

NO 765 LINE · VIROQUA, WISCONSIN

Why is this happening?

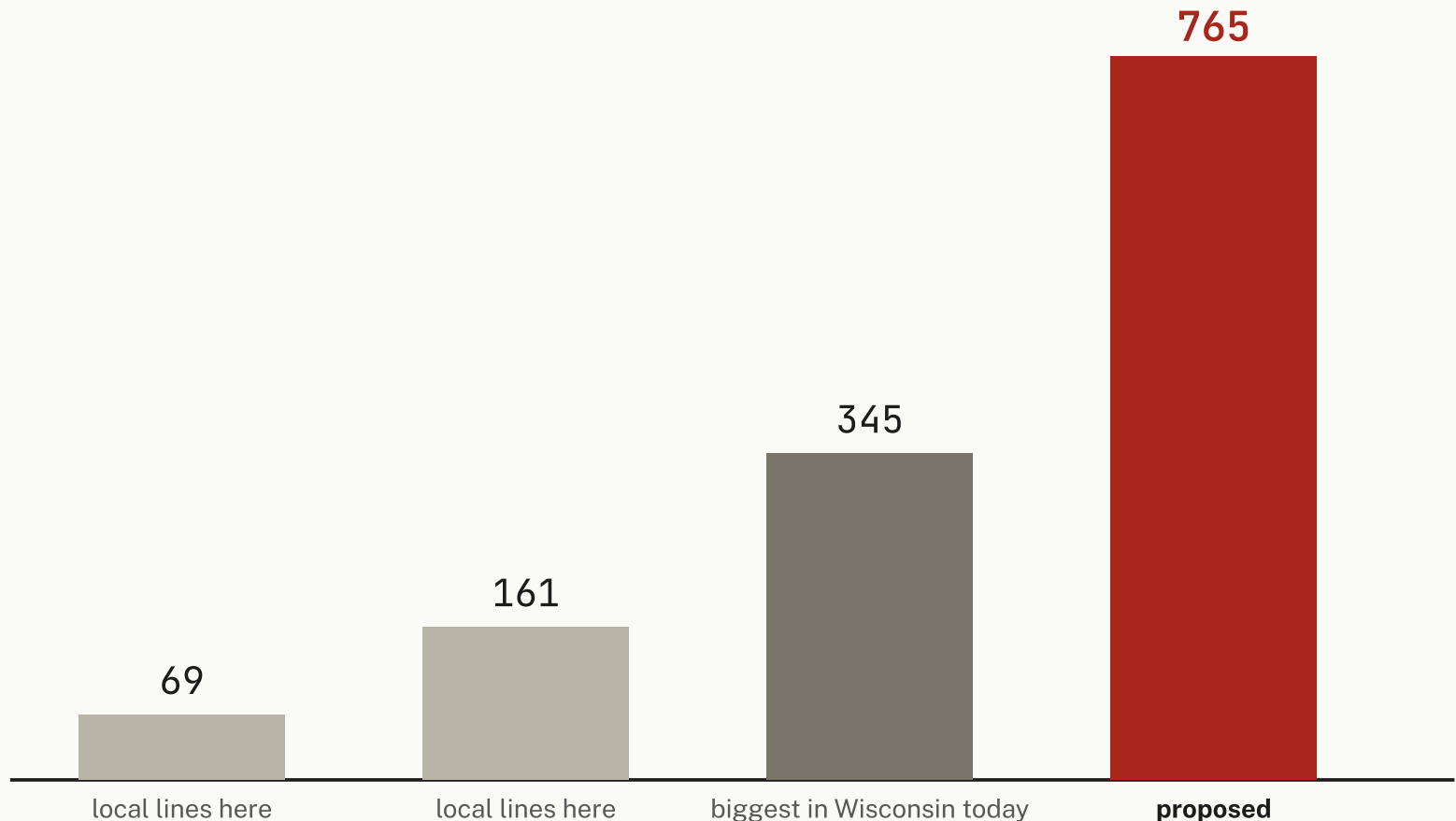
The biggest power lines ever proposed in Wisconsin: the machine, the money, the stakes, the fight.

PART 1 • THE MACHINE

START WITH THE NUMBER IN OUR NAME

Three-quarters of a **million** volts.

Wisconsin's grid tops out at 345,000 volts today. Either MariBell or BECI would be **the first 765 kV line ever built in this state.**

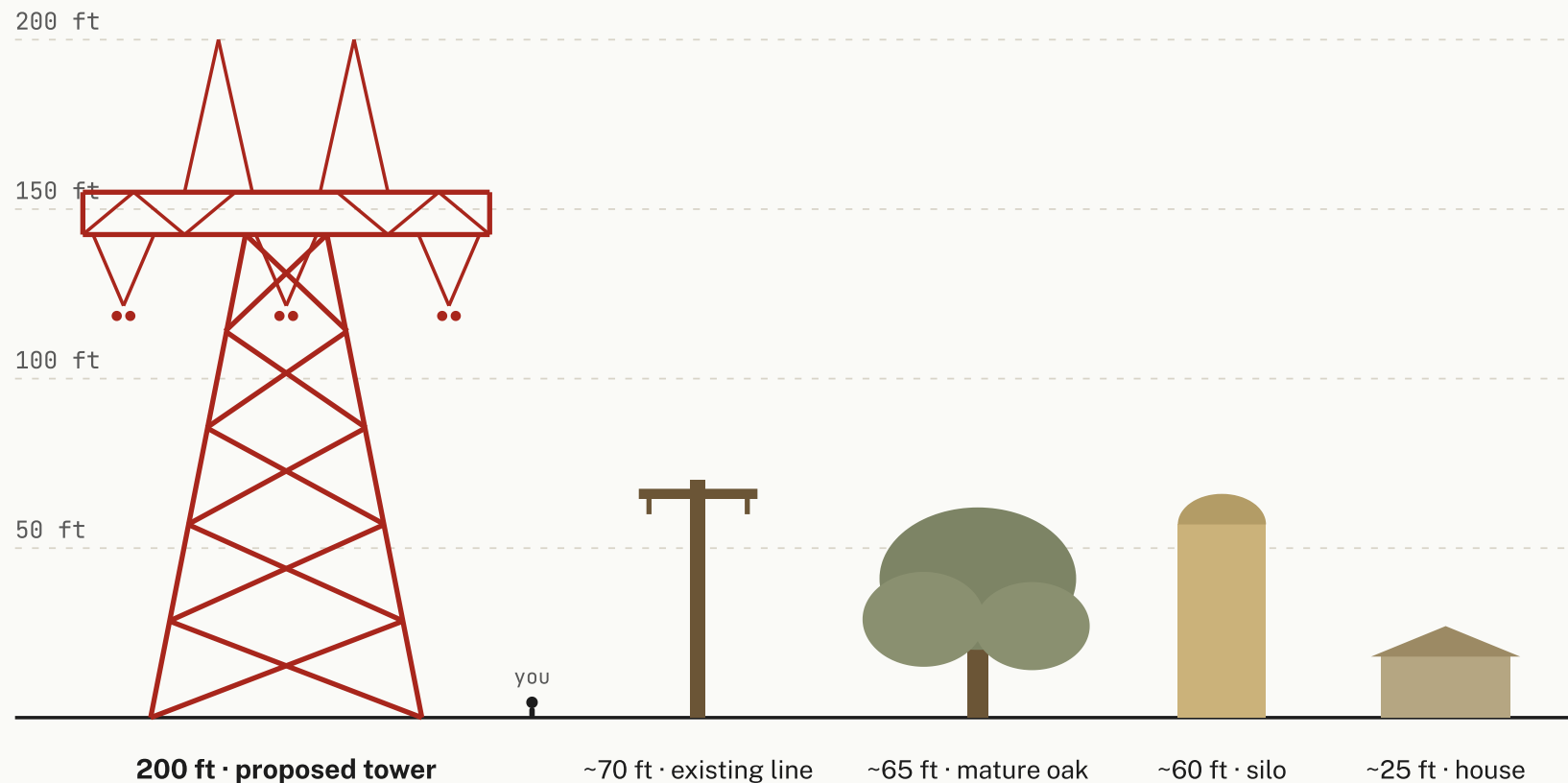


Source: Wisconsin has no transmission line operating above 345 kV; MariBell and BECI project materials; PSC of Wisconsin grid records.

PART 1 • THE MACHINE

WHAT THAT LOOKS LIKE ON THE LAND

Twenty stories over the ridgeline.



Drawn to scale: 200 feet is three mature oaks, stacked one on top of another. On the ridgelines, over the fields, for the life of the line.

Source: MariBell and BECI project descriptions (towers up to 200 ft); existing wood-pole lines here run ~70 ft; reference heights approximate. Same scale diagram as no765line.org/the-765-line.

PART 1 • THE MACHINE

VOLTAGE IS ONLY HALF THE STORY

5×

Double the voltage.
Five times the power.

Power grows with the *square* of voltage. By the industry's own rule of thumb, one 765 kV line carries roughly as much power as **five** 345 kV lines. This isn't an upgrade to the grid we have. It's a different machine. **And if your emergency services are called on during construction, are we prepared?**

Source: American Electric Power, 765 kV transmission fact sheet (AEP is a co-owner of Transource, a BECI developer). Capacity approximate; varies with length and design.

PART 2 • THE MONEY

SO WHO NEEDS THAT MUCH POWER? START WITH WHAT WISCONSIN ACTUALLY USES

—4%

Wisconsin uses **less electricity
than it did 20 years ago.**

That's right, 20 years of declining use.

PART 2 • THE MONEY

THREE NAMES TO KNOW

The players

PLANS IT

MISO

Operates the grid across 15 states.
Decides what gets built, and splits
the bill across all of us.

PERMITS IT

The PSC

Wisconsin's utility commission. Three
people decide whether a line gets
built in this state.

PROFITS FROM IT

The developers

The companies that build the lines,
with a government-guaranteed profit
on every dollar they spend.

The more they build, the more they make.

PART 2 • THE MONEY

ADD FEDERAL BILLIONS FOR A NATIONAL GRID BUILD-OUT, AND THE RACE WAS ON

2022: \$10 billion.
2024: \$22 billion.

MISO's long-range plan, approved in batches. The December 2024 batch includes the first 765 kV lines in MISO's history. Two of them point at southern Wisconsin.

PART 2 • THE MONEY

TWO PROJECTS • TWO COMPANIES • TWO CLOCKS

MariBell

BECI

ROUTE	Marion, MN → Bell Center, WI • straight across Vernon County	Crawford Co. → Walworth Co. → Illinois line
LENGTH	139 miles	~190 miles
DEVELOPERS	Dairyland Power Cooperative + GridLiance Heartland (NextEra)	Midcontinent Grid Solutions (Transource / Berkshire Hathaway Energy)
PERMIT FILING	Fall 2026 • months from now	Early 2027

Vernon County's clock is the short one.

PART 2 • THE MONEY
THE JUSTIFICATION

Remember **-4%**? The forecast now says **+40%**.

What changed? Not your power bill. Speculative data-center load, and an assumption that energy-saving programs disappear. These towers will be a permanent fixture, all from a forecast that may yet still change again.

PART 2 • THE MONEY
THE REFEREE'S MATH

<40¢

**MISO claims every dollar returns
\$1.80 to \$3.50 in benefits. Its own
watchdog says: under 40 cents.**

Dr. David Patton, the Independent Market Monitor whose job is to check MISO's numbers. **A project that returns less than half of what it costs isn't a deal. It's a loss.**

Source: MISO LRTP Tranche 2.1 benefit analysis; Dr. David Patton, Potomac Economics (Independent Market Monitor for MISO), potomaceconomics.com.

PART 3 • THE STAKES

THE ROUTE DOESN'T ENTER THE CITY. SO WHY SHOULD VIROQUA CARE?

Three reasons.

COUNTY SEAT

Your neighbors

The people in the path are Viroqua's customers, patients, students, and employees. Lasting harm to the towns is lasting harm to the city.

WATER

The ridge

Viroqua sits at the top of its watersheds: west through the Bad Axe to the Mississippi, east into the Kickapoo valley. Everything downstream inherits what happens up here.

FARMS

230 organic farms

Vernon County has the most certified organic farms of any county in Wisconsin, more than double second place. That's the economy this town is built on.

Sources: USDA NASS, 2022 Census of Agriculture, Wisconsin county data, Table 42 (organic agriculture); USGS hydrologic unit (HUC8) watershed boundaries; developers' published route maps.

PART 3 • THE STAKES

THE LANDOWNERS' QUESTION

Why should a private company get the power to **take your land?**

If the PSC grants the permit, the developers gain eminent domain: the ability to take an easement across a farm whether the family agrees or not, for a project that pays them a guaranteed profit.

Basis: Wisconsin law grants condemnation authority to holders of a Certificate of Public Convenience and Necessity. This describes the process; landowners should consult their own attorneys.

PART 4 • THE FIGHT
WHO'S IN THIS FIGHT

You're not alone.

LEGAL ACTION

CAM765

A coalition of potentially affected landowners who have come together to take legal action to stop the line. Led by Tim Woodhouse.

ADVOCACY

No 765 Line

The advocacy group: **20** county and town resolutions and formal actions adopted, **70+** businesses signed on, **350+** yard signs sold.

GROWING

New coalitions

More groups are forming now that the BECI line has been announced, county by county along both routes.

Different lanes, same goal.

Each organization speaks for itself. Counts as of Aug 2026: no765line.org/take-action/resolution-tracker; no765line.org/businesses; yard-sign order records.

PART 4 • THE FIGHT

VERNON COUNTY ISN'T WAITING

The county has spoken. The city can be next.

- X** **Vernon County Board:** Resolution 2026-19 opposing the line (March 19, 2026), plus two information-request resolutions
- X** **Wheatland • Genoa • Sterling:** opposition resolutions on the books
- ?** **Webster • Harmony • Kickapoo Reserve board:** formal demands for information

Source: adopted resolutions on file with each clerk; tracked publicly at no765line.org/take-action/resolution-tracker (last-updated date on page).

PART 4 • THE FIGHT

NOTHING HAS BEEN FILED. NOT MARIBELL. NOT BECI.

Not a done deal. Unless we sit it out.

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- 1 Sign up** at no765line.org; we'll tell you the moment the MariBell docket opens
 - 2 We ask Common Council** to join the county and the towns on record
 - 3 Talk to your neighbors** in the towns along the route
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