



Energy Efficiency Initiatives for 2011



Purpose

- What is our goal?
 - To assist customers with natural gas conservation efforts.
- Why?
 - To help our customers save money, reduce demand and help protect the environment.
- How?
 - Through public education programs.
 - Through MGE's energy efficient programs



I. Public Education Initiatives

MGE Is An Energy Star Partner

- **Energy Star** is a partnership with the Department of Energy.
- Being an Energy Star partner connects MGE with a well established government effort to promote energy efficiency at all levels.



I. Public Education Initiatives

General education and promotion of energy conservation with our customers

Energy conservation messages are published to MGE customers through:

- » Company Web Site
- » Bill Inserts
- » Newsletter
- » On Hold Messages
- » Invoice Messaging
- » Radio
- » Print Media
- » E-mail marketing
- » Wrapping our service vehicles



I. The Cleaner, Greener Fuel

- Natural gas is the cleanest of all fossil fuels
- Contains 45% less CO₂ than coal and no particulate matter or mercury
- All American (84% of all natural gas used in the US comes from the US
- Over a 100 year supply readily available



The Right Fuel In The Right Place

- Natural gas is better, more affordable and cleaner than most other fuels for:
 - **Space heating**
 - **Water heating**
 - **Cooking**
 - **Clothes drying**



II. Energy Sense Incentive Program

How does it work?

- **Up to \$200 for qualifying water heaters, boilers and furnaces (ENERGY STAR)**
- **\$25 for a programmable thermostat**

MGE also promotes Federal Tax Credits associated with qualifying systems (www.energystar.gov).

www.betterheatingnow.com



III. Home Performance with ENERGY STAR

- A partnership with KCP&L and MEC
 - Up to \$1,200 for qualifying energy efficient home improvements
 - Improvements focus on air sealing
 - Home energy audit required
 - New criteria for 2011
- Over 1,500 audits completed in 2010; 725 in 2011

www.hpwes.net



IV. Energy Calculator

- Free online energy calculator for residential and small general service customers (www.betterheatingnow.com)
- Provides a comprehensive report on your home or business energy usage
- Can use your actual MGE bill in calculations
- Results are estimates, but use actual energy rates in your area



V. Small General Service Incentives

- Energy Efficiency program for small and medium businesses
- Will consist of various appliance rebates
- Expected rollout in six months



Joplin Incentives

- MGE is requesting that the MPSC grant it permission to increase its energy efficiency rebates for those affected by the Joplin tornado.
- MGE is also considering launching an Energy Star new homes program for Joplin residents.



Questions / Discussion

