

TO: Representative Amaad Rivera-Wagner

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Wisconsin Solar Project Messaging

Communications Strategy

To successfully convince a diverse array of stakeholders of the benefits of the Wisconsin Solar Project, we propose an outreach strategy that ties in to your stakeholders' core values.

Stakeholder	Concerns	Messaging	Messenger	Tactic
Farmers	Income, Land Use, Autonomy	Solar keeps farms in family hands	Office of Rural Prosperity	Listening Sessions, Solar Site Demos
Rural Residents	Fairness, Visual Impact, Community Empowerment	Opt-in to lowering bills and keeping savings local	County Educators + Early Adopters	Town Halls, Local Media,
Utilities	Reliability, Cost Recovery	Policy alignment to reduce admin burden	PSC-WI Staff, Implementing Utilities	Working Groups, PSC-Led Meetings
Legislators	Cost Optics, Constituent Pushback	This is rural economic development + energy security	Farmers, ORP, UW Madison + Utilities	One Pagers, Impact Sheets, Committee Testimony
Implementing Agencies	Clarity, Administrative Burden	This program uses standardized rules across agencies to reduce complexity	Legislative Staff + PSC Leadership	Inter-Agency Working Sessions, Implementation Roadmap

Common Misconceptions

To pre-empt pushback to the Wisconsin Solar Project, we have compiled the following responses to commonly held misconceptions and typical arguments against agrivoltaics.

Concern	What the evidence shows
Loss of agricultural farmland and rural character of farms	With thoughtful design, agrivoltaics can transform farmland into dual-use land, harnessing extra energy while still maintaining agricultural integrity. This includes ideas like grazing, pollinator habitats, and native ground cover to resemble rural landscapes.
Solar panels cause soil damage	Research shows that agrivoltaics can actually reduce evaporation, lower irrigation needs, and improve crop resilience and soil health, especially in drought-stricken areas.
Decommissioned panels create toxic waste	Proper end-of-life planning, recycling infrastructure, and regulation will prevent toxic waste issues.
Farmers will lose control of their land to energy/solar companies	Agrivoltaics contracts keep farmers in charge of agricultural operations while providing a stable new income stream that reduces farmers' financial risk.
Nearby property values will decline	Property values are shown to increase for larger solar farm projects.