

Immediate Release

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Conservative Legislative Leaders Introduce Solar Leasing Policy in Wisconsin

Policy aims to resolve long standing barrier to market access.

Madison, WI – Today Senator Rob Cowles (R – Green Bay) and Representative Rachael Cabral-Guevara (R – Appleton) introduced a solar leasing bill in Wisconsin. As the price of solar continues to decline and its use increases across the country, new markets and opportunities are beginning to open. Conservative leaders in the legislature are responding to these market opportunities with policy that seeks to empower consumers and let competition flourish.

“Solar is a product like any other and consumers in our state should have the ability to pay for and finance that product however they see fit,” said Scott Coenen, Executive Director of the Wisconsin Conservative Energy Forum. “Right now, outdated and muddled laws make Wisconsin the only state explicitly preventing consumers from leasing solar panels. This artificial barrier disenfranchises consumers, businesses, local governments and communities across the state.”

Solar leasing, commonly referred to as third party financing, is used by consumers in one form or another in 49 other states across the country but has been effectively outlawed in Wisconsin. Outdated and unclear state statutes in Wisconsin have created uncertainty for a growing small business sector and consumers alike.

“Competitive markets in states across the country make solar leasing the most popular option for consumers,” said Coenen. “It’s encouraging to see conservative leaders step up to lower a significant barrier to market entry in our state and signal Wisconsin is open for business. The solar market is poised for huge growth in the next ten years, Wisconsin cannot continue to ignore this opportunity and be left behind.”

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About WICEF: The Wisconsin Conservative Energy Forum (WICEF) is a vehicle for individuals, organizations, and businesses to join the conservative conversation about Wisconsin’s energy future. WICEF believes that an “all of the above” energy policy must be pursued by increasing our state’s commitment to reducing energy waste and developing “Wisconsin-grown” clean energy resources. Leveraging Wisconsin’s transition to clean and renewable energy will stimulate our economy, lower electricity costs, protect our national and grid security, reduce pollution, and improve the public health for all Wisconsinites. www.wiscef.org