

**MGE AND CITY OF MADISON  
AREAS OF COMMON INTEREST WITH HIGH  
POTENTIAL FOR CONSTRUCTIVE  
COLLABORATION<sup>1</sup>**  
(UPDATED for 01/24/17)

**A. Expansion of Solar**

Possible ideas include, as examples:

- Identify ways to jointly help promote MGE customer sign up for Middleton Shared Solar Project
- Pursue Shared Solar Project in the City of Madison (assuming suitable no cost / low cost site, workable economics, strong customer interest and PSC approval)
- Investigate utility scale solar options in Madison or the region
- Investigate solar on metro bus barn as a way to explore / develop workable business model for MGE to invest in solar projects on City property
- Develop pilot project to explore potential of pairing solar with storage technologies
- Explore ways to grow solar outdoor lighting program (if tariff approved by PSC)

**B. Expanded Use of EVs**

Possible ideas include as follows:

- Identify cost-effective ways to expand/upgrade charging infrastructure
- Investigate opportunities for discounted or group buy programs for EVs
- Explore ways to expand electrification of fleets (e.g. – City vehicles, metro buses, etc.)
- Examine City policies / practices that could promote / incent EVs
- Explore possible demonstration project coupling EVs and storage potential perhaps with solar
- Investigate possible electric transit system options

**C. Promote Energy Efficiency**

Possible ideas include as examples:

- Examine current energy efficiency activities and explore ways to potentially enhance marketing, information distribution, especially in targeted areas

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<sup>1</sup> Agreed upon purpose of this engagement process is to identify topics of common, mutual interest in order to work towards reaching agreement on actions or ideas for constructive collaboration that can advance MGE Energy 2030 and the City of Madison 2016 Energy Work Plan. Some overarching conditions of entering into an agreement include; that the agreement will be mutual in nature (contain commitments and obligations from both parties) and that the goals and general elements of MGE's Energy 2030 Framework will be supported.

- Explore how aggregated electric usage data can be used to help identify opportunities to better promote / market FOE programs
- Help promote voluntary benchmarking ordinance participation
  - Work to address concern raised regarding City being the repository of the data
  - Help develop enhanced marketing program once program is better defined
- Develop ideas for potential pilot or demonstration projects promoting energy efficiency for benefit of lower income populations
- Explore potential MGE investment opportunity for expanded use of LED street lighting
- Explore opportunities to incentivize energy efficiency for Multi-Family Housing.

**D. Social Equity and Economic Development Topics**

Possible ideas include as examples:

- Explore ways to enhance promotion of FOE programs to low income beneficiaries
- Examine MGE Economic Development activities and identify potential ways they do / can help create jobs, promote infill and reduce GHG emissions
- Jointly develop ways to promote Large User Renewable Rider (if approved by PSC)
- Consider investments and/or demonstration projects and opportunities that include a social equity, education and / or economic development component (for example, public libraries, Garner Feed Mill, City Market, lighting in parks, other public locations, etc.)

**E. Transportation Topics**

Possible ideas include as examples:

- In addition to expanding EVs ideas above, explore other ways to address GHG emissions from the transportation sector

**F. Current (or recent) Voluntary Collaborative Activities Between MGE and City**

- Identify recent collaborative activities / efforts and where appropriate, document results
- Identify current collaborative efforts and, where appropriate, describe scope and continuing activities or commitments