

MGE's RATE PROPOSAL

Out of touch with Madison's community values?

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

MGE says people who conserve energy aren't paying their fair share, and want to raise the electric connection charge from \$10.40 to \$19/mo. in 2015. With a lower per kilowatt hour rate, low energy users would pay more, but high energy users would pay less. Is it fair to penalize those who have reduced energy use the most?

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 raise your base electric rate to nearly \$70/mo. in 2017. They claim smart meters are tools that allow you to control your costs – yet you would have no control over more of your bill. Smart users who have taken control would pay more. With smart meters, don't you want a plan to match?

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?

Increased payback times – for decreasing energy use

Investments in energy efficiency save money. But a lower per KwH rate would result in less money saved with reduced electricity use, and efficiency investments would take longer to recoup. If you do the right thing to reduce energy use, is decreasing your payback fair?

MGE – More Greenhouse Emissions

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?

Chasing bad with worse

MGE has contracts to purchase coal for another 25 and 45 years from two different power plants respectively, and now wants you to pay for that. Do you want to pay for their bad decisions for another 45 years?

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

The *Real* Madison Gas & Electric



MG&E - Moving our Energy Future Backwards

What You Can Do

1. Sign the Credo petition at <https://www.credomobilize.com/petitions/support-fair-electric-billing-rates-and-the-growth-of-renewable-energy-in-wisconsin> and let MGE, We Energies, and WPS know that you oppose their assault on clean energy in Wisconsin.
2. 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.
3. Send your comments to your elected officials, and to Gary Wolter, MGE CEO at gwolter@mge.com and the MGE board of directors at director@mge.com.
4. Submit a letter to the editor of a local newspaper or other publication.
5. Talk with your friends, acquaintances, neighbors and any community groups you are involved with about this critical fight.

Tell MGE, your values aren't ours!

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

Four Lakes Group Sierra Club

