

Wisconsin

Energy Efficiency Jobs in America

Oct 2020

56,899*

Dec 2019

63,569

Clean energy workers are a huge and important part of America's workforce. We know from our country's last economic crisis that clean energy can lead the way to recovery.

Hundreds of thousands of workers are ready to return to work to build a better, cleaner, more equitable economy for tomorrow. With innovative policies we could get these workers back on the job today. Congress can start by spurring investments in energy efficiency (EE) and help the economy recover and grow for years to come.

COVID-19 Impacts on the EE Job Sector

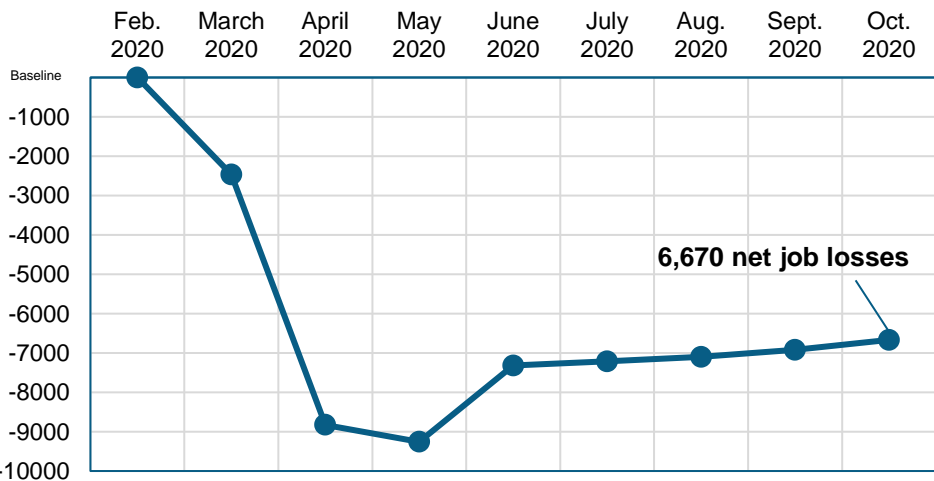
The 2020 pandemic shocked our nation's labor market with massive job losses. Wisconsin's energy efficiency industry lost as many as 6,670 jobs since its onset, a 10.5% decrease compared to total jobs in December 2019—wiping out the last 3 years of gains.

This disruption continues to ripple throughout the supply chain, slowing or halting the manufacture of efficiency equipment and components including insulation; windows; heating, ventilation, and air conditioning (HVAC) equipment; and other building systems technologies.

The energy efficiency workforce has the skills and expertise to meet this moment. Historically the Wisconsin EE workforce grew steadily, gaining 2.1% since 2016.**

As the U.S. advances our economic recovery, policy solutions must create conditions to return to work laid-off/furloughed EE workers and to create a pathway for new workers to join this vital sector.

EE Job Losses in Wisconsin due to COVID-19



*Source: [Clean Energy Employment Initial Impacts from the COVID-19 Economic Crisis, March 2020-October 2020](#).
**first available sector-specific data



Presented by:



What are EE Jobs?

Jobs that deliver goods and services that lower energy use by improving technologies, appliances, buildings, and energy systems.

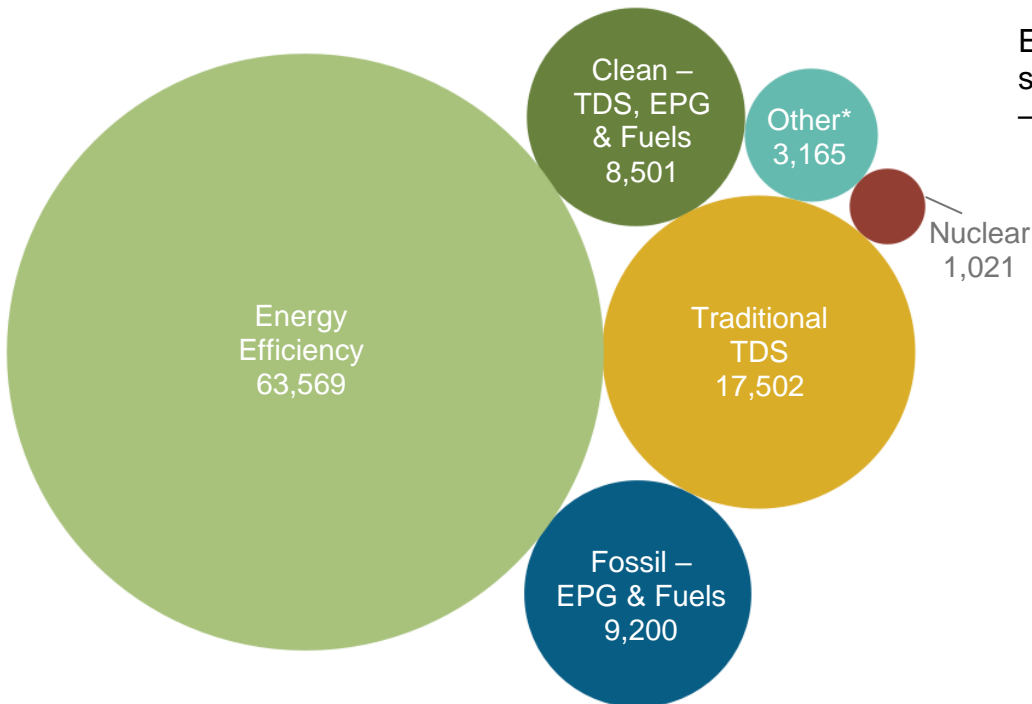
What type of work are EE workers doing?

- Manufacture and install high efficiency systems, controls, windows, insulation and ENERGY STAR-certified appliances and products in existing and new homes, commercial & industrial buildings
- Design and construct high performance buildings such as those earning LEED certification
- Upgrade and repair heating, air conditioning and ventilation (HVAC) and water heating equipment
- Educate property owners and managers on building improvements to unlock savings for businesses, homeowners, schools, states, municipalities, military bases and more
- Analyze building energy data using software to maximize savings through targeted performance improvements and behavioral changes
- Review and approve loans to finance energy savings performance contracts to improve the comfort, health and operational costs of buildings

All EE jobs counted in this report enhance energy efficiency. The above descriptions provide illustrative examples of what some EE workers do, and should not be considered an exhaustive list of all efficiency work.

How does EE compare in Wisconsin?

Energy efficiency is the largest energy sector in Wisconsin.

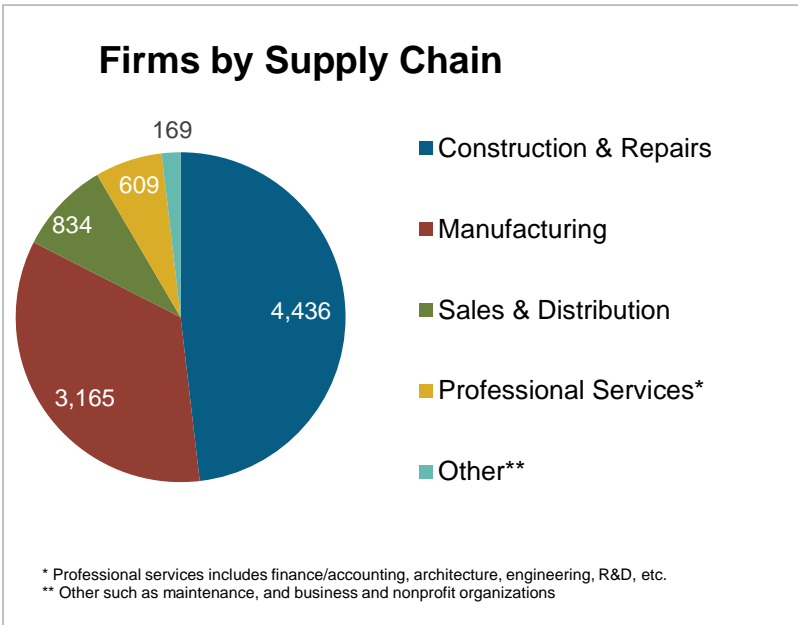
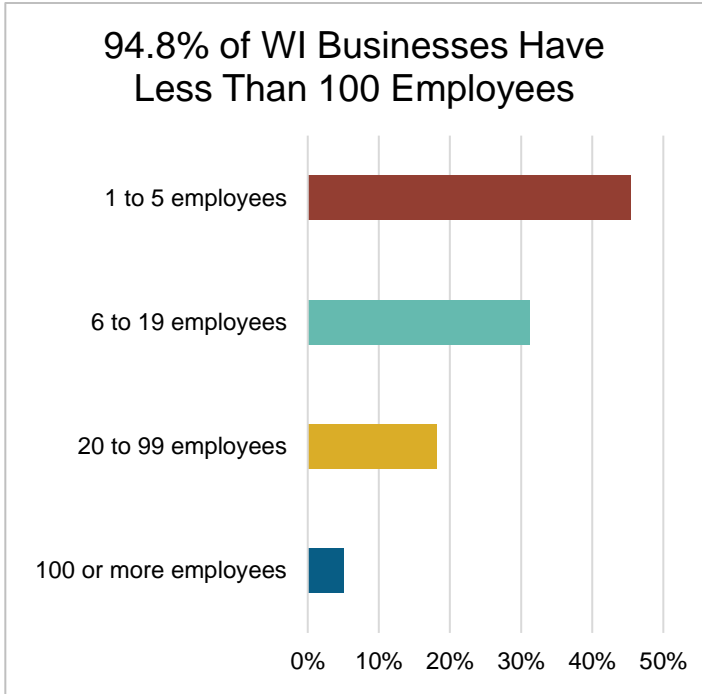


Energy efficiency in Wisconsin has seen consistent, reliable job growth – 2.1 percent since 2016.

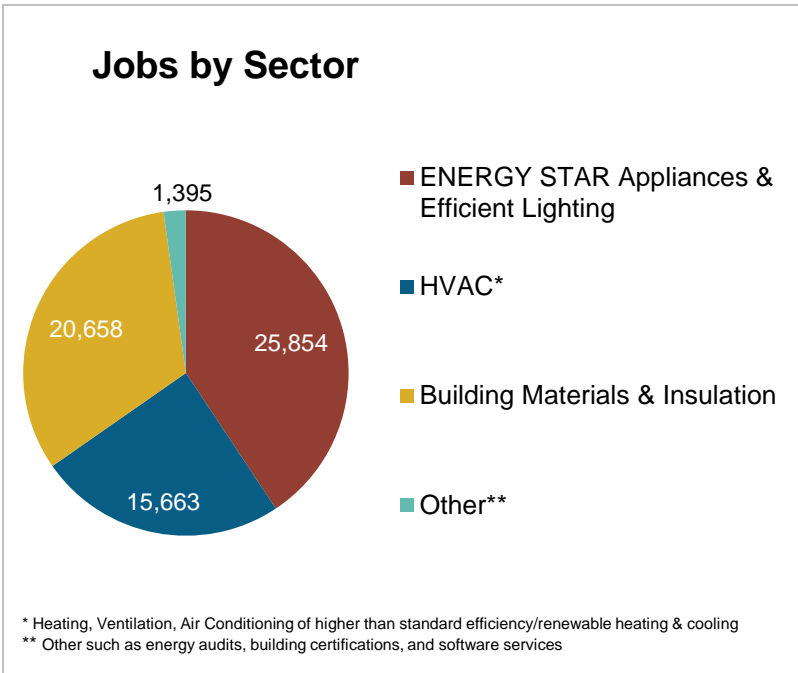
*Includes other energy subsectors such as corn ethanol, woody biomass, large hydropower, and others.

What do the EE businesses look like in Wisconsin?

EE Sector =
9,213
 Businesses in WI
 (Dec. 2019)
 ↑ **60** over 2018



7.3%
 of Wisconsin
 residents employed
 in EE are **Veterans**



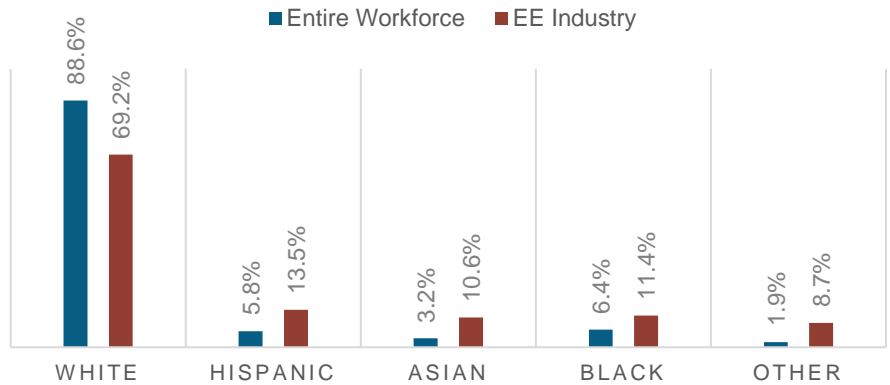
**Energy Efficiency
 Construction Workers
 Make Up 23% of WI
 Construction Workers**

How is EE Doing regarding Diversity in Wisconsin?

Demographic data is crucial for benchmarks and to measure progress in the energy efficiency industry. In striving for more diversity in EE jobs, we can create a stronger and more inclusive industry. Promoting diversity in hiring is key to maintaining a future workforce of talented professionals and ensuring all Wisconsin communities are represented in the EE sector.

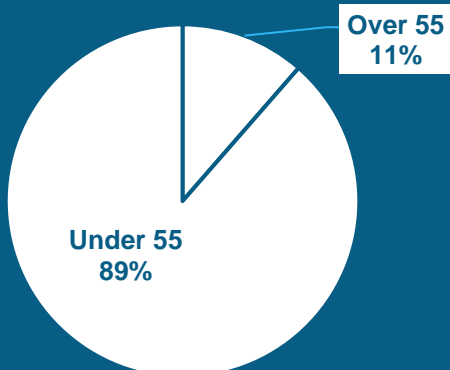
The EE industry needs to do more to prioritize minorities and women for training and support that will enable them to obtain and/or retain employment at EE businesses.

WI EE INDUSTRY BY RACE AND ETHNICITY



Note: The U.S. Bureau of Labor Statistics (BLS) only includes two genders in their survey. Non-binary gender data is missing from this document due to this limitation.

WISCONSIN'S EE WORKERS BY AGE



A significant portion of the Wisconsin efficiency workforce is in the "55+" category. 11% are likely to retire within the next ten years, providing career opportunities for current and future professionals.

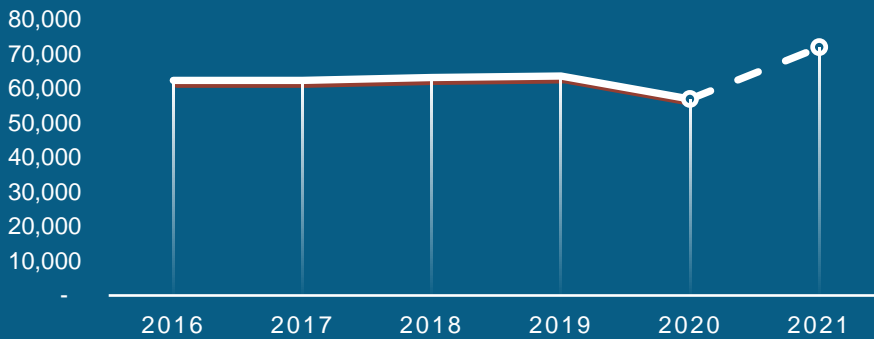
Why invest in EE?

Economic benefits of a federal energy efficiency stimulus package include high-quality jobs for U.S. residents, worker income, boosts to local, state, and federal tax revenues, contributions to Gross Domestic Product (GDP), and energy cost savings.

All these benefits ultimately translate to greater cash flow and stronger local economies. Energy efficiency jobs are proven to be sustainable wage positions that are accessible to all localities nationwide — regardless of geography or politics — providing new jobs that cannot be outsourced.

Updates to U.S. energy infrastructure are investments in the collective economic future of Americans; the creation of a more resilient energy system is vital to economic growth and security.

WISCONSIN PROJECTED STIMULUS JOB IMPACTS



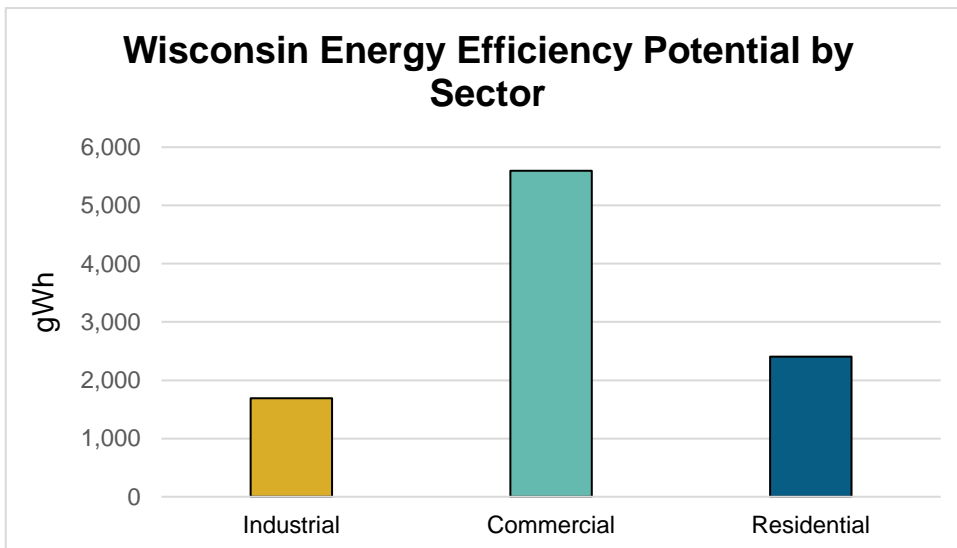
Source: [Build Back Better, Faster](#).

Modeling finds that federal investment would create **14,982 full-time direct, indirect, and induced WI jobs** that will last for at least five years: Over **74,912 job-years** total.

A stimulus of this level and the jobs it would create would also generate more than **\$1.0 billion in GDP** each year for the next five years — resulting in **\$5.0 billion in economic activity**, more than 4 times the investment.

How much energy efficiency is untapped in your state?

Wisconsin Energy Efficiency Potential by Sector



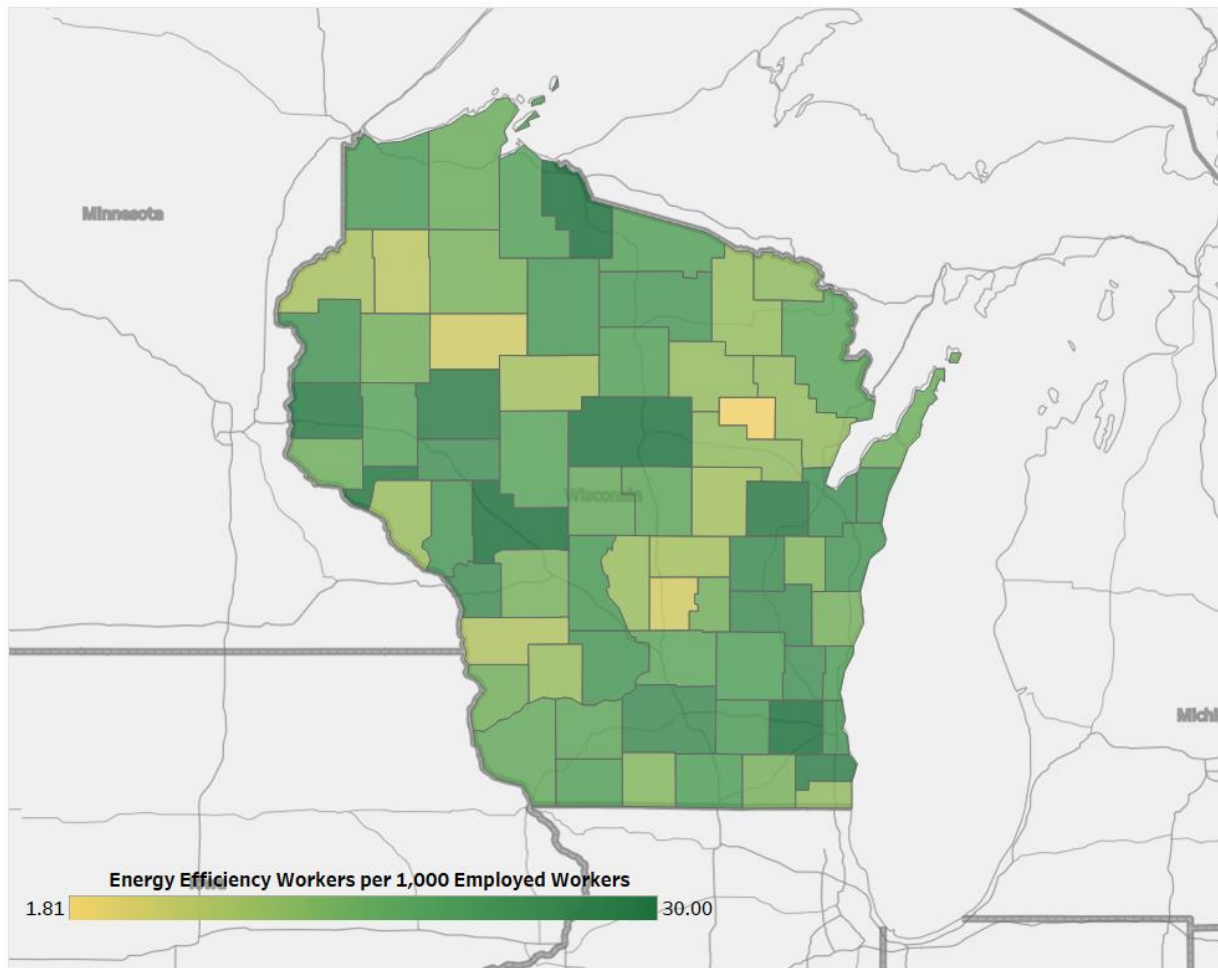
Source: [State and Local Planning for Energy \(SLOPE\) Platform](#).

Combined, this would displace the annual electricity consumption of **1,198,272 homes**.

Where are EE Jobs?

Congressional		Metropolitan Areas	
District	Jobs	Area	Jobs
1	8,970	Appleton	2,482
2	9,266	Chicago-Naperville-Joliet	3,081
3	7,763	Duluth	304
4	7,657	Eau Claire	1,612
5	6,465	Fond du Lac	947
6	9,441	Green Bay	3,042
7	7,954	Janesville	1,275
8	6,052	La Crosse	1,118
		Madison	7,250
		Milwaukee-Waukesha-West Allis	16,708
		Minneapolis-St. Paul-Bloomington	2,590
		Oshkosh-Neenah	2,831
		Racine	1,670
		Sheboygan	1,027
		Wausau	1,321
		Rural	16,312

Energy Efficiency Jobs by County



State Senate

District	Jobs	District	Jobs	District	Jobs	District	Jobs
1	4,006	11	3,437	21	2,423	31	724
2	2,938	12	3,403	22	264	32	1,592
3	2,096	13	2,358	23	2,780	33	720
4	2,245	14	2,186	24	1,651		
5	4,257	15	735	25	1,968		
6	1,499	16	3,215	26	2,218		
7	913	17	2,198	27	380		
8	3,377	18	1,710	28	498		
9	1,285	19	2,300	29	654		
10	2,278	20	1,010	30	250		

State Assembly

District	Jobs	District	Jobs	District	Jobs	District	Jobs
1	1,082	28	1,068	55	2,286	82	227
2	1,555	29	702	56	11	83	270
3	1,370	30	497	57	<5	84	<5
4	1,588	31	2,110	58	581	85	305
5	598	32	723	59	99	86	<5
6	750	33	617	60	326	87	347
7	1,196	34	1,472	61	1,332	88	147
8	882	35	1,330	62	1,074	89	102
9	<5	36	592	63	11	90	<5
10	1,285	37	1,696	64	264	91	<5
11	771	38	317	65	<5	92	464
12	179	39	360	66	<5	93	257
13	2,861	40	679	67	1,134	94	1,348
14	634	41	761	68	1,102	95	<5
15	745	42	778	69	536	96	242
16	1,495	43	324	70	1,295	97	621
17	<5	44	<5	71	349	98	21
18	<5	45	408	72	13	99	171
19	<5	46	664	73	642		
20	493	47	2,321	74	795		
21	416	48	217	75	525		
22	1,569	49	799	76	1,229		
23	1,144	50	690	77	323		
24	650	51	700	78	661		
25	179	52	775	79	86		
26	910	53	931	80	231		
27	204	54	<5	81	57		



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Data Source: Unless otherwise stated, all data are from the 2020 U.S. Energy and Employment Report, March 2020, by NASEO and EFI (see Appendix A, pages 201-206 for methodology details). This methodology -- adopted by the U.S. Dept. of Energy for its 2017 U.S. Energy and Employment Report, approved by the Office of Management and Budget and grounded on data collected by the U.S. Bureau of Labor Statistics -- provides the broadly accepted best accounting of all U.S. energy workers.