



### 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

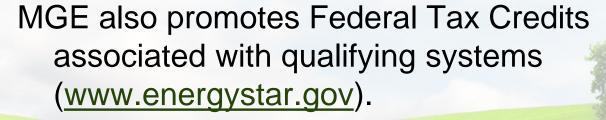
- Natural gas is better, more affordable and cleaner than most other fuels for:
  - Space heating
  - Water heating
  - Cooking
  - Clothes drying



# 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



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**

