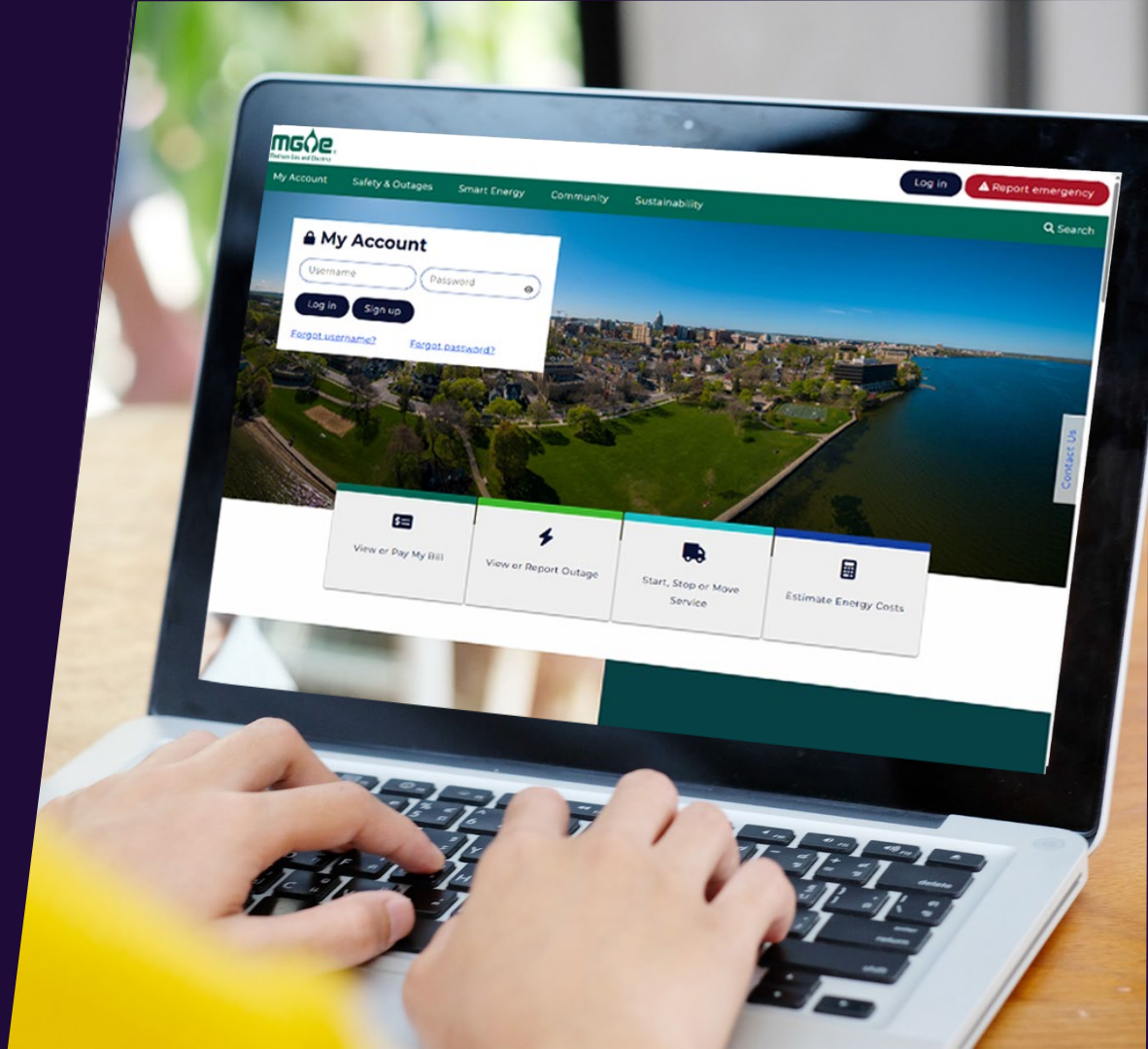


mge.com User Group

April 10th, 2025
Titanic Voyage!

- Mobile-First
- Super SME
- Activity: Mobile Treasure Hunt
- Q&A / Discussion

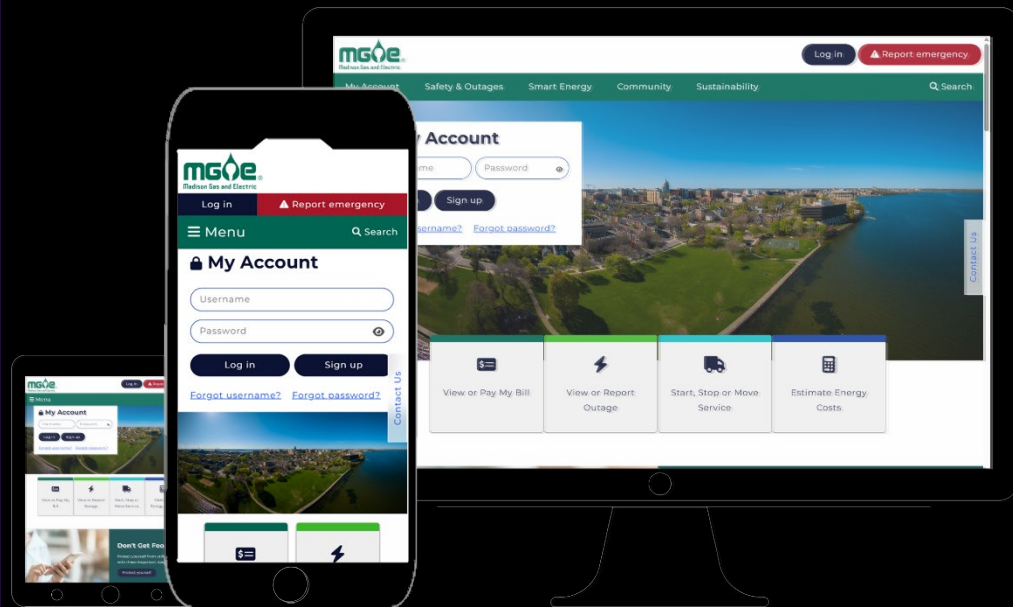


Mobile-First

Coined by Luke Wroblewski in 2009

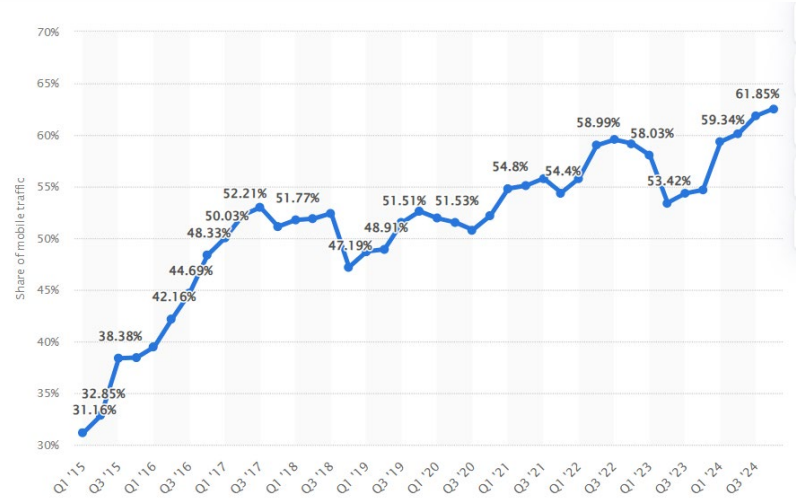
It suggests that sites should be built with mobile devices in mind from the beginning.

Core functionality and user experience (UX) are optimized for mobile. Features and enhancements can easily be scaled to desktop/larger screens.



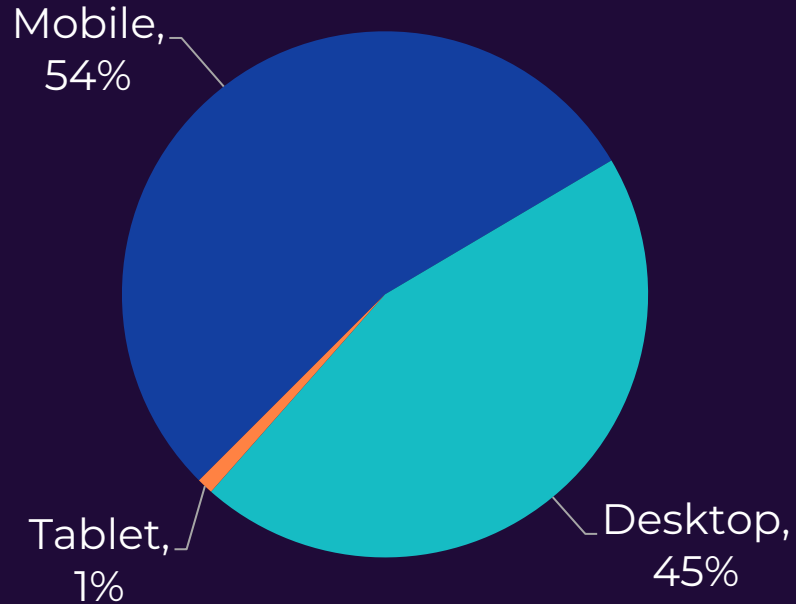
Why Mobile-First?

- 60%+ of worldwide web traffic is mobile
- Clean, efficient designs improve UX
- Search engines performance
(*Google prioritize mobile-friendly sites for SEO*)
- Scale up to large screens easier than shrink down
- Faster load times = lower bounce rates, better engagement



[Percentage of mobile device website traffic worldwide](#)

mge.com Mobile Visitors



April 2024 – March 2025

Mobile-First = Accessibility First

Visual Hierarchy creates easily scannable content

Better for vision impairments

Large touch-friendly design for touch points and inputs, like buttons and forms

Better for motor and cognitive impairments

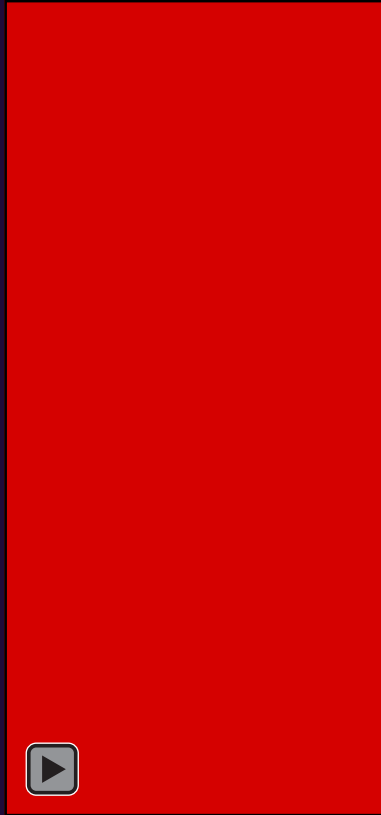
Simplified layouts with white space to provide “breathing room” to avoid interference

Less cognitive load

Faster load times

Better for slow connections

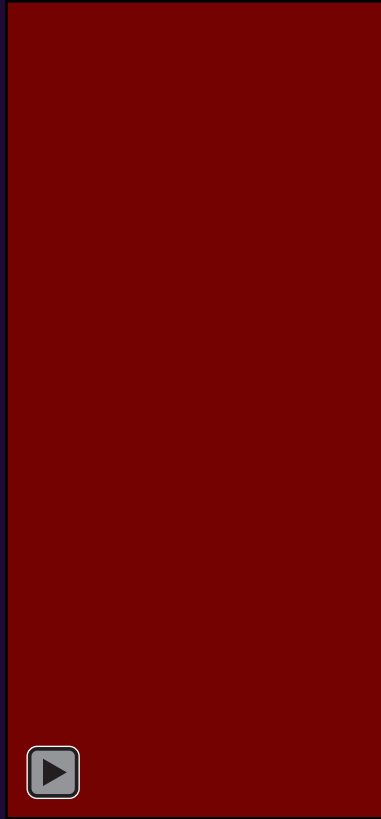
Mobile Mobility



Larger Fonts & Blurry Vision

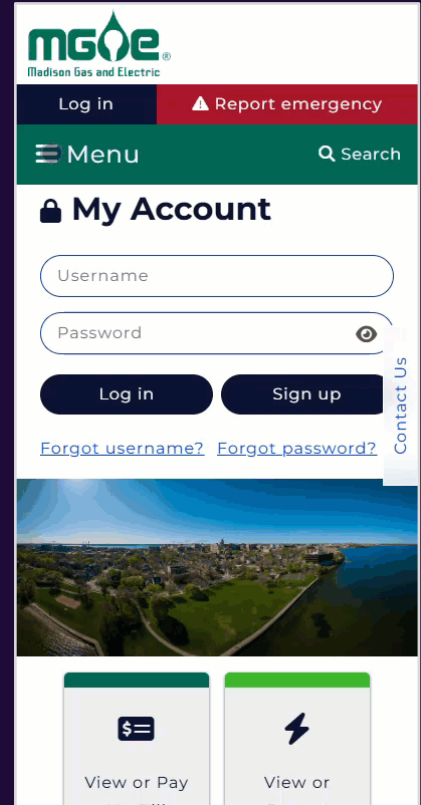


Sunshine Simulated



Other Benefits

- Consistent with app experiences
(e.g., *mge.com* menu) —————→
- Simple – White space is a design element
- Users do not read, they scan
- Fat-finger-friendly



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

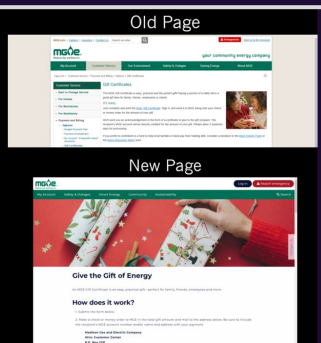
And the winner is...

Nominee #1

Cristina Fernandez-Lopez
(Customer Center) with DX

MGE Gift Certificates

- Updated content
- Added online form

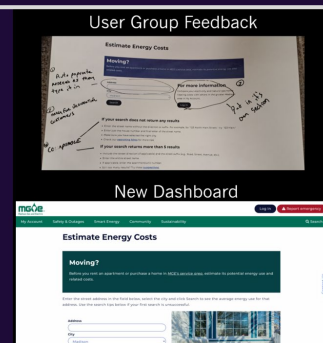


Nominee #2

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

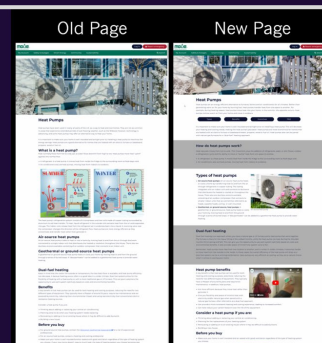


Nominee #3

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



Congratulations!

This quarter's nominees are...

Nominee #1

Eric Frank
(Gas Planning and
Compliance) with Corp Comm

Excess Flow Valves

- Content added and updated
- Ensuring PSC compliance

Excess Flow Valves

Since 2017, MGE has proactively installed excess flow valves (EFVs) on all new or replaced natural gas service lines where required by federal regulations. This includes service lines serving single-family homes, multifamily properties with natural gas loads under 1,000 cubic feet per hour and small business customers with similar loads. EFVs are installed before these service lines are activated to enhance safety and to comply with the performance standards outlined in [49 CFR § 192.381](#).

What is an EFV?

An EFV is a mechanical safety device installed on your natural gas service line. It is designed to automatically shut off the flow of natural gas if the service line is broken or damaged. EFVs do not stop the flow of gas for any leaks or faulty equipment on the customer's side of the gas meter.

Why should I consider installing an EFV?

If you or an excavator accidentally contacts the natural gas service line while digging and severs the line, the EFV will automatically minimize or stop the flow of natural gas. By shutting off the gas flow, an EFV helps to:

- Prevent the buildup of natural gas, reducing the risk of an accident.
- Enhance the overall safety of your property and neighborhood.

What is the cost of installing and maintaining an EFV?

- The cost for installation is typically \$1,200, depending on the conditions of your property.
- While EFVs are highly durable, they may require maintenance or replacement over time. If maintenance or replacement is necessary, contact MGE for assistance.

Requesting an EFV Installation

If your natural gas load does not exceed 1,000 cubic feet per hour and there are no technical or safety limitations, you have the right to request an EFV installation.

To request an EFV, contact an MGE Trade Ally Coordinator at 608-252-5622 or TAC@mge.com.

We will then work with you to schedule the installation and provide an estimate of the costs.



Natural Gas Safety

Recognize the signs of a gas leak, maintain your equipment and stay safe around natural gas.

Stay safe



Gas Pipelines

Important information about the pipelines that deliver safe, reliable natural gas to our customers.

Learn more



Diggers Hotline

Call Diggers Hotline a minimum of three business days before any digging project.

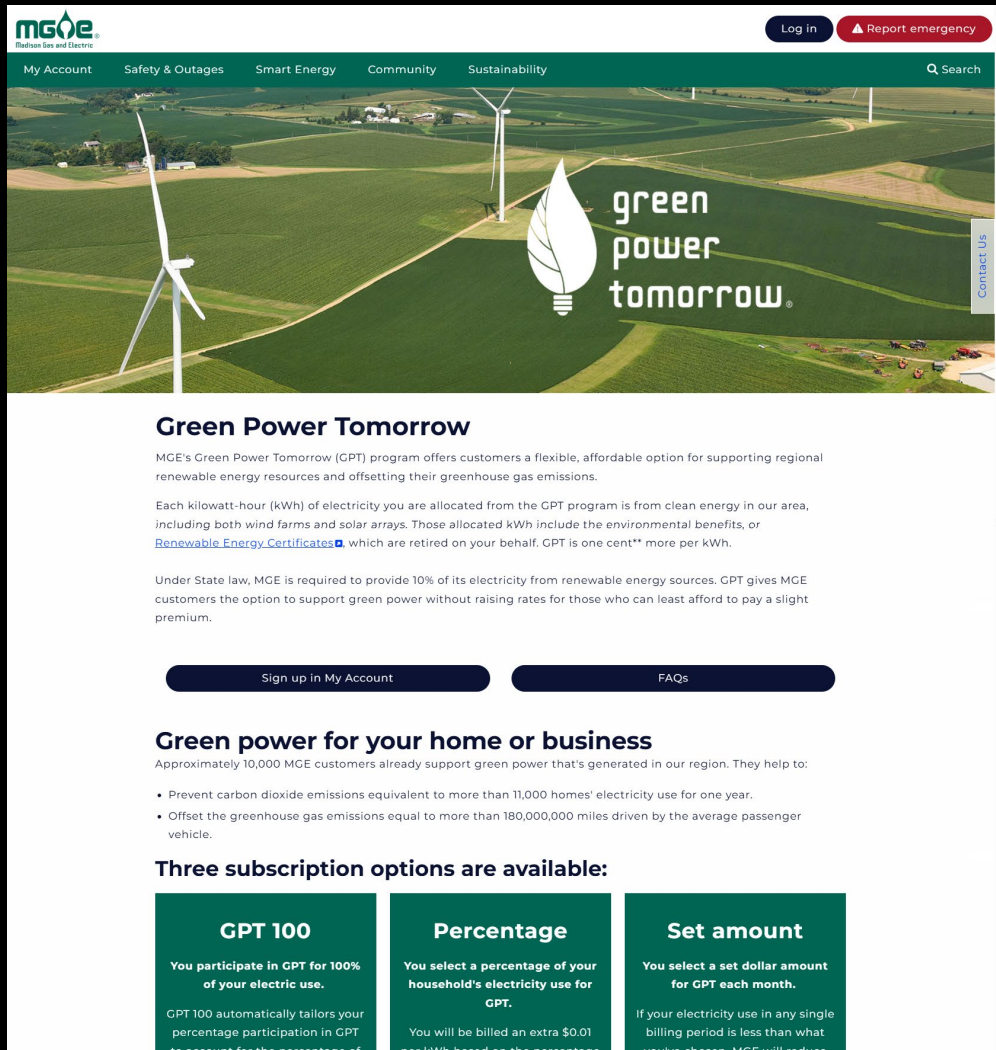
Dig safe

Nominee #2

Taylor Graham/Mary Casey
(Corp Comm)

Green Power Tomorrow

- Logo added to banner
- Subscription options highlighted
- Buttons added



MG&E
Midwest Gas and Electric

Log in Report emergency

My Account Safety & Outages Smart Energy Community Sustainability Search

green power tomorrow

Green Power Tomorrow

MGE's Green Power Tomorrow (GPT) program offers customers a flexible, affordable option for supporting regional renewable energy resources and offsetting their greenhouse gas emissions.

Each kilowatt-hour (kWh) of electricity you are allocated from the GPT program is from clean energy in our area, including both wind farms and solar arrays. Those allocated kWh include the environmental benefits, or [Renewable Energy Certificates](#), which are retired on your behalf. GPT is one cent** more per kWh.

Under State law, MGE is required to provide 10% of its electricity from renewable energy sources. GPT gives MGE customers the option to support green power without raising rates for those who can least afford to pay a slight premium.

Sign up in My Account FAQs

Green power for your home or business

Approximately 10,000 MGE customers already support green power that's generated in our region. They help to:

- Prevent carbon dioxide emissions equivalent to more than 11,000 homes' electricity use for one year.
- Offset the greenhouse gas emissions equal to more than 180,000,000 miles driven by the average passenger vehicle.

Three subscription options are available:

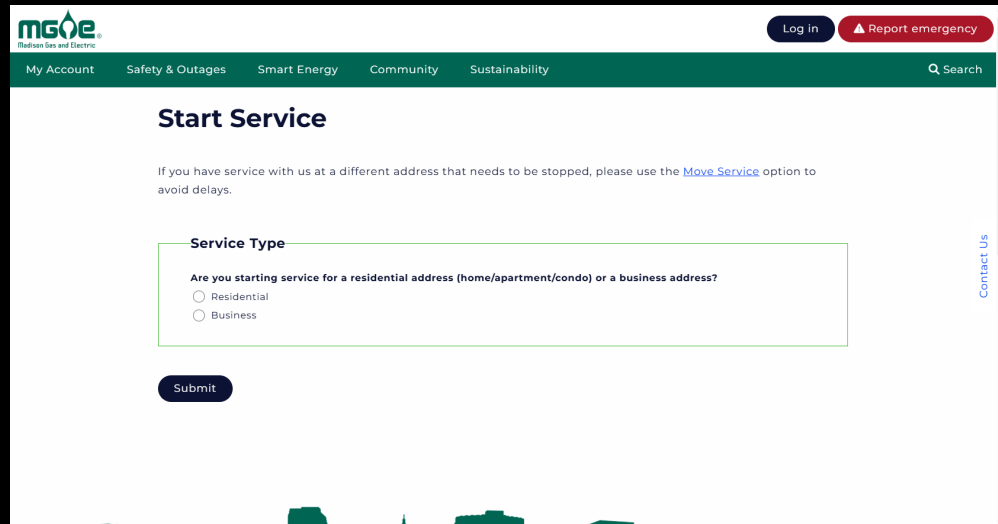
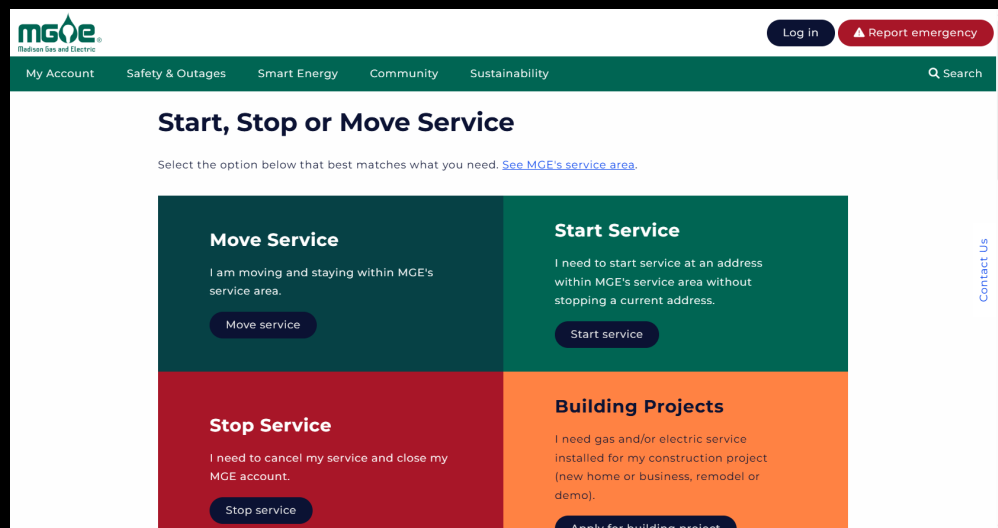
GPT 100	Percentage	Set amount
You participate in GPT for 100% of your electric use.	You select a percentage of your household's electricity use for GPT.	You select a set dollar amount for GPT each month.
GPT 100 automatically tailors your percentage participation in GPT to account for the percentage of	You will be billed an extra \$0.01 per kWh based on the percentage	If your electricity use in any single billing period is less than what you've chosen, MGE will reduce

Nominee #3

Brittany Ingram
(Customer Center) with DX

Start, Stop or Move Service

- Emphasized Move Service
- Updated Start Service callout content
- Added content to Start Service form



Super SME Vote

www.mge.com/SuperSME



Nominee #1

Eric Frank
(Gas Planning and Compliance) with Corp Comm

Excess Flow Valves

- Content added and updated
- Ensuring PSC compliance

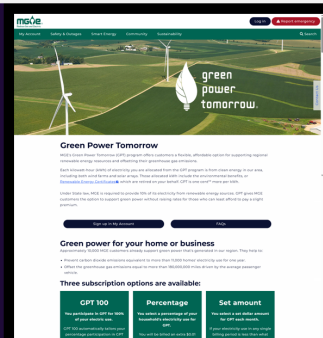


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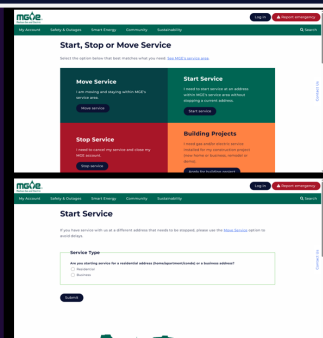


Nominee #3

Brittany Ingram
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Mobile Scavenger Hunt

Operation Lifeboat!

The Titanic has hit the iceberg. The ship is sinking. But you just can't leave your precious artifacts behind! **YOUR CREW'S MISSION:**

1. Scan the QR code on the back of your ticket to see your missing artifact
2. Quickly explore the ship (Hub/cafeteria) to find your artifact with your crew (table)
3. Scan the QR code on your artifact
4. Review the MGE mobile page carefully
5. Return to the deck (room) & answer our question correctly in time to secure a seat on a lifeboat!



Q&A / Discussion



Next Meeting

Next meeting: **Thursday, July 17th @ 9AM**



World Emoji Day