

At-A-Glance—2008

Environmental action

MGE recognizes its responsibility to aggressively prevent pollution, minimize waste and improve our environment.

MGE has helped customers save more than 100 megawatts of electric generating capacity over the past two decades. Power Tomorrow workshops, part of our Energy 2015 plan, challenge customers to save more. The Power Tomorrow workshops offer many energy-saving ideas.

Emission rates drop

MGE meets all current, applicable environmental regulations. From 2002 to 2007, emission rates at MGE's owned generation decreased for nitrogen oxide, sulfur dioxide, particulates and mercury.

MGE projects total carbon dioxide emissions to decline by 8% and the emission rate by 10% from 2005 to 2015, despite growing demand from electric customers.



Green Power Tomorrow

MGE's green pricing participation rate is the highest of any investor-owned utility in the U.S. 10% of our residential customers are purchasing clean energy.

Our newly expanded green program grew by more than nine times. MGE set green pricing at 1¢ per kilowatt-hour, one-third the price of our smaller, original program.

Under the previous program, MGE sold roughly 15 million kilowatt-hours of green energy per year. The amount will now exceed 137 million kilowatt-hours per year.

Many commercial and residential customers want to take direct action to offset the carbon dioxide and other emissions produced by generating their electricity.

MGE also buys solar energy from customers who install their own photovoltaic units. The solar energy feeds into our grid for Green Power Tomorrow customers.

