

# YOUR BUSINESS AND PROPERTY VALUE ARE AT RISK

The proposed CapX2020 high voltage power line will **greatly reduce the value of your property, cripple our Great River Road Tourism**, and forever **change the landscape of the Mississippi River Valley**.

Businesses of the Great River Road:

My name is Jessica Ecker and I'm writing to you as an apple grower and business owner along the Great River Road just outside of Trempealeau, WI. It has recently come to my attention that our beautiful Mississippi River Valley has been sited to host a 345 kV, high voltage power line known as CapX2020.



If you read no further, please understand this. Public perception of high voltage power lines is extremely negative. This negative perception creates **“fear in the marketplace,”** a legitimate phenomenon found within the world of real estate. Whether the cause of this fear is founded or unfounded, *the public's fear alone drives down the value of your property*. Residential properties lose up to 10% of value, highly developed agricultural properties (i.e. our vineyards, orchards, and farmlands) lose significantly greater value.

I know that we have all worked so hard to develop our businesses here and create this wonderful corridor of tourism. If we band together as businesses based in tourism along the Great River Road, we might be able to divert the power lines to the secondary route, away from our homes and businesses.

## **Facts**

**Who:** CapX is a privately owned, joint initiative of 11 power companies scattered throughout the midwest. [www.capx2020.com](http://www.capx2020.com)

The American Transmission Company (ATC) is headquartered in Pewaukee, WI and is a transmission-only focused company. [www.atcllc.com](http://www.atcllc.com)

**What:** The CapX2020 system sited within our area consists of 345 kV (345,000 volts), 170 foot tall, multi-wire, single pole structures slicing down our valley through your small towns.

**Where:** Currently there are two proposed main routes with many secondary routes under review. After crossing the Mississippi River at Alma, Route A would travel South down the Great River Road (Hwy 35) to Holmen and La Crosse. Route B diverts the power from Alma East through Arcadia and Blair, then South to Holmen and La Crosse.  
<http://www.atc-projects.com/BCTLP-PotentialCorridors.shtml>

**When:** The decision on the project is expected by April. Construction would begin soon after.

**Why:** Money. There are shareholders involved along with corporate profitability.

*Do we even need this?* Locally, the Wisconsin Public Service Commission continues to question the need for this high voltage line. Energy consumption has dropped: Dairyland Power closed 3 of its 5 coal burning units in Alma last December. <http://cetf.us/2012/02/05/capx2020-wisconsin-psc-questions-need/>

*Where will the power go?* After CapX2020 brings the line over the Mississippi River in Alma, it will be picked up either south of La Crosse or in Arcadia by ATC, the American Transmission Company, and directed East to Madison before carrying the power out of state.

*Who will pay for the line?* You. The new series of lines will cost 490 million dollars, 195 - 234 million will be paid for by Wisconsinites. [http://www.winonadailynews.com/news/local/govt-and-politics/article\\_c0793dae-4e21-11e1-8e74-0019bb2963f4.html](http://www.winonadailynews.com/news/local/govt-and-politics/article_c0793dae-4e21-11e1-8e74-0019bb2963f4.html)

### *Health Risks*

Many studies have been done on the health effects of a lifetime lived within an EMF (Electro Magnetic Field). This field is created by anything that conducts electricity. Some studies are 'inconclusive,' though others support strong evidence of increased risk of childhood leukemia, adult brain cancer, Alzheimer's disease, and ALS (Lou Gehrig's Disease). <http://cetf.us/2010/02/16/david-carpenter-high-voltage-power-lines-pose-health-risks/>

### *Agricultural and Private Land Loss*

The erection of high voltage power lines requires time and land. The typical staging area needed for the erection of a single transmission pole is 5 acres. In addition, CapX will run access roads through your land to pole sites. What was your yield per acre last season? What was your income per acre? Can you afford to lose 5+ acres of cropland to CapX? Visit: [capx2020.com](http://capx2020.com) and search BCH\_Chapter 3.0

**Please get involved!** Our time is running out. Our LAST CHANCE to voice concerns will be in the form of town hall meetings scheduled for March 13th and 14th.

**March 13th:** Alma, WI - American Legion, 1:00pm and 6:00pm

**March 14th:** Centerville, WI - Centerville Curling Club, 1:00pm and 6:00pm

**Stay in the loop!** Below is a list of online resources and blogs that update almost daily with the latest news on the CapX2020 and Badger Coulee lines.

Citizens Energy Task Force ([cetf.us](http://cetf.us))  
Institute for Local Self Reliance ([ilsr.org](http://ilsr.org))  
North American Water Office ([nawo.org](http://nawo.org))  
Mississippi River Revival  
Bluff Land Environment Watch  
PowerLineTruth.org  
[nocapx2020.info](mailto:nocapx2020.info)  
[u-canmn.com](http://u-canmn.com)  
[Soulofthekickapoo.org](http://Soulofthekickapoo.org)

I am open to privately discuss concerns and/or additional information. Please call my cell at 414-313-6866.