

**CHALLENGE:** Meeting the ever-growing demand for electricity while continuing to provide cost-efficient energy to Southeastern Wisconsin was WE Energies' goal. Expanding a coal-fired baseload power plant in Oak Creek, Wisconsin was the centerpiece of the utility's "Power the Future."

The utility had to overcome inflated public fears about burning coal and the fact that no coal-fired power plants had been built in the United States for 40 years.

## WE Energies Oak Creek

**EXECUTION & RESULTS:** We were able to rally 650 supporters to attend public hearings about the project. Our supporters outnumbered opponents by 2-to-1. The Wisconsin Public Service Commission subsequently approved adding two generating units to the power plant. The Lynne Broydrick Group maintains ongoing contact with area residents to deal with any construction-related problems.