



2009 WISCONSIN

Renewable Energy Summit

Renewables, Sustainability, Energy Efficiency,
Social Responsibility, and Green Energy Practices

Sustainable Practices

Session 16-5

DATE:

THURSDAY, MARCH 26, 2009

Breakout Session 16-5:

Time:

4:30pm - 6:15pm

Presenters:

Department of Solar Cities Overview

Jason Coughlin – NREL

Solar America Cities is an activity of the Solar America Initiative (SAI). Twenty-five cities across the U.S. are partnering with DOE to support the goals of SAI. These cities are committed to accelerating the adoption of all solar energy technologies (not just PV) at the local level with the goal of making solar electricity from PV cost competitive with conventional grid electricity by 2015. SAI works through partnerships between the U.S. Department of Energy (DOE) and industry, universities, federal, state, and local government, and non-governmental agencies to achieve the goal of lower-cost solar energy. The state of Wisconsin is honored with two Solar America Cities; Madison and Milwaukee.

“Milwaukee Shines” – Solar America City

Andrea Luecke, City of Milwaukee

Milwaukee was recently selected as one of 25 Solar America Cities by the U.S. Department of Energy as part of the Solar America Initiative. The awards are intended to accelerate solar adoption in cities by supporting cities' innovative efforts with financial and technical assistance. The cities selected are prepared to make a comprehensive, city-wide approach to solar technology that facilitates its mainstream adoption.

Milwaukee Shines - the name of Milwaukee's "Solar America City Partnership" is led by the City of Milwaukee's Office of Environmental Sustainability. Partners of Milwaukee Shines are We Energies, Focus on Energy, Johnson Controls, Midwest Renewable Energy Association, University of Wisconsin – Milwaukee and Milwaukee Area Technical College. Milwaukee was chosen as a Solar America City because of its commitment to a comprehensive approach in the use of solar technologies and the development of sustainable solar infrastructures. Milwaukee Shines will work to reduce informational, economic, and procedural barriers to solar energy implementation. One of Milwaukee's project goals is to create a robust local workforce and support industry development by increasing the number of solar installers through certification training and encouraging solar manufacturing businesses to locate in the city.

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Solar Thermal & Geothermal

Session 16-5

Presenter Biography:

Jason Coughlin

The presenter is the liaison for the City of Milwaukee with the Department of Energy under the Solar America Cities program. Mr. Coughlin provides financial assistance to a number of cities interested in installing large, public sector PV systems. Mr. Coughlin has been at NREL for approximately 2 years. Prior to NREL, he was a corporate finance banker in Atlanta. Mr. Coughlin has made a number of recent presentations on solar finance, most recently for audiences in NYC, Salt Lake City and the National Association of Counties.

Andrea Luecke

Andrea Luecke, through the Milwaukee Idea Economic Development Fellowship, is Project Manager for the city of Milwaukee's Solar America City Initiative. She works closely with Anne Beier, Director of Environmental Sustainability for the city of Milwaukee, and the Department of Energy in order to help make Milwaukee more solar friendly. Andrea is also a graduate student at UW-Milwaukee in Nonprofit Business Management and was a 'Small Business Development' Peace Corps volunteer in rural southern Morocco.

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