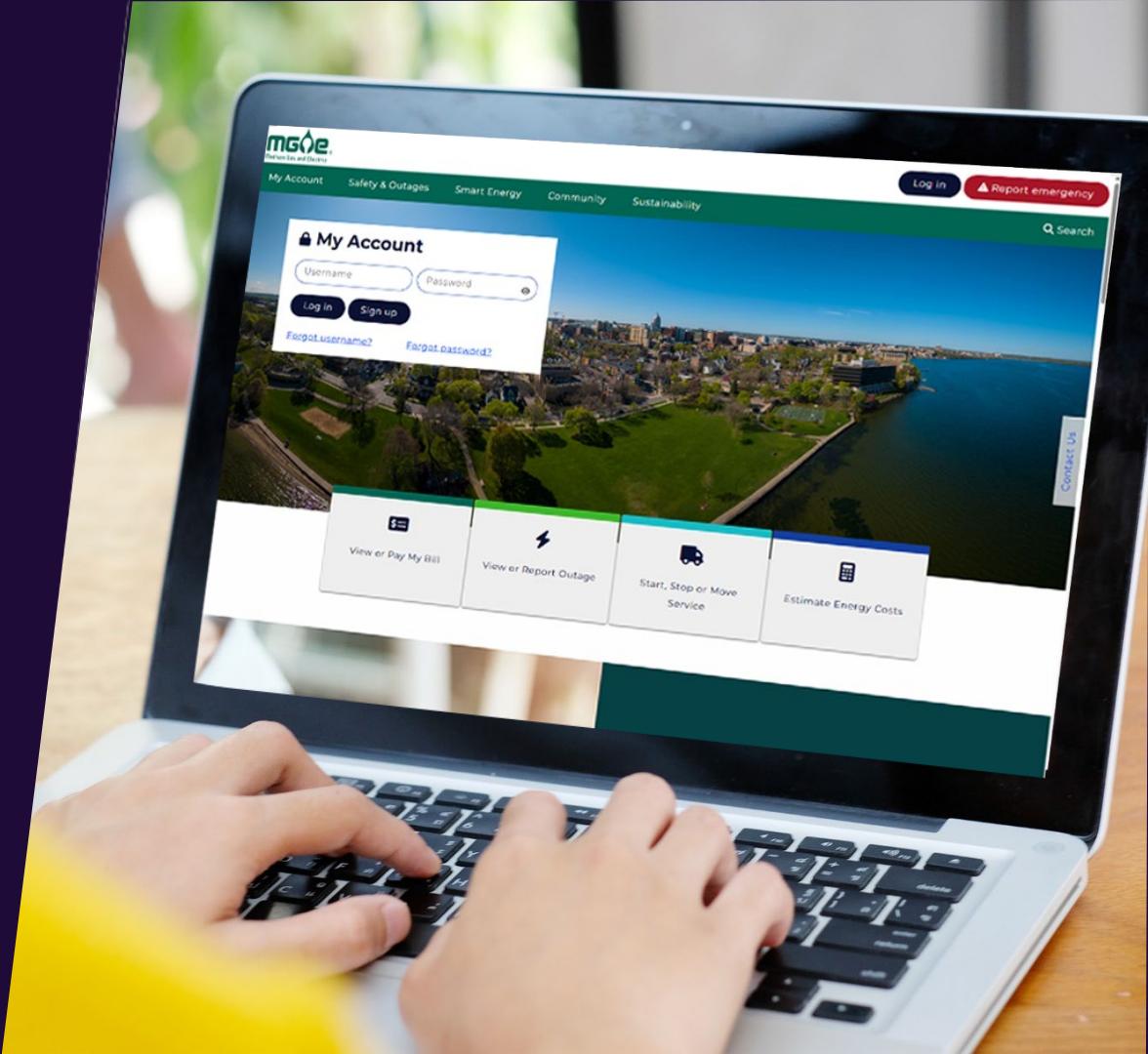


# mge.com User Group

April 10<sup>th</sup>, 2025  
**Titanic Voyage!**

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

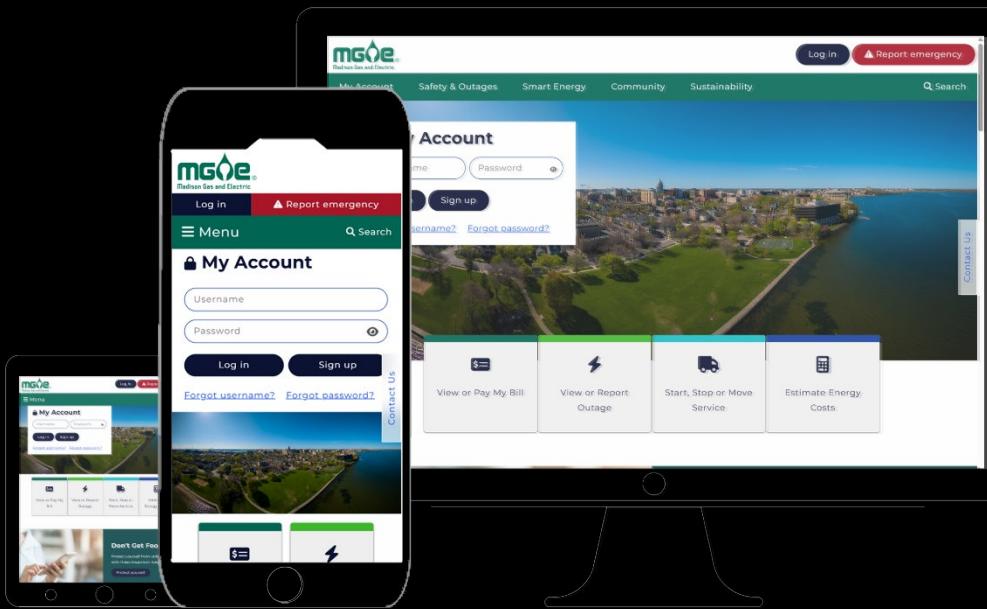


# Mobile-First

Coined by Luke Wroblewski  
in 2009

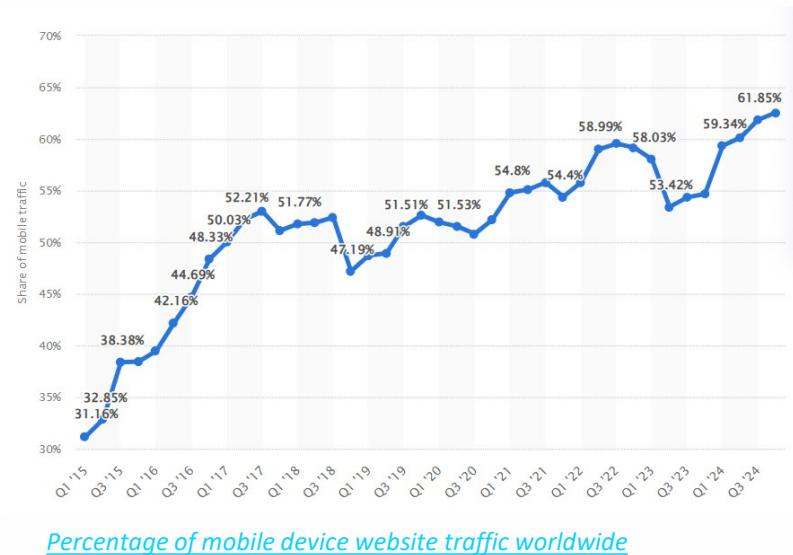
It suggests that sites should be built with mobile devices in mind from the beginning.

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

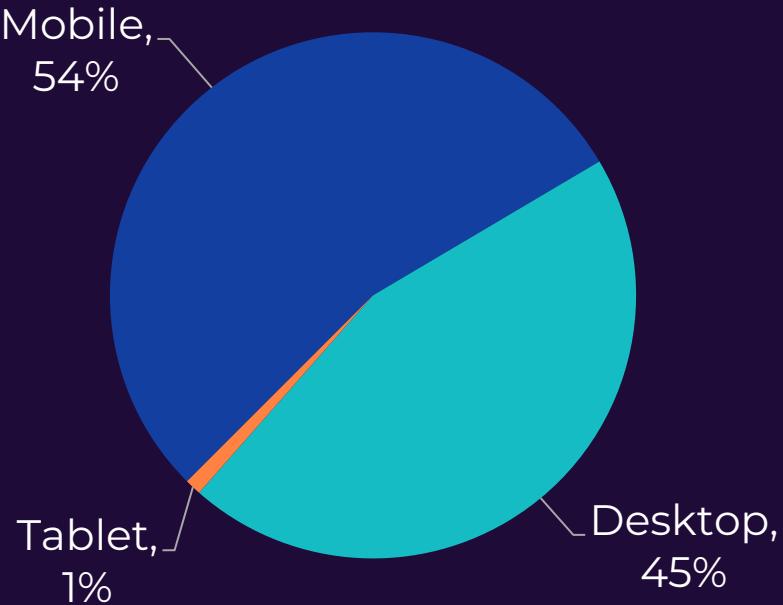


# Why Mobile-First?

- 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



# 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

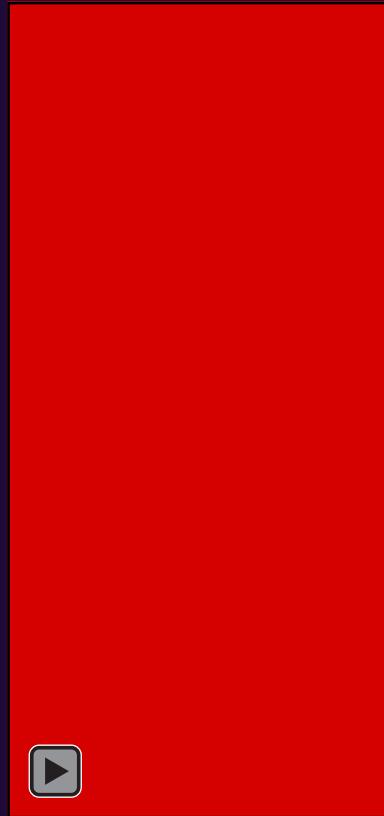
Simplified layouts with white space to provide “breathing room” to avoid interference

Less cognitive load

Faster load times

Better for slow connections

# Mobile Mobility



# Larger Fonts & Blurry Vision

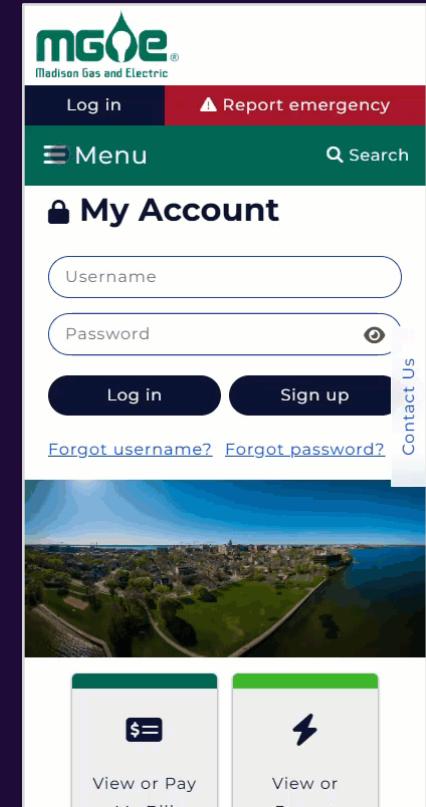


# Sunshine Simulated



# 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

Old Page



New Page



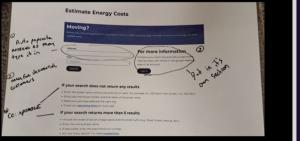
## Nominee #2

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



New Page



# 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



My Account

Safety & Outages

Smart Energy

Community

Sustainability

Log in

Report emergency

Search

Contact Us

### 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 619.381](#).

#### 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](mailto: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



### 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

You participate in GPT for 100% of your electric use.

GPT 100 automatically tailors your percentage participation in GPT to ensure the percentage of

#### Percentage

You select a percentage of your household's electricity use for GPT.

You will be billed an extra \$0.01 per kWh based on the percentage

#### Set amount

You select a set dollar amount for GPT each month.

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



My Account

Safety & Outages

Smart Energy

Community

Sustainability

Log in

Report emergency

Search

Contact Us

## Start, Stop or Move Service

Select the option below that best matches what you need. [See MGE's service area.](#)

### Move Service

I am moving and staying within MGE's service area.

[Move service](#)

### Start Service

I need to start service at an address within MGE's service area without stopping a current address.

[Start service](#)

### Stop Service

I need to cancel my service and close my MGE account.

[Stop service](#)

### Building Projects

I need gas and/or electric service installed for my construction project (new home or business, remodel or demo).

[Apply for building project](#)



My Account

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## Start Service

If you have service with us at a different address that needs to be stopped, please use the [Move Service](#) option to avoid delays.

### Service Type

Are you starting service for a residential address (home/apartment/condo) or a business address?

- Residential  
 Business

[Submit](#)

# Super SME Vote

[www.mge.com/SuperSME](http://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

This screenshot shows a web page titled 'Excess Flow Valves'. It includes a sub-navigation bar with links like 'My Account', 'Safety & Reliability', 'Impact Energy', 'Community', and 'Sustainability'. Below the title, there's a section for 'Eric Frank (Gas Planning and Compliance) with Corp Comm'. The main content area discusses 'What is an EFV?' and 'Why should I consider installing an EFV?'. It also mentions 'What is the cost of installing and maintaining an EFV?' and provides a 'Requesting an EFV Installation' button. At the bottom, there are three sections: 'Natural Gas Safety', 'Gas Pipelines', and 'Upgrades Toolkit'.

## Nominee #2

Taylor Graham/Mary Casey  
(Corp Comm)

### Green Power Tomorrow

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

This screenshot shows a web page titled 'Green Power Tomorrow'. It features a banner with a wind turbine and the text 'green power tomorrow.' Below the banner, there's a section for 'Green power for your home or business'. It includes a 'Get Started' button and a 'Three subscription options are available' section with buttons for 'GPT 100', 'Percentage', and 'Set amount'. The page also has a 'FAQs' section and a 'Contact Us' form.

## 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

This screenshot shows a web page titled 'Start, Stop or Move Service'. It includes a sub-navigation bar with links like 'My Account', 'Safety & Reliability', 'Impact Energy', 'Community', and 'Sustainability'. The main content area has sections for 'Move Service', 'Start Service', 'Stop Service', and 'Building Projects'. Each section contains descriptive text and a 'Get Started' button. At the bottom, there's a 'Service Type' dropdown menu with options like 'Moving my service to a new address', 'Moving my service to a business location', and 'Moving my service to another utility'.

# 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 17<sup>th</sup> @ 9AM**



World Emoji Day