

Thank you for the opportunity to speak to the Committee. I am Bob Connor, Director - Commercial and Industrial Marketing at Madison Gas and Electric. My company has a long-standing history of providing our customers with the tools necessary to help consume energy in the most efficient way possible. My comments today will be primarily focused on MG&E's program offerings.

MGE offers a range of services to help our business customers understand and manage their energy use and costs and make decisions on investments to improve energy efficiency. We help businesses compare their buildings' energy performance over time and with similar buildings.

The following are some of the services and products we offer:

- We have a team of Account managers and professional engineers to assist with:
 - On-site energy consultations if a customer has a question on a specific piece of equipment
 - On-Site energy assessments and use analysis that include a report with efficiency improvement recommendations and payback estimates
 - We offer equipment maintenance and purchasing advice.
 - We conduct rate option analysis including impact on cost and payback of various measures. This includes the time of day, the day of the week and the time of year that energy is used.

- We offer customers energy management tools including a link to our metering equipment. One use of this information is to interface with energy management systems in customer's buildings and track consumption in real-time.
- Our staff specializes by business type (e.g., health care, retail, grocery, biotech, etc.)
- We help identify training needs and sponsor developing online and in-person training on energy topics for businesses (We partner with ECW, Focus on Energy, UW-Extension and others)
- We have online and mailed communications on efficiency topics, including promoting customers' efficiency efforts. These include MGE Talks Business newsletter, the Green View video series and more.
- We are active in business community events, connecting with large and small customers to promote energy efficiency (examples include trade shows, chambers of commerce meetings and business group meetings).

MGE also works to connect our business customers with local and regional resources and services which can help throughout the process of learning about, planning and implementing energy efficiency practices and improvements.

These resources include (but are not limited to):

- Focus on Energy: which has prescriptive and custom financial incentives, design assistance, and a retro-commissioning program
- USGBC (US Green Building Council), LEED (Leadership in Energy and Environmental Design) guidelines and certifications for new and existing buildings.
- Sustain Dane's MPower Business Champions and Sustainable Business Network. and
- Wisconsin Sustainable Business Council
- Our business customers are well informed and active. Many dive deeper into conservation and sustainable practices such as carbon foot printing, transportation options and we have helped many customers establish green teams within their organizations.
- Businesses make conservation and renewable decisions for many reasons. For some its simple cost vs. payback. Others look at societal benefits and marketing advantages.
- In my 30 years of working with customers I have witnessed numerous technology changes. Years ago we assisted customers with de-lamping and adding reflectors to their fluorescent fixtures. Today we run analysis on LED lighting, Variable frequency drives and retro-commissioning of buildings. Also new equipment standards are changing the energy landscape. You have probably noticed the recent changes in lighting standards. 2014 included changes to electric motors and commercial refrigeration equipment.

- We encourage our customers to log into our website (MGE.COM). We have a wealth of information there. Examples include our:
 - Building Energy Use Comparison—MGE’s online benchmarking tool – we offer 23 different business types – this tool compares kWhs, therms and total energy used per square foot with other businesses in our area.
 - On our site you can obtain facility or end-use specific information
 - We offer equipment maintenance and purchasing information
 - We have numerous fact sheets and I have an example with me of our Building Energy Use Comparison Tool.
 - The *My Account* section of our site has the following: View My Energy Use, energy data charting, payments and billing details as well as other account management options. We experienced over 229,000 visits to our commercial pages in 2013.
- We also offer financing. Our Shared Savings program uses a revolving loan fund to foster energy-efficient improvements at customer’s facilities. Funds pay for project costs and are later repaid with the help of energy savings. In the past 5 years we have financed over \$6 Million in conservation projects and over \$30 Million since the program’s inception.
- Finally I would like to leave you with this:

- MGE has seen reductions in average commercial energy usage over the last 5 years.
- The cumulative total of commercial conservation just through the Focus on Energy program in our area is large. (Over 6,000,000 therms of natural gas and over 106,000,000 kWh. To put that in context that is equal to the annual electric use of 13,000 homes.) The incentives paid for these projects total over \$10M. The total investment by our customers to achieve this conservation is many times this number.
- Conservation is alive and well in Madison Wisconsin. It has been for a very long time and I expect that trend to continue.
- Thank you for your time. And I am available for questions.