



**Date:** September 3, 2020

**Addendum #:** 1

**Project Name:** Market Research – Customer Survey

**Bid Due Date:** Tuesday, September 22, 2020, 10:00 a.m.

This addendum will answer any questions/clarifications recently submitted.

- 1. Could you provide the questions and report for the last version of this project that was completed, along with its budget?**

*The following link to our website provides details on past surveys:*

*<https://www.tclp.org/Page/CustomerSurveys>*

*The budget for the 2016 survey was approximately \$25,000.*

- 2. What kind of contact information do you have and how current it is for each of the categories of customers you describe in the request? We're interested in things like contact names, phones, email addresses, mailing addresses, and such.**

*The utility has contact names, phone numbers and mailing addresses. Email addresses are available for approximately 16% of the customer base.*

*We cannot guarantee the accuracy of the contact information we have on file. However, we do have processes in place that require our Customer Service Representatives verify information when customer contact is made.*

- 3. For the commercial/industrial customers, do you have a local contact or do bills/contacts go out of state, and if so who would the appropriate contact be (that is, someone at the business who is consuming power might not be the same one that pays the bill)?**

*Commercial/Industrial customer invoicing does go out of state for some account, but many are local. Our Key Accounts Manager has a database of local contacts if needed for our high end users and industrial customers.*

- 4. We understand you have 2,800 customers consisting of residential (75%), commercial and industrial customers. Could we get the numbers for each category (a rough estimate is also fine if exact numbers are not available)?**

*To clarify, the utility provides electric service to approximately 12,500 customers.*

*Residential: 9,400*

*Commercial: 3,060*

*Industrial: 40*

*The utility's fiber internet service will be offered to approximately 2,800 customers (these customers are also included in the 12,500 electric customers served). This is a new offering*



*with Phase 1 substantially complete and enrollments started. Phase 1.1 is still in the planning stages. Additional phases or full deployment are currently being studied.*

*Note: TCL&P is the only utility that can provide electric service to the customers within the City of Traverse City limits. However, the fiber internet service is not a monopoly.*

- 5. Considering the 3 customer categories, do you plan to use 1 questionnaire for all of them? or do you plan to customize the questionnaire to address any issues specific to each customer category, for a total of 3 questionnaire versions?**

*In the past we have used one questionnaire, but if you have a different approach based on your experience/expertise, then include in your submission.*

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- 6. What level of data analysis are you looking for? are you looking for the results to be reported in total for all customer categories, or would you like to look at the results by category, showing and comparing residential, commercial and industrial customers separately?**

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- 7. What type of contact information is available for your customers? Are e-mail addresses available? Phone numbers? Addresses?**

*See answers to questions 2 & 3 above.*

- 8. Form D. Bid Summary, p. 6 - this form says "Bidder - please complete and return," but p. 3 (paragraph 4. Instructions to Bidders) says we are to complete and return ONLY sections C and E. Should we return form D or not?**

*Section D is not a form, but rather the information. Section E is the actual submission form.*