

Madison Gas and Electric Company

Community Energy Workshop - Executive Summary - October 2016

Background

In 2015, Madison Gas and Electric (MGE) undertook an unprecedented customer engagement effort with the help of Justice & Sustainability Associates (JSA), a respected Washington, D.C., firm recognized for its facilitation skills.

The engagement process was designed using multiple methods for listening to and gathering input from customers and community leaders. Through this effort, hundreds of customers and community members shared their thoughts and perspectives about how to build a community energy company for the future.

Community Energy Conversations

JSA, on MGE's behalf, convened nearly 100 small group discussion sessions called Community Energy Conversations (CECs) during the summer and fall of 2015. In addition, MGE coordinated numerous stakeholder discussions; participated and continues to take part in discussions with the Citizens Utility Board and Clean Wisconsin; and conducted an independent, random sample survey of customers. The Energy 2030 framework was informed by input from MGE's Community Energy Conversations, customer surveys, industry research, other collaborative partnerships and numerous stakeholder discussions as well as the company's own planning and analyses.

Community Energy Workshop

MGE's Community Energy Workshop (Workshop) was held the evening of April 19, 2016, at the Monona Terrace in downtown Madison as part of a multiphase engagement effort to advance the goals identified in its Energy 2030 framework.

The Workshop, facilitated by JSA with help from Covision, a company recognized for its interactive meetings, provided an opportunity for deliberative dialogue among a comprehensive cross section of individuals representing a wide range of perspectives from throughout the community and the 146,000 electric customers MGE serves.

MGE invited leaders and representatives from a broad and diverse set of organizations and interests, including nonprofits, neighborhoods, businesses, educational institutions, advocacy, environmental and sustainability groups, which also include racial, cultural and linguistic perspectives. About 200 community members attended, representing hundreds of organizations and affiliations.

Gathering Input

To set the stage and the tone for the Workshop, a brief video provided context for each of the three subject areas and a central question was used to help frame the group's discussions.

- **WARM-UP:** "What are you most interested in sharing and learning about tonight?"
- **ENERGY 2030:** "From your perspective, what advice or observations do you have for MGE as it works to advance its Energy 2030 framework and address the challenges of a changing energy world?"
- **PRODUCTS AND SERVICES:** "From your perspective, what are the needs of customers that you think MGE products and services should address in the future, and why?"
- **COMMUNITY ENGAGEMENT:** "What have you learned in your experiences with community engagement that could be helpful to MGE in planning its future engagement?"

With this backdrop, simultaneous, facilitated discussions took place at each of the tables during the Workshop segments. Cumulatively, the individual table conversations generated 2,064 unique comments that were captured by real-time scribes at each table. In addition, nearly three dozen written comments were submitted at the end of the session.

Comment Analysis Methodology

While there were numerous positive outcomes from gathering a diverse group of community members to engage in this highly interactive process, one of the most tangible outcomes was the body of data that was generated and captured by the Workshop scribes.

Following each segment, a "theme team" of eight community members quickly reviewed the comments submitted and provided a preliminary overview of the themes that emerged from the discussions. This immediate feedback provided participants with insight and perspective on what others were discussing in the room.

Over the past several months, teams of MGE staff have further reviewed and analyzed the data. Though the table discussions were prompted by a specific set of questions, the richness of the responses and ensuing discussions provided invaluable input for MGE to use over time as a tangible and 'living' resource as we work to fulfill the Energy 2030 framework.

Summary Report - Overview of Key Themes

The Workshop Report is an overview of the key themes, topics of interest and sample quotes gleaned from a thorough review of the input generated by the interactive table conversations.

Based on a preliminary review and coding of the data, nine key topic areas emerged from the unique comments. Those themes provide valuable insights into customer priorities and perspectives. The key themes that arose from the Workshop include:

- **ENERGY 2030:** Reactions, observations and questions about the Energy 2030 framework.
- **ROLE of MGE:** Advice and input on the leadership role that MGE, as a community energy company for the future, could and should play in the efforts to reach those goals.
- **ECONOMICS OF ENERGY:** Perspectives and considerations about the economic viability and realities of advancing the framework.
- **ENERGY EFFICIENCY AND CONSERVATION:** Specific thoughts and ideas about energy efficiency and conservation.
- **NEW PRODUCTS AND SERVICES:** Thoughts and ideas about the addition of new products and services that may be useful for helping customers play a larger role in meeting community energy goals, largely through the sharing of information.
- **ENERGY RESOURCES:** Perspectives about various energy resources, including an assessment of the pros and cons of those resources, and about how to move – individually and as a community – toward integration of more renewable resources.
- **COMMUNITY ENGAGEMENT AND PARTNERSHIPS:** Recommendations about how best to involve and engage all segments of the community to advance Energy 2030.
- **COMMUNICATION:** Ideas for what tools MGE may offer to help customers play a larger role in understanding and using information to help customers reach shared goals.
- **EQUITY AND DIVERSITY:** MGE's customers are broad and diverse. They do not come from or with the same demographic, social, cultural, linguistic, educational or professional backgrounds, nor do they all self-identify in the same way. Participants made it clear that it is important MGE be intentional as they consider a variety of strategies to involve and include customers and the community.

The valuable input from the Community Energy Workshop will be used to help inform strategies and decisions regarding how MGE will work with the community to reach shared energy goals. The data will continue to play a role in future planning discussions and be the basis upon which MGE delves further into understanding customer and community preferences, explores new products and services, and creates other opportunities for engagement. The full Workshop report and all of the comments from the Workshop are available at www.mge.com/workshop.

ENERGY 2030

The first discussion focused exclusively on the Energy 2030 framework and gave participants an opportunity to raise questions, offer thoughts about the goals outlined in the framework and provide considerations about how to go about achieving those goals. Following is a summary of the key themes that emerged from the discussions regarding Energy 2030 along with some specific participant quotes related to those themes to provide insight on the tone and tenor of the Workshop conversations.

What is Energy 2030?

Overall, participants showed great interest in the framework and wanted to know and understand it better. Essentially, customers and community members were asking – "What IS Energy 2030?" They demonstrated curiosity and wanted to understand and get more details regarding the framework itself; the intended outcomes; the anticipated steps to achieve the stated goals; and what role the community, customers and MGE would play in reaching those goals.

Participants were also curious to learn more about the framework and how it built upon the Energy 2015 plan. Several participants noted that this understanding would help increase the likelihood of public buy-in and support of the Energy 2030 goals.

- *"How does the current framework build off the previous plan?"*
- *"What does reduce carbon footprint by 30% by 2030 mean...for schools? For hospitals? Report card in laymen's terms...let us know how we are doing."*

Examine Best Practices

Many participants engaged in conversations about how MGE might use best practices to help inform and refine the Energy 2030 framework. MGE was advised to reference other models for comparison and for identifying practices and approaches that work. Participants recommended that MGE pay attention not only to what other utilities do but also pointed to the value of researching the comparable efforts in other geographic regions and industries.

- *"Figure out what works and what doesn't. Learning from one another to make process smoother."*
- *"Is it possible to partner with other companies that there are synergies? Working with companies that aren't just utilities?"*

Consider the Role of Energy Policy and Regulation

Potential challenges to implementing the plan were also a topic of discussion, particularly related to energy policy and regulation. Participants mentioned possible impediments to implementing the framework and questioned the limitations that energy policies and the regulatory environment could have on meeting the Energy 2030 goals.

There was also discussion about the role of regulation and the potential conflicts stemming from diverging ideologies.

- *"Madison is known for natural beauty, sports, university and state Capitol. Opportunity to build business brand – how we develop and utilize energy is important. Energy policy can create 'personality' for Madison."*
- *"The regulations have to change; otherwise they only have the incentive to extend the current infrastructure, not build something new."*

Managing Implementation and Transition

Many voices chimed in on the topic of how to manage the transition to the Energy 2030 framework, including recommendations for how to ease the potential burden that could accompany implementation of the Energy 2030 strategy. Some cautioned that implementation would require special consideration for those with diverse economic, social and/or cultural perspectives. Moreover, participants urged MGE to consider these perspectives when making decisions and pursuing goals.

Others cautioned that "backup plans" needed to be in place to prepare for unintended consequences of plan implementation. Participants also addressed the value of interim goals to help ease the transition.

- *"Prepare for the unexpected. Be ready to anticipate disruptions. It might not go as smoothly as anticipated. Understand what your contingency plans are."*
- *"Because there are so many other forces at work, puts premium on them to communicate with credible voices how they are starting to implement framework 2030 to broader audience."*
- *"Account for the winners and losers during a transition."*
- *"Costs: this is by far the first thing that comes to mind."*
- *"Use many approaches, small experiments, be creative."*

Be Aggressive and Be Thoughtful

Some participants addressed the timeline for achieving the stated clean energy goals and discussed the virtues of "going fast" or "going slow." Some were curious as to whether MGE would go "further faster" if it was possible.

Others pondered how costs might impact a faster or slower timeline in order to achieve the goals. Some participants encouraged MGE to "be aggressive" and/or bold in striving to reach the goals in the Energy 2030 framework and to "raise the bar."

Yet another thread of conversation focused on proceeding with caution and being thoughtful while striving to reach the Energy 2030 goals.

- *"Is the plan achievable? Can they go faster? If [MGE] can go faster, what is the price of that, and who will it impact?"*
- *"How fast can we move and what strategic investments can we use to increase the results?"*
- *"Not concerned with the speed, but the ability to keep up with the transformational change. Is the plan sufficient enough to keep ahead of the leading edge of technology?"*
- *"Do something bold to get people talking and get them engaged."*

Measure and Communicate Along the Way

Regardless of whether the direction given to MGE was to "be aggressive" or to "proceed with caution," many spoke about the need to measure progress along the way. Several questions arose during the workshop about how the success of the Energy 2030 plan would be measured and, more importantly, communicated. Additionally, many identified the need for "small goals" along the way and an increased awareness surrounding the benefits of meeting those interim goals.

- *"As implementation gets underway, keep people engaged throughout the process so people continue to feel ownership through the next 15 years rather than just congratulate themselves at the end of 15 years."*
- *"What kinds of metrics/goals do they have?"*
- *"What I don't see...how do you measure the success of this effort? Who are our peer groups? How does this place us?"*
- *"Abstract and long-term goals are not as easy to convince people to take action. Short-term is all people can think about. What can we do to create a culture of sustainability that allows people to do what they have to do today and still protect tomorrow."*

ROLE OF MGE

MGE's role as a "community energy company" received thoughtful consideration and input from Workshop participants. Participants shared a variety of thoughts about what they believe that role entails and considerations for living up to those expectations.

Specifically, many participants acknowledged and complimented MGE's historic activities and investment in the community. They discussed how MGE would take a leadership role in driving actions and activities to deepen their engagement in the community. They talked about the importance of how MGE would manage the transition from where we are today to where we aspire to be in the future. And, they also provided ideas on the areas they considered needed to be addressed in order to achieve the Energy 2030 goals.

Below is an overview of the themes that emerged during the Community Energy Workshop regarding MGE's role in achieving the goals outlined in the Energy 2030 framework.

History of Commitment

Much of the discussion regarding MGE's role as the community energy company of the future began with the recognition that the company has a strong history as a corporate community leader dedicated to enhancing residents' quality of life. They recognized the company's long-time dedication to, generous investment in and regular engagement with the community and described MGE as an important corporate partner. They also expressed appreciation for engaging the community via the Community Energy Conversations and the Community Energy Workshop.

- *"MGE is an excellent corporate citizen."*
- *"MGE has been a role model in community partnerships. [They] are involved in events, educating, fundraisers, etc. [There is] always an MGE rep there. Keep doing what you are doing – you are doing a lot right."*
- *"MGE is doing a good job of engagement."*
- *"MGE does a good job of getting input. [They] have a blank slate and are willing to consider all options, very empowering for the community."*
- *"I want to compliment MGE [on] the workshops/focus groups that I have seen them hold. They bring everyone together (Hmong, Latino, African American and white). They aren't meeting with us separately for these focus groups."*

Community Leadership

MGE is recognized not only as an energy industry leader but also a community leader. The company has a reputation for bringing people together in an inclusive way, and people expect MGE to continue to use that leadership role to bring positive change and improvement into the future. Participants also expect that the company's expertise and experience will be used to forge a path that is bold, creative and collaborative when it comes to meeting the Energy 2030 goals.

In addition to words of praise and gratitude, there were also words of caution. Some participants explained that they expected MGE to take an even bolder leadership role when it comes to protecting the environment. Participants acknowledged that in order for MGE to maintain that leadership role, it would be imperative for the company to continue to act as a supportive, collaborative partner with the community and to continue to work on deepening their engagement.

- *"The community is looking for leadership. [We] need someone or some entity to carry the path forward and MGE is in a great position to walk hand-in-hand with the community and stay ahead of technology. Do more than listen to community. Lead it."*

- *"[I'm] struck by the fact that retrofitting is harder than original construction. It's great to say replace things, but what are we doing to ensure appropriate building is happening in [the] community? Old buildings that can have impact in the future, what can MGE do to enhance good decision-making initially to avoid the need for constant upkeep?"*
- *"Dane County is a unique place, more suspicious of energy companies than other communities. MGE has done a good job, but needs to continue demonstrating and distinguishing itself as different from its competitors."*

Industry Leadership

People are interested in understanding how the energy industry will evolve and look to MGE to help them understand and plan for the future. Some believe MGE may need to help drive some of these discussions on state or national platforms. Some participants suggested that MGE play a more active role in influencing and advocating for energy policy that supports conservation and other clean energy goals. They also recognized that things are changing quickly in the energy industry and it is imperative that MGE stay ahead of the game not only for the company's benefit but also for the good of customers, the economy and the environment.

- *"... to what extent can MGE work with other players?"*
- *"Other cities don't have such a generous utility partner."*
- *"MGE should seek to create buy-in within the industry – lead by example."*

A Trusted Partner

The role MGE can and will play in the future is dependent upon the level of trust and transparency that is perceived by customers and the community. Workshop participants expressed their interest in ensuring MGE does what it needs to do as an energy company, while also keeping in mind the diverse needs and capacities of its customer base. They emphasized that maintaining a solid leadership role in the community would require ongoing management of the relationship. It would also require building or rebuilding, if necessary, the levels of trust and credibility necessary to make the changes for the energy company of the future.

- *"Keep a cultural lens when making new initiatives and plans."*
- *"We want to give credit to MGE for bold and progressive action to help disadvantaged people."*
- *"MGE relationship today is better than it used to be."*
- *"I do think MGE should focus on credibility."*
- *"MGE should use their corporate power to influence people for the right reasons...set up community engagement carefully, authentically interact, come with a sense of humility."*

ECONOMICS OF ENERGY

Regardless of the topic being discussed during the Community Energy Workshop, the economic realities of energy planning, management, consumption and distribution were key themes woven through the discussions. Whether the focus was on costs to consumers and affordability, incentives, pricing or the balancing act/trade-offs that must be carefully considered to create a viable business model, dollars and cents were at the center of many conversations.

Participants seemed particularly interested in learning more about MGE's plan to maintain the fragile balance between profitability and investments in renewable energy sources while striving to reach the Energy 2030 goals. A bottom line for most participants was finding an equitable way to create and maintain a system that provides the safe, renewable and reliable energy that is required in today's – and tomorrow's – world, while paying close attention to making the costs of both producing and using that energy as affordable and fair as possible.

Below is a summary of the various themes that emerged during the Community Energy Workshop regarding the Economics of Energy:

Affordability

The need to keep the low-income population's perspective in mind when it comes to pricing was a clear message shared during the Workshop. Many participants commented on the need to ensure the price of energy and energy services took customers' income into account. Some suggested subsidies would be needed to make energy more affordable while others talked about tiered rate structures or incentives as viable means of keeping prices affordable.

Participants, however, also acknowledged that the necessary investments in renewable energy sources and new technology could make affordability more challenging. The initial cost of investment for new products and services required to increase reliance on renewable energy sources was considered in light of the eventual savings that would be realized.

- *"Many communities are underserved, blighted and need help getting affordable energy."*
- *"Rate structures that hit folks disproportionately will be a problem."*
- *"The idea of you have to spend money to save money – how do you do it? A fund. Front-saving future. The more you conserve, the faster you can pay back."*
- *"The biggest issue we have is affordable housing. This should be part of the conversation with energy."*
- *"Point being, there is trickle-down effect for efficiency to be realized by the individual. Just having low rent is not enough. Must have low energy costs."*

Business Model

As Workshop participants became more involved in the conversations about costs and the economics of energy, several began to ask questions related to MGE's business model behind the Energy 2030 framework. There were discussions regarding how the company would balance expenditures and investments, how it would meet shareholder demands and how the utility would remain viable while promoting energy efficiency. A consistent backdrop for the conversation was a desire for transparency in helping consumers understand the company's plans and expectations.

- *"How can MGE make money by conserving energy?"*
- *"What is the balancing point of the whole reduction question? We want transparency on the whole situation to make informed choices."*
- *"Our burden is to manage use effectively – conserve, but still have enough energy used to make a profit."*
- *"MGE needs to better serve customers in order to survive/thrive – both users and shareholders – this is an inherent conflict."*

- *"One of the concerns I have is that in trying to create a new business model and do the things they are talking about. They are restricted in the regulatory area which is preventing them from doing things they want to do. The technology will evolve and the ability to be more self-sustaining and they need to be able to overcome these barriers and they should be able to build into their plan how to navigate these barriers."*

Trade-Offs: Managing the Balancing Act

Another economic sub-theme that surfaced was the need for both MGE and customers to perform a "balancing act" as they considered trade-offs that would need to be made in coming years. References were made to MGE's challenge of balancing the needs of shareholders, customers and the environment. Other comments pointed to the balancing act of increasing the reliance on renewable energy sources while maintaining reliability. Still other discussions focused on the trade-offs associated with moving from the current infrastructure to one that supports a more renewable-based structure.

Several comments focused on customers' challenge of balancing the need to invest money with the need to save money. As in most discussions, participants were quick to recognize that access to newer, energy-saving products and technologies could be a challenge for lower-income customers.

- *"Balance between affordable, access, being viable energy company, adapting to what the consumers are demanding, rather than shaping what they have access to."*
- *"Recognize energy and technology costs money, renewable costs money. Women experience poverty higher than men, how can we help people cover their bills? Help MGE do what it needs to do and still ensure people in the community can meet their budgets."*
- *"Cheap, affordable, reliable energy – price, quality and service, pick two. MGE is having a problem conveying to customers, 'as we save on energy, the price of running MGE doesn't decrease.'"*
- *"There is a difference between efficiency and conservation. How do you balance the two?"*
- *"Controlling cost is as important as the technology."*
- *"How does MGE deal with squeaky wheels & find that balance?"*
- *"Some people can't afford the newer technology. How [can you] help people, for example, to replace old ineffective appliances?"*

Rate Structure and Costs

Several ideas were offered for pricing structures that would fit a wide range of unique situations and circumstances. Some suggested MGE consider customized, flexible pricing models while others pointed to the creation of an "equitable rate structure" that matched the economic situation of certain geographic areas. Some participants offered ideas about a tiered payment system based on energy consumption.

With the suggestions, however, there was also an acknowledgement of the realities of the current system.

Participants recognized that changes would have cost implications and those investments were important for long-term benefit. As in most discussions, an interest in finding a pricing model that was equitable was essential.

- *"How will it work from the economic equation? How can rates NOT go up when we're needing to develop technology to create sustainable energy sources and other options?"*
- *"Address false assumption that status quo has no additional costs."*
- *"Fairness issue with the current model of energy distribution. Because you have more money, you can buy solar panels, you get a reduction of rate, making the people who can afford it to get a reduction in price. It is a tax on the poor."*
- *"For a consumer, affordability is almost everything. If I am paying the same rate at peak time, versus non peak time, I have no incentive to use less energy during peak time. They need to offer incentives to reduce energy use, because it also reduces their price."*

- *"MGE needs to be in tune with the changing demographics. New preferences and uses for new generations, and what kind of energy different gadgets are taking. Might need to make adjustments and track energy uses and the reason they are using more to have effective rate structures."*
- *"May need to look into some customized, flexible pricing structures that are customized to [buildings with multiple tenants]."*

Offering Incentives

Many suggestions were made throughout the Workshop about potential incentives to motivate consumers to help reach the goals outlined in Energy 2030. Some suggested incentives for landlords that would prompt them to invest in new energy-efficient technologies, while other comments revolved around incentives for how people use energy and how much energy they use.

The importance of having incentives for both residential and business consumers was also mentioned. Ideas included offerings such as rebates and tax credits for installing energy-efficient appliances or incentives for using various products. Some, however, specified their desire not to rely on the government for those incentives. Others acknowledged that they know MGE helps connect people to statewide Focus on Energy rebates, but many people are unaware of the programs. Other creative considerations included offering incentives for those who "volunteer to educate those in local community/neighborhood."

- *"Offer meaningful incentives that truly motivate people and are relevant."*
- *"MGE should give more incentives for best practices. Cost savers will seek out new practices. Long-term benefits could be relayed to these people."*
- *"How can they provide affordability (incentives for less energy use) for people who don't have time or ability to engage in discussion?"*
- *"At home we understand how to conserve, but what about businesses? Are there incentives to encourage businesses to conserve more or can MGE improve in this area? Please do more."*
- *"Customer wants to conserve energy, but people don't know how; give people tools to reduce energy use; affordability for people, people who can't afford the newer tech, how to help people for example to replace old ineffective appliances."*

Several of the suggestions regarding incentives were targeted at the housing market and, in particular, multifamily housing. Participants offered several ideas for engaging renters and other populations in efforts that would help meet the community energy goals.

- *"If MGE could work with property owners to help provide smart technology for their tenants, more affordable options could be provided to affect more people."*
- *"Major cost is overhead which comes from peak usage. We need to go for low-hanging fruit like getting apartments to provide CFL bulbs and getting people to use existing smart devices. How do we induce instead of coerce people to take the low hanging fruit?"*
- *"A renter has no incentive to buy a 30-year light bulb, nor does a senior, so we need to offer incentives."*

NEW PRODUCTS AND SERVICES

Community Energy Workshop participants shared a wide range of ideas related to products and services they believe MGE should provide or make available to its customers. The range of suggestions includes the development of new technologies like energy web applications or "apps" to the development of new electric vehicle and battery storage product lines. The suggestions centered around providing greater customer energy control and more access to energy use information.

Ideas for using new technology for energy were extensive and included such suggestions as:

- Expansion of Nest thermostats.
- Expanded placement of charging stations for electric cars.
- The addition of new technologies in public transit.
- Using fitness equipment and events to generate energy.

Regardless of the new product and/or service introduced, participants were resolute about the importance of ensuring accessible technology for all customer populations and demographics.

A smaller – but noteworthy – number of comments were generated regarding what impact new products and services would have on energy infrastructure. Participants advised that the impact of future technologies be considered in discussions regarding new energy sources.

Technologies for Sustainability

The vast majority of comments related to new products and services focused on smart technologies that support conservation and sustainability. An emphasis was placed on researching and developing products and services that allow customers to track and monitor their own usage via phone and/or other personal technologies. There was also interest expressed in having access to renewable energy sources. And, several suggested higher efficiency home appliances when asked to consider what kinds of new products or services they would like to see.

- *"Managing peak demand: services that can reach the individuals for this information. What is MGE's current status? Apps and websites to display this. Control by MGE is also an option to optimum demand. Self-management tools. Electrical usage timers and combine accessories into one control."*
- *"Smart appliances so you know how much energy is being consumed by them."*
- *"What's cool about Nest [thermostats] is its ability to learn. Smart tech[nology]. Take habits and link it or auto disconnect circuits."*
- *"People need a reason to care about energy consumption. Develop new technologies and incentives around that."*
- *"For me, challenge is that my programmable thermostat isn't 'smart' enough – why can't I control this from my phone?"*
- *"Home battery system similar to Tesla systems ought to be an option for some homes so they can store energy that is generated by renewable sources."*

Future Planning

Participants placed importance on thinking clearly and strategically about the ramifications of the ever-evolving use and capacity of technology. Advice was offered regarding the need to carefully consider implementation of new technologies so as to avoid causing more problems than can be solved with the technology – cautioning that new technology be accessible and equitable in its application. While most embraced the need to add new products and services that support the community's energy goals, there was an acknowledgement that relying on and planning for future technologies can create challenges and suggested that be considered when looking to the future.

- *"Help businesses understand that profitability and sustainability are not mutually exclusive. Education for new technologies. Tech enhancements, modeled by MGE."*
- *"Technological advancements can help MGE and other companies correct errors faster."*
- *"Sharing the perspective of biotech startup company: cost, affect on community, preparing for industry as it changes."*

Energy Storage and Management Products

The idea of creating storage options for energy with home batteries or similar products was of interest and discussion when thinking about new technology. Discussions centered on what products already existed in this area and what role MGE might play in this market area. Additional references were made to examples with which participants were familiar and could relate.

To many in this discussion, the energy storage and management option was a way of giving customers more control over their energy usage and tracking.

- *"MGE could get in the home battery market."*
- *"Are there energy storage options to consume energy in off-peak hours for bigger users? Creating batteries to power services."*
- *"Experiment with models where they can make money where instead of expanding grid, expanding storage. MGE providing batteries or infrastructure. MGE gets cut. Focus MGE profit off building system that is more flexible and giving customers more control of where they get their energy."*
- *"Must look at developing a MGE business model that would allow them to make their own products to store and distribute energy."*
- *"Give people control over how they get their energy; generating, solar, wind; storage the excess. Keep energy for your use. MGE can be a part of that system. New model. How can we be on front end of that? Change in distribution? Tesla sell[s] residential battery systems. It's possible."*

Investment in New Products and Services

Many of the comments related to new products and services focused on how MGE could go about investing in the technologies and infrastructures to support future energy goals. Several participants mentioned the need to invest carefully and recognized the balance the company and community must manage as new technologies are introduced.

Others referenced the value of developing and investing in technologies that solve more than one problem at a time creating multiple benefits including access, equity and affordability, along with different types of energy sources. It was also suggested that MGE push harder on the new technology investment to be better prepared for the future changes in technology.

- *"Pace of change and level of uncertainty and financial pressures are at highest ever. MGE must provide energy to us all in the most economically and sustainable way possible. Can't do just one and not the other. Explore new options as they arise and don't place all bets on one modality."*
- *"Also have to invest in new technologies. Don't want to end up behind, instead need to try and lead. Have businesses and incubators share costs for collective projects. Renewable energy projects are complex so MGE could play an important role."*
- *"We talk a lot about today's technology. How much does MGE invest in technologies that we have not heard of, and how do you make sure that the new technology and energy is reliable?"*
- *"MGE should be on forefront of new technologies. Increase research and development of new tech besides just utilizing it as it becomes available."*
- *"Put more funding into moving forward, technology will save us if we let it."*

Transportation

Participants identified a need for MGE to invest in infrastructure to support the use of electric vehicles and to explore more ways of including transportation issues in the conversations about energy efficiency and conservation. Charging stations, electric vehicles and partnering with the City of Madison were just a few ideas that participants suggested MGE consider.

- *"MGE could work with cities on their transportation issues, such as electric buses. More electric cars and charging places could be initiated by MGE. Subdivisions should now have houses with plugs for cars."*
- *"Charging stations, we need way more here to make electric vehicles useful."*
- *"Electric vehicles have lots of controversy. Battery life, extra cost on front end. More show off than actual conservation."*
- *"Start pressing with the transportation system – bring in electrified rail or bus services to decrease car use. Providing alternatives to car use is a real service they could provide leadership on!"*
- *"Buses should be electric. They would be easy to charge because they have the same route. We should have an electric rail/train/transit so there's less cars."*

ENERGY RESOURCES

The topic of various energy sources and weighing the pros and cons of each source was a theme woven throughout Workshop discussions. Participants engaged in dialogue about the short- and long-term impacts of relying on various energy resources and discussed how consumers and communities connect with those resources.

In discussions about the current and future energy mix, participants focused their comments on renewable energy sources such as solar and wind, nuclear energy and fossil fuels. They want to learn more about the viability, feasibility and reliability of those sources. They are also interested in learning more about infrastructure options that could connect them with those sources and how such structures would give access to a more diverse energy mix.

Many participants want and expect a certain level of responsibility in determining and managing their own energy resources. However, they differ in how they define the ultimate goal of partnership opportunities related to working together to manage options. Some envision partnerships as a means of bringing together diverse communities and consumers. Others would be interested in utilizing partnership opportunities as a means of achieving a greater level of individual energy independence. Within the conversations, participants conveyed a desire for and expectation of continued access to reliable and safe energy.

Diverse Energy Mix

Workshop participants engaged in lively discussion about the value and benefit of having a diverse energy mix. While some expressed the need for a better understanding of the current sources being used, others extolled the virtues of their preferred energy sources and discussed how to have greater access to power from those sources. In conversations about what the optimal mix of energy resources would include, participants said they were interested in exploration and implementation of renewable resources such as solar and wind, while others said additional options should also be considered including geothermal, hydrogen, steam, methane and hydropower.

- *"Diversity in any system is essential."*
- *"Working toward a cleaner mix of energy AND a diverse mix."*
- *"There seems to be a tension between the bedrock of needing to be safe and reliable, versus the imperative need to be clean, and being based on renewables. I want to see them figure that out for a win/win, not an either/or. I think there is one; we just have to be more creative."*
- *"We are not in a good place for solar, we are not in a very good place for wind. I would like them to get to carbon free as fast as possible, and I would like them to consider nuclear power."*
- *"What about water? We hear about solar and wind, what about water?"*

Community Solar and Other Partnership Options

Many participants recognized the value of solar energy but are concerned that solar technology is beyond the financial reach of many customers. Several conversations occurred at the Workshop regarding partnerships that make the technology affordable. Participants commented that they found the concept of community solar to be very attractive, and they are interested in exploring other ideas for working together to create energy partnerships that benefit the community as a whole.

They also identified other benefits to community solar, such as greater awareness and buy-in because of the higher visibility of the infrastructure. Participants frequently commented that they would welcome more engagement around the decision-making process concerning their own individual and community energy usage. They recognize that changes in infrastructure and the development of partnership opportunities will provide maximum options for ensuring the affordability and sustainability of renewable energy resources. Some participants support partnerships as a means of increasing affordability of renewable energy options. Others favor partnerships that will provide maximum flexibility and a greater degree of energy independence.

- *"Community solar, like the idea. Gives access to people who might not be able to afford them otherwise. Like that they can identify and have the people who want to pay for it, buy it."*
- *"Energy is invisible to people. Energy is lost in distribution, so local neighborhood distribution centers that people can relate to more, because they can SEE IT. Community solar is a great idea. Having a sense of ownership and feeling like they are making a difference."*
- *"MGE should get more involved with the installation of solar panels for schools, homeowners and businesses."*
- *"New subdivision could have its own common solar panels for general use, for that community."*
- *"What happens when private companies and private users interact and take initiatives to build their own energy systems and networks and how does that affect the entire community?"*

Transitioning From Coal to Renewables

Many Workshop participants question the long-term viability of coal as a primary energy resource. They recognize the necessity for the current use of coal but only until more reliable and sustainable energy resources can be further developed. They support research and exploration of a variety of renewable and sustainable energy resources but recognize that the area's geography might limit the reliability of some renewable resources. A number of Workshop participants expressed interest in learning more about nuclear energy options and believe that nuclear sources are an effective and reliable alternative not impacted by adverse climate or geographic restrictions. Participants also expressed concern about the cost impacts of the transition.

- *"Focusing on moving energy away from coal sourced energy, what assumptions and data were considered? Where can we push?"*
- *"Coal is cheap – how will advancement affect costs?"*
- *"Balance wind and solar while moving from coal at the same time, gearing safety."*
- *"Smooth transition needed to renewables."*
- *"Transition away from coal. What [does MGE] do to influence climate to create conditions to transition to cleaner resources? What's their capacity?"*
- *"Nuclear should be investigated."*
- *"Interested in environmental sustainability and want to push MGE to be even more focused on renewable energy, especially solar and wind power, push past 2030 goals."*

Reliability and Safety

As Workshop participants considered and discussed the community's energy goals and strategies for reaching those goals, there was a top-of-mind concern about energy reliability and safety. Discussions in these areas focused on infrastructure considerations and how to ensure backup mechanisms to ensure a steady, uninterrupted source of power.

Many also spoke of issues related to grid security and strategies for creating a system that was protected against extreme weather conditions and other natural disasters as well as acts of terrorism. Woven throughout discussions in this area were concerns about ensuring the same level of security and reliability was available for all businesses and residential customers regardless of size, income level, demographics, etc.

Concerns were raised about safeguarding businesses – especially businesses that provide vital services such as hospitals and manufacturing companies for sensitive products – to ensure they have a level of reliability that provides uninterrupted service. And, there was a recognition of both the importance of the grid as well as the shared responsibility for its maintenance.

- *"Reliability is the top priority."*
- *"Create more micro-grids. If one part of the grid goes down, it doesn't affect everywhere else."*
- *"Grid is expensive and essential. Everyone needs to have a stake in it to maintain it."*

- *"Safety needs to be as important of a topic as conservation for minority population and non-English speakers to keep them safe."*
- *"How can we make a house feel safe and reliable for elderly and low-income?"*
- *"Concerned about safety, security, and aesthetic - making sure we don't face a shutdown (i.e. acts of terrorism)."*

ENERGY EFFICIENCY AND CONSERVATION

A major theme and concern for Workshop participants was our collective energy future. The question of how consumers, businesses and government can work together toward a more energy-efficient future by using conservation techniques, forming unique collaborations and taking personal responsibility for better management of energy usage surfaced in nearly all conversations.

Participants also expressed an interest in MGE's support of energy efficiency goals within the home, business and community at large and focused on specific actions and incentives that would motivate all members of the community to conserve and better manage peak usage. There was a particular interest in, and discussion surrounding, opportunities for future energy planning and conservation within the building and construction industry and in relation to housing in terms of the roles that homeowners, landlords and renters play in conservation.

Future Energy Planning: Energy Use and Conservation

As participants looked ahead to discuss what a shared energy future might look like, a focus on individual and community energy consumption and usage was at the forefront of the discussion. Many acknowledged the need for everyone to play a role in using less energy while also pointing out the shared benefits of those individual decisions.

Participants recognized the need to educate and/or communicate within all sectors of the population to share information about the benefits of conservation along with ideas and direction on how to do so. Other conversations about usage revolved around various examples of industries or businesses that seemed to be the larger consumers of energy and suggested working within those sectors to help identify ways to lower their usage and explore opportunities for operating more energy efficiently.

- *"Everyone benefits, if we all use less energy."*
- *"We need to focus on different energy consumption levels for the consumers."*
- *"Who is demographically using the energy and how can we reach them?"*
- *"Make sure that ways to save money through energy efficiency are fully understood by poorer and minority populations. Explain advantages of adopting new products."*
- *"Charging [electronics] is such a huge energy waste. People only think about light switches."*

Incentives for Conservation

Within the conversation about saving energy, many ideas were discussed regarding the concept of incentivizing individuals or businesses to conserve, including how to best manage "peak usage" times while acknowledging how technology and other factors influence usage. Participants discussed the need to educate people about the impact their energy saving could have and discussed encouraging them to do more by showing savings on their bill or using other incentives such as rebates for new windows.

Some suggested that reducing the carbon footprint and protecting the environment should be incentive enough but recognized that not all customers make the connection to the need to conserve. Discussions also ensued about the importance of conducting energy audits to help people better understand specifics about what they could do to change. Some also discussed the broader issue of providing incentives not just for conservation but also for engaging in more robust energy-savings efforts such as installing solar panels or investing in other energy generation methods.

- *"Conservation is important. Encouraging consumers to save energy, people will conserve because they want to save on their bill."*
- *"Concern about peak periods, with extreme temperature coming, we need to know how to manage it from our [consumer] end."*
- *"Tying energy conservation to community and personal well-being...healthy lifestyles...might be more of a driver than the economics."*
- *"People should be rewarded for thinking about and investing their time and money in figuring out how to reduce their own consumption."*

- *"Provide business energy audits – show us how we can make improvements to save."*
- *"Want to incentivize people to not only conserve, but to actually protect the environment."*

Building and Construction Partnership Opportunities

Workshop participants reflected a variety of industry and community perspectives. Several of these thought leaders provided interesting and specific recommendations – along with possible collaboration opportunities – related to energy usage and conservation in the construction and housing industries. The topics in this area included MGE playing an active role with developers and community planners to strategize about how to make older buildings more energy efficient; planning for future buildings with an eye on energy efficiency; and working to encourage builders, developers and landlords to make smart energy choices.

Homeowners, landlords and tenants were also significant topics of conversation. Some mentioned the feasibility of converting existing appliances, the cost of upgrades, whose responsibility the upgrades would be and the supportive role MGE could play in assisting homeowners, landlords and tenants. Participants mentioned incorporating "home energy ratings (winterizing, windows)" for houses, factories, apartments, etc. Others suggested re-establishing "energy audits" and even making an energy audit a formal part of real estate transactions. And, several comments surfaced about the importance of encouraging and supporting commercial property owners to develop an "improved model for different tenant businesses."

- *"Many of our buildings have not been well planned out from an energy perspective. So we have to both think about the buildings that we have already and the future buildings need to be more flexible and adaptive."*
- *"Recommend through city building department to add energy saving plans during construction planning."*
- *"Property managers could benefit from someone coming out to work with them to help them understand what they could be doing and what technologies they could implement in multi-tenant housing. Have information that the property managers could share with tenants to help educate. Audit their properties and then give them a list of services to take advantage of."*
- *"More options like home audit to help people get smaller fixes for low-income customers."*

COMMUNICATION

Of all the input provided by participants in the Community Energy Workshop, the topic of communication ranked among the items that generated the most discussion and feedback. Conversations about the importance of educating and informing customers about key energy-related concepts, plans, goals, etc.; what type of outreach is both necessary and most effective; and what the MGE brand stands for were some topics at the top of the list.

Education

The largest bulk of input related to communication was focused on ways to educate and share information with customers. Whether they wanted MGE to provide specific data to individual households so they could track and adjust their own usage or they referenced the need for neighborhoods to have data that would create some "motivational competition," the concept that personalized information was valuable and would help deepen MGE's level of engagement with customers came through loud and clear.

- *"There is going to need to be a lot of community education."*
- *"This goodwill generated from easy programs could have large impact in energy community. Look for community engagement on basic level. Create goodwill in community."*
- *"Challenge MGE to move beyond informing consumers, but rather educate them from economic perspective. Find ways to educate rather than just informing – can lead to better discussion."*
- *"We have to worry about the older populations with smart tools. Education is very important on the new technologies and the buildings have to be smart now as well. The population is aging so we need to think about those demographics with the smart tools."*

Youth education was called out and suggested to be incorporated more formally into school curricula and via creative means for engaging and educating youth. Whether it was through social media, new technologies or "gamification," there was great interest in exploring options for engaging students. But youth were not the only target audiences identified. Participants also acknowledge that communication channels need to keep in mind a multi-generational audience and have to be tailored to meet the varying needs, interests and access of audiences from both older and younger generations as well as from diverse economic, social and cultural backgrounds.

- *"Be more engaged in the schools, try to get in as soon as you can."*
- *"MGE should implement workshops in school to educate students on energy."*
- *"Formalized education...no one teaches effective energy use in schools or consider this as career development. MGE has some optional outreach programs to some schools."*
- *"How can MGE reach out to kids' schools to make fieldtrips to power plants and educate them at an early level? Get to them early to then make later, good consumers."*
- *"If we start educating our communities when they're young, they'll be engaged with energy and become informed consumers by the time they reach adulthood."*
- *"We need to educate in ways that span age groups."*

Energy efficiency and conservation came up frequently as topics that required additional and ongoing information and engagement. At the very core, participants spoke about the need to help people understand their role in the energy world. It is this understanding, people explained, that would help mobilize customers and other stakeholders to take a vested interest in making progress toward shared community energy goals. In addition, there was interest in education about the energy industry's role in more broad issues such as workforce and economic development. There is also a significant call for more information and education about Energy 2030 and communication about how MGE and the community are reaching interim goals along the way.

- *"Educate consumers – inform consumers about how things work and what is the goal of conserving energy, and how it is implemented."*
- *"Education about all these plans makes participation obvious."*
- *"Community education is key; people often do not understand the importance of conserving."*

- *"MGE needs to continue to educate people at the home level. What should a consumer be thinking about when they are in their home as far as energy management? Enough education isn't getting to the average user. Maybe more technical data."*

Outreach

Much of the discussion about communication also focused on specific ways for MGE to reach out to its customers and other community and industry stakeholders and share important, relevant information with them. Making sure that information reached all audiences and customer segments was a priority, and many recommendations regarding the need for multi-lingual outreach, just and equitable dissemination of information and outreach that took many forms and utilized many communication platforms were key.

- *"MGE has to be innovative in its communication strategies and have accessibility to multiple audiences."*
- *"How can MGE increase energy literacy in the community?"*
- *"Pick a few themes to educate...this is what MGE is doing, businesses do this, resident can do this. Tips of the month. If we all do our part, it will add up."*
- *"When you don't have an effective tool to educate the population, anything that rewards conservation is more used by people of privilege. Any new tools need to think about access and education. Promotion videos also need to reflect multiple audiences and diversity. People need to be able to see themselves in the videos."*
- *"Keep the community informed and engaged as to why they [MGE is] making the changes they are."*

Customize Information for Various Populations

Participants expressed a strong belief that general energy information may provide a valuable reference, but customized information would help people better understand their own role in reaching goals and making choices. Over and over participants provided examples of how information that was tailored to a specific group, business/industry or individual would be more likely to move them to change behavior that would result in a positive community and individual impact.

- *"Help people understand how their individual actions impact overall usage. Personal choices make impact. Feedback loops, mechanism etc. Square footage of a home and how it compares to average to see if they are on high end or low end of average. Student usage of energy might not be motivated to save if it's included in rent. What is the usage split between residential and commercial usage? Data for the community shared in an easy to understand way."*
- *"One of the easiest things that can be done is that the consumers should be more exposed to things I can currently do, immediately, to conserve energy. How do I incentivize myself and educate myself to conserve this energy? I can conserve, I can control, starting right now."*
- *"Small-large business perspective: how does business owner become more energy efficient and work with MGE to make it happen?"*
- *"The Hmong community doesn't really know who MGE is besides someone they pay bills to. Provide better info. about the services that exist to make life better. Teach us how to build energy efficiency into our lifestyles."*
- *"Is the advice being tailored to the person receiving it? Balanced based on the needs of different generations?"*

Deepen Engagement with All Stakeholders

Valuable guidance was provided in terms of how MGE might create more meaningful opportunities to connect with customers and other stakeholders by deepening the current level of engagement with those audiences. Part of the more robust engagement framework included providing information that would motivate customers to change their behavior and, in doing so, help the community reach its Energy 2030 goals. Defining public opportunities for energy-related advocacy were also mentioned.

- *"Why should I care? How can I make a difference? Frame conversation across socioeconomic groups for individuals and businesses. How can I help with the larger goals?"*
- *"Energy is not intuitive. People don't think about energy until they have blackouts. Make energy matter in a fun and engaging way like through competitions and games, or publicity of deep dive – profiles of families that go through comprehensive programs to see if they can maximize energy efficiency and doing better by energy – puts a human face on it."*
- *"There is no 'one size fits all' for community engagement. Knowing the differences in diversity will effect more communities."*
- *"How is the data presented to people who can't access the internet or can't even read?"*
- *"Need to summarize 2030 plans and keep customers informed about the plan and how they are working towards it in multiple languages, particularly Spanish. Communicate in several languages, Spanish, Hmong, English and really expand the ability to relate the information need to go further."*
- *"Keep in mind that the loudest voice is not always the representative of the community – the loudest voices in the past couple of years may not have reflected the views of others who interface with MGE."*

Gathering Input and Feedback

Communication is certainly a two-way street. Participants discussed not only ways for MGE to better communicate with customers but also ways in which MGE could receive and incorporate customer feedback.

- *"Big thing missing on all levels is direct feedback from consumers and users of energy."*
- *"Town hall is moving to social media, that is where people are talking to each other about problems and solutions."*
- *"Short simple surveys where people have incentives to fill them out is a great source of information. Free coffee for 10 questions etc...to engage certain online communities."*

The MGE Brand

The MGE brand and how it is conveyed and perceived by customers was an important aspect of the communication discussion. Issues related to the specific, user-friendly language that should be used, to larger issues of trust and credibility, played a part in the conversation. Participants had ideas and input related to MGE's website and social media presence as well as how it leveraged its valuable community investments. Some discussions also captured the important role MGE's employees – particularly customer service staff – have in developing the company's brand.

- *"If you want to spread this information, you need the initiatives to be bold and visible."*
- *"Website is 'utility written'. Need to talk down to level of customers. E.g. Barrier to online bill pay; E.g. Overall language of content and presentation is not user-friendly; E.g., smart phone apps for younger. Make accessible to all demographics. Easy to understand without additional training or extra knowledge."*
- *"Need to reach out in different ways. Info. on website isn't enough. Barriers: language, internet access. More than written pieces. Want community outreach – come into group of people to improve lack of understanding."*
- *"To get engagement of Latino community you should make the information more colorful (suggestion made by a Latina)."*
- *"Insurance ads talk about dreams. How do we elevate message of basic needs? I want them to be consistent with what their image is, versus what they are actually doing. There is sometime[s] a disconnect between what they want their collaboration to be and what they can do."*
- *"MGE's brand with community partners is very positive."*
- *"Use language that a diverse group of people can relate to."*

Utility Bills as Communication Tools

The utility bill is viewed by many as a key communication tool for MGE and, as such, garnered significant discussion regarding how to better utilize the tool and how to make the bill a more effective source of usable information. Since the bill is also a direct opportunity for customers to engage with MGE, the transaction aspect of paying the bill was a valuable topic of conversation.

- *"MGE is well liked in the community. Name has a good recognition. Keep up with education. Bill is too complicated. Too technical. Someone should be able to explain it to the customers. Also outdoor meters could be explained also."*
- *"Customers don't know what they are paying for in their monthly bill. Educate them on where the money goes. If I save energy what impact will it have?"*
- *"Decentralizing places where people can pay their bills. Offering easier access for people to pay their bills."*

COMMUNITY ENGAGEMENT AND PARTNERSHIPS

Community Energy Workshop participants were particularly insightful when asked to provide MGE with some input and ideas on how to engage and partner with the community. Community leaders and others who play vital roles in community development and engagement weighed in on the importance of engaging in authentic and transparent partnerships; the value of demonstrating a commitment to the partnerships through multiple, two-way exchanges; and the importance of "meeting people where they are" by engaging in a variety of community partnerships and building a strong network of partnerships.

Engage With Authenticity

A priority consideration offered by Workshop participants when discussing successful community engagement and partnerships was the level of perceived authenticity each participant brought to the relationship. Several factors were identified for gauging the validity of the engagement, including how personalized the interaction was, the level of trust between/among those involved and the roles and expectations of each party. Participants suggested maintaining and nurturing healthy and mutually beneficial relationships would require ongoing commitment and engagement, transparency and accountability.

- *"Use the local community to carry the joint agenda. Must have the end game in mind, not just the process, recognition is important, how to efficiently create relationships with people, because so hard to reach people's attention."*
- *"Have different communities come together for dinner, and they've had people give information directly to them. It feels more personal to be targeted in person. Media is great, but more one-on-one contact they get more out of it."*
- *"Utility company is local, there is sense of pride, trust needs to be there."*
- *"Act as a possible connection point between communities on projects that could effect multiple neighborhoods."*
- *"More employee lunch and learns at businesses to reach end consumers about issues that impact their personal energy use (meet them where they are – at work!)."*
- *"There is a large variety across age, education, race, their level of technology usage. How do you reach all these group in the most useful way – manage, different strategies?"*
- *"MGE should keep in mind different communities and how to take into account different aspects. Take into account the culture of the client; understand the culture; go to them where they are."*

Acknowledge the Importance and Value of Engagement

Workshop participants reminded MGE that community engagement was a two-pronged effort, requiring both sharing and collecting input and feedback. One factor for successful, ongoing engagement, as described by many participants, was the acknowledgement that the input – and the effort to provide the input – was valued and valuable. Ongoing, evolving collaboration and communication were suggested as keys to ensuring long-term success in community engagement.

- *"Demonstrate the impact of the input. MGE should show consumers they were listening and responded and that people have been heard. That way, people will be more willing to engage again."*
- *"Listening is step one, be accountable respond to what is heard."*
- *"There is a difference between asking for input and taking that into consideration, and collaborating. MGE should be clear in terms of their expectations of what they are looking for from the community regarding engagement."*
- *"Talk about who benefits. Goals have to be about more than energy. If you are engaging community. Community expects change."*

Build a Strong Network of Partnerships

Building a broad and diverse network of community partnerships was advice that came through loud and clear from Workshop participants. Establishing mutually beneficial and supportive relationships with a range of groups and organizations was seen as a necessity for reaching the community's shared energy goals. Participants recommended partnerships with specific public and private groups and organizations as well as with a range of populations from various demographics. Regardless of the kind of specific partnership that was formed, participants recommended the engagement be authentic and "meet people where they are" rather than expecting them to be exactly where MGE is.

- *"Use the power of the Madison neighborhoods and the non-profits as we are well known for the strengths of both in this community. Getting messages out and then actions. Use other groups like the Clean Lakes Alliance to get coalescence around key issues...used 50 stakeholder groups, scientific approach to see the key contributors to the pollution etc. Use that model to engage different groups of people to actually take the action to meet the goals."*
- *"Identify community validators and leaders, ask them to become role models in energy efficiency instead of traditional 'community outreach.'"*
- *"City, United Way, County – Partner with them."*
- *"Do renewable energy ball. You must come up with some creative event that MGE sponsors to bring creative minds together. Ramp up information and education in a fun way. Attract young people."*
- *"Green challenge initiative is good project to build upon. Nothing should be seen in isolation. Don't just talk about energy but incorporate other needs of the community: waste, schools, etc. Bring in other industry leaders and agencies to create connection to the community."*
- *"What does MGE not do well? Could they outsource those areas and allow those other organizations be the experts? They don't have to be one size fits all."*
- *"Lots of events and student organizations on campus...campus leadership could get more involved in MGE partnerships."*

Continue to Invest in the Community

MGE has a long history of investing in and supporting the community. Workshop participants not only acknowledged and commended the utility for that role, they also pointed out the opportunities that that kind of community immersion and support offers for creating authentic, valuable community change. With this groundwork well laid, participants offered several suggestions to MGE for building upon that foundation as the community works together to reach the Energy 2030 goals as well as other shared interests.

- *"MGE's philanthropic efforts help the community."*
- *"Community event sponsorship is viewed as a definite positive."*
- *"MGE should put down its roots with each different cultural community. It is a mutual benefit between producer and consumer."*
- *"MGE already gives back to the community but keep it up and even do more as MGE makes even more money they should give even more back like they did for the Boys and Girls Club."*
- *"Good model is the American Family Dream Bank, very visible and powerful. Make sure what is done is visible to get community recognition. Happy to be [MGE's] residential and business customer, because what I witness in the community as MGE's partnerships, feel proud to be their customer."*

EQUITY AND DIVERSITY

The concept of considering all actions, activities and planning through a lens of equity and diversity was prevalent throughout the Community Energy Workshop discussions. Regardless of the topic being discussed, the importance of acknowledging and addressing the varying needs of diverse populations was on people's minds. But, in addition to using that lens when designing new products and services, setting energy goals or planning for the future, there was also a strong message about how the concept of equity and diversity is seen as a critical piece of the fabric of MGE's role as a community energy company and as part of its own business practices.

This section includes an overview of some of the comments made that address recommendations and considerations participants offered for how MGE as an employer, a business partner and a community energy company can and should focus on operating equitably in a highly diverse community comprised of populations with different needs, capacities and goals.

Best Practices

At the very basic level, participants made several recommendations for bolstering MGE's business practices when it comes to hiring, training and engaging employees from different ethnic, cultural and economic backgrounds. There was also a recognition of the leadership role that MGE could and should play in discussions of racial differences and disparities. While some recognized MGE's current level of community engagement and equity and diversity efforts, others suggested a need for expanding those efforts to more accurately reflect the community.

- *"No reference where Madison is racially. How can MGE move the dial? Could MGE address how they can move the whole community forward?"*
- *"No talking about race problem because it produces division, what is MGE's role in the community?" Acknowledge racial divide. Are they solving problems or creating new ones?"*
- *"Two words important going forward: balance and equity. I bet we would find a chunk of this room that thinks we need to be 100% renewable. Another set would cheer moving the April 15th [winter heat moratorium] date up. Any conversation in Madison these days is about equity, and MGE needs to have that explicitly part of their conversation. We want to see it on the themes here."*
- *"Seeing the same people doing community outreach over the years. Not expanding."*
- *"Have MGE staff diversity represent that of the customers instead of a 'bunch of white guys...'"*
- *"Make sure that diversity in workforce does not mean that you have a large number of minorities working for MGE, but that they are only in the lower paying jobs. The middle level and upper paying jobs should be equally diverse. Will require investment and commitment and a new way of thinking from MGE."*
- *"Best service would be for poor – advocating on their behalf, including landlords."*
- *"The workforce of 2030 for MGE should look like the population it serves in 2030. MGE should look to invest in the populations that need extra training and assistance to gain the skills to provide the proper workers."*

Intentional Engagement

Advice and recommendations for how to reach diverse audiences were abundant from Workshop participants. Reaching out and engaging in culturally relevant practices, listening to a wide range of voices that come from many different perspectives and intentionally forming collaborations that would help ease racial, cultural and/or economic divides were all facets of the suggestions offered. And, in the discussions where participants recognized MGE's current level of commitment to these efforts and complimented or acknowledged their work, the suggestion to do more was a key message.

- *"Need to understand unique community values so the message works for that community. Do this by employees being ambassadors."*

- *"Of the things that I have learned in 20 years of engaging communities that few people engage with is that people learn best from people that look like them and come from the same place as them. MGE needs to take that to heart moving forward either in staff, hiring, videos. And it cannot just be a one-time thing, it has to be ongoing and move resources into those communities. e.g. translation, understanding different media outreach like YouTube, radio, pop culture, or folk tales with elders. Go beyond what you know, and invest in hiring other people and speaking the language of other communities."*
- *"Create employee resource groups/liaisons within MGE for various demographics so they can work on workplace and outside community engagement issues and make sure they would be a trusted face with communities of affinity."*
- *"Need to address young vs. old, educated vs. less educated, well-off vs. less well-off. The community is very diverse."*
- *"Need: How do we reach populations that are not at this meeting (transgender=0%, homeless, mental illness)? Those groups use energy, too."*
- *"Remember different communities have different needs and the same strategies may not work for all the same. Create task forces for each community to gather information and lead discussions in that group."*
- *"Make sure you step out of your comfort zone – don't keep asking the same small circle of minorities you know for their feedback."*

Implementation

Some of the discussion surrounding equity and diversity focused on the actual implementation of the Energy 2030 framework. Concern was raised about how all populations would be able to benefit from and contribute to efforts to meet the community's energy goals. There was a keen interest in bringing everyone along so they have a clear understanding of the goals, the individual and collective benefit of reaching those goals and the pathways to reach those goals.

- *"Ensure future moves are received well by all of the different people in the community – 'implement intentionally.'"*
- *"Madison's building growth must meet demographic changes. Is everyone going to have the same access to energy? Seniors shouldn't have to make difficult choices that affect their health in regards to energy."*
- *Equity is big issue; traditional energy has been tiring, but also afraid that people will be left behind by advances in tech and prices."*
- *"Seniors and young families, how they will be affected in the future?"*
- *"MGE progressive action for helping with vets, disabled, low-income people."*
- *"How the plan will impact low-income and Latino communities?"*
- *"How they can reach minority communities and educate communities about how these plans will work?"*

Question	Comment
Warm Up	<p>Community engagement</p> <p>UW School for Workers</p> <p>Building cities</p> <p>How to go forward on the idea of renewable energy and home energy uses</p> <p>Role of utility in women's economic development; how utilities can support entrepreneurial ecosystem.</p> <p>Energy Conservation</p> <p>Water and environmental law</p> <p>Future of new technology</p> <p>MGE 2030 framework</p> <p>Learning about the process of 2030</p> <p>Sharing neighborhood perspective on energy</p> <p>Learning about the policy</p> <p>Learning about MGE</p> <p>Open mind and taking in information</p> <p>Effect of costs on senior community</p> <p>How costs will be impacted by the energy goals MGE is setting for next decade?</p> <p>Health and financial concerns, what is the 2030 plan and what MGE is working on?</p> <p>Learning about the operation of the Community Energy Workshop, getting wide feedback</p> <p>Interested in MGE's plans to grow providing energy efficiency and global sustainability.</p> <p>Future technologies</p> <p>Interested in learning more about process</p> <p>The direction MGE is going to take</p> <p>WPS health svc contracts for Medicare and more. Interested in sustainability rely on its resources</p> <p>Solar panels</p> <p>Some challenges are shared between MGE and other municipal electric utilities</p> <p>Modernize Energy System in cost effective way</p> <p>More services and jobs for folks in south Madison</p> <p>How this plan will impact the current generation of seniors now as well as seniors in the future. This will impact businesses and individuals and I want to learn about other perspectives.</p> <p>Other opportunities to help low income people regarding energy</p> <p>Alternative energy resources...charging stations</p> <p>Is concerned about effects of greenhouse gasses and wants to share his ideas about how MGE can do even better on these goals and help people become more energy independent</p> <p>Believe MGE has been contributing to community startups in biotech and entrepreneurship. Interested in seeing what they are planning in the long-term in this role.</p> <p>Learning about the sources of MGE's power</p> <p>Here to learn, fascinated to see what 200 people can come up with at the end of the night</p>

Warm Up

Importance of what energy means to our economy. People appreciate the information on renewable energy.

What is the future of Energy? Electricity and renewals, but a smooth transition needed

Conservation and lower bills; connection between habits and bill

Hearing what the community has to say

Future for saving energy, high tech innovations for remote thermostats, ect. and environmental impact. Reducing coal.

Child and family issues and their infrastructure into the conversations

Sustainable food options, affordable, restaurant, what was accomplished from Energy 2015?

Community, foundation. Interested in going in more sustainability

Interested in what the community has to say about issues

What plans there are to be creative in coming up with energy solutions for minority and low income populations?

Making MGE programs known

Equity and Justice in the community. How the community can participate?

Learning about innovations

Two major users of MGE resources

How to bring energy revitalization to economically blighted areas and make properties more energy efficient

Interested in learning what an energy company needs to know for successful planning

Where is the energy industry gonna go? What will the job market and skills necessary [be] to move forward?

Fighting for tenants in a startup research park because it advances science and creates jobs

Curious to see what everyone has to say

I'm interested in learning and sharing about what has been called the hive mentality. Thriving as a unit.

How are we going to work forward as a community with a plan that will satisfy community?

Learning about sustainability for the future. Solar issues

Here to learn about the community regarding hispanics

Smart technology and control usage

How we will manage energy in future for customer level?

Look to how MGE will look into the future and do it ecomible [economically]

Where are MGE and others looking to see how energy impacts the economy (prices)?

Downtown Madison impact, transportation issues and environment

Understanding what MGE is doing for renewable energy, sustainability and home energy uses

Having a utility which meets the needs of customers, thinking of growth of Madison and aging infrastructure

Represent the interests of low income, poverty

Here to see how he can contribute

What are their (MGE's) for the future?

Warm Up

Can MGE help poorer families that don't have resources to pay? Flexibility with large families in small spaces, using a large quantity of resources.

What energy costs for business? How business community can save energy?

What is in store for green energy?

Future energy make-ups affect downtown, moving away from coal, what's next to help downtown from an energy perspective?

Interested in environmental sustainability and wants to push MGE to be even more focused on renewable energy, especially solar and wind power, push past 2030 goals.

Interested in exploring different business models, community participation, accessible and affordable forms of energy

Clean energy

Green energy, alternative energy; I have solar panels at home.

What does all this mean for people without a home and nothing to eat?

Both the kind of community engagement and partnership elements and also in the future for energy usage and how they affect the community

Looking forward to the preliminary report and walking out with info. in hand

How does MGE define community engagement?

How MGE 2030 will trickle down to UW students on campus? How MGE can help immigrants use energy more efficiently without much funds?

Renewable energy sources locally (individual building level)

Information to share: learn as much as he can to share with radio listeners and newspaper readers.

Concerned with the direction of MGE as a homeowner and as part of an institution

Products and services with community engagement

Share creative ideas for accessible creative sources to benefit those who cannot afford clean air and water. Cresa [Corporate Real Estate]

Training; including air, water and wind into the conversation

Viability of business model, less usage less viability

Learning about the 2030 Energy Framework

Making the process inclusive, education is the key

Critical: what are they getting up to for Energy 2030? What hypothesis, goal are they trying to get to?

Learn about how framework works, also contributes elect to grid

Energy and what MGE sees as challenges down the road, manufacturing, data, quality, consistency

Energy distribution (larger power lines versus microgrid and self-contained)

Community engagement, get young people involved in sustainability

How the plan will affect low income and Latino communities. Also how it is going to impact the communities.

Equity and opportunities-eviction prevention-energy affordable

Wants MGE to use even more sustainable resources- solar and wind

Reliability and costs of power from a business perspective

We are a big energy user. Learn about the MGE 2030 plan.

Carbon to renewable system

Interested in process

Warm Up

How do we develop energy policy to affect global warming, to be ahead of Earth's problems, but still socially just and equitable with equal access?

Hearing other people's thought process on efficient energy

How do you combine conservation with affordable pricing?

More about MGE, local utility, more viable, more collaboration between utility efficiency and individual effectiveness

Ambitious with this plan, despite intentions it's not what we need, we need something more. We can go far beyond what we set our sights on, interested in learning about those options.

Affordable housing, small business development, better ways to serve lower income populations, see innovation on business side-want to see what MGE is doing in innovation.

Learn more about energy efficiency, ways to reduce carbon footprint. What is MGE actually doing about it?

Sharing the perspective of biotech startup company, cost, affect on community, preparing for industry as it changes

Learning more about how people see the future of energy evolving in terms of sustainability and affordability for everyone.

Way we can encourage sustainable energy, secondly undergrounding wires

Solar usage and community advantage

Sustainability to local neighborhoods, individuals who have trouble paying their bills

How energy impacts our buildings (retrofits, benchmarking issues etc.)

Excited about technology and how we got here; looking forward to how his magazine readers will respond to what is discussed, as well as their desire to go off the grid

Opportunities with alternative energy sources in the future that will help the economy

The relationship people in the town have with MGE

Weather events and security of the grid

Watch how community manages energy and understand tension and balance between affordability

Bring sustainability issues from your backyard to beyond. Serve a diverse group of people. Go between technology and sustainability and interests (getting job, healthcare). How can you take that message and reach a broader user base, dealing with life issues?

How does the current framework build off the previous plan?

Learning about this information, sharing process

Find out how MGE can help keep carpet out of the landfill

MGE has limited service districts, how are they going to leverage to meet needs and make it sustainable with limited resources?

Appreciate MGE's community engagement, excited to hear about their plan and how the community can partner with them. Here to hear the perspectives of others in the community as well, to round out.

Energy policy towards disenfranchised individuals and the poor

How manage to facilitate this discussion

Warm Up

How energy and community design and quality of life interact. Energy has been a product of community design. How will changes in community design change energy distribution?

Issues of climate change

Would like to learn how to save on energy and safety

Share dual perspective, hearing from community and working with MGE in north side business, rate structures

Sharing a background on how businesses can contribute to our energy

How to gather feedback and make it work

Understanding pressures and changes and diversity of people

Looking at the past MGE plan, was it accomplished? What wasn't? Further implementation of future goals and reporting on progress

Renewable energy

Energy costs in hospitality are huge, heating and cooling costs, affordability, keep people comfortable, cook food, sustain costs so that hospitality is more affordable

Future of MGE and how will affect their organizations

Adjust business model to how energy partnership will look in the future

Community engagement, involving people in decisions that affect their lives, low-income equitability, sustainable energy and efficiency

What I don't see . . . how do you measure the success of this effort? Who are our peer groups? How does this place us? Is MGE doing their job, would like to see more measurements.

Keep energy discussion relevant

Sharing the perspective of finding the lowest rates but at a manageable level

Encourage more renewable energy within the utility industry, learn about other interests

How will MGE foster growth of business in the area?

Energy conservation and how to create products and services that help community members, especially Hmong on how to reduce their costs

How to discuss with people who are not current on the issues

People are interested in how the new forms of energy will affect them and how it will affect various income levels

From an energy perspective, how can we adjust to the massive buildup of houses and to how new places will be incorporated?

They've done a nice job at reaching out to the community and providing opportunities to the public

Wants to share how local community members are affected by our local energy

Here personally as a customer, intrigued to see opportunities of different distributed energy, energy infrastructure in land, open communication of MGE with companies

Interested to learn how Latino community can learn about being part of the process and to understand how important it is to save energy, sustainability

Looking to update older houses to be more energy efficient

Get all the intelligence out on the table. Cultivating an environment of trust and transparency

Warm Up

Interested to learn how MGE will address challenges for abundant and clean energy

What prompted this event?

What can we do better locally, corporately what can we do? More to be done, how we have achieved benchmarks from 2015, accomplished and succeeded

How can we do this more quickly and collaboratively? How to solve this problem in a collaborative way, both speed and objections as to why we're not doing this urgently

How can we effectively communicate with clients to save energy?

How do we get information out to community, for example tribes?

How does this impact low-income areas? How this will impact low-income people as they go up in income?

How they can reach minority communities and educate communities about how these plans will work?

Focusing on moving energy away from coal sourced energy, what assumptions and data were considered? Where can we push?

How can we talk without technical background? Want to learn about this, bring the talk to the right level for a client to be able to understand the information and bring it down to a client level

Seniors and young families, how they will be affected in the future

Ratio of use

Curious about where MGE will go compared to other utility companies. MGE has been slower to adapt to new, renewable energy technologies

Madison is known for natural beauty, sports, university and state Capitol. Opportunity to build business brand - how we develop and utilize energy is important. Energy policy can create "personality" for Madison. Interested in Millennials

Rare chance to help shape what is going to happen in the next 15-20 years

Alternative energy sources, primarily nuclear

Terms of its highly regulated and how we go from there

Keep Wisconsin Warm, what other programs are similar? Any new programs?

Make sure it crosses all the demographic levels, ESL, economic status

Sharing from the African American communities and continuing the conversation at a smaller group at Urban League

Interested in how individuals can take advantage of things like smart home

Curious about the ability and the sustainability potential going forward, not just the affordability of the energy itself, but also the impact it will have on homeowners and renters.

Very interested to see what the plan will be for 2030. What we currently face with sustainable energy is very possible, but how do you value it in terms of a house, how can you monetize sustainable energy to incentivise homeowners to use it?

Green Initiatives

Concerned about costs each month. Affordable housing with limited resources (every dollar counts). Affordable utilities. Two way energy grid. More broadly, how can policy interface with community development community development initiatives?

How will it be made to work?

Warm Up

Looking to see where MGE IS IN RELATION to other communities, how can there be a hands-on approach?

Sustainability. - move away from fossil fuels.

Language barriers prevent customers from understanding energy bill and how to save on energy. Broader language accessibility needed. Many people left out

How will we measure success of MGE 2030?

How to educate the communities on how to save energy and how to use it the right way

Sustainability energy choices, educate public, access more available, biggest concern among black women is affordable energy, sustainability, clean affordable accessible energy

Use of facilities and energy - how to do climate change

MGE missed the boat, [we] were very surprised by the pushback against recent case. They're taking a more broad, long-term look moving forward. They underestimated and could've made a better argument for their case, lost the PR battle

Here to learn more about energy and 2030-- what can we do to prepare for the future?

Everyone enjoyed the appetizers and would definitely participate in future events with this type of food

How to leverage the equipment of the home to help keep the homes safe (insurance-wise) and effective in terms of conversation

Are they going to have more workshops beyond this?

Interested about information sharing process and how we will apply what we learn to whole community.

Changes in business practices that can aid in energy conservation. Stewardship.

What can MGE do to bring in new efficient technology? E.g. Nest thermostat. Homeowner's perspective. Incentives for low income families?

Global warming and climate changes; does MGE support?

How will MGE balance their shareholders and interests with being adaptable to new, socially-conscious technologies and potentially losing profits?

How to engage people and make decisions for those who aren't able to participate

I think MGE is sincere in their efforts, we'll see... it's a challenge

Curious to learn about how the 2030 plan will be focused on sustainable energy and how the community can help be more environmentally conscious.

I wonder how fast they'll have to move forward now

Affordability, reliability related to oil, also where we're going with future of conservation; elderly disabled and disabled vets, interested in price, affordability and that the power stays on and is reliable. Conservation of energy

Low income families / Latin@/immigrant families - help understand and conserve energy from client perspective. Close the gap between these clients and MGE.

Will glass building still be built (popular in the 1970's)? Will architectural styles change to meet issues?

Anything you can do to save energy is great, but on the other hand the things that MGE does to advance startups and business but on the other hand the rate structures are really important for science startups and research parks

Warm Up

They met their 2015 renewable energy goals
Big picture and how distributed to the public
Energy can be used to keep people in housing, conservation/weatherization can help prevent eviction
Very interested to see how to reduce the emissions for the next generation for the young people to ensure they have enough resources. Want to use technology to generate efficient energy. Also, with an increase in immigration, she wants to engage the immigrant community in the conversation as well.
What is MGE's position on promoting less usage on their own product?
Environmental impact on the new network/grid. What does it do to the environment?

Since Hmong and Latino communities often live in poorer neighborhoods/housing that is less energy efficient, they often pay more for their utility bills. How do we educate them about what is a better/safer temperature to set their homes at to save money?

FEED [Food Enterprise and Economic Development] kitchen looking into their own energy production systems perhaps out of financial necessity
Energy efficiency, renewable energy, and covering the topic of equity and equality
Engage everyone in discussion
MGE is still smaller than other companies (Alliant, etc.)
Improvement of rental properties
MGE has been active in encouraging density and development
Public safety: how are we going to maintain the protection of homes, property and infrastructure?
Energy is important component of economy
Want to see this energy company lead us to abundant, carbon free energy.
Givebacks - energy fund for less
Concern about transmission lines and the interest of residents whose property it passes

How is tonight going to effect the plan?
Because of windows on the first floor of the research facility it is hard to control the temperature. If they cannot regulate the heat we will need to spend more money for refrigeration.

Energy 2030

Important using the solar system
Balance wind and solar while moving from coal at the same time, gearing safety
Continue open communication like this
Think bigger and beyond our capability, goals
Conservation—responsibility on homeowner. What about non-home owners (apartments, etc.)? Hard to be conservative when you're not in control
Prepare for the unexpected. Be ready to anticipate disruptions. It might not go as smoothly as anticipated. Understand what your contingency plans are.
How can we create awareness within the community on how to be efficient with our energy?

Bold moves and aggressive attitude; don't hesitate on your changes
Our burden is to manage use effectively – conserve, but still have enough energy used to make a profit

Energy 2030

Are the 2030 goals ambitious enough?

Dealing with ever changing technology

The video stated everything that public wants to hear--question is how to do it?

Low income community perspective: more diversity within MGE

Focusing on demographics and how energy is used differently for different people

Not sure that everything that is added to the new energy system is clean and renewable. It is expensive to be clean and green.

Incentive for landlords for conservation

Pace of change and level of uncertainty and financial pressures are at highest ever. MGE must provide energy to us all in the most economically and sustainable way possible. Can't do just one and not the other. Explore new options as they arise and don't place all bets on one modality.

Customer education is key - our customers need to engage this

Entire community agree[s] how important [it is] to achieve goals, education

Account for all of the costs, including environmental costs

MGE should plan to greatly exceed 2030 goals. Hasten the transition to a distributed smart grid.

Educating community about solar panel--like what do they do, more listening/EDUCATION SESSIONS will have a baseline understanding

Ok forward to learning, it is key to see more information, what is the base line, what are your assumptions built in, what are the projections between now and 2030 to get from now to there?

Open questions from video

Maximize clean and efficient across diverse users

How does MGE make their services personal to its users?

Workshops - need to take this data back to the original neighborhoods. Holding MGE's feet to the fire

How will cost be affected with solar energy? Price doesn't seem to go down with shell.

It's great to see MGE's progress on green energy. I'd like to see more approaches on encouraging homeowners and businesses to contribute in that way.

Impact on kids

PR and marketing/social media will help with outreach - bills with information on them don't get read

First thought is about how energy technology is changing so quickly. How much investment should we put in today's technology if it is going to improve or change? What is the ramp up time?

Maximize clean - low economic, poor landlords vs. rich

Large cost that businesses, community members will have to play to become green and clean

Important: education, physically able to implement the changes

Is it more costly with alternative energy?

Evolving process as technology evolves will require incremental checkpoints with the community

Take action quickly, don't wait to see what others are doing, take action

Do something bold to get people talking and get them engaged

Energy 2030

MGE, Great work, but would encourage them to educate the broader community that might not know much about how to save energy. Moving in right direction.

Much of challenge (technology) is outside of MGE control

Teaching/educating diverse communities in their homes, in native language, about new tech products

The energy that gets delivered has variable cost, and I mean total cost, but we pay the same price no matter the cost

The energy company should push its expertise for the community

Constraints and concerns about cost

MGE needs to figure out how to make the financial side work so that we can reduce our reliance on old energy and more to renewables.

How we depend on technology and all don't have the skills

Equity issue of rate increases, rate increase a couple years ago hit small apartment dwellers strongly, step up in base rate for users...not really thought out how it would impact lower users of energy who are trying to save money. Think through decisions, how it will impact those who are income restricted. Affordability.

There seems to be a tension between the bedrock of needing to be safe and reliable, versus the imperative need to be clean, and being based on renewables. "I want to see them figure that out for a win/win, not an either/or. I think there is one; we just have to be more creative."

As we go towards more clean energy, we need to go forward. Be a leader, but don't be so far ahead that they destroy competition and prices. Lead by a little, but not a lot.

Educate on motivation of MGE, on amount of energy reduction why does that help MGE stay in business?

Tailor message to specific audiences. Overall message that's clear. Focus groups? Run issues by people to figure out most important needs. Message goals need to be filled. Single mom with kids has very different ideas than company CEO. Know audience and alter message accordingly.

Educate the people on various energy technologies.

How does MGE help personalize for individuals and business what type of energy they receive?

Need to summarize 2030 plans and keep customers informed about the plan and how they are working towards it in multiple languages, particularly Spanish

Keep customers first and not just shareholders

Creative ways to address challenges; glean from those communities who have gone towards e-corps or community ownerships, shifting regulatory climate

They are going to have to do more outreach and education for the new technology.

Billing structure, shift to more static billing than by kilowatts; since technology is going to change, billing should also. 2 layer billing maybe would be better, kilowatt and static infused.

There seems to be a gap between resources and the knowledge of the range of resources.

Customers want options for different plans that offer different rates for different usage patterns; they don't want it to be so one dimensional anymore. MGE is the main partner and can offer those options.

Address this complaint: Solar panels provide more energy for MGE than the resident. Better the communication between both parties in regards to how the solar panel/energy alternatives work.

Maybe establish initiatives that set goals out past 2030?

Maintaining/enhancing the work on efficiency (how much money we can save + energy we can save)

Important: cleaner field, healthier community is a result, will pay more for that

Renewable energy from MGE costs more - obstacle.

Investing in technologies that will solve more than one problem at a time, technologies that have multiple benefits

Benchmark to other energy organization to other places apart from WI

How much is made for shareholders compared to what customers are making?

There is going to need to be a lot of community education

Broad strokes of plan are positive. Innovation and change, we're going to be faced with change, we need to be flexible

Would have liked to have energy 2015 outcomes to compare to

1. How did the plan previous address demographics? and
2. How will it address [demographics] going forward?
3. Reliability

We talk a lot about today's technology. How much does MGE invest in technologies that we have not heard of, and how do you make sure that the new technology and energy is reliable?

What goals are you communicating to the shareholders-> does this line up with what is being said here?

How can MGE get message to the entire community including those that don't speak English or even read in another language? Some may not understand the information. What are more dynamic ways they can explain...visuals, audios, why should one invest in conservation?

More home-based energy should be taken into account when it comes to rates. More dynamic billing.

Will rebates exist on making the changes for green energy? It'd be nice to see better support.

How [can] MGE make incentives for business [es] to conserve (waste)?

All utilities suffer because public doesn't understand infrastructure networks and how expensive it is to maintain.

Advise to use nuclear power because it's more effective.

Experiencing struggles with new energy technology

MGE needs to make energy safe, reliable and affordable - really look at the connections between these. Customers need a loan program.

MGE would have to become a technology company more than energy

Has had trouble in the past informing customers about changes. Be clear and up front, letting people know ahead of time so they can offer an opinion before [a decision is made].

Important: Energy from Clean Wisconsin when MGE replaces it goes to clean energy

What is the reliability of alternative energy because businesses and hospitals depend on it?

Education and access of working class families, practicality in terms of cost, equity and opportunity for sustainability

Sustainability has to be the fundamental guide to decisions; Wisconsin is leader in innovations, using renewable sources to power community. Affordability: accessibility to everyone. Equity. Look to best examples, nationally, internationally, best practices be the guide, be a bigger leader. Gold standard.

No reward or incentive for businesses apart from lower bill, not always an incentive

Ensure future moves are received well by all of the different people in the community -- 'implement intentionally'

Moving forward, we need to consider the cost and the impact it will have. How will they figure out how much to charge people? How can they help those who may not be able to afford an increase in the bill? They will require people to put new things in their home where they may not be able to afford it, or know how to use it.

Make energy efficiency an active thought process within the community

Should admit what they can't fix at the moment

In the future, if price or cost goes up, our concern is how we can protect the low-income to ensure purchase of the product at an affordable price.

Students don't know how they can impact. How to get message to different audiences like students?

In contrast to profit, should energy be a public service model? MGE should encourage conservation and increase renewables

Specific results from energy 2015 aren't particularly useful/understandable

There's not a lot of money in focus anymore.

Equitable Access

People don't want renewables in their own backyard. Aesthetics, sound, construction, etc.

Need strong community education

Pay attention to technology coming out, what will it look like down the road? Group thinking to evolve down the road.

Financial challenge of fixed and variable costs

Solar panels for big businesses; don't see why every business with the ability doesn't have them

Video felt more like a PR piece and not an education piece what we just saw, how is that going to go to customer end?

How hard will they work to compensate for shareholders under the current model?

See what other cities the size of Madison are doing, we can learn from [them], consider our population, income, individual needs of the house, ages, conservation, neighborhood

Supportability, and people being able to afford. Afford efficient appliances. Solve for that.

Education and inclusion. Diversity. How to bring understanding to all.

Educating what basic terms such as "being green" [means] and how to effectively save energy.

Perhaps model after the Green Energy Program of the 2015 initiative; solar panels pay back more than meters do because incentives motivate customers

Affordability

Financing program for businesses (buy new equipment + earn it back through energy savings) - no one really knows about it

Efficiencies - is it better with new technology or using existing technology?

Work on affordability options with other businesses, financing options etc...to help them go solar etc.... What programs are available? etc.

Controlling cost as important as the technology.

As a complex customer (lots of energy used, but money can either be passed on to renting customers/tenants). It would be incredibly valuable if MGE had a kit of about 5 things that could help an individual user or a large user. So info on payback for conservations

Why have energy costs gone from lowest in nation to some of the highest?

Partnership between businesses/homeowner and MGE to help install solar panels, etc. to make more affordable

How can MGE decrease energy consumption, yet improve quality of life?

Surprised by lack of awareness in the community

Energy needs to be a part of other community and urban planning to create new connections and collaboration

More education you do, the better. I'm very active and this is the first I've heard of the plan.

Explain technical words in plain language

People need to be educated on how much everything costs

Incentivize for landlords; making energy conscious decision and reduce use - incentives beyond lower bill

If your plan is for 100 years, teach children. We are creating a plan for 15 years, but really our plan should be for 100+ years because we want to do [create] a plan that will thrive. We need to encourage the education and resources to [of] our youth.

Wife works in energy efficiency field. More can be done to promote value of things MGE is talking about to decisionmakers. Promoting to key business stakeholders why these investments are important, communication venues. Untapped voice across state with MGE leading way. Could better promote priorities. Urge to look for voices and stakeholders, why what MGE is doing to show why it's so essential. Do work on ground, but also communicate to broader audience what they are doing (misinformation about costs and renewable resources)

Important: MGE must provide reliable energy, need for clean energy

How to do: structure a system that also considers cost?

See MGE continue to have energy communication, engaged with community...good way to get input

What are the economics around the renewable sources and how will this affect the costs of the energy?

MGE should rent rooftops from people and businesses to install more solar panels - use the assets of MGE to further renewable energy opportunities by leveraging infrastructure that already exists.

What can we do for those using less energy than others? Provide incentives (other opportunities); might engage more people

Local residents were trained in local households and trained to monitor outcomes...mobilize local resources.

Solars, nuclear working in connection within the state and efficiently.

What role do big users in the community play? Like Epic, UW, and other large partners?

Keep in mind that we need to make these initiatives affordable

How to educate the younger generations re: the conservations.

People shouldn't be penalized for becoming self-sufficient with their energy. People should be rewarded for thinking about and investing their time and money in figuring out how to reduce their own consumption

Who is pioneering technology and at what cost?

Is demand increasing or decreasing in Madison? Because bills seem to still be increasing though demand decreases

Delighted about heading towards more renewable and clean sources.

It is very important to have more clean and safe technology and everything else.

Priority should be on efficiency and conservation - the message has been co-opted over time

/// less energy across the board will be the most cost-effective way to save

Instead of encouraging over use to keep per unit costs low, we should escape a profit motive

Policy shift towards individuals who are saving more energy. Incentives don't go far enough... more rewards for people helping the earth's pollution problems

House owner - energy ratings (winterizing, windows), same for factories and other establishments

Undo some of the last rate case for them to be credible

Important: diverse opinion on a contentious issue

See transparency, community members needs met, see flow of our community

Goals are not impressive enough

In the future, can we rely more on green power? Converting it to gas, etc.

Who is demographically using the energy and how can we reach them?

MGE: Infrastructure invested and communication-reliability is important

Are new technology users able to afford it; what about less affluent customers?

What we've heard and what has been laid out...here [on] out, plan from moving from landline to cordless phone. Pace of change is not comfortable. Environment is changing really fast.

New York after [Hurricane] Sandy: reliability has a different connotation. Bigger interconnectedness....the leaps that we need to make need to be far bigger than those laid out. Significant step forward, but it is not [enough] compared to what we have to grapple with.

No longer offer services for housing (winterize, etc.)

The big issue is carbon footprint and emissions. What does it mean to reduce carbon emissions by 40%? How do I do that in my house? How do I identify what I'm doing towards the goal?

Should focus on 25-35 demographic more than what is represented here. Next 10 year plan may be too far behind otherwise. Buying power AND unique values will be driving force of economy

Because there are so many other forces at work, puts premium on them to communicate with credible voices how they are starting to implement framework 2030 to broader audience

Can we source energy from other vendors in the area? For instance, Iowa, Michigan, etc.

Issues are too big to have safe goals

Not concerned with the speed, but the ability to keep up with the transformational change. Is the plan sufficient enough to keep ahead of the leading edge of technology?

Continue diverse/minority education -- informing all communities of new technologies and products

MGE thinking about younger generation, how will they be trained?

It needs to be easier and relevant to/for the community (energy efficiency, affordability)

As technology improves and the cost of renewable energy goes down, I think that MGE can't use the same business model anymore. They can't charge people to be on the grid anymore, they have to take into account how technology will change everything. What is a new business model that they could use so they do not go obsolete? The business model needs to be innovative. From where I sit, they need to be more adaptable to emerging technologies.

MGE needs to raise the bar in order to give people incentives - their current goals are too low.

Energy is a public good, can't assume that someone will save

Climate change should be on the energy plan too.

How is MGE going to educate and inform the public on the true costs of renewable energy?

How does plan support the low income communities? Expanding the resources to support those communities

MGE should get more involved with the installation of solar panels for schools, homeowners, and businesses

Conservation is important. Encouraging consumers to save energy, people will conserve because they want to save on their bill.

How feasible is sourcing energy locally?

Want to know if this plan will only help the rich only?

People must be staffed and ready for whenever people need energy - where do costs come from? Where is the cost being subsidized for users for any given time?

Hopes the UW energy institute will be working with MGE.

Technology for 2030 -- what are our specific technologies that will get you towards that goal?

Becoming an internationally recognized group

Community engagement is good, but there needs to be an expansion on the education.

Balance between sustainability versus affordability. Green power - cost? Even if it raises the bill an extra 20-30, some can pay, but others can't. How do we balance that? How do we respond to that balance?

Where are the incentives for people to go energy efficient?

How can data be used to show how energy is being used and how can it be more transparent and shared publicly?

What is the lobbying position on climate change? We are the only country left who is trying to debate this

There is interdependency in my building because many shared tenants have different needs in terms of temperature or energy use. Need to either expand to fill the whole building and have better internal uses. Entire building maybe needs to be more segmented or compartmentalized. Having that type of flexibility could be useful for incubating business, but not sure how MGE can help facilitate that.

Seeming disparity between all customers' responsibility to conserve and bill
Cannot over communicate, this requires people to think beyond own boundaries, education

Cheap, affordable, reliable energy. price quality and service - pick two. MGE is having a problem conveying to customers as we save on energy, the price of running MGE doesn't decrease.

Engagement, building trust, is this a cover to increase rates? Be clear about what's happening. What are we doing from 2015 to 2030? Where are we today? Where will we be? Engaging public incentive to customers. What is public part; what is MGE part mentioned? No update on being part of green energy pilot

People who have no control over their energy use (apartments)

The key issue is going to be cost versus sustainability.

2 thoughts: Challenge MGE to move beyond informing consumers, but rather educate them from economic perspective. This company is run very differently: barriers, find ways to educate rather than just informing-->can lead to better discussion

Help people understand how their individual actions impact overall usage. Personal choices make impact, feedback loops, mechanism etc....how to read the bills in an easier scorecard that is easier to read and understand. Square footage of a home and how it compares to average to see if they are on high end or low end of average. Student usage of energy might not be motivated to save if it's included in rent. What is the usage split between residential and commercial usage? Data for the community shared in an easy to understand way.

Providing reliable energy. Connect population growth

Rental properties --- making sure that all areas benefit. TIF districts in the county and city - covering some costs for less fortunate citizens. Using TIF funds for improvements instead of raising rents-upgrades provided for those neighborhoods.

MGE reach out to middle schools, high schools; high schoolers need education about future home purchases, concern of lower income who are not interested since they don't own housing.

Investing in technology

Fixed, variable things

Invest heavily in teaching us all what we can do to reduce our usage, not just carbon footprint, but energy use in general. Residential, commercial, and industrial.

MGE needs to continue to educate people at the home level. What should a consumer be thinking about when they are in their home as far as energy management? Enough education isn't getting to the average user. Maybe more technical data

Collective impact of the goals. Concern about the fact there is NO mention of the cost.

Education is key

In reality, only the rich can afford [many] of [these] things, example electric car.

Transition away from coal - regulatory climate. MGE's capacity - what they do to influence climate to create conditions to transition to cleaner resources; what's their capacity?

2030, the future of cars since we are likely going to be electric cars= the grid will have to adjust for it

Data about users of renewable technology indicate other states have more access

Taken with comments on data driven ideas, and getting ideas from outside Madison.

There are disincentives in place to be energy in place

What is specific of the technology? How will they engage the customers going forward in this conversation?

Flexibility. Need for low cost energy, plus desire for renewables, energy efficiency. Hard to balance these. Customers need ability to choose. E.g. customer might like idea of renewables, but can't afford it. Advice: create designs that allow for customer choice.

Are there partnership opportunities there with community organizations?

New technologies - per unit cost problems - energy storage. Ideas like pumping water uphill when production is high, but use is low to run turbines

Impact and involvement of individual customers

Equity is big issue; traditional energy has been tiring, but also afraid that people will be left behind by advances in tech and prices.

MGE needs to develop education and awareness tools for end consumers (people and businesses) to help them reduce their energy - help change patterns of energy consumption. Need to change attitudes that energy supply is infinite.

What is the correlation between social economic classes and data use?

Fixed vs. variable costs, much of bill is fixed

One of the concerns I have is that in trying to create a new business model and do the things they are talking about, they are restricted in the regulatory area which is preventing them from doing things they want to do. The technology will evolve and the ability to be more self-sustaining and they need to be able to overcome these barriers and they should be able to build into their plan how to navigate these barriers.

Balancing act. Better mix, but how [to] transfer costs fairly and equitably; who can pay that cost? Sense of urgency, isn't fully vetted with MGE or other US energy companies, regulatory environment individual utility can't push back against - taken into consideration.

Creative ways to partnership

Contingency plan- Who will this plan consider? Potential for plans to exclude small group of people. We need to streamline community engagement to share the plan so we don't leave anyone behind.

MGE should invest more in energy storage, pioneer and take the lead in new energy forms

People need to know the benefits - MGE needs to step out and speak for themselves - "bold" means money right now

Residential & commercial cost - What's the relationship to the power company in terms of cost? Cost: installation, maintaining it, usage. Education of the cost and to who - community, business; how does it affect public institutions?

Need reliability in business to effectively maintain operations, so not sure about solar panels or renewable sources. As incubator companies in a shared building expand, have different needs and strategies and need to figure out collective vision

Recognize energy and technology costs money, renewable costs money. Women experience poverty higher than men, how can we help people cover their bills? Help MGE do what it needs to do and still ensure people in the community can meet their budgets.

There needs to be more healing and analyze the structure to emphasize conservation.

How they are going to transition? What is the imperative for climate change between what's being proposed and what's being done here?

Has to stay committed to cost control and services and costs go up. Stay committed to those in most need (senior citizens).

Are renewables more expensive?

Hydrogen business?

Help consumers understand that there are better times than others to use their appliances

Don't penalize lower income by moving too quickly.

Continue to educate the public, while acknowledging that a consumer's relationship to utilities changes over time

What's the goal and speed of transition?

California could be used as a model for Wisconsin. Solar, wind mills; they have made leaps in technology, home building, plans and strategies have been addressed elsewhere in depth

How are they going to be implementing the framework?

Technology has put some businesses out of business--how is MGE addressing their issue with new technology?

There needs to be an established use of trust

As MGE moves forward they should communicate with customers regarding use of technology, safety in the community as well as in the workplace, partner with community groups like Madison College to prepare people to support and implement the plan.

How can they provide affordability (incentives for less energy use); for people who don't have time or ability to engage in discussion?

We hope that this will also help with the poor and not just the rich. Many of the poor cannot afford good many things that have afford. We feel like this will fall on the poor people.

Balancing two primary issues: 1. Be more forward looking, natural gas increasing - that already happened, went through adoption phase. 2. Really looking forward 15 years, natural gas should not be part of long-term discussion, what is best solution for next transition?

Some are skeptical on the politics of the PSC

Make it easy! Has to be quickly and feasible

How can we change the environment of power use for useless reasons?

If I save energy (NO AC), why don't I get benefits?

Equitable access. Don't feel empowered by the grid, but might be empowered by access to their own solar panels used elsewhere in the country.

What are other imperatives; what does community want? What is imperative of climate change of what we are to do?

Feels like a one way, what I'm gonna do for you. Organize customer efforts with many people around many themes. Build momentum. Help people prioritize efforts--> too many differing new energy options. Get people to work on same theme or energy source to build momentum. Renewable resources can be augmented by consumers changing individual energy. Think beyond electricity. Energy efficiency plan with specific small things people can do to take a step forward. Need educated customers

The grid is designed for peak usage so how do we off put the differences in energy usage and its affordability?

What are other cities' goals' plan? What are other companies doing? Education of community in plain language. What is the carbon footprint of the new technologies?

Communication: reaching out to communities and neighborhoods, and give them not only incentives to save, but education.

Tie conservation to economics

Perhaps provide business, as in energy reduction products, along with the reliability

MGE should look more towards decentralization. Help the people produce their energy

Put more funding into moving forward, technology will save us if we let it, residential solar

Obligation: how we deal with individuals in the future. MGE should implement workshops in school to educate students on energy

Dane County is unique. MGE has an engaged customer base relative to others. This local control is important. Consensus can be reached because of this local involvement

What is the plan to compensate for less usage due to efficiency & renewables?

Sustainable & alternative sources (solar, wind, hybrid, etc.). Windmills near every business in other rural areas/states. MGE should research them.

Education and explaining. Explain energy efficiency more. What's available? Make that clear

Looking at comparisons, the comp were Midwest, not like California. Will renewable energy cost more? MGE electricity using 70 percent coal. There is expense for clean-up.

Energy efficiently available

Collaboration with other power companies - eliminating redundancies

How can we allow everyone to participate in sustainable efforts offered by MGE?

Worried about potential costs of renewables for different clients. Also need to look at how other countries live "smaller" and how architecture in the world is changing. Not possible in US housing market right now, but will change so how does MGE prepare for that?

Energy 2030

Research and development is important as tech is changing fast

Solar panel for housing - had to change after 5/6 years. People want to use, but no knowledge. A way to replace less

Message from video seems much the same as in the past--new energy 2030 doesn't seem to address/envision the future. How will they advance?

Continue to have conversations like we are tonight. We will need to revisit this every so often. These conversations need to reach more to the community level. The needs and ideas will be different.

Economically viable

How can MGE tap into individual energy sources from individuals in the community?

Communication with people: educate about cost of energy, renewables, and new home strategy. MGE should also give more incentives for best practices. Cost savers will seek out new practices. Long-term benefits could be relayed to these people.

Establishing education to the community so that citizens can assist in reaching MGE's goals

Environmentally positive.

Only upper class can afford solar panels. Everything should be used that way

If people implement some energy savings, can they pay for their mortgage loan easier? If MGE could work with property owners to help provide smart technology for their tenants, more affordable options could be provided to affect more people.

Balance self interest with broader interest. Why do I want my energy prices to double?

Many utility companies across the country are making similar goals as costs go down; utility scale solar energy is much more efficient than at the residential scale. Community sets goal, MGE finds way to achieve those goals; more aggressive goals as long as we allow them to find the cheapest ways to procure that energy

Everyone needs to take collective ownership

Can MGE provide the tools to provide technology opportunities?

Change to a broad spectrum of energy services. Stretch goals. We are selling services, not widgets. Improve efficiency and use best types of energy at peak times.

Requirement or incentive to make conservation possible for large users. For lower income users as well.

Challenge is how we can make community more efficient; what is the benefit to the community?

Services should be available to everybody and how can we do it? Cutting costs - government puts stress on business owners and tax payers. Consider bringing back energy program?

Works out of school. Green building. Sees what they do with kids, how can these energy plans be added to the schools of Madison? Would like to see more educational parts

Community education is key; people often do not understand the importance of conserving

Energy 2030

Invest in projects so that rates remain low

What technology can be built in to making data more transparent from MGE?

Nuclear should be investigated (i.e. see France)

What is the balancing point of the whole reduction question? We want transparency on the whole situation to make informed choices

We are dealing with future technologies we can predict, but can't actually see yet. Getting shareholders to make decisions about something hard to see is difficult. Shareholders care about quarterly profits

How much effort will people be able to participate into a clean and green system?

Change program to look at leaks and weakness for MGE energy program

Educate to HELP local utility!

Younger generation needs to be educated on how to save energy...the future customers are now college students etc....new generation is aware of sustainable efforts and get information out to people younger and younger can help educate their parents.

Commercial/residential: benchmarking only put regulations on commercial. Most inefficient are houses, hospitals. Need to teach, regulate(?) residential energy usage.

How are health care and insurance companies going to play a role?

People on lower income ... encouraging renewability ...equitable distribution of fixed cost

We have to be sure that there are no side effects from this new framework, they can't just think of the payback in ten years, they have to think in longer terms and try and troubleshoot any potential side effects there could be. With any new technologies there are unintended consequences, and the possibility of side effects must be acknowledged.

MGE has to recover their costs while investing in new technology

It's hard to have a sense of community betterment with regards to energy usage for those who have their energy usage where they want it.

Iowa has 85 percent renewables. More ambitious renewables done now in other []. Only one utility in Iowa has gone to 85 percent for wind.

Middle and smaller businesses don't have the resources that larger companies do to leverage the resources

As a homeowner, what can we do to conserve energy such as solar panels, etc. need more education [for] us to learn more of our part to save energy.

Renters - Madison population? Businesses incentives versus people who don't own

Having in multiple languages so actual people are educating community

Don't get bought by larger []

What does accelerated step look like? How can we be as ambitious as possible in the near term, next 5 years, pilot project deployed here, out of the box, community solar program, cost of solar, vertical, battery storage, redefine what grid means. Efficiently move batteries from home-to-home? Model seems unsustainable. Creative ways to change that. Science around global warming is clear and this plan doesn't address issue.

Farms can possibly put up their own windmills - cost of windmills?

How to sustain a local utility?

5 year strategic plan for most companies, but planning out 15 years is hard for stockholders

MGE needs a new business model. Current is more you sell more you earn. But new model needs to take sustainability issues in mind.

How do you create a system where MGE can make enough profit, while also promoting energy efficiency & conservation?-Need a new rate design so reduced usage doesn't require MGE to raise rates

More renters than owners - incentives for all. What's the plan for both?

Find a way to incentivize residents to reduce their usage both renters and homeowners.

Observations: Interesting how quickly talking about energy gets broad. It is a huge issue with multiple different scales. Personally, I am really concerned about the environment and using up energy and climate change. Have a new grandchild and want him to have resources. At the same time, have a friend of mine who is older, and also younger neighbors with children, who have a hard time paying the bill. Rate issues that hit those folks disproportionately will be a problem. How do we hit that balance? Conserve, but still bring along people who have trouble paying bills.

Technology advance must be utilized more aggressively and with greater []

Utility scale projects are cheaper than working on a residential scale

All these new technological advances are expensive - we take this for granted

Coal is cheap -- how will advancement affect costs?

MGE could review: Madison is now a majority renter community (versus homeowners), are the residents paying their own utilities and how does that impact their usage?

Renters - better return focusing on landlords vs. focusing on homeowners

The biggest issue we are going to have is affordable housing. This should be part of the conversation with energy.

Education on the payback period for all alternative energy sources.

Ed[ucating] children as they are energy users of future, e.g. "Magic Energy"

Not a lot of talk about educating the future users, conservationists, or in involving them in the decision making process

Are we back-ending predictions when talking about 2025 and 2030? What will be done by 2020?

Key word missing: COMPETITION. No competition, they charge whatever they want. Need more. Framework of this capacity is good, but need competition to have more outreach.

More promotion and education if this were prevalent

MGE and is just for 1 community, 1 city, may need to partner to have bigger impact, big changes. Look at forming partnerships

Majority of table agrees MGE should set more aggressive goals for MGE 2030.

MGE should seek to create buy-in within the industry -- lead by example

Small-large business perspective: how does business owner become more energy efficient and work with MGE to make it happen? Education//outreach

How to keep energy from being cut off for poorer users. No understanding of how it works there. How does MG&E define community? Most of his people concerned with soaring energy costs.

What are you willing to spend now for affordability down the road? R&D costing more now, where this is at and how much it really is? Exact on some of the issues they have with global warming, water usage, realize they are paying extra

Community owned energy may be a future

No matter what entity - household, business, etc. - it all comes down to how much you can save and how much money you keep in your pocket

Sustainable pricing; looking thru the lens of what's been done? So people can know what's been done; what's the value of putting other things on the grid too? Such as other renewable resources? What's the value of that? What are other ways we can manage the cost side of these things?

MGE

We should ask ourselves does MGE have incentive to make new methods of energy? Do they make money on it? How can we be sure of their motivations? Do they have an algorithm, as far as cost savings? Can we trust MGE? Is solar energy worth it? Are they making us aware of solar pros and cons?

MGE needs to think of ways (engineering, education, innovation) rather than put the responsibility on the consumer

How will individual battery storage be addressed/reconciled by MGE?

Many communities are underserved, blighted and need help getting affordable energy.

Bike paths abroad - solar panels business opportunity massive, propel industry

Energy usage is not going to go down. Technological keeps needing more and more energy.

Industrial scale versus Individual scale (what's the right thing to be thinking about?)

Someone who has influence with renters or other organizations. Reduce energy usage and get a reward at the end of the year (for example).

Viability not so much as economic sustainability

Cheap rates, traditionally you must buy a lot of power. Create rate structure that better fits certain building designs

One service MGE could do is to partner with banks who give money to build new buildings or construction loans should tie in criteria to demand these buildings follow green models or zero waste.

Make sure benefits of energy conservation are realized by the individual customers.

Consumers need to be more aware.

MGE is a monopoly; there are pros and cons to that

What are MGE's critical relationships? How does MGE fit into the larger system? Are there other local models to observe?

What is MGE going to use the data they collect for and prove it?

People don't see the connection of making small changes - turning lights off, turning the TV off - can save them money and save everyone else energy

Will be a need for huge power resources.

Combination of education and incentives.

Concern for older buildings - are they energy efficient? Could they be made to be?

Car roofs - solar energy. Wind turbines - succumb to lightning strike, concerned about turbines being decommissioned by weather

We work a lot with families on free and reduced lunch and they have a clause that in the winter you cannot shut off power without payment until April 15. Lots of kids are affected when that date comes and stop attending school. Changing that date until the end of the school year would really help. Might be a state mandate, but need to think about these questions of equity.

How does a big business as Epic play a part in this? They interested in energy savings? Big energy source

Convince the public of the pricing when they're not getting the benefit of this?

Will the inequity in use grow?

MGE is a public traded company, not owned by the city. Some of these, like co-ops don't pay taxes. The shareholders need to be brought along

Further faster -- will have to balance the cost; will be accomplished faster if willing to pay huge costs

Keep sticking money into clunker of a car or buy a new car? Economic terms - make investment now, run numbers what makes sense over 15 year horizon. Make more investments now if they will pay off in future

Local residents went door to door to do energy audits they could earn energy credits on their bill.

Third world countries are using distributed solar—why not here?

How to add more solar, getting sponsors, many opportunities (bike paths)

We are not in a good place for solar, we are not in a very good place for wind. I would like them to get to carbon free as fast as possible, and I would like them to consider nuclear power.

There is wage stagnation in a big chunk of the population so rate changes will impact populations differently.

Calculation of what things cost; ideology of that

What are the responsibilities of MGE? of the client?

Customer engagement - failure of attempted rate case. It wasn't justified to the public about how it was going to help the customer or community. They need to make more than the economic case, but also the case for how it will help the consumer and community.

Increase the fix[ed] rate, which will help low income, students. Readdressed and revisited. Five years ago coal was cheap to produce energy. Find multiple ways to touch people. Any innovations can be at risk. Make more sales to stay in business. Renewable energy should be spread in the whole community. Installing new technology. Low income should be given advantage as upper class. Advise businesses to be more efficient. Educate customers to do better. Key component to keep rates low. How MGE communicates to consumers to keep the cost low. People use more energy pay less and vice versa. Meeting some of the goals they have. Reducing Co2. Matrix. How can we diversify the shareholders? They have shareholder services to buy shares, there is no fee. Buy shares on their utility bill. Regulate the field. MGE split shares. Germany company went out of business, by introducing new products. Study how to divest shares. Standard study of their shares.

Keep improving and innovating new technologies

Energy 2030

Next 15 years - reliability and response to needs should still be above par.
Coal...economic impact....
Will people take ownership over their own energy (production), limits, and usage?
How can we trust the process knowing that inputs will make a difference?
Where do small business fit in to rate hikes?
What is the best way for everyone to keep up, residential or commercial?
Death spiral of power usage and rate increase
All of the programs and incentives like offered by Focus on Energy are helpful.
Engage and embrace technologies for sustainability that is reliable.
Our electric rates are highest in the state. Expensive to run coal fire energy from Milwaukee.

Tech companies moved away from direct customer service. Has hurt companies MGE moved forward and expand customer service reach continue outreach
Costs need to be shared equitably and the current business model won't work equitably

Energy conservation and alternative power - energy conservation costs MGE money. Less base to cover expenses. How do you keep base costs from increasing for homeowners?

Separate business structure versus residential. Should MGE go into other business enterprises that revolve around solar, wind? Are they going into other state of the art industries? How much R&D is going in to this? Are they collaborating with other energy companies? Other industries?

Bilingual speakers for outreach

Take advantage of all the new buildings going up on East Washington to demonstrate what is possible with green construction and zero waste - these buildings are in MGE's backyard.

Perfect opportunity.

Compared to gas tax - cars are more efficient, so states get less gallons to tax

What rules have to change in order for MGE to operate in the most efficient way?

Don't know enough about delivering energy. Are there people willing to test the approach?

Utilities should reach out to commercial businesses to show them what options are available + how they can save while advancing

Engage community, incentivize the community. People don't think renewable energy affects them every day, and it does

Examine of room/house on/off or smart technology shut offs. How can MGE help?

Potential impact of terrorism on the grid. How to develop for this potential horror?

2 points from before: Sourcing impacts in framework: discussion about making things dynamic. One thing, there is very little about grid security, particularly in healthcare. Accurate information. Catastrophic loss of system. What guards are there, particularly with evolution and communication of these changes?

PSC should tie the rate structure to some type of a LEED certification

Scale beneficial for cost

The workforce of 2030 for MGE should look like the population it serves in 2030. MGE should look to invest in the populations that need extra training and assistance to gain the skills to provide the proper workers.

Policy - MGE involved? Relationship with government? Are we leveraging those resources for own community?

Larger companies have resources for solar and achieve these goals for energy savings

Transparency with MGE and government

Political commitment of recycling as comparison to energy as public service

Benchmarking month-to-month, so you can see what it was last year at the same time to see how you can do it either online or on your bill. e.g. chart showing usage. Make it easy to understand. Bar showing whether it's good or bad.

Provide better incentives for businesses and consumers to conserve energy.

Increase of employment for those who maintain the equipment.

To hear all voices- Council of communities- a form of direct democracy. General input, gathering information and then organizing on the issue. This helps us see the issue in the community.

What's happening behind the scenes?

Personal, environmental, and health effects should be components of costs analysis

Cost of solar has gone down, gap in cost is where? Actual technologies are harder to deploy in scale. Paradox happening between harvest and distribution.

Can't ignore safety, disaster, and other unexpected issues.

There is not resiliency built into the system, so from a technological perspective, we have to use the framework of resiliency from an environmental, social and economic perspective, so MGE should consider looking at the grid from the lens by framing their system around resiliency for the people they serve.

Fairness issue with the current model of energy distribution -> because you have more money you can buy solar panels, you get a reduction of rate, making the people who can afford it to get a reduction in price, it is a tax on the poor

If economics drives it, as things go nationally, it goes state and local

Help businesses understand that profitability and sustainability are not mutually exclusive.

Education for new technologies. Tech enhancements. Modeled by MGE.

Everybody has to commit to saving the energy - but it may be harder to accomplish on a commercial level

New and better incentives for new and better technology

Aggregating lots of smaller energy products to make them more affordable...as incubators we look to create economies of scales and efficiencies. It would be interesting if MGE had a model for incubators, where lots of incubators went in together on infrastructure for solar energy and divided costs.

Should there be a universal right to stay warm and how could MGE help to provide that?

How can MGE reach out to kids, schools to make fieldtrips to power plants and educate them at an early level? Get to them early to then make later, good consumers.

How do you convince the populations? How do you twist the [] using the population towards a PSC solution?

Bigger scale results in lower costs

Have better capture programs (methane in dumps); not capturing methane; need to do globally

The 2015 framework included community education -- this should be a main component of the 2030 framework too

MGE should prioritize a push on progressive, energy-saving technologies

Is MGE aware that alternative power services save costs? If this happens, communities will benefit. Off grid reduces costs of grid maintenance.

MGE subsidize or work with customers volume--scale up to implement

Capturing steam/energy recovery

Need to get handle on cost, as well as, community champions

There are weaknesses being a company in a small geographic community, not large open farmland. What are strengths/weaknesses of that small []?

Utilities do a lot of public policy and advocacy. There is a history of government incentives for conservation like replacing insulation etc....working with the community to develop public policy initiatives to reward conservation: Tax credits, incentives to replace items. Educational campaign to find it and make it easy to take advantage of. Can't be a lot of work and difficult to get the incentive, rebate etc...

Is it better to have a local utility that the community can be involved in or for a large utility to effect cost?

Interested in the public's perception of grid security. Likes idea of holistic approach in terms of promoting sustainability. Handouts should be informative with numbers about usage, reusing and upcycling, how can MGE incorporate these messages? Reusing things

If MGE is not doing good in their workforce diversity, how are they going to do good by 2030?

Managing the relationship between stock gain and community needs. Sustainability stock.

Downsize model for an honest company that wants to reduce the fossil fuel

Equal service to people using power off the grid instead of just the grid. Opting out of the monopoly

Diversity in fuel source. What happens when fracking ends? What other options are there?

Natural gas, wind, sun as the only options is limiting.

What's the cost of producing power from brand new solar panels in comparison a new fossil fuel source?

Are other business[es] learning about capturing methane/steam?

MGE: Show where our money is going, and give us (consumers) ways to get engaged with it.

A lot of communities are being left out. Some get more than others. More outreach. Some are good, but could be expanding of them

Education must be coupled with action...

Grid is expensive and essential. Everyone needs to have a stake in it to maintain it.

Find a way to improve the energy efficiency and sustainable environment for low income families

People are super-conscientious of gasoline prices, but can't tell how much they pay in kilowatt/hr. That's an issue; they need the information on that.

Caught in ideology: to capture more of the cost; fixed cost ideology of the PSC
Possible models for having renewable infrastructure that people can invest in that is somewhat location independent. Have homeowners invest in renewable energy products that MGE owns

How can MGE put pressure on energy inefficient apartments or properties?

MGE's philanthropic efforts help the community.

For me, challenge is that my programmable thermostat isn't "smart" enough - why can't I control this from my phone?

Solar panels will never pay for themselves

Recycling energy that would otherwise be lost (renuair) [RenewAire] should be standard technology

20% change in reduction not enough. How do shareholders see this?

Key to align MGE with community interests to their mutual benefit

European efforts to mandate 100 percent recyclability. Waste stream management. Whole concept of partnering with community for engagement. Make sector something Madison can be proud of

How are we measuring how efficient we are? What can be provided to make that easier for consumers?

Where does MGE as a business stand or what alternative sources (public, private electric companies) can we have?

MGE has created a sense of shared responsibility that other monopolies wouldn't take the time to do

What is the viewpoint that will be educated, who is going to be pulled from as a source of information?

Working toward a cleaner mix of energy, AND a diverse mix.

Cost of generating renewables is more stable after installation. E.g. cost of solar versus coal/natural gas.

Property in another state (North Carolina) energy company called to offer ideas about how to reduce energy usage. Gets a statement that shows graph of how usage changes. Suggestions on bill of reducing energy methods.

Conversion issue? Furnaces, air conditioners, water heaters wouldn't operate under solar panels? Huge discrepancy having to replace those? Units that are 10+ years old have to be replaced if we change to cleaner sources?

More solar - more energy, technology should be educational if visible (turbines, wind path)

Can't look just at energy efficiency.

Find a balance for business and consumer clean energy subsidies

Need to hear more about success stories of how businesses use energy efficiencies. Example, wind tunnels

Whether used little or a lot - costs still need to be covered

The city went from quarterly to monthly water/sewage bill, so businesses are much more conscientious of usage and spending

MGE is clinging to their previous business model, they are operating from a certain framework and they are too close to the situation so they cannot bring in the new technology into the grid system because they are worried about disturbing the current grid system. They put so much money into building these grids, they have a hard time looking into alternative ways and shifting.

Energy 2030

Make local communities part of the workforce towards these new sources and industries.

Cooperative effort.

Where does subsidy come in to play for low-income clients/customers?

If solar energy is limited to roof panels, no discussion is made

Higher metric goals for 2030

Different model of economic reward - if MGE has higher carbon reduction than other energy providers, it deserves to be rewarded by a higher government body

Want to incentivize people to not only conserve, but to actually protect the environment.

Installing solar arrays in neighborhood centers that serve low-income. MGE could partner with owners like Meridian.

Model of the past was to invest in huge power plants which became big drags. New model should start small to prototype so that it is replicable and scalable.

Some businesses have made commitment to buy energy from wind, and people are unaware of that. What percent[age] of consumers buy wind?

Saving money on utility may lead to ability to create jobs and hire community members

Renewables are way too expensive and they're going to be the damnity and wherever you can fit that fixed cost in the system; the pace, change and message to community was not...

Use many approaches, small experiments, be creative

Seniors need help understanding new technologies; this is an untapped area

Replace roof panels - is it transferrable, how can we make it easier to transfer?

Set higher goals

Sometimes it's not that students don't care it's they can't affordLED light bulbs

Could MGE become community-owned? A plan where citizens could buy shares in the utility, becoming a hybrid utility

How will it work from the economic equation? How can rates NOT go up when we're needing to develop technology to create sustainable energy sources and other options?

What happens if profit motive taken out of it? Like water sewer?

You can login online to see year-to-year and month-to-month comparisons on energy usage, but this information should be available on the physical bill

Technology changing rapidly, difficult to stay current

Consider solar farms? Investigate, research solar farms.

Given the climate change effects, slow and steady is not advantageous.

Video showed rooftop solar and stuff, but heavy focus on new generation natural gas etc. It's remarkable to think what products may be available in 10 years. Options for homeowners could be totally different. Stability of grid important, but embracing more innovation should be more essential. MGE must be more accessible

Create more microgrids. If one part of the grid goes down, doesn't affect everywhere else.

More sustainable and stable. Possible to share between microgrids.

Too difficult to have to go to MGE website to find information. Should be included on bill: graph of last two years' usage. Define degree-day.

Strength of MGE being small and local, accessible to customers. Vulnerable to buyout, overlap of being a shareholder and a customer. What are the dynamic[s] of who wins if they're with competing needs?

Technological advancements can help MGE + other companies correct errors faster

Fund to support installation (subsidy)

If other entities aren't meeting the same goal points, we're defeating the purpose if others aren't following the same model

For businesses, it's about reliability and dependability.

We need to focus on different energy consumption levels for the consumers

Wind, solar, natural gas, compatible with current equipment. Individual bears cost to replace?

Feeding from distribution to house-MGE is more on the production side, one centralized power plant to a model where 5,000 solar panels scattered and that power has to go to that. Central outwards, reverse is difficult.

What have they been doing specifically to look into different revenue and demonstrate what work they've been doing to work that out?

Going further faster - plans/goals, how do they align with statewide goals, with national EPA goals, will we go where needed? Doubts about it

I want to encourage them to not lock in anymore into the old model; I do not want it to dictate what they are willing to do in the future.

PSC should tie rate structure to a particular model design specification as in LEED's design; would drive price up if done with one building, but if it were done on a large scale, the price would be driven down

Also have to invest in new technologies. Don't want to end up behind, instead need to try and lead. Have businesses and incubators share costs for collective projects. Renewable energy projects are complex so MGE could play an important role.

Wind is a huge challenge, because no one wants [to be] near them and kills birds. Will Epic tell its story of wind?

Are the goals achievable?

Community workshops on how to use more renewable resources, what the costs are, how that affects your bills, less paper, more interaction

Microgrids could be preventative measure for terrorism

What about the impact on customers who don't care and just want to pay the bill? Should they be penalized for being more proactive?

For a lot of renters, what is the incentive for those whose energy bills are paid by others?

Pick a few themes to educate...this is what MGE is doing, businesses do this, resident can do this. Tips of the month. If we all do our part it will add up.

People who live paycheck to paycheck, educate kids in school about energy

How fast can we move and what strategic investments can we use to increase the results?

Way to download historical bill, but current spreadsheet is about 100 columns wide, very hard to understand. Should be simplified.

Looking at encouraging individual sources rather than discouraging since grid is established.

Being more engaged in an infrastructure that allows for renewables to be coalesced in the community rather than individual

Does MGE need to partner? Regional workforce. Is there a regional solution that needs to be worked on?

I live near Cross Plains and there are 6 windmills – why aren't there more? I hear they are expensive. But why are there farms elsewhere? What is the hold up for us in Dane County?

Theater and sports, great wasters of energy - change to LED lights give a great savings. They don't know how to improve.

Who uses the most energy, home owners or renters?

Rebate programs?

Elderly people without as much tech knowledge could be left out

Has this model been implemented anywhere else in the country (city or statewide)?

MGE in terms of efficiency: make light bulbs, thermostats, etc. for consumers to make more affordable for consumers instead of going to other stores.

Reliability is the top priority.

Make sure that diversity in workforce does not mean that you have a large number of minorities working for MGE, but that they are only in the lower paying jobs. The middle level and upper paying jobs should be equally diverse. Will require investment and commitment and a new way of thinking from MGE.

If everyone else is doing better and one consumer doesn't, is that a justification on paying a higher cost?

Creating a new business model for MGE through community engagement would be empowering

We can either build new plant or can build something happier to hand off to kids.

Tiny home movement is a start. People need to know cost to communities by being extravagant. Maybe wealthy should foot more of the overall bill. New price structure might be needed. Selfish people should be punished.

Who even knows about the coal burning plant being closed down in 2015?

Massive transition to do what we're talking about. Is there a community that's doing it better or right? Vermont = different regulations, not subsidized, innovation. Germany = subsidized.

Global climate change - how much energy water usage takes? Retrain ourselves (glass vs. plastic). Teach children and our generation

Can we have a breakdown of the different energy resources being used?

Has this model been implemented in other countries?

What about water? We hear about solar and wind, what about water?

This rental cost may also get absorbed in businesses that rent their properties rather than own it.

Reliability.

Energy audit

It would be nice to have that choice to move away from grid and move to renewables work with that more so than just with the grid

Low-income housing at least has some relief with federal and state services. It is the families that are struggling that get lost as well. Have some sort of equitable rate structure where those who are making the most pay more.

Does MGE do education[al] outreach?

Look at comparable communities that are charging less, but on the same renewable goals

Why 2030 and not 2020? Why not sooner increments?

There is a difference between efficiency and conservation. How do you balance the two?

Big thing missing on all levels is direct feedback from consumers and users of energy

How much sponsoring does MGE do to get the info. out?

Challenge: regulatory environment. Getting regulators on board with Energy Plan. On the other hand, PSC may realize need for utilities to change

Two examples: hybrid car, taught me what it needed to do. In July establishes rate, so they use more practices in July in business

Lower your carbon footprint

Base rate computation should take into account square footage per person. i.e. density of the household

The regulations have to change; otherwise they only have the incentive to extend the current infrastructure, not build something new.

Regulatory structure, Wisconsin Public Service Commission establishes rates. Stiff and strict, how much innovation is permissible?

Potential strength or weakness, to what extent can MGE work with other players? Influencing other utilities

If there is any energy company that should be on the cutting edge, it should be MGE

When I first moved to Madison - shocked at how much energy costed. Weatherizing information for renters.

Finding champions and investors for paying more.

I have seen a Zero net energy plus building that was designed for solar, wind and water as well as combined energy resources - how can we have more of this?

Figure out what works and what doesn't. Learning from one another to make process smoother

Another problem is eviction. Landlords will evict if you can't pay your energy bill, but the tenants probably are not going to pay at another spot. Need to really think about the people that are impacted the most and find a system that works for them.

Make the lower energy mindset start to apply to everyone, how can we make an individual make changes to help themselves and make it matter to them, "you don't need a high school diploma to understand that turning off the lights will be helpful" but we need to make sure everyone understands this fact

Even though we currently have education, we should go more in-depth, esp. if we're moving from the current situation

How can we improve more effective long term energy storage?

MGE needs to find a way to evolve and grow as a company without adding to its number of consumers

Prices go down with competition. Renewables for him work. What does that create? Will it be counterproductive? Could it increase price? For people that are not able to do renewables, will it make them worse off? "Be careful what you wish for"
If people do their own thing, what will that mean for MGE and prices?

MGE as bridge between companies with technology and companies that are interested, to transfer information about technology and conservation
Is MGE approaching individuals and businesses and asking how they can help them [be] more successful/efficient vs. how we can help MGE be successful?
MGE should be on forefront of new techs. Increase research and development of new tech besides just utilizing it as it becomes available
Continue to be bold in face of transition
Madison is a pioneer in recycling (newspapers), but 50 years later, we are behind on recycling compared to other cities (food waste recycling, sorting). When did we stop being a pioneer?

Make methods of receiving feedback on energy use more consumer-friendly
As a business, MGE has to diversify into other markets
Is it possible to partner with other companies that there are synergies? Working with companies that aren't just utilities?
Encourage businesses to generate energy
Fossil fuels running out. Goals about changing footprint not enough. Environmental justice.

Viability of business model, smart to educate to conserve, but is that really what a business wants?
How can MGE work with governments to do energy efficiency grants? Example, if a landlord can't afford it, but have an access to a grant to cover those costs and become more efficient

More studies into the April 15th deadline. Who are the people impacted the most by that date? People are not just lazy; they just cannot pay their bills because they don't make enough.
Education: In all information sent to customers, explain a little better technical terms, e.g. renewable resources, degree days. Easier for customers to make changes because they understand better.
Keep ahead of the game
Population is changing so much and how people are living their lives. MGE should learn about this as it is changing. Innovative ideas are needed and should be more bold, quantum leaps...

Don't just show up to the listening sessions, feed people, if there is food there are going to be more people to educate
There are some very HEAVY energy users. What role do they have to help those that can't afford energy? Should there be subsidies or taxes applied?

In our professional roles, we are accountable for outcomes and they are measured. If we can specify what MGE's, commercial and resident's accountable goals are and how they can be measured; what will we get out of it together? NOT just a lower bill. Need concrete results. Abstract and long-term goals are not as easy to convince people to take action. Short-term is all people can think about. What can we do to create a culture of sustainability that allows people to do what they have to do today and still protect tomorrow?

How do we go about to expand our choices, the available alternatives, because we want to do something different, but we get stuck with the transition line? We have not tapped the minds right here in Wisconsin at the University?

Does MGE get their natural gas from a competitive environment? They are limited somewhat, but they are subscribed to multiple []

Get better energy rates or incentives to spend the money to add energy efficient products

Sometimes they don't want to make changes because it's not in the business plan. Is there consensus that climate change is a legitimate issue? Solar demonstration projects around state - Middleton. They know we have to change, but how fast? How can we do it as equitable as possible? PSC road block is [more of] excuse for not doing something than real issue.

We could be giving away these low cost, high returns options like LED lights.

Like Google, partner with a big wind farm to say we want our energy to come from renewable

How can we empower more people to ask questions about energy?

Active policy stance on energy legislation

Elements of conservation plan needs to be with the younger generation, different communities

Could be coloring book, or something, for children to work with parents to learn about energy

To follow leaders in the field like other companies doing in the country: store energy at night, continual engagement to develop technology, rate piece, shareholder, advise will be environmentally conscious, profitability based on the new products, do regulations, technology is forcing competition over the utilities, conservancy is not equal opportunity policy, big picture energy efficiency, big businesses can be given incentive to save energy

MGE is customer-friendly compared to other companies

Go to regular consumer not just business

People who are new to the country need to learn

Point being, there is trickle-down effect for efficiency to be realized by the individual. Just having low rent is not enough. Must have low energy costs

How is the data presented to people who can't access the internet or can't even read?

Upfront cost vs. lifecycle cost; might be less in future, cost is more upfront, what people and businesses are able to do, what's the utility company role is they want conservation

How does efficiency in MGE operations benefit consumers?

Website is not very friendly

Convey information on the hours in which rates go up because of large amounts of usage

Northwest, solar garden idea. Build solar panels. Co-op members can buy power from solar garden. PSC approved it. Solar panel street light. Wind farms around Madison. 20m more than status quo, PSC would approve

Are there energy storage options to consume energy in off-peak hours for bigger users?

Creating batteries to power services.

Incentives to reduce consumption

MGE messaging: What's in it for me? What does it matter to me? Don't tell me what to do, unless I can see how this helps me.

It isn't a free enterprise system; there are constraints to being a public [].

How can MGE make money by conserving energy?

Devices and new technology that MGE can generate income from, internet of things, heating and cooling, deserve investment

More aggressive in energy legislation

Work with non-profits as the focus point and doors to the community.

Volatile energy bills make business budgeting difficult

I don't think we have done enough community engagement. Is the plan achievable? Can they go faster? If you can go faster, what is the price of that, and who will it impact?

Profits - how do you cover costs - even if you are a nonprofit? New methods more expensive relative to coal.

New developments don't care about energy conservation. They should pay proportion of energy costs. Save now pay in the long run

Teach it's okay to wear a sweater in the house.

MGE needs to be in tune with the changing demographics. New preferences and uses for new generations, and what kind of energy different gadgets are taking. Might need to make adjustments and track energy uses and the reason they are using more to have effective rate structures

Overall mentality of people must change and MGE can be a force to accomplish this.

Millennials think different and MGE should needs to be aware of how they think.

Smart appliances so you know how much energy is being consumed by them

Are people more motivated by personal cost, accessible decision, understanding the true cost?

Perform energy audit when homes turnover as part of closing so new owners know where improvements can be made.

Apps to control heat and electric remotely as a product from MGE

On education piece - tools need to be bilingual so message can reach all people. Make it more accessible in cool and fun ways that kids would have fun with - games like Minecraft. Use technology in novel ways to educate and inform to change habits. This would help reach consumers at a younger age.

Open market can help. Energy efficient services from open market is wanted

Cost to future generation should be calculated in today's energy

Customers don't know what they are paying for in their monthly bill. Educate them on where the money goes. If I save energy what impact will it have?

MGE charging stations. Good idea, but more needed. MGE should be more aggressive

Residential is extremely important to focus on

Concerned about minimum building codes. Are they enough? Can MGE be part of creating more than a minimum, in addition to existing separate incentive programs?

Be more engaged in the schools, try to get in as soon as you can

Great impact on customers and equity between those customers.

Individual benefits seem to not be real--do not communicate this well

How to be responsible in encouraging clean energy?

Building/remodeling - budget issues to make smart choices

Accounting for the winners and losers during a transition

Caveat, costs don't change dramatically. No one wants 100% increase in cost. Those cost issues are rapidly disappearing because of tech advancements.

Love the idea of MGE getting ahead of the game and being the implementer of solar energy. If they are the experts in that they stay in business, it is more affordable for everybody and a better form of energy.

Who might we leave behind or who may we not consider? Who will be negatively impacted?

My hope is that we succeed.

Legal responsibilities to shareholders limit what MGE can do regarding sustainability

Work with landlords and tenants on different ways to save

Europe and Chicago have to report energy use for business and residential. Incentives for those that are more efficient.

How are we preparing to adapt to the next disruptive technology? How does this framework accommodate that? What dream technologies are out there that will help in the future?

Reach customer who may be illiterate or non English speaking. Take the steps needed to be culturally competent. Very very important.

Less viable for large apartment complex as opposed to home

Idea-catching energy from pavement.

Insurance highly regulated too, needing to get permissions to work with, maybe MGE can work with TDS. But when a PSC plays a huge role, other factors at play

Things are progressing quickly, must adapt.

Investing in energy efficiency and before payback achieved, we are asked to buy something more efficient and more expensive (CFL bulbs versus LED)

How can MGE increase energy literacy in the community?

40% reduction in CO2 by 2030 only for electricity not for natural gas

Tesla home battery generated much interest; perhaps we could invest in something along those lines as well

Find alternative ways to make sustainable energy more affordable for low income families

Challenge looking into the future and know[ing] what tech will be available, how efficient.

Reliance upon technological advances can be a hindrance

It is hard to go in the direction of more co-generation facilities because we have the burden of the coal plants. The affordability is a key part of this, and regardless of your background, people will rally around the affordability issue. It is a difficult balancing act they have to perform, but the old business model will not cut it.

Thoughtful implementation of the plan.

MGE should be investing more into their own research in energy. Avoid "tunnel vision"

Get to a place to be more ambitious.

MGE needs to better serve customers in order to survive/thrive--both users and shareholders--this is an inherent conflict

When I was growing up litter was a huge problem: Lady Bird Johnson changed the country with her outreach

What is the sense of urgency MGE is facing? What are the supplies of resources? What is the economic incentive to go more sustainable?

Talk to millennials to understand what is important to them.

Changes and projects to improve conservation need to be more affordable for everybody.

Need to determine priorities profit versus equity

Quantify neighborhoods so that people can compare their usage to their neighbors

MGE takes what people say for their next steps, it's very important

Madison's building growth must meet demographic changes. Is everyone going to have the same access to energy? Seniors shouldn't have to make difficult choices that affect their health in regards to energy

Offer products in addition to utilities so as to diversify your market

Peak energy - max energy need to use, new power sources, nuance is something I didn't understand until I worked with business about this, a lot to get there faster further

Less emphasis on renewables, more emphasis on efficiency and education

Curious about comparing the percentage of energy used by residential consumers compared to those of the business.

MGE no longer makes house calls to improve personal energy infrastructure and they do not want to call a private company. Would want to help identify the issue and support the push to improve their energy efficiency

Will all sectors of Madison get the same type of investment?

Affordability of energy of poor people

If every user bought 1 share in the utility once every 15 years, there could be votes of what to do with the total aggregate shares. They would have a stake via community crowdsourcing

Don't just tell me about it, what is the immediate action? LED lights are now an option for lower income. MGE could be a greater influence, if we are a leader, is the cost more on us?

We don't have a peer group to measure. Who are the peers? Have they already solved the partnership?

Technology - peak has to be part of the answers. Businesses need to find ways

Community building, have a dialogue about energy

If you want to spread this information, you need the initiatives to be bold and visible

You call this a framework for 2030, but the process needs to be continuously revisited, be aggressive in reaching goals and improving them whenever possible!!!

Energy 2030

Address false assumption that status quo has no additional costs.

Importance of the grid, MGE feels bound by maintaining it 24/7 = huge cost. Security, obligation, clean, sustainable, integrity in the grid = nonnegotiable. More reliable how they have been doing it. A lot of complaining if lights don't come on.

Diversity in any system is essential

What about the university and the research they are doing?

Using energy at different times

Investment conservation and affordability in a system that allows you to do that and the rules that govern those things

Where does MGE get their coal? Most is coming from Montana, Wyoming. Lower sulfur.

They should question return of monopoly on investment

Struggle with seeing buildings lit up at night.

There shouldn't be any debate between Ron Johnson and Russ Feingold about climate change, but here we are

Develop partnerships with new homeowners - what does it actually mean to save energy? You can save X amount of money if you do Y

Reliability of service messaging is more urgent now with technology than it was in the past, need MGE messaging on this more.

Cooperation with neighboring businesses

What gives you the least amount of headache/complaints?

Balance business practices and morals that support the community

How can flattened energy use be best reconciled with staying viable?--growth cannot continue/be counted on

Community should make benchmark goals; MGE should be a leader in environmental energy, as well as keep costs low

Maintaining a low bill for subsidized / Section 8 homes (older buildings, etc.)

Products & Services Lot of people might not directly pay an energy bill how to get them involved

Cover language barriers.

Hard to navigate the Focus on Energy program

Focus on Energy a great program, but are they accessible and making it to the people who need them the most?

How and where are energy programs available and where can you find out about them?

What does MGE not do well? Could they outsource those areas and allow those other organizations be the experts? They don't have to be one size fits all.

For the Latino and other communities know about the initiatives that MGE are going to be providing.

Newer generations are involved. But how do you get their parents and older generations around the new programs

Lower carbon footprint and reduce energy costs

Educate consumers - inform consumers about how things work and what is the goal of conserving energy, and how it is implemented

Products & Services

Electric pricing -- what can MGE do to reduce costs in business and house?

Better real-time measurement of the power that is being used.

Need: Energy efficiency that are affordable not a decision between rent and energy bill.

Community solar - giving customers what they want without putting it on their home; why are we encouraging that, not putting it in their own home?

Technology is a huge piece, people upgrade to electronic thermostats, but it costs a lot for people to upgrade. Can MGE help with those costs?

Costs: this is by far the first thing that comes to mind

How will they lower bills?

Technology, control the peak, bring costs down, programs offer tech to community, residences, subsidized, future payment, recoup benefit less of peak, part of equation

How can we utilize technology to make saving money and using less energy easier than the status quo?

Encouraging buying a share vs. paying for panels on your own roof

Show the impact and real-time monitoring of making the changes with light bulbs and devices, or usage patterns.

Technology needs as times changes

Do a better job assisting with energy audits. Outreach to provide services free, provide a list of repairers, work on the basics (cracks in the wall).

The innovation moving forward needs to reach customers and businesses proactively

Products that reduce cost should be pushed. People think green/clean is expensive. Products that change that view would be appreciated.

Offer a service where a homeowner or a business to called up to assess what can be improved.

Are there other things in the property that should be changed?

General public understand ways to reduce peak demand. There is not enough publicity about reducing peak demand without any discomfort

Since there is so much great technology already out there to help us conserve, how can you better educate people about these options and how to use them and how to incentivize them?

Remember to include the costs of health, earth, and all the rest of similar problems that are not currently included in the bill

Hard for some to keep up with the technology.

Smart metering and smart grids that can [be] shared with the customers.

Many don't require affirmative customer action that they can override. If they are interested in subscribing to a program that can have a setting on their thermostat. They would have to override it to change it. So it doesn't have to require customer conscious thought.

Many of the energy efficiency products in the house, when they break, we think they belong to MGE as the provider, but when we call them for help, we are told we need to talk to a different company. Better customer service...

Community solar - more knowledge/info

Social and economic cost -- like they are evaluating in Minnesota; what about jobs not as much as products and services, but how they; indicators of social and economic cost

Products & Services

Technology that would make homes more efficient. Automatically making improvements, even in an older house. Or working with landlords for multiple properties

Products on page 2 are available today, time and use metering who has heard of it? Input is needed

Carbon footprint mobile app

Two way communication is important. Retail rate options and letting people customize their plans is an important conversation to have

One of the easiest things that can be done is that the consumers should be more exposed to things I can currently do, immediately, to conserve energy. How do I incentivize myself and educate myself to conserve this energy? I can conserve, I can control, starting right now.

Nest thermostat is an amazing resource to program itself around your energy usage

Help customers understand what technologies are best for different types of households and businesses? How can customers be educated on what is best? Have people go door to door to ask people what does conservation mean to you and what different groups are defining as their needs?

panel costs - many factors to price

Solar installing training programs for the community

Publicize incentive programs to reduce peak demand

Customers should know what products are out there

Having service to help businesses and people figure out what products will work for them (renewable or conservation) and make that service one stop. Possibly even turnkey.

Cost efficiency for old homes vs. new homes and solar panels

Would they provide the service free of charge or a cost? (assessing the property to improve items in the home or business).

Personal energy consumption needs to be described in laymen's terms

Automatic and simple

Dichotomy. Wants to provide the services. But how to balance those concerns with the bottom line? Accountability.

MGE should help finance (pay over time) & get new technology installed today

Can community band together to make cost less so everyone can afford?

Innovative to have timers on your heat or air conditioner. Being able to control it away from home

Any technology that can be built into the system that can automatically handle the power conservation by themselves, how that applies to appliances as a whole

Need: How can we effectively deliver efficiencies to the poorer community?

Communication between devices and supplier to make adjustments was new to me

Offer energy efficient portable heaters for small areas of the house instead of the entire home.

Products & Services

Needs to invest in technologies that support electric vehicles - infrastructure that would support that.

If you upgrade and more energy efficient, rebates or consideration for it. Issue MGE do to help service reliability cost down, not so important spending money in community for other things, when trying to keep costs down/affordable. MGE is a sponsor of theater, arts. Do they need to be? As important as they are if they are trying to keep affordable is it in their mission? Keep to their business.

Some companies really need to optimize energy but there are some people who only need to capture some of the value on renewable projects.

How to/we make this easy. If you can do it easier than I can, great! Example, if you can see patterns from the data usage how you could support my usage and actually manage that? Have an opt out.

Cheaper products and services

Can we have a non-profit assess the building for things to improve at a lower cost.

The Hmong community doesn't really know who MGE is besides someone they pay bills to. Provide better info. about the services that exist to make life better. Teach us how to build energy efficiency into our lifestyles.

Figuring out ways to save costs to the consumer. Can we think past the grid and can the grid evolve?

Nest and similar smart thermostats make consumers more mindful of energy usage; we could make that more versatile and simple for the rest of the appliances in the home

As a property owner, the need is there but affordability, knowledge on how to use and what is available..

Customer wants to conserve energy, but people don't know how; give people tools to reduce energy use; affordability for people, people who can't afford the newer tech, how to help people for example to replace old ineffective appliances

Workforce should be involved because it brings jobs and allows individuals to play a role

What is the customer? Customer varies from one community to another

Latino business community needs education, education, education on how to conserve energy. Gary good at hiring people of color. Are we educating children? Good at hiring LGBT people. Now getting older is more conscious of saving personal costs and thus saving for retirement.

If MGE introduces new products, make sure customers understand if it is MGE's product and they take care of it or is it someone else's product.

Service could offer: organize block energy captains in neighborhoods.

Energy efficient features in homes (smart thermostats, automated light)

Low income families only qualify for these audits.

Everyone has different needs for energy and resources

Seems there is disconnect between what they say is available and what average customer/we are aware of

Feedback not just on phone but on appliance itself

Take another stab at finding a common language for communicating the way we use power, and the consequences that happen with those changes

Not everyone can afford clean energy

How do you reach the people?

Products & Services

Capturing information that even kids can respond to

The service side is more tricky. There is a huge opportunity to consult with customers.

Surge pricing during peak demand - create incentive to buy into energy communication services

There's a need to simplify the information necessary to communicate these advancements and MGE initiatives

Senior perspective: new techs cost more money. May not be worth investing; changing needs. Can MGE facilitate ability to reduce costs for those who can't invest? Community outreach to make sure they're included

How realistic are the things they are talking about in video?

Managing incentives. Amortization.

Information tracking. More efficient users need to be reimbursed and people that are using more than their share need to be charged more. Price structure that rewards conservation.

Pay attention to those who cannot afford energy bills now

Apps that allow notifications of usage and peaks in real time

Bigger cost products should be abandoned. Cheaper tech stuff will make people think, this is feasible. Education for products like solar panels, etc.. and their price are needed.

Affordability and accessibility for all customers

Make older homes more energy efficient, rebates on being mindful for energy

Need better communication about new products and services--we don't know about them

MGE should look for partnerships - the school, social workers

MGE needs to have an education product that starts in the schools about energy use and renewable services.

Listening to this, people of all different groups don't get the same information. Differing information. They are unaware about these changes. They just pay their bill without actually knowing why. There should be more education about products and services for low income areas. Why is the bill going up or down? Market is a platform for information that people wouldn't ordinarily get. Come get fresh ideas. Invite groups in to talk and inform that ordinarily wouldn't get.

Ted Talk- I saw a technology that had a window that acted like a solar panel and the neighborhood shared the electricity.

Community solar, like the idea. Gives access to people who might not be able to afford them otherwise. Like that they can identify and have the people who want to pay for it buy it.

April 15th is concern for many, having energy cut off, can't afford regular energy let alone clean energy

Like the energy technology management piece, if I could have app on my phone to manage energy use; is it costly? Would there be any vouchers or something for people who can't afford the technology?

Education and information on products emphasizing on generational information access.

Need for wider buy-in

Products & Services An easier way to describe how to set the technology more efficiently

City, United Way, County - Partner with them

12 to 15 years ago - MGE offered to subsidize some public transportation. City turned it down. Transportation should be a concern. What roles can utilities play to make that happen?

Energy is invisible to people, energy is lost in distribution, so local neighborhood distribution centers that people can relate to more, because they can SEE IT. Community solar is a great idea. Having a sense of ownership and feeling like they are making a difference.

How can MGE imply low tech use because that will be easier for people who are tech savvy?

Need a product that's easier to engage with (from the business side). Need a business case to reduce costs and consumption.

Change of windows on older houses to help with insulation

MGE did energy audit with report that was very helpful, need continuing connection with metrics associated with them so know if actions from audit were effective

Interested in how my kids hair is clean, and mine by extension, as safe as we can be, as storms are stronger, grid is not operable under flooding conditions, fastest possible way to not be dependent on grid or MGE. Solar panels and battery storage system - residential use. Not to help MGE but self.

Energy saving products to reduce emissions.

Insert information in bills, etc. to make use of customer needs and interests

MGE can take more collective action to bring such a huge impact to our communities (example: buying into solar power as described in the clip)

Solutions have to be easy. When I get home at 9 and I have 1 hour to do maintenance, I am not going to run around unplugging; simple solutions to conserve; knowing if it has an effect. You just don't have time

Start pressing with the transportation system - bring in electrified rail or bus services to decrease car use. Providing alternatives to car use is a real service they could provide leadership on!

Education is critical part, teaching the basics in school or as adults, affordable

Thermostat controlled by phone with coming and going. Help save energy. Need to make technology user friendly and not need electrician assistance

More multi-language customer service, more multi-language support materials and guides.

Having simpler information. Really understanding the choices available. Interaction of pricing.

Home battery system similar to Tesla systems ought to be an option for some homes so they can store energy that is generated by renewable sources

Products moving forward need to be reliable and cost effective

Whatever they do or create, make it compatible with smart phone, new technologies

Products & Services How do we add value to a home that already has met certain criteria in terms of energy efficiency? If they know that they will be paying less for their energy bill, can MGE put something in place to either borrow more money for the house? MGE should be challenged to develop an energy efficient mortgage plan to help the buyer pay for the house.

Old houses inefficient - electric bill is high despite being efficient with energy, more and better access to help facilitate, bring bill down without paying a lot to find out

People need to be aware of new products, and which communities have them
We have only been talking about solar energy but there are other sources that may come available in the future and are already out there that need to be considered, and we need to have a better way to know what is out there so joint tenants can communicate and look into different opportunities

Technology isn't too relevant to the low income community that can't use high costing new technology

Initial investment will pay off down the line, but only if you can afford it.

MGE could get in the home battery market

short shifting those by increasing prices who don't have the ability to produce their own energy : how does surge pricing penalize people with less resources

best cost saving initiatives for housing

New revenue sources from public transportation. On peak off peak. From electric fuels.

Having customers easily understand the products and their uses

Educating and communicating with customers to ensure they understand options. Give customers info. they need to make informed decisions. Exists on website, but may not be known or available to some; E.g. what to do if your water heater breaks

The information around how the green energy is provided and how when you purchase you are not directly receiving power from that source. ex solar panels

MGE does a lot of education for Latino community, once a month for 5 years. Done a great job. Only Spanish station in town. They are very involved in outreaching throughout these events. Do a good job. Thinks they need to do better at technology. App! Develop it with multi language with different platforms.

Managing from the equity standpoint.

Power went out and closed library; for large businesses and hospitals must have back-ups.

Community solar is attractive, now that we know about it

Capacity to reflect to pay. Ideas may be (rebate, etc.); some gradual way

Who has access to these services and products when 30% of community doesn't even have access to email?

Big issue is the affluent being able to afford the efficiencies, but not the people who can't afford those same programs

Internet of things, Nest thermostat. More programmable. It's available but doesn't communicate with MGE. Like insurance plans

Products & Services Property managers could benefit from someone coming out to work with them to help them understand what they could be doing and what technologies they could implement in multi-tenant housing. Have information that the property managers could share with tenants to help educate. Audit their properties and then give them a list of services to take advantage of.

Impact beyond price important, but price does matter at end of day. If I use less but pay more

Technology moving forward needs to be reliable and cost effective for all customer demographics

Many of our buildings have not been well planned out from an energy perspective. So we have to both think about the buildings that we have already and the future buildings need to be more flexible and adaptive.

What are the products that aren't as glamorous but still effective being used?

Regarding MGE's role in advocacy in government: shift their focus. e.g. []

Sliding fee scale based on income, never stop blackout period/disconnections

Do these smart devices talk to the system or just programmed by users?

Providing more educational support around using new products and services. Who? Why?

First time hearing about the solar panels you can buy a share in

Address the range of tech savvy to less technology based education of products.

Energy assessment for where you live, people would do it if there were incentives (new windows)? What needs to be done to reduce your energy bills? What can I do right now....older person / fixed income

Customers need accessibility. A renter has no incentive to buy a 30 year light bulb, nor does a senior, so we need to offer incentives.

If they decide to designate portion of bill to solar sources, how does that affect bill? Fixed cost, leverage cost?

New homeowners have inspectors that come, have someone come and do an energy audit and how to save money to educate new homeowners.

Off-peak and on-peak options

Never turn off energy in winter - continue this policy

Practical ways to use the current old energy ways. Focus on energy at all levels

Is there a responsibility more to the affluent heavy-technology users or to the long-term health of the community? Or users with basic needs?

Tools, kids don't understand conservation. See buildings with windows open in winter with heat on 85 degrees. Conservation education but also tools. Affordable housing energy use built into rent.

Lack of charging stations for Electric Cars. Could MGE support the charging infrastructure?

Provide information and tools for people that want to get Electric cars.

Underrepresented, underserved, economic crisis not eliminate, cost of energy is cumbersome. Empowering to educate to produce energy, sustainability standpoint, control managing energy costs. They pay bills. They need energy. They have to do a great amount to manage energy costs. Such a high percentage of monthly budget- black women. Just to keep lights and heat on leaves no wiggle room. More people are finding themselves in situation to cover basic expense. Education around sustainable energy sources, accessible affordable to everyone.

Products & Services Making it easy for everyone to adapt to the new technologies via education and delivery

Rate options are very compelling

2nd video presented new material and more useful than first which was not new

Can MGE make deals with existing or new construction for making changes at the municipal level?

Priced based on fixed income

Products services listed - a lot of the items assumes that the customer is engaged and informed

R&D unit (keep up with new technology; tech today will change by the 2030 goal) if MGE doesn't have one.

Subsidize for purchasing an electric car.

Education gaps and ability to pay for smart devices also has large gap.

Create ability to monitor and understand usage. Combine with other information and resources, like how your fridge's efficiency; provide a way for people to understand where their energy usage comes from.

Make sure that ways to save money through energy efficiency are fully understood by poorer and minority populations. Explain advantages of adopting new products.

MGE could be means of bringing home battery technology so that people aren't relying so much on the grid during peak hours

A Fitbit for energy consumption that tells you when you are on course.

Is the wind project that MGE has similar to the community solar project?

Need tools and education to educate the population. Lots of obstacles with lower income populations

Cost to customer and customer comply

Combination storms and screens not working - not know how new windows will affect savings per each product. Product per product how much would I save?

7 minute YouTube videos on tips and how to do things

Skilled contractors to do the work at a reduced rate; may be able to use underemployed technicians when they're not fully engaged.

Cultural Competency***; Need: services and products that address this. Be aware of cultural aspects of community; Idea: Have key community leaders be advocates and demonstrators for these new energy methods

Most customers not well-informed - who is the customer in question re: video, what will it take to get to that point?

Balance between affordable, access, being viable energy company, adapting to what the consumers are demanding, rather than shaping what they have access to.

In some systems, particularly manufacturing and hospitals, where you have to freeze things those systems need to be very reliable and there are already very specialized systems for those, but modular systems are not available elsewhere. The smart tools can help MGE, but they also have to be in the buildings.

Can see cameras of properties. If I could see the thermostats I could bring that down, like Nest thermostat would be great.

Funds to incentivize funding for retrofitting aging structures to increase energy efficiency

A new economic relationship with other products like the Tesla Solar Battery.

Products & Services Need to make use of new communication media to reach upcoming generations

Packets of information are not accessible for all customers -- MGE should provide a better engagement service

MGE has a moral responsibility because they are a monopoly to offer a workforce to the community and opportunity/technology to a community

Deeper education and outreach efforts.

Best service would be for poor - advocating on their behalf, including landlords

Many people have no choice in the matter of efficiency, maybe incentives for landlords are needed to get them to change out old technologies for better ones

Assessment can also create job opportunities!

What is expected usage for a typical home of 4 people? etc...so they can gauge what is average usage. What is a good range?

Buy into a cooperative grid - want to know more - benefits - solar power.

contract plans versus outright purchases vs. renting devices

What collective partnerships can increase equity?

Part of MGE's mission should be to protect the planet - it should be in their mission statement.

MGE needs to get behind the health of the planet. They are being too cautious, they need to be bolder. Bolder in vision, bolder in forecasting, bolder in educating consumers about how to conserve more. We are all asking you to do more please!

What happened when lower income people can't pay energy bill? Does it stay on for prescribed number of days?

Easier conservation mechanisms

Aside from saving money, advocacy is important to provide; customer service, have people answer for questions/concerns

Being transparent about products, things moving forward, understanding your cost , opportunity for education, communication

Would MGE consider co-op energy company? One that falls in line with environment conscious, affordable. Not impossible question.

I like a lot of the ideas that MGE has on here. I have a Nest in my house and it is great.

How do you take technology and make it reliable, accessible, and affordable to every demographic?

Is the advice being tailored to the person receiving it? Balanced based on the needs of different generations.

Managing peak demand: services that can reach the individuals for this information. What is MGE's current status? Apps and websites to display this. Control by MGE is also an option to optimum demand. Self-management tools. Electrical usage timers and combine accessories into one control. Many appliances can be controlled with one device. Does the public know about these devices?

Thermostat may be able to get weather reports. But safety & reliability.

10 years ago concern grid barely adequate for needs; now capacity is more than adequate.

Have a customer service rep meet with Webcrafters. Business large and small need provoking.

Tell me what I need before I know I need it.

Looking at different rate structures people don't see the incentives on their bill .

Products & Services

Make your new products as accessible as possible

Need to teach public about clean energy. Providing education about clean energy to community.

Education - what are our options?

Because - even if the inspection doesn't cost anything, the work will - you could provide a fund so that the customer can save money - instead of using all their cash.

How to get people interested in energy; some just trying to pay bills - best service for them is to advocate

New developments, how do we make them green and how to make it competitive across the board?

If everyone has an access to a means of energy, then there will be some people who won't be able to afford that means

Products and services be more user-friendly guides and easier to install and or fix.

MGE is advocating for changing the rules that prevent energy conservation and new technologies; they should be in the business of advocating for rules that encourage for conservation and technologies.

Provide a year-to-year and neighborhood snapshot in your bill - measure the differences in money, not just kilowatts

Looking for real time data on which to base decisions and customers--access younger generation for their input

For a consumer, affordability is almost everything. If I am paying the same rate at peak time, versus non peak time, I have no incentive to use less energy during peak time. They need to offer incentives to reduce energy use, because it also reduces their price. They should adjust their pricing model so that it is not a fixed rate, if the bill is not a flat rate, consumers will use less energy if they have to pay a higher rate during peak time.

Create a business model that is customer focused on lifestyles rather than socioeconomic status

Reliability, ice storm can knock out so many areas very easily

The idea of you have to spend money to save money - how do you do it? A fund. Front-saving future. The more you conserve, the faster you can pay back.

Assuming that people are engaged; reach goals by having this be the default - energy efficiency should be default's set-up system

Concerned about different levels of understanding and maturity of the consumers of energy.

Still need bread and butter. Affordability accessible. - get rid of fee to pay by phone. \$5.95.

At home we understand how to conserve, but what about businesses? Are there incentives to encourage businesses to conserve more or can MGE improve in this area? Please do more.

You have to care to be well-informed about efficiency

Apartment living situation and what can be done to allow citizens in this situation to benefit?

Products & Services

What happens when private companies and private users interact and take initiatives to build their own energy systems and networks and how does that affect the entire community?

Make online billing more accessible

People don't pay attention until it becomes urgent. When gas went to \$4/gal, people noticed. When on budget billing, don't see it.

We have to worry about the older populations with smart tools. Education is very important on the new technologies and the buildings have to be smart now as well. The population is aging so we need to think about those demographics with the smart tools.

Suggestion for billing would be in addition to offering solar option, designate 1 dollar to help troubled families. A charity program to donate portion of bill to others.

Products should be easy to use and accessible

Does MGE need to be more of a service provider versus at the community level?

People pay bills for long time without learning about intricacies; how to get people to care

Major cost is overhead which comes from peak usage. We need to go for low-hanging fruit like getting apartments to provide CFL bulbs and getting people to use existing smart devices. How do we induce instead of coerce people to take the low hanging fruit?

How can MGE prove the safety in their power and utility?

Ten different products like number 7, 8, 9. Educate to more people like change your AC. Educate about tax credits with appliances, also for renters to updates by landlords. Give incentives to use different products to save energy to make a showcase for people to see how to save energy. Some follow-up to get some credit back. New products for cost conservations. Help for business process, partner with businesses to share the cost and risk. MGE used to sell appliances. Set up minority business. Tons of developments going on in Madison, there could be ways to share the knowledge. Offer electrical vehicle services.

If you ask kids [if] they care about environment. They say yes, but when tired, hungry they don't pay attention. Tech to auto shut down lights when no one in the room. If you don't see a difference in energy bill what is the incentive?

Put a portion of Edgewood endowment into renewable. Behavioral economics, we as people respond to what is norm.

Partner more effectively with businesses to encourage education and conservation

How can you equalize bills over a year, to make sure there are no shocks? Educate on the budget plan.

Adapt to new industries (e.g. electric cars). If you can push the industries, how can we push to save?

MGE should better facilitate conservation if that is one of their goals

LED education makes it an easy choice to switch

Consumer data about daily/real time energy use is desired

Outreaching to local groups letting customers know of assistance with issues.

Products & Services Does MGE have data on outlier high consumers and can they notify consumers if they are way above average? Water utility will tell if something is not normal to see if you have a leak or a hose on.

How do I get access to resources to make repairs to address the results of an energy audit?
Are there community resources willing to collaborate to help with this?

Provide a service for back-up sources like generators or Tesla batteries -- offer to set them up or offer cost/benefit to customers

How do you make people care...turn the lights off? Education, incentives, different cultures
how much can I afford this month (tax credits)?

Concern of equity; not everyone will have the ability to use that tech. We must educate the community on the new uses because of this

Breakdown of society - people don't know each other; what if MGE developed an app for competitions; join with your neighborhood - who has least energy gets a price break for neighborhood

Providing discounts that can taper off over time to convince others to make the switch to electronic billing / set-up auto-pay

How will customers [] in the future; what business model/services do customers want MGE to have in the future?

Success indicators (Defined by community****) of how MGE should educate the public about energy. Table agreement: community sets these indicators*

Need to reach out in different ways. Info. on website isn't enough. Barriers: language, internet access. More than written pieces. Want community outreach - come into group of people to improve lack of understanding. Can create health issues.

Education about all these plans makes participation obvious

Interested in seeing more financing options. Solar is good step, but finding ways to finance these technologies. May be reluctant to pay significant up front cost, but buy wholesale to bring down costs for customers. As more tech becomes available, financing is important

MGE can incentivize people to use power at different time. Devices and apps that can do this would be great. What is the cities benchmark for high usage? Businesses could have separate incentives and guidelines, benchmarks, etc.. products that address square footage, what type of business, etc..

Downtown resident - highest per capita multi tenant. less control. solar panels. thermostat. how much heat building is using; reduce energy is clear price signal = reduce this much, my bill will go down this much. apartment building, can't control efficiency. Need to see real "reward" incentive. Final bill. Better than spending on tech.

As more products come out and as they become more complex the educational and marketing of those products needs to be provided to customers.

Alternatives to the budget plan to keep the lights from turning off; even with budget plan, not affordable for some.

Phone app competition for neighborhood - keep energy down and engage community

Products & Services Baby boomer in my household I like the technology, older like old school. How do we get the people who are resistant to technology change to be open and receptive to use new technology to help our homes become more efficient?
Can you get solar panels off market?
Businesses look at financial statements to reduce costs, this year winter was not bad, so expenses were not bad, but maybe it could have been even better. More communication with business owners on how they are doing. Scorecards.
When you don't have an effective tool to educate the population, anything that rewards conservation is more used by people of privilege. Any new tools need to think about access and education. Promotion videos also need to reflect multiple audiences and diversity. People need to be able to see themselves in the videos.
Creating a "warm room" - at least one room in houses specifically that is energy efficient

Incentives that affect you this day, immediate impact

Think of the incentive programs for new technologies and how will those play out

Increase community connection for usage to have energy competition

Using energy storage to help take off peak hours

Do the 80/20 where do you get the biggest bang for buck? in the IT department in corporate setting. Where is the biggest savings of energy? refrigerators a/c the most efficient are most expensive

Can other non-profits to take a pledge to reduce consumption to get buy in [from] community?

We need to educate in ways that span age groups

Talking about pricing models, there is a way to put a price on carbon and rebating the price so that there is more value in an energy efficient house and returning a dividend to households who use less energy. It would still protect those with lower income, and incentivize clean energy because it would be less expensive. I would like my utility company to be the first company to do that.

A portion of the foundation can be support - maybe model the nonprofit industry with friends-group v. public sector.

Formalized education...no one teaches effective energy use in schools or consider this as career development. MGE has some optional outreach programs to some schools.

What are you going to want 10 years down the road? What does that mean for how MGE have to operate or change?

Marketing to people who aren't the first adapters of new technologies

Americans have attitude of entitlement and abundance and this mindset is destructive. We need to figure out how to change this mindset, what can MGE do? Perhaps look to other countries who do a better job?

New products should be designed to be culturally relevant.

Demographics of room too old to build future effectively. Instantaneous phone apps cited as absolutely necessary

Something visible and fun to engage customers

Critique of video, what are we doing for the future? Because all of what was shown is current

Provide cost savings to consumers.

Products & Services

Making sure that MGE is addressing citizens that live in other different living situations besides home ownership.

Volunteer option to donate for poorer customers to keep them serviced. Like Heat option. Same every month. More education.

Conservation. Offering tech is education about conservation. People in general individual conservation doesn't make difference in bottom line.

Need to think about old technologies as well. People still use radio and other things, beyond smart phones. The people who use smart phones and have access to the new technologies are not the same people that get their lights turned out come April 15th. So who are the most impacted when this info goes out?

How can we make a house safe and reliable for elderly and low income?

Possibly operate like Amazon in future; e.g. selling mobile phone apps

An app, like Zillow but for energy

Resident community talks with multi-tenant housing, when they leave in to individual homes they will have information they need to make decisions.

Please train up younger people of all minorities to be able to install and service these new products.

Inform and show progress. Communicate progress. If someone donates, show that impact in the community. Not just framework. Showcase implemental steps.

Each individual community and group (students, elderly, consumers, homeowners and non-homeowners) should give their specific needs to MGE

Building services that identify if a place is perfect for solar and wind. Consultation by MGE to view site and advise. Tax credits for corporations for efficient users.

Would people be interested in rate scheduling? It seems to require a lot more active usage

Advancing the delivery system to decrease infrastructure and save energy - if we can charge our phones without plugging them in, why can't our homes one day do the same thing?

Burlington Vermont should be the standard for MGE, but the reality of them may be muddled

Microgrids - load balancing renewables and classic power in a local area

Going back to the bill--if you try something new maybe you'll see a difference in the bill.

Friends group can be students so it's a part of their training. Or service learning? They can do some of that work.

Go through a lot of work to opt out

Put how your energy consumption compares to other people who live similar lifestyles on your monthly bill

Must look at developing a MGE business model that would allow them to make their own products to store and distribute energy

Is MGE a utility or technology company and how does it want to define itself?

How do you get incentives in place to help people with energy?; if you tie it to a rebate program. But an energy efficient item can you get a rebate to reduce the cost?

Students want apps, Snapchat, succinct topics that catch their attention and then they click on it. Needs to be quick topic of interest for young people like students.

Products & Services MGE used to service furnaces. Can help with efficiency, share knowledge, educate.

Create product with fitness, a lot of energy created with cycling, capture it and maximize throughout the city

If MGE were to help subsidize distribution of information about Nest or other smart phone projects, would that help? Maybe, but outreach and communication needs to reflect the diversity of the community

Who is providing energy usage information, peer-to-peer discussions, community engagement, who leads this charge?

Personalized communication regarding energy usage when you pay on line and don't get a bill in the mail; ex. monthly newsletter and personalized communication. tips, ideas, water usage notification.

Customer customized. Insert in mailer that goes out to customers, doesn't seem to be leveraging information to provide more prescriptive options. Happens more at institutional level than individual level

For the rate scheduling, how to balance the cost versus need.

Other companies are being more aggressive with their goals monetary and energy

Buses should be electric. They would be easy to charge because they have the same route.

We should have an electric rail/train/transit so there's less cars.

Partner with communities and businesses to change wasteful behaviors and encourage conservation.

Concerned about safety, security, and aesthetic - making sure we don't face a shutdown (i.e. acts of terrorism)

Put power in customer hands like e.g. having apps on phone that the customer can turn apps on and off so customer has option to control it themselves.

More options like home audit to help people get smaller fixes for low-income customers.

Solar sharing - it doesn't actually get that power directly to your house, how do we actually get the power from your solar share?

Energy assistance program expansion

Need: inform consumers/customers how their energy uses affect others*

The more information you have, the better off you can be

Induce a forced phase out period as we transition to new technologies (like we did with analog/digital TV)

Is there a conflict? What is the connection to rates and products? If you are saving energy will MGE be losing money?

Smart thermostats seem of interest--educate to promote awareness and help make accessible financially

We want a Fitbit for our energy.

#10 in new products...being able to pay for bill over internet and new ways is valued high on the this list

Thinking about payment and other ways to communicate with MGE on questions beyond simply heat and conservation (e.g. poverty) need to be considered.

Use Ironman to create energy

Energy efficient thermostat store; make it easy. They put it in. At their expense. Conservation is key, but more effective if cause and effect; Nicaragua just turned the power off in the country for a couple hours.

Products & Services Addressing the needs of customers who'd like to produce their own energy

Develop other services to organize and make energy use more efficient/easy to understand

Incentives for good behavior is the only way to get to low income communities.

You can buy a piece of the solar grid. You would pay more, but it may be less than installing your own.

Reliability is important, grid attacks from weather and people, no real knowledge on how secure any of it is

Used a program that allowed MGE to reduce my energy when there is peak usage and I liked it. It made it easy and passive.

Alerting customers when water usage is out of line

Land use, productive use, storage yards?

What if the existing business model doesn't work? Policy changes may be needed to move the needs of the community.

In terms of regulation and policy, MGE should incentivize green buildings by saying that any LEED building gets fast tracked through the approval system.

Go to places where people gather to provide education. If not able, give information on where MGE can meet with community. E.g. community centers, places of worship, schools. Places that are representative of population they serve. Face-to-face interaction

How we can conserve energy in a house or business? Could building shut itself off if no one is in it? Movement sensor for heating.

MGE need[s] predictability need[s] to know what is coming, that is the planning for the peaks.

Why in the video was all the leadership white? Why were all the people in the video using the products (electric car, Nest) white? No low-income people shown.

Cuts to federal funds for incentives have hurt retrofitting efforts.

Need to address both large and small energy efficiency products

Solar panel or windmill on restaurant = No. Regulations. Not in the city. Limited.

Smart apps to be able to control lights at home.

What role can MGE play with partners in the community on where resources go and ensuring that everybody has reliable access to energy? How can MGE help keep those questions alive in policy world and what role should they play?

MGE could make commercials and PSA's like Smokey the Bear - ONLY YOU CAN PREVENT WASTING ENERGY... - public service announcements would be a huge service.

For people with fixed incomes, program to equalize bills.

Extend the conversation to other types of renewable energy -- not just solar and wind

We're generating more electricity than we can use in this state

(For a former question) Hydrogen!

Having heat turned off - food stamps situation, using to pay bills like that; donate money to help for bills; donate energy back

Need for (more) car chargers, at mall, work, etc.

Products & Services Rewards do not need to be on energy bill, can be a coupon or gift card from somewhere. Like health insurance companies give rebates for good behavior/habits.

Struck by the fact that retrofitting is harder than original construction. It's great to say replace things, but what are we doing to ensure appropriate building is happening in [the] community? Old -buildings that can have impact in the future, what can MGE do to enhance good decision-making initially to avoid the need for constant upkeep?

Get young people involved early on will make them conscientious in the future of their energy use

Volunteering to load cut the system. Like, but what is the incentive?

Transitional land use of plant on Blount Street away from storage

Reduce costs, increase renewables, improve technology, while educating consumer better.

Choose the return to go to a pot where it can go to those who can't pay their bills

For another question: Geothermal!!

Ownership of my energy - I should choose where the savings goes

Alerts when your energy is going beyond range you commit to use (like data usage plans).

Changing the landscape of utility to a technology to provide products to customers directly.

Why? Because it's the right thing to do.

MGE moving away from past payment of bills (my check free) are productive. mycheckfree seemed very antiquated.

How does MGE provide customer service representation to various segments of community?

Need impeccable website. After 20 minutes messing around called someone. Got to have user friendly website people can consult. At Webcrafters they have thermostats that adjust temp when someone walks in room.

If MGE promoted creating buildings who are guaranteed to generate more energy than they are consuming, it would benefit everyone.

MGE could purchase power at a higher price at a time when electricity is higher (wholesale/retail rate)

People need incentives more clean energy products, vehicles; Ex. Home chargers

What means are there for communication? Commercials, ebills, MGE website?

Helping kids to make choices on how to use energy...by making this an option early.

Website is primary source. Average usage numbers are nice. But could have access to so much more information

Why? Comfort, cost and convenience and conscience

Identify community validators and leaders, ask them to become role models in energy efficiency instead of traditional "community outreach".

Information has to be available in different languages.

Survivalist mentality might be good across the board

Organizations/neighborhoods that share (pantries, gardens) - have an energy plot

MGE has to be innovative in its communication strategies and have accessibility to multiple audiences.

Need to have systems that have a large enough saves and visible saving to opt -in

Products & Services

Millennials are cause driven and need to be a focus.

Making money recouping costs from putting in the grid. Experiment with models where they can make money where instead of expanding grid, expanding storage, MGE providing batteries or infrastructure. MGE gets cut. Focus MGE profit off building system that is more flexible and giving customers more control of where they get their energy.

Solar energy - where do you go - what contractors - even with outside lighting for people building or rehabbing?

No mention of how MGE will help drive this [=New Prod Services]

There needs to be programs that will motivate target groups of people. i.e. an incentive focused on a smaller target audience for greater impact. Follow that up with more personalized incentives

Decentralizing places where people can pay their bills. Offering easier access for people to pay their bills. Local places (grocery store, local school, etc.)

Receiving feedback from each appliance can reduce energy use and make consumers conscientious

Emergency disaster planning

Game changing technology comes from private industry--how does MGE stay informed, including with UW, etc.?

The smart energy use to manage peak energy use; make that system more robust. The tech is there, the commitment is needed. There has to be the will and political and economic structure. Affordability. Got to be able to be in 80 percent of homes.

Electronic links, email, mad communication: here is what you, your neighborhood, etc. did this month. Showcase progress and offer tips

100% option of whatever it cost to have renewable energy, Project Home, first time homeowners, identify your own efficiency

How can MGE make money on energy conservation and services?

On a community level, customer need in multi-living facilities.

Pay for utilities by cycling energy with bikes

System reliability

I do not know any Latinos who drive electric cars. Same for Hmong, Africans... why are we not adapting new energy economy products?

Diverse employees can disseminate information into their communities, formally or informally. Language that they understand

Communication is different depending on the population. Easy to develop new strategies with young professionals, but harder with people who cannot afford to pay their bills.

Customization of communication will be key moving forward.

Permitting process linked with alternative energy education - contractors, etc.

Provide education for Project Home

Partner with organizations involving cycling (diabetes, Ironman, etc.)

Concern about peak periods, with extreme temperature coming, we need to know how to manage it from our end

Adding prices penalizes the poor more than the rich

Charging stations, we need way more here to make electric vehicles useful

How can the tech be made easy enough for average people to use?

Is attention to devices decreasing or increasing our need to travel? Travel is one of the big energy uses that we have. If we travel more (to meet people) or travel less.

Products & Services

Need: How do we reach populations that are not at this meeting (transgender=0%, homeless, mental illness)? Those groups use energy, too.

Help assure where the leverage points are in the community (residential multi-tenant, commercial, industrial etc...). Show what MGE has done and then provide information to the business owners [on] the strategic approach that would solve the problem and ask for partnership with those groups. 20% of constituents use 80% of resources, track what the metrics are that will make the biggest outcomes toward the desired results.

MGE could work with cities on their transportation issues, such as electric buses. More electric cars and charging places could be initiated by MGE. Subdivisions should now have houses with plugs for cars.

How do we deal with the lowest and where people have the least? Not just focusing on people who have an iPod and high technology

Latino community is more reliant on mobile devices and close connection to info. Not everyone is computer savvy. Get turned off by constant info. Need other venues that you can learn from. Don't want single focused energy conversation

Easy to add solar panels, cost is concern

Among freeze a lot of food, MGE needs to know how specific groups of people use energy in different ways so they can do more effective reach out and education. Need to be culturally competent.

Be sure to keep the basic energy concerns (rather than all the bells and whistles) in mind.

Is there an infrastructure for independent developers to create and maintain their own streams of energy?

Put MGE people in the public eye,

Need for more Spanish speaking representatives.

Does MGE have an R&D section to maintain parity with state of art []?

Large upfront investments, and the world changes before we plan to update them

Do they have the technology in place to evaluate a personal system of usage and provide that information to help provide more usage education to the customers?

More people are working at home, affects energy usage, peaks.

A lot of people are not internet connected. They use Wi-Fi, need multi-platform program to implement ideas

Less choices to the consumer for new technologies to help drive overall community energy sustainability

MGE has to make sure there is a cohesive goal between the consumer and the company

Energy benchmarking/energy audits of businesses. Require a green scorecard. Reward the organizations doing a good job, versus a punitive approach to those not doing well.

MN looked at customers with low income and how they heard things and then upped the rate accordingly so there's [a] way; how to communicate differently in a way that the customer understands

Products & Services Capture energy and download it for yourself, transfer and collect it on your own for yourself (panels, by phone, etc.)
Invest in energy producing buildings - not just net zero buildings - again - set your goals higher!

Revamp the existing energy situations in communities

Give people control over how they get their energy; generating, solar, wind; storage the excess. Keep energy for your use. MGE can be a part of that system. New model. How can we be on front end of that? Change in distribution? Tesla sell[s] residential battery systems. It's possible.

Using text messaging to reach low social economical people because everyone at least has phones. Paying bills by text message

Put new tech in contractors homes so that when they work in someone's home they can say, I have this I use this to incentivize to customer

What is the connection between the automobile industry and MGE? -> there is likely to be bigger connections with "gas" stations in the future, how are they working with local car dealerships?

Communicating with buildings with multiple tenants will also be important. May need to look into some customized, flexible pricing structures that are customized to the building, and also to the marketing of MGE.

Being aware of customers in different social and economic classes

Prepare children to study more STEM

Make long-term investment choices counter balancing infrastructure costs.

Diversifying places where we can have renewables

New subdivision could have its own common solar panels for general use, for that community.

There is a contradiction because MGE gets more money from older, less efficient systems while the consumer must pay more

Communicate through text message with community

Does plethora of electronics today increase average energy use?

Consumers want to manage energy and appliances from phones

Do we have a tracking system available for big housing units?

The biggest concern is the cost with some of the green energy. Empower people at home for them to make energy choices. Offer incentives to customers.

Have different communities come together for dinner, and they've had people give information directly to them. It feels more personal to be targeted in person. Media is great, but more one-on-one contact they get more out of it

Need for businesses to follow this "2030" theme. Encourage energy challenges, set company goals to reduce "carbon footprint". Awards given out to those that reach goals. MGE can help/run this.

Education for what people can do at home to get their bill down: e.g. plastic on windows, blankets under doors, etc. Home energy conservation advice.

These are not all new products and services. What is the current usage of these and if we are not purchasing and using them why continue to offer them?

If you see where the energy is being made, more likely to be educated and aware and participate

Incentives for long-term reductions looking at average years to counterbalance large products

Products & Services Appliances need to be plugged in and give info to smart phones

Where are there opportunities for MGE to become more of a community partner?

Conscience about costs; understand and aware of existing infrastructure

Psycho-social influences - e.g. Google Cardboard - does that inspire us to travel or not? Does it make us do/n't do certain things (to increase usage of electricity)?

Online bill pay system is not very good. Needs to be more user-friendly, faster and easier to navigate. Have heard it is cumbersome from many. Online grocery shopping is easier! Good place to put information on usage compared to average users...can see it quickly while paying bill, will get attention.

Back to the future with service ideas

What kind of metrics, goals do they have? goal of x number of megawatts to get thru energy conservations.

Individual homeowners can easily customize their energy but renters in housing units cannot easily do that. Their rates are often through the roof.

A cooperative grid that you can buy into - fascinating. Is it cheaper to buy solar off of the grid or to provide it myself?

Elemental Flow Towers should be considered as a viable prototype. The solution for climate change is to electrify everything we can, and decarbonize electricity.

Educate youth about how valuable two year degrees are, as many of them are relevant to the good paying jobs in the utility industry.

Electric vehicles have lots of controversy. Battery life, extra cost on front end. More show off than actual conservation

In Dane County ton of renters...education of best affordability

[Will] low income person be able to buy those products? Subsidy. Money to purchase high end thermostat, save energy costs; MGE has programs to help low income?

Provide more information to make good decisions.

Educate us as citizens what kind of political barriers they face and how we can help to change attitudes of key officials

Products that are fun and engaging, bring communities together and saving energy

How does the electric charging stations work?

Give accessibility to the community such as paying bills, safety, emergencies

Incentivize conservation to avoid creating new expense in adding infrastructure

Have no smart appliances, smartest is thermostat, MGE needs an app to do simple, sleek, and useful. But some do not want more apps. However other means. Reminder if it seems like over using energy. If have financial incentive to use energy efficient.

Targeting high users (especially in multiple tenant locations) and educating them.

If I turn the temperature setting down X degrees, how much energy will I save? Convert energy savings to monetary benefits.

Website is "utility written". Need to talk down to level of customers. E.g. Barrier to online bill pay; E.g. Overall language of content and presentation is not user-friendly; E.g. smart phone apps for younger. Make accessible to all demographics. Easy to understand without additional training or extra knowledge

Why are MGE's rates the highest in the state? Will these new initiatives help to lower those costs?

Products & Services Energy and sustainability in Multifamily living conditions.

Minimizing externalized costs

Cellphone technology - connect it all to save energy more frequently, should be easily viable

Some of it is the hassle of adoption. Have to stop more frequently for charges on car.

People need a reason to care about energy consumption. Develop new technologies and incentives around that

Allowing the community to have communication with MGE in times such as emergencies

Buy-in to the solar panels, how does that work and is this something that can be expanded to other communities?

Tie new products to festivals and neighborhoods to engage

Cell phone charging stations in common areas; -fitness bicycles with charging capabilities for phones., etc.

Consistently monitoring environmental pollution

Marketing needs to change, new generation everything needs to be more concise

Simplify bills and include consumption changes and recommendations relative to usage

Calculators to capture energy savings and payback (ROI) on behavior and improvements

Improved modeling for different tenant businesses.

As going off grid options become more popular, those who remain on the grid must pay for maintenance. We need a mechanism for community buy-in to maintain the energy structure

Current state of apps for energy not good, room for opportunity, must not be clunky or boring

tired payment system on energy consumption

Equity of the business making big projects, make more affordable. Everyone benefits, if we all use less energy. Long-term benefits of the new products and services: cleaner environments education, health benefits for the community. For example, Yale Hospital questions people about their electricity. Build a profile for the households like size of the house, number of people living there. Here are things you could do, like replacing windows. Graph your energy use and your neighbors. It requires deep missionary work like energy body system. It's not marketing thing. Low income energy system. LED bulb

Madison Chamber of Commerce members are making choices to save energy and healthy life.

Cities with public transport that are renewable energy associated. More so than affective consumer strategy. Zipcars

We like the information capture technology being used tonight.

Partner with cab companies for energy as they drive around

MGE: local government energy need, "Sustained Dane".

Trolleys in San Fran.

Instead of sponsoring billboard or program, put it back into helping low income.

Where on a bill can I see where my energy comes from?

Community
Engagement

Art venues - can save in one instance more than \$50,000 a year by going with new technologies.

Faster responses to current problems (environmental et al.)

There seems to be a conflict if they have shareholders to provide profit for, but balance that with ability to have affordable pricing.

As we are making all of these changes, making it more technological, we have to remember that these things need to be accessible and affordable. What we are talking about will have incredibly large impacts

When bill is generated, if it is radically different a message is sent, so the customer can investigate and MGE can help and offer assistance, "you aren't trending per usual."

Business conflict explained.

Consumers give MGE some authority to turn off power during peak times.

Nuclear labs - created energy that replaces reactors, does MGE consider nuclear power that is safe and small?

Peak notification apps and texts

Use of cell phone is 100 percent, it is a tool they use give them money to put the app on their phone to help reduce. There is a cost for the infrastructure for the tech in the home. People have the phones and will keep them. but connecting to expensive tech to reduce []

Cultural and Language needs*

MGE already has a loan fund that lends money to purchase high energy efficient systems, but the way you pay it back is through savings in your bill. What if they did that with solar or other renewable?

Radio! To get information out

Diversity in community - MGE needs to engage all stakeholders.

Keep in mind the income inequality

Keep it simple, relatable and accessible

Why should I care? How can I make a difference? Frame conversation across socioeconomic groups for individuals and businesses. How can I help with the larger goals?

MGE hasn't put a lot of teeth to the framework, which is good because it gives us a voice in the process.

Demonstrate back to community that they listen and are responsive. Doing a good job tonight especially giving take home, demonstrating that you listen

Community events that are informative

Communicate with the community more frequently to keep them engaged - this is a 15-year-plan, we need annual reports and consistent outreach for us to hold them accountable and not to forget

There are different parts of the community, small business is different from other groups, there is diversity within diversity

MGE should listen to people more that felt betrayed and critical of MGE

Keeping people engaged along the way, and before implementing the final plan, give people a chance to give input. Educating people along the way, give them the options and describe to them what they are looking at.

Focus groups explaining how to understand utility bill, how to conserve.

Community Engagement

Remember different communities have different needs and the same strategies may not work for all the same. Create task forces for each community to gather information and lead discussions in that group.

Economic impact and situation of the community. All trying to save money, if we all have good jobs, not much to worry about, but if low-income families living paycheck to paycheck, their power bill should not be a burden

MGE's brand with community partners is very positive

MGE can do more. Price with this engagement. - MGE needs to commit without expectation of carrying their brand.

Simplicity for elderly as well

Engage in more than one way, go to the people, in several places

Accountability of their PR. Back up what you say you're trying to do

Listen respond with action. Listening is step one, be accountable respond to what is heard.

How can the community hold MGE accountable?

Empathy. Understand where customers are coming from. People move at different speeds and comprehend differently.

Pay more attention to impacts of what they are doing

MGE should know that access to affordable energy is not equitable.

Don't start at the assumption people know what is at stake,

Sometimes the same community leaders are identified over and over--all community members should have voice/be heard

There is a large variety across age, education, race, their level of technology usage. How do you reach all these group in the most useful manage, different strategies.

Extra effort from MGE to reach out to the customers who they are not hearing from in focus groups.

MGE in forefront of coming to events; continue to be proactive on how to save money on energy usage

Must take time to design incentive that are meaningful to community; why should we participate, spend time to make incentives that matters

Communicate products and services in language that is easy to understand, layman's terms.

Use small community focus groups to further engage the discussion.

Community events that focus on sustainability and sharing products with community that allow people to learn about how their energy is created

Need to keep low income in perspective. Middle class doesn't worry as much with their bills

We have seen a lot of efforts from MGE to be engaged with the community, but the community doesn't seem to be engaging because of locations. We need to consider barriers that others will face in the engagement.

Community
Engagement

Appreciate that MGE has built relationships and trust, every kind of Madisonian, among income spectrum. People are willing to listen, this is what happened, this is where we're trying to move. People would give you the benefit of the doubt during difficult times. Engage people through focus group, what do you think, what do you need, continue to do that. Promotes trust during changes. Top of mind when you can make changes and innovations to those most in need it helps everyone. Forget value of that group, exceed meeting needs of those of higher income.

No engagement with great incentives; make it relevant
Keep the community informed and engaged as to why they are making the changes they are

MGE has been a role model in community partnership, involved at events, educating, fundraisers etc...always has a MGE rep there. Keep doing what you are doing. Doing a lot right.

Change is hard and it's hard to break old habits. Focus on how we talk about it, talk in the customer's language - i.e. education, primary language, etc., their situation (renters', landlords', etc.)

Engage youth

Keep in mind that the loudest voice is not always the representative of the community - the loudest voices in the past couple of years may not have reflected the views of others who interface with MGE

Energy is not intuitive. People don't think about energy until they have blackouts. Make energy matter in a fun and engaging way like through competitions and games, or publicity of deep dives - profiles of families that go through comprehensive programs to see if they can maximize energy efficiency and doing better by energy - puts a human face on it.

MGE has been a great leader in the community, philanthropic past, they are already doing so much; listen to what the communities need. Disparity in the hiring could be addressed. Identify which communities could be helped with hiring.

Balance between individualizing the outreach to group based.

How do they know what groups MGE should be interacting with? How can we get that information to them, identifying new partners?

Community advocates, language barriers. Be aware of the education, cultural barriers and diversity that MGE is serving. HOW can MGE get to know their customers better?

MGE should form a real partnership and set a course for successful people; proactive planning

Of the things that I have learned in 20 years of engaging communities that few people engage with is that people learn best from people that look like them and come from the same place as them. MGE needs to take that to heart moving forward either in staff, hiring, videos. And it cannot just be a one time thing, it has to be ongoing and move resources into those communities. e.g. translation, understanding different media outreach like YouTube, radio, pop culture, or folk tales with elders. Go beyond what you know, and invest in hiring other people and speaking the language of other communities.

Community Engagement

Use members of the community for disseminators of information - paid and have leverage - get feedback - have MGE use the feedback and find common themes, then report back to the community (newsletters)

Need rhythm and regularity or else will lose steam in community engagement

Commonality - if community sector has different needs, where are commonalities?; elevate basic needs

146,000 customers--community at large. How does MGE connect with other energy providers to connect a holistic environment?

How is MGE reaching out to young people from ages of 18-24?

Have early feedback

Engage the different communities in different, personal ways that make sense to that particular group.

What does energy do for our lives?

There is a competing interest in seeking community engagement. Seeking Genuine community engagement!

MGE's service people need to be more punctual in order to build trust with the community.

Finding those partners in the community to help provide that informative.

Communication and education via accessible exposure

Utilities, pricing impact other and get others voices. Engage people where they work or live. Tonight was a good example of bringing customers together.

Different communities have different needs that are constantly changing.

Have people represent the entirety of a situation, find the people who would be related to those positions, like the people who cannot afford and the people [who] can and people on the fence etc.

Do things on a regular basis - they may not always participate, but they need to know you're still working (no matter the timeframe)

Giving out free trees can go one step further.

Meet people where they are, on their turf, when they are available and comfortable, don't wait for them to come to you...MGE is doing this well now.

Safety needs to be as important of a topic as conservation for minority populations and non-English speakers to keep them safe.

Insurance ads talk about dreams, how do we elevate message of basic needs?

Demonstrate the impact of the input. MGE should show consumers they were listening and responded and that people have been heard. That way, people will be more willing to engage again.

Need to address young vs. old, educated vs. less educated, well-off vs. less well-off. The community is very diverse

Go to them (the customer); where they feel comfortable, where they convene, etc. (re-enforce; you can't do it enough!)

Need to be authentic and truthful!

Make the biggest impact. Education is important to make available, and be applied.

Ongoing, continuous engagement. Not once a year or every now and then

Community Engagement

It can't be one time continuous engagement, helps with accountability. Timing is key too. Did small group meetings, but before the report came out the 2030 plan came out. Timing begs that question, did they include the feedback in the 2030 plan?

There needs to be metrics in Community Engagement!!

Communities can be too general and large; actively keep the doors open that were established in the earlier community discussions

Use businesses not only as customer but as a validator/leader. E.g. Cool Choices as a good example - businesses engaged unexpectedly & successfully. CEOs can introduce sustainability for employees to take home with them.

Interaction is important.

AKA Sorority, Inc., has certain targets; one of which is environmental ownership. Had Annette come to talk about what MGE is doing and how to partner with them. MGE doesn't have to reinvent the wheel, partner with existing groups. Groups may take on a project or promote certain related goals. Partner with existing groups.

What works best is to let the people in the room talk to you before you talk to them

The younger generation is so involved in the environment, so how is MGE working with them?

A demonstration to community of how feedback is being used

Going into schools and community centers to educate the youth on how energy consumption will affect everyone

People in community don't see MGE as someone who wants to save the world; MGE needs to do a better job of being integrated in community, don't get bought out

Engage in more education and workshops to kids. Educate children for the future.

How does MGE deal with squeaky wheels & find that balance?

Instead of community members having to go to MGE, have MGE intercept people in their daily lives to get meaningful and rewarding feedback

MGE employment hiring people from new communities. How are they hiring?

Bring more diversity to MGE employee base. MGE is significant employer, there should be more training for line workers besides just Fox Valley Tech School. Create energy economy and bring minorities into it.

Figure out the commonalities and make it relevant, powerful marketing that makes people see why it's important and why they should care (like insurance) how energy affects our lives

Have a beat cop situation, have someone who can be identified to be responsible for the area about energy conservation, we want someone who we know and see all the time like a mailman

What is MGE doing from a workforce perspective in the community?

Consult community ahead of time

If you make your case in an honest and forthright fashion, people will respond

Consumers lives change, do better job of providing consistent communication with customer - build trust

Community Engagement

Continue this kind of engagement moving forward, annual scale back version of what they've done here. What they've discussed is implement. Community advisory board. Pick 10 people out of this room. Bounce ideas off of as they are addressing issues, before they go to PSC. Developers, often helps to build neighbor trust. Come in without prepackaged deal in mind, come into listen more. This is what we have in mind what do you think. What do you think we should do? Generally making sure to listen.

With all the big picture issues, what is MGE's role in education in the community? From school district on up. Be engaged with issues of sustainability and long-term energy options and be a clear driver of the conversation in the community about those big picture needs. It is difficult to be all things to all people, so establish a clear identity of their priorities.

What are they currently engaging the community about? What is the main message they are trying to get across?

Increase ownership of MGE personal involvement

Diversity - usage is different in different communities depending on make up of community.

What does energy mean to customers?

What are the connections between numbers and community engagement?

Build trust with key community members and continue to stay open and honest and not take advantage of their power position.

UW Student perspective did not hear about community engagement discussions...was surprised that there were 98 of them and were the students involved? There is a place for MGE on campus and it's not the visible. If want students involved, need to engage them more.

MGE should have seminars at different places like work place to show and share their ideas at the work place. They can reach more people, have people make some type of commitment. MGE is doing good job in engagement. It's important to keep improving what you are doing. Group of people can meet on regular basis [to see] what you have improved. Reach out to more small businesses. There have to [be] some products to engage people.

How does diversity affect community engagement? Where is the personal engagement (what's in it for me)?

Bring people together. Emails and bills can only accomplish so much; bringing people together gets them involved and makes them passionate

Intercept the community to inform them of things they see every day -- like how much power a traffic light uses

Educational programs from all ages. Lots of talk, but make sure there's action. Get your voices out there to be heard

I wish there was a better way to do outreach to the community. The Latinos I saw in the video are the Latinos that everyone knows... outreach to minorities is always to the same ones. How do you reach those that have not been reached yet?

Use churches civic organizations, schools as a conduit for engagement; go out and work with groups who have already pulled together

No barriers to participation

Community
Engagement

MGE executives mostly white men. Videos almost all white people. Increase minority participation.
People higher up in the MGE food chain need to [get] personally involved in the community.

Know your customers--don't just look at quantity of customers and assume bills are proportionate

I want them to be consistent with what their image is, versus what they are actually doing. There is sometime[s] a disconnect between what they want their collaboration to be and what they can do.

If we start educating our communities when they're young, they'll be engaged with energy and become informed consumers by the time they reach adulthood

Be transparent, be early in conversation

People want to see best practices. If you can get the top ten employers to do model projects of how they'll reduce use during peak demand, people will respond

Know cultural differences. Idea: Population analysis to see how much they use and HOW they use it to understand their energy needs. Know how to define communities and their attributes and being culturally competent***

MGE has been excellent in preparing for disasters (e.g. civil unrest, snow storm, heat wave, etc.). The partnership with Dane County Emergency Management has been unreal - effective communications, cooperative, etc. (continue it!)

Want all MGE workers, line connectors and all, be able to direct people to phones or people that we can talk about energy problems and the like

What will engage people to make changes themselves? Education component. Return on investment. This is how it will impact our lives with some of these technologies.

Get to know the group of people, get to know the community as it is ever changing. Engage, consistency with involvement

Make it easy and useful, childcare and different languages and accessible on all levels for community engagement

Reach out to schools and other groups; keep it simple, stupid!

Put energy usage in front of people in visible ways -- without pulling up an app

Don't wait for the big events - hold steady spaces to have these conversations

Existing community engagement activities are effective. More of it would be good. Create a teaching unit for younger kids.

Multifamily community family associations, do you take advantage? Contractors Association

People don't have time for engagement

Partner with existing groups, work their networks to get into. Many have a sustainability initiatives, so leverage those. Also pulling on the heartstrings. There is a hopelessness about the environment, but this campaign could promote concrete things that people can do to ward off the feeling of hopelessness.

Important to reach out to the younger generation and engage their future customer and build those connections and relationships.

It is important for communities such as MGE to be more diversified themselves.

Advocacy work to affect the people most affected by rising energy costs.

Community Engagement

Do an assessment of what media each community consumes and how it breaks down by age. Internet based, radio call in programs, mass forums, PSA's etc...for older people, various cultural groups etc.

Any big org needs to be careful and culturally competent. As more Latinos want things in English, but new immigrants need Spanish. Need Latinos in the videos, none shown.

Immigrants want to be mainstream

There is no 'one size fits all' for community engagement. Knowing the differences in diversity will effect more communities.

Have MGE staff diversity represent that of the customers instead of a "bunch of white guys"...

Education is essential to getting the community involved and active

If presented with the right approach, the community is more than willing to get involved.

Accessibility depends on what the community is. I still think that face-to-face interactions add another layer. Go to the neighborhoods, community associations, understand what the perspectives are in those communities. Meeting with some of the services providers. Get a sense of different scales of needs. And engage with communities about what types of partnerships could be beneficial

Communicate in several languages, Spanish, Hmong, English and really expand the ability to relate the information need to go further

New green challenge was unique & practical--really engaged customers. Do more of these type of programs

Make sure you step out of your comfort zone - don't keep asking the same small circle of minorities you know for their feedback.

Think of customers as base building for advocacy.

Magic energy show at libraries. Likes how kids attend with parents. He's very engaged. Fun show. It's a great idea. Well attended. Likes how both kids and parents are both being educated about energy. Ensuring community goodwill: Styrofoam recycling program at library. People are responding and switching to that library. Mending day for seniors who can't afford tailor can come and have community volunteers help sew. This goodwill generated from easy programs could have large impact in energy community. Look for community engagement on basic level. Create goodwill in community.

We need to know target markets, but MGE is selling an unengaging product to everyone - multiple methods are needed to reach everyone

Engage and help the community with the small, every day things that can help sustain energy i.e. how to read your meters, set your thermostats, etc..

MGE is an excellent corporate citizen.

Engagement program - opportunity for volunteer; someone in neighborhood gets basic training and use that for other people in area how to save energy

Context matters, and engagement should be long term

Even if you aren't at the cutting edge, you can engage peoples' imaginations.

Applaud in terms of outreach. They have demonstrated that they've listen, but they need to show that by things put in place. Smaller scale kind of concept moving forward. Unique a Madison based utility. Not every community of our size has same structure. Local ties MGE does, they should leverage and utilize to advantage.

Community Engagement

One conversation at a time with community leaders and influencers.

Diversify board rooms, operational staff, and the people who reach out to communities.

MGE should use their corporate power to influence people for the right reasons...set up community engagement carefully, authentically interact, come with a sense of humility

Question for MGE: What does "community energy provider" mean? How can MGE engage themselves with community/be more of a visible presence?

If the community engagement process was created, would it be maintained and spread to other topics in the community as well? Use this JSA process for several issues in the community.

Don't rise to the bait, MGE not engage in the fight, don't take a hostile approach, don't burn bridges. Try to engage and send their people out into the community

Thinking about community relations through micromanagement!

Teaching children/young adults about energy efficiency and conservation. Know what barriers these individuals have (some are living in poverty, so learning about energy efficiency is low on their priority)

Rate structures should be simpler--too complicated

Get credit on bill to be volunteer to educate those in local community/neighborhood

On boards of directors, you can't help but run into someone of MGE, they do a good job at this

MGE has organically gotten to know how families in the community work, and that should continue

Confused as to why community energy partnerships isn't being used, why is the community changed?

Lots of the larger groups are getting recognition, but the smaller aren't.

Look to engage young people where they live and work.

Make the website community pages more interactive and engaging; allow them to give and collect feedback

Green challenge initiative is good project to build upon. Nothing should be seen in isolation.

Don't just talk about energy but incorporate other needs of the community: waste, schools, ect. Bring in other industry leaders and agencies to create connection to the community.

Can fall in[to] habit of engaging same people over and over.

One-on-one engagement from MGE

To some, especially students who are more transient, they do not care as much about having efficient energy, but they do care about the bill. MGE should try and engage those short-term residents.

Be aware of different community's definitions of sustainability.

Suggest play philanthropic role in community. Boys and Girls Club is great. Corporate leadership is valuable. Such a significant player in community that willingness to step up goes a long way

Engagement you enter with individuals and feel sense of ownership with MGE. How can customers become your partner and connecting []?

Multilanguage videos about safety and efficiency that are available at all times.

Community
Engagement

Everything we need cost too much (e.g. healthcare, education, energy, etc.). Continue to find ways to better educate the community to help them control the cost, understand the cost, reduce cost, etc.

Understanding cultural differences should come across via context

People know they're using energy - they don't know how to talk about it or engage with it.

How do you get ahead of equity issue?

Diversity within MGE is important to have different ideas. Black folks use power too!

Have a session specifically for the critics!

Don't underestimate the technology available to low-income people.

Look beyond energy - be active in education - look at hiring practices be involved in community beyond energy.

Neighborhood liaisons for MGE to educate and save costs; MGE can increase web into community

You need the people to have the vision with you.

Use the local community to carry the joint agenda. Must have the end game in mind, not just the process, recognition is important, how to efficiently create relationships with people, because so hard to reach people's attention.

We need to let others know about how to be responsible. MGE needs to be at the grassroots.

Where is the other part of the community that can't have access to meetings like this?

Make sure you are reaching out to every kind of demographic and lifestyle (single mothers was one example)

Educate on multiple ways to save.

How do you go about collecting diverse viewpoints?

Continue educating the community

For those who can't pay bills - knock down bills by putting in volunteer hours

Have them continue this, deepen collaboration and devote themselves to it.

They aren't going to meet everybody's needs. How do I ease rate increases? In any other environment a customer can go to another vendor, it is a different dynamic because they are the only utility that provides electric and gas

Partnering with community is as simple as being able to understand your energy bill. Invest in explaining the bill.

Find ways to engage beyond the usual suspects. MGE would be lost in some of the neighborhoods because the organization is comprised of a very specific demographic. Who they hire is key, and that same person needs to be the consistent liaison to the communities they serve to establish a better long-term relationship and have direct contacts and open communication.

What does conservation lead to long-term? Household savings over time, community savings - create a tool or graphic to demonstrate this so that people understand it better and are inspired to do better

Good community neighbor, no competition. With that in mind, they treat community good, customers as good as they want to. Continue to do that and be aware that there are people who don't have the same money to spend. Good job. Energy costs are high, how much can you discount? They don't have anyone for backup. Competition = less service, cheaper rates. A little high though.

Community Engagement

Look at what they are already doing, investing in community, proud - give us something to be proud of MGE as we look forward, be the first renewable energy city of our size.

Be in touch with who is using technology and leverage it.

MGE employees seem to be very centrally located--suggest that some employees be embedded in local neighborhood be

What does reduce carbon footprint by 30% by 2030 mean...for schools? For hospitals? Report card in laymen's terms...let us know how we are doing.

Invest in explaining tools/methods for energy conservation

Is there no formal structure to the advocacy partnership anymore? What is the input process like?

Invite the wider population (perhaps as subsets) together to talk about this framework

MGE should reach out via different platforms

While in group environment, allowing people to text in responses has been very effective and popular

Continue to reach out to diverse communities with all initiatives going forward (race, class, age, language, etc.)

Effective training for representatives that engage communities, and clear diversity in who works with different communities.

Real needs linked to engagement. Not just quotas. Focus on needs.

MGE supports non-profits and is well known in that community, is visible at expos. Good!

Explore creative relationships to increase and consider diverse community members.

Build a community report card over time as this goal is met.

Make it simple and useful, people are busy and life is complicated. People want it to be meaningful.

Create neighborhood challenges to conserve energy - like the way we use the Fitbit for exercise

When you go to a culturally different community you can go as a tourist, or as a member. Go as a member. Each community has their own traditions and practices that are important to their culture. If you don't know these, you're a tourist.

I want to compliment MGE that the workshops/focus groups that I have seen them hold, they bring everyone together (Hmong and Latino and African American and White). They aren't meeting with us separately for these focus group events.

Bring consensus between wants and needs.

MGE giving back to the community, taking the rates from customers and redistributing to community

There is a difference between asking for input and taking that into consideration, and collaborating. MGE should be clear in terms of their expectations of what they are looking for from the community regarding engagement.

Go out to the street (ex. State Street) and talk to people. Put out a kiosk to survey people. They are cheap options.

Communities should be visible to MGE as well. Festivals, activities, where MGE could give out calendars, other literature.

Community Engagement

Short, simple words and simple message in the target markets own language. Single ideas

How do you reach those people that don't want to be reached? Keep those people in mind and how to involve. Reach them from a cost centric manner.

Ties to local community are so important. Asset. MGE is important to community. ADVISORY BOARD - standing voting board member or two, reflects diversity of this room than the board does now. Their efforts going forward strengthen by including.

Sustainability is more so about affordable community for people in all income levels. Assist household not just in terms of, pilot programs by rolling out new technologies, and use low income neighborhoods as test places for new technologies. Helps them and test new stuff. Work with lower income tenants that may not be as savvy with budget, look at those initiatives that are more personal. Try to test where greatest financial impact will be felt. Low-income

Don't lose the fear of becoming connecting to others. Have people help and engage others; green challenge- partnering and getting others to join.

MGE relationship today is better than it used to be.

Give information and education so that we customers can easily act on it--give us the tools

Build with established communities.

Greatest org. for years that has provided and supported projects to better the community.

But MGE should learn about how they can better themselves and their customers. Education and opportunities for people to take care of them and the community.

Don't reach out to general groups of people (based off race and age and such) but reach out to individual families, people, business to make it more personal.

Younger community members should not only be educated, but part of conversational engagement, because young people have good ideas too

Very few as customers understand that how energy comes to the homes. We need to understand what goes in to it. Once energy cost. Want us to use more, now they want us to save.

Focus groups on diversity/ethnicity, take advantage of different needs, different messages for getting people engaged, one size does not fit all, myriad of options and incentives (pay bill early - incentive)

On the board you could have as little as two people. Environmental, community perspectives. Voice coming in.

If focus on the inside, outside diversity not as necessary. Cannot speak for everyone. Increase the voices that reflect the community.

Use technology to reach out to people that is cheap and easily accessed and reaches out to different languages and economic status.

Living models - go to centers of communities to get information to ripple to the wider community

Get more members of the community involved and learn more about the community members.

MGE already gives back to the community but keep it up and even do more as MGE makes even more money they should give even more back like they did for the Boys and Girls Club.

Community
Engagement

Long-term relationships helps engage people that cannot come to community meetings. Find other avenues to talk with people on the ground and be relational. There can be a richness to just talking with people and building relationships.

Call into the area's board of trustee's and have them talk to them about sustainable goals and how each group is able to help and establish a long-term relationship with the group

Ensure, and actually encourage, that different opinions and disagreements in conversation are ok

Compared to other major cities across the country, their commitment and what you do is commendable. :)

Have authentic engagement. Some companies will do engagement, but they have already made up their mind, so it's just for looks.

Would MGE have capacity to go in low income area and charge a certain amount per kilowatt that's different than industrial park?

Reach out physically like an MGE Kiosk in a community square.

Tools for low-income families, instead of app for phone. Remote of some sort.

Use the power of the Madison neighborhoods and the non-profits as we are well known for the strengths of both in this community. Getting messages out and then actions. Use other groups like the Clean Lakes Alliance to get coalescence around key issues...used 50 stakeholder groups, scientific approach to see the key contributors to the pollution etc...use that model to engage different groups of people to actually take the action to meet the goals.

Put a few checkboxes on bill - to have someone teach communities about bills and energy savings

Use of social media to communicate, answer questions.

Getting community engaged is creating a "rallying point." Have a focus and educate them on that focus. Get stakeholders involved.

MGE should put down its roots with each different cultural community. It is a mutual benefit between producer and consumer.

All of the voices MGE currently hears are people who really care and are willing to give up 4 hours of their night. MGE has to be able to engage those who cannot give up their time and resources

Keep a cultural lens when making new initiatives and plans.

Provide business energy audits - show us how we can make improvements to save

How do we start reaching the next generation, how do we help? Be proactive, in the forefront

Branding is key. Need to communicate progress towards goals.

Don't make any assumptions without doing the ACTUAL demographics.

People don't respond about 2030 because MGE doesn't seem to fully have answers to what 2030 is

Create fun events around sustainability for the community like Clean Lakes does.

Use language that a diverse groups of people can relate to.

Act as a possible connection point between communities on projects that could effect multiple neighborhoods

Continue to help people thru community support. The word of engagement is important in pulling people together.

Community Engagement

Lead from an advocacy perspective. Used to be low income rate, but not anymore. change this

MGE is well liked in the community. Name has a good recognition. Keep up with education. Bill is too complicated. Too technical. Someone should be able to explain it to the customers. Also outdoor meters could be explained also.

How much do you pursue engagement? How does MGE show that they are diverse to the community? How is MGE communicating issues and solving issues of distrust?

Must recognize that they won't engage people at level they want, opt-out vs. opt-in are ways to minimize engagement

They have given money to community not give[n] it back to shareholders. Not required. Marketing costs are regulated by government. Question is philanthropy or marketing?

I need to take it on myself to invite MGE to speak to students versus always inviting police, nurses, fire department people to speak.

There must be a hook and a perceived benefit to get people to show up to something (i.e. letting people know how they get the energy that goes into their homes)

Keep your social media up-to-date as much as possible

Monthly radio programs have good results on Spanish radio

Make sure your outreach programs and community penetration isn't just a PR stint

Educational games about energy (Filament)

Partner with community energy co-ops - provide them funding and other support

Use low investment for the community to offer their input.

Key is partnership with MGE.

Don't want more involvement from pro-rating or government giving money, but rather directly from MGE to consumer.

We want to give credit to MGE for bold and progressive action to help disadvantaged people.

MGE does a great job of sponsoring trade organizations and representation on boards...use those forums to talk with people to get the word out to the members of those groups. Reps come and speak at those groups to keep engagement up. The members can be stewards of the message.

Translation for multiple languages needed on all literature

Some people are visual learners. Demonstration homes, demonstration business, pilot projects.

The spectrum from the younger generation versus the older generation, MGE has to be able to bridge that age spectrum and they have many different medians they could use to get people's feedback, and many types of communication could help with that.

Communicating opportunities and jobs to the communities

Inform people of the actual energy uses of particular items -- like cell phones and the actual cost of charging a phone

MGE should keep in mind different communities and how to take into account different aspects. Take into account the culture of the client; understand the culture; go to them where they are.

Community
Engagement

Cool Choices game

Difficult to engage without basic information. Need to make hidden things they do more explainable. Signage - here's what's happening; Windows into facilities - get education out .

Community event sponsorship is viewed as a definite positive

Cost can have a negative impact when not properly communicated.

Demand/need - clients come with needs, program built around that; built around what's important; MGE finds demand/need (heating, electricity); what makes it important apart from that?

Finding stakeholders and influential community members - reach out to neighborhood associations.

Train people with some knowledge to help train people with no knowledge so they are closer to the same starting points

They need to be creative and hit a lot of avenues in engagement, in types of communication. Cover as much of that as possible and get a two way communication, whether it is with the neighborhood association or business association. And that is challenging. You cannot get to everybody with one thing. Just try to get as much information out as you can. Modular and adaptive communication. MGE needs to be active listeners along with dispensing information.

Do presentations and demos at schools.

Philanthropic incentives where the communities themselves take on the work of harvesting responses (i.e. Chase)

Sheet three of "community engagement" is the least informative of all the sheets, what else is MGE doing?

Applaud them for all of the meetings and what they are doing tonight. If people don't see their time had an impact they are less likely to participate in the future.

Remember that your community includes not only individuals but also businesses, etc.

Change in Madison's diversity will create need for MGE to diversify also.

Painful obligation to meet - no one enjoys paying. How to make it more meaningful besides a need not to freeze

Shutting off air at peak times not always good especially when you have a week of 90 degree weather

Listen first, seek input, not show up with a formed plan seeking agreement without getting input FIRST.

Highlight best practices instead of using shaming tactics and provide ways to learn from those best practices

Know how to talk about energy less locally, what are the ways to discuss in more layman's terms? People can grasp around more clear info.

Cradle to grave energy consumption education -- how much does it cost to create, use, and dispose of particular items?

MGE needs a community model for supporting neighborhood projects about sustainability, so perhaps a community alliance across the city or group that is able to help inform hyper local governments on what is best practice

Community
Engagement

If community is not economically vital, then the fixed costs will be spread over fewer people.

Do people know how much certain things cost to run?

Need to be fair not equal. Constant engagement with specific thought leaders.

Community council to provide an advisory role. Rotating participation from various groups in the community.

Have to listen a lot to get specific information, but there is a lot of rich important information in the tangential conversations.

Bad habits begin at the college level where kids are on their own for the first time, how can MGE reach to them?

Hold challenges and competitions between communities in the service areas to work toward energy goals for rewards (funding parks, discounts, etc.)

Incentivize organizations, schools, community centers to use compressed natural gas vans.

Successful engagement is hard--must be viewed as a long game.

Provide many opportunities for people to engage and gather

Make sure the community knows what the goals of your programs are

The team is just Annette and Mario, should be more people in the team

Engaging individuals, but partners and transparency is different. MGE wants to co-create what comes next, if the plans shifts, explain why

MGE progressive action for helping with vets, disabled, low-income people

MGE does a good job getting input, have a blank slate and are willing to consider all options, very empowering for the community.

Dealing with things sooner will be less costly than dealing with them later

What kind of investments is MGE making in economic development?

Process has a lot of confusion and mixed messages

The engagement of the community was important in reflecting the 2030 goals

Talk in behavioral terms. A message could be if you turn down your thermostat 3 degrees, you can power this community driven project instead. What does your action benefit the community?

Not only as a whole, but they should focus on the individual - leading nationally and locally in investing in communities.

We cannot have another proposed rate increased that penalizes the small consumer for doing what they can for conservation. There has to be acknowledgement that there have been mistakes and credibility and trust could potentially be a barrier to communication.

Access to information versus the application of knowledge in a practical manner rather than frivolously

Providing Open Houses to the Community to throw open the curtain to provide understanding.

Ask communities and companies to get involved voluntarily rather than use coercion or government efforts to force them a la benchmarking

Need to understand unique community values so the message works for that community. Do this by employees being ambassadors

Simple clear and meaningful

Billing each month needs to be leveraged as much as possible--great opportunity

Community Engagement

Business model should be around what is best for the community and attracting business to the community.

MGE is doing everything it knows to do in the areas - suggestions - faith community a place where people go to meet, (Nest for example) go to church community and educate, LED -Light bulbs for example - people to see as a project

Short video of Facebook/online to engage and inform

Community engagement is key through schools, work, neighborhoods and engage with games and make it fun.

Get the buy in of how it helps the community or me, rather than benefitting MGE

Use social media better and other technology in order to connect with Millennials. In general, meet people where they are better and more respectfully whether it is through technology or other cultural literacy/competency approaches

Energy best practices for municipalities, there is a severe lack of information for what local groups can do and cannot do exactly and what can be useful

Use those members of the community that have similar experiences as of the communicator.

The educator matters.

Big hang-up, applaud them for working on this. When we talk about this like it is a future possibility and it is happening elsewhere and we are behind, we are playing catch up

Make sure the community knows WHY you are reaching out and what the purpose of your actions are.

Communicate how energy consumption affects our daily lives - benefits and consequences

Those of us with access and privilege; we will find a way to get info. So when we find a way to serve the most impacted, underserved populations, everybody will win. So I like the idea of going beyond--what is MGE's investment in people and social capital? Obviously it is a business, but what is its investment in Madison? What is that message? I don't know what it is, could be better communication.

More people like Annette Miller. "She stands next to the people of color. She's attempted to understand the people's customs". She started as an outsider and engaged herself into the community.

When we talk about whole/individual, take into account cultures

Demographics - millennial conversation is important. What do they need? What role do utilities play for them?

In the film, it appeared that they are willing to go the distance for outreach, and I think that is a great thing. An important part of communication is being able to go to the locations, and they seem to have the willingness to be there.

Information will be gathered for long time, stay current with website and inform constituents

Power of being invited to this event was impressive/empowering; I will be more engaged now. Maybe those that went to the listening sessions feel empowered as well. Ask MGE: What was their attendance rate based on who was invited to this event?

Advertising must pop out, but immediately engaging

Community
Engagement

Charging [electronics] is such a huge energy waste. People only think about light switches. Individualizing message, use Google Analytics. Charts are exciting! SHOW HOW ENERGY IS DIVIDED UP. If people could do that inputting. How many times did I use my AC and what did that effect? More visual graphics that are personalized.

Meetings like this have a lot of people who know people who are a good central point to spread information to the community.

Transportation is one of the barriers to community engagement. Provide transportation to help support the engagement.

Internship program is good and could be expanded. Summer opportunities for youth would be great. Learn line working and the industry in general. Operation Fresh Youth [Start] has placed some into MGE jobs. Training apparatus is not all the way there.

Listening and sincere exchange in a mutually beneficial way.

Personal touch matters. Personal connection is needed to make changes.

Partnering with other industries to ensure they know what is cutting edge on their side of energy efficiency

MGE should highlight some of their community engagement efforts. What do they do beyond sending out electricity bills?

How to disseminate information back to the community--more beneficial media than paper or just online

Should have included info. about income of this group.

More communication in all forms--cannot do too much

Anti-smoking campaign/global warming - people don't take it serious, not effective until scary.

Something similar to realize importance of energy in our daily lives.

Green challenge is only a beginning to a large scale community engagement

Use an event like this to engage the community

What would it look like if we could include community people across income levels and education levels in similar discourse?

Case studies/features on customers who implement cost-effective ways in their households and save on energy (energy rewards)

What kind of deal/small business/faith based - how can MGE help in the start-up of process for budget? Energy understanding - simple things

How to engage shareholder thoughts?

Water meters talk to us wirelessly and communicate. Why can't our electric meters communicate with an app to show real time your usage?

It might be helpful if they explain where they are what the issues MGE is facing; big coal plant, whiting off coal plant how do we understand all of the pieces that are going into the decisions being made?

Continued outreach is important and the community has to be able to see that there is a willingness to do that.

How much will bills cost with global warming in future, future of WI weather? - information on this and a message to get it across

Trust plays a big part in all of this! Take your time to build the trust - esp. for the cultures that may not be the norm (Spanish, Hmong, etc.)

Community Engagement

We help companies and individuals use the least amount of energy to get the job done elegantly

Language and cultural competence in communicating and understanding barriers. Beware of assumptions. Then MGE can better tailor messages.

Understand culture of customers and help them understand it.

Have honest dialogue with customers--maintain positives of relationships

Be really clear, concise, easy to understand no matter what your education level, socioeconomic, cultural background. e.g. written like simple.wikipedia.org.

Data usage on cell phones idea but for energy

Keep the community open to all aspects of your intentions and goals

Commend MGE for their flexibility to step in to take over key community roles as needed...strong community leadership and participation.

There needs to be a more formal structure of give and take and accountability about the decisions down the road

Thanks for asking about this!

Two potential models: 1. in MN for true community partnerships; 2. in MN for true community partnerships

It is genuine when it is transparent.

Annette Miller is not afraid to say "I don't know". She wants to know about culture's practices. She doesn't judge. Majority table agreement. MGE should bring in more people like her.

Need a trusted, honest broker to mediate the communication process

Perceptions may change by how a company or person responds to a customer

Not sure if Madison area appreciates MGE. So community could make the relationship better also.

Talk to the internal leaders of organizations and communities; you must go to them because they won't come to you

MGE Foundation is extraordinary in how much it gives away, but few know how much it gives.

Needs to be understood by horn too much but needs to be known more. MGE is big United Way donor. Gives a lot of support to low income people. MGE is one of first 10 orgs people go to when starting non-profit campaign.

Adult institutions - children venues - competition in the schools for education

Good food & hospitality!

Using the smaller community media and more diverse outreach.

Recognize people by using their own language. "Hey they recognize me!"

People who aren't leaders of groups should be included too.

Restaurants working together to build alternative energy, working with MGE. Banks perhaps doing the same thing, already trying to do that. Economically advantageous. MGE directly or the community working together for best practices toward bigger better solution is good though. Co-op- address food deserts, underserved area. Through that example, co-op is more responsive to demands. There may be something to that. Why can't they be co-op members? If that's a viable business model responsive to community.

[Mothers Against Drunk Driving] MADD had effective advertising to change attitude also; show importance of energy how it affects all, some places use graphic/serious messages to show the effect it has on everyone

MGE would play a role where they're backed by community so they don't have to ...

Community Engagement

Continued partnerships with communities and those connections to the consumer in their home should be continued.

Think apps are cool, but don't want to have to think about it. Want more automated assessment. Passive. People don't take initiative. If a device dies, people lose interest

Community here would not respond well to graphic/serious ads

Spread type of mentality of people who understand different cultures. And Listen to these people, Ex. Mrs. Miller.

Addressing the tension between customer and utility ("I'm making changes, yet you keep raising the rates!")

Other cities don't have such a generous utility partner

If you ask for feedback, acting on the feedback.

Almost every neighborhood has schools - put money into solar panels, putting out lights at night, teach youth early

People have routine for leaving home, checking lights and windows. People prefer human element to relying on automation.

MGE is one of best in affordable contributions and contributing to successes

Recommend through city building department to add energy saving plans during construction planning

People have to be understanding I have to get coal plants amortized, so many factors, decisions made 10 years ago; misperception that clean energy is expensive; if you could start over again, but you can't start over. What is the situation? What are we dealing with?

Community would benefit from knowing

13 community centers are opportunity to educate, improve relationships. All businesses, churches are other opportunities

MGE to step in and do an energy audit since they have the information

Any group in a community can relate to similar issues (ie. energy rates)

The stockholders are the community themselves, which should be recognized

Tonight's event is way too intimidated for the average low-income person. Smaller, intimate groups, like used at an Urban League event may be more effective.

More ongoing conversations, not just one off talks, bigger talks and more representations for the talks, we may need informed speakers as well, and not a viewpoint straight from MGE as the source of information transparency is key here as well

Implementing technologies that have multiple benefits

ROI for community and youth important

How do we reach needs of those who aren't sitting here tonight?

Community
Engagement

Segmentation of key customer groups. Need to think long-term and partner with them today and also be able to partner with them 30 years from now. In the commercial area, competitors come and talk about other energy options, even in MGE innovation property. But they wanted to see if we are able to partner with them (other energy company) when we grow. They were thinking long-term, about what we could be. Because if we grow enough, they will benefit if we grow enough to end up in their region. MGE could do that, and they do that. It has to be proactive with different segments. For me it is biotech, but there are others. Partnering today and growing with them will be mutually beneficial. They have to keep those ties together. My fear is that today's population in WI will not be sustainable in they don't invest in new technologies, in keeping the young people here.

How do you hear everyone's voice?

Incentivizing during building energy efficiency

Justify the high cost of service with a thorough outreach program and be able to reach a new customer base.

2030 framework can be incorporated with help of the community

Will go home and check out my bill and my usage history

New grocery stores have sensor lights, something like that in other places

Need to find a more effective and integrated communications plan and no robot calls please

I want MGE to be bold, creative and courageous.

When people have a REASON to be interested, education becomes much easier

Keep engaging at bill forums, small ones, business leaders, and all other communities.

Are community leaders always representing their individual community members?

Little things can be done to evoke thought process for youth

MGE needs to do periodic report card on what progress we've made; put it in the bill, the report in the bill

The community is looking for leadership. Need someone or some entity to carve the path forward, and MGE is in a great position to walk hand in hand with community and stay ahead of technology. Do more than listen to community, lead it.

Emphasis on cooperative model.

Target Key Stakeholders

Need reminders on saving energy and for bottom line. Communicate and educate repeatedly.

Need to think about new initiatives e.g. Kids; Like the pens with the lights.

Depolicy the d.o.c.

Make it visible - little panels everywhere, make it relevant

Come to alternate events to market. Couple energy talks with good nutrition etc. Energy talks are boring. Pair them

Site planning is done pro forma - make the case at the early stages why energy efficiency is a good business plan

Community
Engagement

Good model is the American Family Dream Bank, very visible and powerful. Make sure what is done is visible to get community recognition. Happy to be their residential and business customer, because what I witness in the community as MGE's partnerships, feel proud to be their customer

Running an operation to come in and talk to teams in commercial ventures to improve energy usage for businesses

MGE partnership with orgs like Boys & Girls Club is a mutual benefit.

People feel uncomfortable when an idea is forced upon them

Invest today for long-term partnerships to avoid disconnection. Especially with entrepreneurs.

Put a[n] ongoing structure in place to listen to the whole community.

Meet the customers where they live & work on the ground (vs. written or electronic communication)

People want to know what the business (like MGE) can do or does for their communities.

Communicate with the community to explain how to lower and manage their energy cost.

What are some opportunities for partnership with the community in implementing the 2030 plan? -scholarships; fairs, outreach

Schools, community centers, public installations, water taxis w/MGE

Don't ask for people's opinions on something that has already been done

Transparency!

How do I trust MGE to look out for the individual's actual needs when I think that they're in it from the business perspective?

How can MGE promote safety in communities even before problems happen such as paying schemes?

Financial literacy is part of element. When talking about budgeting, how do you do it? Partner with some financial institutions to help showcase living sensibly and planning for energy use.

Working in insurance company, we are seeing customers in 70s using ipads and cell phones to see ins. MGE isn't doing that; they don't have a strong social media presence

I am glad that I was invited and was reminded repeatedly by contacts.

No reference where Madison is racially. How can MGE moving the dial? Could MGE address how they can move the whole community forward?

High expectations for customer from MGE - show more progress and little steps and make it user-friendly

Dane County is a unique place, more suspicious of energy companies than other communities. MGE has done a good job, but needs to continue demonstrating and distinguishing itself as different from its competitors

Personal invitation to this event reinforces the value of personal contact

Maybe energy use should be part of energy discussion.

MGE has built a lot of relationships in the community. People are willing to donate time to help MGE

More employee lunch and learns at businesses to reach end consumers about issues that impact their personal energy use (meet them where they are - at work!)

Community Engagement

Consider data synthesis

Like how banks used to be - you didn't get your mortgage back if the community is hurting - that's what you do so keep doing it!

Appreciate outreach to RSVP (foster grandparent program). Education and recognition of low income seniors

Look to local leaders, not just those with big city titles. How does MGE use their expertise in the community to help that community become more efficient and have that conversation with them?

Keep doing things like this, Madison rarely interacts like this with all these leaders in one space talking as such

Small scale solutions: building something small and getting feedback before building something big that might have significant consequences upon failure

Learn from mistakes and keep going from there; target audiences at different facilities; key successes could be bringing in successful people for some engagements

If I neglect now, it will be burdensome later. If there are no jobs, no growth, no new companies, it will be a problem for MGE. They should do a segmentation study and look 15, 30 years ahead in each of those segments. Build a business relationship matrix long-term.

Individual responsibility - to have that and [] us to meet goals, more engagement needed, not going to happen; where are leverage point to get same impact?

Lots of events and student organizations on campus...campus leadership could get more involved in MGE partnerships.

Start educating kids very young. Commercials and cartoons can be impactful.

Have an outside the box approach to who you are reaching out to

What are the qualifications in gathering data?

Commitment to giving economic opportunities to disadvantaged groups. Versus the monopoly of MGE. How to foster economic opportunity?

LGBT community is not be[ing] shown in this evening's material. They support in grant ways but didn't show that. What other groups have been excluded and not involved or mentioned?

Perhaps a conversation done with more specifics, this has been very broad and would enjoy something more specifics going forward

Have a face attached to the name; MGE should become present within the communities and groups they sponsor

As implementation gets underway, keep people engaged throughout the process so people continue to feel ownership through the next 15 years rather than just congratulate themselves at the end of 15 years

Plan e.g. we are going to put a solar panel on every street light in 5 years, have people understand; people need to see the tangibles

Staying engaged by things like this meeting, partner with othersask the community members, brainstorming with neighborhoods. This meeting has been far better!!!

Partnerships & programs need to be win-win, mutually beneficial

Community
Engagement

I think MGE should bring some education to the Boys and Girls Club and other community groups of younger generation kids about how energy is generated, how much work it is, and what they can do to conserve energy.

Give credit to MGE for having talks like this

Often only one person responsible for communication with all minority communications.

Need sufficient people and capability to translate, explain, conduct workshops. Hire more people for communicating with Hmong community, for Latino community. Existing people do an amazing job but they are asked to do too much.

MGE look for partnerships within the general educational curriculum at the UW

Federal law requires that MGE contact annually top 20 customers.

Keep taking input throughout the process, not just at the beginning of the process.

MGE needs to make commitments and keep them. Improve trust issues with every community.

Transparency - little interaction with MGE as individual; what can you do to show transparency?; what is that service you are providing when they're on the phone; getting feedback from MGE?

Using the community education model, educate community case workers so that they can disseminate information in the ways that best serve their communities in ways that are culturally literate

No talking about race problem because it produces division, what is MGE's role in the community? Acknowledge racial divide. Are they solving problems or creating new ones?

Drop the typical demographics and get more personal on a household level

Bring new people to the table to open up the channels of communications.

Measuring the significance of the data and making it clear to community members.

What is the community education budget? Is this sacrificed for budgetary cuts?

What's cool about Nest, is its ability to learn. Smart tech. Take habits and link it or auto disconnect circuits. Can they be shut off when you're gone? Giveaway program for Nests?

People should be using them

Expand the New Green Challenge to more community centers and more venues

Has MGE gone out to malls, or the farmer's market, to ask people their opinions there?

Different stakeholders at those forums than at this forum

Conversation about UW can be expanded. Public could know about the universities usages more; how is the university engaging energy concerns?

Really engage kids at every level.

Confirm that MGE is meeting goals in ways that still work for the community throughout

Unique situation of universal captive customer base

MGE seems like a company that will listen, but how much can they do?

Meet community members in the community!

Lunch and learns - have folks bring in their energy bills to make sense of them - make it personal

MGE needs to do more with the schools in the community.

Regulatory issues, how are they putting us back in terms of advancement? Green Power Model.

Community
Engagement

Plan shared on info - plan is not the same, tell us why; we devote time to process, but is our input used?; phases 1, 2, 3 and 4 have passed, but not said why or how; keep us informed

Good system with the low-income families.

Punch card model YOUR 12TH MONTH IS FREE

Involve local businesses

Engagements have to be consistent and must keep following up. Be there long-term is key.

Forming good relationships.

Economic stimulus by doing forward thinking clean energy; branding issue; Google set up business in Iowa less barrier to clean innovative energy

Two words important going forward: balance and equity. I bet we would find a chunk of this room that thinks we need to be 100% renewable. Another set would cheer moving the April 15th date up. Any conversation in Madison these days is about equity, and MGE needs to have that explicitly part of their conversation. We want to see it on the themes here.

MGE should look into how to read the bill more effectively, how to see where the power is coming from and how the rate changes and how it effects said bill, a graph would be wonderful

MGE helped us with great neighborhood outreach; they are really driven. Don't miss the opportunity with the community. By making your own agenda, you will leave the community with some positive information. It's not easy to engage community. You better deliver what your plans are. Important to understand how to engage the pioneers and then the followers. To develop 2030 plan, they need to release the plan, they need to listen [to] the people. It's a framework, it needs some structure. What is the opportunity to train and invest in the small business and neighborhoods? How it will impact jobs, community? People who need to learn new skills? How do you partner with job training? Clean Wisconsin and others saying not much happening. There is not proper action, but there is great talk. To be leader in the country you need to take big steps to better interact with each other appreciate each other; to establish more need; to do more research. How many other companies in Madison are doing [something] like this?

Concern if low-income population was represented in community conversations...Issue is low income stuck with lower efficient tech that is more expensive.

MGE needs to keep in mind "respect" for non-mainstream cultures. These are people to be listened to. It's "listening, respecting, and doing". Follow through with your commitments.

Be connected to developmental regulatory framework

MGE has a Facebook group that provides us information and we provide them direct feedback, but I still wish some things would change.

Who isn't at the table? Include them.

Who benefitted from MGE's success? Language is race neutral. Should disaggregate data.

I do think MGE should focus on credibility.

Utility company is local, there is sense of pride, trust needs to be there

Local non profit organizations could be brought in for closer relationship with MGE

Make your intentions and strategy transparent

Community
Engagement

UW students may not be interested in campus facilitated and organized large discussions very top down and formal, but student organization lead smaller groups would be better attended with groups individuals are comfortable in.

Not sure why equity has not shown up prominently yet today since it is so important in Madison today.

Find people in the younger generations to build as community leaders.

Break the cycle - be preventative to keep customers out of the negative.

Consequences - of frack sand mining has lowered solar panels

Ask directly what matters to you?

There might be [a] company that would make Nest and give away for free, because data can be sold to other companies about usage. Data is money

Give me short blurb about how everything went with phases, want to know input is valuable

Character is the relationship

Places do locate where power is cheap

Is the budget for community engagement going to expand, or will you need to [use] existing resources to manage future community outreach?

What you teach kids in the classroom they can use to educate their parents (turn the lights off, etc.) Program like DARE but about energy.

How is my info at meeting used?

Strategic implementations need to be connected to actual implementations

Tying energy conservation to community and personal well-being...healthy lifestyles...might be more of a driver than the economics.

Using social media and use alternative methods to reach people.

They can help put together a broader regional plan on energy and sustainability, so they should bring together coalition people to get long-term sustainable plan

Going to progress; getting some good, but at what costs?

When talking about behavior of masses, to make decisions, it isn't going to happen

Acknowledge the racial context. Community a key issue. How does MGE define community?

Continue building upon some of the great outreach you are doing!

MGE needs to ask communities what they need. Work through existing community leaders.

Look for future leaders and next generation leaders, too.

Seeing the same people doing community outreach over the years. Not expanding.

More information on CO2 impacts our health, is it autos, industry, or individual energy consumption?

Reading everything and preparing for tonight has taught a lot to someone who thought they were educated - find a way to get this information to everyone

We are trying to form a citywide partnership...MGE could look at capacity building and be involved in some of these broad, cross-cutting initiatives as a way to improve avenues of communication, especially in areas with very little service.

Is community the same thing as a market?

Community trust with projects for burying wires

Using other organizations to carry the message to the community.

MGE has a progressive attitude.

How much of MGE long-term success dependent on shareholders vs. customers?

Community
Engagement

Short simple surveys where people have incentives to fill them out is a great source of information. Free coffee for 10 questions etc...to engage certain online communities.

Compare actual on the ground local impact (renewable) vs. purchased credits
Create employee resource groups/liaisons within MGE for various demographics so they can work on workplace and outside community engagement issues and make sure they would be a trusted face with communities of affinity
100state is a local organization that can help with MGE getting more into social media

Outreach to different communities in different languages
Can MGE continue to survive in this changing climate; may need to go out and back to roots to survive?
Encouraging and reaching the groups that are outside of MGE's reach.
Talk about who benefits. Goals have to be about more than energy. If you are engaging community. Community expects change.
Is MGE taking this to the people who need it the most? The churches, the community, those who can benefit the most.
To get engagement of Latino community you should make the information more colorful (suggestion made by a Latina).
Do renewable energy ball. You must come up with some creative event that MGE sponsors to bring creative minds together. Ramp up information and education in a fun way. Attract young people.
Town hall is moving to social media, that is where people are talking to each other about problems and solutions
MGE: "always room for improvement".
Word of mouth is very influential among some communities (ages and cultures).
Demonstrations are really powerful. OLD school education methods.
More proactively respond to problems in paying bills.
Compare what other utilities are doing about engagement.
