

MGE's RATE PROPOSAL

Out of touch with Madison's community values?

Use less – and pay more; use more – and pay less

MGE claims people who conserve and save energy aren't paying their fair share, so they want to raise your electric connection costs from \$10.40 to \$19/mo. Low energy users would pay more for electricity than now, while high energy users would pay less. Should they penalize those who have reduced energy use the most?

Increased payback times – for decreasing energy use

People invest in energy efficiency expecting a certain rate of return. If you invest in electricity reduction, then you'll get less return on your investment. Or if you plan to now invest in efficiency, it will take longer to recoup your investment. Is reducing your rate of return fair?

A dark future for solar

Investment returns on solar systems are based on the payback rate per kilowatt hour (KwH). MGE is proposing to decrease the per KwH rate, lowering the rate of return. A solar system would take longer to pay for, with less incentive to purchase a new one. Is decreased incentives and a lower payback on solar what you want?

Robbing from the poor to give to the rich

Across the country, low income customers use less energy than higher income. With MGE's billing plan, low and middle income customers are more likely to see an increase in their utility bills than high income users whose bills are likely to decrease. Does charging more for those with lesser means match your values?

Giving you more control over your electric bill – by taking it away

MGE wants to give you smart meters and proposed raising your electric connection rate to nearly \$70/mo. in 2017. They say smart meters are tools that will give you to control over your costs – yet you would have no control over a larger portion of your bill. (Does having tools that provide more control over less money sound familiar?) Smart users who have taken control would pay more. Don't we want a plan as smart as the meters?

A climate change denier? You'll love MGE's new plan!

Climate change is caused primarily by fossil fuel use. MGE's proposal would decrease incentives to reduce energy use or install solar, resulting in more fossil fuels use, and continuing to worsen climate change. Is this the heritage you want to leave for future generations?

Thumbs down on the Madison Sustainability Plan

Madison's Sustainability plan, which MGE was a party to, includes 25% renewables by 2025, and 80% CO2 reduction by 2050. MGE's plan would make this harder to achieve. Does this fit Madison's values?

The new green is black

MGE bills themselves as a green energy company in tune with this community, but currently 88% of their energy is mainly fossil fuels – and most of that is coal. Do you want greenwashing – or green energy?

Don't we deserve an energy company that reflects this community's priorities and values?

RePower Madison (find us on Facebook)

The *Real* Madison Gas & Electric



MG&E - Moving our Energy Future Backwards

What You Can Do

- 1) Go to the Public Comments section in the Public Service Commission's web site at <http://psc.wi.gov/apps40/dockets/comment.aspx>, and express your opposition to MGE's new billing scheme. The docket number is 3270-UR-120. Comments will be accepted through September 30, 2014.
- 2) Send copies of your comments to all your elected officials, from the Governor and your county executive to your city council person or village board trustee.
- 3) Modify your comments to submit as a letter to the editor of local newspapers.
- 4) Talk with your friends, acquaintances, neighbors and any community groups you are involved with about this critical fight.

Tell them, MGE's values aren't ours!

MGE – not fair to our community, taking away control over our bills

RePower Madison