



## TCL&P is Joining the Social Media World

Have you heard of the little online site where people can have “Friends” and you can “Like” company pages? Well, after many years of discussing and researching social media, Traverse City Light & Power (TCL&P) is excited to announce that it is jumping on the Facebook bandwagon and will be launching its Facebook page in mid-June.

Utilizing Facebook as a customer communication method was identified in the Hometown Connections Efficiency Study as an activity to evaluate. Since staff had already completed much of its baseline research when the study was released, TCL&P made it a priority to include Facebook, and social media in general, in TCL&P’s recent Strategic Plan.

Facebook has proved to be an effective communication tool for utilities to communicate real-time information directly to customers following the page. TCL&P plans to use Facebook to increase communications with customers and community members by providing updates on:

- Power outages
- Electrical safety tips
- Board activities
- Energy efficiency tips
- Utility projects
- Crew activities
- Utility events

With Facebook being an open forum for discussion, the TCL&P board has approved guidelines for appropriate citizen conduct while using TCL&P’s Facebook page. The entire listing of inappropriate citizen conduct that will not be allowed on TCL&P’s Facebook page can be found on the page’s “About” section.

TCL&P anticipates that Facebook will be a beneficial addition to its customer communication efforts, but it will not be successful without your participation. Make sure to “Like” TCL&P’s Facebook page once it goes live by searching “Traverse City Light & Power.”



### TCL&P Mission:

To provide the Public Power benefits of safety, lower rates, high reliability, local control, and exceptional customer service to the City, its residents, and all TCL&P customers.



## Did you know...

Did you know that Michigan's statute, Act 174 of Public Act 2013, requires anyone who engages in or is responsible for the planning or performance of any type of excavation e.g.; grading, demolition, cultivating, blasting, or boring to provide advance notice of at least three full working days to MISS DIG? MISS DIG will then send your work request to member facility owners who will mark the approximate location of their underground utility lines at no charge. Be safe, call before you dig. To report your digging project, simply call toll free 800-482-7171 or 811. You can learn more about MISS DIG at [missdig.net](http://missdig.net).

## Executive Director Update: Summer Projects

- ☀️ Traverse City Light & Power (TCL&P) has a very busy summer of projects scheduled including the construction and implementation of a Downtown Development Authority (DDA) district Wi-Fi system, construction of a new South Side Distribution Substation, rehabilitating one of TCL&P's distribution circuits for improved reliability, and completing its underground cabinet and streetlight pole painting maintenance project.
- ☀️ **The TCL&P board and DDA board have both approved an agreement to proceed with a complimentary Wi-Fi system.** This will allow community members and tourists the ability to connect to open area Wi-Fi while enjoying what Traverse City's downtown has to offer: beautiful beaches, parks, and shops. The Wi-Fi system will only serve those outdoors as it will not be designed to penetrate buildings. It is anticipated to have the Wi-Fi system installed and running by mid-summer.
- ☀️ **TCL&P, along with its contractors, will begin work on the South Side Distribution Substation in June.** This project will consist of constructing a new distribution substation on the existing site of the Wolverine Substation on LaFranier Road and adding additional overhead and underground facilities. Once completed in November 2014, this project will increase reliability of the TCL&P's electrical systems for the benefit of its customers.
- ☀️ **In an effort to maintain the highest level of electrical system reliability and employee and public safety, TCL&P will begin work on its second distribution rehabilitation project.** The circuit focused on for this year is BW-31, which serves the area of Railroad Avenue east to Northwestern Michigan College's campus and Eighth Street north to Front Street, including the base of Old Mission Peninsula. TCL&P crews will focus on upgrading existing electrical facilities that are nearing the end of its useful life. Many poles will be replaced and new conductor will be installed throughout the next ten months. Over the course of the project homeowners and businesses may see crews on or near their property while work is being completed.
- ☀️ **TCL&P's last big project for the summer will be the completion of its underground cabinet and streetlight pole painting in and around the downtown area of Traverse City.** To maintain the current infrastructure, TCL&P is sanding, removing rust, and repainting the poles and cabinets. Last year 240 poles were completed, and this year the goal is 330 poles. The streetlight pole painting project is part of a board approved three-year maintenance program that TCL&P is anticipating to have completed in two years.

While TCL&P will be busy this summer the utility's main concern, as it always has been, is to keep the lights on for its customers. In the event of an outage, you can be assured that crews will be ready and able to respond and restore power in an expedient manner.



*Tim Arends*

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Executive Director



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LIGHT & POWER**  
Investing Our Energy In You

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Billing/Other Questions: **922-4431**  
**Now available: Paperless billing!**



See the Home Energy Saver and L&P Energy Smart Program at: [tclp.org](http://tclp.org)

**Proudly serving our community for 102 years.**