

A REGULAR MEETING

Of The

TRAVERSE CITY LIGHT AND POWER BOARD

Will Be Held On

TUESDAY, October 25, 2016

At

5:15 p.m.

In The

COMMISSION CHAMBERS
(2nd floor, Governmental Center)
400 Boardman Avenue

Traverse City Light and Power will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting/hearing upon notice to Traverse City Light and Power. Individuals with disabilities requiring auxiliary aids or services should contact the Light and Power Department by writing or calling the following.

Jennifer J. St. Amour
Administrative Assistant
1131 Hastings Street
Traverse City, MI 49686
(231) 922-4940 ext. 201

Traverse City Light and Power
1131 Hastings Street
Traverse City, MI 49686
(231) 922-4940

Posting Date: 10-21-16
3:00 p.m.

AGENDA

Pledge of Allegiance

1. Roll Call

2. Consent Calendar

The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with by one Board motion without discussion. Any member of the Board, staff or the public may ask that any item on the consent calendar be removed therefrom and placed elsewhere on the agenda for full discussion. Such requests will be automatically respected. If an item is not removed from the consent calendar, the action noted in parentheses on the agenda is approved by a single Board action adopting the consent calendar.

- a. Consideration of approving minutes of the Regular Meeting of September 27, 2016. (Approval recommended) (p.4)
- b. Consideration of authorizing a purchase order to Power Line Supply in the amount of \$39,815.70 for the Orchard Heights Overhead-to-Underground Phase I Materials Project. (Approval recommended) (Schimpke) (p.7)
- c. Consideration of declaring trailer surplus. (Approval recommended) (Arends) (p.8)

3. Unfinished Business

None.

4. New Business

None.

5. Appointments

None.

6. Reports and Communications

- a. From Legal Counsel.
- b. From Staff.
 1. Presentation of 2016 Customer Survey results. (Schroeder/Cathlyn Sommerfield) (p.9)
 2. Capital Plan update
 - a. June 30, 2016 Summary. (Arends) (p.63)
 - b. Spruce Street Project Recap. (Wilson/Myers-Beman) (p.67)
 - c. Pole Replacements Project Update. (Wilson/Myers-Beman) (p.68)
 - d. LaFranier Transmission Line Project Update. (Wilson/Myers-Beman) (p.69)

c. From Board.

7. Public Comment

/js

**TRAVERSE CITY
LIGHT AND POWER BOARD**

Minutes of Regular Meeting
Held at 5:15 p.m., Commission Chambers, Governmental Center
Tuesday, September 27, 2016

Board Members -

Present: Pat McGuire, Jeff Palisin, Amy Shamroe, Bob Spence, John Taylor, Tim Werner, Jan Geht

Ex Officio Member -

Present: Marty Colburn, City Manager

Others: Tim Arends, Karla Myers-Beman, Pete Schimpke, Kelli Schroeder, Scott Menhart, Mark Watson, Jennifer St. Amour

The meeting was called to order at 5:15 p.m. by Chairman Geht.

Item 2 on the Agenda being Consent Calendar

None.

Item 3 on the Agenda being Unfinished Business

None.

Item 4 on the Agenda being New Business

- a. Consideration of approving the minutes of the Regular Meeting of September 13, 2016.

Moved by Shamroe, seconded by McGuire, that the Board approves the minutes of the Regular Meeting of September 13, 2016.

CARRIED unanimously.

- b. Consideration of approving a Tree Trimming Services Agreement with Penn Line Service Inc. in the amount of \$563,409.60.

The following individuals addressed the Board:

Pete Schimpke, Manager of Operations & Engineering
Tim Arends, Executive Director

Moved by McGuire, seconded by Shamroe, that the Board authorize the Chairman and the Secretary to enter into a three year Tree Trimming Services Agreement with Penn Line Service Inc. in the amount of \$563,409.60; subject to approval as to substance by the Executive Director and as to form by General Counsel.

CARRIED unanimously.

- c. Consideration of adopting a Resolution for Conceptual Support for High-Speed Digital Infrastructure Project.

The following individuals addressed the Board:

Jean Derenzy, Deputy Director Planning & Development, Community Development Officer for the City of Traverse City & Grand Traverse County
Tim Arends, Executive Director

Moved by Shamroe, seconded by Taylor, that the Board adopts the Resolution for Conceptual Support for High-Speed Infrastructure Project as presented.

CARRIED unanimously.

The following individuals from the Public addressed the Board:

Michael Estes, 1023 Nakoma Dr., ratepayer

Item 5 on the Agenda being Appointments

None.

Item 6 on the Agenda being Reports and Communications

- a. From Legal Counsel.
 1. Consideration of trial & settlement strategy regarding the Estate of Zachary Adams vs. TCL&P and Trees, Inc.

Moved by Taylor, seconded by McGuire, that the Board enter closed session to consider trial & settlement strategy regarding the Estate of Zachary Adams vs. TCL&P and Tress, Inc.

Roll Call:

Yes – McGuire, Shamroe, Spence, Taylor, Werner, Palisin, Geht

CARRIED unanimously.

5:32 p.m. the Board entered closed session.

6:33 p.m. the Board returned to open session.

- b. From Staff.
 1. Coal Docks Proceeds Resolution.

W. Peter Doren, General Counsel, suggested additional legal counsel review before further Board discussion. Consensus of the Board was to follow General Counsel advice. No discussion occurred.

2. City Funding Policy.

W. Peter Doren, General Counsel, suggested additional legal counsel review before further Board discussion. Consensus of the Board was to follow General Counsel advice. No discussion occurred.

c. From Board.

Item 7 on the Agenda being Public Comment

The following individuals from the Public addressed the Board.

Rick Buckhalter, 932 Kelley St., ratepayer

There being no objection, Chairman Geht declared the meeting adjourned at 6:39 p.m.


/js

Tim Arends, Secretary
LIGHT AND POWER BOARD

DRAFT



**TRAVERSE CITY
LIGHT & POWER**

To: Light & Power Board
From: Pete Schimpke, Manager of Operations & Engineering 
Date: October 19, 2016
Subject: Orchard Heights Overhead to Underground Conversion Phase I Project – Project Materials

At the June 28, 2016 regular meeting, the Board approved the project authorization request for the Orchard Heights Overhead to Underground Conversion Phase I Project. Requests for project materials were sent out to vendors and bids were received as follows:

<u>Bidder</u>	<u>Bid Total</u>
Anixter	\$41,900.22
Power Line Supply	\$39,815.70
RESCO	\$48,201.26

This item is appearing on the Consent Calendar as it is deemed non-controversial. Staff recommends issuing a purchase order to Power Line Supply in the amount of \$39,815.70 for the purchase of materials for the Orchard Heights Overhead to Underground Conversion Phase I Project. Approval of this item on the Consent Calendar means you agree with staff's recommendation.

If any member of the Board or the public wishes to discuss this matter, other than clarifying questions, it should be placed on the "Items Removed from the Consent Calendar" portion of the agenda for full discussion. If after Board discussion you agree with staff's recommendation the following motion would be appropriate:

MOVED BY _____, SECONDED BY _____,
THAT THE BOARD AUTHORIZES THE EXECUTIVE DIRECTOR TO ISSUE A
PURCHASE ORDER TO POWER LINE SUPPLY IN THE AMOUNT OF \$39,815.70
FOR MATERIALS FOR THE ORCHARD HEIGHTS OVERHEAD TO
UNDERGROUND CONVERSION PHASE I PROJECT.



**TRAVERSE CITY
LIGHT & POWER**

To: Light & Power Board
From: Tim Arends, Executive Director
Date: October 17, 2016
Subject: Declare Asset Surplus

The 1991 Boaz Flatbed Trailer used for the spare transformer no longer has a use at the utility.

The City has offered to place this item for auction on their online site, PublicSurplus.com, that they utilize for other vehicles and equipment once it has been declared surplus by the Board.

It is staff's recommendation to declare this item surplus in accordance with TCI.&P's Capital Asset Policy. This item is on the Consent Calendar as it is deemed non-controversial. Approval of this item on the Consent Calendar means you agree with staff's recommendation.

If any member of the Board or the public wishes to discuss this matter, other than clarifying questions, it should be placed on the "Items Removed from the Consent Calendar" portion of the agenda for full discussion. If after Board discussion you agree with staff's recommendation the following motion would be appropriate:

MOVED BY _____, SECONDED BY _____,

THAT THE BOARD DECLARES THE ITEM DESCRIBED ABOVE AS SURPLUS.



**TRAVERSE CITY
LIGHT & POWER**

To: Light & Power Board
From: Kelli Schroeder, Manager of HR & Communications
CC: Tim Arends, Executive Director
Date: October 18, 2016
Subject: 2016 Customer Survey Results

A handwritten signature in black ink, appearing to be "Kelli Schroeder", is written over the "From:" line of the email header.

Included in your packet is the 2016 Market Research report that resulted from the overall customer satisfaction survey that was performed the end of June and throughout July. Dr. Cathlyn Sommerfield from CS Research and Consulting, LLC will be in attendance at the October 25th board meeting to present the survey findings and answer any questions.

Report to TRAVERSE CITY LIGHT & POWER

2016 Market Research – Customer Survey



*CS Research & Consulting
Dr. Cathlyn Sommerfield, Principal*

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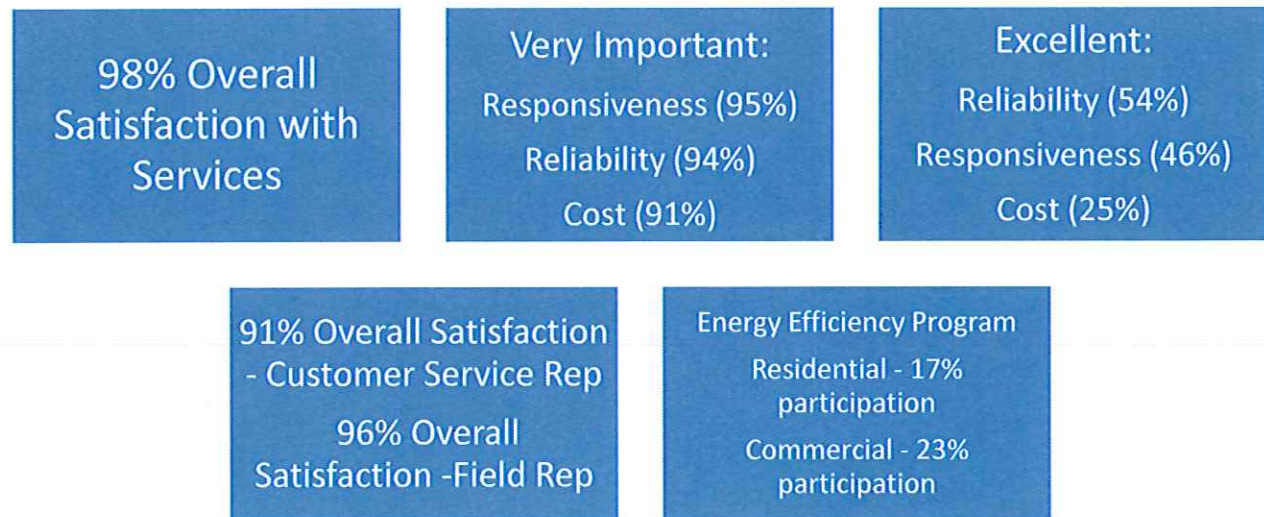
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EXECUTIVE SUMMARY

Objective: The purpose of this research is to determine views and opinions of Traverse City Light & Power (TCL&P) customers on services received. Customers' first rate overall satisfaction with the services provided by TCL&P, and then provide importance and effectiveness ratings on cost, reliability, and responsiveness characteristics specifically. Additionally, survey items address customer and field representative service, sources of information, interest in Smart Phone based services, web-based information, and interest in upgrade to metering infrastructure, as well as awareness and participation in energy efficiency programs.

Methodology: A telephone survey was conducted with random samples of TCL&P residential and commercial customers. The final overall sample includes 674 respondents, consisting of 365 residential and 309 commercial customers. Margin of error by customer type is +/- 5.0%.¹

Key Findings:



- The majority of respondents reported a high level of overall satisfaction with the services provided by TCL&P, with 65% indicating they are “Very Satisfied;” additionally, 33% indicated they are “Satisfied.”
- Of three specific service characteristics assessed, respondents most often reported responsiveness to restoring power after outages as “Very Important,” followed closely by providing reliable electric service², and cost. The service characteristic with the greatest percent of “Excellent” ratings, with regard to TCL&P’s performance, is providing reliable electric service, followed by restoring power after outages. Additional analysis identifies *providing electricity at low cost* as the characteristic with the largest negative gap between importance and effectiveness for both residential and commercial customers.

¹ Based on an unduplicated residential customer population of 7,386 and commercial/industrial customer population of 1,575

² Commercial respondents assigned “Very Important” ratings of 96.4% to both responsiveness and reliability

- The majority of respondents (68%) indicated they had not had contact with a TCL&P customer service representative within the past year. Of those indicating they had contact with a customer service representative within the past year, the majority indicated they were “Very Satisfied” with the outcome.
- Similarly, the majority of respondents (86%) indicated they had not had contact with a TCL&P field representative within the past year. Of those indicating they had contact with a field representative within the past year, the majority indicated they were “Very Satisfied” with the outcome.
- The single largest group of respondents (39%) indicated their primary source of local news is television, while 28% indicated their primary source is the Internet. Additional questions regarding media use addressed readership of local newspapers/magazines, television channels watched most often, radio stations listened to most often, and websites visited most often. This detail is outlined in the full report, with any significant variation between residential and commercial respondent feedback noted.
- The single largest group of respondents (42%) indicated “Email” is the best way for TCL&P to successfully communicate information to them, with an additional 22% citing “Direct Mail.”
- The majority of respondents (83%) reported they use a Smart Phone. Approximately 43% of this group indicated they would be interested in utilizing a Smart Phone Application that would provide pertinent utility information, and 69% indicated they would be interested in receiving text message notifications of outages, phone scams, and inclement weather.
- The single largest group of respondents (37%) indicated they “Occasionally” read TCL&P bill inserts; additionally, 37% indicated they read inserts “Always” or “Often.” Respondents indicating they “Never” read bill inserts most frequently cited “Not interested” and “No time” as primary reason why.
- Approximately 27% of respondents reported they have visited the TCL&P web site, with the largest percent of this group indicating they visit the site for bill payment information.
- When asked to rate interest in various types of information that could be made available on the TCL&P website, respondents expressed the highest level of interest in on-line reporting of service problems, followed by information on ways to improve energy efficiency, rate information and information on renewable energy.
- When asked to rate interest in TCL&P upgrading its metering infrastructure to assist customers with real-time monitoring of energy consumption, the majority (60%) expressed some level of interest, with 23% indicating they are “Very Interested” and 36% indicating they are “Somewhat Interested;” 33% indicated “Not interested at all.”
- Approximately 84% of respondents indicated they think it is a benefit to Traverse City and its citizens to have a municipal electric utility provider.
- The majority of *residential* respondents reported they are aware TCL&P offers an energy efficiency program which provides rebates for recycling older refrigerators, as well as incentives for buying energy efficient appliances and lighting (61% and 58%, respectively). Approximately 17% of residential respondents indicated they had participated in the energy efficiency program.

- The majority of *commercial* respondents (66%) reported they are aware TCL&P has an energy efficiency program which provides financial incentives for installing more energy efficient lighting and equipment at their business; approximately 23% of commercial respondents indicated they had participated in the energy efficiency program.
- Regarding energy efficiency upgrades, 37% of respondents indicated they would be interested in the utility offering On-Bill Financing for those types of improvements, while 46% indicated they would not be interested.

TRAVERSE CITY LIGHT & POWER 2016 MARKET RESEARCH - CUSTOMER SURVEY

1.0 OVERVIEW

1.1 Objective

The purpose of this research is to determine views and opinions of Traverse City Light & Power (TCL&P) customers on services received. Customers' first rate overall satisfaction with the services provided by TCL&P, and then provide importance and effectiveness ratings on cost, reliability, and responsiveness characteristics specifically. Additionally, survey items address customer and field representative service, sources of information, interest in Smart Phone based services, web-based information, and interest in upgrade to metering infrastructure, as well as awareness and participation in energy efficiency programs.

1.2 Methodology

A telephone survey was conducted with randomly selected samples of Traverse City Light & Power residential and commercial customers. A list of customer names and telephone numbers was provided by TCL&P representatives and sample identification was conducted by CS Research & Consulting. Based upon an unduplicated residential customer population of 7,386 and commercial/industrial customer population of 1,575, a sample of 365 residential and 309 commercial respondents is required for a 95% confidence level and +/- 5% margin of error by customer type; the final sample includes 674 customers, consisting of 365 residential and 309 commercial respondents. Margin of error for each customer type is +/- 5.0%.

Surveys were conducted from June 29 to July 20, 2016. An average of 2.43 attempts per number were made to contact randomly selected customers; time of day (9:00 am to 12:00 pm, 1:00 pm to 4:00 pm, and 6:00 pm to 9:00 pm) and day of week (Monday through Saturday) varied. Survey administration was conducted by Barnes Research with direction from CS Research & Consulting.

Survey data were analyzed using SPSS for Windows. Analyses include frequencies for each survey item by customer type and overall³, and a series of cross-tabulations by customer type to assess significant relationships. Tables and graphs⁴ throughout the report illustrate results. Frequently cited "Other" responses are highlighted as appropriate, with a complete capture included in Section 4: Additional Comments. The survey instrument is included in Appendix A.

³ Data is not weighted by customer type

⁴ It should be noted that X-axis scales vary due to range of response on individual variables.

2.0 SURVEY RESULTS

2.1 Demographics

Demographic information collected includes length of time as a Traverse City Light & Power customer and age. In addition, respondent gender was recorded. The following tables display results.

Table 1. How long have you been a TCL&P customer?			
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Less than 1 year	9.0% (33)	6.8% (21)	8.0% (54)
1 to 5 years	44.1% (161)	20.7% (64)	33.4% (225)
6 to 10 years	19.7% (72)	16.8% (52)	18.4% (124)
Over 10 years	27.1% (99)	55.7% (172)	40.2% (271)

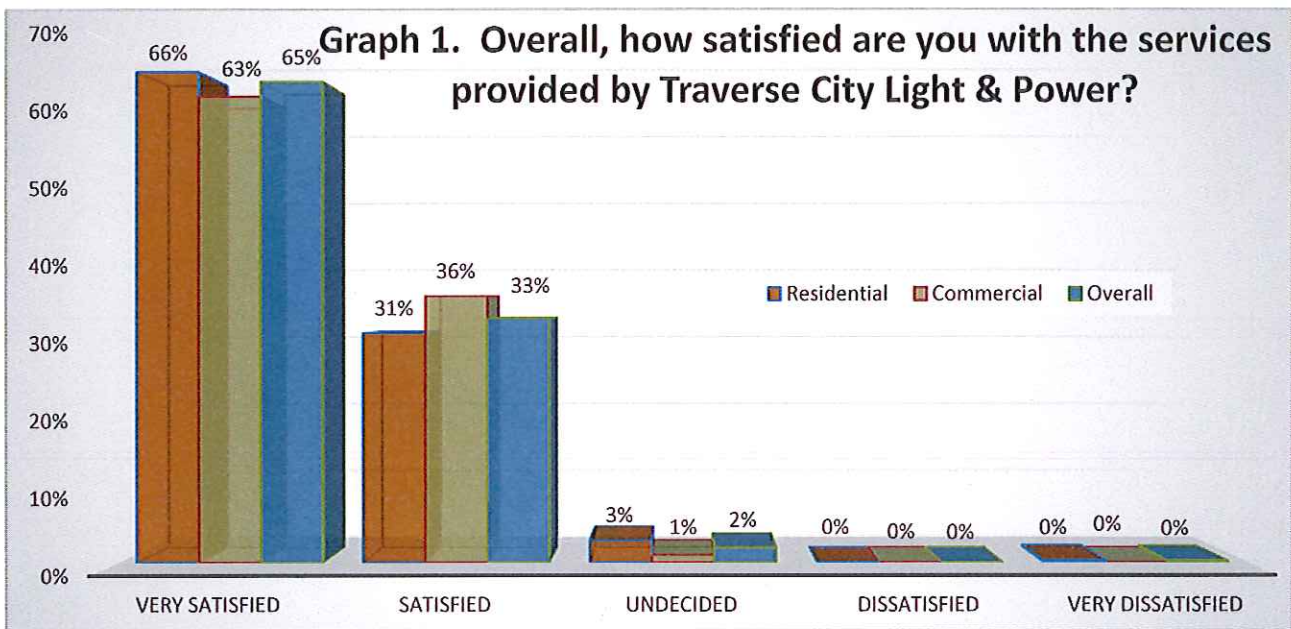
Table 2. Age (What year were you born?)			
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
18-24 years	1.2% (4)	0.0% (0)	0.7% (4)
25-34 years	21.3% (73)	13.4% (36)	17.8% (109)
35-44 years	17.2% (59)	15.7% (42)	16.5% (101)
45-54 years	13.4% (46)	31.0% (83)	21.1% (129)
55-64 years	19.8% (68)	28.7% (77)	23.7% (145)
65 years and older	27.1% (93)	11.2% (30)	20.1% (123)

Table 3. Gender			
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Male	47.9% (175)	49.2% (152)	48.5% (327)
Female	52.1% (190)	50.8% (157)	51.5% (347)

2.2 Overall Satisfaction

Respondents were first asked to indicate, overall, how satisfied they are with services provided by Traverse City Light & Power. The following table and graph display results.

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Very Satisfied	66.3% (242)	62.5% (193)	64.5% (435)
Satisfied	31.0% (113)	36.2% (112)	33.4% (225)
Undecided	2.5% (9)	0.6% (2)	1.6% (11)
Dissatisfied	0.3% (1)	0.3% (1)	0.3% (2)
Very Dissatisfied	0.0% (0)	0.3% (1)	0.1% (1)

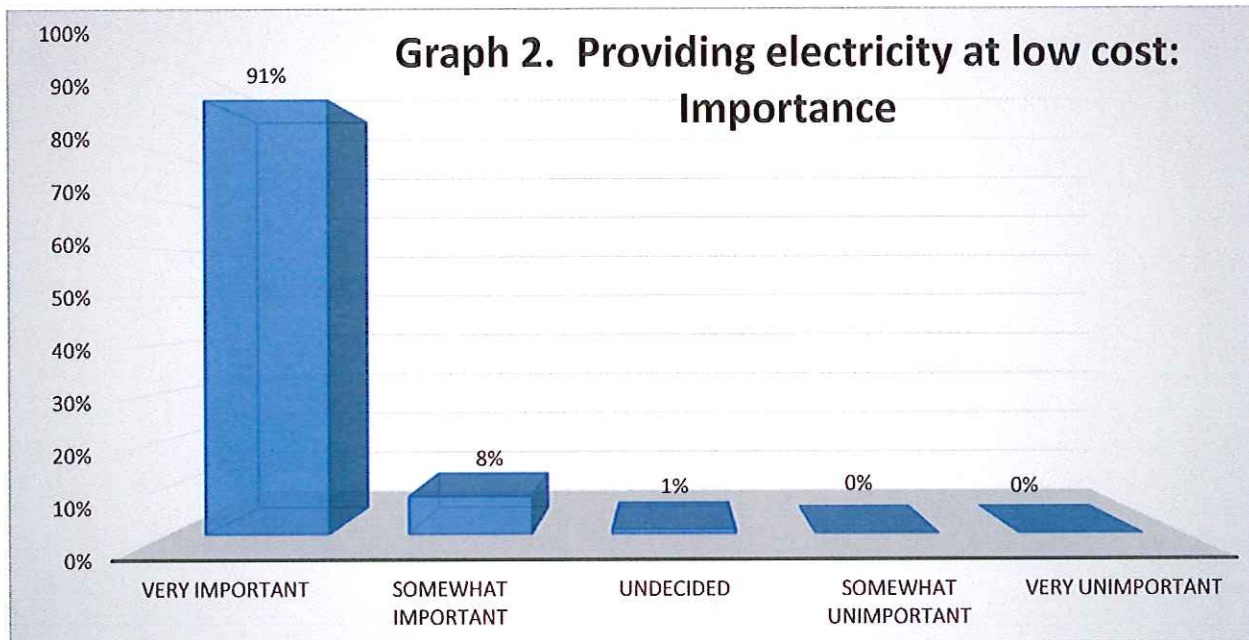


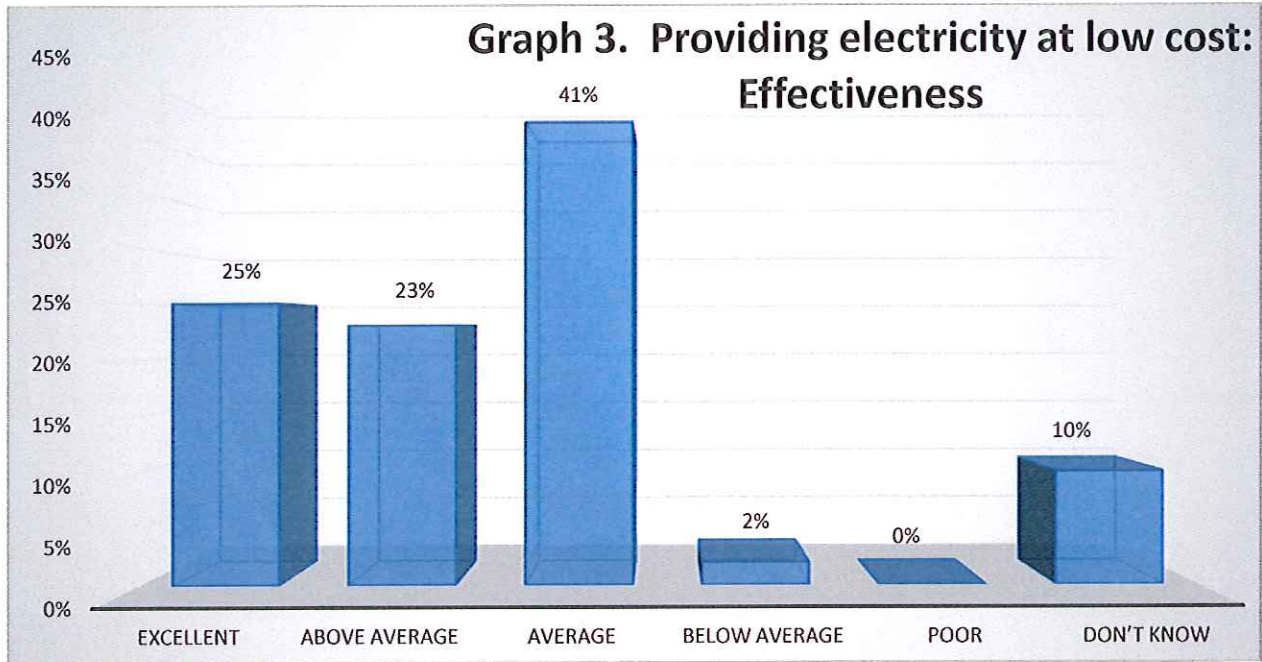
The majority of respondents reported a high level of overall satisfaction with the services provided by TCL&P, with 65% indicating they are “Very Satisfied;” additionally, 33% indicated they are “Satisfied.” Further analysis indicates there is no statistically significant interaction between satisfaction and customer type.

2.3 Service Evaluation

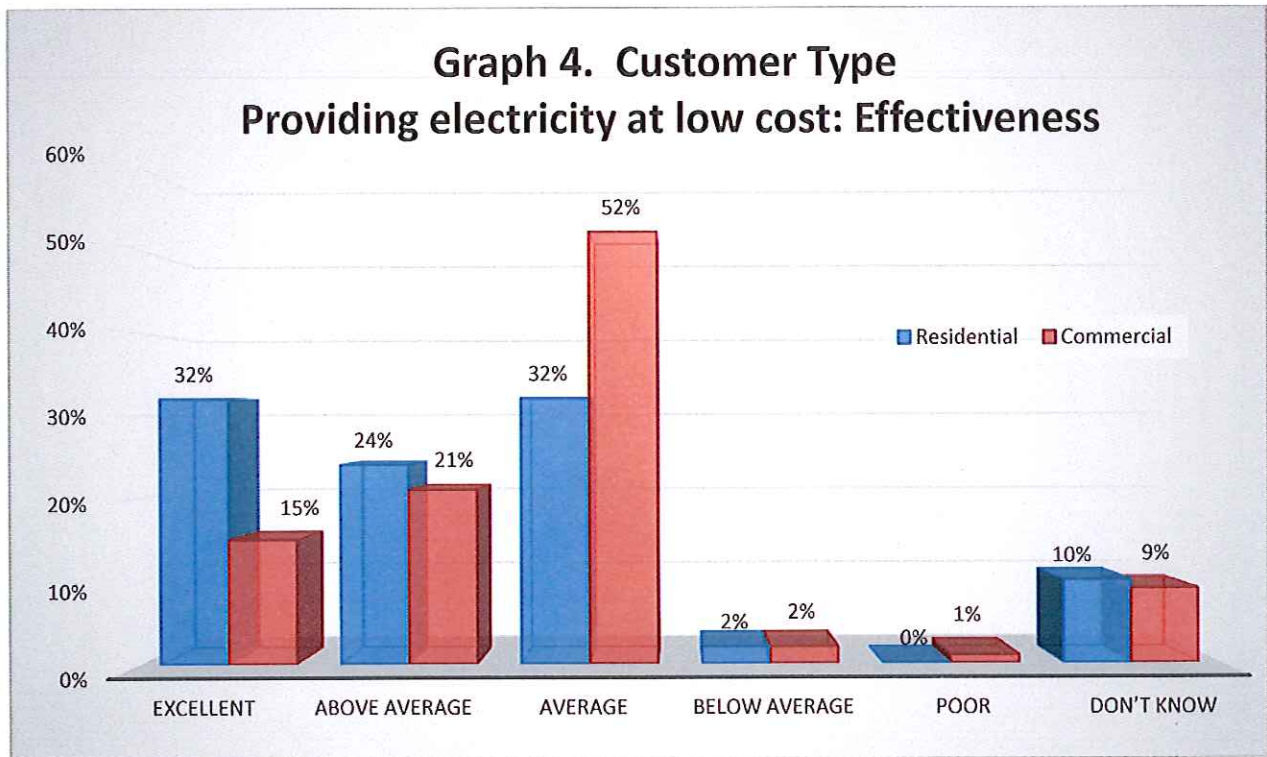
In the first series of items, respondents rated the importance of three service characteristics and TCL&P's effectiveness with regard to each characteristic. The following tables and graphs display results.

		Residential	Commercial	Overall
		% (count)	% (count)	% (count)
Importance	Very Important	89.0% (325)	92.2% (285)	90.5% (610)
	Somewhat Important	9.3% (34)	7.1% (22)	8.3% (56)
	Undecided	1.1% (4)	0.3% (1)	0.7% (5)
	Somewhat Unimportant	0.0% (0)	0.0% (0)	0.0% (0)
	Very Unimportant	0.5% (2)	0.3% (1)	0.4% (3)
Effectiveness Rating	Excellent	32.3% (118)	15.2% (47)	24.5% (165)
	Above Average	24.1% (88)	21.0% (65)	22.7% (153)
	Average	32.1% (117)	51.8% (160)	41.1% (277)
	Below Average	1.6% (6)	2.3% (7)	1.9% (13)
	Poor	0.0% (0)	0.6% (2)	0.3% (2)
	Don't Know	9.9% (36)	9.1% (28)	9.5% (64)



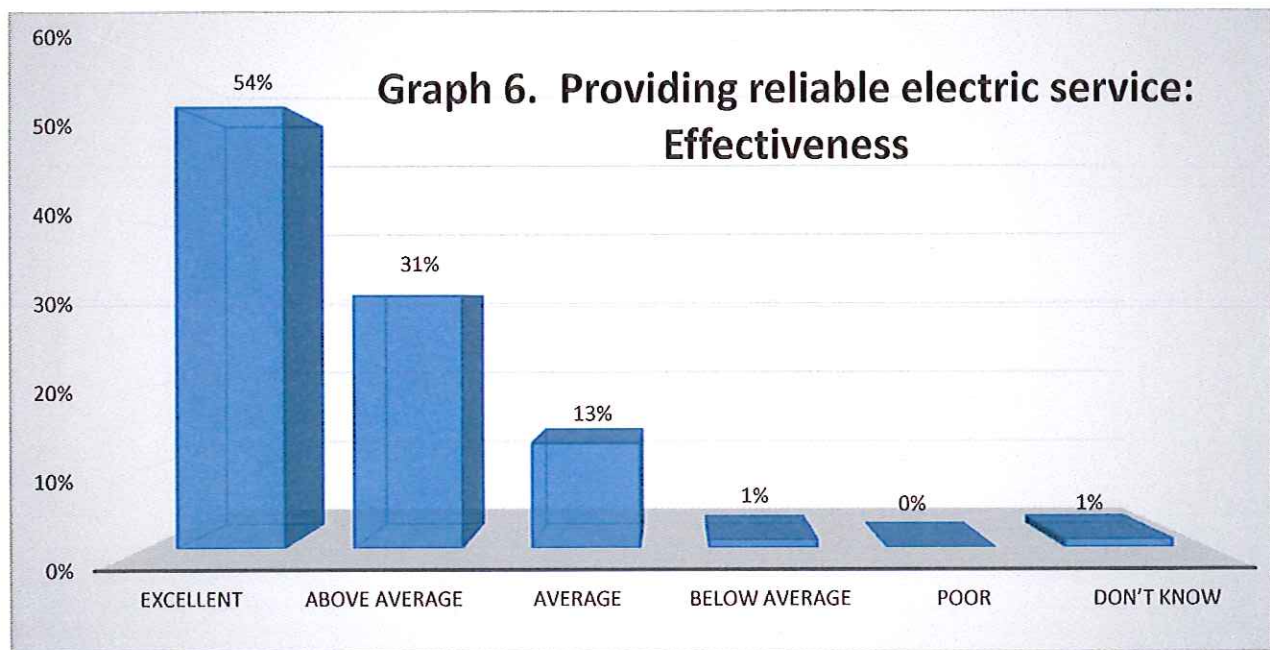
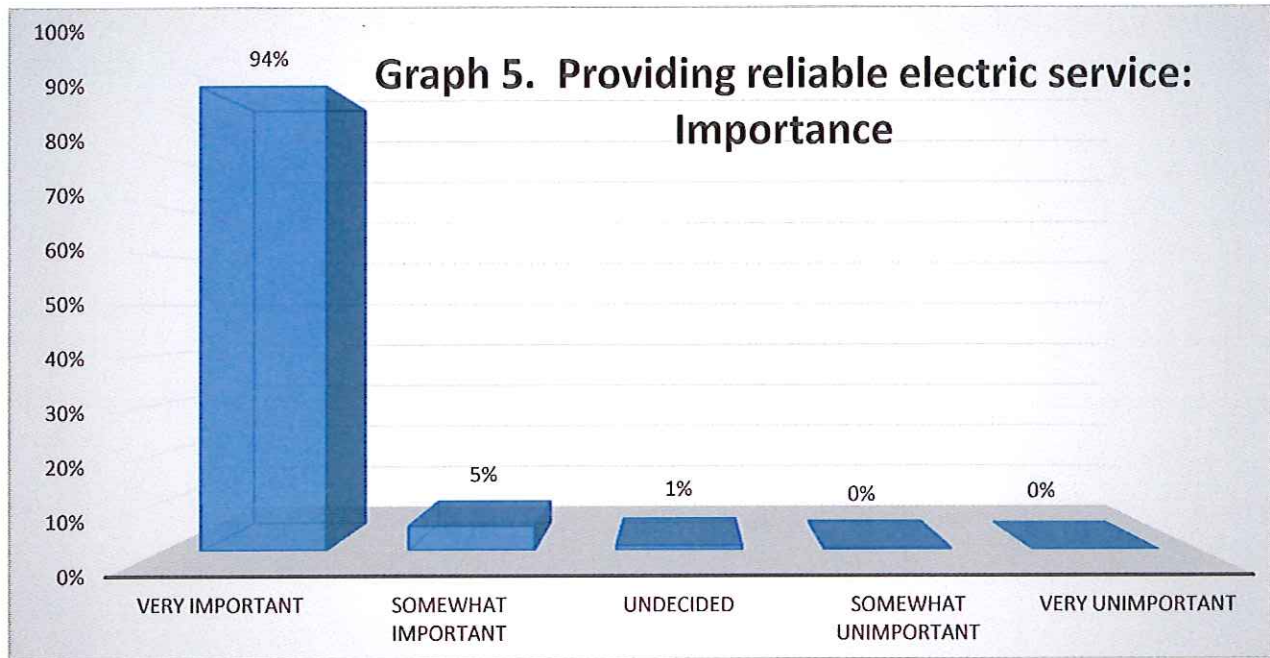


Cost effectiveness ratings do vary significantly by customer type. Specifically, residential respondents were more likely to rate TCL&P “Excellent” or “Above Average” on this characteristic, while commercial respondents were more likely to assign TCL&P an “Average” rating. The following graph illustrates this interaction.



Additional service characteristics assessed include providing reliable electric service and responsiveness to power outages. Importance of both reliability and responsiveness, as well as effectiveness regarding reliability, significantly vary by customer type (see Section 3: Residential and Commercial Customer Comparisons). The following tables and graphs highlight results.

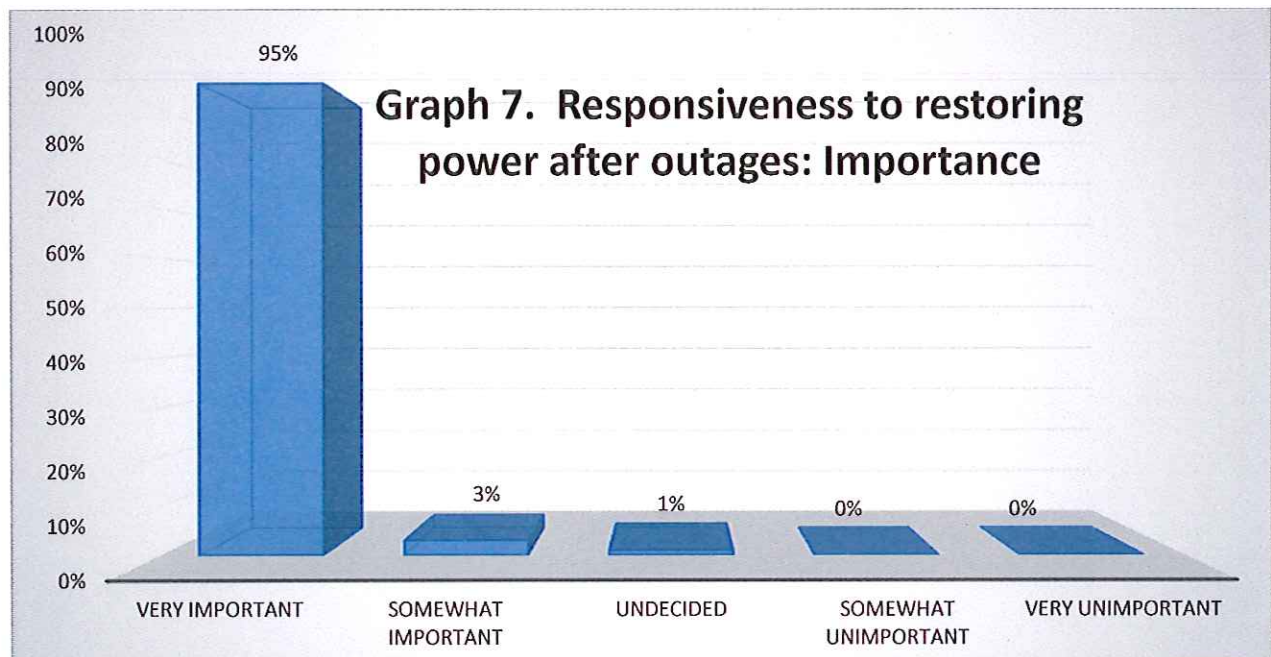
Table 6. How important would you say <u>providing reliable electric service with fewer outages and surges</u> is to you? How would you rate Traverse City Light & Power on providing reliable electric service?				
		Residential	Commercial	Overall
		% (count)	% (count)	% (count)
Importance	Very Important	92.3% (337)	96.4% (298)	94.2% (635)
	Somewhat Important	6.6% (24)	3.6% (11)	5.2% (35)
	Undecided	1.1% (4)	0.0% (0)	0.6% (4)
	Somewhat Unimportant	0.0% (0)	0.0% (0)	0.0% (0)
	Very Unimportant	0.0% (0)	0.0% (0)	0.0% (0)
Effectiveness	Excellent	57.8% (211)	48.9% (151)	53.7% (362)
	Above Average	27.4% (100)	35.3% (109)	31.0% (209)
	Average	12.9% (47)	13.3% (41)	13.1% (88)
	Below Average	1.4% (5)	0.3% (1)	0.9% (6)
	Poor	0.0% (0)	0.3% (1)	0.1% (1)
	Don't Know	0.5% (2)	1.9% (6)	1.2% (8)

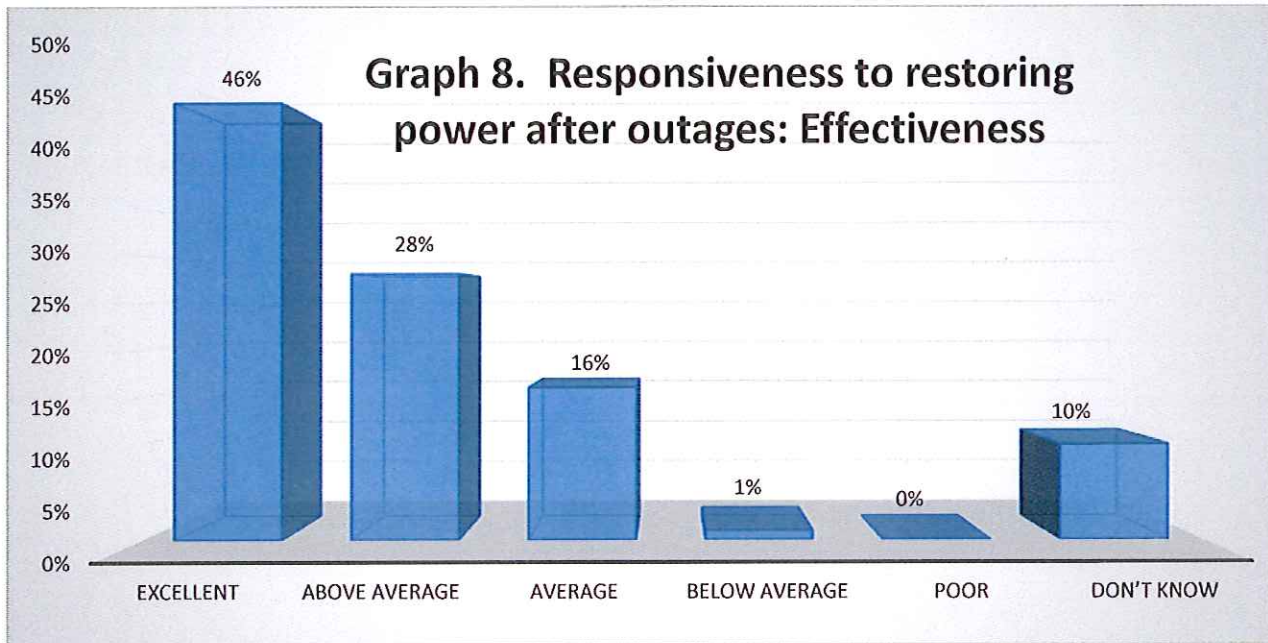


Ratings of reliability importance and TCL&P’s effectiveness with regard to providing reliable electric service significantly vary by customer type. Specifically, commercial respondents were more likely to indicate reliability is “Very Important,” while residential respondents were more likely to indicate it is “Somewhat Important.” Additionally, residential respondents were more likely to then rate TCL&P “Excellent” with regard to providing reliable electric service, while commercial respondents were more likely to assign an “Above Average” rating.

Table 7. How important would you say responsiveness to restoring power after outages is to you? How would you rate Traverse City Light & Power on responsiveness to restoring power after outages?

		Residential	Commercial	Overall
		% (count)	% (count)	% (count)
Importance	Very Important	94.5% (345)	96.4% (298)	95.4% (643)
	Somewhat Important	3.3% (12)	3.6% (11)	3.4% (23)
	Undecided	2.2% (8)	0.0% (0)	1.2% (8)
	Somewhat Unimportant	0.0% (0)	0.0% (0)	0.0% (0)
	Very Unimportant	0.0% (0)	0.0% (0)	0.0% (0)
Effectiveness	Excellent	49.0% (179)	41.4% (128)	45.5% (307)
	Above Average	25.5% (93)	31.1% (96)	28.0% (189)
	Average	13.7% (50)	19.1% (59)	16.2% (109)
	Below Average	0.5% (2)	0.6% (2)	0.6% (4)
	Poor	0.3% (1)	0.0% (0)	0.1% (1)
	Don't Know	11.0% (40)	7.8% (24)	9.5% (64)





Ratings of responsiveness importance significantly vary by customer type. Specifically, commercial respondents were more likely to indicate responsiveness is “Very Important,” while residential respondents were more likely to indicate “Undecided;” effectiveness ratings did not significantly vary.

2.3.1 Gap Analysis⁵: Residential

Percent of residential respondents rating each characteristic “Very Important” are listed below:

1. Responsiveness to restoring power after outages (94.5%)
2. Providing reliable electric service (92.3%)
3. Providing electricity at low cost (89.0%)

Percent of residential respondents rating TCL&P “Excellent” on each characteristic are listed below:

1. Providing reliable electric service (57.8%)
2. Responsiveness to restoring power after outages (49.0%)
3. Providing electricity at low cost (32.3%)

It should be noted that some respondents felt unable to assign ratings on certain characteristics. For example, approximately 11% (n=40) of residential respondents indicated they did not know how to rate TCL&P on responsiveness to restoring power after outages.

⁵ The gap is calculated by subtracting importance ratings from effectiveness ratings for each respondent. This results in a negative number if the effectiveness rating is less than the importance rating. Gaps reported are the result of an average across all respondents.

As noted above, TCL&P received the highest effectiveness rating from residential respondents on reliable electric service, which is the service rated second in terms of importance. A gap analysis was conducted to examine discrepancies between importance and effectiveness on each characteristic. The largest gap between importance and TCL&P’s effectiveness concerned providing electricity at low cost.

Table 8. Residential: Gaps between importance and ratings of TCL&P effectiveness	
Providing electricity at a low cost	-0.92
Responsiveness to restoring power after outages	-0.58
Providing reliable electric service	-0.49

Concern over service level is not recommended until a gap approaches -1.5 to -2.0.

2.3.2 Gap Analysis: Commercial

Percent of commercial respondents rating each characteristic “Very Important” are listed below:

1. Providing reliable electric service (96.4%)
2. Responsiveness to restoring power after outages (96.4%)
3. Providing electricity at low cost (92.2%)

Percent of commercial respondents rating TCL&P “Excellent” on each characteristic are listed below:

1. Providing reliable electric service (48.9%)
2. Responsiveness to restoring power after outages (41.4%)
3. Providing electricity at low cost (15.2%)

It should be noted that some respondents felt unable to assign ratings on certain characteristics. For example, approximately 9% (n=28) of commercial respondents indicated they did not know how to rate TCL&P on providing electricity at low cost.

As noted above, TCL&P received the highest rating from commercial respondents on providing reliable electric service, which was also the characteristic rated first in terms of importance. A gap analysis was conducted to examine discrepancies between importance and effectiveness on each characteristic. The largest gap between importance and TCL&P’s effectiveness concerned providing electricity at low cost.

Table 9. Commercial: Gaps between importance and ratings of TCL&P effectiveness	
Providing electricity at a low cost	-1.38
Responsiveness to restoring power after outages	-0.73
Providing reliable electric service	-0.62

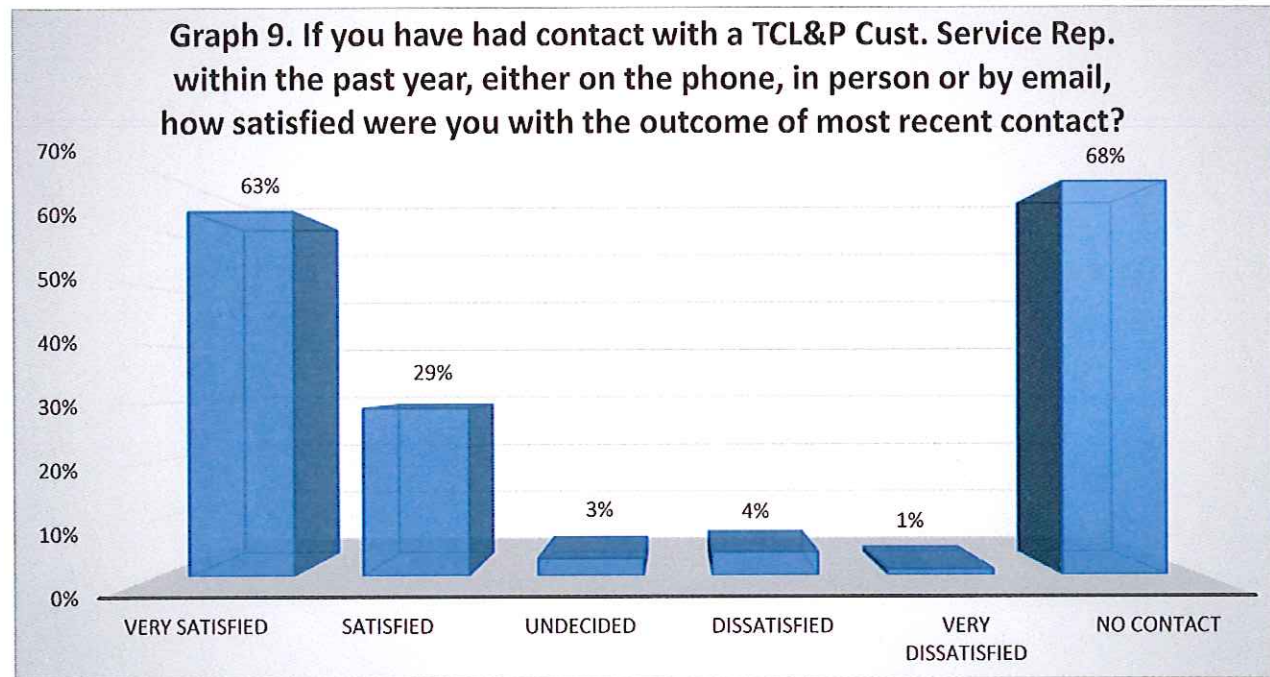
Concern over service level is not recommended until a gap approaches -1.5 to -2.0.

2.4 Customer Service Ratings⁶

The next series of items assessed recent experience with TCL&P customer service and field representatives. Respondents having contact within the past year were asked to rate their satisfaction with the outcome of the contact and identify reasons for any reported dissatisfaction; the following tables and graphs display results.

Table 10. If you have had contact with a TCL&P Customer Service Representative within the past year, either on the phone, in person or by email, how satisfied were you with the outcome of this most recent contact?

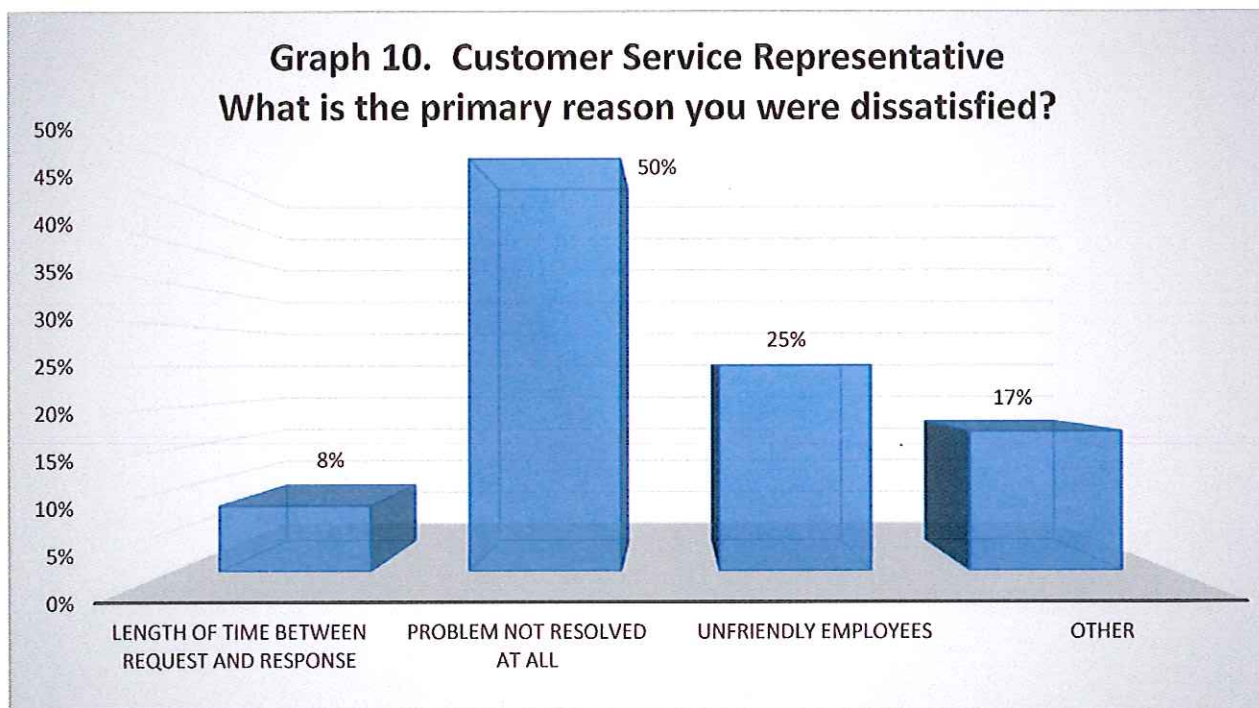
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Very Satisfied	65.1% (84)	59.1% (52)	62.7% (136)
Satisfied	25.6% (33)	33.0% (29)	28.6% (62)
Undecided	4.7% (6)	1.1% (1)	3.2% (7)
Dissatisfied	2.3% (3)	6.8% (6)	4.1% (9)
Very Dissatisfied	2.3% (3)	0.0% (0)	1.4% (3)
No Contact	64.7% (236)	71.5% (221)	67.8% (457)



⁶ Ratings are based only on those respondents reporting contact with a representative; “No Contact” percentage is based upon all respondents.

The majority of respondents (68%) indicated they had not had contact with a Customer Service Representative within the past year. Of those respondents indicating they had contact, approximately 63% indicated they were “Very Satisfied” with the outcome of that contact, while 29% indicated they were “Satisfied.” Twelve respondents reporting a level of dissatisfaction with their contact outcome were asked to indicate the primary reason for their dissatisfaction.

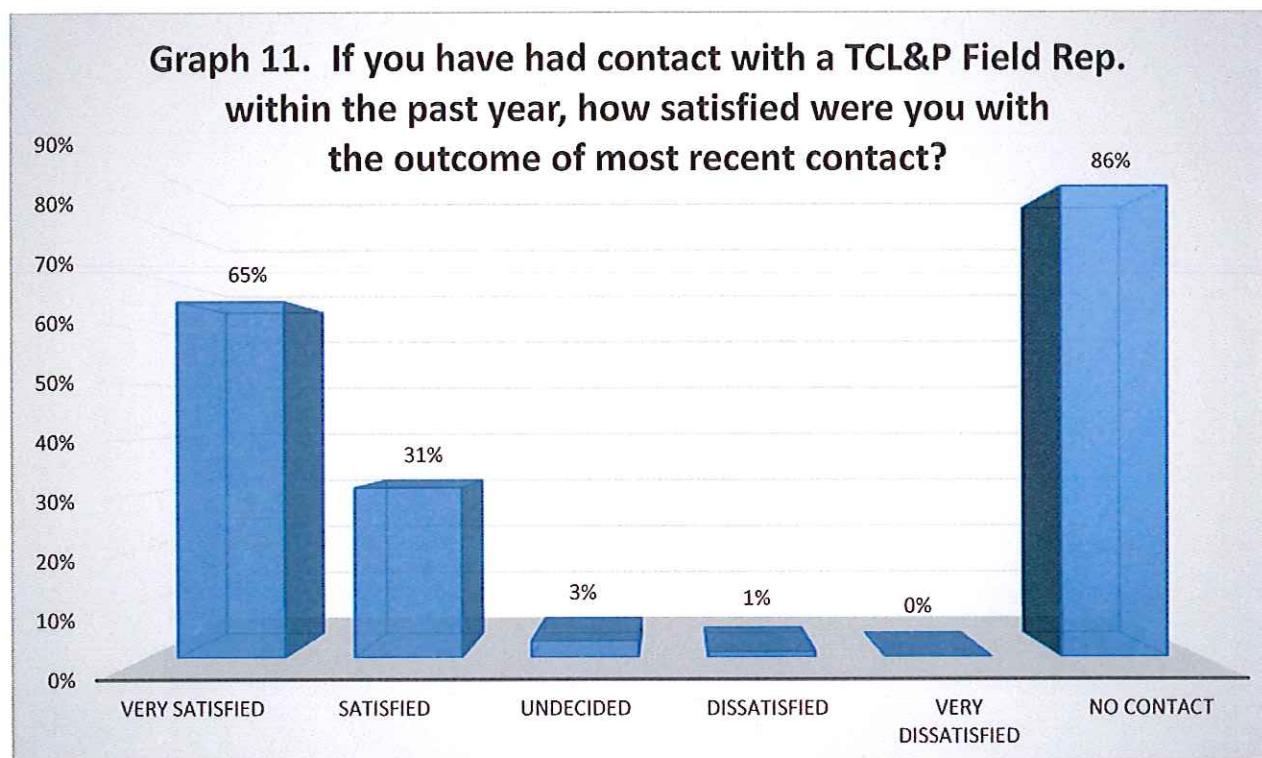
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Length of time between request/response	16.7% (1)	0.0% (0)	8.3% (1)
Problem/request not resolved at all	50.0% (3)	50.0% (3)	50.0% (6)
Unfriendly/discourteous employees	16.7% (1)	33.3% (2)	25.0% (3)
Other	16.7% (1)	16.7% (1)	16.7% (2)



“Problem not resolved at all” was cited most frequently as the primary reason for dissatisfaction. Customers expressing dissatisfaction were also asked if they would like to be contacted by a TCL&P representative.

Respondents who had contact within the past year with a Field Representative (meter reader, tree trimmer or lineman) were asked to rate their satisfaction with the outcome of their most recent contact.

Table 12. If you have had contact with a TCL&P Field Rep. (meter reader, tree trimmer, lineman) within the past year, how satisfied were you with the outcome of this most recent contact?			
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Very Satisfied	75.0% (39)	52.3% (23)	64.6% (62)
Satisfied	17.3% (9)	47.7% (21)	31.3% (30)
Undecided	5.8% (3)	0.0% (0)	3.1% (3)
Dissatisfied	1.9% (1)	0.0% (0)	1.0% (1)
Very Dissatisfied	0.0% (0)	0.0% (0)	0.0% (0)
No Contact	85.8% (313)	85.8% (265)	85.8% (578)



The majority of respondents (86%) indicated they had not had contact with a Field Representative within the past year. Of those respondents indicating they had contact, 65% indicated they were “Very Satisfied” with the outcome and 31% indicated they were “Satisfied.”⁷ Results varied significantly by customer type, with residential respondents more likely reporting they were “Very Satisfied” and commercial respondents more likely reporting “Satisfied.”

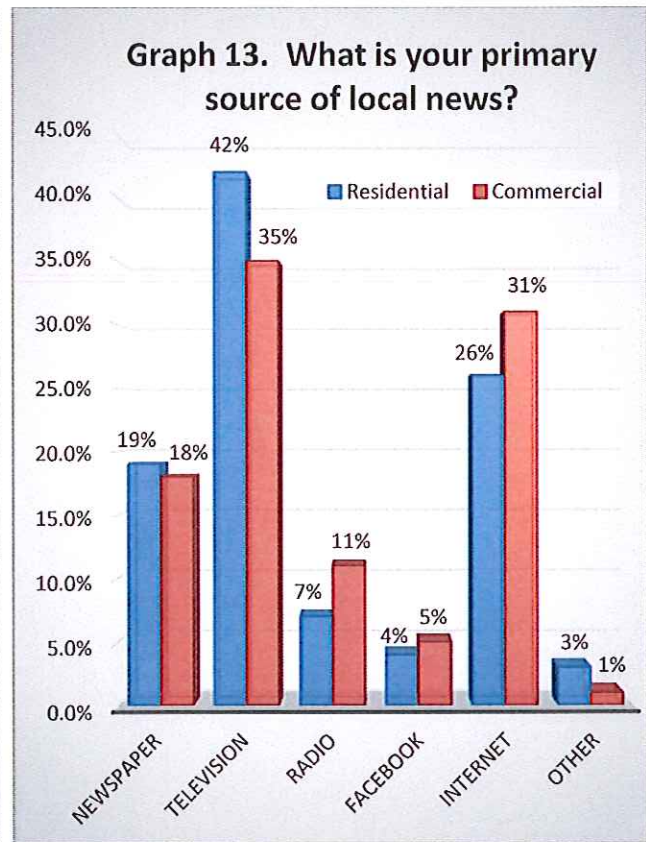
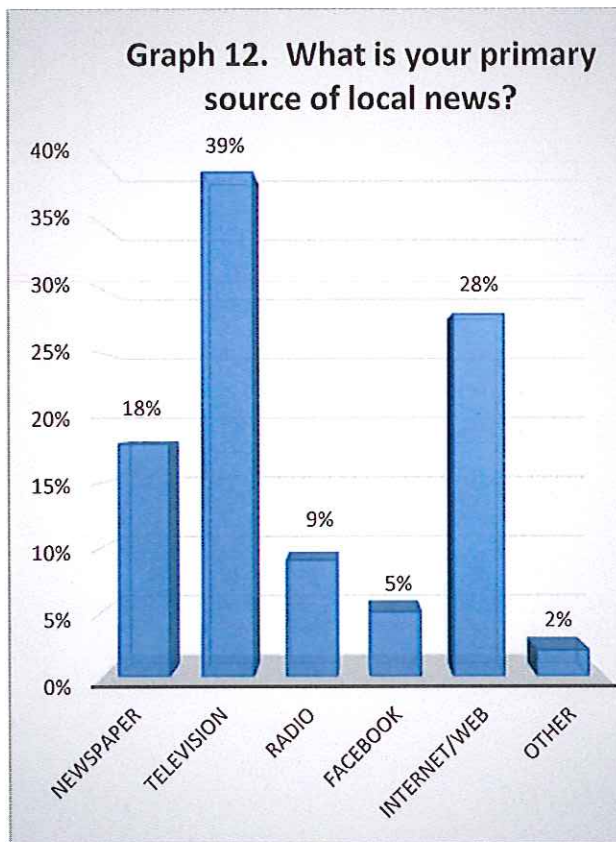
⁷ One respondent reported dissatisfaction with a tree trimmer, citing “Unfriendly/Discourteous employee”
 2016 TCL&P Customer Survey - CS Research & Consulting, LLC

2.5 Communication

2.5.1 Media Sources

Respondents were next asked to indicate their primary source of local news. The following tables and graphs display results.

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Newspaper	18.6% (68)	17.5% (54)	18.1% (122)
Television	41.9% (153)	34.6% (107)	38.6% (260)
Radio	6.6% (24)	10.7% (33)	8.5% (57)
Facebook*	4.1% (15)	4.9% (15)	4.5% (30)
Internet/Web	25.5% (93)	31.4% (97)	28.2% (190)
Other	3.3% (12)	1.0% (3)	2.2% (15)

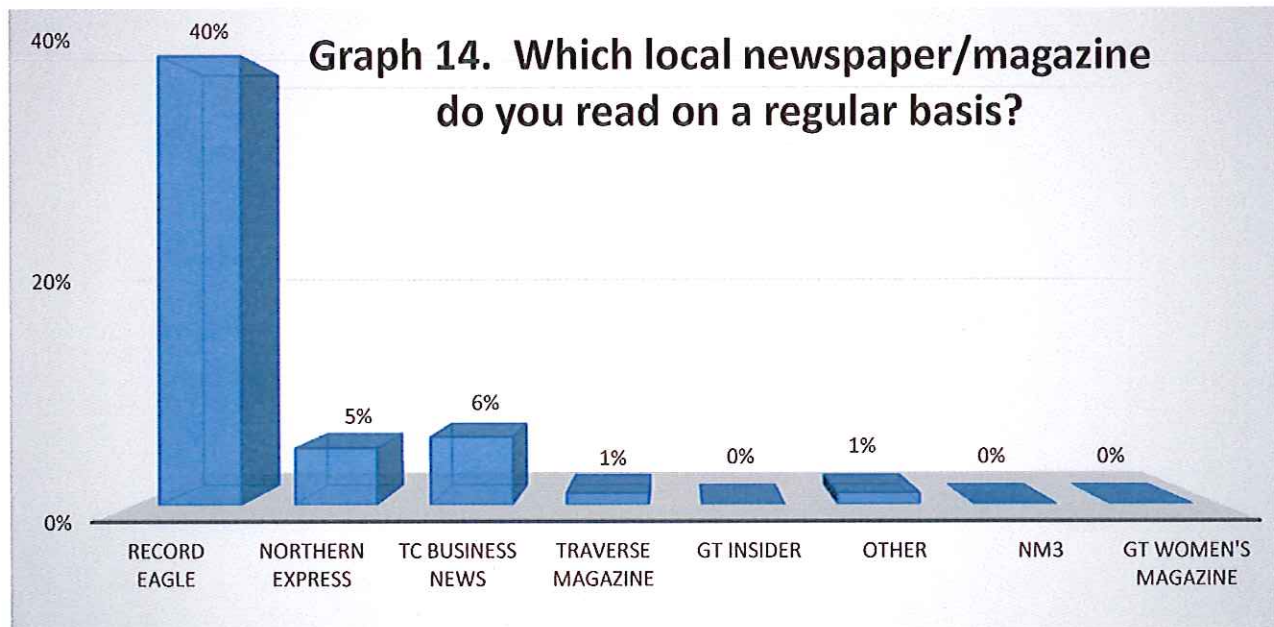


The single largest group of respondents (39%) indicated their primary source of local news is television, while 28% cited Internet/Web. Most frequently cited “Other” source of information was “None.” Results varied significantly by customer type, with residential respondents more likely citing “Newspaper” and “Television” as primary sources, and commercial respondents more likely citing “Radio” and “Internet.”

Next, respondents were asked a series of questions regarding media use. Respondents identified most frequently accessed newspapers or magazines, television channels, radio stations, and websites, as well as typical time of day accessed. With regard to newspapers and magazines, respondents were also asked if they read the paper or electronic version most often. The following table and graph display results.

Table 14. Which local newspapers or magazines do you read on a regular basis (choose all that apply)? Do you read the paper or electronic version most often?

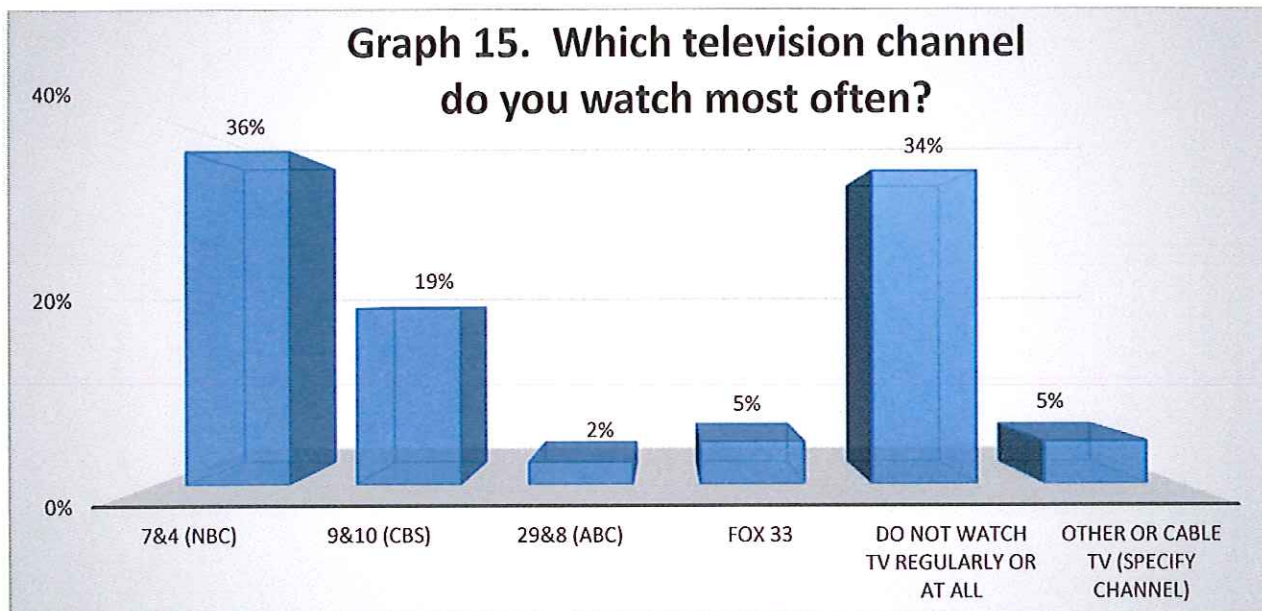
	Residential			Commercial			Overall		
	Paper	Electronic	Both	Paper	Electronic	Both	Paper	Electronic	Both
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Record Eagle	65.7% (88)	16.4% (22)	17.9% (24)	65.2% (86)	21.2% (28)	13.6% (18)	65.4% (174)	18.8% (50)	15.8% (42)
Northern Express	96.9% (31)	3.1% (1)	0.0% (0)	73.9% (17)	17.4% (4)	8.7% (2)	87.3% (48)	9.1% (5)	3.6% (2)
TC Business News/Ticker	12.1% (4)	84.8% (28)	3.0% (1)	22.9% (8)	68.6% (24)	8.6% (3)	17.6% (12)	76.5% (52)	5.9% (4)
GT Women's Magazine	100% (1)	0.0% (0)	0.0% (0)	100% (1)	0.0% (0)	0.0% (0)	100% (2)	0.0% (0)	0.0% (0)
Northern MI Men's Magazine (NM3)	0.0% (0)	0.0% (0)	25.0% (2)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Traverse Magazine	69.2% (9)	23.1% (3)	7.7% (1)	75.0% (3)	25.0% (1)	0.0% (0)	70.6% (12)	23.5% (4)	5.9% (1)
GT Insider	100% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	100% (1)	0.0% (0)	0.0% (0)
Other	80.0% (4)	20.0% (1)	0.0% (0)	75.0% (3)	25.0% (1)	0.0% (0)	77.8% (7)	11.1% (1)	11.1% (1)
Do Not read local newspaper/magazine	49.3% (180)			46.0% (142)			47.8% (322)		



The majority of respondents (40%) cited *The Record Eagle* as local newspaper read most often, with an additional 5% citing *Northern Express*; 48% of all respondents reported they do not read a local newspaper or magazine at all.

Respondents were next asked which television channel they watch most often. The following table and graph display results.

Table 15. Which television channel do you watch most often?			
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
7&4 (NBC)	34.8% (127)	36.6% (113)	35.6% (240)
9&10 (CBS)	18.1% (66)	20.1% (62)	19.0% (128)
29&8 (ABC)	3.0% (11)	1.6% (5)	2.4% (16)
FOX 33	6.0% (22)	2.9% (9)	4.6% (31)
Do not Watch	31.8% (116)	36.2% (112)	33.8% (228)
Other/Cable TV	6.3% (23)	2.6% (8)	4.6% (31)



The single largest group of respondents (36%) cited 7&4 as the channel watched most often, followed by 9&10 (19%); 34% indicated they do not watch TV regularly or at all. Most frequently cited “Other” channels include ESPN, CNN, and PBS. Variations by customer type are statistically significant; specifically, commercial respondents were more likely to indicate they most often watch 7&4 and 9&10, or do not watch television regularly/at all; residential respondents were more likely to indicate they most often watch 29&8, Fox33, or another cable station.

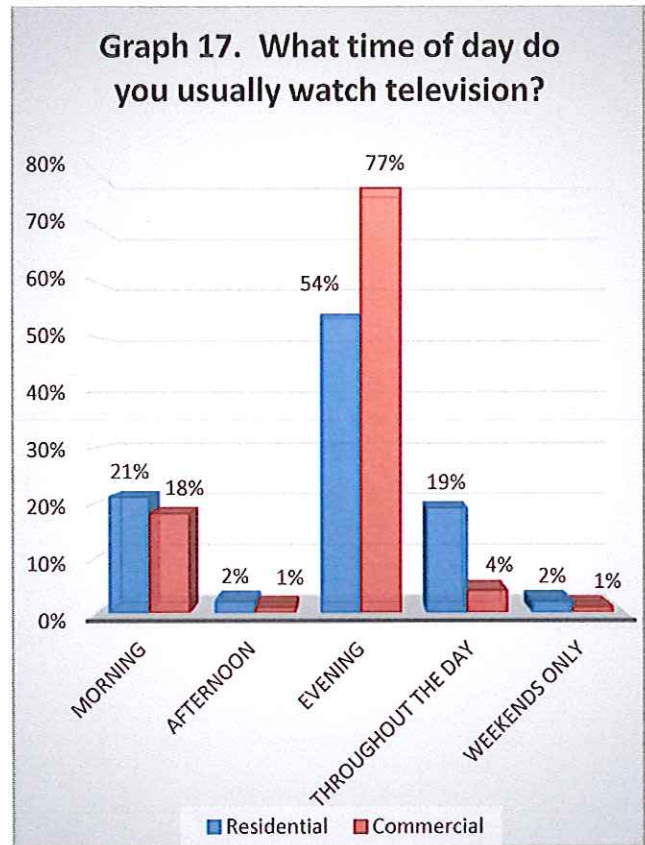
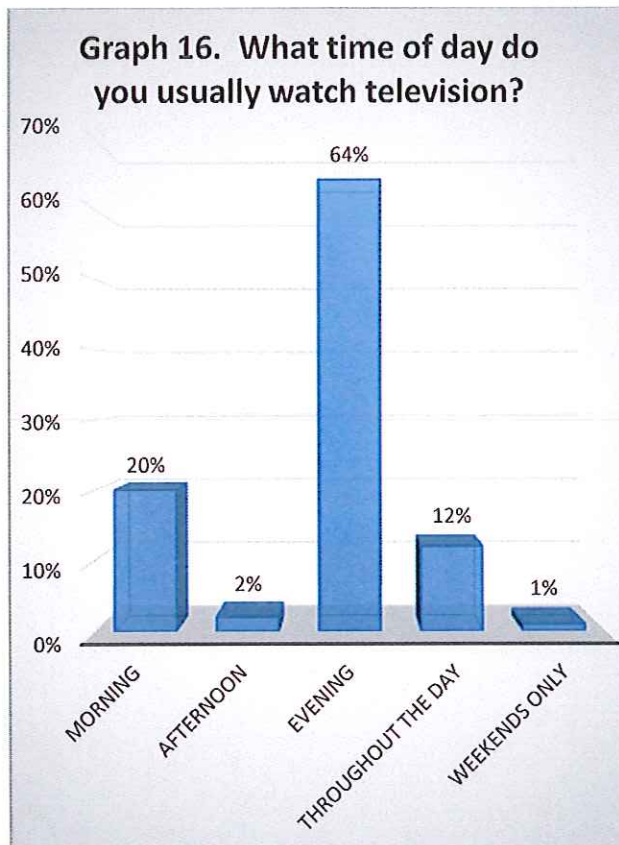
Respondents reporting a most frequently watched station were asked if they watch local public access channels UpNorthTV and/or Government TV, and if so, what type of programming they watch on public access. The following tables highlight results.

Table 16. Do you watch either of the following local public access television stations?			
(Choose all that apply)			
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
UpNorth TV	5.8% (21)	7.1% (22)	6.4% (43)
Government TV	3.3% (12)	3.2% (10)	3.3% (22)
Do not watch	61.4% (224)	55.3% (171)	58.6% (395)

Table 17. What type of programming do you watch on Public Access television?			
(Choose all that apply)			
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
TCL&P Board Meetings	1.6% (6)	1.6% (5)	1.6% (11)
City Commission Meetings	3.3% (12)	3.6% (11)	3.4% (23)
County Commission Meetings	1.9% (7)	3.2% (10)	2.5% (17)
Other	2.5% (9)	3.6% (11)	3.0% (20)

Respondents reporting they watch television were also asked what time of day they typically watch, with the majority (64%) reporting they usually watch in the evening. The following table and graphs display results.

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Morning	20.5% (51)	18.3% (36)	19.5% (87)
Afternoon	2.4% (6)	1.0% (2)	1.8% (8)
Evening	54.2% (135)	76.6% (151)	64.1% (286)
Throughout Day	19.3% (48)	3.6% (7)	12.3% (55)
Weekends Only	2.0% (5)	0.5% (1)	1.3% (6)
Other	1.6% (4)	0.0% (0)	0.9% (4)

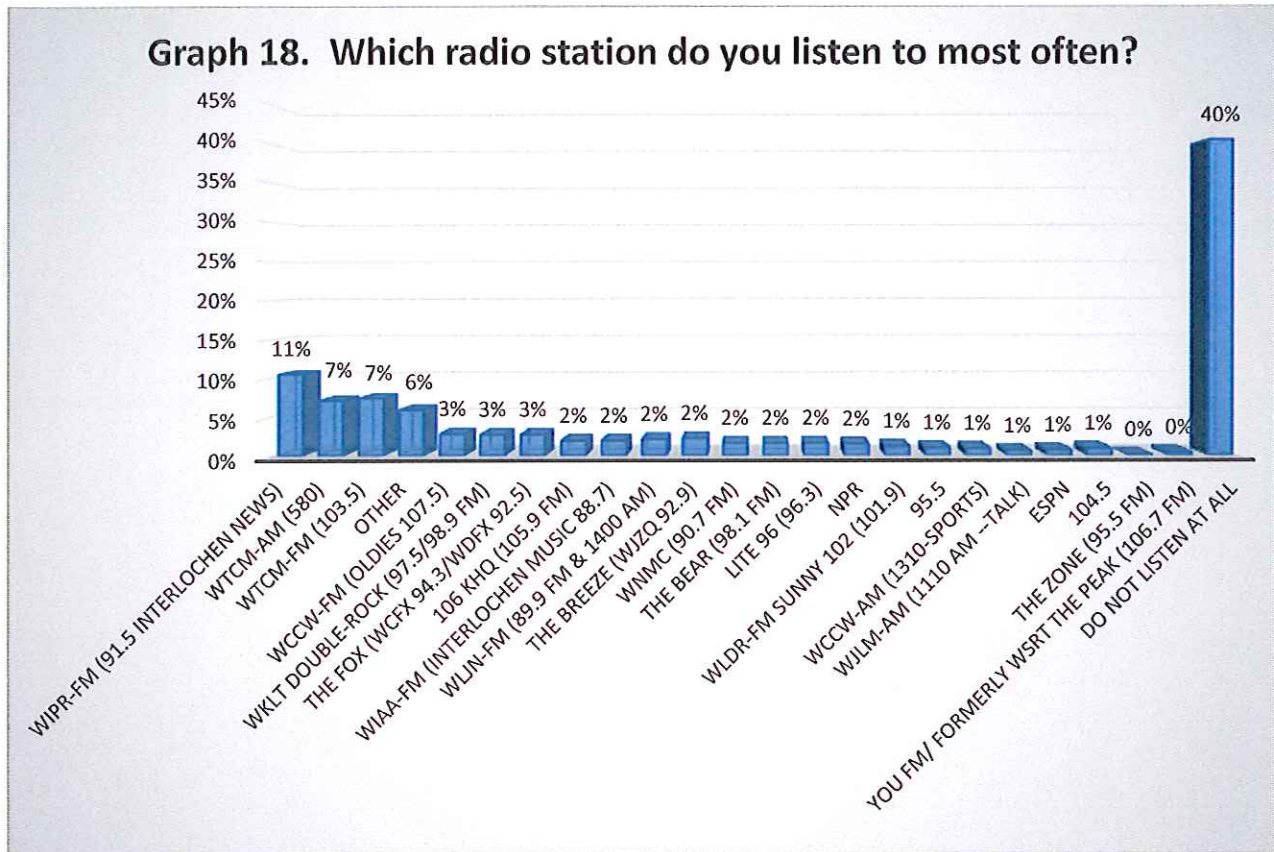


Variations by customer type are statistically significant; specifically, commercial respondents were more likely to indicate they usually watch in the evening, while residential respondents were more likely to indicate they usually watch in the morning or throughout the day.

Respondents were next asked which radio station they listen to most often, with the single largest group of listeners (11%) citing WIPR-FM (91.5 Interlochen Public Radio), and the second and third largest groups citing WTCM-FM and WTCM-AM, respectively; 40% indicated they do not listen to the radio at all. Approximately 6% of respondents cited a radio station other than those listed.

Table 19. Which radio station do you listen to most often?			
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
WTCM-AM (580)	6.0% (22)	8.4% (26)	7.1% (48)
WTCM-FM (103.5)	4.4% (16)	11.0% (34)	7.4% (50)
WCCW-FM (Oldies 107.5)	3.0% (11)	2.6% (8)	2.8% (19)
WCCW-AM (1310-Sports)	0.8% (3)	1.0% (3)	0.9% (6)
WJLM-AM (1110 AM—Talk)	0.3% (1)	1.0% (3)	0.6% (4)
The Breeze (WJZQ 92.9 FM)	2.7% (10)	1.6% (5)	2.2% (15)
WKLT Double-Rock 97.5/98.9 FM)	2.7% (10)	2.6% (8)	2.7% (18)
The Zone (95.5 FM)	0.3% (1)	0.0% (0)	0.1% (1)
You-FM (formerly WSRT The Peak, 106.7 FM)	0.5% (2)	0.3% (1)	0.4% (3)
WLDR-FM Sunny 102 (101.9)	1.4% (5)	1.0% (3)	1.2% (8)
WLJN-FM (89.9 FM & 1400 AM)	1.4% (5)	2.9% (9)	2.1% (14)
WIAA-FM (Interlochen Music 88.7)	1.6% (6)	2.3% (7)	1.9% (13)
WIPR-FM (Interlochen News 91.5)	11.2% (41)	9.7% (30)	10.5% (71)
WNMC (90.7 FM)	2.2% (8)	1.0% (3)	1.6% (11)
The Bear (98.1 FM)	1.1% (4)	2.3% (7)	1.6% (11)
106 KHQ (105.9 FM)	1.9% (7)	1.9% (6)	1.9% (13)
The Fox (WCFX 94.3/WDFX 92.5)	1.9% (7)	3.6% (11)	2.7% (18)
Lite 96 (96.3 FM)	1.4% (5)	1.9% (6)	1.6% (11)
NPR	2.7% (10)	0.0% (0)	1.5% (10)
ESPN 105.5, 106.7	0.8% (3)	0.6% (2)	0.7% (5)
104.5 The Bob FM	1.1% (4)	0.6% (2)	0.9% (6)
WQEZ 95.5 FM	1.6% (6)	0.3% (1)	1.0% (7)
Do not listen to the radio	43.3% (158)	36.9% (114)	40.4% (272)
Other	5.5% (20)	6.5% (20)	5.9% (40)

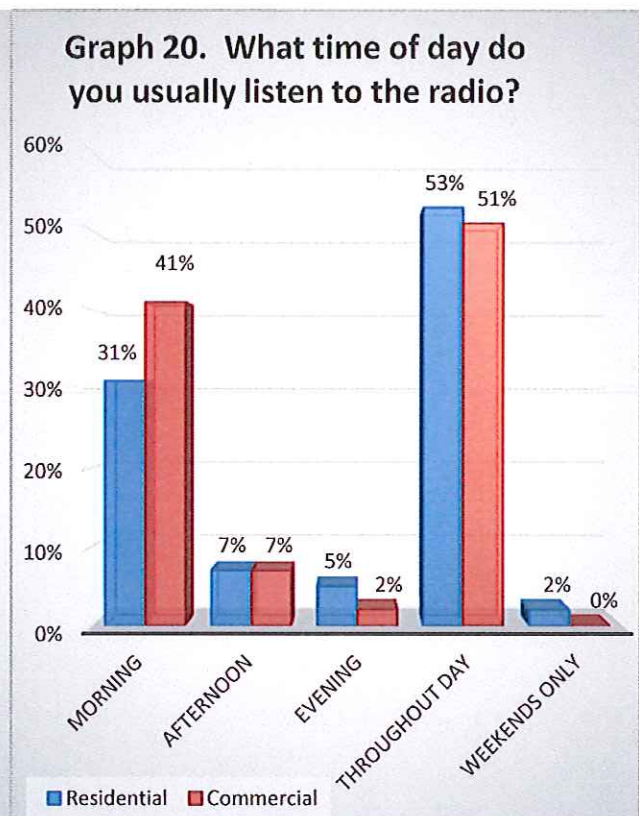
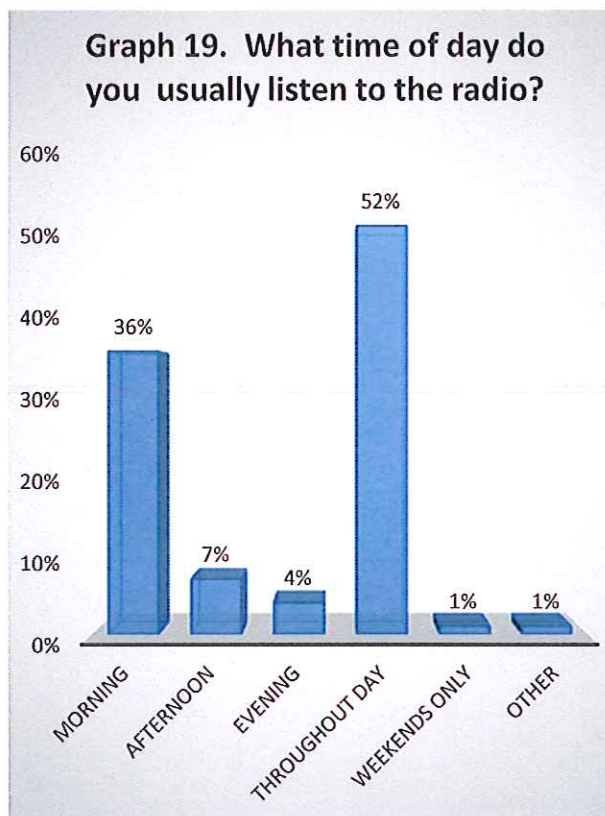
Graph 18. Which radio station do you listen to most often?



This variable did significantly interact with customer type. Specifically, residential respondents were more likely to cite The Breeze, BOB FM, or WIPR-FM/NPR as the radio station listened to most often, or indicate “Do not listen to the radio at all,” while commercial respondents were more likely to cite WTCM-AM, WTCM-FM, WLJN-FM, The Bear, or The Fox.

Respondents indicating they listen to the radio were also asked what time of day they usually listen. The following table and graphs display results.

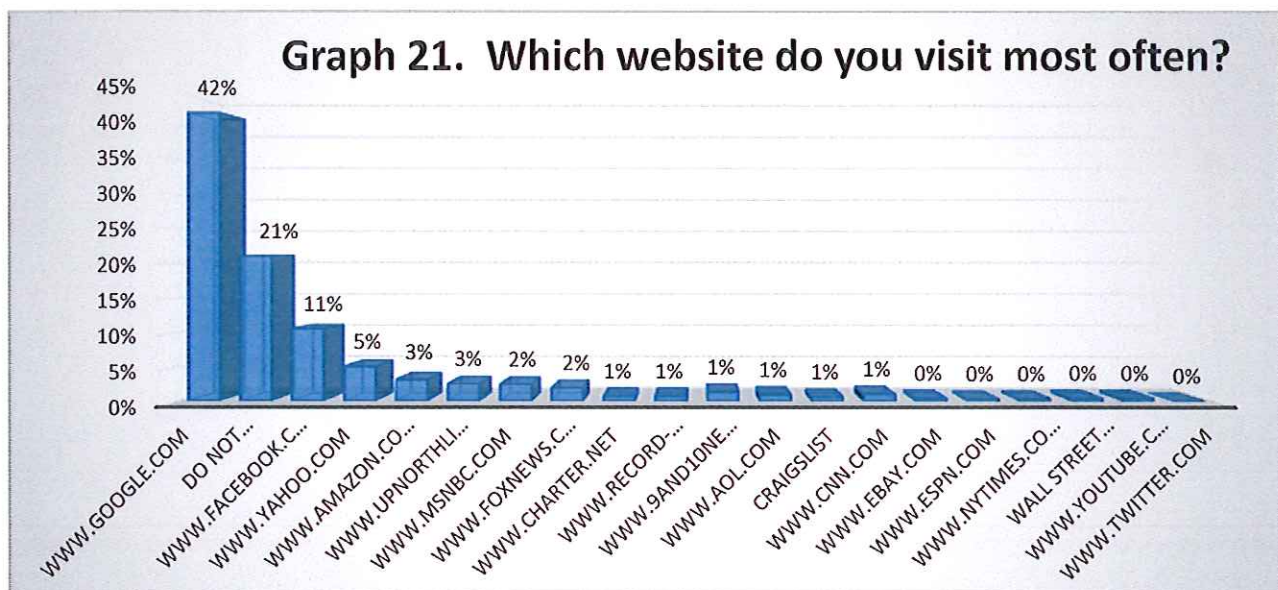
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Morning	31.4% (65)	40.5% (79)	35.8% (144)
Afternoon	6.8% (14)	7.2% (14)	7.0% (28)
Evening	5.3% (11)	1.5% (3)	3.5% (14)
Throughout Day	52.7% (109)	50.8% (99)	51.7% (208)
Weekends Only	1.9% (4)	0.0% (0)	1.0% (4)
Other	1.9% (4)	0.0% (0)	1.0% (4)



The majority of respondents (52%) indicated they usually listen to the radio throughout the day, while 36% indicated they usually listen during the morning. Variations by customer type are statistically significant; specifically, commercial respondents were more likely to indicate they usually listen in the “Morning;” residential respondents were more likely to indicate they usually listen in the “Evening” or “Throughout the day.”

Respondents were next asked which website they visit most often. The following table and graph display results.

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
google.com	34.2% (125)	51.1% (158)	42.0% (283)
amazon.com	2.2% (8)	4.2% (13)	3.1% (21)
msnbc.com	1.6% (6)	3.2% (10)	2.4% (16)
ebay.com	0.5% (2)	0.3% (1)	0.4% (3)
yahoo.com	3.6% (13)	6.8% (21)	5.0% (34)
charter.net	0.8% (3)	0.6% (2)	0.7% (5)
foxnews.com	1.6% (6)	2.3% (7)	1.9% (13)
record-eagle.com	1.1% (4)	0.3% (1)	0.7% (5)
upnorthlive.com	3.6% (13)	1.3% (4)	2.5% (17)
9and10news.com	2.2% (8)	0.3% (1)	1.3% (9)
facebook.com	12.6% (46)	8.1% (25)	10.5% (71)
twitter.com	0.0% (0)	0.0% (0)	0.0% (0)
youtube.com	0.5% (2)	0.3% (1)	0.4% (3)
cnn.com	1.6% (6)	0.3% (1)	1.0% (7)
aol.com	0.8% (3)	1.0% (3)	0.9% (6)
espn.com	0.5% (2)	0.0% (0)	0.3% (2)
nytimes.com	0.5% (2)	0.0% (0)	0.3% (2)
Craigslist	0.8% (3)	0.3% (1)	0.6% (4)
<u>wsj.com</u> (Wall Street Journal)	0.8% (3)	0.0% (0)	0.4% (3)
Do not regularly visit websites	24.9% (91)	15.7% (47)	21.1% (142)
Other	5.2% (19)	19.5% (58)	4.2% (28)

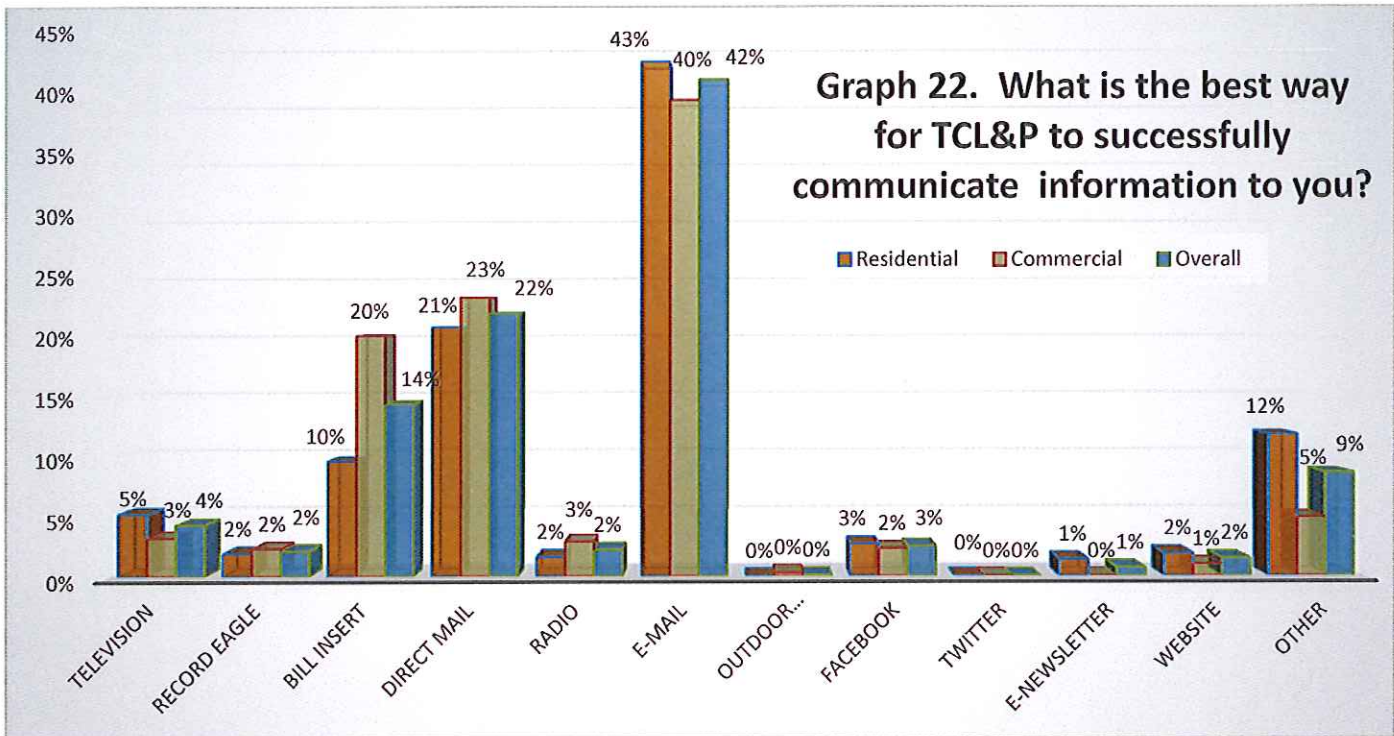


The single largest group of respondents (42%) reported they most often visit google.com, with the next largest group (21%) reporting “Do not regularly visit any website.” This variable significantly interacts with customer type; specifically, residential respondents were more likely to indicate they most often visit upnorthlive, 9&10news, facebook, and “Other” or indicate they “Do not regularly visit websites/do not visit them at all,” while commercial respondents were more likely to cite google, amazon, msnbc and yahoo.com as web site visited most often.

Next, respondents were asked to indicate the best way for TCL&P to successfully communicate information to them. The following table and graph display results.

Table 22. What is the best way for TCL&P to successfully communicate information to you?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Television	5.2% (19)	3.2% (10)	4.3% (29)
Record Eagle	1.9% (7)	2.3% (7)	2.1% (14)
Bill Insert	9.6% (35)	20.1% (62)	14.4% (97)
Direct Mail	20.8% (76)	23.3% (72)	22.0 % (148)
Radio	1.6% (6)	2.9% (9)	2.2% (15)
E-mail	43.0% (157)	39.8% (123)	41.5% (280)
Outdoor Advertising/ Billboard	0.0% (0)	0.3% (1)	0.1% (1)
Facebook	2.7% (10)	2.3% (7)	2.5% (17)
Twitter	0.0% (0)	0.0% (0)	0.0% (0)
E-Newsletter	1.4% (5)	0.0% (0)	0.7% (5)
Website	1.9% (7)	1.0% (3)	1.5% (10)
Other	11.8% (43)	4.9% (15)	8.6% (58)



The single largest group of respondents (42%) indicated “E-Mail” is the best way for TCL&P to successfully communicate information to them, with an additional 22% citing “Direct Mail,” and 14% citing “Bill Inserts.” Most frequently cited “Other” response is telephone. Variations by customer type are statistically significant; specifically, commercial respondents were more likely to indicate the best way to communicate information to them is via “Bill Insert” and “Direct Mail,” while residential respondents were more likely to indicate the best way to communicate is “Television,” “Email,” and “Other.” Respondents were next asked which social media sources they use, and of those used, which they use most often. The following table displays results.

Table 23. Which social media sources do you use? (Choose all that apply)

	Residential		Commercial		Overall	
	% (count)	Use most often % (count)	% (count)	Use most often % (count)	% (count)	Use most often % (count)
Facebook	63.3% (231)	93.4% (225)	62.5% (193)	97.4% (190)	62.9% (424)	95.2% (415)
Twitter	9.0% (33)	2.9% (7)	10.7% (33)	0.0% (0)	9.8% (66)	1.6% (7)
You Tube	7.7% (28)	2.5% (6)	10.4% (32)	2.1% (4)	8.9% (60)	2.3% (10)
Blogs	2.2% (8)	1.2% (3)	4.2% (13)	0.5% (1)	3.1% (21)	.9% (4)
Don't Use	34.0% (124)	NA	36.9% (114)	NA	35.3% (238)	NA
Other	2.5% (9)		1.9% (6)		2.2% (15)	

The majority of respondents (63%) indicated they use Facebook, while approximately 35% indicated they do not use social media. Of those respondents indicating they use social media, 95% indicated they use Facebook as a source most often.

2.5.2 Smart Phone Usage

Respondents were next asked a series of questions regarding Smart Phone usage and interest in use for access and receipt of TCL&P information. The following tables and graphs display results.

Table 24. Do you use a Smart Phone?			
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Yes	82.2% (300)	84.8% (262)	83.4% (562)
No	17.8% (65)	15.2% (47)	16.6% (112)

The majority of respondents (83%) reported they do use a Smart Phone. These respondents were then asked if they would be interested in a TCL&P Smart Phone application and/or if they would be interested in receiving text messages regarding outages, scams, or inclement weather.

Table 25. Would you be interested in utilizing a TCL&P Smart Phone Application that would provide pertinent utility information?			
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Yes	51.0% (153)	33.6% (88)	42.9% (241)
No	49.0% (147)	66.4% (174)	57.1% (321)

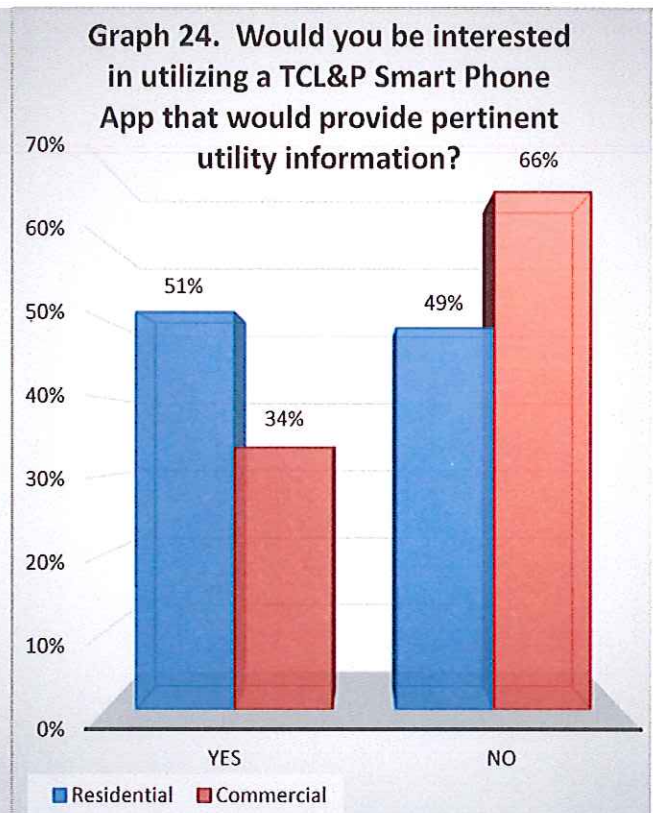
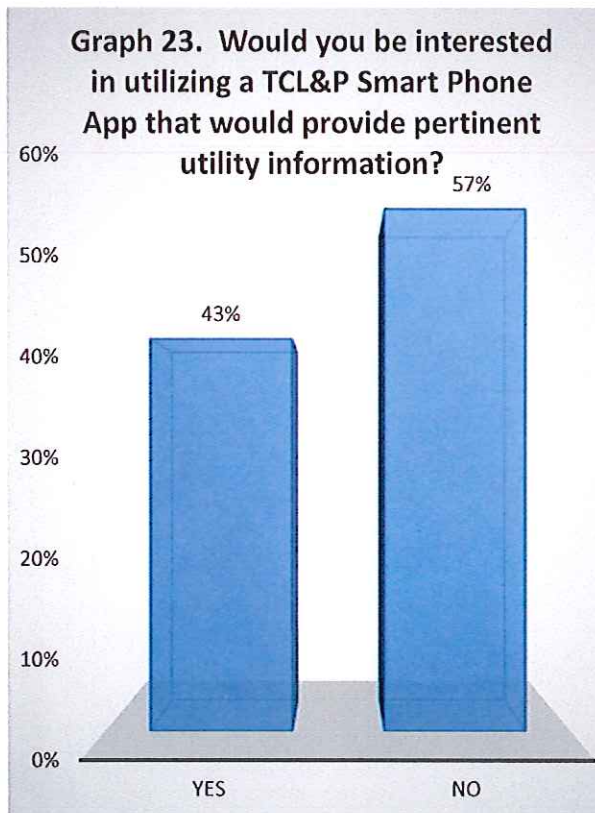
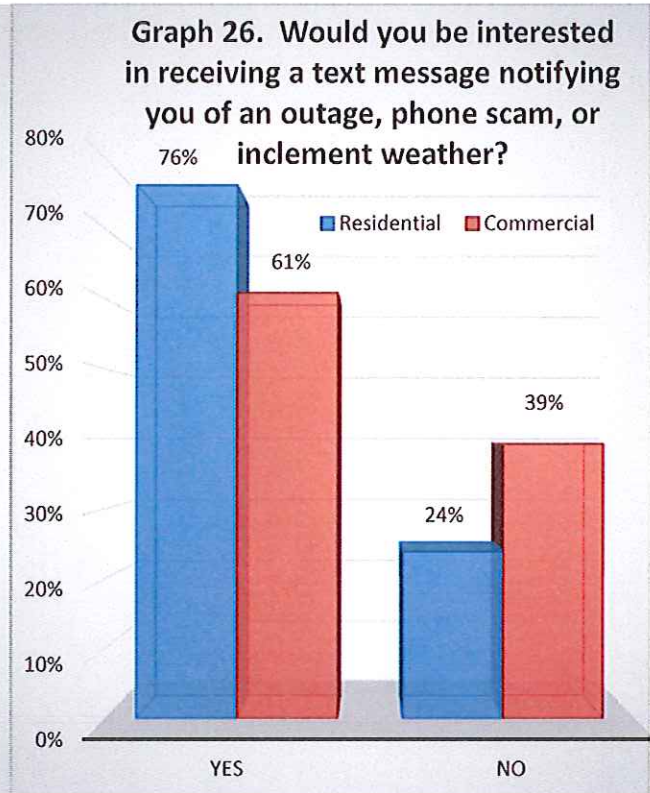
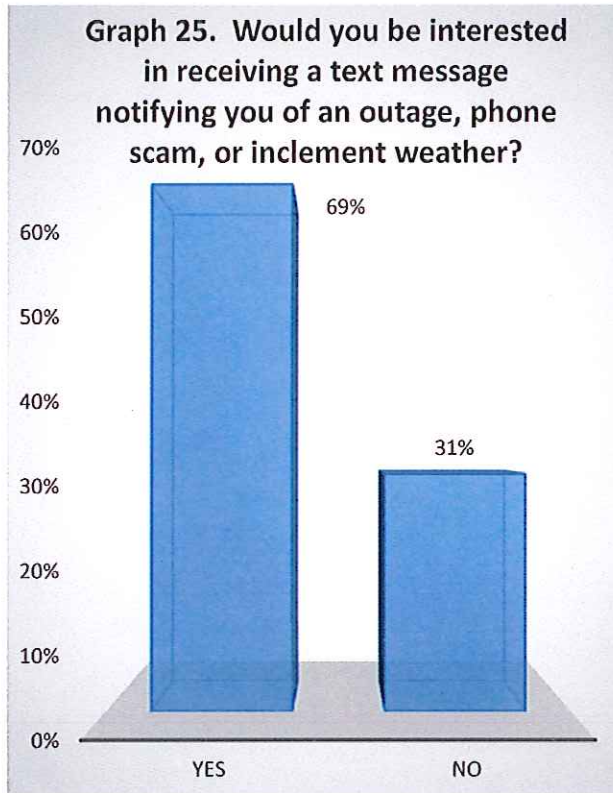


Table 26. Would you be interested in receiving a text message notifying you of an outage, phone scam, or inclement weather?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Yes	76.0% (228)	60.7% (159)	68.9% (387)
No	24.0% (72)	39.3% (103)	31.1% (175)



Of those respondents reporting they use a Smart Phone, the majority (69%) indicated they would be interested in receiving a text message notifying them of various conditions, while 31% indicated they would be interested in utilizing a TCL&P Smart Phone App. Concerning both communication options, residential respondents were statistically more likely to express interest, indicating “Yes,” while commercial respondents were more likely to indicate “No.”

Additionally, respondents were asked how they pay their utility bill. The single largest group (44%) indicated they pay by mail, followed by equal numbers reporting they pay online or through automatic bank drafting.

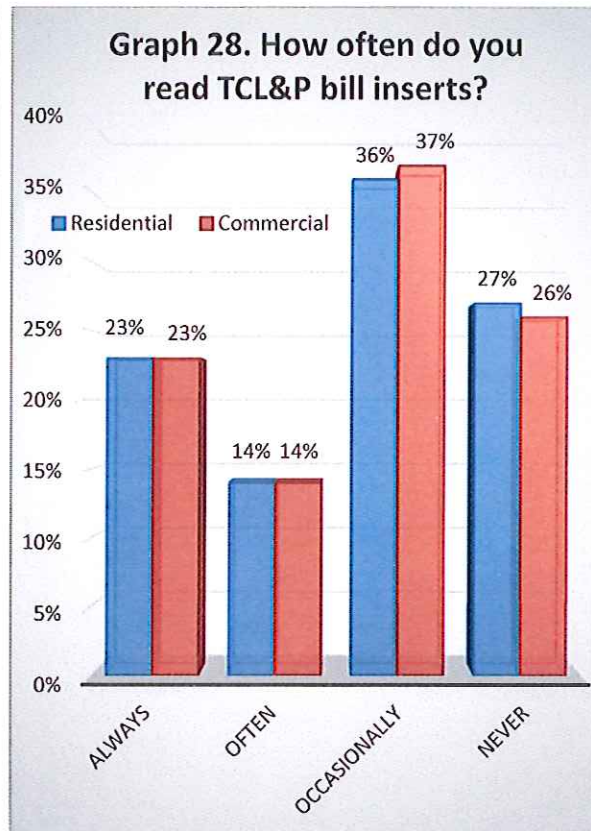
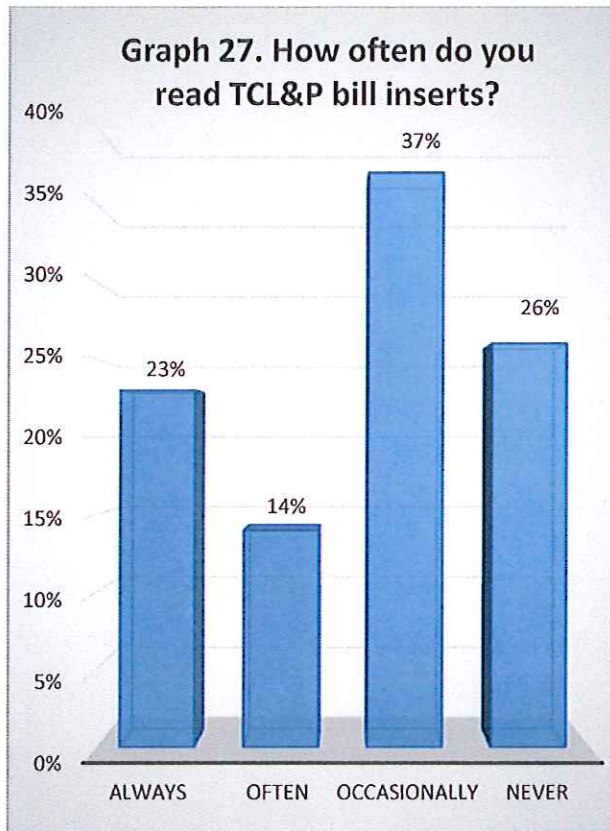
Table 27. How do you pay your utility bill?			
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Online	27.4% (100)	16.8% (52)	22.6% (152)
Mail	29.6% (108)	61.2% (189)	44.1% (297)
Telephone	2.7% (10)	.6% (2)	1.8% (12)
In Person	14.0% (51)	3.2% (10)	9.1% (61)
Automatic Bank Drafting	26.3% (96)	18.1% (56)	22.6% (152)

Variations by customer type are statistically significant; specifically, commercial respondents were more likely to indicate they pay by “Mail,” while residential respondents were more likely to indicate they pay “Online,” “In-person,” or with “Automatic Bank Drafting.”

2.5.3 Bill Inserts

To further assess communication opportunities, respondents were asked how often they read TCL&P bill inserts; those indicating they never read the inserts also indicated why. The following tables and graphs display results.

Table 28. How often do you read TCL&P bill inserts?			
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Always	23.3% (85)	23.0% (71)	23.1% (156)
Often	14.0% (51)	13.9% (43)	13.9% (94)
Occasionally	35.9% (131)	37.2% (115)	36.5% (246)
Never	26.8% (98)	25.9% (80)	26.4% (178)



The single largest group of respondents (37%) reported they “Occasionally” read TCL&P bill inserts, with an additional 26% reporting they “Never” read inserts.

Respondents reporting they “Never” read TCL&P bill inserts were asked why; results displayed below.

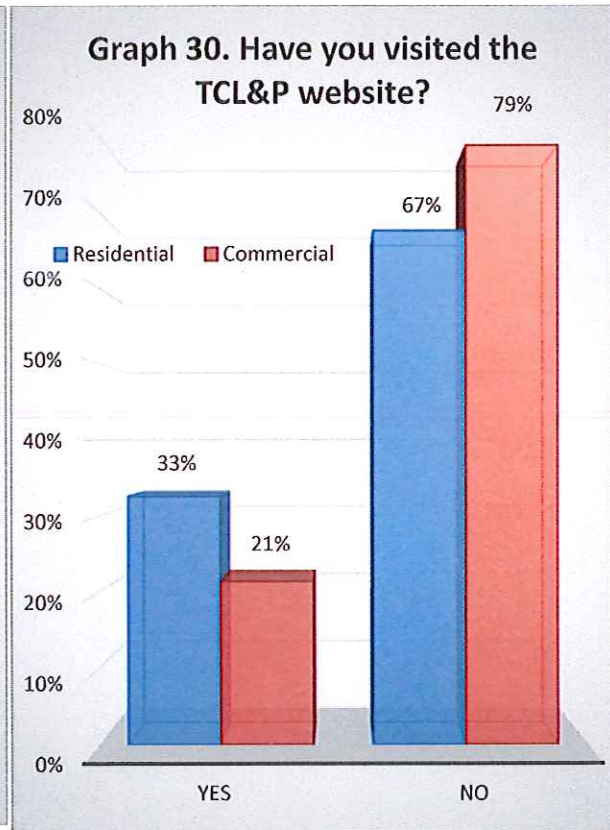
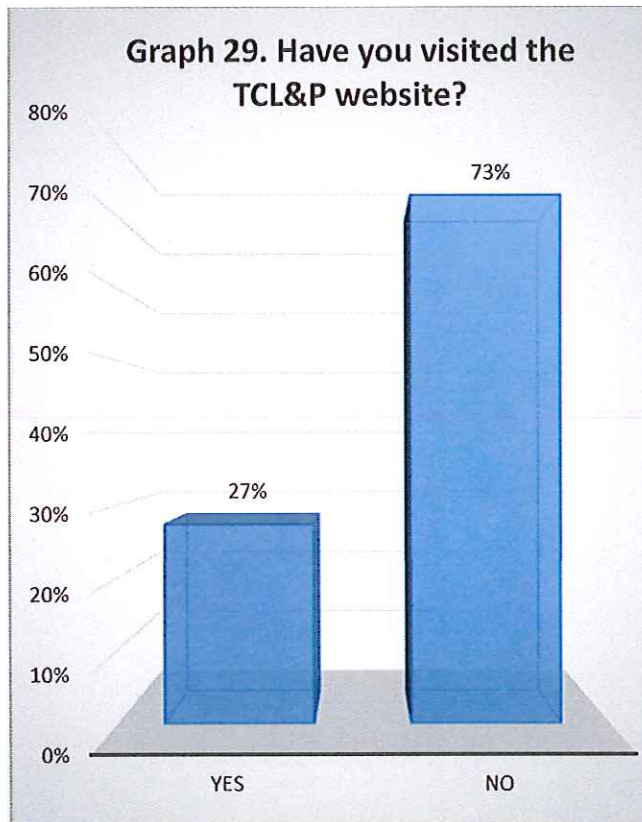
	Residential	Commercial	Overall
	2016	2016	2016
	% (count)	% (count)	% (count)
Not interested	44.9% (44)	35.0% (28)	40.4% (72)
No time	29.6% (29)	45.0% (36)	36.5% (65)
Not useful	7.1% (7)	13.8% (11)	10.1% (18)
Other	18.4% (18)	6.3% (5)	12.9% (23)

“Not interested” (40%) and “No Time” (37%) were cited most frequently as primary reasons for not reading bill inserts. The most common “Other” responses include “Don’t see bill” and “Pay online.” Variations by customer type are statistically significant; specifically, residential respondents were more likely to indicate “Not interested” and “Other” as the primary reason they do not read the bill insert, while commercial respondents were more likely to cite “No time” and “Not useful.”

2.5.4 TCL&P Website

The next series of questions addressed the TCL&P website. Respondents were first asked if they had visited the website; those respondents indicating they had visited the site were then asked how often they visit and for what purpose. Respondents were also provided an opportunity to rate their interest in several types of information which could be made available on the site. The following tables and charts display results.

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Yes	32.6% (119)	21.4% (66)	27.4% (185)
No	67.4% (246)	78.6% (243)	72.6% (489)



Approximately 27% of respondents indicated they had visited the TCL&P website; variations by customer type are statistically significant. Specifically, residential respondents were more likely to indicate they had visited the website, while commercial respondents were more likely to indicate they had not.

Respondents who had visited the website then indicated how often they visit the site and for what purpose. The following tables display results.

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Daily	0.0% (0)	0.0% (0)	0.0% (0)
Weekly	0.0% (0)	0.0% (0)	0.0% (0)
Monthly	68.9% (82)	66.7% (44)	68.1% (126)
Other	31.1% (37)	33.3% (22)	31.9% (59)

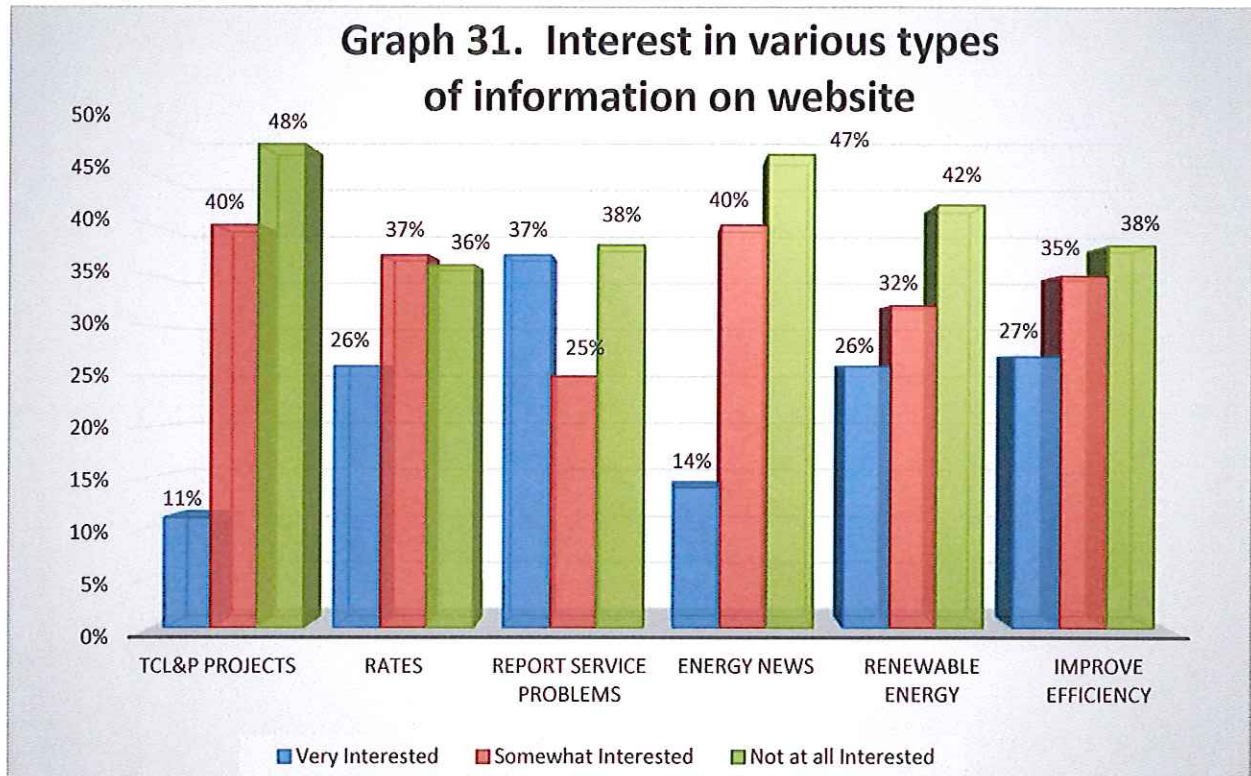
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Bill Payment Info.	23.8% (87)	12.6% (39)	18.7% (126)
Board Information	1.6% (6)	1.9% (6)	1.8% (12)
News Updates	3.3% (12)	3.6% (11)	3.4% (23)
Electric Rate Info.	2.2% (8)	1.0% (3)	1.6% (11)
Info. on Energy Efficiency Rebates	2.2% (8)	2.3% (7)	2.2% (15)
Utility Outage Map	0.0% (0)	0.0% (0)	0.0% (0)
Other	4.9% (18)	4.9% (15)	4.9% (33)

The majority (68%) indicated they visit “Monthly.” Most often cited “Other” responses include “Once” and “Once or twice a year.” With regard to purpose, respondents most frequently indicated they visit the site for “Bill Payment Information.”

Respondents were next presented with a series of items designed to gauge interest in various types of information which could be made available on the TCL&P website. The following table and graph display results.

Table 33. How would you rate your interest level in each of the following types of information that could be made available on the website?				
		Residential	Commercial	Overall
		% (count)	% (count)	% (count)
Information on TCL&P Projects	Very Interested	14.5% (53)	7.8% (24)	11.4% (77)
	Somewhat Interested	44.9% (164)	34.6% (107)	40.2% (271)
	Not Interested At All	40.5% (148)	57.6% (178)	48.4% (326)
Information on Rates	Very Interested	28.5% (104)	23.9% (74)	26.4% (178)
	Somewhat Interested	42.2% (154)	31.7% (98)	37.4% (252)
	Not Interested At All	29.3% (107)	44.3% (137)	36.2% (244)
Online Reporting of Service Problems	Very Interested	40.5% (148)	33.0% (102)	37.1% (250)
	Somewhat Interested	25.8% (94)	23.3% (72)	24.6% (166)
	Not Interested At All	33.7% (123)	43.7% (135)	38.3% (258)
Information on Energy News and Issues	Very Interested	17.3% (63)	10.0% (31)	13.9% (94)
	Somewhat Interested	43.8% (160)	34.3% (106)	39.5% (266)
	Not Interested At All	38.9% (142)	55.7% (172)	46.6% (314)
Information on Renewable Energy	Very Interested	34.5% (126)	16.2% (50)	26.1% (176)
	Somewhat Interested	31.8% (116)	32.7% (101)	32.2% (217)
	Not Interested At All	33.7% (123)	51.1% (158)	41.7% (281)
Information on ways to Improve Efficiency in Homes and Businesses	Very Interested	30.7% (112)	23.6% (73)	27.4% (185)
	Somewhat Interested	38.6% (141)	30.1% (93)	34.7% (234)
	Not Interested At All	30.7% (112)	46.3% (143)	37.8% (255)

Graph 31. Interest in various types of information on website



The majority of respondents reported some level of interest in availability of all assessed types of information, with “Online reporting of service problems”⁸ receiving the highest percent of “Very Interested” ratings (37%) and “Information on Rates” receiving the highest overall interest rating (64% “Somewhat...” or “Very Interested”). When asked, “Is there any other type of information you would like to have included on the website?” responses included additional information on rates/rate comparisons, outages/maps, and renewable energy interest points. This variable significantly interacts with customer type; specifically, commercial respondents were more likely to indicate “Not at all Interested” with regard to each assessed type of information.

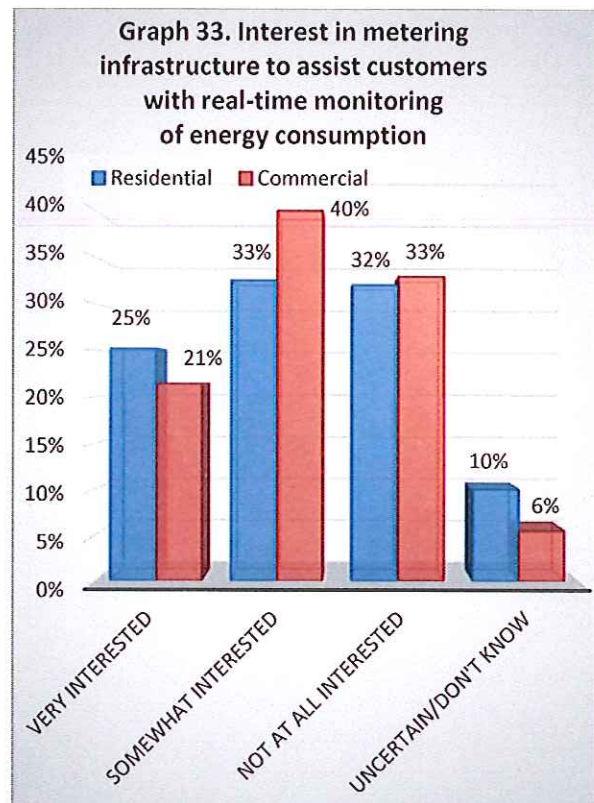
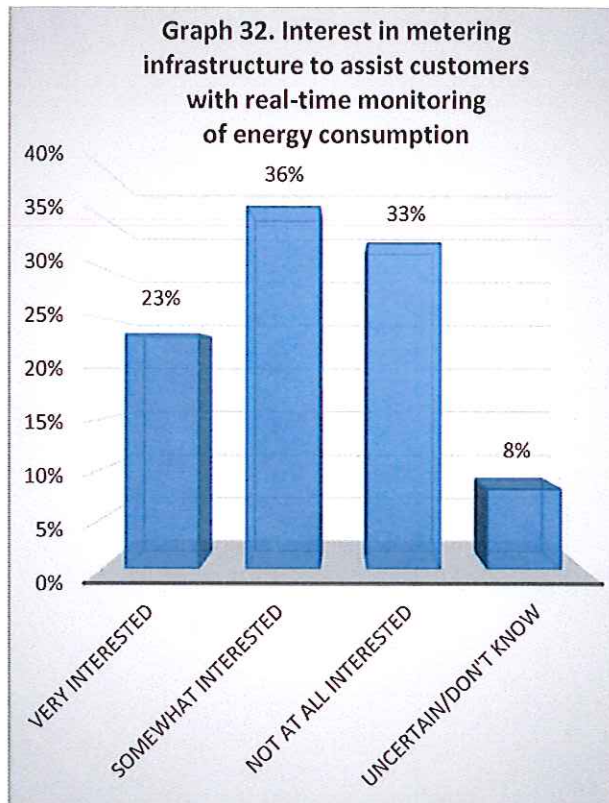
⁸ 38% of respondents indicated “Not Interested At All” in online reporting of service problems
2016 TCL&P Customer Survey - CS Research & Consulting, LLC

2.6 Metering Infrastructure Upgrade

Respondents were next asked how interested they would be in TCL&P upgrading its metering infrastructure to assist customers with real-time monitoring of energy consumption. The following table and graphs display results.

Table 34. How interested would you be in Traverse City Light & Power upgrading its metering infrastructure to assist customers with real-time monitoring of energy consumption?

		Residential	Commercial	Overall
		% (count)	% (count)	% (count)
Real-Time Monitoring	Very Interested	25.2% (92)	21.4% (66)	23.4% (158)
	Somewhat Interested	32.6% (119)	40.1% (124)	36.1% (243)
	Not At All Interested	32.1% (117)	33.0% (102)	32.5% (219)
	Uncertain/Don't Know	10.1% (37)	5.5% (17)	8.0% (54)



The majority of respondents (60%) reported some level of interest in the upgrade, with 23% indicating “Very Interested;” 33% indicated they are “Not At All Interested.” This variable significantly interacts with customer type; specifically, residential respondents were more likely to indicate “Very Interested” or “Uncertain,” while commercial respondents were more likely to indicate “Somewhat Interested.”

2.7 Perceived Benefit of Municipal Electric Utility Provider

Respondents were asked if they felt it is a benefit to Traverse City and its citizens to have a municipal electric utility provider. The following table displays results.

Table 35. Traverse City Light and Power is a municipal electric utility, governed by the citizens of Traverse City. Do you think it is a benefit to Traverse City and its citizens to have a municipal electric utility provider?			
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Yes	84.7% (309)	81.9% (253)	83.4% (562)
No	4.1% (15)	3.2% (10)	3.7% (25)
Uncertain/Don't Know	11.2% (41)	14.9% (46)	12.9% (87)

The majority of respondents (83%) indicated they do feel it is a benefit to Traverse City and its citizens to have a municipal electric utility provider.

2.8 Energy Efficiency Program

The next series of items assessed awareness of, and participation in, TCL&P's energy efficiency program. Because the program offers incentives specific to residential and commercial customers independently, questions were routed based upon customer type. The following tables display results.

Table 36. (Residential Customers Only) Are you aware that TCL&P...		
	Yes	No
	% (count)	% (count)
...has an energy efficiency program which provides rebates for recycling older refrigerators?	60.8% (222)	39.2% (143)
...has incentives for buying energy efficient appliances and lighting?	57.5% (210)	42.5% (155)

Table 37. (Commercial Customers Only) Are you aware that Light and Power...		
	Yes	No
	% (count)	% (count)
...has an energy efficiency program which provides financial incentives for installing more energy efficient lighting and equipment at your business?	66.3% (205)	33.7% (104)

Table 38. (Both Residential and Commercial) Have you participated in the energy efficiency program?			
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Yes	16.7% (61)	22.7% (70)	19.4% (131)
No	83.3% (304)	77.3% (239)	80.6% (543)

Regarding residential respondents, the majority reported awareness of both program incentives, with 61% aware of the rebate for recycling refrigerators and 58% aware of the incentive for buying energy efficient items. In addition, approximately two-thirds of commercial respondents reported they are aware TCL&P has an energy efficiency program which provides financial incentives for their business with installation of energy efficient lighting and equipment. However, the majority of both residential (83%) and commercial (77%) respondents indicated they have not participated in the energy efficiency program. This result did significantly vary by customer type, with commercial respondents more likely to indicate they had participated in the program.

Next, both residential and commercial respondents were asked if they would be interested in on-bill financing for energy efficiency upgrades. The following table displays results.

Table 39. For energy efficiency upgrades, would you be interested in the utility offering On-Bill financing for those types of improvements?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Yes	36.7% (134)	37.2% (115)	36.9% (249)
No	43.6% (159)	48.2% (149)	45.7% (308)
Don't know/Uncertain	8.8% (32)	8.7% (27)	8.8% (59)
Would like more information	11.0% (40)	5.8% (18)	8.6% (58)

The single largest group of respondents, both residential and commercial, indicated they would not be interested (44% and 48%, respectively), while just over one-third indicated interest. Results did not vary significantly by customer type.

3.0 RESIDENTIAL AND COMMERCIAL CUSTOMER COMPARISONS

A series of cross-tabulation analyses was conducted for the purpose of further exploring the data. Chi-square analyses, which compare obtained frequencies with expected frequencies, identify significant findings. It should be noted that all references to “more likely” and “less likely” reference *statistical* likelihood in terms of what would be expected, not direct comparisons with other respondent group. Following are the significant results of these analyses by customer type:

Residential – Commercial

Residential customers, more likely to:

- Rate TCL&P “Excellent” and “Above Average” on providing electricity at low cost
- Indicate providing reliable electrical service is “Somewhat Important”
- Rate TCL&P “Excellent” on providing reliable electrical service
- Indicate “Undecided” with regard to importance of responsiveness to restoring power after outages
- Indicate “Very Satisfied” with outcome of most recent field representative contact
- Cite “Newspaper” and “Television” as primary source of local news
- Cite 29&8, Fox33 or Other Cable TV as television channel watched most often
- Indicate usually watch TV in the “Morning” or “Throughout the day”
- Cite The Breeze, BOB FM, or WIPR-FM/NPR as radio station listened to most often, or indicate “Do not listen to the radio at all”
- Indicate usually listen to radio in the “Evening” and “Throughout the day”
- Cite upnorthlive, 9&10news, facebook, and “Other” as website visited most often or indicate “Do not regularly visit websites/do not visit them at all”
- Cite “Television,” “Email,” or “Other” as best way for TCL&P to communicate information to them
- Indicate would be interested in utilizing a TCL&P Smart Phone Application that would provide pertinent utility information
- Indicate would be interested in receiving a text message notifying of an outage, phone scam, or inclement weather
- Indicate pay utility bill “Online,” “In-person,” or with “Automatic Bank Drafting”
- Cite “Not interested” or “Other” as primary reason they do not read bill insert
- Indicate have visited TCL&P website
- Indicate “Very Interested” in each of several types of information that could be made available on the TCL&P website
- Indicate “Very Interested” or “Uncertain” with regard to Traverse City Light & Power upgrading its metering infrastructure to assist customers with real-time monitoring of energy consumption

Commercial customers, more likely to:

- Rate TCL&P “Average” on providing electricity at low cost
- Indicate providing reliable electrical service is “Very Important”
- Rate TCL&P “Above Average” on providing reliable electrical service
- Indicate responsiveness to restoring power after outages is “Very Important”
- Indicate “Satisfied” with outcome of most recent field representative contact
- Cite “Radio” or “Internet” as primary source of local news
- Cite 7&4, 9&10 as TV channel watched most often, or indicate “Do not watch TV regularly/at all”
- Indicate usually watch TV in the evening
- Cite WTCM-AM, WTCM-FM, WLJN-FM, The Bear, or The Fox as radio station listened to most often
- Indicate usually listen to radio in the “Morning”
- Cite google, amazon, msnbc or yahoo.com as web site visited most often
- Cite “Bill Insert” or “Direct Mail” as best way to communicate to them

- Indicate would not be interested in utilizing a TCL&P Smart Phone Application that would provide pertinent utility information
- Indicate would not be interested in receiving a text message notifying of an outage, phone scam, or inclement weather
- Indicate pay utility bill by "Mail"
- Cite "No time" or "Not useful" as primary reason they do not read bill insert
- Indicate have not visited TCL&P website
- Indicate "Not at all Interested" in each of several types of information that could be made available on the TCL&P website
- Indicate "Somewhat Interested" with regard to Traverse City Light & Power upgrading its metering infrastructure to assist customers with real-time monitoring of energy consumption

4.0 ADDITIONAL COMMENTS - "OTHER" RESPONSES

It should be noted that individual comments are unique to the responding customer, and, as such, should not be generalized to the customer population.

11. Customer Service: What is the primary reason you were dissatisfied?

Residential

- Did not call back to confirm and my inquiry had no resolution

Commercial

- Issues trying to set up my payment online

18. What is your primary source of local news?

Residential

- Do not read or watch news local news/don't pay attention (2)
- None (2)
- All of the above - don't have only one
- Apps
- Just moved here – don't have source yet

- Sirius Radio
- Summer home - don't get local news
- UpNorthLive App
- Word of mouth

Commercial

- None
- Social media
- Ticker online

19. Which local newspaper or magazine do you read on a regular basis?

Residential

- Leelanau Enterprise (7)
- Bay Life (3)
- Families First (3)
- Benzie Newspaper
- BBC News
- Edible Grand Traverse
- Grand Traverse Herald
- Michigan Outdoor News
- North Coast
- Northern Spin
- Traverse Bay Magazine

Commercial

- Leelanau Enterprise (3)
- Edible Grand Traverse (2)
- Cadillac News
- Dairy/Snowmobile Magazine
- Points North
- Grand Traverse Scene
- Preview
- Record Patriot
- Up North Live

20. Which television channel do you watch most often?

Residential

- Channel 5
- CNN
- Comedy Central
- Don't know yet
- Food Network
- FOX NEWS CHANNEL 32

- HBO
- MSNBC
- Netflix
- PBS
- Varied
- WJTV

Commercial

- PBS (3)
- ESPN (2)
- Ben 10

- Discover Fox Sports
- HGTV

22. What type of programming do you watch on Public Access television?

Residential

- Entertainment
- Just news
- Local happenings
- Local news
- Outdoor Shows
- Talk

Commercial

- None (2)
- Can't think of what
- Don't Know
- Entertainment
- I have the app
- Local Interest
- Local News
- Variety

24. Which radio station do you listen to most often?

Residential

- | | |
|-------------------------------|----------------|
| • 105.9 (3) | • 105.1 |
| • 103.5 (2) | • 90.5 |
| • NMC (2) | • 92.2 |
| • Varied/Can't choose one (2) | • 95.9 |
| • 102.9 country | • 96.5 |
| | • 96.7 The Bee |

- 98.6
- Don't remember
- Fox News
- KLP
- Sirius
- XM Radio

Commercial

- | | | |
|-----------------------------|--------------------------|-------------------------------|
| • 104.9 Christian | • 95.9 Christian Fuel FM | • IPR |
| • 105.1 | • 96.7 | • PBS |
| • 107 | • 96.7 The Bull | • Smile FM |
| • 89.3, 89.5 Smile and Fuel | • B93 | • The Light out of Lansing mi |
| • 93.5 | • ESPN 105.5 | • XM Radio |
| | • Fuel FM | |

25. What time of day do you usually listen to the radio?

Residential

- When in the car (3)
- Midday or afternoon

Commercial

- In the car (2)

26. Which web site do you visit most often?

Residential

- Bank Website (2)
- upnorthlive.com (2)
- Bing
- Blumberg
- CNBC
- Don't Know
- Gmail

- Huffington Post
- huntington.com
- Meijer
- Pandora
- pga .com
- reddit
- skype

- Talking Points Memo
- The housing website
- Weather Underground
- Work website
- www.solar.is

Commercial

- Appliance Websites
- Gmail
- Insurance website
- National Weather Radar
- NPR

- NRA
- QuickBooks online
- The weather - Michigan
- United Way
- work webpages

27. What is the best way for Traverse City Light & Power to successfully communicate information to you?

Residential

- Telephone (26)
- Text Message (11)
- Cell Phone (4)
- My account (1)
- Telephone Call or Text (1)

Commercial

- Telephone (9)
- Text Message (3)
- Cell Phone
- Social Media in general
- Telephone Call or Text

28. Which social media sources do you use?

Residential

- Instagram (6)
- Instagram, LinkedIn
- LinkedIn
- Snap Chat

Commercial

- Instagram (4)
- Instagram, LinkedIn
- LinkedIn

29. Of those, which do you use most often?

Residential

- Instagram
- Linked In
- Meet Me

Commercial

- Linked In (2)
- Both the same
- List Serve

31. What is the primary reason you do not read bill inserts?

Residential

- Pay the bill online (3)
- Don't even open it
- Don't need to read it
- Electronic billing
- Haven't received first bill
- I don't look at the bill, just call when it's that time
- I don't see the bill
- I get ebills and do not look at the paper copy

- I just don't care, as long as the lights are on
- I prefer to be emailed
- It's all junk
- My service is not on my home - it is an empty house
- Never get it
- Paperless
- Pay online, don't even open bill
- We do not receive paper bills

Commercial

- I don't see the bill (2)
- Haven't seen one
- Not with my bill
- Sent to corporate

33. How often do you visit the website?

Residential

- | | | |
|---|--|---|
| <ul style="list-style-type: none">• Once (5)• Couple of times (4)• Twice a year (4)• Annually/Yearly (3)• Quarterly (3)• Rarely (2)• A few times• As-needed basis• Every few months | <ul style="list-style-type: none">• I don't use it anymore• Just to check my bill• Just to set up auto bill• Less than monthly, just to see if there is an outage• Occasionally• Once in a great while• Once in awhile | <ul style="list-style-type: none">• Only three times ever• Set up account• Three times a year• To get phone number• When my bill is off• When there is an outage |
|---|--|---|

Commercial

- | | | |
|--|---|---|
| <ul style="list-style-type: none">• Once (6)• Annually/Yearly (5)• Once in a while (2) | <ul style="list-style-type: none">• Rarely (2)• Couple of times (2)• Twice a year (2) | <ul style="list-style-type: none">• Every 2 years• Less than monthly• Once or twice |
|--|---|---|

35. Is there any other type of information you would like to have included on the website?

Residential

- A free way to pay your bill online
- A market for more renewable energy
- Alternate forms of power, future plans
- Break down of how they spend money
- Checking current year vs previous year usage on website
- Clear picture of how rates are set
- Easier payment
- Historical info
- How they rate/compare to other cities and businesses
- I think the app would be great, and texts
- Info on what TCLP is currently doing and future renewable plans
- More information about alternatives, like solar. I'd like to know.
- No fee for bills
- Outages in area, ability to schedule appointments (tree service), MissDig
- Pay online without surcharge
- Plans for the future
- Price and Rate comparisons, easy-to-find contact information
- Question and answer section
- Rebates - quick link access
- TCL&P app, Service Provider app
- Their position on smart meters
- Tips on being environmentally friendly
- Update the Wi-Fi
- Way to automatically pay w/credit card
- What they are doing to improve the system
- Wind power update

Commercial

- Financial statements
- Modern interface for billing support and recording
- Outage map
- Rebate info
- Get Charter

APPENDIX A GENERAL COMMENTS

Residential

- An auto pay, no service fee.
- An easy way to pay over the phone without being charged.
- Appreciate that when I have a power outage, when I call at 3 or 4 in the morning, and an actual human being is on the phone talking to me about the situation.
- Are they upgrading the high speed internet? I would help finance it if they need the help. They need to upgrade online billing. User id and password is all that should be needed. I have trouble getting into my account.
- Auto bill pay, like everyone else, but make it easy.
- Being able to call and reach a person right away instead of having to use an automated system and waiting a long time to speak with somebody.
- Ben Rocks!!!
- Benjamin from TCL&P is fantastic in dealing with bills and that kind of stuff. He is VERY, VERY good at helping customers. He has always been very easy to talk to and willing to work with people as far as their bills go...setting up payment arrangements. He has been so helpful with these things...very friendly and always a good demeanor. He had me set up on the lifesaving equipment and I had no idea this was even an option.
- Benjamin is the manager of TCLP, and is willing to work with you.
- County courthouse bell tower has been disturbing my peace. There's no sewer meter. I was super pleased in the storm of 2010, we didn't lose power. They responded to my call about the light tower almost instantly, I give high remarks to Justin, and Bob.
- Easier to make online payment, savings account info, credit card info.
- Everything is good.
- Fiber optic project put back on.
- Get into offering broadband internet.
- Get rid of the credit card fee when you pay online.
- Get rid of fee charges when paying with credit cards.
- Great job.
- I had a very difficult time contacting someone in the office. It took two weeks to get ahold of someone and I had to step over a rep to get a response. I would like to be able to pay bill online with a credit card or through the app with a credit card.

- I hate they take only cash or check - if they took credit card it'd be better.
- I have a tree growing through power lines.
- I have not had a power outage since I have moved into this house and that is great.
- I heard they use coal power - I'd like them to work on that.
- I just like the survey.
- I like the service I have.
- I really like the service.
- I think Ben and his staff are absolutely wonderful!
- I think Benjamin needs a raise! He's the guy you talk to if you have a problem over at the main office, in my opinion he does an outstanding job.
- I think it would be awesome if we could pay our bills for free online.
- I think that they are incredible. They are highly trained and provide great customer service. They had my power on three days before people right down the street that were out of the city limits.
- I think the lines need to go underground so the squirrels can't chew on the line, like they have two times in less than a year.
- I think the service has been fabulous. We have had two outages and they did great for each.
- I want to know if the windmill is working. I would like to see greater green energy efforts.
- I would like one place to make a payment online rather than opening up to a third party.
- I would like to know if it is true that they are giving up their lines on river road in exchange for more lines on south airport road.
- I'm very interested in pursuing more renewables.
- I'd like to take advantage of rebates - make more info available without searching. Make it easier for us. I don't know how to get it.
- If they provide a smartphone app, a payment option would be imperative.
- If you have money to spend, return it to the rate payers. The city wastes a lot of money. Fix the city wide wi fi.
- I'm prepared to lead opposition if they choose to use smart meters. To expedite to city's benefit they should provide high speed internet service.
- I'm surprised they aren't invested in renewable energy. They sold the turbines and I question the political part of that.
- I'm very satisfied.
- Interested in them installing proposed high speed internet.
- It would be nice my to have the automatic bill pay come off of my Discover Card.
- It'd be nice if you could pay the bill directly, instead of having a \$2 fee.

- Just continuing to maintain our reasonable fee.
- Keep up the good work! (2)
- Keep up with technology.
- Like that you are doing this survey.
- Make it easier to pay online. Send out in a timelier manner. It is hard to report an outage after hours.
- Make the survey shorter.
- My bill is ridiculously high.
- My boyfriend was contacted rather than me just today, and I think I should be the only one contacted since it is my name on the bill.
- Need to update online bill payment – antiquated.
- Need to know some basics about how you spend on the upgrades and some facts on what upgrades you do with our money and stuff.
- Online payment would be very helpful.
- Option for paying on smart phone would be nice.
- Our customer service experiences with you have been wonderful - thank you.
- Please broaden your internet services to compete with charter.
- Quit calling me
- Save information when you go in to pay the bill online so you do not have to type every time.
- Secondary billing payment has to go.
- TCLP should move forward with the high speed internet project for commercial and residential.
- That service fee needs to go.
- The city should regulate light and power.
- The lineman who helped put my lines underground was very helpful - answered my questions/concerns.
- The online billing payment - having to go through a middle man to pay my bill and being charged a fee.
- The only complaint that I have is that the people on either side of my home both have consumers - whenever we have an outage they always either get their power on first or they don't lose it at all.
- The only thing I have is that there is no way to pay your bills online for free.
- The power goes out to often.
- The problem I had was in the past - it took them four months to move a power line when I was doing construction. The pricing and outages have been great.
- The survey is an excellent idea.
- The survey is way too long.
- The survey was long for their feedback. It's hard to keep people focused.

- The water rates are outrageous, and sewage. You need to fix it. They are always more than my electricity bill.
- Their surveys need to be shorter.
- They could do more for renewable energy.
- They don't do the payment directly through the website...card info isn't saved...it's a hassle.
- They should provide ways to get solar power.
- Think your rates are high and should give discounts to senior citizens.
- This survey is too long.
- To increase renewable energy and promote net metering.
- Try not to use the unknown name and unknown numbers because a lot of people screen them out.
- Very happy with service and representative.
- Very satisfied.
- Very satisfied with everything - never had any problems and please keep up the good work.
- Very satisfied with the service.
- We are not yet in our home and so far so good.
- We are wondering why we are having so many troubles with transformers in our neighborhood. It sounds like a grenade blast and then we're without power until it is resolved.
- We had one issue when there were two storms back to back. They were scheduled to come clean up debris but we were pushed back due to the second storm. With the second storm we understand the wait, but this issue was never resolved.
- Why are water and sewage rates so high?
- Why are you doing the survey and why the question about the municipal utility company?
- You are doing a really good job in moving forward to the customers benefit
- You guys have always done a fabulous job on providing upgrades!

Commercial

- Are they considering doing anything downtown for underground cables?
- Buy more cookies.
- Community projects are not the responsibility of the utilities.
- Does the city ask Light and Power to subsidize their projects? Shouldn't fund what the city wants so they can get a backup plan for light and power.
- Everything works great.
- Good job.
- Having to pay online for your bill, they should just put it in with the cost, people wouldn't know it was there. Everyone loves paying that way.
- I would prefer options for quarterly - other options for paying bill.
- I don't like that I only have the option of using your company for my energy. My bill takes 11 day to be delivered and I only have 2 weeks to pay. It makes my blood boil - I don't like the late fees. No leniency on late fees. Water rate is ridiculous. Flat rate not cool.
- I feel the commercial rate is high and residential is ok.
- I find it very unprofessional that they hand deliver shut off notices to your business. They have no care or concern - when they have done this to me it was given right in front of customers. This is not how they should be conducting good business - need to fix this. Have called and nothing was ever done.
- I'd love to see you use wind energy - should upgrade.
- I really appreciate their service.
- I think that they need to update the web based billing and reporting. The website is their store front to the public and they should maintain it.
- I think they are going in a good directions with the renewables - not doing too much, but doing enough.
- I think they should pursue local tv cable and internet service.
- I would like for you to make it easier to find information on where TCL&P stands on solar power energy. And don't call people with a blocked number, it sets off a red flag.
- I would like to see the rates for business and to know what category I fall under - would like to know more clearly the differences between rates. Had a hard time finding out if I had a credit for air conditioning. I am concerned about city officials taking money from the utilities and using it in other ways. The internet wouldn't help everyone, but everyone would have to pay. What about the rest of us?
- I'd like to be notified of any outages - they ought to tell us ahead of time if they know

- If someone could call me - wanted to get efficient lights. I tried once but they never got back with me.
- If you have my number you should have all the information you need about me as a customer, like my name and birth date.
- Like to see them support more solar work and installations.
- Need info on rebates.
- No smart meters.
- Nothing by computer – everything by mail or phone.
- Start looking into renewable energy and reducing the cost. The resources are there - we should use them.
- Take away the year I was born question.
- Take off the e-check charge. It shouldn't be there.
- TCLP is the best bargain in the area.
- Thank you for providing such great service.
- The fact that they are doing this survey is good.
- The only issue was a tree that needed to be removed, and it took three years. That was a while ago. Been happy with them since.
- The prices are too high but other than that they are doing alright.
- They are great.
- They are very professional to deal with.
- They should not have a service charge for online payments.
- Upgrade to digital meters would be appreciated to avoid random and unwanted people showing up in my yard, or they could come and ask.
- We are very satisfied, we have no complaints and the power has not gone out that I know of.
- We could really use an outlet monitor, and more info on upgrading lighting.
- We have never had any complaints or problems with them to my knowledge.
- When I called the office they were very, very helpful.
- When there is a change in usage, they should let you know why it doubled. I wish they would bury their power lines. They are an excellent company.
- Would like a flyer sent on updates. What's happening - something in hand.
- Would like more help with making home and business more energy efficient.
- Would like to pay my bill with a credit card, but you charge an outrageous fee.
- You do a great job.



**TRAVERSE CITY
LIGHT & POWER**

To: Light & Power Board
From: Tim Arends, Executive Director
Date: October 17, 2016
Subject: Capital Plan Update

Below is a summary recap of the capital plan for the fiscal year 2015-16. The capital plan provided for \$8,757,000 in capital expenses for the 2015-16 fiscal year end. The actual capital expense for the 2015-16 fiscal year end is approximately \$8,300,000.

GENERATION

Community Solar Garden Phase II (\$250,000)

A community solar program was studied and analyzed in collaboration with Northwestern Michigan College, however, based on the bid prices submitted the project was not considered feasible.

DISTRIBUTION AND SUBSTATION

Line Improvements, Extensions and New Services (\$900,000):

The amount incurred to date is approximately \$1.3M exceeding the capital plan budget amount of \$900,000 by approximately \$400,000. This capital plan category represents completion of projects with internal labor, equipment and materials with amounts provided through the work order system. Explanations of the overages are one-time special project costs that occurred during the fiscal year. They are as follows:

- Installation of electric service at the Moorings development \$77,000. (Invoiced \$25,904 net cost to utility was approximately \$51,000)
- Completion of the Washington Street development costing approximately \$63,000 (Invoiced \$59,636 net cost to utility including prior year costs approximately \$86,000)
- Completion of the installation of Grand Traverse Hotel Property (Hotel Indigo) \$25,000 (Invoiced \$2,459 net cost to utility approximately \$22,500)
- Upgrade service to Goodwill Industries \$22,000 (No billings – maintenance)
- Installation of electric service at Carsons Square development \$19,000 (Invoiced \$3,387 net cost to utility approximately \$15,600)

Distribution Circuit Rebuild (\$950,000):

Due to higher priority projects listed above, the BW-31 circuit rehab project has been delayed to the 2016-17 fiscal year. There are minor costs accrued in the fiscal year relating to the improvements made through the Pole Replacement Program.

MOVED TO 2016-17 CAPITAL PLAN

FOR THE LIGHT & POWER BOARD MEETING OF OCTOBER 25, 2016

Overhead to Underground Projects (\$350,000):

The Board approved the Spruce Street – Overhead to Underground Distribution Conversion at the July 28, 2015 board meeting in the amount of \$128,000. The actual costs of the project were \$91,228. A final close out of this project is provided to the Board subsequent to this report.

The Orchard Heights project planned for this year was postponed until this fall. Construction commenced the week of October 3, 2016.

MOVED TO 2016-17 CAPITAL PLAN

Pine Street Overhead to Underground Conversion (\$1,330,000):

The Board approved the expanded project authorization at the June 9, 2015 meeting along with the authorization of the construction contract agreement for conduit installation and electrical cable and equipment and materials. Balance spent as of fiscal year end June 30, 2016 is approximately \$2.15M relating to the project costs incurred in previous years. Costs incurred for the fiscal year ending June 30, 2016 is approximately \$1.6M an increase over the CIP amount relating to the approved extension through the expanded project authorization for the underground in the alley between Cass and Union Street.

As of this writing, everything is complete except for the removal of the poles down the alley and the completion of the Union Street bridge hanger coating.

Recloser Upgrades (\$175,000):

The recloser upgrades were approved by the Board at the April 28, 2015 board meeting. Installation began late this summer starting with the Cass Road Substation.

MOVED TO 2016-17 CAPITAL PLAN

Street Lighting (LED) System Replacements (\$180,000):

The crews completed installation of the remaining LED lights that were on hand in the winter/spring of 2016. Total internal labor and equipment along with materials actual costs are \$86,812 for the fiscal year ending June 30, 2016.

Washington Place Underground Conversion (\$230,000)

Total actual costs were approximately \$146,000 for this project and represents internal labor and equipment and materials. This project was accounted for and reported in the above Line Improvements, New Extensions and Line Services. Additionally, a portion of this project was reallocated to the Pine Street – Overhead to Underground Conversion Project relating to the underground of the alley and was taken to the Board as a Pine Street – Overhead to Underground Conversion Project reauthorization on June 9, 2015.

Removal and transfer of Hickory Meadows distribution line to Randolph Street (\$370,000)

The Board approved the project authorization in the amount of \$230,000 for the extension of the Hickory Hills distribution line to be from the Wayne Street Distribution/West Side Transmission Line instead of extending it from Randolph Street. Total actual project costs were \$257,222 for the fiscal year ending June 30, 2016.

FOR THE LIGHT & POWER BOARD MEETING OF OCTOBER 25, 2016

TRANSMISSION AND SUBSTATION

Transmission Line Reconductor (\$1,665,000)

The Board approved the West Side Transmission Line Upgrade at the October 28, 2014 board meeting in the amount of \$1.665M. The total cost of the project was \$1.4M with \$1.0M of those expenditures incurring in the June 30, 2016 fiscal year.

FACILITIES AND OTHER

Hastings Service Center Facility Improvements (\$430,000):

The Board authorized staff to seek bids for Hastings Storage Facility at the April 14, 2015 board meeting with the bid awarded to Grand Traverse Construction at the June 9, 2015 board meeting. Total costs of this project were \$488,726 with \$438,472 incurred in the fiscal year end June 30, 2016.

SCADA, COMMUNICATIONS, AND OTHER ITEMS

Smart Metering Technologies (AMI) Pilot (\$50,000)

The Board authorized the project authorization for AMI at the August 9, 2016 board meeting. Staff at TCL&P is working with the City on issuing the Request for Proposal.

MOVED TO 2016-17 CAPITAL PLAN

SCADA System Replacement (\$350,000)

Due to higher priority projects this has been delayed.

MOVED TO 2016-17 CAPITAL PLAN

JOINT TCL&P, CITY OF TRAVERSE CITY AND DDA PROJECTS

West Front Street Reconstruction from Pine Street to Division Street (\$527,000)

The utility agreed to contribute \$527,000 to cover the high and low level lighting costs and conduit associated with the project. Total actual project costs are \$500,950.

Cass & Lake Street Streetscapes (\$350,000)

This project did not occur in the current year.

Garland Street Streetscapes (\$200,000)

The Board authorized to enter into an agreement with the City for an extension of the lighting system to include Garland Street decorative lighting in the amount of \$169,000 for the underground costs of the system. Costs accrued as of June 30, 2016 were \$15,391.

Park Street Streetscapes (\$100,000)

This project did not occur in the current year.

Division Street Lighting Streetscapes (Eighth Street to Fourteenth Street) (\$350,000)

This project did not occur in the current year.

FOR THE LIGHT & POWER BOARD MEETING OF OCTOBER 25, 2016

UPDATE ON PROJECTS NOT INCLUDED ON THE 2015-16 CAPITAL IMPROVEMENTS PLAN

Included in your board packet are financial progress reports on the Pole Replacement Project and LaFranier Transmission Line.

Wayne Street Distribution Line Reconstruction

This project authorization in the amount of \$69,400 was approved by the Board at the September 22, 2015 board meeting. The actual costs of the project were \$61,824 for the fiscal year ending June 30, 2016.

Security Camera System

This project was approved by the Board at the July 28, 2015 board meeting with a total project cost of \$155,125. Total costs incurred as of June 30, 2016 is \$90,134 with the project expected to be complete this fall.

Work Order and Asset Management System

This project was approved by the Board at the July 28, 2015 board meeting with a total project cost of \$92,000. Total costs incurred as of June 30, 2016 is \$55,660 with the project expected to be complete this fall.

Traverse City Light and Power
 Project Completion Report
 Spruce Street Project
 September 30, 2016

Project Name Spruce Street

Sum of Amount Row Labels	Column Labels		Over (Under)		Over (Under)	
	Budget	Contract	Cash outlay	Budget	Contract	Contract
Engineering/Design/Construction Management			8,293.00	8,293.00		-
Boring Costs	73,390.00	30,097.00	23,646.90	(49,743.10)		(6,450.10)
Contractual Installation	5,500.00	7,700.00	7,700.00	2,200.00		-
Installation/Removal - Labor, Equipment and Materials	36,940.00		51,253.37	14,313.37		-
Miscellaneous			334.25	334.25		-
Contingency	11,583.00			(11,583.00)		-
Grand Total	127,413.00	37,797.00	91,227.52	(36,185.48)		(6,450.10)

Notes

Boring costs came under budget with the bidding process and actual costs came in lower than contract because of reallocation of costs for Charter and AT&T conduit installation reimbursed by these utilities.

Installation/Removal - Labor, Equipment and Materials exceeded budget because of two poles in the alley that needed to be replaced.

Traverse City Light and Power
 Construction In Progress - Pole Replacement Project
 Costs paid through September 30, 2016

Project Name		Pole Replacement Project			
Sum of Amount Row Labels	Column Labels Budget	Contract	Cash outlay	Over (Under) Budget	Over (Under) Contract
Engineering, Administrative & Construction Inspections	45,000.00	27,200.00	36,073.76	(8,926.24)	
Engineering, Administrative & Construction Inspections	45,000.00				
Internal Engineering/Construction Management		27,200.00	21,805.00		
Contractual Engineering/Construction Management			14,268.76		(12,931.24)
Labor & Equipment	385,000.00	109,282.00	220,281.66	(164,718.34)	
Labor & Equipment	385,000.00				
Internal Labor			113,547.78		
Internal Equipment			86,964.38		
External Equipment			992.50		
Contract Labor & Equipment - CC Power LLC			18,777.00		
Contract Labor & Equipment - Newkirk Inc		109,282.00			(109,282.00)
T&D Material	180,000.00	157,742.93	69,805.19	(110,194.81)	
T&D Material	180,000.00				
Materials		88,598.12	29,436.48		(59,161.64)
Poles		69,144.81	40,368.71		(28,776.10)
Miscellaneous			1,932.60	1,932.60	
Miscellaneous			1,932.60		
Contingency	90,000.00			(90,000.00)	
Contingency	90,000.00				
Grand Total	700,000.00	294,224.93	328,093.21	(371,906.79)	(210,150.98)

Target Completion Date: November 1, 2016

Note: Costs incurred reflects pole replacements after March 1, 2016.

Traverse City Light and Power
 Construction in Progress - LaFranier Road Second Phase Tline
 Costs paid through September 30, 2016

Project Name		Lafranier Road Second Phase Tline				
Sum of Amount Row Labels	Column Labels Budget	Contract	Cash outlay	Over (Under) Budget	Over (Under) Contract	
Engineering/Design/Const Management	212,000.00	187,800.00	171,342.38	(40,657.62)	(16,457.62)	
Construction Contract	779,973.00	809,494.00	328,524.95	(451,448.05)	(480,969.05)	
T&D Material	632,460.00	480,951.78	520,871.25	(111,588.75)	39,919.47	
Miscellaneous			4,866.03	4,866.03	4,866.03	
Contingency	212,000.00			(212,000.00)	-	
Grand Total	1,836,433.00	1,478,245.78	1,025,604.61	(810,828.39)	(452,641.17)	

Target Completion Date: November 15, 2016

Note: T &D Material is over (under) contract relating to transmission materials that were held in inventory and relieved for this project.