



GREAT LAKES ENERGY

Welcome and thank you for your willingness to share your experience with Great Lakes Energy and be part of important conversations that will help shape messaging and deepen our connection within your community. The information about your experiences, habits, and changing needs will help us make decisions to serve our community better.

This survey should take approximately 15 to 20 minutes to complete. All responses will be anonymous.

Survey information collected by Piper & Gold Public Relations on behalf of Great Lakes Energy will be shared with GLE, but no personal information will be connected with an individual unless otherwise requested by said individual. Respondents will not be compensated for participation.

Please drop off or mail the completed survey by Feb. 11, 2022 to:

Attn: Communications Department
Great Lakes Energy
1323 Boyne Ave.
Boyne City, MI 49712

Thank you for your participation in helping us to fulfill our commitment to serving our members, and community, with excellence.

**If you have any questions or want to follow up and talk with somebody,
please email glenergy@glenergy.com.**

RELIABILITY

Over the past year, approximately how many times did you lose power?

- Rarely or never
- 2-4
- 5-10
- More than 10

Based on your experiences and knowledge, please indicate whether the following statements are True (T), False (F), or Unsure (U).

- T F U Severe weather is not usually the cause of power outages where I live.
- T F U If available in my area, my Truestream internet service is consistent with very few interruptions in service.
- T F U If I do experience interruptions in internet service, it is usually because of severe weather and connected to power outages.

AFFORDABILITY

Based on your experiences and knowledge, please indicate whether the following statements are True (T), False (F), or Unsure (U).

- T F U My monthly energy bill outlines costs and services in a way that makes sense to me, and I understand how and why I pay the amount that I do.
- T F U My monthly energy bill is predictable and I can accommodate it within my budget.
- T F U I take advantage of energy incentive or energy efficiency programs that help offset my costs.
- T F U I am interested in more energy efficiency programs and incentives.
- T F U I struggle to pay my energy bills each month.
- T F U I understand how to connect with someone at Great Lakes Energy and Truestream if I have questions about my bill or need help finding a payment solution that will work for me.
- T F U I would be interested in learning more about payment options and support services available to me.
- T F U Great Lakes Energy delivers reliable electric service at the best possible value for rural Michigan members.
- T F U Great Lakes Energy is a cooperative. That means my electric rates are based on the cooperative's actual costs to serve me.

- T F U Truestream delivers reliable internet service at the best possible value for rural Michigan members like me.
- T F U I am an owner of the Great Lakes Energy electric cooperative, which means if we succeed, we succeed together.
- T F U Great Lakes Energy is committed to a fair rate structure for members.
- T F U Great Lakes Energy is a not-for-profit cooperative that reinvests any profits into services and innovation, returning any excess back to the members.

Anything else you'd like to add?

RATE STRUCTURES AND COST SAVINGS PROGRAMS

Rates are currently reviewed every five years, which may result in increases to cover the costs of providing services. **Would you rather have:**

- Smaller annual rate increases
- Less frequent, but larger rate increases

Why? (Optional)

Fixed costs are operating costs and stay the same every month. Energy usage rates include the cost of power and are calculated based on how much energy you use each month. **Would you rather pay:**

- A lower fixed rate
- A lower energy usage rate

Why? (Optional)

Yes No If discounted usage rates were applied, would you be interested in shifting your energy usage to off-peak times of the day to lower your energy bill?

Your energy usage rates are calculated based on the actual costs, which can vary depending on the time of day and year. **Would you rather pay:**

- A flat usage rate calculated using the average daily costs that is applied to your total energy usage each month
- Peak and off-peak rates applied to your actual energy time of use each month

When exploring programs to provide cost-saving opportunities for GLE and Trustream members, **please rank the areas** you are most interested in learning about. (1 = most interested to 7 = least interested)

- _____ Electric vehicles and chargers
- _____ Energy incentive or energy efficiency programs
- _____ Home weatherization programs
- _____ In-home energy audits
- _____ Renewable energy programs or rates
- _____ Special rates for electric heat pumps
- _____ Time-of-use rates (lower rates during defined hours of the day)

Rate the following (1=Do not understand to 5=Fully understand:

- _____ When rates change, kWh rates generally increase for residential/seasonal members and the power supply cost recovery (PSCR) factor may also increase per kWh. However, it can fluctuate based on national power supply demands and associated costs.
- _____ Cost of service studies are completed by independent rate consultants to determine the need for rate increases.
- _____ The monthly charge covers fixed costs incurred by your electric co-op. These costs include line maintenance, tree trimming, outage restoration costs, customer service, property taxes, insurance, etc.
- _____ Energy charges and the Power Supply Cost Recovery (PSCR) charge can decrease and the fixed monthly charge increase to more accurately reflect the actual cost to serve each member in the affected rate classes.

Based on your experiences and knowledge, please indicate whether the following statements are True (T), False (F), or Unsure (U).

- T F U Reliability and other service improvements come at a price.
- T F U Great Lakes Energy maintains and invests in quality products and services that are reliable and meet my needs.

- T F U “Revenue-neutral” rate restructuring neither increases nor decreases the amount of overall revenue collected. Depending on kWh usage, members may see increases or decreases on their individual bills.
- T F U For each GLE member to pay their fair share of the fixed costs to provide access to electric service, the monthly charge must include those costs and the energy charge should only cover the costs for electricity based on how much I use each month.

What type of information would you find useful in understanding your energy bill and the charges within?

Even if it’s not preferred, what information would help you understand why a rate increase is necessary?

If you’ve ever experienced a price increase for a service, describe the situation and what made you feel better about it.

SERVICE PRIORITIES

What services are **most** valuable to you? (Select up to 5)

- | | |
|--|---|
| <input type="checkbox"/> Accessing accounts through mobile app | <input type="checkbox"/> New automated meter infrastructure (NAMI) with access to detailed energy usage information |
| <input type="checkbox"/> Auto bill payment | <input type="checkbox"/> Online outage reporting |
| <input type="checkbox"/> Customer service online chat | <input type="checkbox"/> Online payment |
| <input type="checkbox"/> E-billing | <input type="checkbox"/> Renewable energy/solar programs |
| <input type="checkbox"/> Electric vehicle incentives | <input type="checkbox"/> Text messaging alerts/notifications |
| <input type="checkbox"/> Energy efficiency programs and incentives | <input type="checkbox"/> Truestream internet in my area |
| <input type="checkbox"/> Local offices that I can visit to pay my bill | |

What services are **least** valuable to you? (Select all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Accessing accounts through mobile app | <input type="checkbox"/> New automated meter infrastructure (NAMI) with access to detailed energy usage information |
| <input type="checkbox"/> Auto bill payment | <input type="checkbox"/> Online outage reporting |
| <input type="checkbox"/> Customer service online chat | <input type="checkbox"/> Online payment |
| <input type="checkbox"/> E-billing | <input type="checkbox"/> Renewable energy/solar programs |
| <input type="checkbox"/> Electric vehicle incentives | <input type="checkbox"/> Text messaging alerts/notifications |
| <input type="checkbox"/> Energy efficiency programs and incentives | <input type="checkbox"/> Truestream internet in my area |
| <input type="checkbox"/> Local offices that I can visit to pay my bill | |

What other services would make GLE more accessible and convenient for you?

How important are renewable energy options and to what extent should GLE prioritize those programs?

- It's really important to me and I would participate.
- It's a good idea, but I'm not sure if I'd participate.
- I like renewable energy, but I'm not willing or unable to pay extra.
- I'm not interested in renewable energy programs at this time.

When you hear the phrase renewable energy, what do you think of?

When you hear the phrase carbon free energy, what do you think of?

What type of renewable energy are you interested in?

Yes No Are you willing to pay more for renewable energy?

If you are willing to pay more for renewable energy, how much more per month are you willing to spend?

- \$5-10/month
- \$11-20/month
- \$21-30/month
- \$31 or more/month

Rank the renewable energy or energy saving/efficiency products or services you are most interested in.

- _____ Community solar panel subscriptions
- _____ Electric vehicles and charging stations
- _____ Incentives for efficiency upgrades
- _____ Installing solar or wind generation at my home
- _____ Time-of-use rates, where my energy rate fluctuates based on the time of day
- _____ Voluntary green pricing program
- _____ Truestream offers fiber internet, which is a broadband connection with speeds that surpass alternative options like wireless networks and satellite dishes.

Do you have access to Truestream internet in your area?

- Yes No Unsure

If you have access to Truestream, how quickly did you expect service to become available after the expansion announcement was made?

- 0-3 months
- 3-6 months
- 6-12 months
- 12+ months

Yes No If you have access to Truestream, did you understand the timeline for how long construction would take to get Truestream to your area when it was announced?

T F U If Truestream is not yet available, I know there is a place on the website to sign up to express interest and remain connected throughout the process.

Truestream is not currently available everywhere in the Great Lakes Energy service area because fiber internet requires infrastructure to be built, which can take multiple years to complete before service is available.

- Aware and understand the process
- Somewhat aware
- Not at all aware

What communication are you interested in receiving about Truestream availability in your area?

- Service area availability
- New and upcoming service area expansion
- Timeline and progress updates
- Technical details about the infrastructure
- Photos of the work being done
- Potential issues or barriers preventing progress or availability

Other (Optional):

What information would be helpful to know about the process of getting Truestream's fiber broadband internet to your area?

COMMUNICATION CHANNELS

Please select the communication channels you currently follow/use (Check all that apply):

- | | | |
|--|---|---|
| <input type="checkbox"/> GLE Facebook | <input type="checkbox"/> GLE eNewsletter | <input type="checkbox"/> PowerTalk newsletter |
| <input type="checkbox"/> GLE Twitter | <input type="checkbox"/> Truestream Facebook | <input type="checkbox"/> Country Lines Magazine |
| <input type="checkbox"/> GLE Instagram | <input type="checkbox"/> Truestream Instagram | <input type="checkbox"/> Other: |
| <input type="checkbox"/> GLE LinkedIn | <input type="checkbox"/> Truestream YouTube | |
| <input type="checkbox"/> GLE YouTube | <input type="checkbox"/> Truestream eNewsletter | |

What is **your top way** to find out information from GLE and Truestream?

- | | | |
|--|---|---|
| <input type="checkbox"/> GLE Facebook | <input type="checkbox"/> GLE eNewsletter | <input type="checkbox"/> PowerTalk newsletter |
| <input type="checkbox"/> GLE Twitter | <input type="checkbox"/> Truestream Facebook | <input type="checkbox"/> Country Lines Magazine |
| <input type="checkbox"/> GLE Instagram | <input type="checkbox"/> Truestream Instagram | <input type="checkbox"/> Other: |
| <input type="checkbox"/> GLE LinkedIn | <input type="checkbox"/> Truestream YouTube | |
| <input type="checkbox"/> GLE YouTube | <input type="checkbox"/> Truestream eNewsletter | |

What type of information do you look for on GLE and Truestream channels?

(Check all that apply)

- | | | |
|---|---|--|
| <input type="checkbox"/> Billing updates or payment information | <input type="checkbox"/> Facility updates | <input type="checkbox"/> Power outage updates |
| <input type="checkbox"/> Community news and resources | <input type="checkbox"/> Funny pictures, facts and jokes | <input type="checkbox"/> Program updates |
| <input type="checkbox"/> Company values and priorities | <input type="checkbox"/> Grants, donations and giving back to the community | <input type="checkbox"/> Safety tips |
| <input type="checkbox"/> Construction plans/ announcements | <input type="checkbox"/> Job postings | <input type="checkbox"/> Services promotions |
| <input type="checkbox"/> Educational videos | <input type="checkbox"/> Holiday acknowledgements | <input type="checkbox"/> Service updates |
| <input type="checkbox"/> Energy saving tips | <input type="checkbox"/> Information about staff and team members | <input type="checkbox"/> Truestream construction updates |
| <input type="checkbox"/> Energy usage charts | <input type="checkbox"/> Internet outages | <input type="checkbox"/> Truestream service changes |
| <input type="checkbox"/> EV Charging station information | <input type="checkbox"/> Office closings | <input type="checkbox"/> OTHER: |

What information do you think is missing?