



GREAT LAKES ENERGY

Welcome and thank you for your willingness to share your experience with Great Lakes Energy (GLE) and/or Truestream. Your responses to this survey will help GLE shape future programs and services, and help us make decisions to better serve our members.

As an incentive and to thank you for your time spent answering questions, 25 lucky winners will be randomly selected from the completed surveys to win a \$25 Amazon gift card. This detailed survey is optional and you may choose to remain anonymous. However, in order to be eligible to receive an entry into the drawing, you must provide your contact information. That information will not be used or shared for any other purpose than to deliver your participation incentive.

Please note the following as you complete the survey:

- Questions marked with an asterisk (*) are **required** and must be answered to proceed.
- Questions without an asterisk are **optional**, and you may skip them if you prefer.

Please drop off or mail the completed survey by Feb. 6, 2025 to:

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

If you have any questions, please contact Brett Streby at bstreby@glenergy.com.

Thank you for your participation!

Section 1: GLE Reliability

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

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

2. Severe weather is ~~not~~ usually the cause of power outages where I live.*

- True.
- False.
- Unsure.

3. Do you have any additional insight you'd like to share as it relates to power or service outages in your area?*

Section 2: Energy Services

4. Based on your knowledge and experiences, please indicate whether you believe the following statements are true, false or if you are unsure.*

	True	False	Unsure
My monthly energy bill is predictable, and I can accommodate it within my budget.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I struggle to pay my energy bills each month.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I take advantage of energy incentives or energy efficiency programs that help offset my costs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Based on your knowledge and experiences, please indicate your level of understanding for the following statements about Great Lakes Energy.*

	I fully understand	I somewhat understand	I do not understand
(Your energy bill is made up of three main parts: the Monthly Charge which covers the fixed costs of delivering electricity, the kWh Energy Rate, which is based on how much energy you use and the PSCR Rate which is based on energy generation and transmission costs.) Changes in your rates are often influenced by inflation and rising power supply costs related to generation and transmission of energy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Great Lakes Energy is a not-for-profit cooperative whose rates are based on the actual costs to provide service. Any profits, called margins, are allocated back to members not to shareholders.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fixed costs include things like line maintenance, tree trimming, outage restoration, customer service, property taxes, and insurance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Great Lakes Energy's power supplier, Wolverine Power Co-op, has partnered with Palisades Nuclear plant to deliver carbon-free nuclear power, which will maintain stable rates, reliable electricity, and meet State of Michigan energy law requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please rank the following statements based on your level of agreement regarding Great Lakes Energy.*

	I fully understand	I somewhat understand	I do not understand
Great Lakes Energy is committed to maintaining a fair rate structure that covers costs incurred by each member rate class.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Great Lakes Energy is built and led by communities it serves and connects members to innovative energy and communications programs and services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Great Lakes Energy offers diverse energy and savings programs and services to its members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. If available, would you be interested in shifting your energy usage to times of the day that are considered off-peak and have lower usage costs to help lower your energy bill?*

- Yes.
- No.
- Unsure.

8. What type of information would you find most useful in understanding your energy bill and the charges within? (Select up to 5.)*

- | | |
|--|---|
| <input type="checkbox"/> A breakdown of charges (e.g., energy usage, fixed monthly fees). | <input type="checkbox"/> Information on payment arrangements or assistance programs. |
| <input type="checkbox"/> An explanation of the fixed monthly charge and what it includes. | <input type="checkbox"/> Information on ways to pay my bill. |
| <input type="checkbox"/> A website or QR code that takes me to a place with more information. | <input type="checkbox"/> Information about budget billing or average billing plans. |
| <input type="checkbox"/> Clear definitions of billing terms (e.g., kWh, PSCR, monthly charge, Energy Optimization, demand charge). | <input type="checkbox"/> Insights into renewable energy charges or credits. |
| <input type="checkbox"/> Examples of how energy usage impacts my bill. | <input type="checkbox"/> Tips for reducing my energy usage and saving money. |
| <input type="checkbox"/> Information on how energy rates are determined. | <input type="checkbox"/> Updates on how GLE invests in infrastructure and service improvements. |

9. What information would be most helpful in understanding why a rate increase is necessary? (Select up to 3.)*

- | | |
|--|---|
| <input type="checkbox"/> A breakdown of charges (e.g., energy usage, fixed monthly fees). | <input type="checkbox"/> Information on how energy rates are determined. |
| <input type="checkbox"/> An explanation of the fixed monthly charge and what it includes. | <input type="checkbox"/> Information on payment arrangements or assistance programs. |
| <input type="checkbox"/> A website or QR code that takes me to a place with more information. | <input checked="" type="checkbox"/> Information on ways to pay my bill. |
| <input type="checkbox"/> Clear definitions of billing terms (e.g., kWh, PSCR, monthly charge, Energy Optimization, demand charge). | <input type="checkbox"/> Insights into renewable energy charges or credits. |
| <input type="checkbox"/> Examples of how energy usage impacts my bill. | <input type="checkbox"/> Tips for reducing my energy usage and saving money. |
| <input type="checkbox"/> Information about budget billing or average billing plans. | <input type="checkbox"/> Updates on how GLE invests in infrastructure and service improvements. |

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

- | | |
|---|--|
| <input type="checkbox"/> Accessing my accounts through a mobile app. | <input type="checkbox"/> New automated metering infrastructure 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 or charger incentives. | <input type="checkbox"/> Text messaging alerts/notifications. |
| <input type="checkbox"/> Energy efficiency programs and incentives. | <input type="checkbox"/> Trustream fiber internet and voice service. |
| <input type="checkbox"/> Energy analysis services that help me evaluate my usage. | <input type="checkbox"/> None of these are of interest to me. |
| <input type="checkbox"/> Local offices that I can visit to pay my bill. | |

11. What products or energy-saving strategies would you be most interested in hearing more about? (Select up to 5.)*

- | | |
|---|--|
| <input type="checkbox"/> Community solar panel subscriptions. | <input type="checkbox"/> Renewable energy programs or rates. |
| <input type="checkbox"/> Electric vehicles and chargers. | <input type="checkbox"/> Smart thermostats. |
| <input type="checkbox"/> Electric rates for electric heating and cooling systems. | <input type="checkbox"/> Time-of-use rates (lower rates during defined hours of the day). |
| <input type="checkbox"/> Energy-efficiency incentives or programs. | <input type="checkbox"/> Voluntary enrollment program where GLE can adjust your thermostat to save energy, lower your bill, and earn an enrollment credit. |
| <input type="checkbox"/> Home weatherization. | <input type="checkbox"/> Voluntary green pricing program. |
| <input type="checkbox"/> In-home energy audits. | <input type="checkbox"/> None of these are of interest to me. |
| <input type="checkbox"/> Installing beneficial electrification products in my home such as a heat pump. | |

12. Please share any additional feedback as it relates to your GLE electric bill and services (Optional)

Section 2: Energy Services

13. Do you have access to Truestream internet in your area?*

- Yes.
- No.
- Unsure.

14. If yes, do you subscribe to Truestream internet service? (Optional)

- Yes.
- No.

15. If a current subscriber, my Truestream internet service is consistent with few interruptions. (Optional)


- Yes.
- No.
- Unsure.
- I do not have access to or do not currently subscribe to Truestream internet service.

16. If you do not have access to Truestream, are you interested in being notified when it becomes available? (Optional)

- Yes.
- No.
- Unsure.

17. Do you use Truestream Voice?*

- Yes.
- No.

 18. If a current subscriber, my Truestream Voice service is consistent with few interruptions. (Optional)

- Yes.
- No.

19. If yes, please provide any additional context about your experiences using Truestream Voice.
(Optional)

20. Have you ever used the Vacation Plan service for Truestream Internet or Voice?*

- Yes.
- No.

21. If yes, please provide any additional feedback about your experiences using the Vacation Plan service for Truestream Internet or Voice. (Optional)

22. Based on your knowledge and experiences, please indicate your level of understanding for the following statements about Truestream.*

	I fully understand	I somewhat understand	I do not understand
Truestream offers fiber internet and voice service, which is a fiber-to-the-home broadband connection with speeds that surpass alternative options like wireless networks and satellite service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Truestream provides reliable internet and voice service at a fair and competitive rate for rural Michigan members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Truestream fiber network takes time to build out because GLE is building brand-new infrastructure that takes a lot of time and monetary resources to complete.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. 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? (Optional)

- Yes.
- No.

24. Once you requested Truestream, were you satisfied with the speed it took to be installed? (Optional)

- Yes, I was happy with how quick Truestream was installed after I requested the service.
- No, I was unhappy and had to wait longer than expected for installation.
- Unsure.
- I still do not have access to Truestream.

25. If Truestream is not yet available in your area, you're familiar with the Truestream website to sign up to express interest and remain connected throughout the process. (Optional)

- True.
- False.

26. What communication are you interested in receiving about Truestream availability in your area? (Select all that apply.)*

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

27. What information would be helpful to know about the process of getting Truestream internet and voice service options to your location? (Select all that apply.)*

- Factors that determine which areas receive service first.
- How Truestream decides where to prioritize broadband expansion.
- The benefits of broadband for the community and individual households.
- The costs and funding sources for expanding broadband service.
- The steps involved in building the broadband network and the expected timeline.
- None of these are of interest to me.


28. Do you have any additional insight you'd like to share as it relates to Truestream and access to services in your area? (Optional)

Section 4: Truestream Internet User Interests

29. What factors related to performance and reliability are important when selecting an internet provider? (Select all that apply.)*

- High-speed internet availability at my location.
- Guaranteed speeds (not just "up to" speeds).
- Reliable upload speeds for activities like gaming or streaming.
- Reliable service with minimal outages.

30. What pricing-related factors are important to you when selecting an internet provider? (Select all that apply.)*

- Price and what's included with the package.
-  How long pricing is guaranteed before potential rate changes.
- Transparent monthly costs, including equipment fees.
- Affordable or free equipment.
- No contract or flexible contract options.
- Unlimited data plans.
- Clear policies on data caps and overage charges.

31. What service-related factors are important when selecting an internet provider? (Select all that apply.)*

- 24/7 customer or tech support availability.
- Easy outage reporting.
- Educational resources on use and cyber security.
- Features and Compatibility.
- Professional installation and setup support.

32. What features and compatibility factors are important to you when selecting an internet provider? (Select all that apply.)*

- Advanced Wi-Fi options (e.g., Wi-Fi 6 compatibility).
- Bundled services (e.g., phone, TV, or home security).
- Flexible plan upgrades or downgrades.
- Security features like antivirus or parental controls.
- Smart home device compatibility.

33. What factors related to trust and community are important when selecting an internet provider? (Select all that apply.)*

- A company I can trust.
- Local service and staff.
- Loyalty rewards.
- Positive customer reviews and references.
- Referral program.

34. How did you decide on your current internet plan?*

- Download and upload speed.
- I do not have an internet plan.
- Plan price.
- Total devices in the household.
- Total users in the household.
- Type of internet use (streaming, gaming, etc.).
- Other: _____

35. If you do not yet have Truestream, and it meant you could get the service sooner, how interested are you in utilizing a self-installation kit which provides you with all of the instructions, equipment, and cables necessary to set up your Internet service? This option requires the use of some tools. (Optional)

- Very interested.
- Somewhat interested.
- Not interested.
- I need more information to make a decision.

36. If self-installation kits were available, I would expect to receive it and begin using service:*

- Available immediately.
- Available in 2-3 weeks.
- Available in 1-2 months.

37. How would you describe your level of understanding of the following services that are available through Truestream and what your options are? *

	I fully understand	I somewhat understand	I do not understand
Tech support.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vacation plans.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online bill pay.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Voice Service/Wi-Fi Calling.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Data speeds and usage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Battery backup.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wi-Fi Mesh.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Truestream outage reporting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

38. If you could obtain benefits like free streaming subscriptions, discounts, bill credits, or service upgrades for referring other GLE members to Truestream, would you participate?:*

- Yes.
- No.
- Unsure.

39. If yes, please rank the potential referral benefits in order of what interests you most (1 = most interested to 7 = least interested).*

- ___ Bill credit.
- ___ Bill discounts.
- ___ Free or discounted streaming subscription.
- ___ Free streaming device.
- ___ Free security camera.
- ___ Upgrade to a higher speed package.
- ___ Other: _____

40. What services do you use the internet for in your home? (Select all that apply.)*

- | | |
|---|---|
| <input type="checkbox"/> Banking and bill payments. | <input type="checkbox"/> Social media. |
| <input type="checkbox"/> Education and learning. | <input type="checkbox"/> Streaming (video and/or music). |
| <input type="checkbox"/> Gaming. | <input type="checkbox"/> Work from home. |
| <input type="checkbox"/> Internet browsing and email. | <input type="checkbox"/> I do not have the internet in my home. |
| <input type="checkbox"/> Networking and social meetups. | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Photo or file sharing. | |
| <input type="checkbox"/> Shopping. | |

41. If there were additional value-added services available for purchase from Truestream, which would be of most interest to you? (Select up to 5.)*

- | | |
|---|---|
| <input type="checkbox"/> Access to your Truestream internet via free community Wi-Fi in areas outside of your home. | <input type="checkbox"/> Parental controls to monitor or limit web or app usage in the home . |
| <input type="checkbox"/> Cellular phone service plans. | <input type="checkbox"/> Parental controls to monitor or limit web or app usage outside the home . |
| <input type="checkbox"/> Cloud storage for backing up files, photos, etc. | <input type="checkbox"/> Personal safety monitoring tools (activity tracking and alerts). |
| <input type="checkbox"/> Cybersecurity monitoring such as identity theft protection and credit monitoring. | <input type="checkbox"/> Streaming services. |
| <input type="checkbox"/> Higher speeds. | <input type="checkbox"/> Website development and hosting. |
| <input type="checkbox"/> Home security options like cameras, alerts, temperature monitoring. | <input type="checkbox"/> None of these interest me. |
| <input type="checkbox"/> Large file transfer service. | <input type="checkbox"/> Other: _____ |

42. If Truestream charged a deposit (which would be credited on your first bill) when enrolling in service to ensure customers follow through with their request, what is the maximum amount you feel is reasonable?*

- \$50-\$99.
- \$100-\$199.
- \$200-\$300.
- Over \$300.

43. Please share any additional insight as it relates to your Truestream experiences and user interests? (Optional)

Section 5: Truestream Messaging

The following questions will provide us with information to help us create service levels with packages and benefits that are most appealing to meet your needs.

44. What type of messaging style is most appealing to you when learning about service levels and benefits?*

- Non-tech speak: Great, Ideal, Best
- Tech speak: Gig for download/upload speeds or Mbps for download/upload speeds.
- Value-based: what it does or what you can do with it.

45. Please rank the messaging that appeals most to you regarding plan speed options.
(1 = most interested to 3 = least interested)*

- ___ Experience the power of ultra-fast connectivity with our lightning-speed internet plans. Whether you're streaming, gaming, or working from home, our reliable network keeps you ahead of the curve.
- ___ The entertainment plan offers 200 Mbps download and upload speeds and is perfect for gaming and streaming HD content.
- ___ The ultra plan offers 1 Gig of download/upload speeds. It supports 10+ devices, large file uploads, home security and streaming, you will have everything you need to work and play without sacrificing speed or reliability.

46. Please rank the messaging that appeals most to you regarding plan bundling options.
(1 = most interested to 3 = least interested) *

- ___ Add Truestream Voice to your existing internet plan to save money and keep all of your communications under one provider.
- ___ At only \$34.99/month, Truestream Voice offers crystal clear unlimited calling to the United States, Canada, Puerto Rico, and the U.S. Virgin Islands. Standard features like three-way calling, caller ID, call forwarding, voice mail, and nuisance/robo call blocking. Bundle and save \$5 when you combine voice and internet services.
- ___ Truestream Voice is affordable on its own and is designed to keep rural communities connected with clear communication and unlimited calling. Bundle it with your internet service to save even more.

Section 6: Communication

47. I understand how to contact Great Lakes Energy or Truestream for questions about my bill or payment solutions.*

True.

False.

48. I am able to get through to GLE and/or Truestream when I have questions or need support.*

True.

False.

49. If false, please provide any additional context about your experiences using it. (Optional)

50. How do you find information about GLE and Truestream? (Select all that apply.)*

GLE Facebook

GLE Instagram.

GLE LinkedIn.

GLE YouTube.

GLE eNewsletter.

gtlakes.com

Truestream Facebook.

Truestream Instagram.

Truestream YouTube.

Truestream eNewsletter

truestreamfiber.com

PowerTalk bill insert newsletter.

Michigan Country Lines magazine.

Other: _____

51. What types of information do you look for or want to see on GLE and Truestream channels? (Select all that apply.)*

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

Section 7: Demographics

52. What is the zip code where you have GLE or Truestream service?*

53. What is your age range?*

- | | |
|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> 18 to 24 | <input type="checkbox"/> 45 to 54 |
| <input type="checkbox"/> 25 to 34 | <input type="checkbox"/> 55 to 64 |
| <input type="checkbox"/> 35 to 44 | <input type="checkbox"/> 65+ |

54. What is your household income?*

- | | |
|---|---|
| <input type="checkbox"/> \$25,000 to \$34,999 | <input type="checkbox"/> \$100,000 to \$149,999 |
| <input type="checkbox"/> \$35,000 to \$49,999 | <input type="checkbox"/> \$150,000 to \$199,999 |
| <input type="checkbox"/> \$50,000 to \$74,999 | <input type="checkbox"/> \$200,000+ |
| <input type="checkbox"/> \$75,000 to \$99,999 | |

55. How many people live in your household including yourself?*

1

6-7

2-3

8-9

4-5

10+

56. We will be hosting focus groups in Spring 2025. If you are interested in being notified when sign ups become available, please include your email address here. (Optional)

Thank you

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 with a GLE representative, please email glenergy@glenergy.com.