

Pride in Public Power

Low-cost, reliable and community-owned.

These are all key components of Traverse City Light & Power’s (TCL&P) public power formula. We’re proud to be a hometown “public power” electric utility – a not-for-profit, community enterprise serving the Traverse City community for 100 years.

TCL&P is one of about 2,000 “public power” utilities across the country that collectively provides electricity on a not-for-profit basis to 46 million Americans. TCL&P prides itself on providing reliable and environmentally friendly electricity, with the lowest residential electric rates in northwestern Michigan.

The public power formula provides numerous advantages for TCL&P customers.

- **TCL&P is proudly driven by public service, not profit.**
- **TCL&P exists to serve you – our fellow citizens, friends and neighbors. Our loyalty is to our customers.**
- **TCL&P helps to make Traverse City a good place to live and work.**
- **TCL&P takes pride in our governance structure, with a policy board appointed by the City Commission that has open meetings (second and fourth Tuesday of every month, at 5:15 p.m., at the Governmental Center).**



Another benefit of having a “public power” electric utility in the community is that TCL&P contributes 5% of gross revenues to the City’s general fund. For fiscal year 2011-12, TCL&P contributed over \$1.6 million, which helps decrease the tax burden on citizens by providing additional funding for the operating budgets for all city departments, such as police, fire, streets and parks and recreation. Since 1991, TCL&P has contributed \$22,691,960 in additional funding to the City.

Every year, TCL&P takes part in a week-long national celebration of public power’s hometown advantages. This year we’re celebrating Public Power Week from October 7th through 13th.

In celebration of Public Power Week, TCL&P customers can pick up a FREE 3-pack of 14-watt compact fluorescent light (CFL) bulbs and an energy saving nightlight throughout the month of October by redeeming the coupon below. See the back side of insert for local CFL bulb recycling locations.

Free 3-Pack of 14-Watt CFL Bulbs & Energy Saving Nightlight

(Each bulb is equivalent to a 60-watt incandescent bulb)

Coupon Redeemable only at: **TCL&P Service Desk at the Governmental Center – 400 Boardman Ave.**



Name _____
 Address _____
 Phone # _____

Email _____
 Account # _____

Coupon expires November 9, 2012.
 Limit one coupon per ratepayer household or business. No cash value



Did You Know:

According to the U.S. Environmental Protection Agency, if just one light bulb was replaced in every American home with an ENERGY STAR® CFL bulb we would save enough energy to light 3 million homes for a year, save about \$600 million in annual energy costs, and prevent 9 billion pounds of greenhouse gas emissions per year, equivalent to those from about 800,000 cars.

L&P Mission:

To provide safe, reliable, competitively priced energy and related services in an environmentally conscious manner.

Recycle your used CFLs for free at the following locations:

Local Maxbauer ACE Hardware stores

3597 Bunker Hill Rd., Acme
734 West Front St., Traverse City
4106 US 31 S., Traverse City

**Grand Traverse County
Public Services Building**
2650 LaFranier Rd., Traverse City

Lowe's
3150 N US 31 S., Traverse City

IMPORTANT - Energy Survey

Throughout the month of October community members will have the opportunity to participate in an energy survey. The survey, which is funded by a HUD Sustainable Communities Grant received by Northwest Michigan Council of Governments, is being developed by the Grand Vision Energy Network and will be available in electronic form on the Grand Vision website. TCL&P customers will also receive a survey in the mail. In October, please take a few minutes out of your busy day to fill out the survey and return it in the postage paid envelope. Your answers will help determine our community's energy future.

REMINDER:

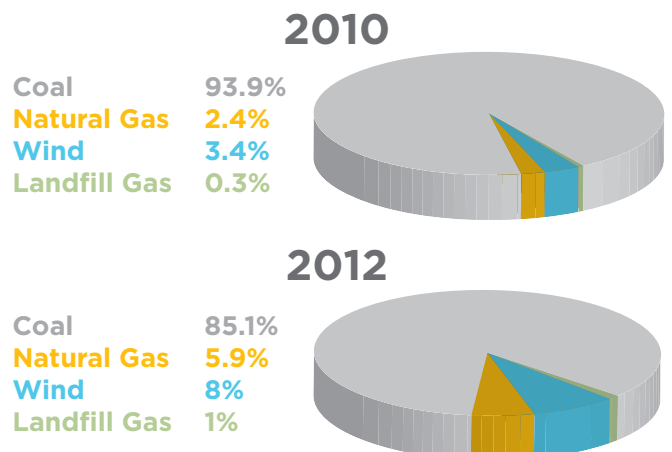


Don't forget to pick up your copy of TCL&P's 100th anniversary history book, available on a first-come, first-served basis, at the TCL&P Service Desk at the Governmental Center - 400 Boardman Ave. This limited edition history

book recounts TCL&P's past 100 years of service and takes a look back at how electricity has shaped our community.

Traverse City Light & Power's Generation Mix

A comparison of where TCL&P was in 2010 and where we are currently.



**TRAVERSE CITY
LIGHT & POWER**

1131 Hastings St. | Traverse City, MI 49686
Main Office and 24-Hour Service: **922-4940**
Billing / Other Questions: **922-4431**
Now available - Paperless billing!

See the Home Energy Saver and L&P Energy Smart Program at: www.tclp.org



Proudly serving our community for 100 years.