

Madison Gas and Electric

EV Rebate Concept



mg&e[®]

MGE's Decarbonization Goals

- 80% carbon reduction by 2030
- Net-zero carbon electricity by 2050
- Key pillars include generation transition and customer programming around energy efficiency and electrification

“If we can go further, faster by working with our customers, we will.”

- Jeff Keebler,
Chairman, President and CEO



Commercial EV Charging Allowance Program Concept

- Synapse Energy Economics study

Electric Vehicles Are Driving Rates Down for All Customers

January 2024 | Sarah Shenstone-Harris, Paul Rhodes, Jason Frost, Ellen Carlson, Eric Borden, Courtney Lane, Melissa Whited



National Update

- Revenue from EV charging exceeds cost of EV programs and associated system growth

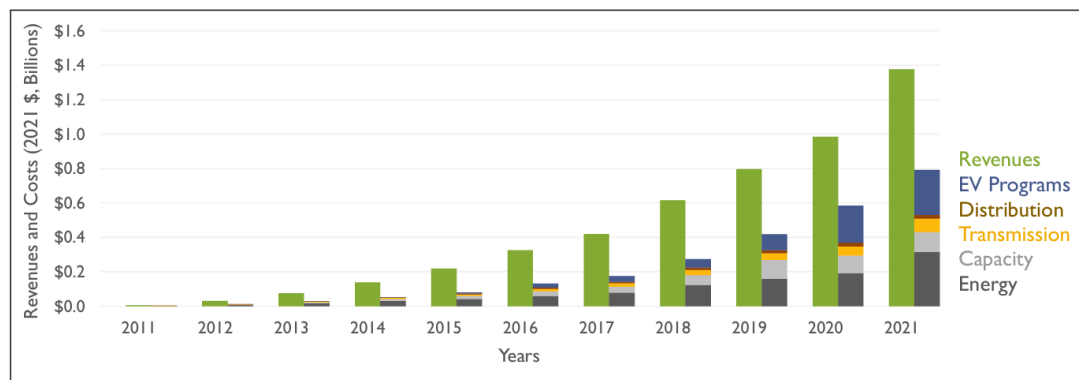


Figure 4. Total costs, plus EV program expenditures, versus total revenues of EV charging across the United States per year from 2011-2021.

Proposed Program Design

- Provide an allowance (or “rebate”) for chargers for business customers on demand rates
 - \$200/kW paid at project completion
 - \$100/kW paid when customer reaches their “demand threshold”
- Allowance costs are recovered over time through kWh sales generated by EV charging
 - Protects non-participating customers

Next Steps

Stakeholder
feedback



Request
approval
from the
Public
Service
Commission
of Wisconsin



If approved,
launch
program

Questions/Feedback?

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