Let's not go back in time...

American Transmission Company (ATC) and its partners have proposed a 125-mile transmission line that would run from Middleton to Dubuque. Cardinal-Hickory Creek (CHC) is DESTRUCTIVE, EXPENSIVE & OUTDATED.

'The Applicants' benefit-cost assessment for the CHC transmission line project is flawed in several respects and does not support the Applicants' conclusion that {the line} is needed to provide Wisconsin customers with more reliable energy, more affordable energy and more renewable energy." Mihir Desu, Strategen Consulting

"There is no reliability threat to Wisconsin if the Commission denies the application." Ray Konidena, Rakon Energy LLC, formerly with the Mid-Continent Independent Systems Operator (MISO)

"The Applicants failed to evaluate proven, non-wires based solutions." Kerinia Cusick, Co-Founder and President of the Center for Renewables Integration

"There is not sufficient evidence... to definitively conclude that the CHC transmission line project is the highest priority energy option." Jon Wellinghof, CEO of Grid Policy, Former Chair and Commissioner of the Federal Energy Regulatory Committee (FERC)

CHC is NOT NEEDED to keep the lights on and is NOT a green energy line.

...let's demand something better.

Join these experts, your friends and neighbors June 25th-27th at the final PSC Public Hearings to oppose this line and demand a forward-thinking energy plan for our state.

Learn more at www.ProtectTheDriftless.com



Ad paid for by Driftless Area Land Conservancy. We are grateful to our partners: Wisconsin Wildlife Federation, Driftless Defenders, Wisconsin Farmers Union, Western Dane Preservation Campaign, SOUL of Wisconsin, Grant County CHC opposition team, Vermont Citizens Powerline Action Committee and the many intervenors and volunteers. #ProtectTheDriftless #StopCHC