UPDATED JUNE 2026

ENERGY

Q: DO LARGE DATA CENTERS INCREASE ENERGY DEMAND IN THE REGION?

A: Yes, large data centers require substantial power for servers and cooling systems. However, Wisconsin is a utility regulated state, so the infrastructure needed to support this increased demand will be funded by the data centers through rates approved by the Public Service Commission of Wisconsin or a Cooperative's Board of Directors.

Q: WHO PAYS FOR THE INFRASTRUCTURE UPGRADES NEEDED TO SUPPORT LARGE DATA CENTER ENERGY USE?

A: Infrastructure costs – including substations, power lines and electrical upgrades – will be covered by the large data centers.

LARGE DATA CENTER OPERATORS AND OWNERS ARE FUNDING:

- Substations
- Power lines
- Power Generation
- Electrical Upgrades

Q: WHAT ARE THE LONG-TERM ENERGY BENEFITS OF LARGE DATA CENTER INVESTMENTS?

A: Large data centers are also investing in new power generation that strengthens grid reliability, and allows for future growth. The local grid gains additional capacity and stability—benefiting the broader community at no additional public cost. As a result, critical infrastructure is being modernized, with new substations and grid upgrades. Once built, these improvements remain in place for decades, boosting capacity and resilience for the entire region.

WATER

Q: HOW MUCH WATER DO LARGE DATA CENTERS ACTUALLY USE?

A: The Microsoft data center campus in Mount Pleasant, Wisconsin is projected to use about 2.8 million gallons of water per year, averaging roughly 8,000 gallons per day, based on publicly released utility records. That annual amount is comparable to about a four Olympic-sized swimming pools and is within the range of other large industrial customers.

8,000 GALLONS OF WATER PER DAY
which adds up to about
FOUR OLYMPIC-SIZED SWIMMING POOLS PER YEAR

Mount Pleasant, WI Data Center

Q: WHAT TECHNOLOGIES ARE USED TO REDUCE WATER CONSUMPTION IN LARGE DATA CENTERS?

A: Many of these facilities use advanced cooling systems, including closed-loop technologies, which reuse water instead of discharging it. In addition, some data centers are using air-cooling technology.