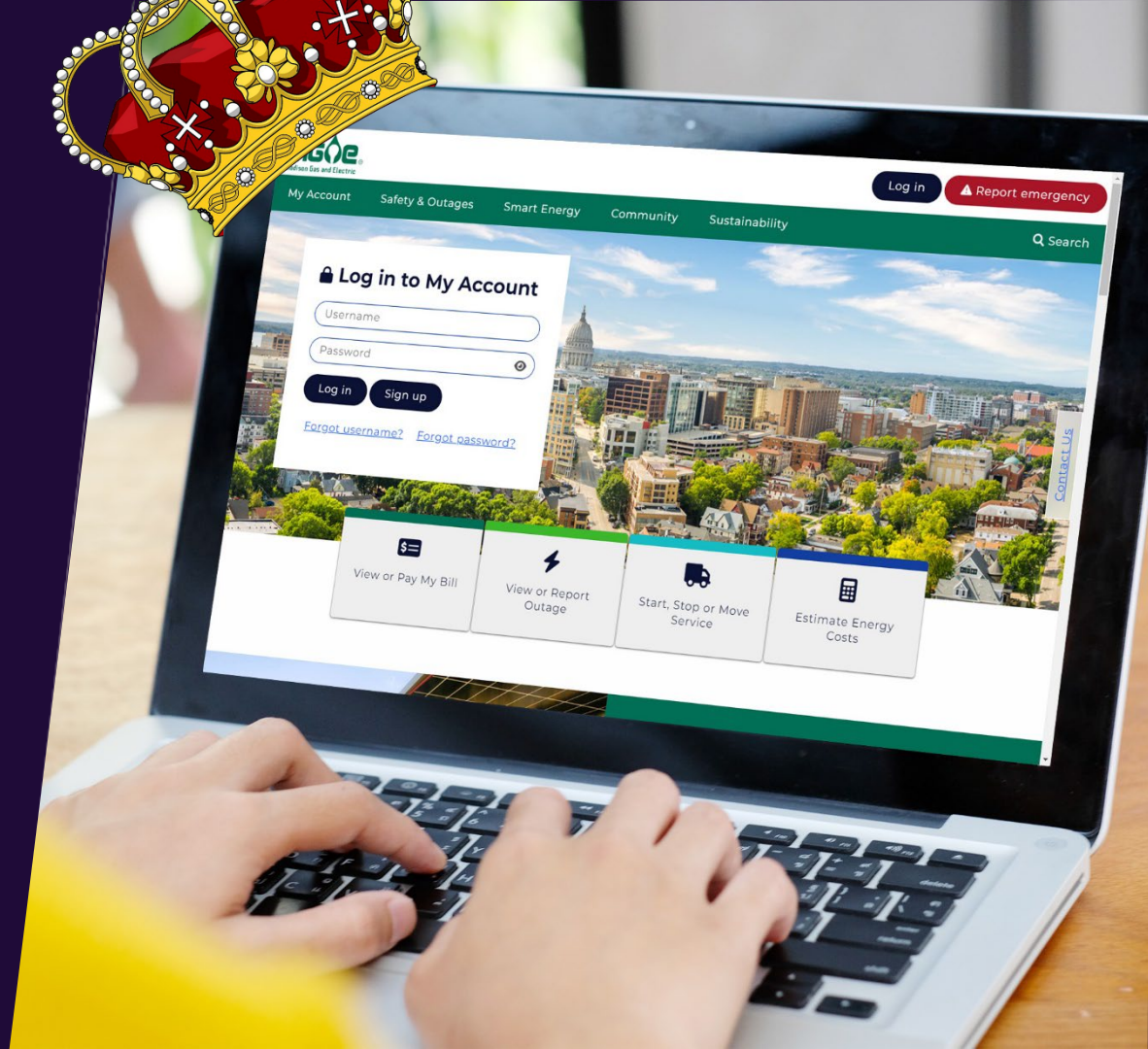


mge.com User Group

January 23rd, 2025
International King Day!

- Accessibility
- Game Time - Jeopardy!
- Super SME
- "KINGO!" Activity
- Q&A / Discussion



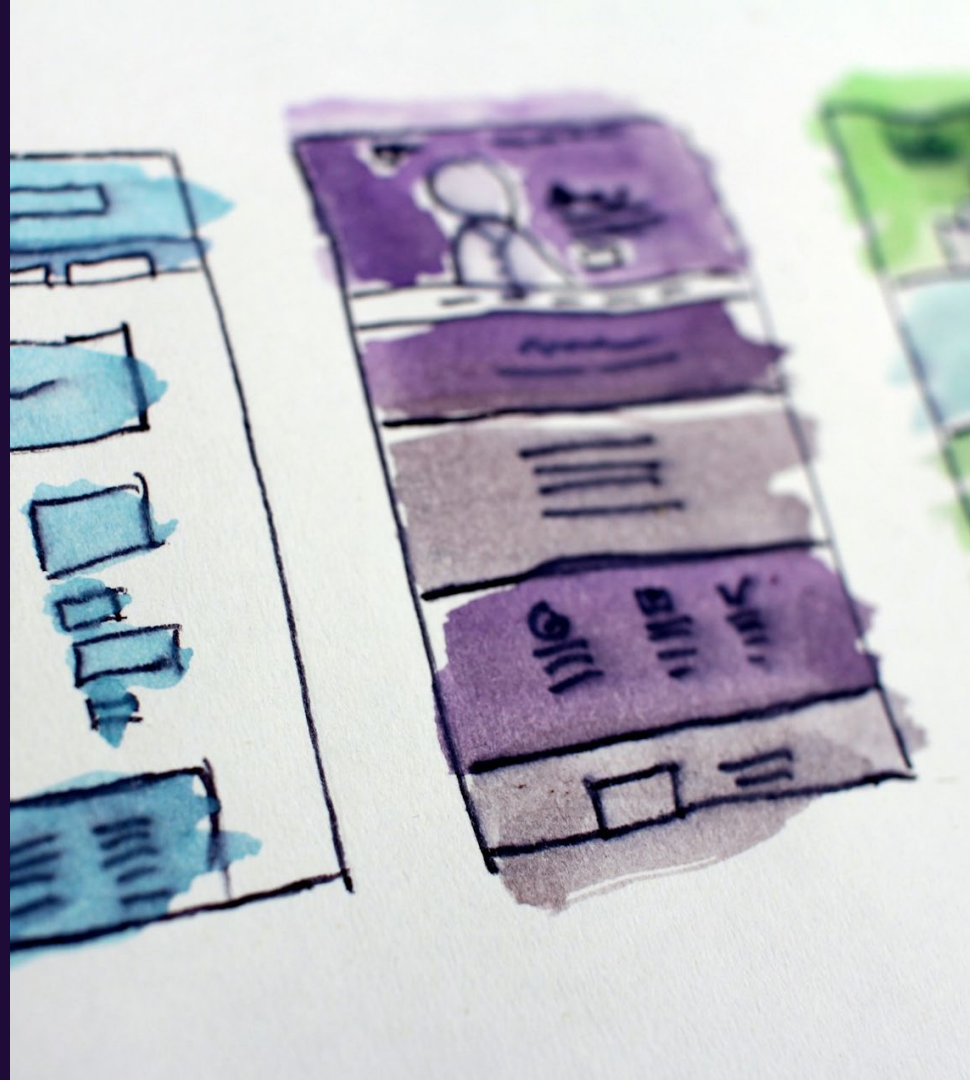
Accessibility

Web accessibility:

Websites and tools designed and developed so people with disabilities can use them.

WCAG:

Web Content Accessibility Guidelines



Disabilities

- [Intellectual Disabilities](#)
- [Physical Disabilities](#)
- [Mental Illness](#)
- [Sensory Disabilities](#)



Types of Disabilities

- Vision
- Movement
- Thinking
- Remembering
- Learning
- Communicating
- Hearing
- Mental Health
- Social Relationships

A disability is any condition of the body or mind (impairment) that makes it more difficult for the person with the condition to do certain activities (activity limitation) and interact with the world around them (participation restrictions).

Dane County Disability Estimates

<u>Difficulty</u>	<u>Age 65+</u>	<u>Age 18+</u>
ANY	32%	11%
Hearing	12%	3%
Vision	5%	2%
Cognitive	9%	4%
Ambulatory	20%	5%
Self-care	9%	2%
Independent living	15%	4%

[Count Disability Estimates, 2008](#)

Case Studies

“Implementing accessibility increases traffic and improves search engine ranking.”

- Nada Rifki

Cognitive Disabilities

Can't remember passwords

Short-term memory

Difficulty understanding unfamiliar or complicated language

Difficulty focusing if screen has distracting elements, pop-ups, and/or notifications

Accessibility Case Studies

Prioritizing Access

1. Use pictures, icons and symbols along with text
2. Use clear and simple text
3. Use consistent navigation, hierarchy and design on every page
4. Use headings, titles and prompts
5. Support screen readers by using alternate text tags
6. Use larger fonts

[How blind people view pictures online.](#)

[Institute on Disabilities – Web accessibility design recommendations for people with cognitive disabilities](#)

How can this affect us?



increase in lawsuits alleging inaccessible websites, apps and digital videos. First half of 2021.

([Lawsuits Over Digital Accessibility for People With Disabilities Are Rising](#), Alcantara – WSJ Online)



had to shell out roughly **\$10m** in damages and legal fees to settle a class action lawsuit with the National Federation of the Blind

([The high cost of digital discrimination: why companies should care about web accessibility](#), Jonathon Hensley – The Guardian)

Why is this important?

Websites designed to be disability friendly typically include features such as accurate auto-translation, better speech recognition, enhanced search engine optimization and browser zoom.

[Only 2% of websites meet Accessibility Standards](#)



Accessibility Fixes

For mge.com

22

WCAG A

Most basic level, easy to achieve

6

WCAG AA

Most desirable, legally accessible

7

WCAG AAA

Higher benchmarks, the ultimate goal

5

WAI-ARIA

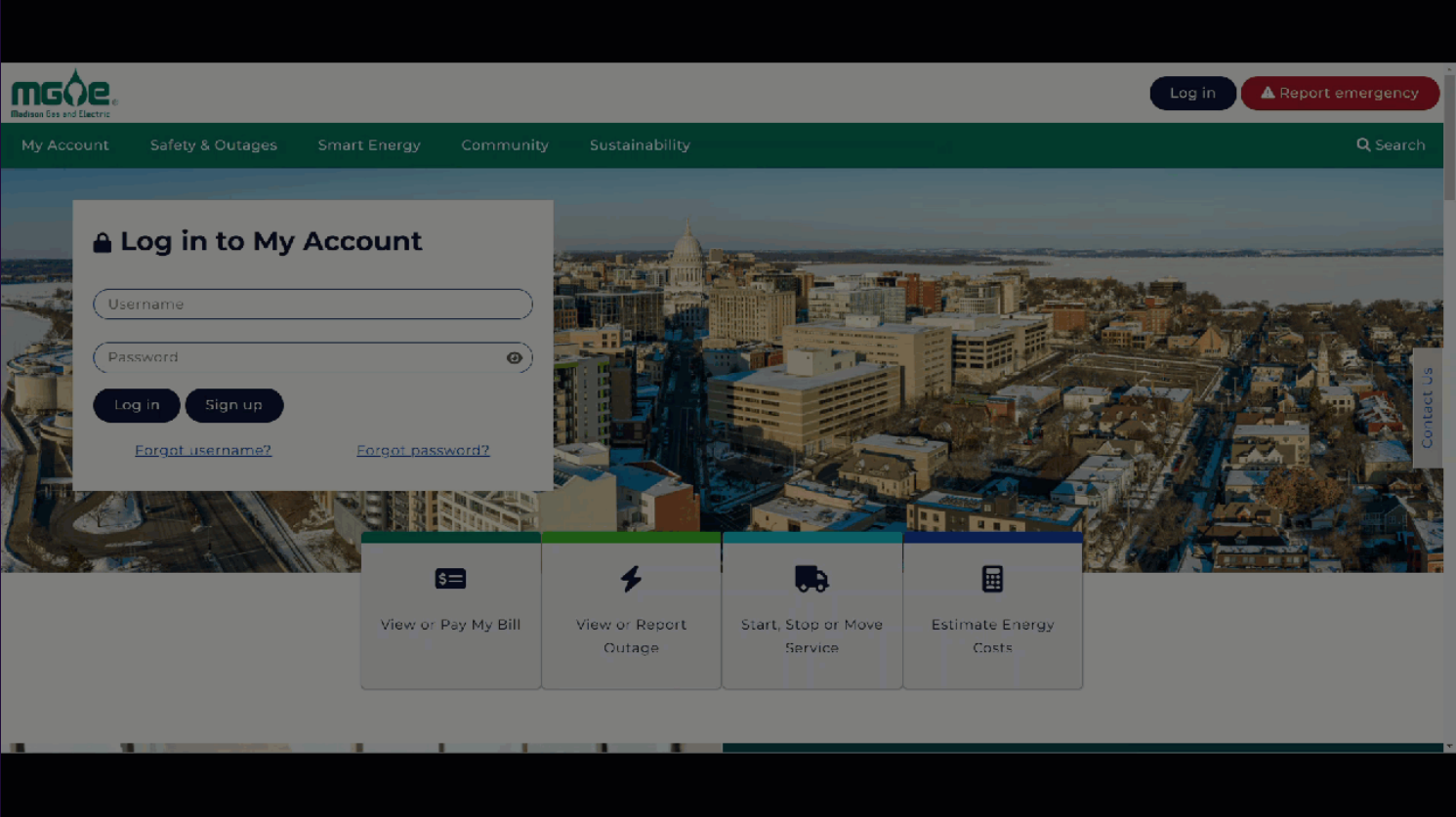
Making interactive content accessible (developer stuff)

12

BEST PRACTICES

Adhering to industry standards

Keyboard Navigation



The screenshot displays the MGOE (Madison Gas and Electric) website. The background is a cityscape with a river. The website has a dark green header with the MGOE logo on the left and navigation links on the right. A login form is overlaid on the left side of the page. At the bottom, there are four service tiles with icons and text.

Header:

- MGOE Madison Gas and Electric
- Log in
- Report emergency

Navigation Menu:

- My Account
- Safety & Outages
- Smart Energy
- Community
- Sustainability
- Search

Login Form:

Log in to My Account

Username

Password

Log in Sign up

[Forgot username?](#) [Forgot password?](#)

Service Tiles:

- View or Pay My Bill
- View or Report Outage
- Start, Stop or Move Service
- Estimate Energy Costs

Visual Hierarchy and Readability for Vision Impairments

The screenshot displays the MGE website with a focus on safety and outage information. The browser's address bar shows the URL <https://www.mge.com/safety-outages/dig-safe/dig-safe>. The website's navigation bar is green with white text, including links for [My Account](#), [Safety & Outages](#), [Smart Energy](#), [Community](#), and [Sustainability](#), along with a search icon and the text "Search".

Below the navigation bar, a list of safety tips is displayed:

- Don't overload extension cords.
- Avoid contact with the electrical service entrance to your building when painting or doing other repairs.

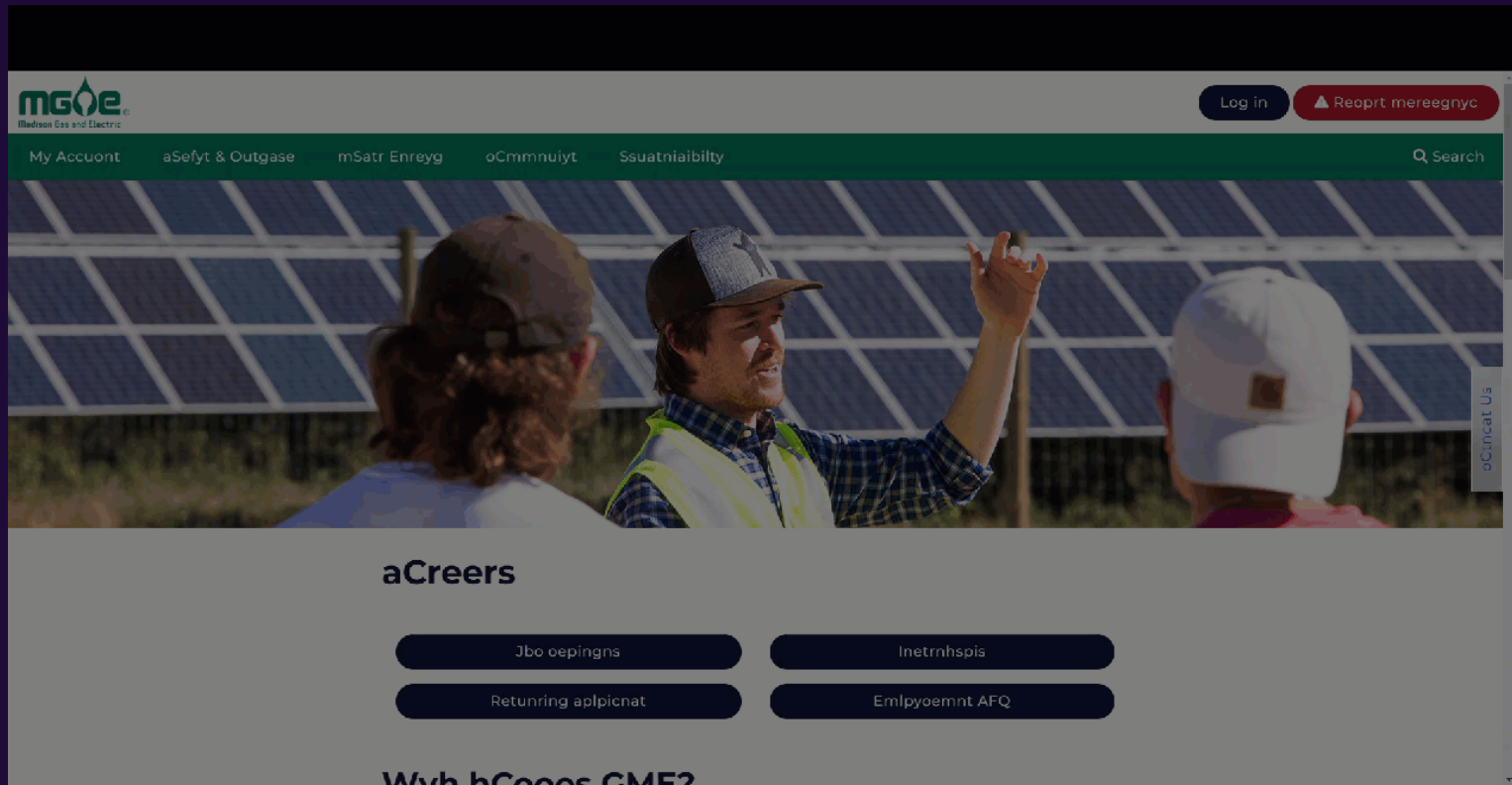
A large gray banner section titled "Dig Safe!" contains the text: "Damaging a line is not only dangerous, it also will be expensive if you have not contacted Diggers Hotline ahead of time. Call 811 before you dig." Below this text is a button labeled "Diggers Hotline".

Below the gray banner, there are three white boxes with green borders, each containing an icon, a title, a description, and a button:

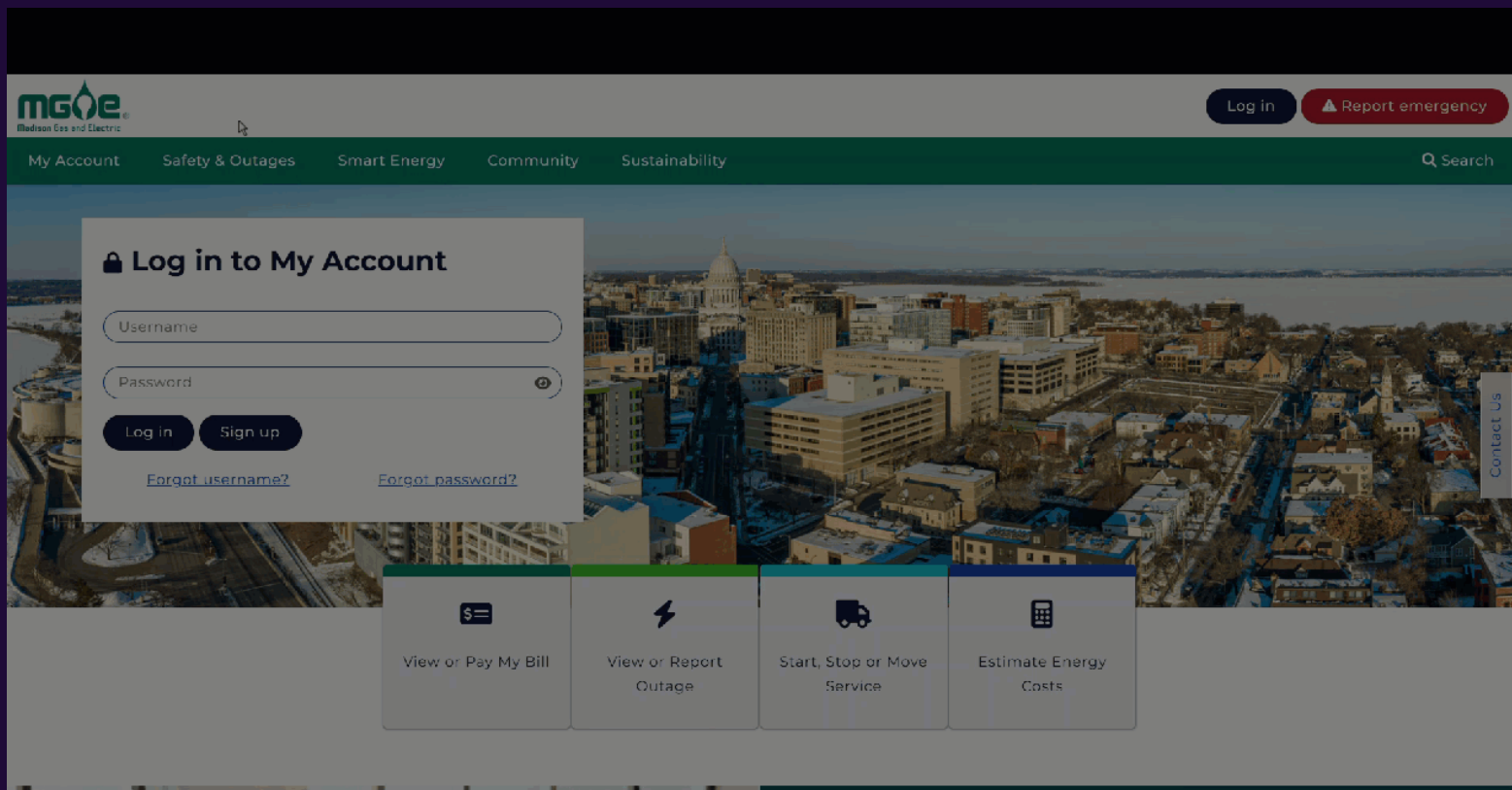
- Power Restoration**: Learn about MGE's process for restoring power after an outage. Button: [See our process](#)
- Outage Safety**: Important tips to keep everyone safe during an outage. Button: [Stay safe](#)
- Outage Protection**: Protect computers and other equipment from power surges. Button: [Follow these steps](#)

A vertical "Contact Us" link is visible on the right side of the page. In the bottom right corner, there is a small circular icon with a question mark.

Addressing Dyslexia



Motor Function Disabilities



The screenshot displays the MGoE (Madison Gas and Electric) website. At the top left is the MGoE logo. The top right features a 'Log in' button and a 'Report emergency' button with a warning icon. A green navigation bar contains links for 'My Account', 'Safety & Outages', 'Smart Energy', 'Community', and 'Sustainability', along with a search icon and the text 'Search'. A large background image shows a cityscape with a river. A white login overlay is centered on the left, titled 'Log in to My Account'. It includes input fields for 'Username' and 'Password', 'Log in' and 'Sign up' buttons, and links for 'Forgot username?' and 'Forgot password?'. At the bottom, four service tiles are visible: 'View or Pay My Bill' (with a dollar sign icon), 'View or Report Outage' (with a lightning bolt icon), 'Start, Stop or Move Service' (with a truck icon), and 'Estimate Energy Costs' (with a calculator icon). A vertical 'Contact Us' link is on the right edge of the main image area.

MGoE
Madison Gas and Electric

Log in Report emergency

My Account Safety & Outages Smart Energy Community Sustainability Search

Log in to My Account

Username

Password

Log in Sign up

[Forgot username?](#) [Forgot password?](#)

 View or Pay My Bill

 View or Report Outage

 Start, Stop or Move Service

 Estimate Energy Costs

Contact Us



Our Score

**As of 1/17/2025*

Accessibility overview

[Learn](#)[Export](#) ▼

Accessibility overview

🎯 Did you know that you can set a site target and track progress towards it?

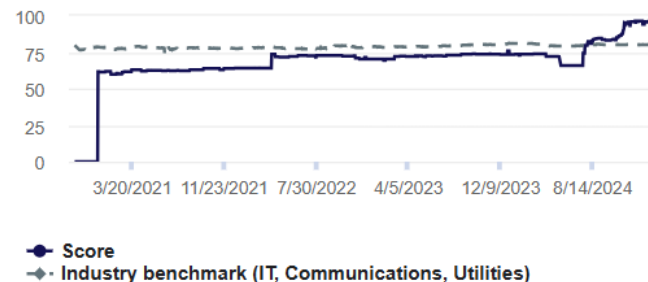
Score details ?

A Level A ?	99.2/ 100
AA Level AA ?	100/ 100
AAA Level AAA ?	69.2/ 100
ARIA WAI-ARIA authoring practices ?	100/ 100
S Accessibility best practices ?	100/ 100

Accessibility score ?



Score history ?



Be a Super SME!

Recognizing our Subject Matter Experts (SMEs) who help improve our website:

- Update content
- Share feedback
- Bring ideas



Last Quarter's Nominees

And the winner is...

Nominee #1

Supplier Resources web page

- Cleaner with complete content update
- Links to other, relevant information
- Improved look and feel

Procurement – Supply Chain with Corp Comm



Old Page



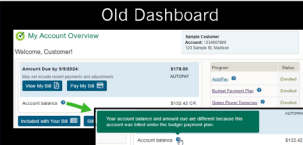
New Page

Nominee #2

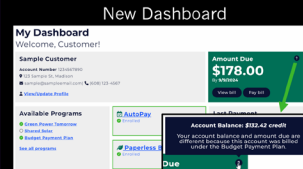
Account Balance on My Dashboard

- Existed prior to go-live
- Call center highlighted bringing it back after calls from customers

Customer Center with Digital Experience



Old Dashboard



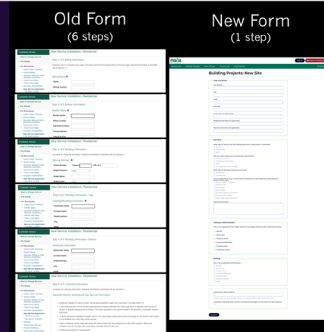
New Dashboard

Nominee #3

Building Projects Forms

- Designed and built forms for all scenarios
- Reduced forms to one page
- Updated integration with Jobber

Service Engineering with CX and DX



Old Form
(6 steps)

New Form
(1 step)

Congratulations!

This quarter's nominees are...

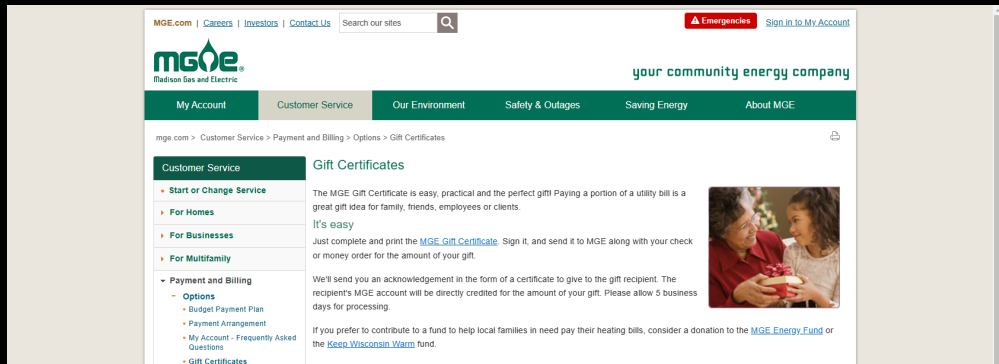
Nominee #1

Cristina Fernandez-Lopez
(Customer Center) with DX

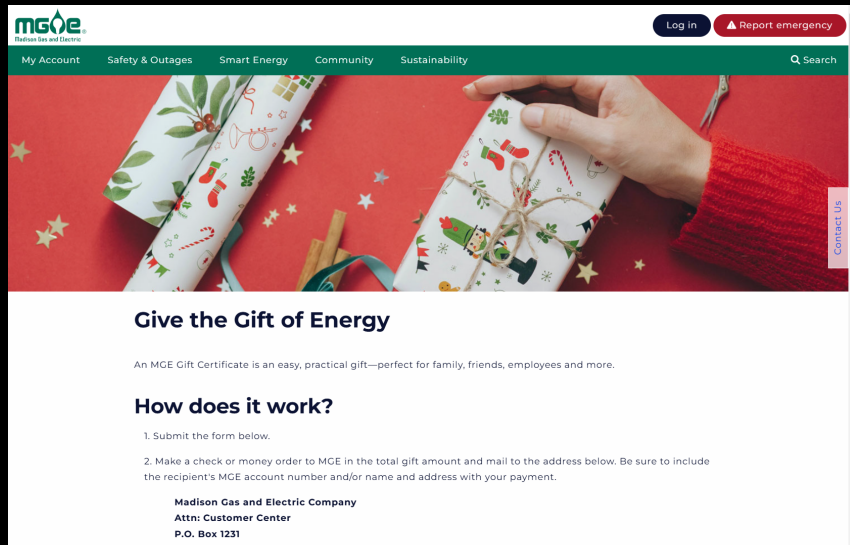
MGE Gift Certificates

- Updated content
- Added online form

Old Page



New Page



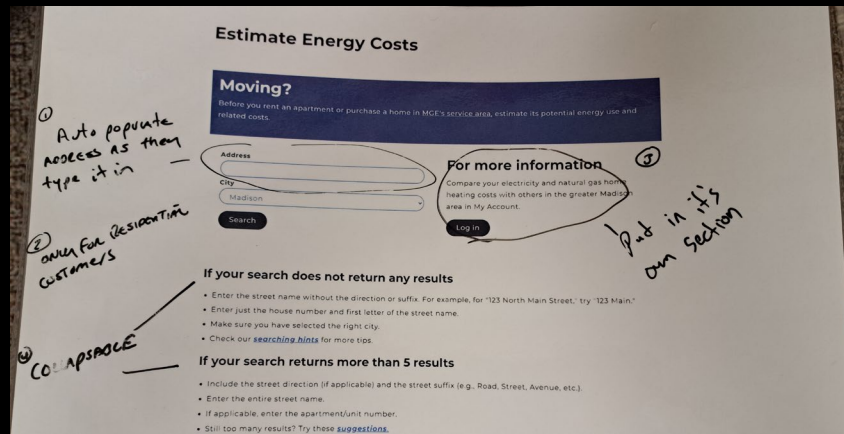
Nominee #2

Tim Walters/Brendon Fanning
(User Group meeting) with DX

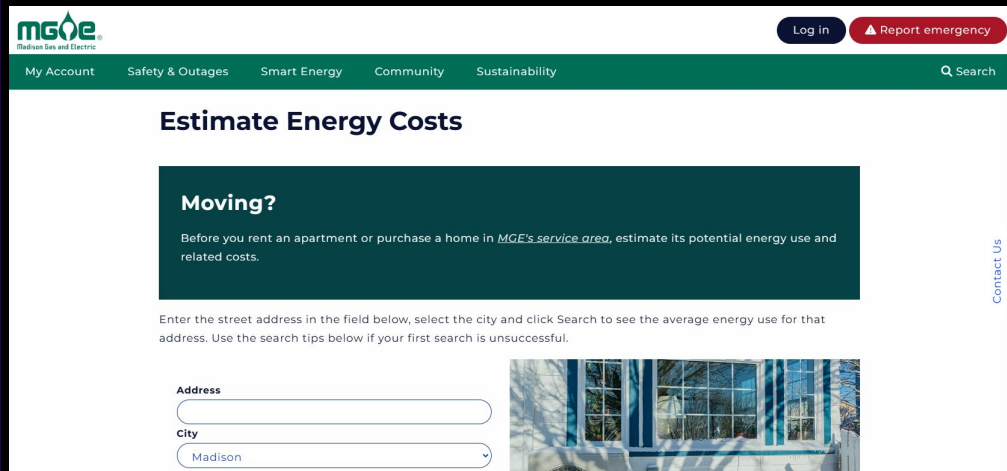
Estimate Energy Costs

- Updated content
- Put For More Information into own section
- Made search tips collapsible

User Group Feedback



New Dashboard



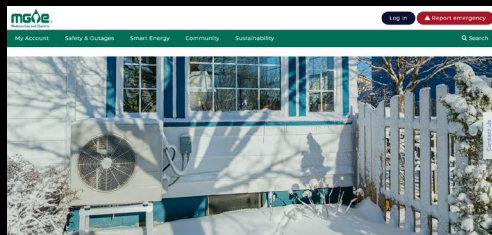
Nominee #3

Laura Paprocki/Leah Samson
(Mktg-RCS) with Corp. Comm.

Heat Pumps

- Added, updated content
- Some reformatting and more color
- Provided jump links and related links

Old Page



Heat Pumps

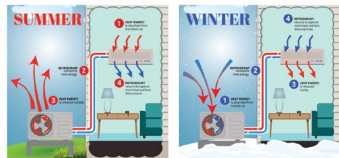
Heat pumps have been used in nearly all parts of the U.S. as a way to heat and cool homes. They are not as common in areas that experience extended periods of sub-freezing weather, such as the Midwest, however, technology is advancing, and some heat pumps may offer an alternative way to heat your home.

It is important to make sure your home is well insulated and airtight prior to installing a heat pump to maximize the energy savings. Heat pumps are a good alternative for homes that are heated with an electric furnace or baseboard, propane, wood or fuel oil.

What is a heat pump?

Heat normally flows from hot to cold just as water flows downhill from high to low. Heat pumps move heat "uphill" against the normal flow.

- A refrigerator is a heat pump. It moves heat from inside the fridge to the surrounding room so food stays cold.
- Air conditioners are heat pumps, moving heat from indoors to outdoors.



The heat pump's refrigeration system consists of a compressor and two coils made of copper tubing surrounded by aluminum to aid heat transfer. To heat, liquid refrigerant in the outdoor coils extracts heat from the air and evaporates into gas. The indoor coils release heat from the refrigerant as it condenses back into a liquid. A reversing valve near the compressor changes the direction of the refrigerant flow. Heat pumps are more energy efficient as they compress and transfer heat rather than generate it.

Air-source heat pumps

Air or reverse heat pumps absorb heat as cool air from moving heat to and from the air through ductwork connected to a single indoor unit that distributes the heated or cooled air throughout the house. There also are ductless reverse installed as outdoor compressor that connects to an indoor unit.

Geothermal or ground-source heat pumps

A geothermal or ground-source heat pump heats or cools your home by moving heat to and from the ground through a series of buried loops. A "groundsource" can be added to a geothermal heat pump to provide water heating.

Dual-fuel heating

Keep in mind that the colder the outside air temperature, the less heat there is available, and heat pump efficiency can decrease. A backup heating source often is a good idea in a colder climate. Dual-fuel systems allow for the flexibility of heating with a heat pump or with a more traditional gas or oil furnace. This can give customers the opportunity to use each system optimally based on costs and environmental benefits.

Benefits

A key benefit is that heat pumps can be used for both heating and cooling purposes, reducing the need for two different types of equipment. They typically have a lifespan of around 15 years, require less maintenance and are powered by electricity, reducing their environmental impact and using less electricity than conventional electric resistance heating sources.

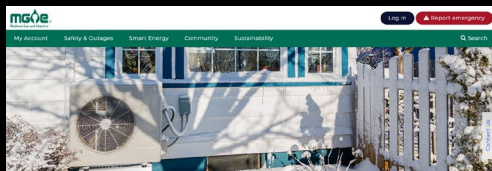
Consider a heat pump if you are:

- Thinking about adding or replacing your central air conditioning.
- Planning what to do when your heating system needs replacing.
- Replacing or adding on to an existing house where it may be difficult to add ductwork.
- Building a new house.

Before you buy

- For ground-source heat pumps, contact the [Wapacore Geothermal Association](#) for a list of experienced professionals.
- For air-source heat pumps, contact a heating and cooling professional.
- Make sure your home is well insulated and air sealed with good ventilation regardless of the type of heating system you choose. If your new home doesn't require much heat, the type of heating system you choose becomes less important.

New Page



Heat Pumps

Heat pumps are an energy efficient alternative to furnaces, boilers and air conditioners for all climates. Rather than generating warm air for your home by burning fuel, heat pumps transfer heat from one space to another. For example, during heating season, heat pumps move heat into your home. In the summer, the opposite occurs—heat pumps remove warm air from your home and reject it outside.

Types	Benefits	Installation	Fuel
-------	----------	--------------	------

It's important to make sure your home is well insulated and airtight prior to installing a heat pump. This will decrease your heating and cooling needs, making the heat pump's job easier. Heat pumps are most economical for homes that are heated with an electric furnace or baseboard heater. propane, wood or fuel oil. Heat pumps can be paired with natural gas furnaces for a "dual-fuel" heating approach.

How do heat pumps work?

Heat naturally moves from hot to cold. This movement, plus the action of refrigerant, water or anti-freeze, creates a refrigeration cycle and the ability to move or "pump" heat from one space to another.

- A refrigerant in a heat pump it moves heat from inside the fridge to the surrounding room so food stays cold.
- Air conditioners are heat pumps, moving heat from indoors to outdoors.

Types of heat pumps

- **Air-source heat pumps:** an air-source heat pump heats or cools a home by transferring heat to and from the air through refrigerants in copper tubing. The tubing integrates with an indoor unit and connects to ductwork that either heats or cools air throughout the house. There also are ductless reverse available consisting of an outdoor compressor that connects to smaller indoor units that are sometimes referred to as heads, cassette heads, ceiling or wall mounted.
- **Geothermal or ground source heat pumps:** geothermal or ground-source heat pumps heats or cools your home by moving heat to and from the ground through a series of buried loops. A "groundsource" can be added to a geothermal heat pump to provide water heating.



Dual-fuel heating

Dual-fuel heating is an approach where you have a natural gas or oil furnace and a heat pump that work together. The furnace is there for the heavy lifting of the colder months, while the heat pump can heat during the shoulder months (like spring and fall). This can give you the opportunity to use each system optimally based on costs and environmental benefits. It also provides peace of mind if one system were to fail.

In summer, heat pumps move heat from one location to another, and in winter in colder climates, it becomes harder to remove heat from the outside to the inside. In those cases, the overall efficiency of the heat pump will drop so a dual-fuel system can be a winning combination. Heat pumps are very efficient at cooling, so they are a great choice when it comes to cooling your home.

Heat pump benefits

A key benefit is that heat pumps can be used for both heating and cooling purposes, potentially reducing the need for two different types of equipment. They typically have a lifespan of around 15 years and require less maintenance. In addition, heat pumps:

- Are more efficient because they move heat rather than generate it.
- Can give flexibility and peace of mind to heat with electricity and/or natural gas when paired with a natural gas furnace, often referred to as a dual-fuel approach.
- Can provide a more consistent heating and cooling experience, leading to increased comfort.
- Can help reduce your carbon footprint over the life of the equipment.

Consider a heat pump if you are:

- Thinking about adding or replacing your central air conditioning.
- Planning for the replacement of your heating system.
- Replacing or adding on to an existing house where it may be difficult to add ductwork.
- Building a new house.

Before you buy

- Make sure your home is well insulated and air sealed with good ventilation regardless of the type of heating system you choose.
- For ground-source heat pumps, contact the [Wapacore Geothermal Association](#) for a list of experienced professionals.



Super SME Vote

www.mge.com/SuperSME

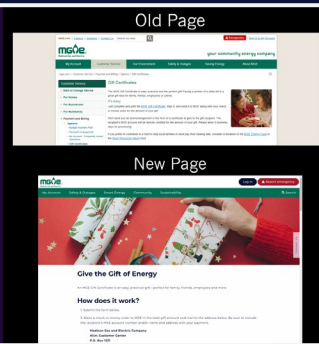


Nominee #1

Cristina (Customer Center) with DX

Gift Certificates page and form

- Updated content
- Added online form

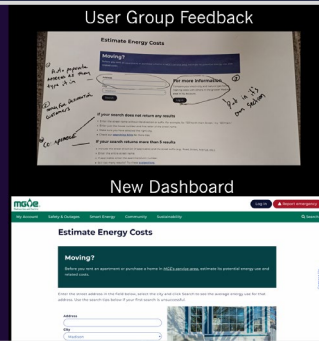


Nominee #2

Tim W, Brendon F (User Group Mtg) with DX

Estimate Energy Costs

- Updated content
- Put For More Information into own section
- Made search tips collapsible

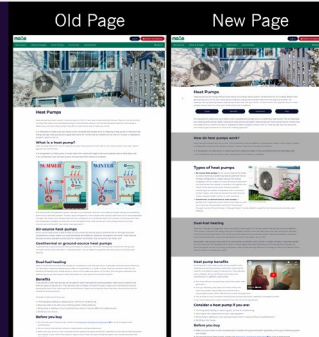


Nominee #3

Laura P and Leah (Mktg - RCS) with Corp Comm

Heat Pumps

- Added, updated content
- Some reformatting and more color
- Provided jump links and related links



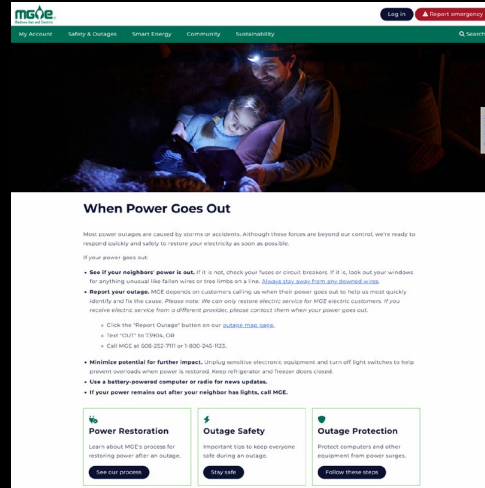
Honorable Mention

AHRP Team
with Corp. Comm.

When Power Goes Out

- Added, updated content
- Better separation of content blocks
- Provided jump links

Old Page



The screenshot shows the old version of the MG&E website. The header includes the MG&E logo, navigation links (My Account, Safety & Disasters, Smart Energy, Community, Sustainability), and a 'Report emergency' button. The main content area is titled 'When Power Goes Out' and contains several paragraphs of text and a list of tips. The layout is somewhat cluttered with multiple columns of text and small icons.

When Power Goes Out

Most power outages are caused by storms or accidents. Although these forces are beyond our control, we're ready to respond quickly and safely to restore your electricity as soon as possible.

- If your power goes out:**
 - **• See if your neighbor's power is out.** If it is not, check your fuses or circuit breakers. If it is, look out your window for anything unusual (the fallen wires or tree limbs on a line). [Click here to learn more about downed wires.](#)
 - **• Report your outage.** MGE depends on customers calling us when their power goes out to help us most quickly identify and fix the cause. Please note, we can only restore electric service for MGE electric customers. If you receive electric service from a different provider, please contact them when your power goes out.
 - Click the "Report Outage" button on our [SUBMITTER PAGE](#).
 - Use 911 or 911&E, 911.
 - Call MGE at 608-252-7771 or 1-800-245-1223.
- **• Minimize potential for further impact.** Unplug sensitive electronic equipment and turn off light switches to help prevent overloads when power is restored. Keep refrigerator and freezer doors closed.
- **• Use a battery-powered computer or radio for news updates.**
- **• If your power remains out after your neighbor has lights, call MGE.**

Power Restoration

Learn about MGE's process for restoring power after an outage.

[See our process](#)

Outage Safety

Important tips to help everyone stay safe during an outage.

[Stay safe](#)

Outage Protection

Protect computers and other equipment from power surges.

[Follow these steps](#)

New Page



The screenshot shows the new version of the MG&E website. The header is similar to the old page but with a more modern design. The main content area is titled 'When Power Goes Out' and features a large hero image of a family. The layout is cleaner and more organized, with clear sections for 'During an outage' and 'After an outage'. The text is more concise and easier to read.

When Power Goes Out

Most power outages are caused by storms or accidents. Although these forces are beyond our control, we're ready to respond quickly and safely to restore your electricity as soon as possible.

Be prepared if the power goes out by following these tips before, during and after a power outage.

During an outage

After an outage

Before a storm

- Sign up or receive [outage notifications](#) from MGE if the power goes out.
- Bookmark MGE's [outage map](#) app in your phone, and add the phone number to report outages (608-252-7771) to your contacts for quick access.
- Review MGE's [Emergency](#) where we post updates during large outage events.
- When storms are predicted, be sure to charge your mobile devices and ensure any portable charging batteries are charged and ready to use. After the power goes out, plug them into your laptop to keep them charged.
- If you have a well pump or sump pump, consider getting a backup power supply to ensure its safe operation in the event of an extended power outage.
- Use [safe practices](#) to help protect sensitive electronic equipment when power is restored.
- Assemble a [kit](#) and check the contents every six months to make sure items aren't outdated or expired.
- Practice water to use, if needed for refrigeration or for drinking.
- Plan for medical needs, including refrigerated medicines and any medical devices that require electric power.

Life-Sustaining Equipment

If you or someone in your family requires electrical life-support equipment, we urge you to have a backup plan in case the power goes out. Please notify us of your situation by e-mailing and completing MGE's [Medical Conditions Notification Form](#). It must be confirmed by a medical device service provider (see performance provider). Then, email or fax it to MGE Customer Service, PO Box 1035, Madison WI 53710-1231 (Fax: 608-252-4774).

During an outage

- If your power goes out, report your outage online, by texting "OUT" to 77966 or by calling MGE at 608-252-7771.
- Unplug sensitive electronic equipment and turn off any appliances as you can to help prevent possible overloads when power is restored. Keep refrigerator and freezer doors closed.
- Use a battery-powered computer, mobile device or radio for news updates and to monitor MGE's [Facebook](#) page.
- If you run a gasoline-powered generator, follow manufacturer guidelines. Be sure to place it outside and a safe distance from your home to avoid a buildup of carbon monoxide.
- If your power remains out after your neighbor has lights, call MGE.
- Never enter a flooded room or basement while the power is not on. Call MGE to have the power disconnected before starting cleanup work, including pumping water out of the flooded area.
- See our [Safety](#) and [Emergency](#) sections for more information.

Momentary Outages

A momentary outage, or a power "blink," is a brief interruption in the electric power supply. These outages are usually caused when something like a tree branch comes in contact with an electric line or equipment. Momentary outages help protect the distribution system by tripping the fuse and preventing a larger outage. Many times, these outages clear themselves. If the problem persists, MGE wants to locate the source of the problem and restore power as safely and as quickly as possible.

After an outage

- If you see a downed or damaged power line, call MGE at 608-252-7771.
- **• Avoid downed wires.** Assume any downed wire is energized, and stay at least 10 feet away.
 - Do not touch or attempt to retrieve any tops or objects, such as clothes and shoes, that may be caught in an electrical fire.
 - Do not touch someone who is being strangled by a downed line - you could be killed.
 - Stay clear of areas where there are tree branches in suspended power lines.
- If the electric service lines coming into your home are damaged, call a qualified electrician to inspect and repair them. MGE cannot restore your service until repairs have been made.
- During a lengthy outage, take extra precautions to prevent food in your refrigerator and freezer. MGE is not responsible for any loss of food you might experience. [Click here to learn what food is safe.](#)
- See our [Safety](#) section for more information.

Outage Notifications



Activity Time

KJROB!

(kinda like Bingo but with a twist)

Q&A / Discussion



Next Meeting

Next meeting: **Thursday, April 10th @ 9AM**



Prepare for the Titanic voyage!