



Stoughton Utilities

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Serving Electric, Water & Wastewater Since 1886

News Release

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FOR IMMEDIATE RELEASE

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Contact: Jill Weiss, Utilities Director

Stoughton Utilities Helps Community Access Renewable Energy

One of Stoughton Utilities' most popular programs, Choose Renewable allows customers to sign up to increase their monthly bill by a few dollars, ensuring their space is powered by renewable energy such as solar, wind and biogas. An entire home can run on clean energy with the purchase of two to three blocks.

The funds invested in Choose Renewable go towards grants to develop additional renewable resources and to grow the use and acceptance of renewable energy across local communities, while also providing nonprofit organizations the opportunity to invest in renewable energy projects of their own.

The program's popularity is due to its considerable advantages: it allows residential customers to power their homes with green energy at a much smaller upfront cost than installing rooftop solar, it is available to all customers, and it lets businesses and municipalities achieve their sustainability goals with ease.

"The Choose Renewable program was created in response to customer demand for renewable energy options," stated Jill Weiss, Utilities Director. "The best part of the program is that anybody can join for a small monthly fee. There are no equipment costs like with a traditional solar panel installation, and even if you rent, you can power your home with clean energy."

Currently, 397 customers in Stoughton purchase 1,105 blocks of renewable energy each month.

Over the past six years, the Choose Renewable program has helped 31 nonprofits install renewable energy projects in Wisconsin communities. Together, these projects are expected to generate the carbon-free energy equivalent to that used by 240 average homes each year. And the program continues to grow.

Starting in August, program participants can get even more renewable energy for the same monthly cost. Each 300 kWh block of renewable energy is now \$2 per month, down from the \$3 per month it has been in the past. An average home uses 750 kWh per month.

According to Weiss, participants of the Choose Renewable program have many reasons for participating. “One of the main reasons our customers choose to participate in the program is to use fewer fossil fuels. There are so many people in our community who want to support renewable energy, and this program helps them do that at an affordable cost,” stated Weiss. “This price drop makes the program accessible to even more people, and that’s a win for our community, renewable energy, and the climate.”

If you would like to sign up for Choose Renewable, contact Stoughton Utilities or sign in to *My Account* at stoughtonutilities.com. It only takes a few minutes and \$2 per month to make a difference.

Founded in 1886, Stoughton Utilities serves electric customers in Stoughton and the surrounding area, and wastewater and water customers in Stoughton.