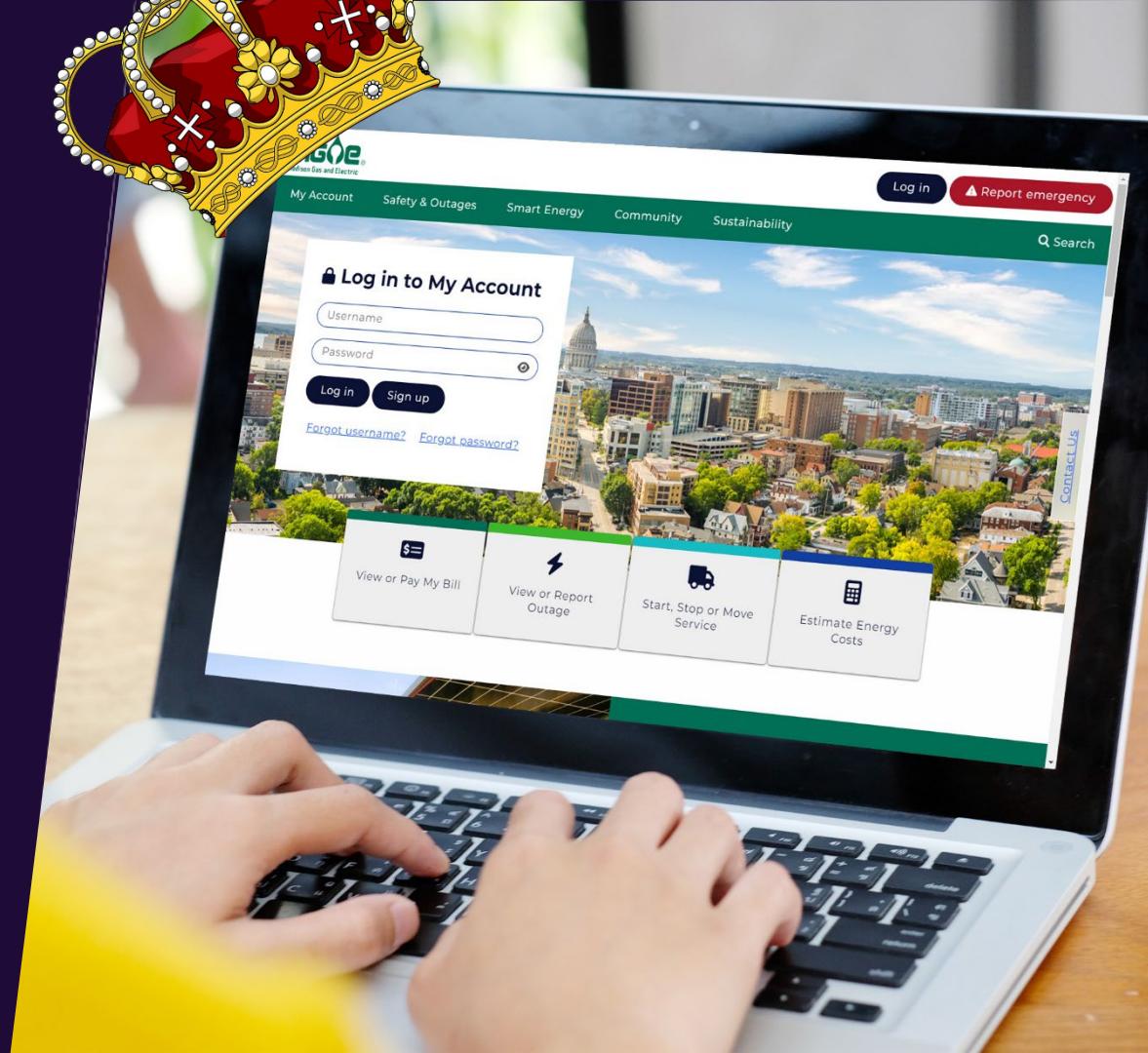




mge.com User Group

January 23rd, 2025
International King Day!

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



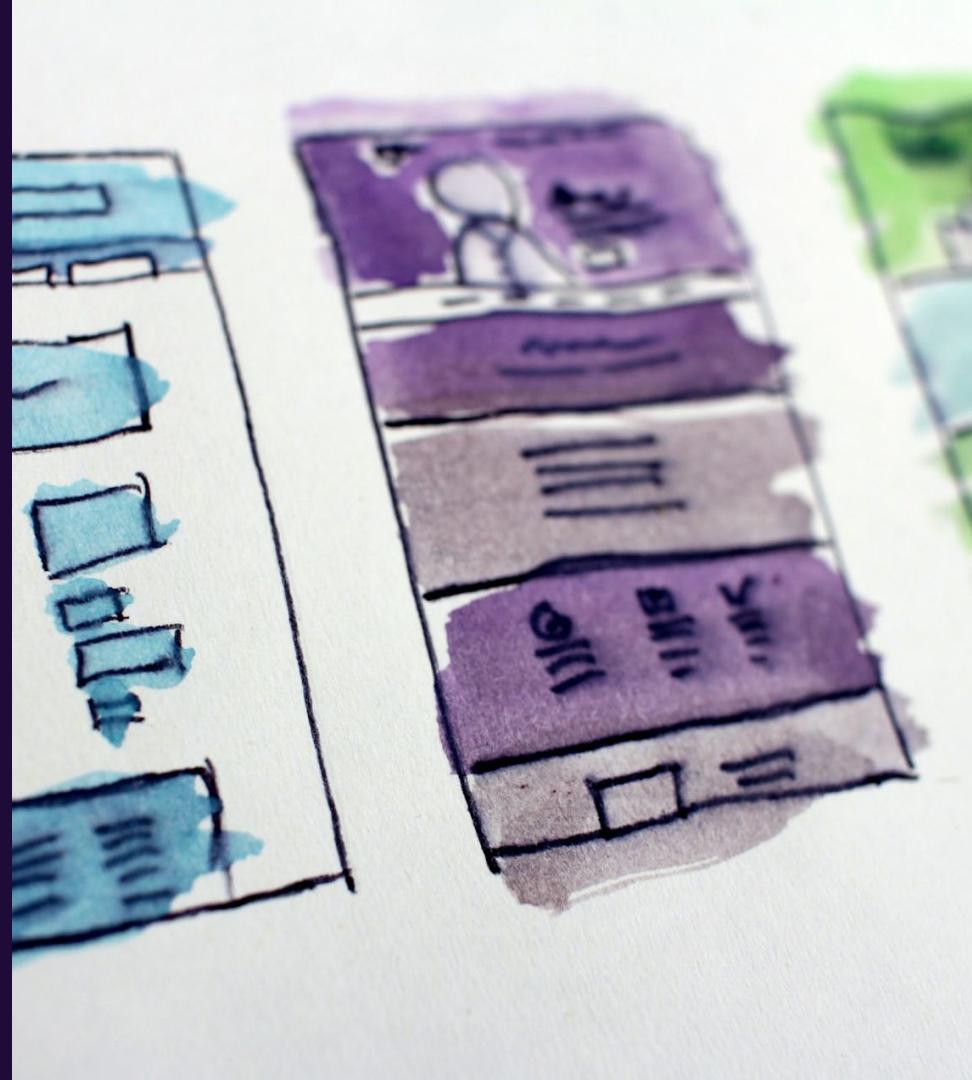
Accessibility

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 shows the homepage of the MG&E (Madison Gas and Electric) website. At the top, there is a dark header bar with the MG&E logo, a "Log in" button, and a "Report emergency" button. Below the header is a green navigation bar with links for "My Account", "Safety & Outages", "Smart Energy", "Community", and "Sustainability". To the right of the navigation bar is a search bar with a magnifying glass icon. The main content area features a large, scenic background image of a city skyline with a prominent capitol building and a frozen lake. Overlaid on this background is a white login form with a lock icon and the text "Log in to My Account". It contains fields for "Username" and "Password", and buttons for "Log in" and "Sign up". Below these fields are links for "Forgot username?" and "Forgot password?". At the bottom of the page, there is a footer section with four cards: "View or Pay My Bill" (with a calculator 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 smartphone icon). On the right side of the page, there is a vertical sidebar with a "Contact Us" link.

Visual Hierarchy and Readability for Vision Impairments

The screenshot displays a web browser window with multiple tabs open at the top. The main content area shows a navigation bar with links: My Account, Safety & Outages, Smart Energy, Community, Sustainability, and a Search bar. Below this, a section titled "Dig Safe!" contains a bulleted list of safety tips:

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

Under the "Dig Safe!" heading, there is a message about contacting the Diggers Hotline before digging. A "Diggers Hotline" button is present. To the right, a vertical sidebar has a "Contact Us" link. The bottom of the page features three columns with icons and titles: "Power Restoration" (lightbulb icon), "Outage Safety" (lightning bolt icon), and "Outage Protection" (power plug icon). Each column includes descriptive text and a call-to-action button: "See our process", "Stay safe", and "Follow these steps".

Addressing Dyslexia

MGAE
Madison Gas and Electric

My Account Safety & Outage Our Energy Community Sustainability

Log in Report emergency

Search

Contact Us

aCreers

Job openings Internships

Returning applicant Employment FAQ

Why bcomes GME?

Motor Function Disabilities

The screenshot shows the homepage of the Madison Gas and Electric (MGE) website. At the top, there is a dark purple header with the text "Motor Function Disabilities" in large, bold, light blue letters. Below this, the MGE logo is visible, followed by a navigation bar with links for "My Account", "Safety & Outages", "Smart Energy", "Community", and "Sustainability". On the right side of the header, there are "Log in" and "Report emergency" buttons. A search bar is also present. The main content area features a large, scenic photograph of the Madison, Wisconsin skyline, including the state capitol building, across a body of water. Overlaid on this image is a login form titled "Log in to My Account" with fields for "Username" and "Password", and buttons for "Log in" and "Sign up". Below the login form are links for "Forgot username?" and "Forgot password?". At the bottom of the page, there is a green horizontal bar containing four service icons: a dollar sign for "View or Pay My Bill", a lightning bolt for "View or Report Outage", a truck for "Start, Stop or Move Service", and a calculator for "Estimate Energy Costs". A vertical "Contact Us" button is located on the right side of the page.



Our Score

*As of 1/17/2025

Accessibility overview



Accessibility overview

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

Score details ②

A	Level A ②	99.2 / 100
AA	Level AA ②	100 / 100
AAA	Level AAA ②	69.2 / 100
ARIA	WAI-ARIA authoring practices ②	100 / 100
s	Accessibility best practices ②	100 / 100

Accessibility score ②



Score history ②





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

Supplier Resources

MGE's purchasing process

MGE is committed to providing safe, clean, affordable and sustainable energy for our customers. We believe that by working together, we can achieve great things. By working along with dependable and productive partnerships with you, the supplier or contractor, we can build our company and protecting accounts in a timely, transparent and cost-effective way.

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

My Dashboard

Amount Due: \$178.00

View Details

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

The screenshot shows the 'Gift Certificates' page from the old MGE website. The top navigation bar includes links for 'MGE.com | Careers | Investors | Contact Us', a search bar, and 'Emergencies' and 'Sign in to My Account' buttons. The main content area has a green header 'Customer Service' and a sidebar with 'Customer Service' and 'For Homes', 'For Businesses', 'For Multifamily', 'Payment and Billing', and 'Options' sections. The main content discusses the ease of using a gift certificate and includes a photo of two people with a wrapped gift.

New Page

The screenshot shows the 'Give the Gift of Energy' page from the new MGE website. The top navigation bar includes 'Log in', 'Report emergency', 'Safety & Outages', 'Smart Energy', 'Community', 'Sustainability', and a search bar. The main content features a large image of wrapped gifts and the text 'Give the Gift of Energy'. Below it, a paragraph explains that an MGE Gift Certificate is an easy, practical gift—perfect for family, friends, employees and more.

How does it work?

1. Submit the form below.
2. Make a check or money order to MGE in the total gift amount and mail to the address below. Be sure to include the recipient's MGE account number and/or name and address with your payment.

Madison Gas and Electric Company
Attn: Customer Center
P.O. Box 1231

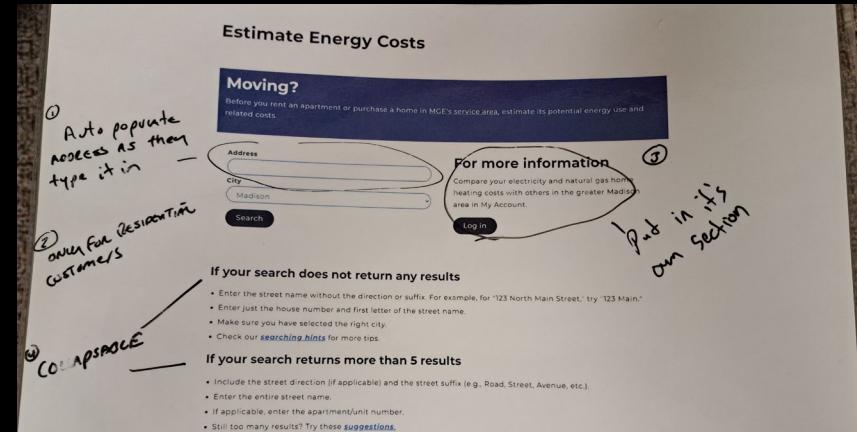
User Group Feedback

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



New Dashboard



Estimate Energy Costs

Moving?

Before you rent an apartment or purchase a home in *MGE's service area*, estimate its potential energy use and related costs.

Enter the street address in the field below, select the city and click Search to see the average energy use for that address. Use the search tips below if your first search is unsuccessful.

Address

City
 Madison



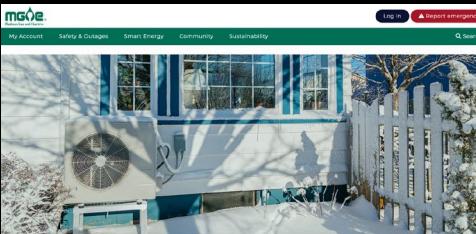
Nominee #3

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

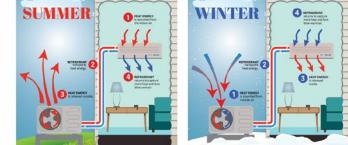
Heat pumps have been used in nearly all parts of the U.S. as a way to heat and cool homes. They are not as common in areas that experience extended periods of sub-freezing weather, such as the Midwest; however, technology is advancing rapidly and may offer an alternative way to heat your home.

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 this 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 also are heat pumps, moving heat from indoors to outdoors.



The heat pump refrigeration system consists of a compressor and two coils made of copper tubing surrounded by aluminum fins 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 allows the refrigerant to flow in opposite directions during summer and winter. Heat pumps are more energy efficient as they concentrate and transfer heat rather than generate it.

Air-source heat pumps

An air-source heat pump is able to heat or cool a home by 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 are also ductless mini-split systems that move heat between an indoor unit and an outdoor unit.

Geothermal or ground-source heat pumps

A geothermal or ground-source heat pump is able to move heat from the earth and from the ground through a series of buried hoses. A "desuperheater" can be added to a geothermal heat pump to provide water heating.

Dual-fuel heating

Heat is moved from the outside air or temperature, the less heat there is available, and heat pump efficiency can drop. A dual-fuel heating system is a good idea in a cooler climate. Dual-fuel systems allow for the flexibility of heating with a heat pump or with a more traditional gas or LP 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 lower operating costs and require less maintenance to add to their cost.

Before you buy

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

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 move it outdoors.

- Types
- Benefits
- Incentives
- FAQ

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 also be paired with natural-gas "dual-fuel" heating approach.

How do heat pumps work?

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

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

Types of heat pumps

- Air-source heat pump: An air-source heat pump heats or cools a home by transferring heat in and from the air through an outdoor unit that contains a compressor and a fan. The fan moves air through a coil that integrates with an indoor unit and connects to ductwork that distributes the heated or cooled air throughout the house. The outdoor unit also contains a smaller indoor unit that consists of an outdoor compressor that connects to smaller indoor units that are sometimes referred to as heads. Heads are often located in the ceiling.
- Geothermal, or ground source, heat pump: 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 hoses. A "desuperheater" can be added to a geothermal heat pump to provide water heating.



Dual-fuel heating

Dual-fuel heating is an excellent way to keep a natural-gas or LP furnace and a heat pump working together. The furnace is there for those very cold days of the coldest months, while the heat pump can heat during the shoulder months and cool during the summer. This can save you money and help you optimize based on costs and environmental benefits. It also provides peace of mind if one system were to fail.

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



Heat pump benefits

- A key benefit of heat pumps can be used for both heating and cooling purposes, potentially reducing the need for two different types of equipment. They typically have lower operating costs and require less maintenance to add to their cost.
- Give you flexibility and peace of mind with 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.
- Renovating 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 Wisconsin 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

The image shows two screenshots of the 'Gift Certificates' section. The 'Old Page' screenshot at the top shows a grid of gift certificate designs. The 'New Page' screenshot below it shows a more user-friendly interface with a large image of a hand holding a gift certificate and descriptive text about giving the gift of energy.

Nominee #2

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

Estimate Energy Costs

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

The image shows two screenshots. The 'User Group Feedback' screenshot on the left shows handwritten notes and arrows pointing to specific parts of a 'Moving' energy cost estimation page. The 'New Dashboard' screenshot on the right shows a clean, modern version of the same 'Moving' energy cost estimation page with a search bar and a preview of the results.

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

The image shows two screenshots of the 'Heat Pumps' section. The 'Old Page' on the left is cluttered with many small, overlapping images and text blocks. The 'New Page' on the right is a simplified version with larger, clearer images and organized content, making it easier to read and navigate.

Honorable Mention

AHRP Team
with Corp. Comm.

When Power Goes Out

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

Old Page

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 windows for anything unusual like fallen wires or tree limbs on a line. [MWE stay away from any downed wires.](#)
- Report the outage to MWE. Call 1-800-252-7700 or log on to [mwe.com](#). We'll identify the cause most quickly.
- Minimize potential for further impact: unplug sensitive electronics, 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 MWE.

Power Restoration
Learn about MWE's process for restoring power after an outage.
[See our process](#)

Outage Safety
Important tips to keep everyone protected during an outage.
[My tips](#)

Outage Protection
Protect computers and other equipment from power surges.
[Follow these steps](#)

New Page

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.

Before a storm

- Sign up to receive outage notices from MWE if the power goes out.
- Bookmark MWE's [outage map](#) in your phone, and add the phone number to report outages (608-252-7700) to your contacts for quick access.
- Follow MWE on [Facebook](#) so we can post updates during a power outage.
- When you're not using a device, turn it off to charge your mobile devices and ensure any portable charging batteries are charged and ready to use. Also make sure your flashlights have fresh batteries.
- If you have a well pump or sump pump, consider getting a backup power supply to ensure its safe operation in the event of a power outage.
- Use [smart outlets](#) to help protect sensitive electronic equipment when power is restored.
- Assemble a [home emergency kit](#) and check the contents every six months to make sure items aren't outdated or damaged.
- Freeze water in ice cube trays 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 electric life-sustaining equipment, we urge you to have a backup plan in case a power goes out. Report your equipment to MWE by calling 1-800-252-7700. Medical Condition Certification form must be certified by a medical, social-service, or law enforcement provider. Then, mail or fax it to: MWE Customer Service, PO Box 1225, Madison WI 53701-1225 (Fax: 608-252-4746).

During an outage

- If your power goes out, report your outage status by calling 1-800-252-7700 or by calling MWE at 608-252-7700.
- Unplug sensitive electronic equipment and turn off all major 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 to monitor updates and to monitor MWE's [Facebook](#) page.
- If you have a generator, follow the manufacturer's 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 MWE.
- Never enter a flooded room or stand while the power is out. Call MWE to have the power disconnected before you enter a room that may have water in it or the flooded area.
- See our [Dishes/Safety](#) and [Electronics/Safety](#) sections for more information.

Momentary Outages

A momentary outage occurs quickly, is a brief interruption in the electric power supply. These outages are usually caused by a temporary problem like a tree branch comes in contact with an electric line or equipment. Momentary outages help protect the distribution system by isolating the issue and preventing a larger outage. Many times, these outages clear themselves. If the problem persists, MWE will 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 MWE at 608-252-7700.
- **Avoid downed wires!** Assume any downed wire is energized, and stay at least 30 feet away.
 - Do not touch or attempt to remove any toys or devices, such as dummies and kites, that may be caught in an electric line.
 - Do not let anyone who is being shocked by a downed line—you could be shocked.
 - Stay clear of trees where there are tree branches in suspended power lines.
- If this electric service line comes into your home or damaged, call a qualified electrician to inspect and repair them. MWE cannot repair your service until repairs have been made.
- During a lengthy outage, take extra precautions to preserve food in your refrigerator and freezer. MWE is not responsible for any loss of food you might experience. [Learn how to keep your food safe.](#)
- See our [Dishes/Safety](#) section for more information.

Outage Notifications



Activity Time

KJRCO!

(kinda like Bingo but with a twist)

Q&A / Discussion



Next Meeting

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



Prepare for the Titanic voyage!