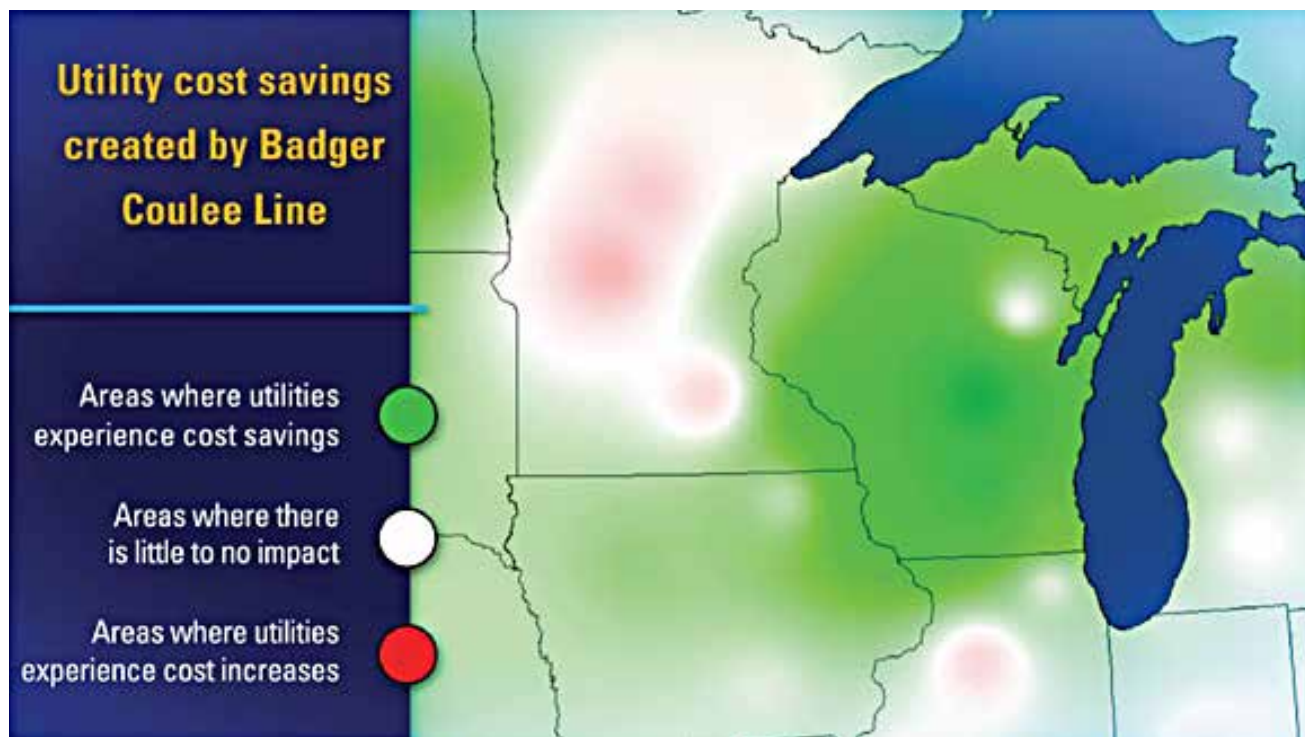


COST SAVINGS, JOB CREATION AND ECONOMIC IMPACTS ARE GREAT FOR WISCONSIN COMMUNITIES

WISCONSIN ELECTRIC UTILITIES WILL HAVE ACCESS TO LOWER COST POWER

The transmission grid all across the U.S. and Canada is interconnected, and a high-voltage transmission system with reliable connections to neighboring energy markets enables local utilities to “shop around” for lower cost power.

Like varying prices at different grocery stores, high-voltage power lines give local electric companies options and access to a variety of energy sources and costs. This variety allows utilities to meet electricity user needs for reliable power at the lowest price. The Badger Coulee transmission line creates a strategic connection to neighboring energy markets – enabling Wisconsin utilities to achieve cost savings, which will be passed on to ratepayer.

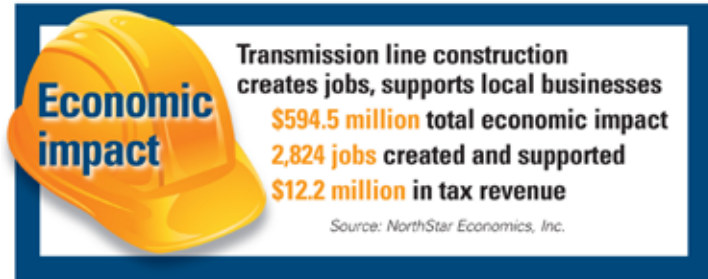


ATC planning studies indicate that the Badger Coulee line would provide cost savings for Wisconsin utilities by providing access to lower cost sources of power. This access to lower cost power benefits electric customers throughout Wisconsin.

ECONOMIC IMPACT OF CONSTRUCTION BENEFITS WISCONSIN COMMUNITIES

In addition to the economic benefits of lower cost electricity, the Badger Coulee project would provide an estimated \$594.5 million economic impact benefits

to Wisconsin communities during project construction and support more than 2,800 jobs.



DIRECT BENEFITS

According to NorthStar Economics, Inc., nearly \$400 million will be spent on engineering and construction work while the project is built. This means dozens of businesses, from concrete companies and crane operators to transmission line engineers and traffic planners, will receive an economic boost.

ADDITIONAL BENEFITS

NorthStar Economics, Inc. estimates that there will be an additional economic impact of just under \$200 million for indirect spending on the project. This includes spending on things such as food, lodging and entertainment by construction crews and other contractors in local communities.

NorthStar Economics, Inc. is a Wisconsin-based, private economic consulting and research firm dedicated to the development and implementation of New Economy economic development strategies.



ATC IS A MEMBER OF THE GREEN MASTERS PROGRAM, A RECOGNITION AND ASSESSMENT PROGRAM FOR WISCONSIN BUSINESSES INTERESTED IN IMPROVING

Information current as of June 2017



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