

# TCLP NEWSLETTER



June 2024

www.tclp.org  
231-922-4940

## TOP NEWS

TCLP received APPA's RP3 Diamond Award.

TCLP received APPA's Reliable Electric Service Provider Award.

## UPCOMING EVENTS

TCLP will be participating in the Saturday, July 6th, DTE Energy Foundation Cherry Royale Parade.

NEW Hall Street Customer Service location opened June 10th with a ceremony scheduled for early fall.

## HOLIDAY CLOSURES

Independence Day, July 4th, 2024

Labor Day, September 2nd, 2024



## NEW REBATE PROGRAM: ELECTRIC LAWN TOOLS

Traverse City Light & Power is excited to launch a new series of rebates for electric lawn tools, expanding our suite of beneficial electrification rebate offerings.

These rebates will save you money on the upfront cost, helping to make the transition from gas-powered to electric lawn equipment. By making the switch, you can contribute to reduced emissions and noise pollution in our community. Through these incentives, TCLP hopes to empower customers to play an active role in building a greener, more sustainable future.

To apply or learn more, scan the QR code or visit: [www.tclp.org/energy-saver-residential/](http://www.tclp.org/energy-saver-residential/).



UP TO **\$500** BACK

### Electric Lawn Tool Rebates:

Push Lawn Mower: \$200

Riding or Autonomous Lawn Mower: \$500

Multi-Head System Lawn Tool: \$250

Individual Lawn Tool: \$50

Snow Blower: \$200



# 811 DIG SAFE

Call: 1-800-482-7171

#KNOWWHATSBELOW



FY24/25-28/29

# STRATEGIC PLAN

POWERED BY POSITIVE ENERGY

To view the new Strategic Plan, scan the QR code or visit: [www.tclp.org/who-we-are/](http://www.tclp.org/who-we-are/).



## REFOCUSED PRIORITIES



Community Enrichment



Customer Experience



Employee Excellence



Operational & Financial Excellence



Technology Transition



Environmental Sustainability

## A MESSAGE FROM THE EXECUTIVE DIRECTOR

*Shaping a Brighter Future Together - Introducing Our New Strategic Vision*

**Dear TCLP Community,**

I am thrilled to share with you a pivotal transformation at TCLP. We are embracing a new strategic direction, underpinned by a fresh mission, an inspiring vision, and core values that reflect our commitment to excellence and community service.

### Our New Strategic Foundation

**Mission:** To serve as your trusted community partner, delivering innovative, affordable, reliable, and environmentally sustainable energy and telecom solutions.

**Vision:** To lead with positivity and create a brighter future for all, harnessing the power of clean energy and fiber connectivity. Through sustainable partnerships, services, and programs, we aim to enrich our communities by anticipating and exceeding your needs with operational excellence.

**Values:** Our path forward is guided by integrity, sustainability, innovation, collaboration, and optimism.

### Refocused Priorities

**Community Enrichment:** As an invested civic partner, we are dedicated to embracing the benefits of Public Power, fostering a vibrant, thriving community for present and future generations.

**Customer Experience:** We aim to elevate your experience through unparalleled service quality, cutting-edge offerings, and seamless interactions across all touchpoints.

**Employee Excellence:** Cultivating a high-performing, collaborative, and versatile team is crucial as we prepare to meet future challenges and opportunities.

**Operational and Financial Excellence:** Combining these aspects allows us to balance excellence and resilience in our operations, prioritizing safety, reliability, responsiveness, and financial sustainability.

**Technology Transition:** We are committed to spearheading a culture of innovation, focusing our strategic investments on new technology solutions that drive organizational growth and enhance service excellence.

**Environmental Sustainability:** Our commitment extends beyond renewable energy; we aim for comprehensive sustainability by reducing emissions and promoting practices that manage natural resources effectively, ensuring a sustainable management of air, water, and land.

### Recent Innovations

- We have received a high benchmark designation for our extremely reliable electric system.
- Our journey into beneficial electrification includes initiatives like customer incentives, electrification demonstrations, and tools to aid in decision-making about when and if to electrify.
- We recently launched a community survey to better understand barriers to electrification and enhance our customer-focused approach.
- As we move forward, your feedback is invaluable. Engaging with you, understanding your needs, and exceeding your expectations are at the heart of our strategy. We are not just your utility provider; we are your partner in building a sustainable future.

### Looking Ahead

Our focus remains steadfast on not only advancing our renewable energy portfolio and customer programs but also leading by example in our operations. This is our commitment to you, our community, and future generations—a legacy of sustainable and responsible energy use. Thank you for being a part of our community and for your continued trust in TCLP. Together, we are powering a brighter, more sustainable future.

To view the new Strategic Plan visit: [www.tclp.org/who-we-are/](http://www.tclp.org/who-we-are/).



Warm Regards,  
*Brandie Ekren,*  
Executive Director

# TCLP RESOURCES

Traverse City Light and Power has the following user guides located on our website:



## HOW TO READ YOUR BILL GUIDE

Having a hard time understanding your bill? A guide that helps explain your bill is located under the "Billing Questions" tab on our website.



## CUSTOMER PORTAL GUIDE

A user guide that helps customers understand the online customer portal is located under the "Billing Questions" tab on our website.

To learn more scan the QR code or visit **Billing Questions** at [www.tclp.org/billing-questions/](http://www.tclp.org/billing-questions/).



# LINEWORKER RODEO 2024

Two of our apprentices (McKenzie Domine & James Johnson) represented TCLP at the 2024 Public Power Lineworker's Rodeo in Lafayette, Louisiana this past month where they competed with the best in public power while learning and practicing safe work practices.



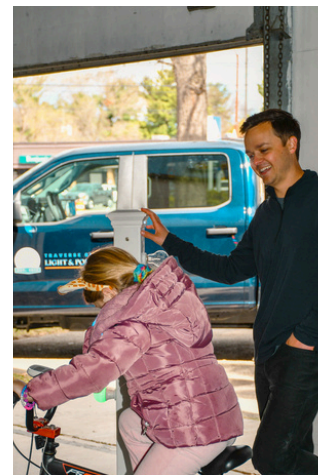
## RECENT UPDATES TO TCLP'S RELIABILITY

TCLP crews upgraded the infrastructure serving the 100 block of East Front Street and are planning to replace the infrastructure in the 200 block soon. While these off-hour planned outages can feel somewhat disruptive, they are intended to reduce the potential for more disruptive unplanned outages due to equipment failure for the businesses and residents.

TCLP's Engineering department is gearing up for another summer of construction. They're busy at work designing projects to increase reliability in the underperforming areas of the system. Construction will take place over the next year.

## EARTH DAY CELEBRATIONS

TCLP participated in the MakerFest Earth Day event held at the Grand Traverse County Civic Center, hosted by Traverse Area District Library and Grand Traverse County Recycle Smart.



TRAVERSE CITY  
LIGHT & POWER



TCLPfiber  
Your Community Network

1131 Hastings St. | Traverse City, MI 49686  
Outages and 24-Hour Service: 231-922-4940  
TCLPfiber Service and Sign-Up: 231-922-4940  
Billing and Accounting Questions: 231-922-4940  
Website: [www.tclp.org](http://www.tclp.org)



PROUDLY SERVING OUR COMMUNITY  
FOR 112 YEARS!

*This organization is an equal opportunity provider and employer.*

@ 2024 Traverse City Light & Power