# Framing the Commission’s Role

<table>
<thead>
<tr>
<th>Describe the commission’s primary objective</th>
<th>Aid the transition to green</th>
<th>Frame-work for investment</th>
<th>Capture federal dollars</th>
<th>Produce a more equitable WI</th>
<th>Stand up a green bank</th>
<th>Guard rails</th>
<th>Footprint for sustainable future</th>
<th>Renewable and sustainable energy</th>
<th>Lay the foundation</th>
<th>Move the needle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why are you excited to join this commission?</td>
<td>Represent community</td>
<td>WI back into leadership on climate change</td>
<td>Build clean energy economy</td>
<td>Building on Pres goal on infrastructure</td>
<td>Focus on low to moderate income WI</td>
<td>Add realism</td>
<td>Community of color and small enterprises need a seat at the table</td>
<td>Future focused, it is the right thing</td>
<td>Key piece of climate action</td>
<td>Can add value</td>
</tr>
<tr>
<td>If you could use just one word to describe the commission, what would it be?</td>
<td>Equity</td>
<td>Diverse perspective</td>
<td>Diverse people from different places</td>
<td>Exciting</td>
<td>Energized and curious</td>
<td>Diversity in all forms</td>
<td>Siloed</td>
<td>Different points of view</td>
<td>Empowered</td>
<td>Disparate</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Describe the commission’s primary objective</th>
<th>Create a public private partnership</th>
<th>Create the frame and brand</th>
<th>Hear from a variety of voices</th>
<th>Leverage fed dollars to meet climate goals</th>
<th>Framework and recommendations</th>
<th>Keep WI competitive</th>
<th>Accelerate progress with financing mechanism</th>
<th>Ensure underserved get access to resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why are you excited to join this commission?</td>
<td>This is a pivotal moment</td>
<td>Move the needle, take action, jumpstart this issue</td>
<td>Learn from others</td>
<td>Shape program that builds the future</td>
<td>Help everyone have access to decarbonization dollars</td>
<td>All voices matter – not just one segment</td>
<td>Ripe moment to make real progress – chance to make concrete change</td>
<td>Equity</td>
</tr>
<tr>
<td>If you could use just one word to describe the commission, what would it be?</td>
<td>Outcome</td>
<td>Energetic and accelerated</td>
<td>Diverse thinking and experience</td>
<td>Diverse</td>
<td>Energetic</td>
<td>Focused</td>
<td>Forward thinking</td>
<td>Disjointed</td>
</tr>
</tbody>
</table>
# Identifying Focus Areas

<table>
<thead>
<tr>
<th>Focus #1</th>
<th>Inclusive (invite everyone to use)</th>
<th>Creating access</th>
<th>Internal controls, process and structure</th>
<th>Sustainable beyond initial injection</th>
<th>Right partners</th>
<th>Federal dollars</th>
<th>Opportunity for all communities</th>
<th>Leverage federal money</th>
<th>Get federal dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus #2</td>
<td>Easy (make it easy)</td>
<td>Removing barriers</td>
<td>Product to market – make it easy</td>
<td>Non-profit and non-political</td>
<td>Wholistic thinking</td>
<td>Framework and guide-lines</td>
<td>Make sustainable</td>
<td>Be inclusive of low and moderate income</td>
<td>Protect workers esp. displaced ones</td>
</tr>
<tr>
<td>Focus #3</td>
<td>Transformative, not just loans</td>
<td>Educating</td>
<td>Ensure these are guarantees and not direct loans</td>
<td>Define equitable</td>
<td>Right deliverables</td>
<td>Get utilities on board – especially coops</td>
<td>Put worker first to build green careers</td>
<td>Make Wi a leader</td>
<td>Make sure everyone can access</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Focus #1</th>
<th>Ensure equity and justice</th>
<th>Fair distro and wide coalition</th>
<th>Engage under served voices</th>
<th>Understand the landscape</th>
<th>Distribute $ across sectors and state</th>
<th>Define our goals</th>
<th>Diversify funding</th>
<th>Ensure ease of use and equitable access</th>
<th>Prioritize implementation funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus #2</td>
<td>Be aggressive and visionary</td>
<td>Clear success metrics and ROI</td>
<td>Act fast</td>
<td>Work to address needs</td>
<td>Create win-win, not winners and losers</td>
<td>Partner with industry</td>
<td>Deploy efficiently</td>
<td>Develop a framework that can be sustained</td>
<td>Ensure equal access</td>
</tr>
<tr>
<td>Focus #3</td>
<td>Frame in a way to bring others along</td>
<td>Leverage private funds and make market ready</td>
<td>Build relationships</td>
<td>Champion solving for the gaps</td>
<td>Execute efficiently</td>
<td>Execute on that partnership</td>
<td>Ensure it is easy</td>
<td>Execute efficiently</td>
<td>Remove barriers to applying – make it easy</td>
</tr>
</tbody>
</table>

**WISCONSIN**

**ECONOMIC DEVELOPMENT**
## Surfacing What Success | Failure Looks Like

<table>
<thead>
<tr>
<th></th>
<th>What is the most important thing for this commission to accomplish?</th>
<th>What does success look like to you?</th>
<th>What does failure look like to you?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What is the most important thing for this commission to accomplish?</strong></td>
<td>Make long term and ensure it can be sustained</td>
<td>The art of the possible, change the conversation the Wisconsin way</td>
<td>Building capacity for longevity</td>
</tr>
<tr>
<td><strong>What does success look like to you?</strong></td>
<td>Executing, not just planning</td>
<td>Be a model – a state that leads and gets ready</td>
<td>Broad – not just for those at the top</td>
</tr>
<tr>
<td><strong>What does failure look like to you?</strong></td>
<td>No consensus or lack of alignment</td>
<td>Give away dollars, squander investment, play to interest groups and not larger good</td>
<td>Status quo</td>
</tr>
</tbody>
</table>

### What is the most important thing for this commission to accomplish?
- **Be open and get results**
- **Spread $ equitably**
- **Make it actionable**
- **Longevity and make this sustainable**
- **Broad and bipartisan**
- **Make this work look like the state – and make it last**
- **Focus on the workforce and a public / private partnership**
- **Equity**
- **Get resources to where they were intended**

### What does success look like to you?
- **Get money, stand up fund, have many winners**
- **Under served are a part of this (rural, tribal, POC)**
- **Action, progress, all over the state**
- **Have nots got to participate**
- **Partners across the state, fair distribution**
- **Longevity and not just public sector**
- **Bipartisan look and feel**
- **Every corner of the state and every resident sees themselves in this program**
- **Things are happening as planned**

### What does failure look like to you?
- **Normal winners keep winning**
- **Gov’t imposed this on us**
- **Meetings, words and a report that sits on a shelf**
- **Big corps and big biz and big players get help**
- **Hyper partisan, all buzz words and no action**
- **Lack of consensus**
- **Too partisan**
- **Don’t get funding out the door**
- **Same people are getting benefits**
### Ranking our Confidence | Compromise Appetite

<table>
<thead>
<tr>
<th>Statement</th>
<th>TOTAL</th>
<th>AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>I’m confident this commission will be productive</td>
<td>65.25</td>
<td>3.625</td>
</tr>
<tr>
<td>I’m confident we will get federal funding for our efforts</td>
<td>78.5</td>
<td>4.3611</td>
</tr>
<tr>
<td>I’m committed to making our vision a reality, even if that requires compromise</td>
<td>86.5</td>
<td>4.805</td>
</tr>
</tbody>
</table>
Sharing Additional Thoughts

• There is always politics, always the haves and have nots
• Make sure all voices get heard
• No voice on this commission has more impact than others
• We all must compromise, and the only right answers are shaped by all of us
• Focus on economic impacts
• Climate impacts poor communities more than others
• Make this about more than a loan program
• Bring in others, make this about jobs and the trades
• This is about the future – helping farmers, businesses and communities get ready for it
• Make it transformation, change mindsets and change how “programs” are run, make it sustainable and not bureaucratic
• Help people see this as help, support to shift to a new economy; don’t let language turn off people. This is about economic advancement
• Train at colleges, tech colleges and involve the trades
• Make sure we get the federal dollars; make sure we focus on low and moderate incomes, focus on small projects in communities
• Leverage every community, build generational wealth, make Wisconsin the place to live, work and visit
• Make sure small businesses fair well, not just large ones
• Focus on bringing people together, frame as economic or jobs narrative, benefiting climate goals and Justice 40
• Be strategic in how we tell our story and frame our narrative – include others, make this about Wisconsin Leading Again
• Ensure there are no losers – make winners from industries that are changing; in communities across the state, esp. underserved
• Create the right frame and brand; focus on Wisconsin jobs, lower costs of energy for Wisconsin, Wisconsin lead the way (not China or CA)
• Commissions are difficult by nature, and this is a large one representing many stakeholders and we will all have to compromise
• Wisconsin can get back on track; be a leader helping diverse stakeholders think about the future
• Must quit digging ourselves a deeper hole
• Watch out for silos
• Frame this for the big tent – create a big umbrella
• Think big picture – this isn’t about “access” to the loans or dollars, it is actually getting them
• Make this work look like Wisconsin – create winners across the state and across sectors
• Frame a building a future Wisconsin – better jobs, better energy, lower costs
• Involve industry and ensure that this is a public/private partnership
• Focus more on economic benefits and workforce upsides than solving climate crisis
• Have this not be another governmental program
• Wisconsin has water and will be a climate crisis oasis – let’s get future ready
• Let data drive our decisions