

## Report of Findings

# 2025 Customer Satisfaction Study

# Table of Contents

Section One

## Project Overview

Section Two

## Residential Key Study Findings

Section Three

## Commercial / Industrial Key Study Findings

Section Four

## About GreatBlue



Light & Power

# Project Overview



## Research Objectives

- GreatBlue Research was commissioned by the Grand Haven Board of Light and Power (hereinafter "GHBLP") to conduct comprehensive research among residential and commercial customers to gain a deeper understanding of their perceptions of the utility and satisfaction with the services provided.
- The primary goals for this research study were to assess the effectiveness of GHBLP's ability to serve its customers, identify areas for improvement, and isolate areas that may increase engagement.
- The outcome of this research will enable GHBLP personnel to a) more clearly understand, and ultimately set customer expectations, b) act on near-term opportunities for improvement and, c) create a strategic roadmap to increase customer satisfaction.



## Areas of Investigation

The Grand Haven Board of Light and Power Customer Satisfaction Study leveraged a quantitative research methodology to address the following areas of investigation:

- Rating GHBLP's organizational characteristics
- Satisfaction with customer service and field personnel
- Preferred methods of communication and bill payment
- Satisfaction with the outage management system
- SmartHub use and satisfaction
- Awareness and importance of GHBLP's community ownership structure
- Trust in GHBLP's Board and customer involvement in decision-making
- Awareness of and support for carbon emissions reduction goals
- Interest in installing heat pumps
- Likelihood to install solar panels and interest in a Community Solar Program
- Interest in purchasing an electric vehicle
- Familiarity and interest in "time of use" rates
- Likelihood to participate in a demand response program
- Demographic and firmographic profiles of respondents

# Research Methodology Snapshot | Residential

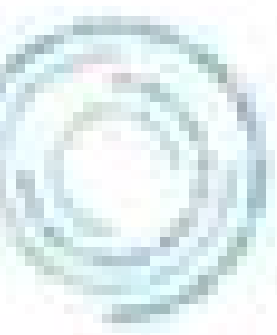


<b>Methodology</b> Digital and Telephone	<b>No. of Completes</b> 518	<b>No. of Questions</b> 48*	<b>Incentive</b> None	<b>Sample</b> Customer List
<b>Target</b> Residential Customers	<b>Quality Assurance</b> Dual-level**	<b>Margin of Error</b> +/- 4.2%	<b>Confidence Level</b> 95%	<b>Research Dates</b> February 24 - April 3, 2025

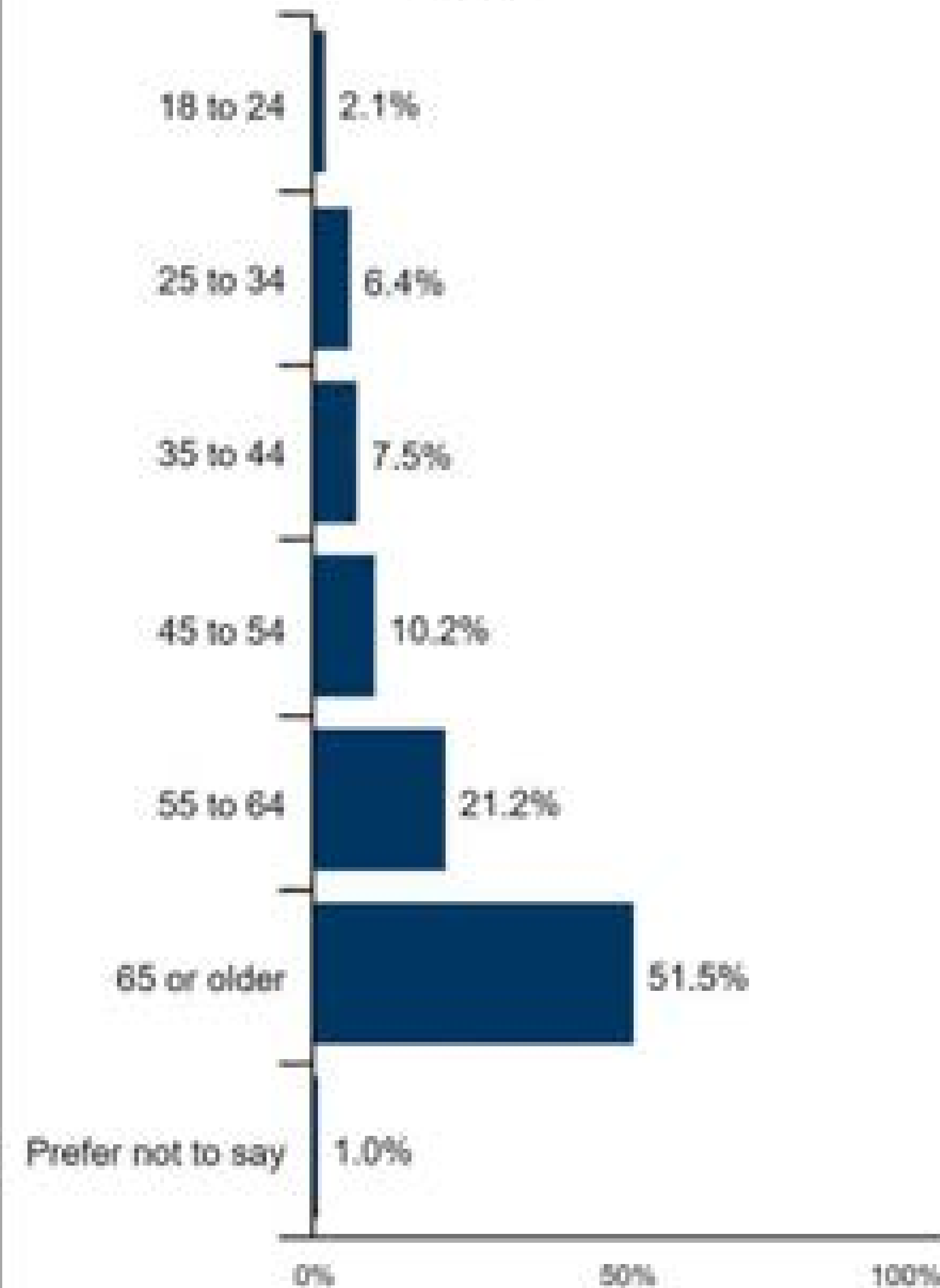
\* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

\*\* Supervisory and data quality personnel, in addition to a computer-aided interviewing platform, ensure the integrity of the data is accurate.

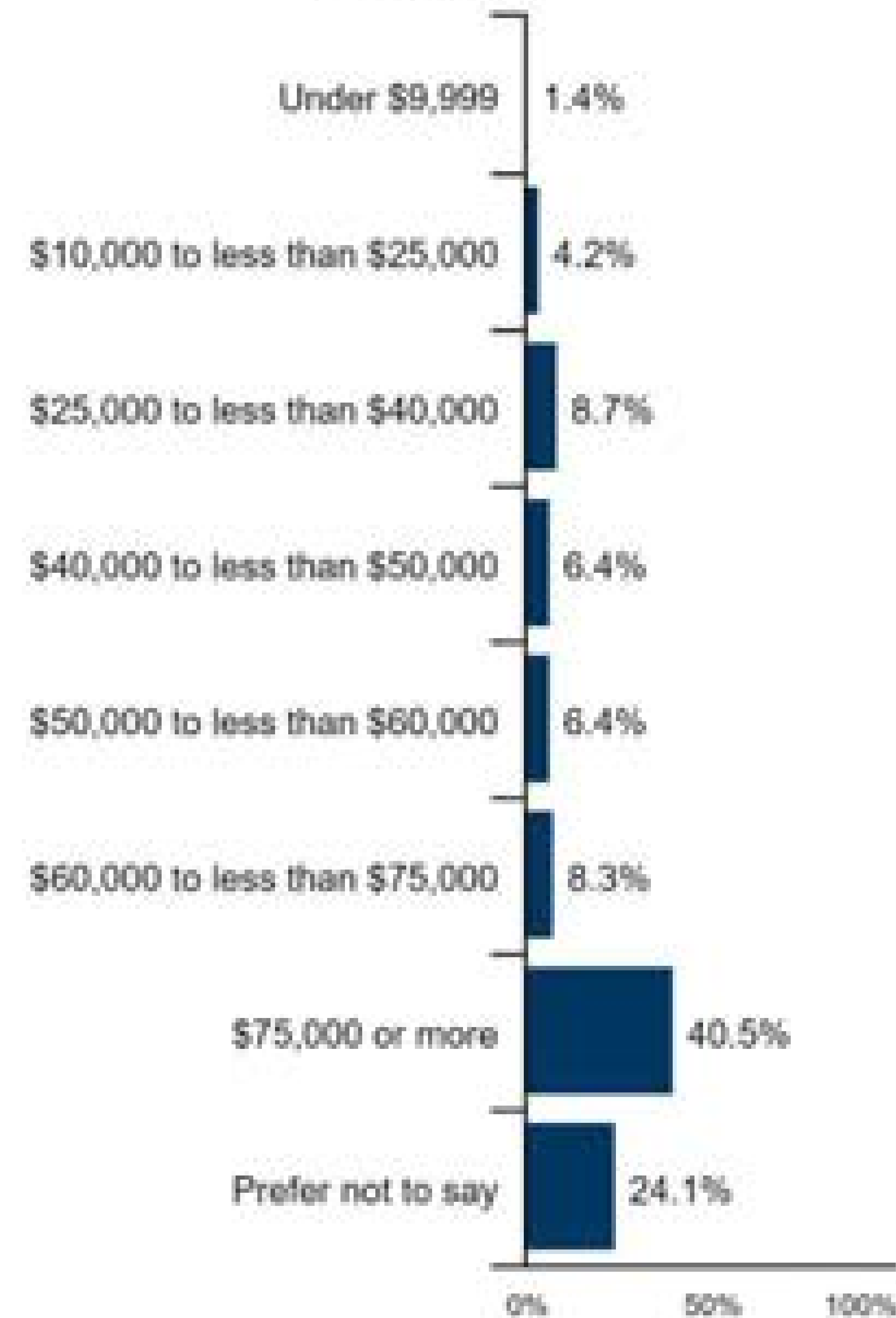
# Respondent Profile | Residential Demographics



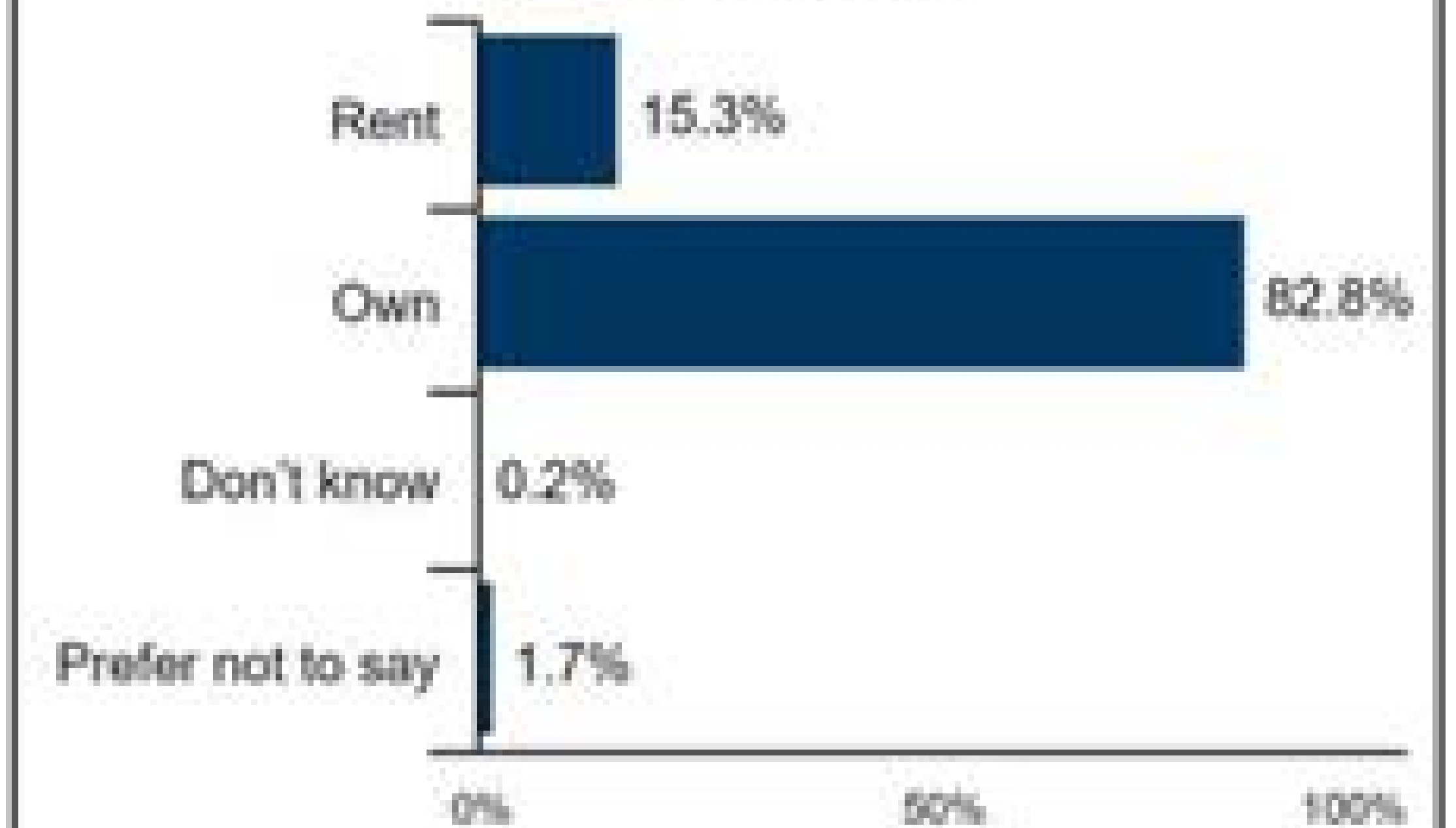
## Age



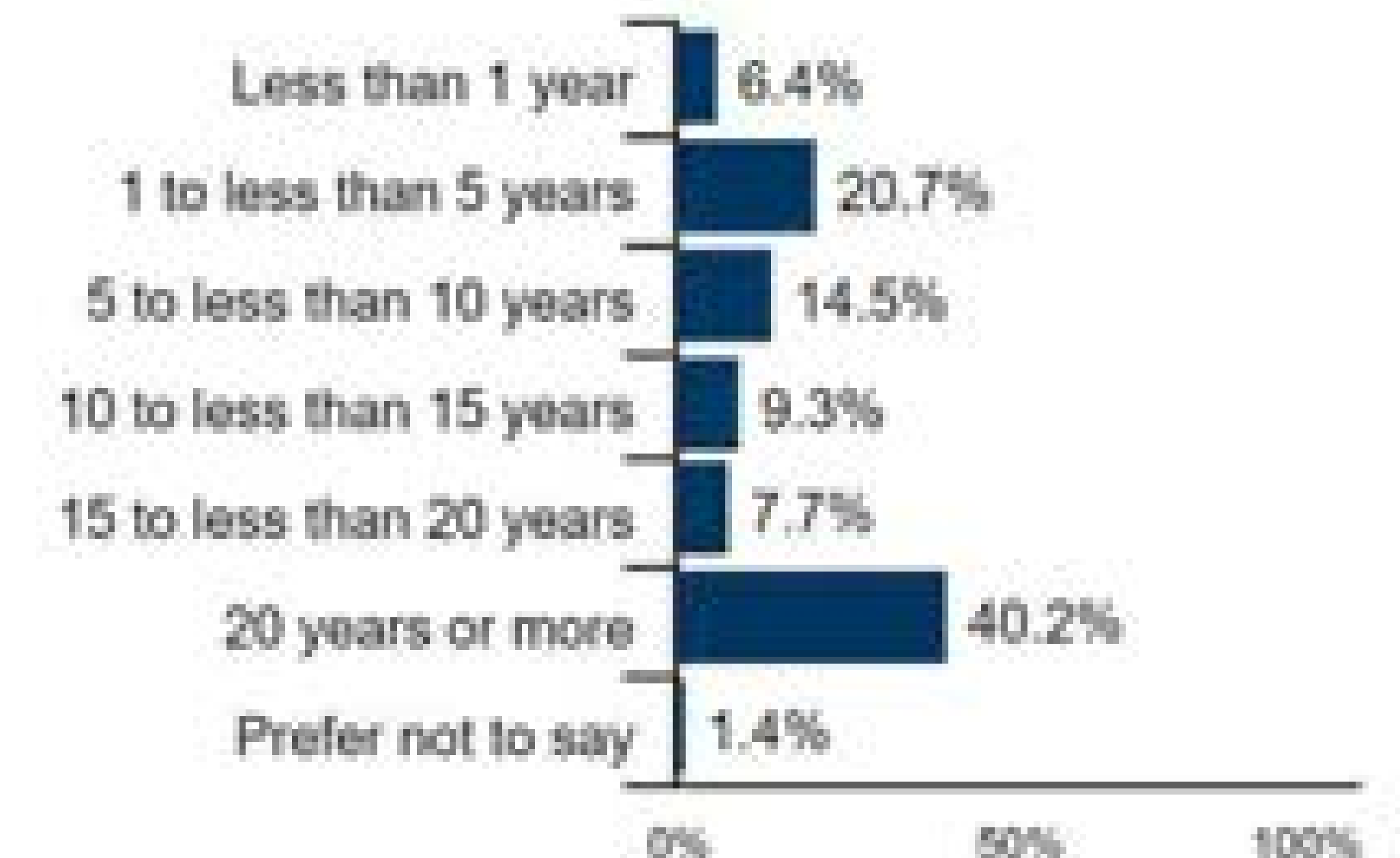
## Income



## Rent or Own



## Length of Time as Customer



# Research Methodology Snapshot | Commercial



<b>Methodology</b> Digital and Telephone	<b>No. of Completes</b> 58	<b>No. of Questions</b> 44*	<b>Incentive</b> None	<b>Sample</b> Customer List
<b>Target</b> Commercial Customers	<b>Quality Assurance</b> Dual-level**	<b>Margin of Error</b> +/- 11.3%	<b>Confidence Level</b> 95%	<b>Research Dates</b> February 24 - April 3, 2025

\* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

\*\* Supervisory and data quality personnel, in addition to a computer-aided interviewing platform, ensure the integrity of the data is accurate.

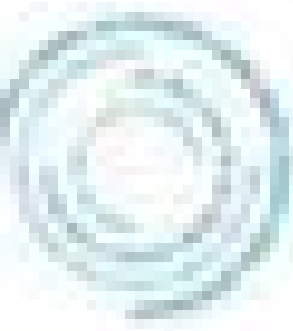




# Key Study Findings

## Residential

# Key Study Findings | Residential



## Satisfaction & Service Experience

- The average positive rating across all organizational characteristics increased significantly in 2025, reaching 85.9% (+6.1 percentage points from 2022), driven by higher ratings for reliability and service value.
- Nine-out-of-ten respondents were satisfied with GHBLP employee interactions (90.8%), up 4.0 percentage points from 2022.
- Four-fifths of respondents (79.9%) had their issue resolved on first contact, marking a significant improvement (+11.0 percentage points from 2022).
- Satisfaction with field service employees also increased, with 88.1% of respondents reporting positive experiences (+7.7 percentage points from 2022).

## Communication, Billing & Utility Awareness

- Nine-out-of-ten respondents who have used the online outage system were satisfied (90.4%), and confidence in storm response remained strong (93.8%).
- The BLP website remained the top information source (51.7%), followed by email communications (38.8%).
- "Auto Pay ACH" continues to be the most preferred bill payment method (58.5%), up 7.5 percentage points from 2022. SmarHub usage also rose significantly (52.7%, +16.7 percentage points from 2022).
- Nearly all SmarHub users (94.1%) were satisfied with the platform, showing a 15.0 percentage point increase from 2022.
- Awareness that GHBLP is a community-owned utility remained strong (75.7%), and 87.4% said this ownership model was important to them (+6.2 percentage points from 2022).
- Trust in the GHBLP board was high, with roughly three-quarters of respondents (78.8%) expressing trust and reporting satisfaction with input opportunities in decision making (74.2%).

## Energy Awareness, Preferences & Customer Behaviors

- Awareness of Michigan's carbon reduction goals was high (77.5%), and nearly three-quarters knew GHBLP had already reduced emissions by over 70% from 2005 levels (72.4%).
- Nearly three-fifths of respondents (58.1%) supported accelerating GHBLP's carbon reduction timeline even if this meant higher electric bills, and over one-quarter (28.2%) would pay \$1–\$5 more per month to support it.
- A majority of respondents (84.3%) prioritized "reliable power" as a top aspect of their electric service, while over one-half (53.5%) ranked "carbon reduction" as least important.
- Most respondents were unlikely to install solar in the next five years (80.5%), but nearly one-half (46.2%) were interested in a community solar program.
- Over one-half (53.1%) were not considering purchasing an electric vehicle in the future, while 72.7% of current and future EV owners planned to charge their vehicle at home.
- Three-fifths of respondents (59.8%) reported familiarity with "time of use" rates, while a similar frequency (54.3%) showed interest after learning more, and 21.7% would need at least \$20/month in savings to participate.
- 30.8% were likely to join a demand response program, but 45.2% did not want to provide control over their appliances.
- Strong support was shown for local natural gas generation to limit stress on the grid (79.0%).
- 74.3% did not plan to adopt electric heat pumps in the next 5 years.



# Satisfaction | Organizational Characteristics



In 2025, residential respondents provided higher average positive ratings for GHBLP across all organizational characteristics, with positive ratings for four (4) out of nine (9) characteristics increasing significantly. This yielded an average positive rating of 85.9% among residential respondents, which was significantly higher than in 2022 (+6.1 percentage points). This was primarily driven by increased positive ratings among respondents for "maintaining reliable electric utility infrastructure" (+12.5 percentage points) and "providing good service for the cost of electricity" (+8.9 percentage points). In addition, overall satisfaction with GHBLP increased by 7.5 percentage points since 2022 and is 19.6 percentage points higher than national satisfaction scores for Q1 2025.

Aggregate of ratings 7-10 shown without  
"don't know / unsure" responses

	Residential 2021	Residential 2022	Residential 2025	Public Power Data Source Q1 2025*
Communicating with customers	80.6%	80.6%	85.0%	62.8%
Responding promptly to customer questions	-	84.1%	90.5%	66.3%
Helping customers reduce energy waste	66.9%	69.4%	73.5%	53.3%
Being open about company operations	72.3%	74.5%	78.5%	61.5%
Maintaining reliable electric utility infrastructure	85.0%	81.6%	94.1%	67.9%
Providing good service for the cost of electricity	83.8%	81.2%	90.1%	63.0%
Community involvement	-	77.7%	80.3%	59.4%
Providing helpful staff	-	85.9%	89.6%	66.9%
Overall satisfaction with Grand Haven Board of Light & Power	87.1%	83.2%	90.7%	71.1%
Average	79.3%	79.8%	85.9%	63.6%

n= 518 (2025), 400 (2022), 218 (2021)

Q: Please rate GHBLP on the following organizational characteristics using a 10-point scale where one is very poor and ten is very good.

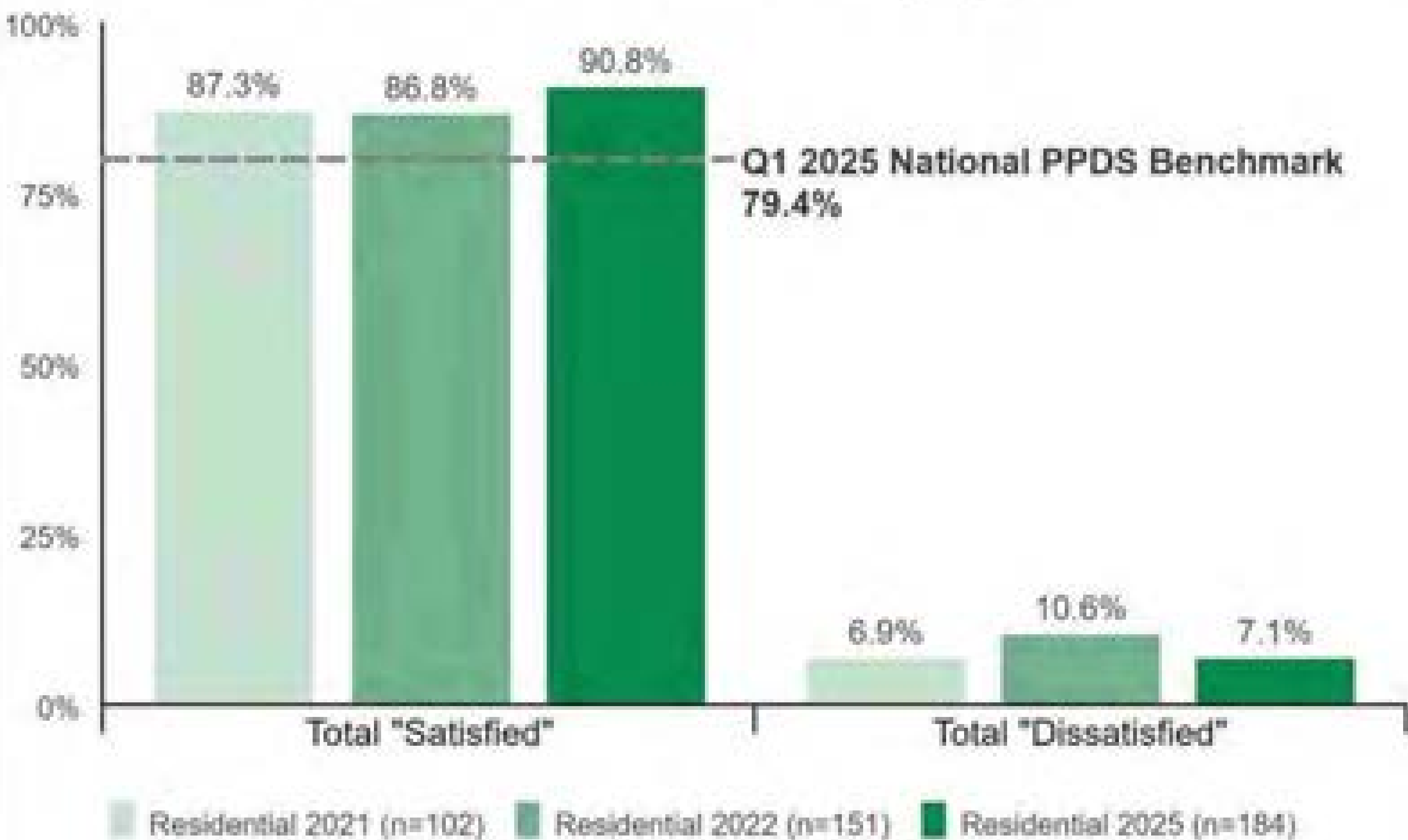
\*The Public Power Data Source is a residential customer satisfaction benchmarking tool  
Red/green font color indicates statistical significance at a 95% confidence level, with the  
color denoting whether it is higher or lower than the previous year.

# Satisfaction | Office Personnel



Over nine-out-of-ten residential respondents reported being either "very" or "somewhat satisfied" with the GHBLP employee they interacted with, which was a slight increase over 2022 (+4.0 percentage points). Residential respondents primarily reported contacting office personnel for inquiries such as "to pay bill" or to "report an outage."

Satisfaction with GHBLP Employee



Reason for Contact

Base size	184
To pay bill	23.4%
Report an outage	17.9%
Install service	10.3%
Question on bill (not a complaint)	7.1%
Address change	7.1%
Set up payment arrangement	5.4%
Disconnect service	3.3%
Tree trimming / removal	2.7%
Pole / line repairs	2.2%
High bill	1.6%

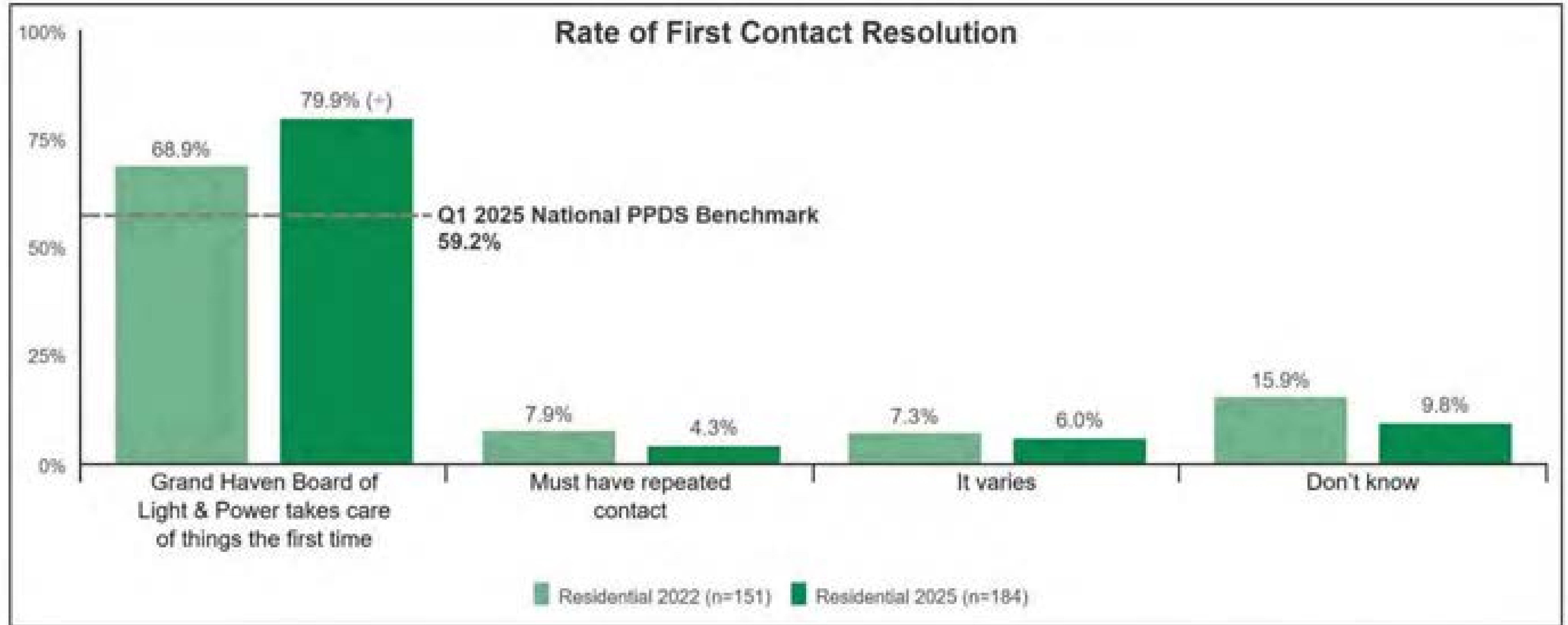
Top 10 Responses Shown

Q: How satisfied were you with the service provided by the Grand Haven Board of Light & Power's employee?  
Q: If you have called or visited the Grand Haven Board of Light & Power's office in the last 12 months, please tell me the purpose of the call or visit?

# Satisfaction | First Contact Resolution



Over three-quarters of residential customers reported that their reason for contact is typically taken care of upon first contact with GHBLP, which was a significant increase over 2022 (+11.0 percentage points) and nearly 20 percentage points higher than the national benchmark for first contact resolution (+19.3 percentage points).



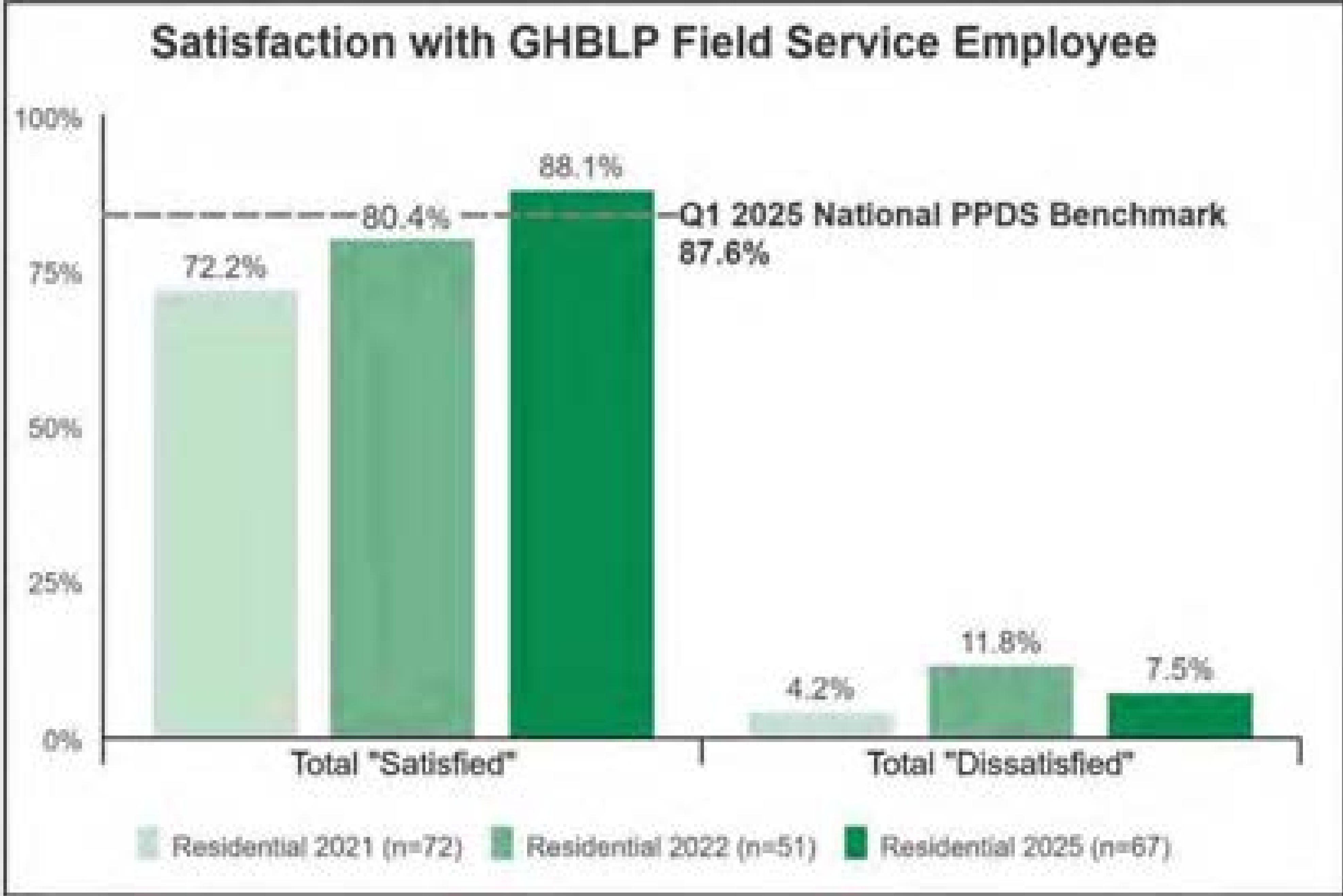
Q. Generally, when you contact Grand Haven Board of Light & Power, are things taken care of to your satisfaction the first time, or must you have repeated contact with them?

+/- indicate statistical significance at a 95% confidence level, with the color denoting whether it is higher or lower than the compared subgroup.

# Satisfaction | Field Personnel



Nearly nine-out-of-ten surveyed residential customers reported being either "very" or "somewhat satisfied" with the GHBLP field service employee they interacted with, which was an increase over 2022 (+7.7 percentage points). Residential customers primarily reported having a field service representative visit their home for a "meter reading" or "outage restoration."



### Reason for Contact

Base size	67
Meter reading	20.9%
Outage restoration	17.9%
Service problem	10.4%
Tree trimming / removal	9.0%
Install service	7.5%
Repair	7.5%
Pole repairs	7.5%
Routine check	4.5%
Disconnect service	3.0%
Upgrading meter / new meter / meter change	3.0%

Top 10 Responses Shown

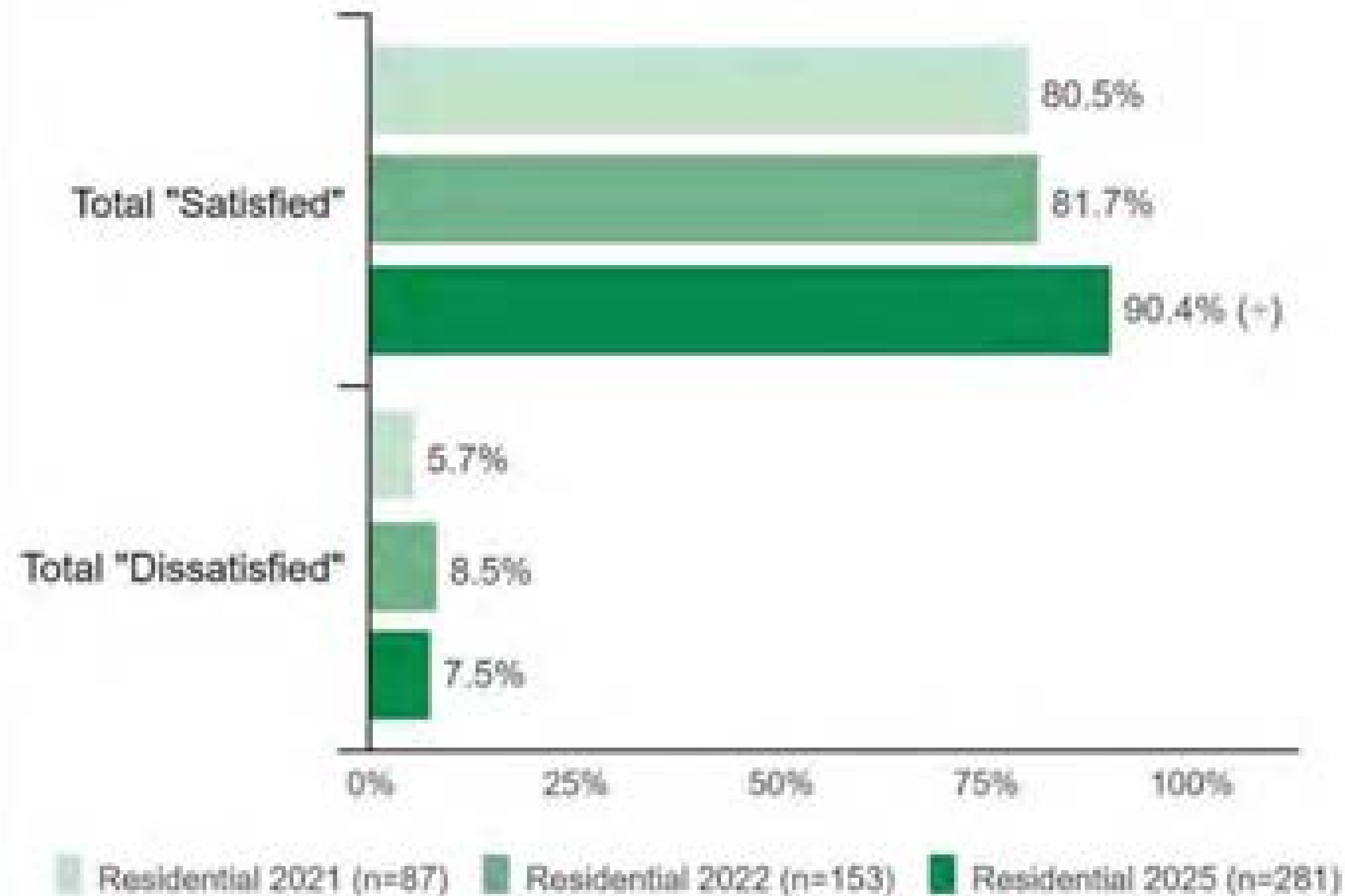
Q: How satisfied were you with the service provided by the Grand Haven Board of Light & Power's employee?  
Q: If you have had a Grand Haven Board of Light & Power electric utility worker visit your home in the last 12 months, please tell me the purpose of the visit.

# Satisfaction | Outage & Restoration



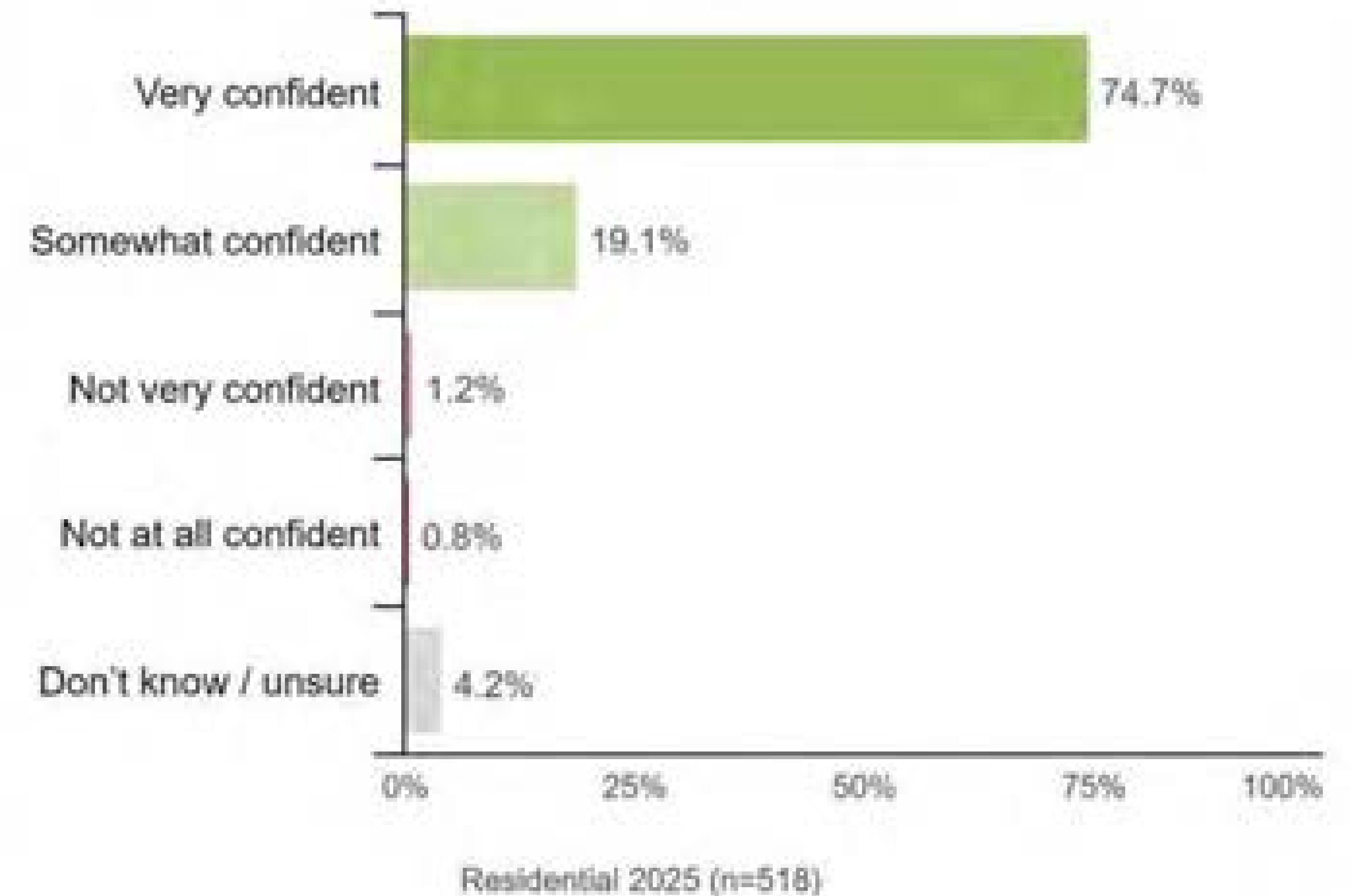
Of the residential respondents who have used the online outage management system, nine-out-of-ten reported being satisfied with the system; significantly more than 2022 (+8.7 percentage points). Similarly, over nine-out-of-ten residential respondents (93.8%) were either "very" or "somewhat confident" in GHBLP's ability to restore power after a major storm/weather event.

## Satisfaction with Online Outage Management System



\*Without don't know/unsure responses and those who have not used the system

## Confidence in GHBLP Power Restoration Ability



Q: If you have previously used the online outage management system to report or monitor an outage in the past, how satisfied were you with the online outage management system?

Q: How confident are you in the Grand Haven Board of Light & Power's ability to restore power after a major storm / weather event (e.g. winter blizzard, extreme winds, or lightning storm)?

+/- indicate statistical significance at a 95% confidence level, with the color denoting whether it is higher or lower than the compared subgroup.

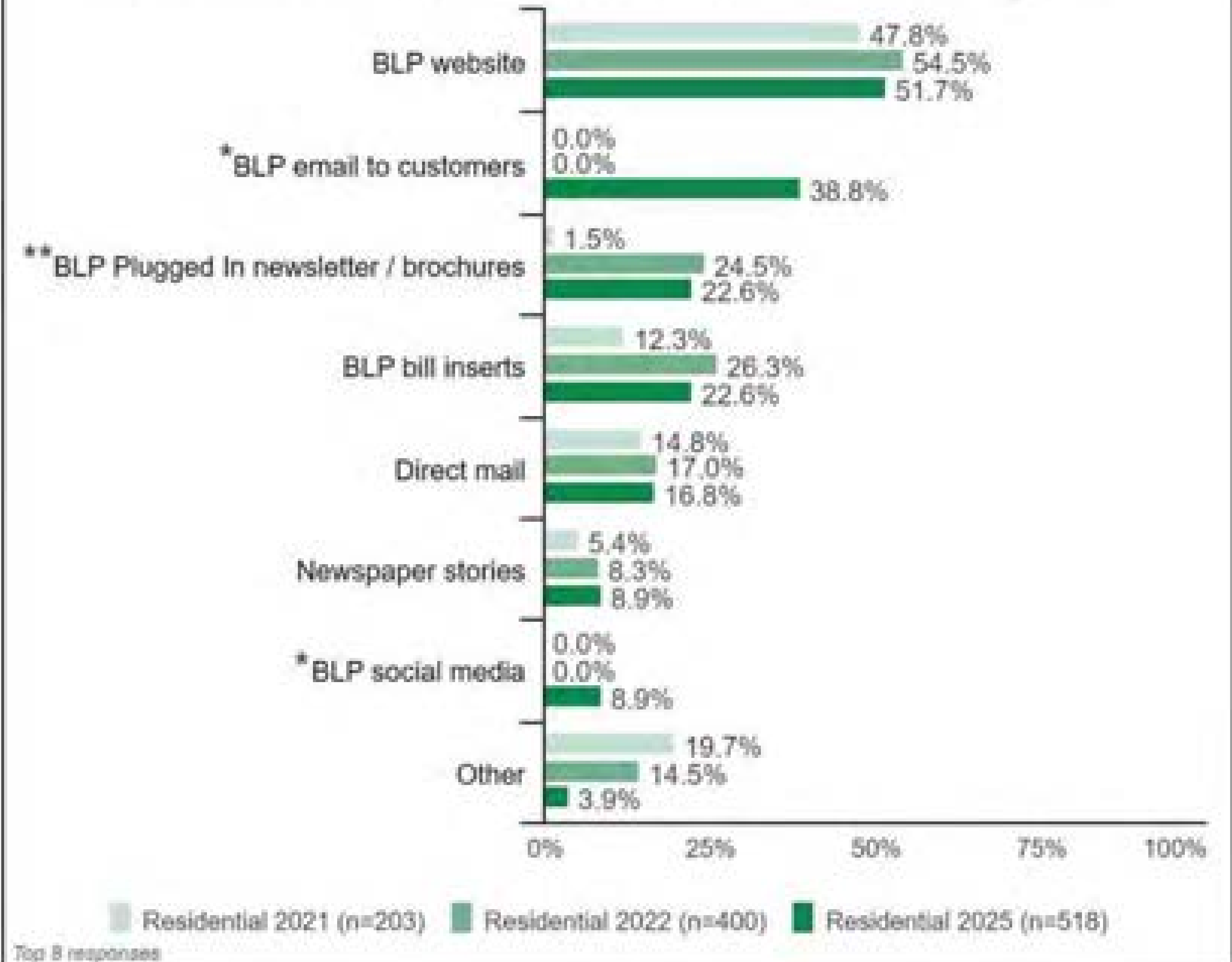
# Communication | Preferred Methods



In 2025, one-half of residential respondents preferred to look for information about GHBLP on the “BLP website.” While this represents a slight decrease from 2022 (-2.8 percentage points), over one-third of respondents preferred a “BLP email to customers” as their source of information about GHBLP — a new option in 2025.

However, nearly one-quarter of respondents prefer receiving information through the “BLP Plugged In newsletter/brochures” or “BLP bill inserts.”

## Preferred Methods to Find Information About GHBLP



Q: Please indicate where you would prefer to look for information about Grand Haven Board of Light & Power (BLP)?

\*“BLP email to customers” and “BLP social media” were added as answer options in 2025.

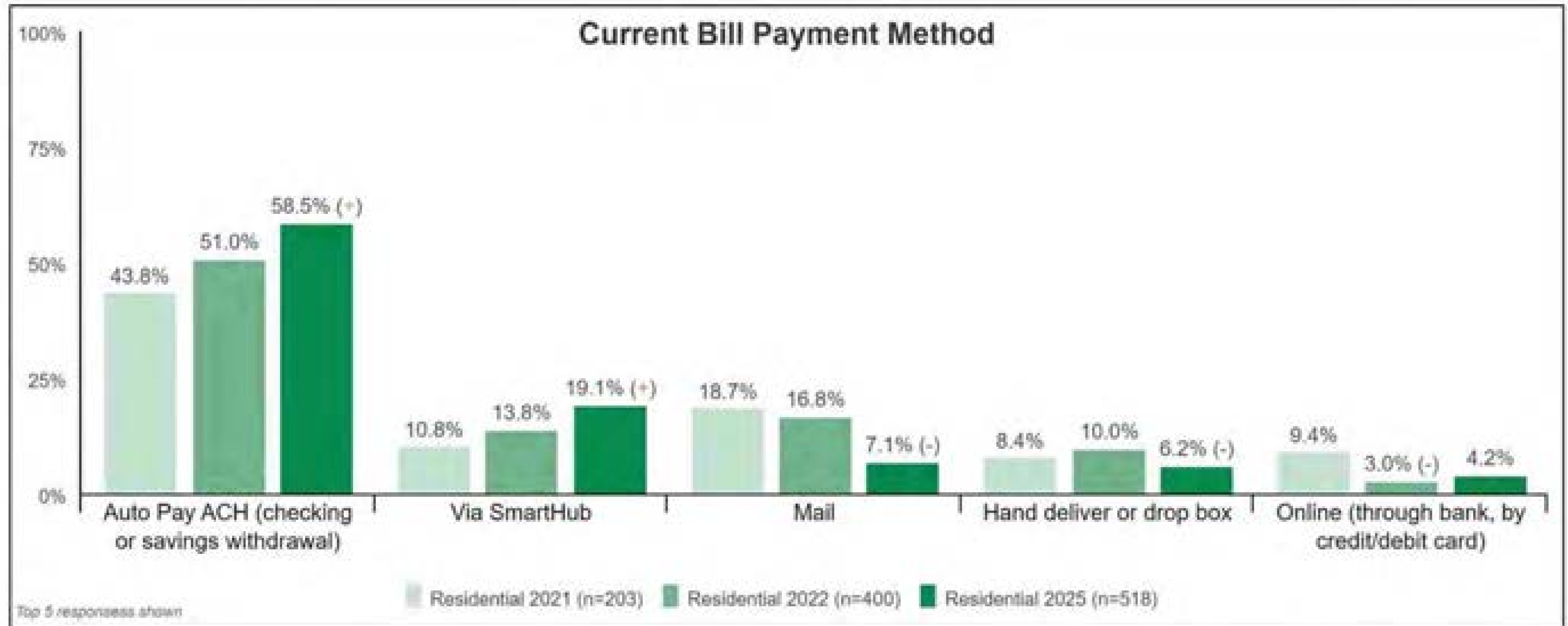
\*\*“BLP Plugged In newsletter / brochures” was added as an answer option in 2022, however, it was recorded as an open-ended response in 2021.



# Billing | Current Bill Payment Method



The most common bill payment method among residential respondents in 2025 was "Auto Pay ACH," significantly higher than in 2022 (+7.5 percentage points). Additionally, nearly one-fifth of respondents reported paying their bill via "SmarHub," which also saw a notable rise (+5.3 percentage points). Conversely, payment by "Mail" declined significantly, with only 7.1% of respondents using this method in 2025 — a drop of 9.7 percentage points from 2022.



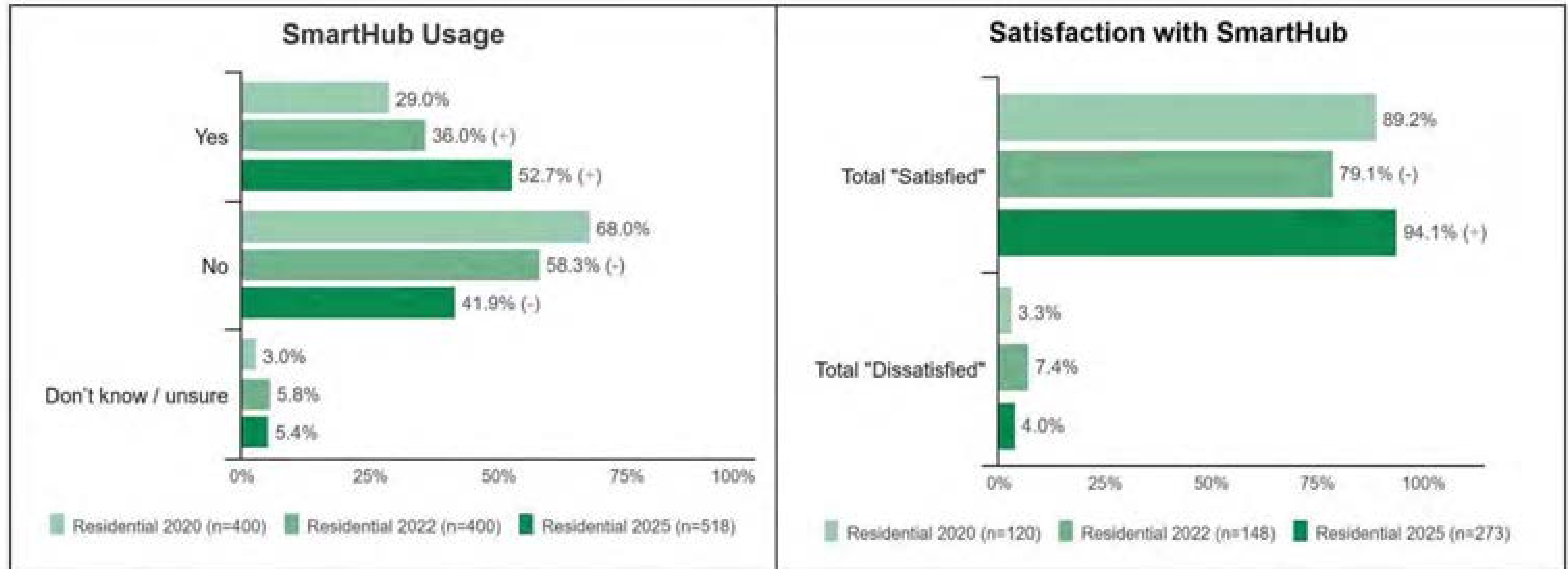
Q. How do you pay your bill?

+/- indicate statistical significance at a 95% confidence level, with the color denoting whether it is higher or lower than the compared subgroup.

# Billing | SmartHub Usage & Satisfaction



Over one-half of surveyed residential respondents reported using SmartHub to access their account information or pay their bill, which was a significant increase over 2022 (+16.7 percentage points). Of the respondents who use SmartHub, over nine-out-of-ten respondents were either "very" or "somewhat satisfied" with the platform, which was also a significant increase over 2022 (+15.0 percentage points).



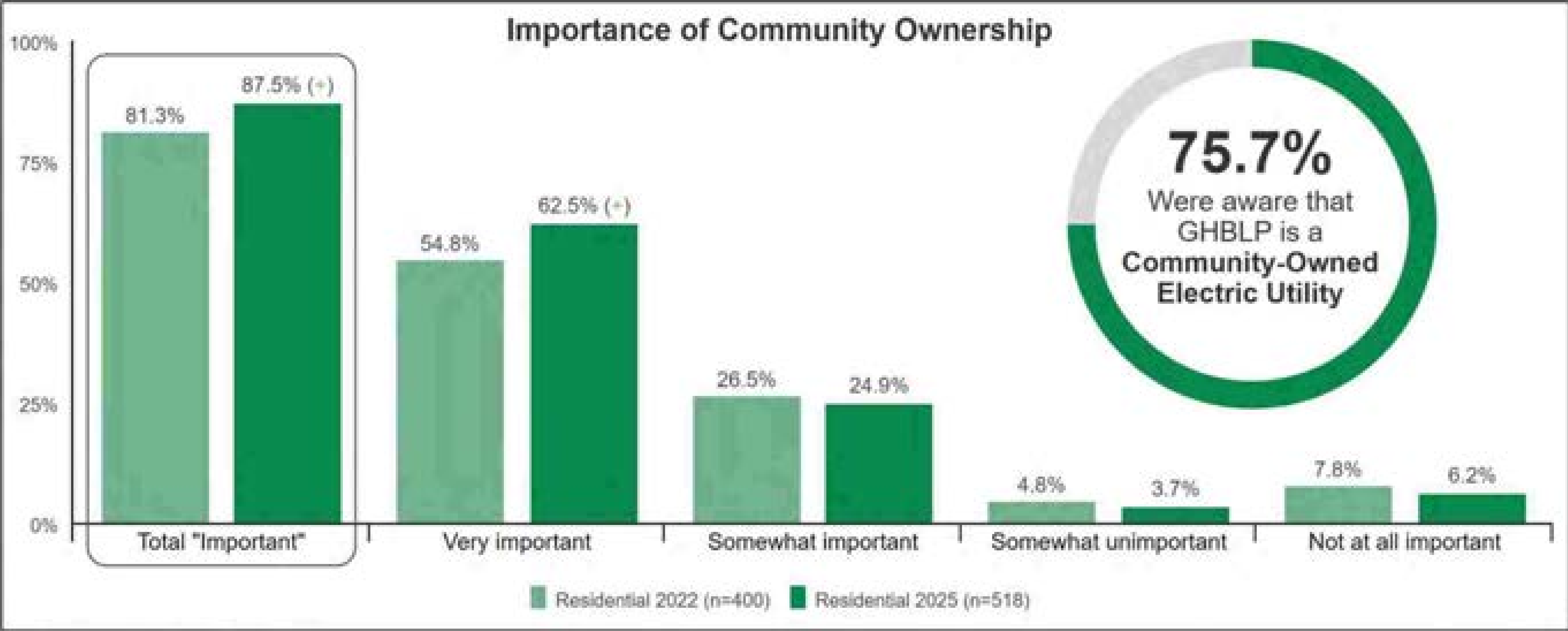
Q: Have you used SmartHub to pay your bill, review your account information or review your household's energy consumption data?  
Q: How satisfied are you with SmartHub?

+/- indicate statistical significance at a 95% confidence level, with the color denoting whether it is higher or lower than the compared subgroup.

# Awareness | Community Ownership



Three-quarters of residential respondents correctly identified GHBLP as a "community-owned electric utility." Additionally, nearly nine-out-of-ten residential respondents indicated it is either "very important" or "somewhat important" to them that their utility is a community-owned utility, which was a significant increase over 2022 (+6.2 percentage points).



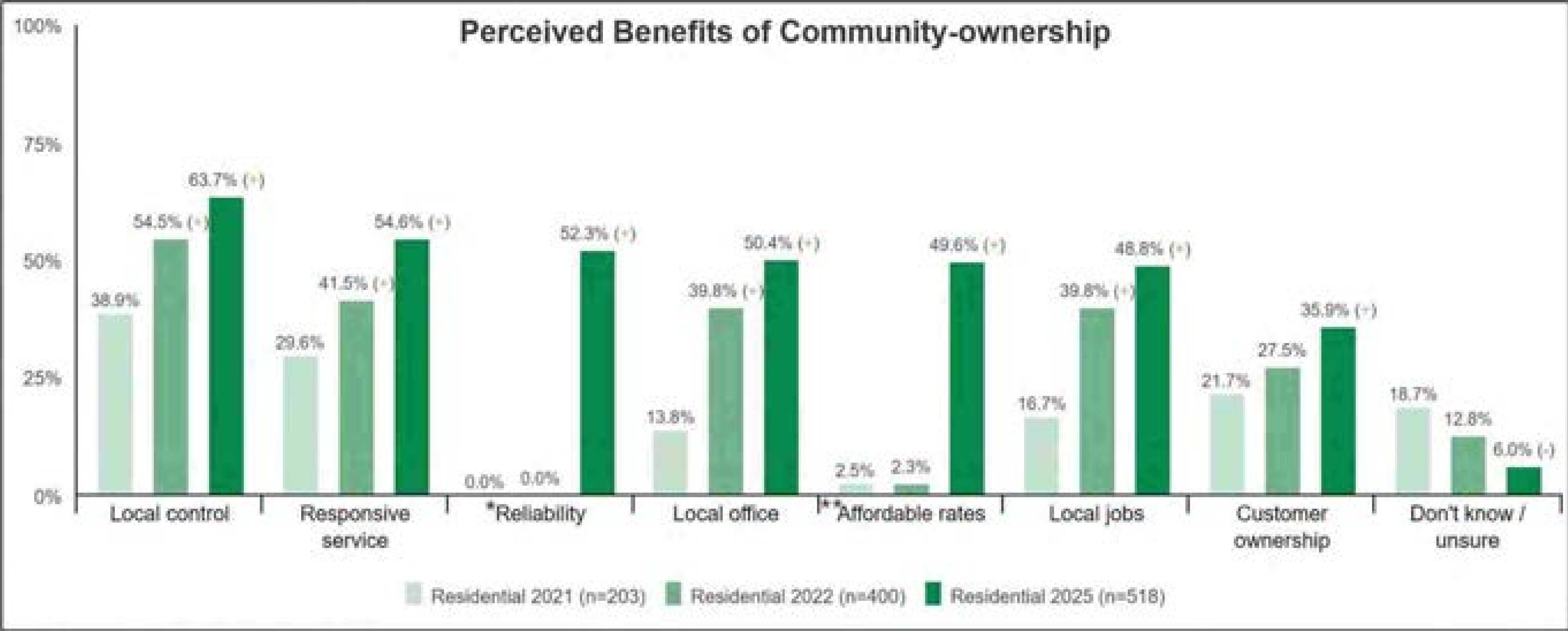
Q: Would you say that the Grand Haven Board of Light and Power is a "community owned electric utility" or a "privately owned company"?  
Q: Grand Haven Board of Light and Power is a local "community owned electric utility." How important is it to you that your electric utility is a community owned utility? Would you say ...

+/- indicate statistical significance at a 95% confidence level, with the color denoting whether it is higher or lower than the compared subgroup.

# Awareness | Benefits of Community Ownership



In 2025, significantly more residential respondents were aware of all the perceived benefits of being a customer of a community-owned electric utility compared to 2022. Nearly two-thirds of respondents perceived the benefits of being a customer of a community-owned electric utility to include "local control," followed by over one-half of respondents who indicated community-owned electric utilities provide "responsive service," their "reliability," and that having a "local office" is a benefit of being a customer.



Q: What would you say is beneficial by being a customer of a community-owned electric utility?  
\*Reliability was added as an answer option in 2025  
\*\*Affordable rates was added as an answer option in 2025, however, it was recorded as an open-ended response in previous years.

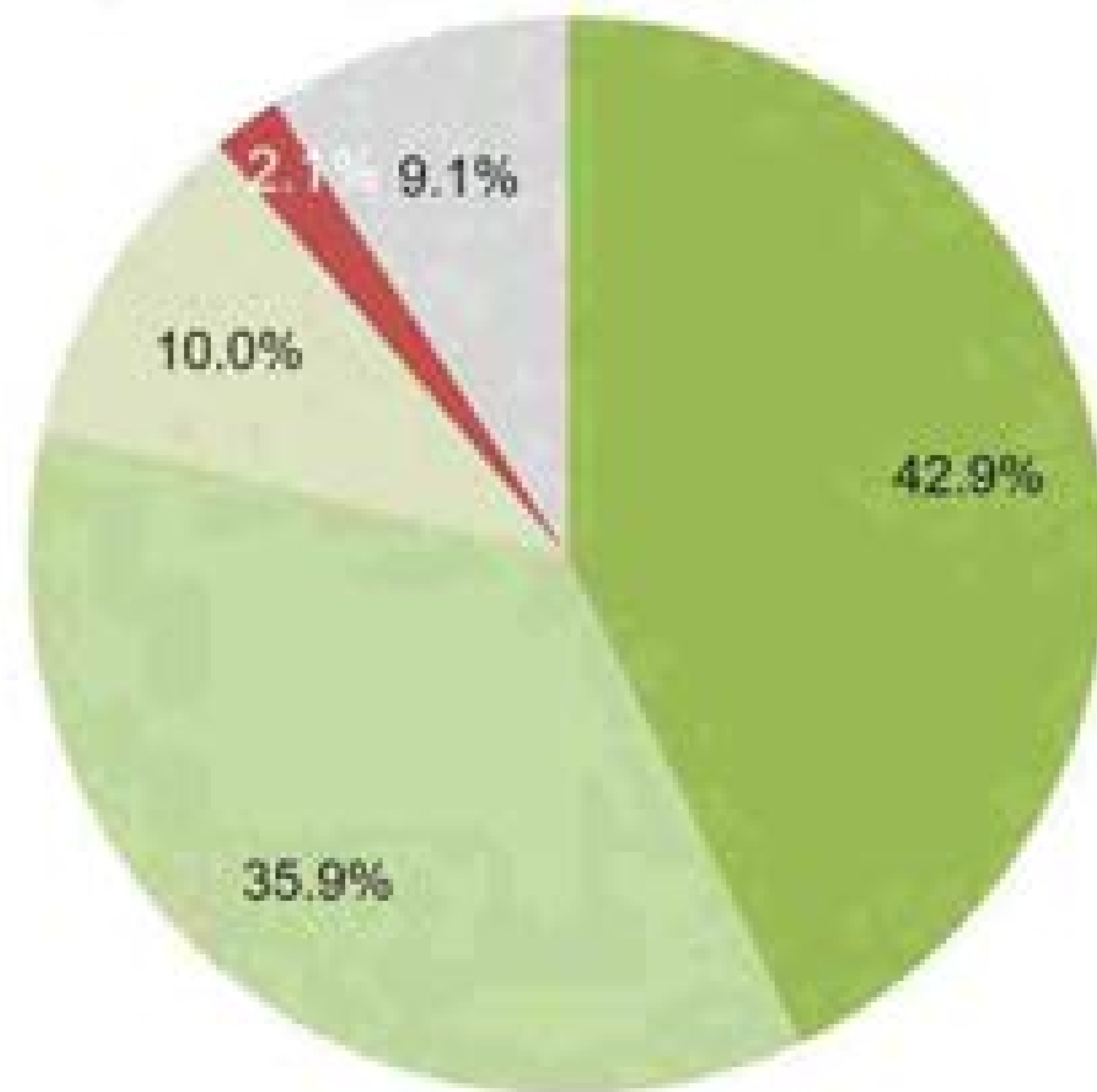
+/- indicate statistical significance at a 95% confidence level, with the color denoting whether it is higher or lower than the compared subgroup.

# Trust in GHBLP | Trust & Opportunities



Over three-quarters of residential respondents (78.8%) had either a "great deal" or "some trust" in GHBLP's Board to operate in their best interest, with over two-fifths having "a great deal of trust." Further, nearly three-quarters of respondents (74.2%) were either very or somewhat satisfied with their opportunities to provide input regarding decisions made at GHBLP.

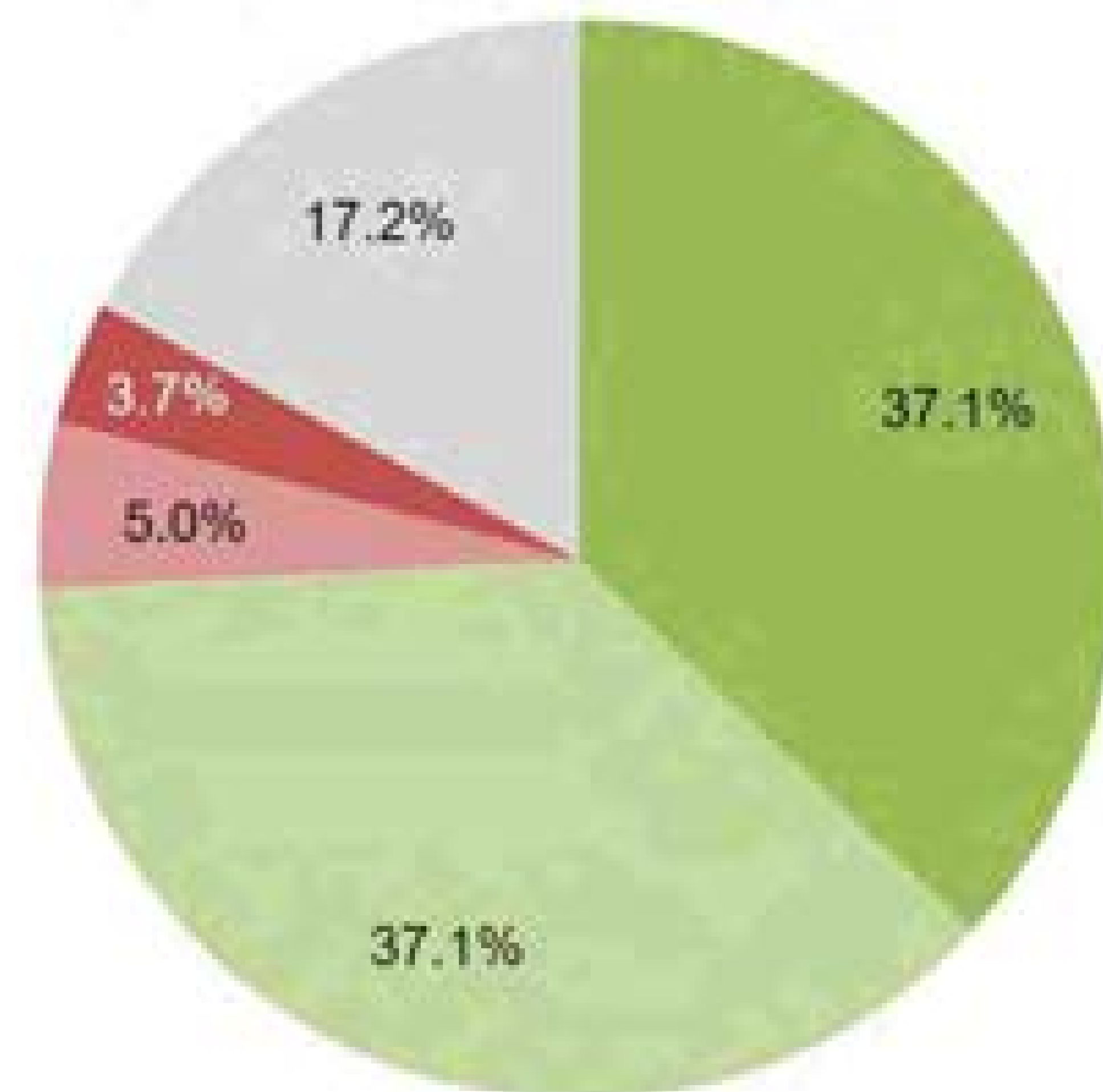
## Level of Trust in GHBLP's Board



■ A great deal of trust ■ Some trust ■ Limited trust ■ No trust ■ Don't know / unsure

n=518

## Satisfaction with Involvement in Decision-Making



■ Very satisfied ■ Somewhat satisfied ■ Somewhat dissatisfied ■ Very dissatisfied  
■ Don't know / unsure

n=518

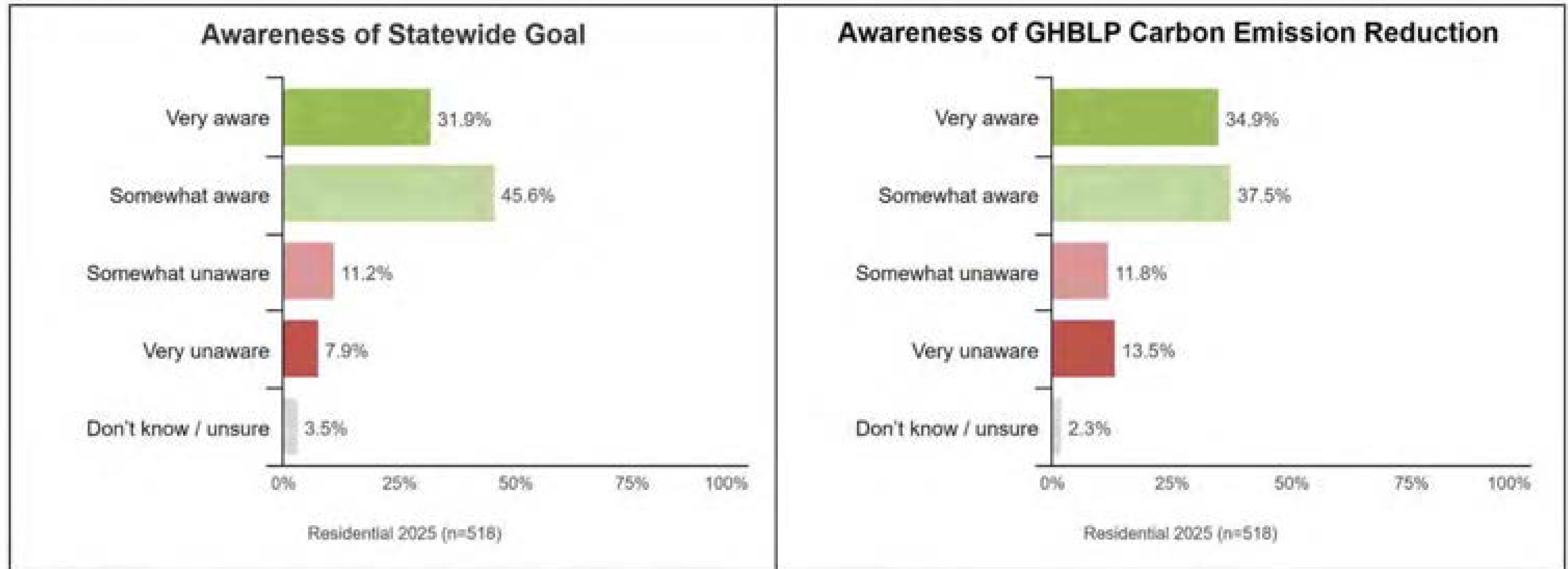
Q: How would you describe the level of trust you have in the Grand Haven Board of Light and Power's voter elected Board to operate in your best interest?

Q: How satisfied are you with the opportunities to provide input regarding decisions made at Grand Haven Board of Light & Power?

# Renewable Energy | Goal Awareness



Over three-quarters of residential respondents (77.5%) reported being either "very" or "somewhat aware" of the State of Michigan's goal to reduce carbon emissions. Further, a similar rate of respondents (72.4%) were aware that GHBLP has already decreased local carbon emissions from their electric generation by over 70% from 2005 levels.



Q: How aware are you of the State of Michigan's goals to reduce carbon emissions? By this, we are referring to the release of carbon into the atmosphere, otherwise known as greenhouse gas emissions.

Q: Prior to this survey, how aware were you that the Grand Haven Board of Light & Power has already decreased local carbon emissions from electric generation by over 70% from 2005 levels by closing the local coal fired power plant, buying more renewable energy, and offering energy waste reduction programs?

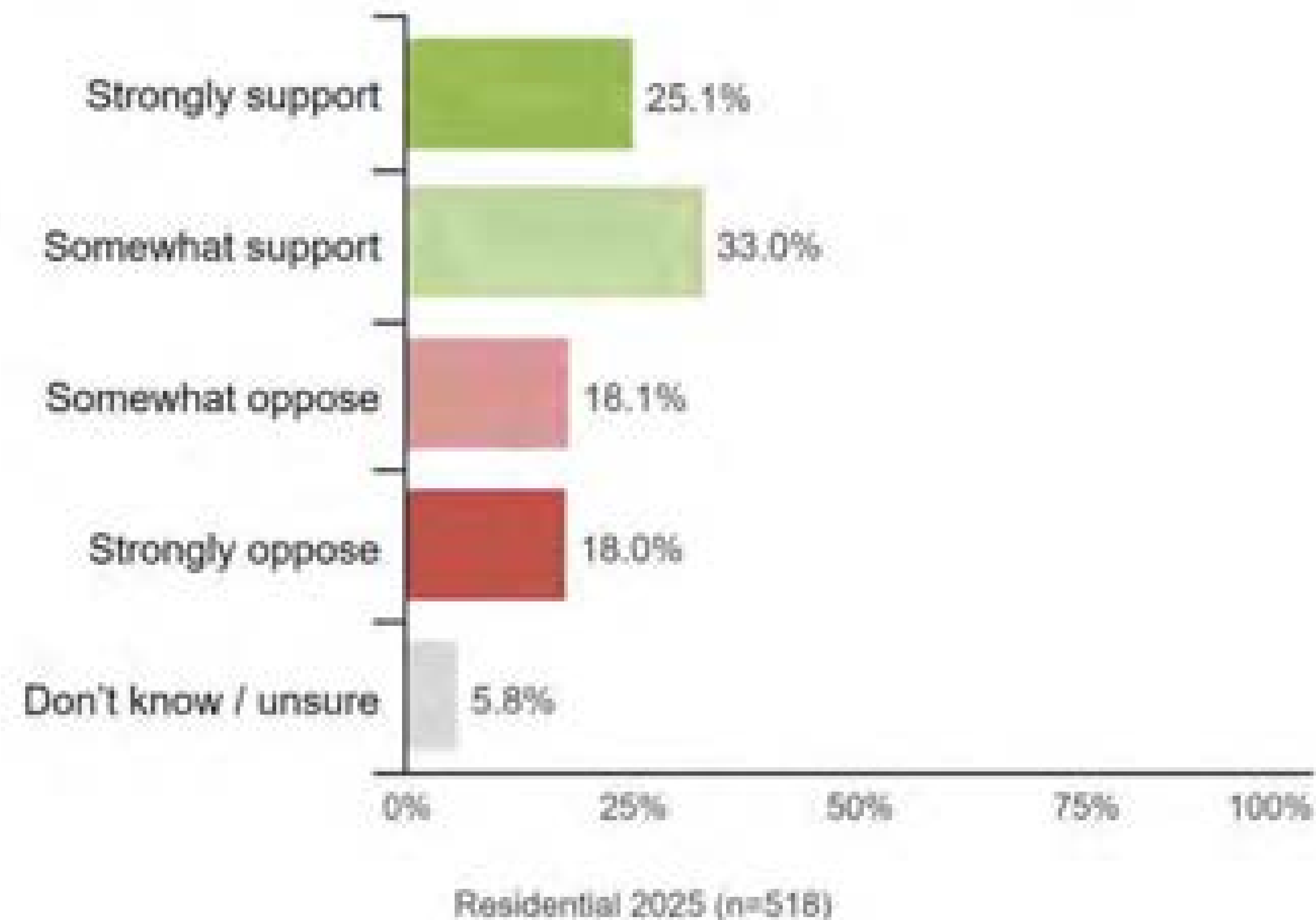


# Carbon Reduction | Acceleration of Goals

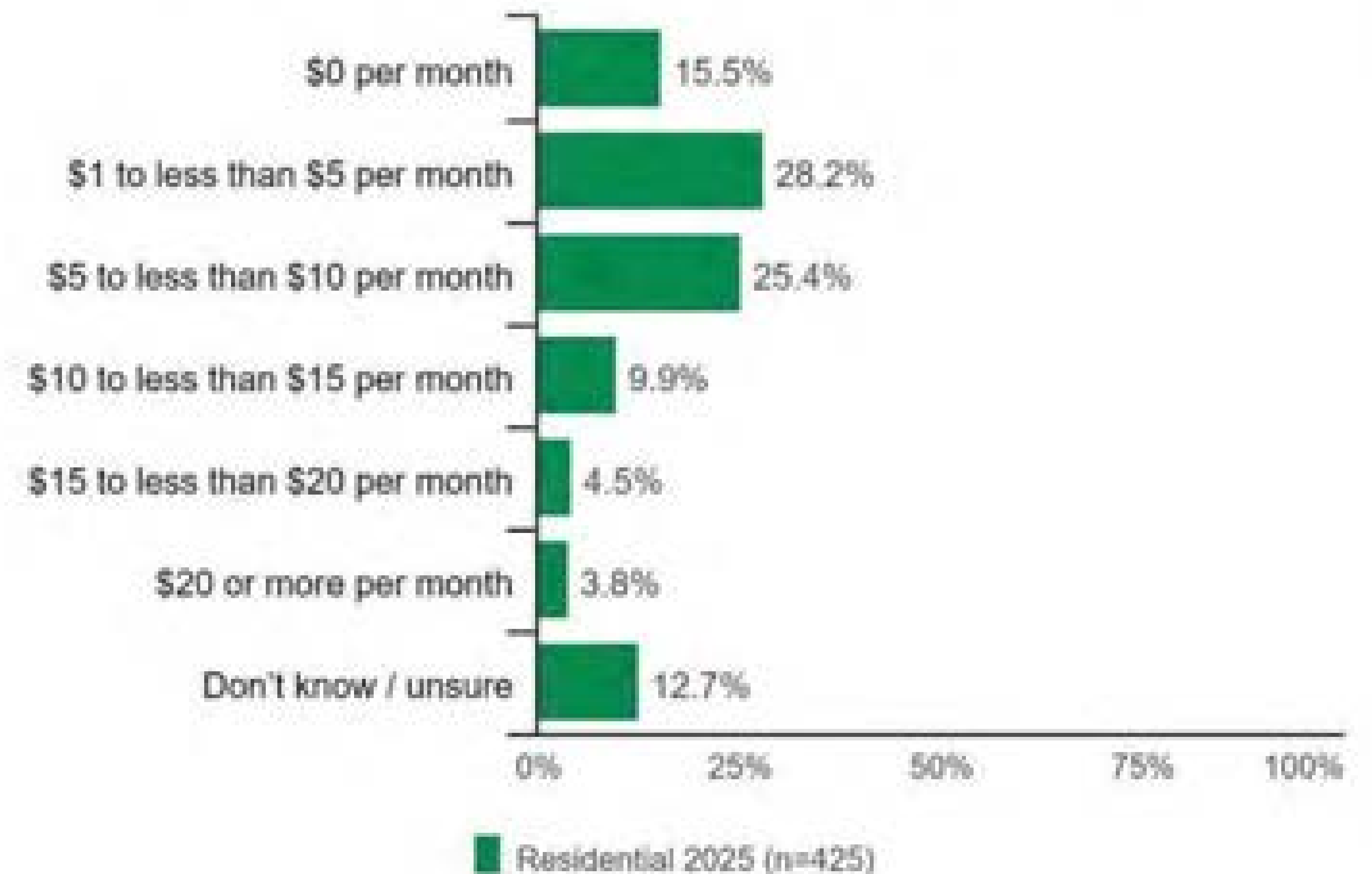


Nearly three-fifths of residential respondents (58.1%) would either "strongly" or "somewhat support" GHBLP accelerating the reduction of carbon emissions to achieve carbon reduction requirements sooner, if doing so increased their electric bill, while slightly less than two-fifths (36.1%) oppose. When asked how much more money per month they would be willing to increase their electric bill to further reduce carbon emissions, over one-quarter would be willing to pay \$1 to less than \$5 per month more on their monthly bill.

## Support for Carbon Reduction Acceleration



## Willingness to Pay More for Acceleration

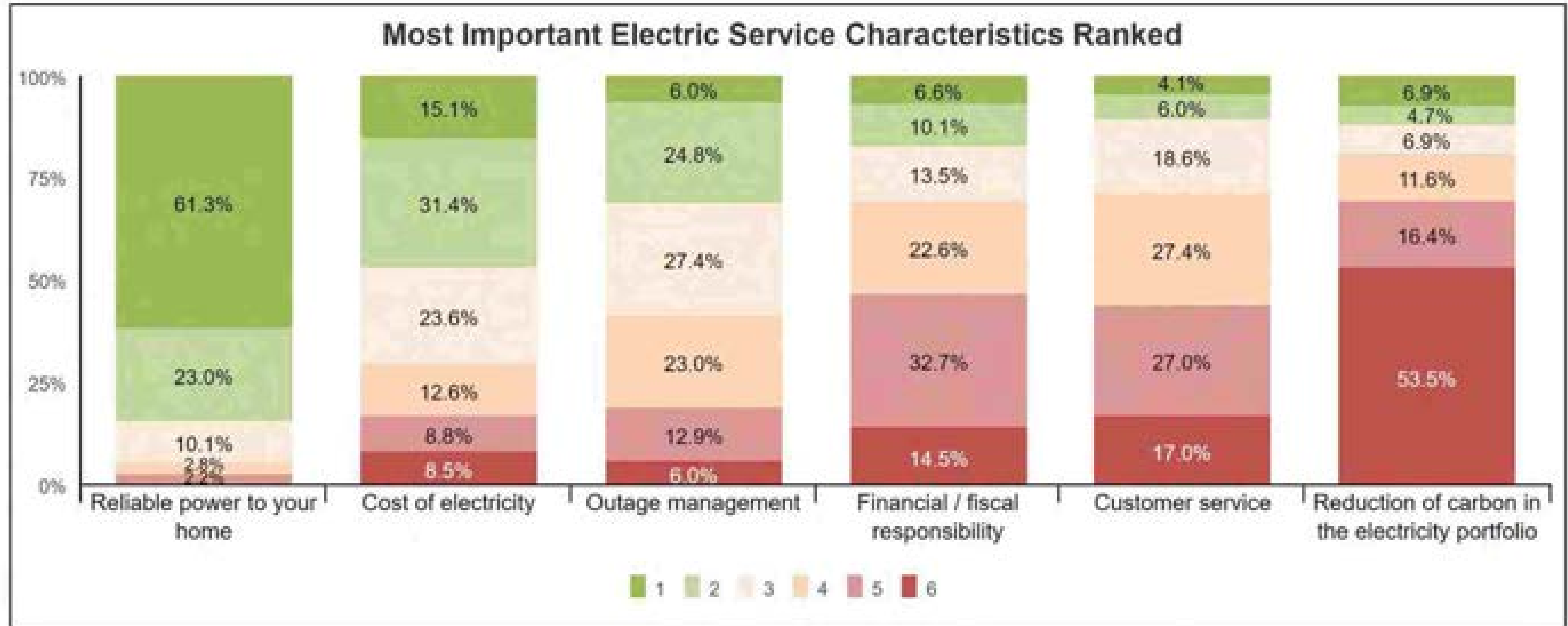


Q: How strongly would you support or oppose the Grand Haven Board of Light & Power accelerating the reduction of carbon emissions to achieve these requirements sooner, if doing so increased your electric bill?  
Q: How much more money per month would you be willing to increase your electric bill to further reduce carbon emissions?

# Customer Priorities | Ranked Importance



Over eight-out-of-ten residential respondents (84.3%) ranked "reliable power to your home" as the first or second most important aspect of their local electric service, followed by nearly one-half (46.5%) who ranked the "cost of electricity" in their top two. Conversely, over one-half of residential customers ranked "reduction of carbon in the electricity portfolio" as their least important aspect.



n=318

Q: When it comes to your local electric service, please rank the following areas of focus from most to least important. Drag each item from the box on the left to the box on the right, placing the most important at the top. If completing the survey on a mobile device, please check off each answer option in the order of their importance to you (i.e. check off the item that is the most important first, the second most important second, etc.)

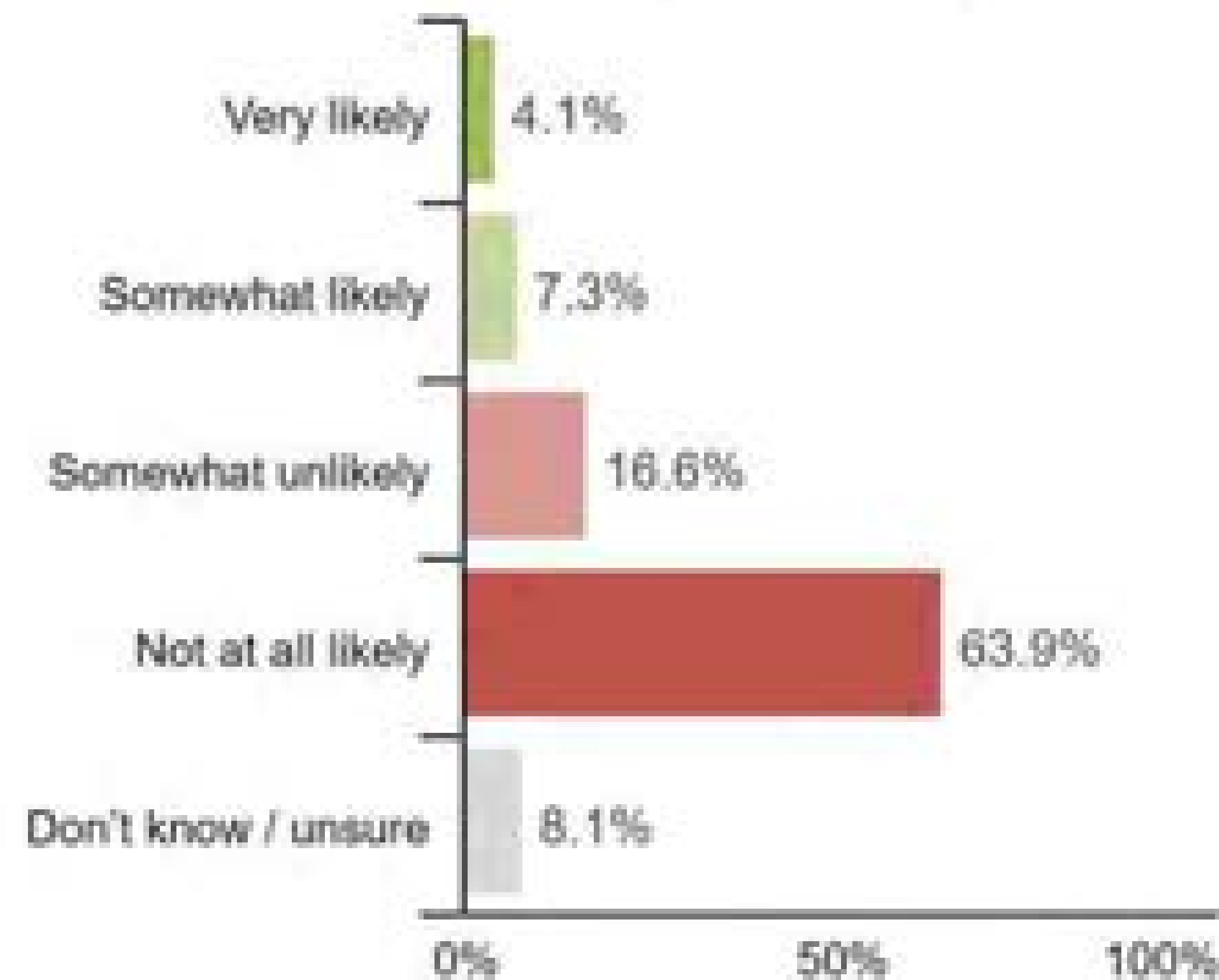
# Customer Behavior | Solar Adoption



Eight-out-of-ten residential respondents (80.5%) reported being either "not at all" or "somewhat unlikely" to install solar panels on their roof within the next 5 years. However, nearly one-half of respondents (46.2%) were either "very" or "somewhat interested" in participating in a local community solar program, while nearly one-half of respondents (45.6%) were either "not very interested" or "not at all interested." Of these respondents, nearly two-fifths were unsure of how much they would be willing to invest in this program, followed by one-fifth who would be willing to invest "\$300 to less than \$400 per solar panel."

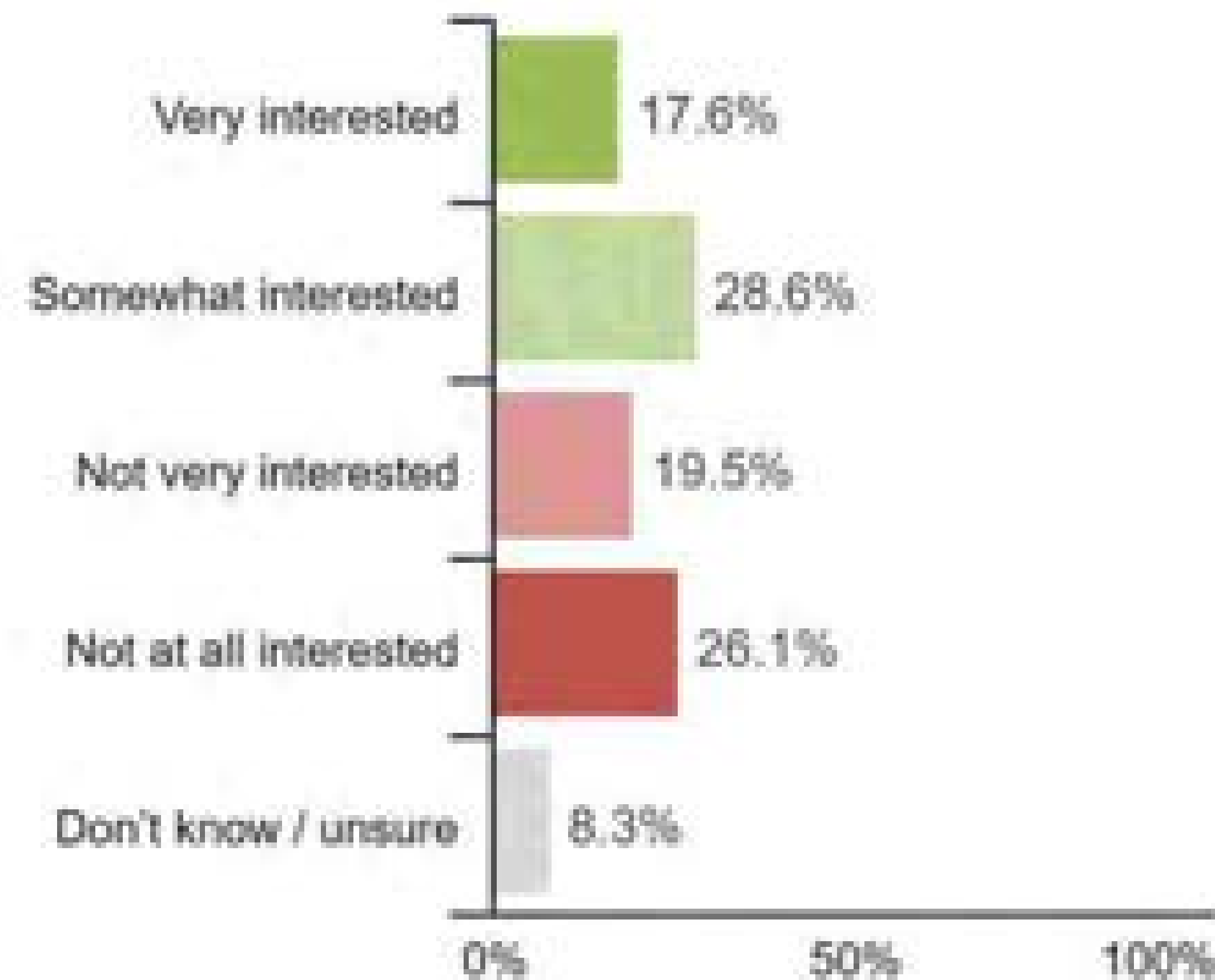
## Customer Solar Adoption

**Likelihood to Install Solar Panels Within the Next 5 Years**



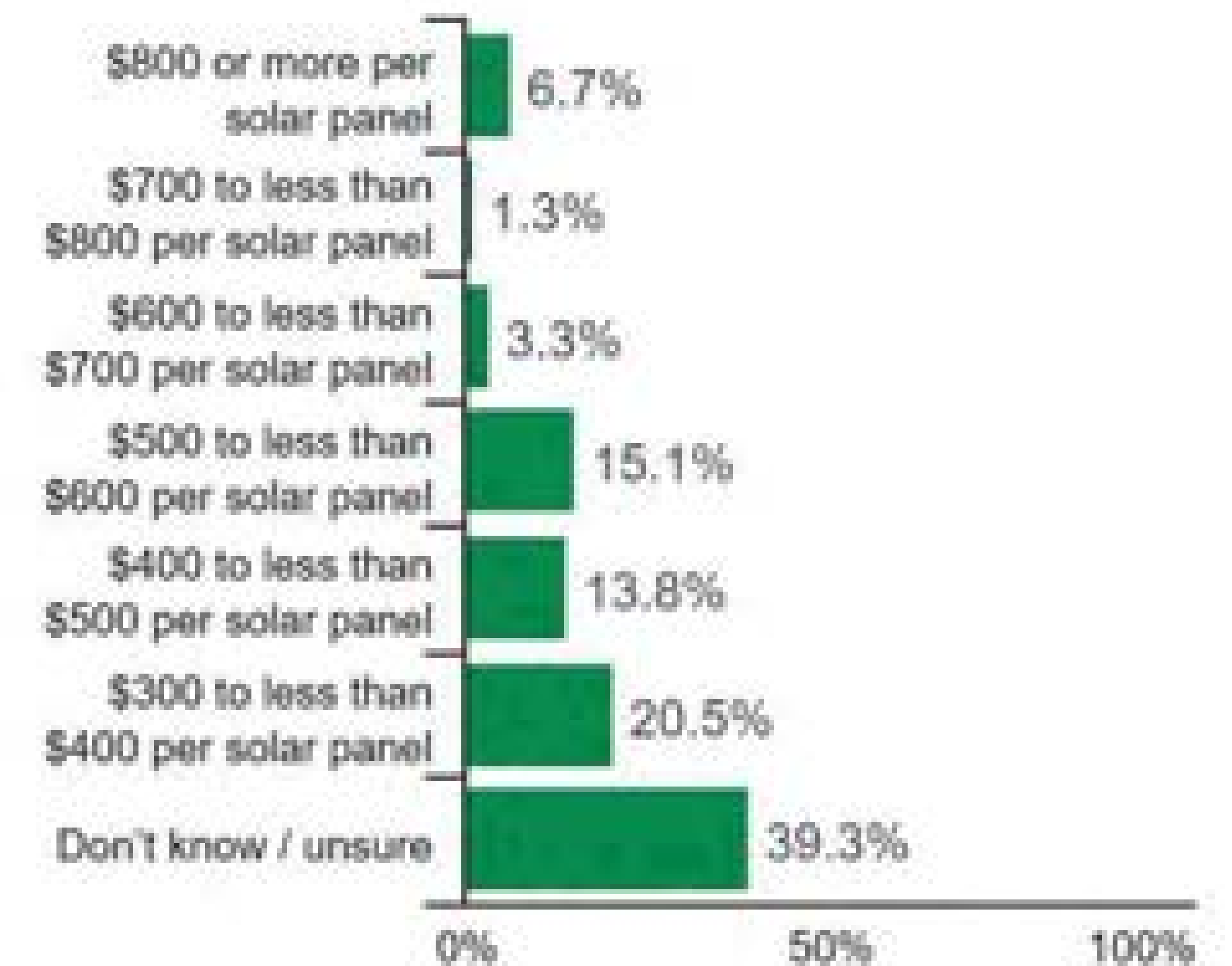
Residential 2025 (n=518)

**Interest in Local Community Solar Program**



Residential 2025 (n=518)

**Price Willing to Pay for Community Solar**



Residential 2025 (n=239)

Q: How likely are you to install solar panels on your roof within the next 5 years?

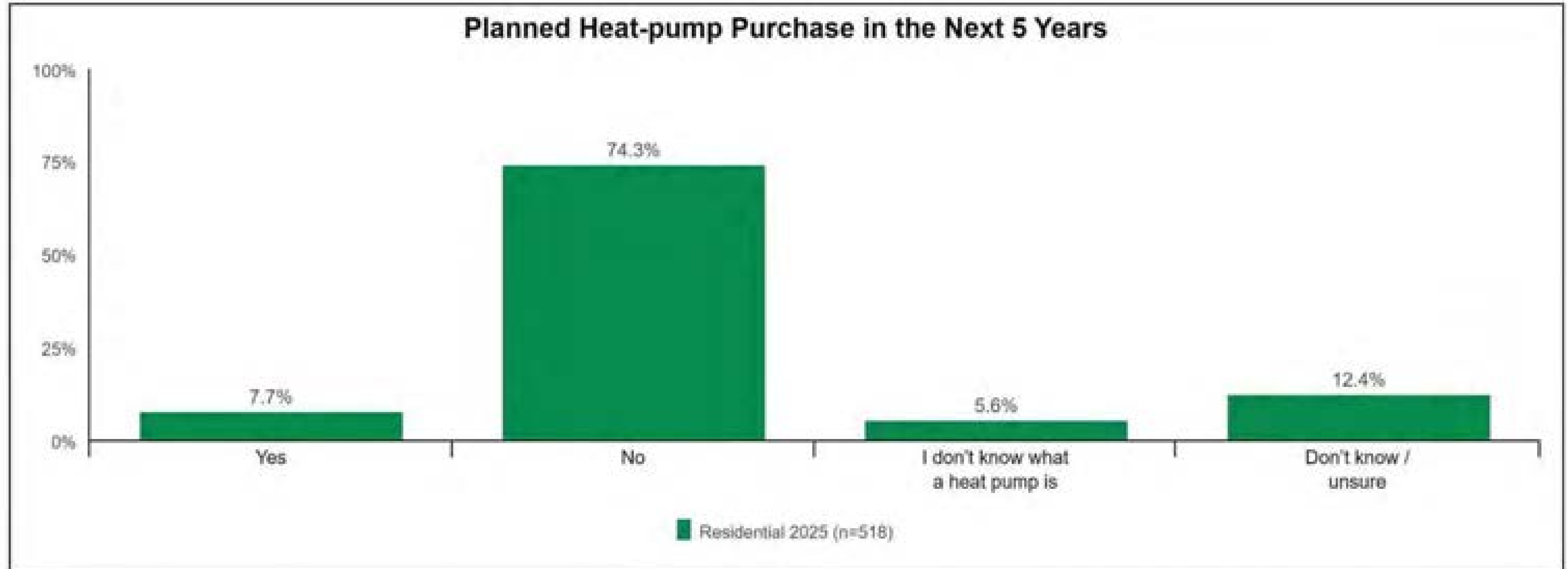
Q: Based on this description, how interested would you be in participating in a local community solar program that allowed you to purchase a solar panel?

Q: How much would you be personally willing to invest through a one-time payment for participation in a community solar program if it could provide a payback in a 15-20 year timeframe?

# Customer Behavior | Energy-Efficient Technologies



When asked if they plan to purchase an electric heat-pump based heating and cooling system for their home in the next five years, nearly three-quarters indicated they did not, while nearly one-fifth were "unsure" or "did not know what a heat pump is" (18.0%).



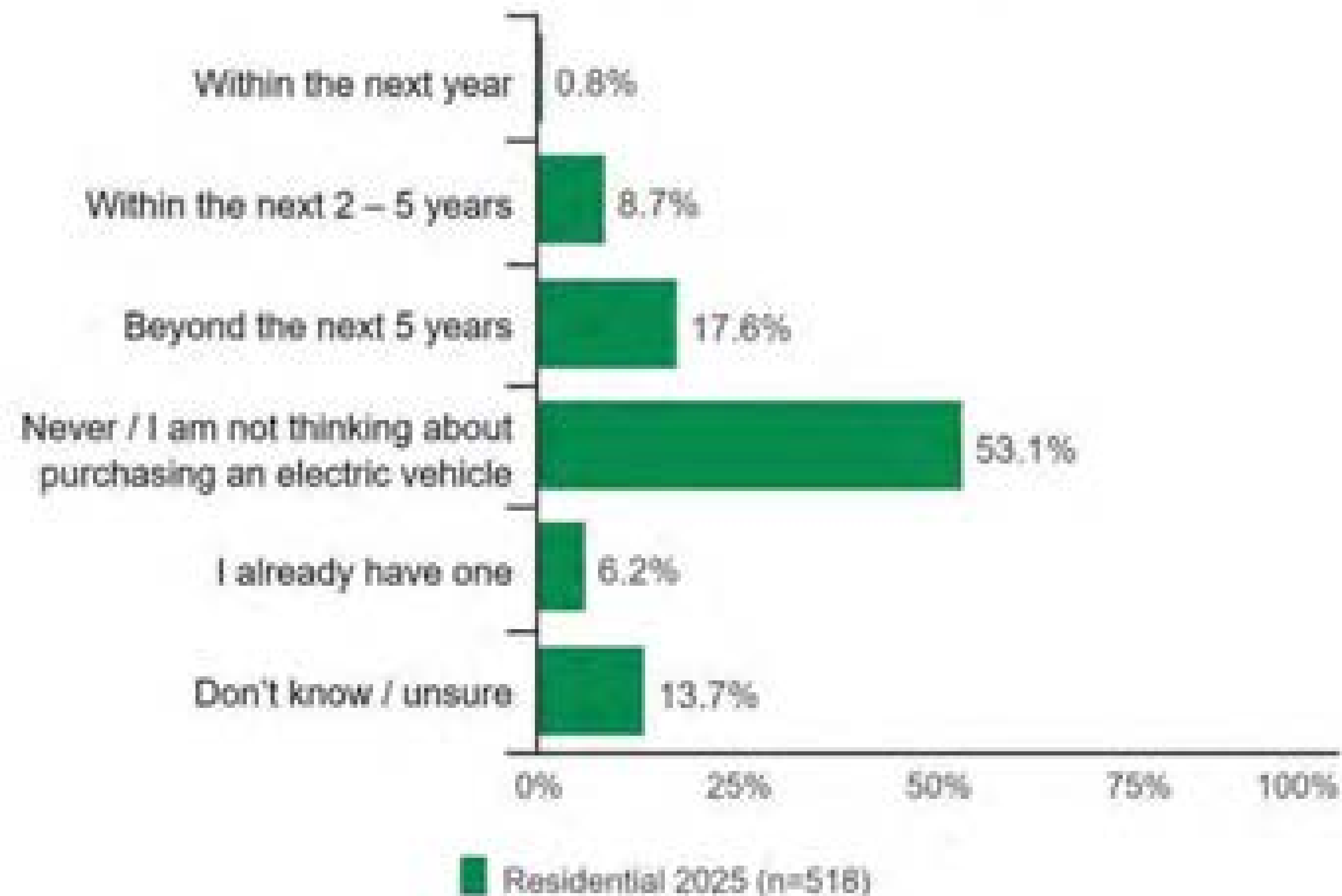
Q: Do you plan to purchase electric heat-pump based heating and cooling systems for your home in the next five years?

# Customer Behavior | Electric Vehicle Adoption

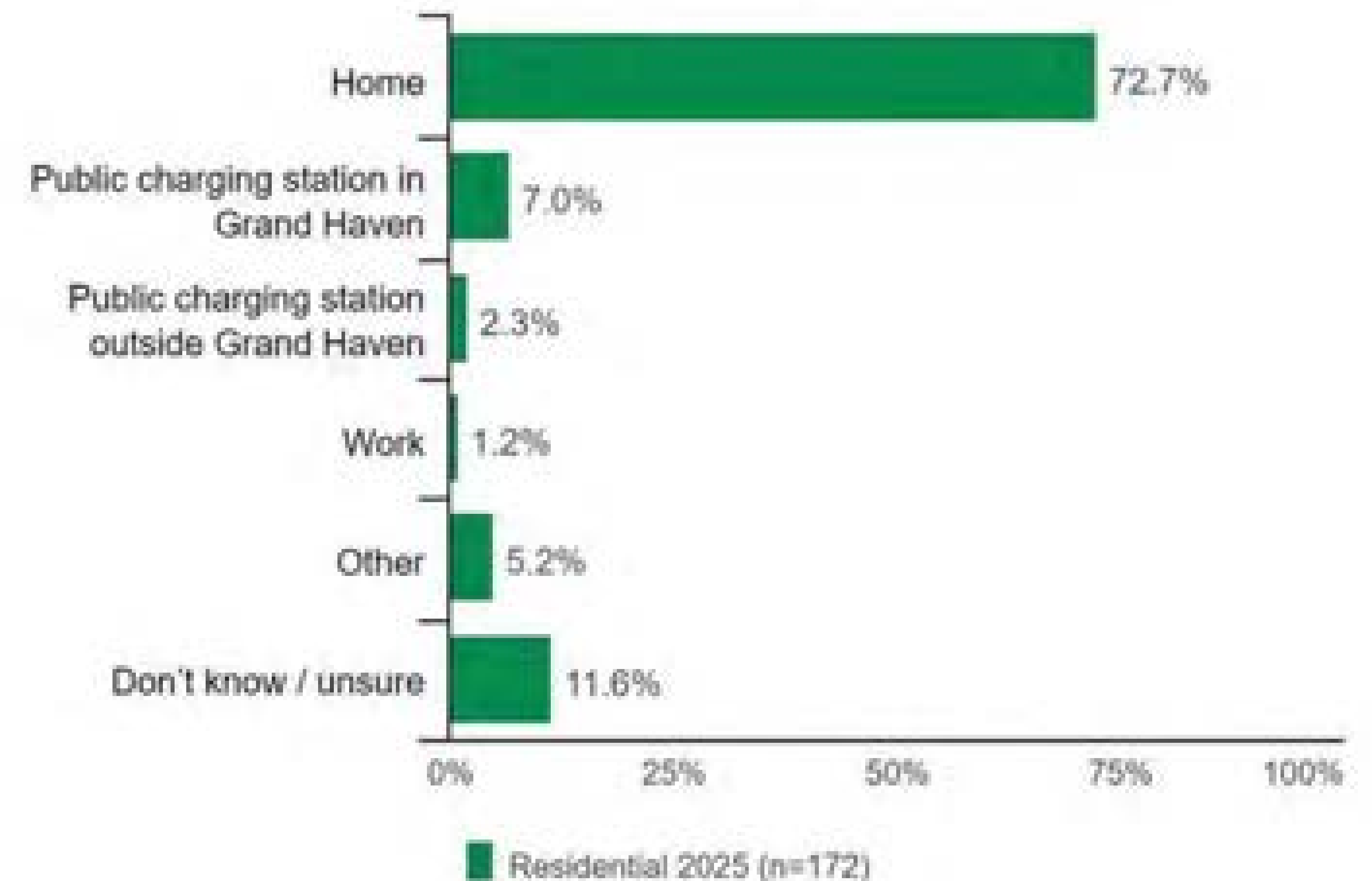


Over one-half of surveyed residential respondents are "not thinking about purchasing an electric vehicle" in the future, followed by nearly one-fifth who plan to purchase one "beyond the next 5 years." Of the respondents who already own an electric vehicle or plan to in the future, nearly three-quarters currently or plan to charge their vehicle most frequently at home.

## Timeline for EV Adoption



## Type of EV Charger Use



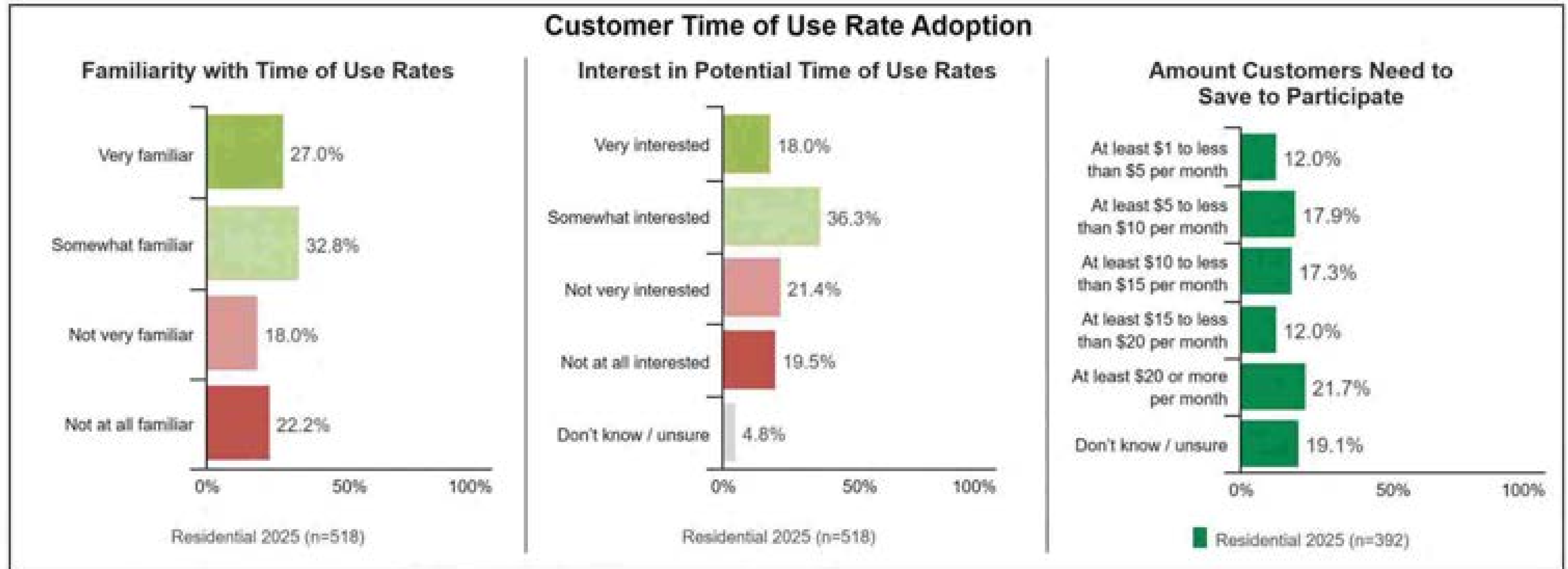
Q: When do you plan on purchasing an electric vehicle in the future?

Q: Where do you charge your electric vehicle most frequently or anticipate charging your electric vehicle in the future?

# Customer Behavior | Time of Use Rates



Three-fifths of residential respondents (59.8%) reported being either “very” or “somewhat familiar” with the concept of “time of use” rates. After being provided with a description of the program, over one-half of residents (54.3%) expressed interest in participating in such a program. Among those interested, over one-fifth stated they would need to save at least \$20 or more per month on their electric bill to consider participating.



Q: How familiar are you with the concept of “time of use” rates?

Q: “Time of use” is a rate program where customers pay different electric rates at different times of the day (for example, a higher rate during the afternoon but lower during the overnight hours) with an aim to give individual customers more control over their costs. How interested would you be in a potential “time of use” rate program?

Q: How much money would you have to save on your bill per month in order to participate in a time of use rate program?

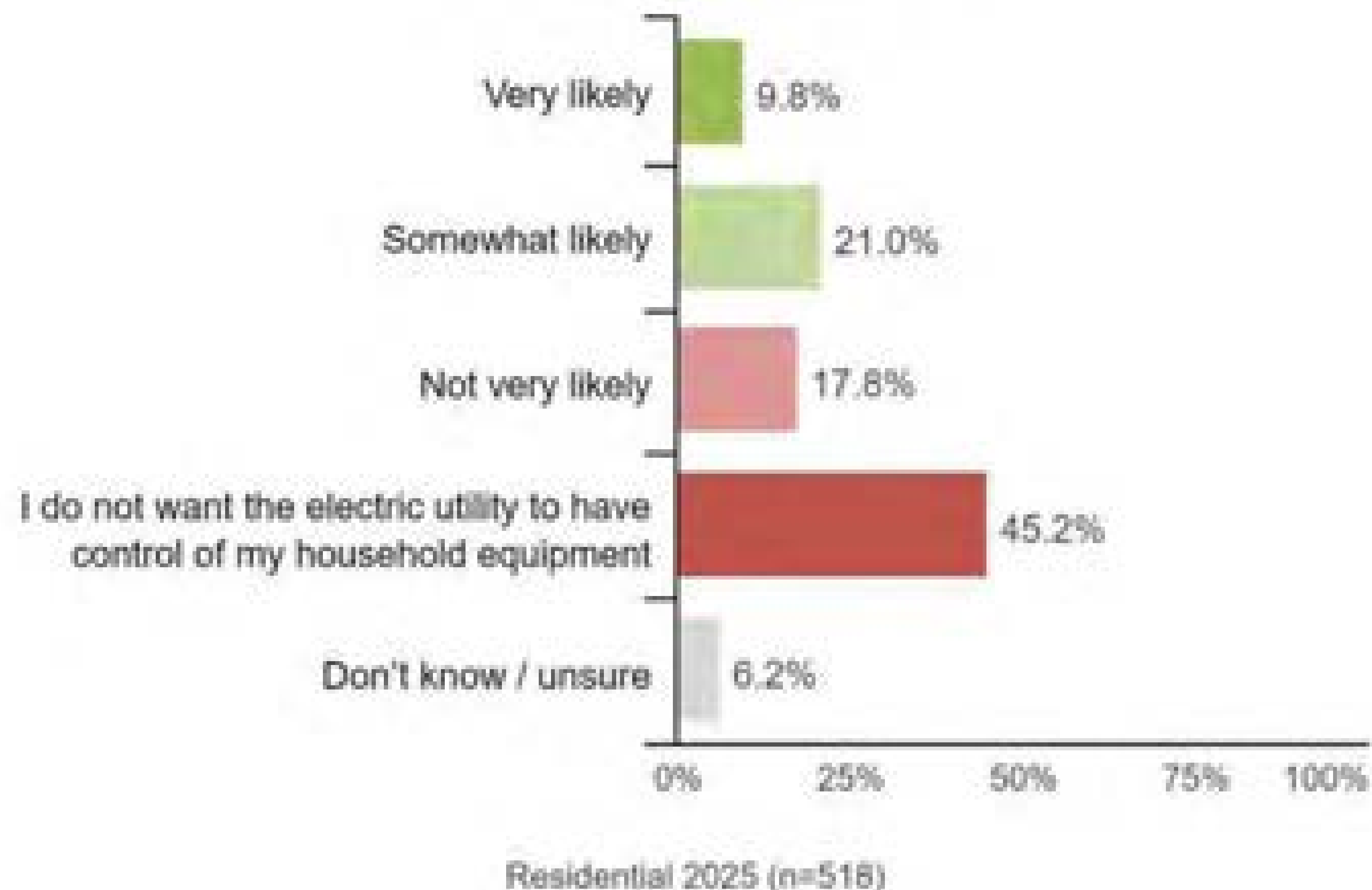


# Customer Behavior | Demand Response Program

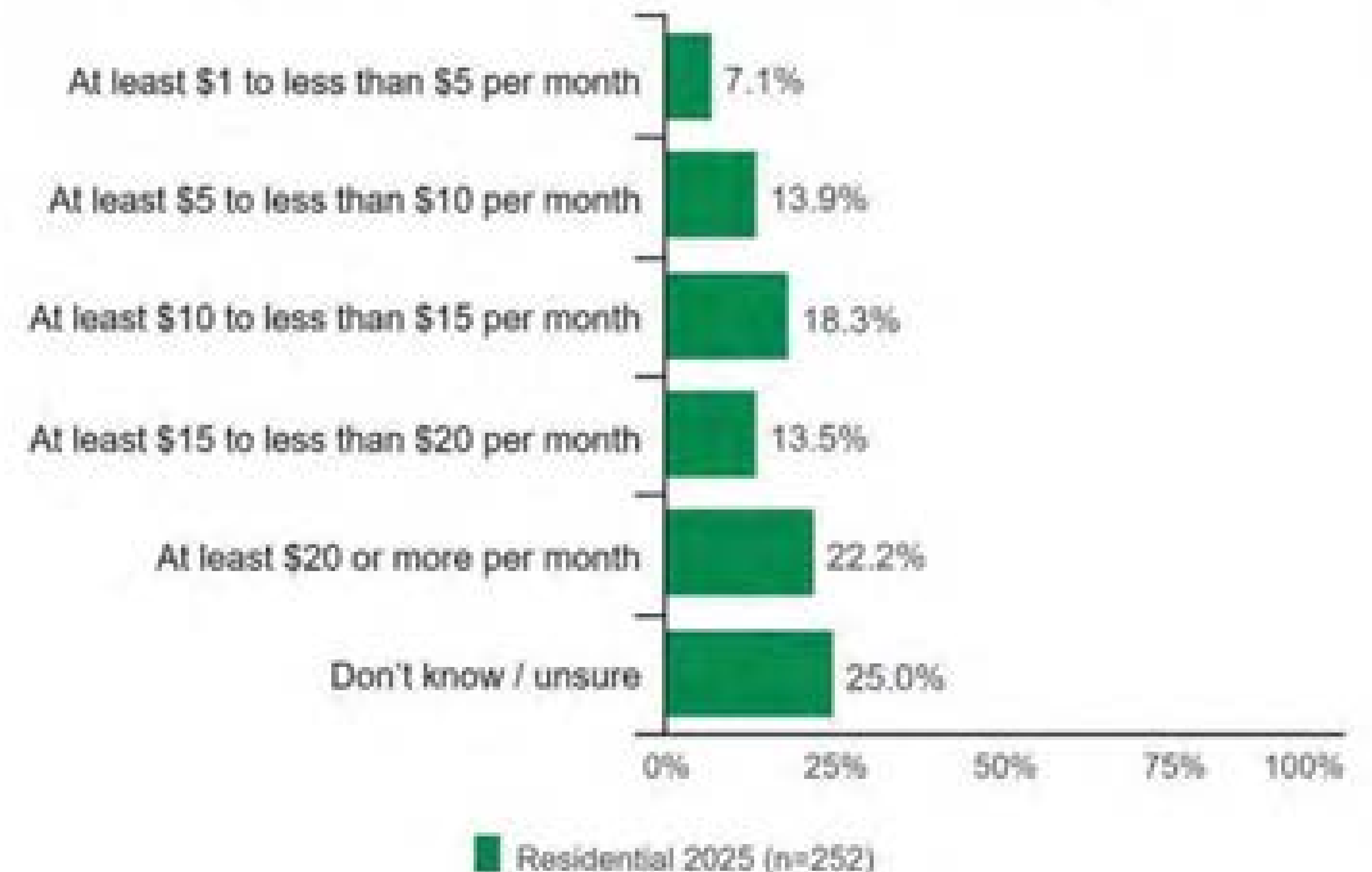


Nearly one-third of residential respondents (30.8%) were either "very" or "somewhat" likely to participate in a program that allows the GHBLP to adjust qualifying appliances within their household to allow customers to save money on their electric bill, while over two-fifths (45.2%) "do not want the electric utility to have control of their household equipment." Of the customers who were likely to participate, nearly one-quarter would need to save "at least \$20 or more per month."

## Likelihood to Participate in Demand Response Program



## Amount Saved on Bill to Participate in Program



Q: How willing would you be to participate in a program that allowed the Grand Haven Board of Light & Power to adjust your water heater, furnace, air conditioner, Electric Vehicle charging, appliances and smart thermostat if it could save you money on your electric bill?

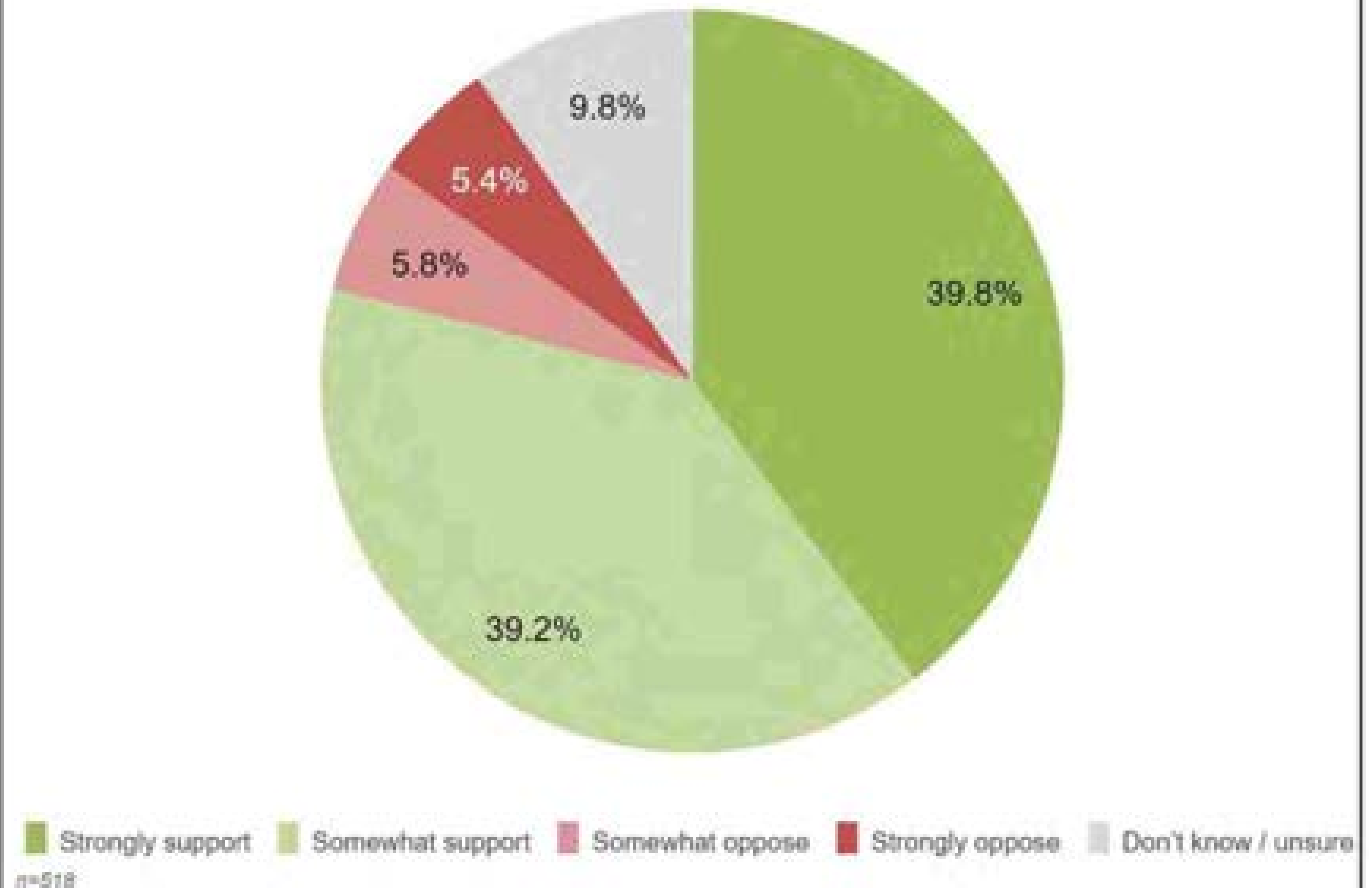
Q: What is the amount of money you would have to save on your bill per month in order to allow the Grand Haven Board of Light & Power to adjust your household equipment?

# Customer Behavior | Natural Gas Fired Generation



Nearly eight-out-of-ten residential respondents (79.0%) would either "strongly" or "somewhat support" GHBLP owning small-scale local natural gas fired generation if it would limit stress on the electric grid and could stabilize costs in the future, while less than one-eighth of respondents (11.2%) would "strongly" or "somewhat oppose."

Support for Local Natural Gas Fired Generation



Q: How strongly would you support or oppose Grand Haven Board of Light & Power owning small scale local natural gas fired generation if this would limit stress on the electric grid and could stabilize costs in the future?

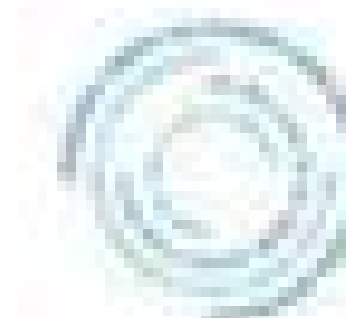


Board of Light & Power

# Key Study Findings

## Commercial





## Satisfaction & Service Experience

- Commercial respondents provided an average positive rating across all organizational characteristics of 85.8%, representing an increase of 3.8 percentage points compared to 2022.
- The vast majority of surveyed commercial respondents (95.7%) were either "very" or "somewhat satisfied" with their interaction with a GHBLP employee, an increase of 3.7 percentage points over 2022.
- Over nine-out-of-ten commercial respondents (91.3%) reported their issues are typically resolved on the first contact—an increase of 13.3 percentage points over 2022.
- All commercial respondents (100.0%) who interacted with a field service employee reported satisfaction with their experience, an increase of 16.7 percentage points over 2022.

## Communication, Billing & Utility Awareness

- Over two-thirds of commercial respondents (69.0%) correctly identified GHBLP as a community-owned utility, and over four-fifths (86.2%) indicated that this is either "very" or "somewhat important" to them — an increase over 2022 (+14.2 percentage points).
- All commercial respondents (100.0%) who used the online outage management system reported being satisfied. In addition, a vast majority (98.2%) were confident in GHBLP's ability to restore power after a storm, with nearly nine-out-of-ten (87.9%) being "very confident."
- Nearly two-thirds (65.5%) of commercial respondents preferred the BLP website as their primary information source—an increase of 8.5 percentage points from 2022.
- The most common bill payment method was "Auto Pay ACH" (51.7%), a 10.5 percentage point increase from 2022.
- Over two-fifths (44.8%) of commercial respondents used SmarHub to access their account or pay a bill—an 8.0 percentage point increase over 2022. Among users, a vast majority (96.2%) were satisfied with the platform; consistent with 2022 satisfaction levels.

## Energy Awareness, Preferences & Customer Behaviors

- Over three-quarters of commercial respondents (76.4%) ranked "reliable power" as one of their top two priorities for their electric service, followed by over one-half (53.0%) who prioritized outage management.
- Over four-fifths of respondents (84.5%) were aware of the State of Michigan's carbon emission goals, and over three-quarters (79.3%) were aware that GHBLP has already reduced its emissions from 2005 levels.
- Nearly eight-out-of-ten commercial respondents (79.3%) reported being unlikely to install rooftop solar in the next five years, while nearly one-half (44.8%) expressed interest in community solar.
- Two-thirds of respondents (67.2%) are not considering purchasing an electric vehicle for their business or vehicle fleet.
- Three-fifths (60.3%) are familiar with time of use rates, and over two-fifths (41.4%) were interested in enrolling after being provided with a description.
- Nine-out-of-ten respondents (89.7%) would support GHBLP owning a local natural gas-fired generator to reduce grid stress and stabilize future costs.

# Satisfaction | Organizational Characteristics



When rating GHBLP on a series of organizational characteristics, surveyed commercial respondents provided an average positive rating of 85.8%, which was a slight increase over 2022 (+3.8 percentage points). This was primarily driven by increased positive ratings among respondents for "providing good service for the cost of electricity" (+11.5 percentage points), "responding promptly to customer questions" (+9.6 percentage points), and "maintaining reliable electric utility infrastructure" (+9.4 percentage points).

Aggregate of ratings 7-10 shown without "don't know / unsure" responses

	Commercial 2021	Commercial 2022	Commercial 2025	Public Power Data Source Q1 2025*
Communicating with customers	89.4%	86.3%	85.2%	70.2%
Responding promptly to customer questions	-	83.1%	92.7%	71.8%
Helping customers reduce energy waste	91.7%	69.5%	61.7%	64.0%
Being open about company operations	85.7%	73.9%	79.6%	67.8%
Maintaining reliable electric utility infrastructure	95.7%	85.4%	94.8%	74.1%
Providing good service for the cost of electricity	91.3%	81.1%	92.6%	67.3%
Community involvement	-	81.6%	79.5%	64.7%
Providing helpful staff	-	89.7%	90.9%	71.8%
Overall satisfaction with Grand Haven Board of Light & Power	92.0%	87.6%	94.8%	73.6%
Average	91.0%	82.0%	85.8%	69.5%

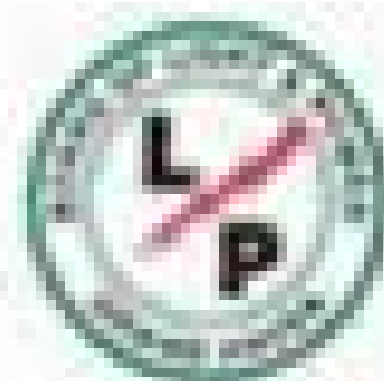
n=58 (2025), 114 (2022), 51 (2021)

Q: Please rate the GHBLP on the following organizational characteristics using a 10-point scale where one is very poor and ten is very good.

\*The Public Power Data Source is a commercial customer satisfaction benchmarking tool that was piloted in Q1 2025.

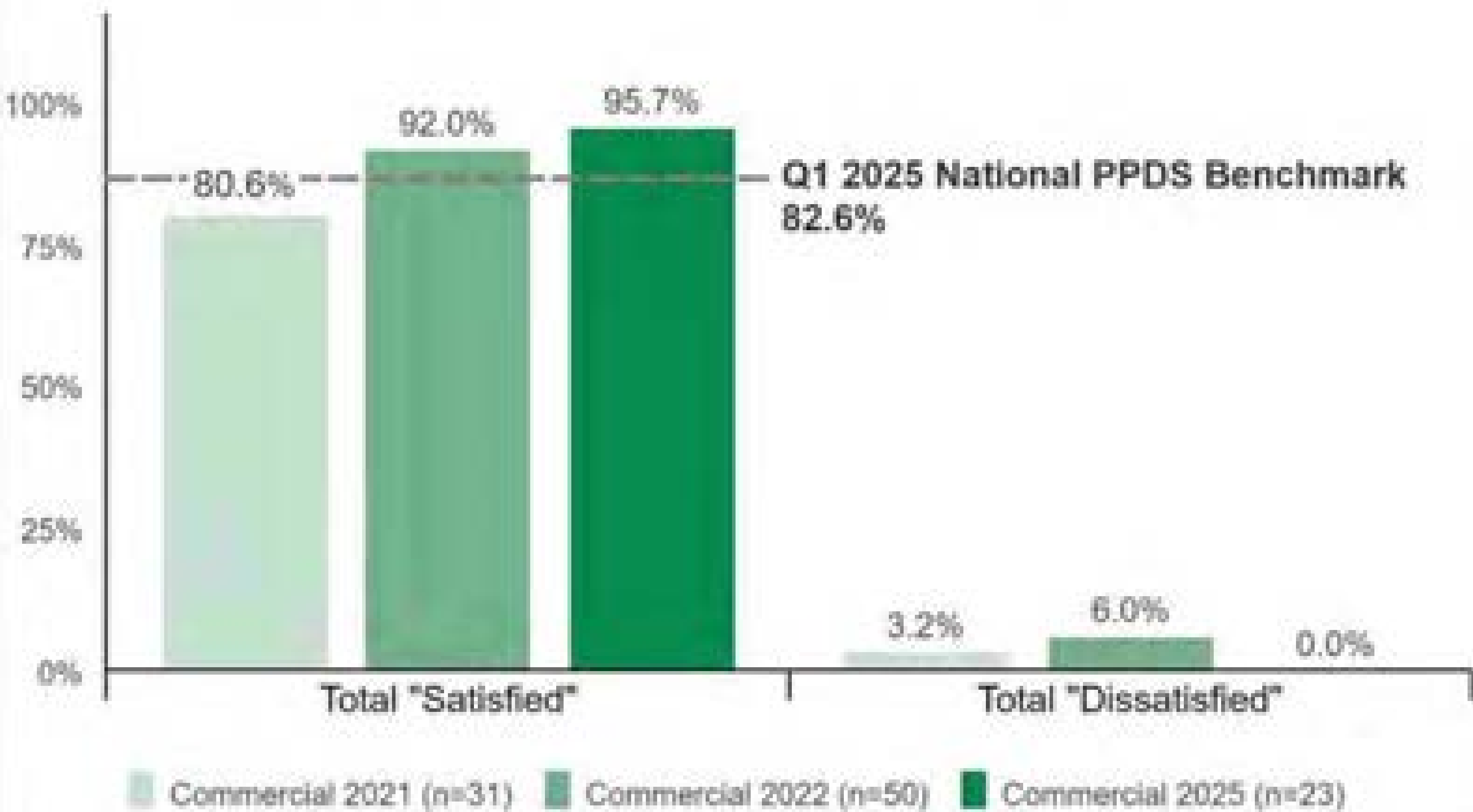
Red/Green coloring indicates statistical significance at a 95% confidence level, with the color denoting whether it is higher or lower than the previous year.

# Satisfaction | Office Personnel



The vast majority of commercial respondents who have recently interacted with a GHBLP employee reported being either "very" or "somewhat satisfied" with the GHBLP employee they interacted with, which was an increase over 2022 (+3.7 percentage points). Commercial respondents primarily reported contacting office personnel for inquiries such as a "service call" or "to pay bill."

Satisfaction with GHBLP Employee



Reason for Contact

Base size	23
Service call	34.8%
To pay bill	21.7%
Report an outage	13.0%
Question on bill (not a complaint)	4.3%
Address change	4.3%
Tree trimming / removal	4.3%
Attend board meeting	4.3%

Top 7 Responses Shown

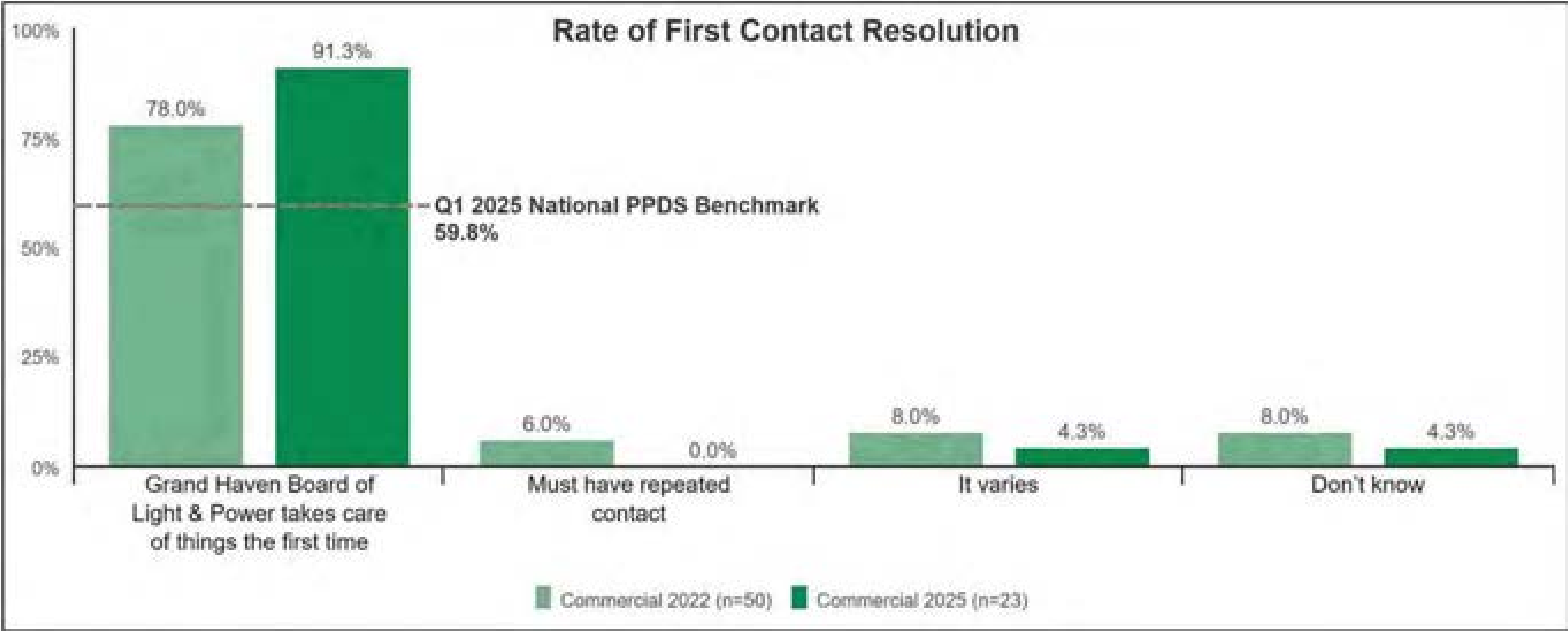
Q: How satisfied were you with the service provided by the Grand Haven Board of Light & Power's employee?  
Q: If you have called or visited the Grand Haven Board of Light & Power's office in the last 12 months, please tell me the purpose of the call or visit?



# Satisfaction | First Contact Resolution



Over nine-out-of-ten commercial respondents reported that their reason for contact is typically taken care of upon first contact with GHBLP, which was an increase over 2022 (+13.3 percentage points).

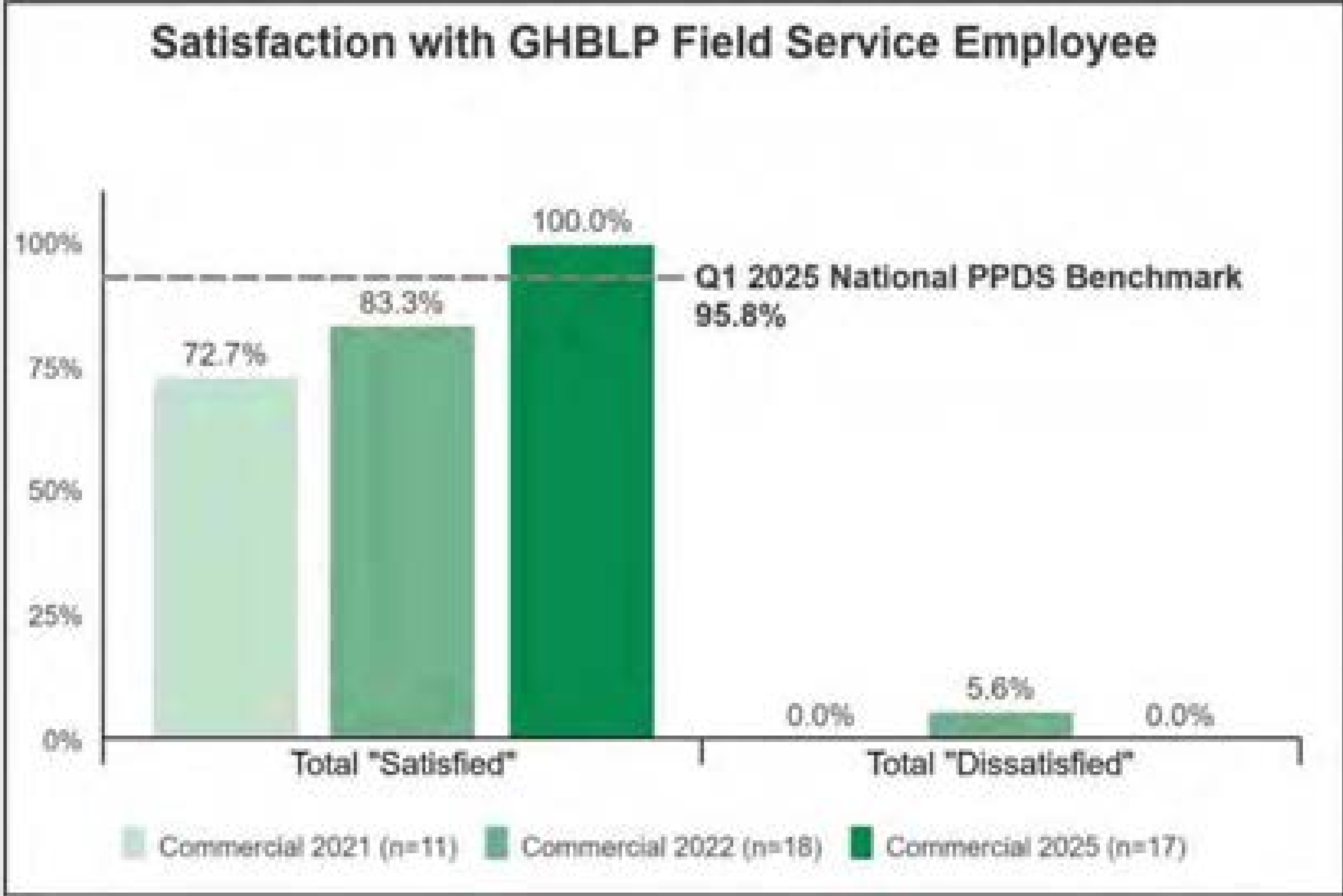


Q: Generally, when you contact Grand Haven Board of Light & Power, are things taken care of to your satisfaction the first time, or must you have repeated contact with them?

# Satisfaction | Field Personnel



All surveyed commercial respondents reported being either "very" or "somewhat satisfied" with the GHBLP field service employee they interacted with, which was a strong increase over 2022 (+16.7 percentage points). Commercial respondents primarily reported having a field service representative visit their business for inquiries such as a "repair" or "outage restoration."



### Reason for Contact

Base size	17
Repair	23.5%
Outage restoration	17.6%
Service problem	11.8%
Pole repairs	11.8%
Install service	5.9%
Meter reading	5.9%
Tree trimming / removal	5.9%

Top 7 Responses Shown

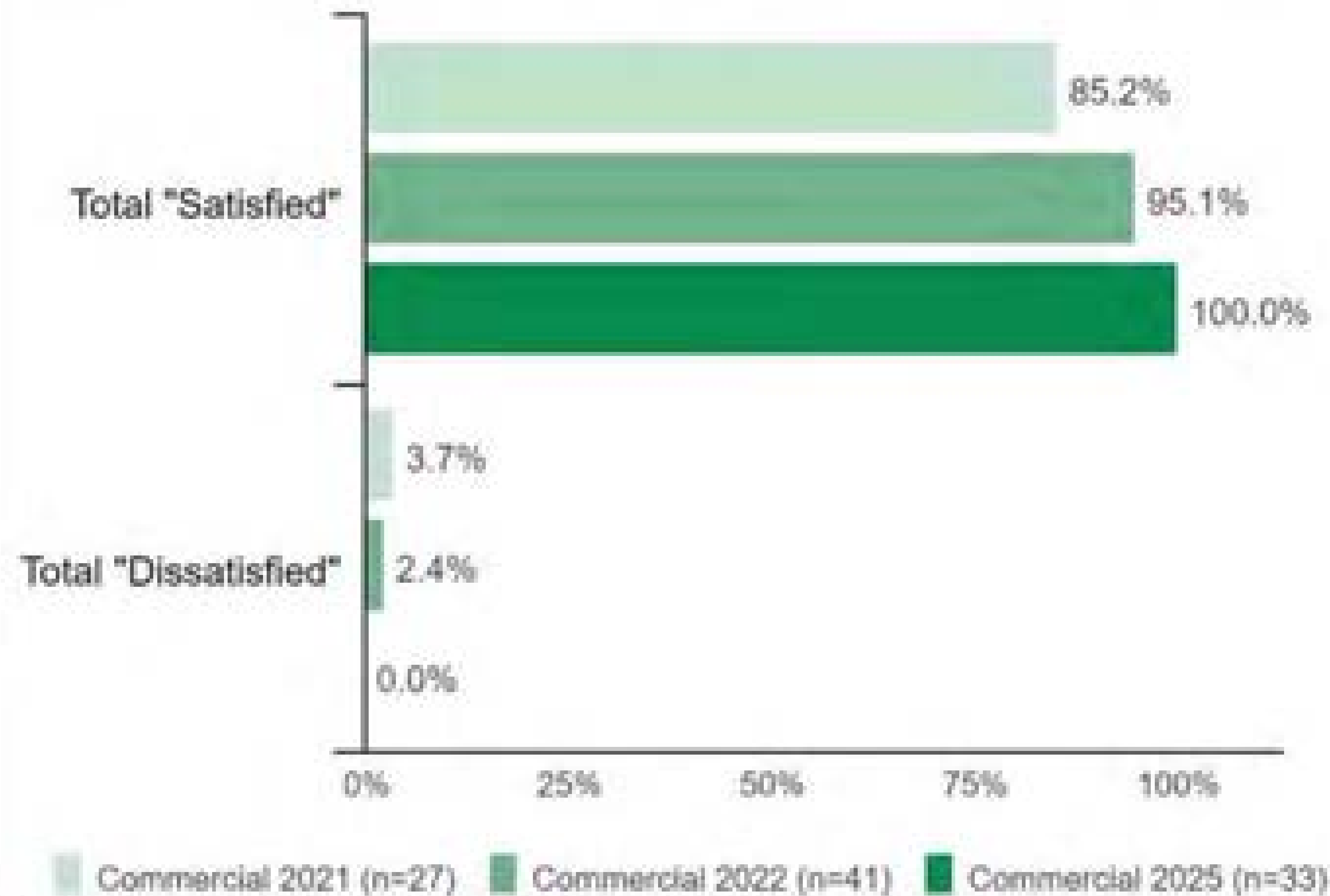
Q: How satisfied were you with the service provided by the Grand Haven Board of Light & Power's employee?  
Q: If you have had a Grand Haven Board of Light & Power electric utility worker visit your business in the last 12 months, please tell me the purpose of the visit.

# Satisfaction | Outage & Restoration



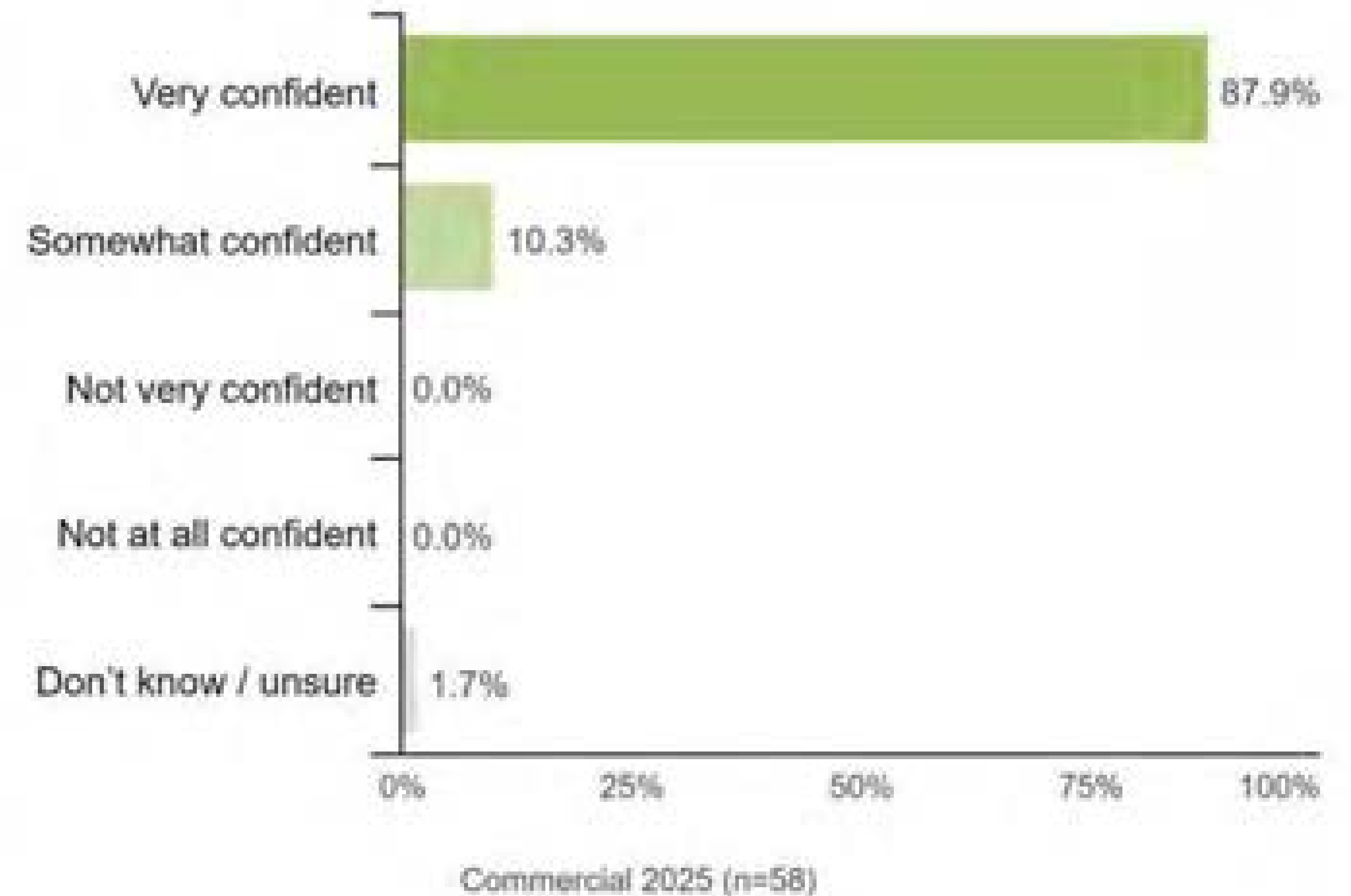
Of the commercial respondents who have used the online outage management system, all respondents reported being satisfied with the system. Similarly, a vast majority of commercial respondents (98.2%) were either "very" or "somewhat confident" in GHBLP's ability to restore power after a major storm/weather event, with nearly nine-out-of-ten respondents being "very confident."

## Satisfaction with Online Outage Management System



\*Without don't know/unsure responses and those who have not used the system

## Confidence in GHBLP Power Restoration Ability



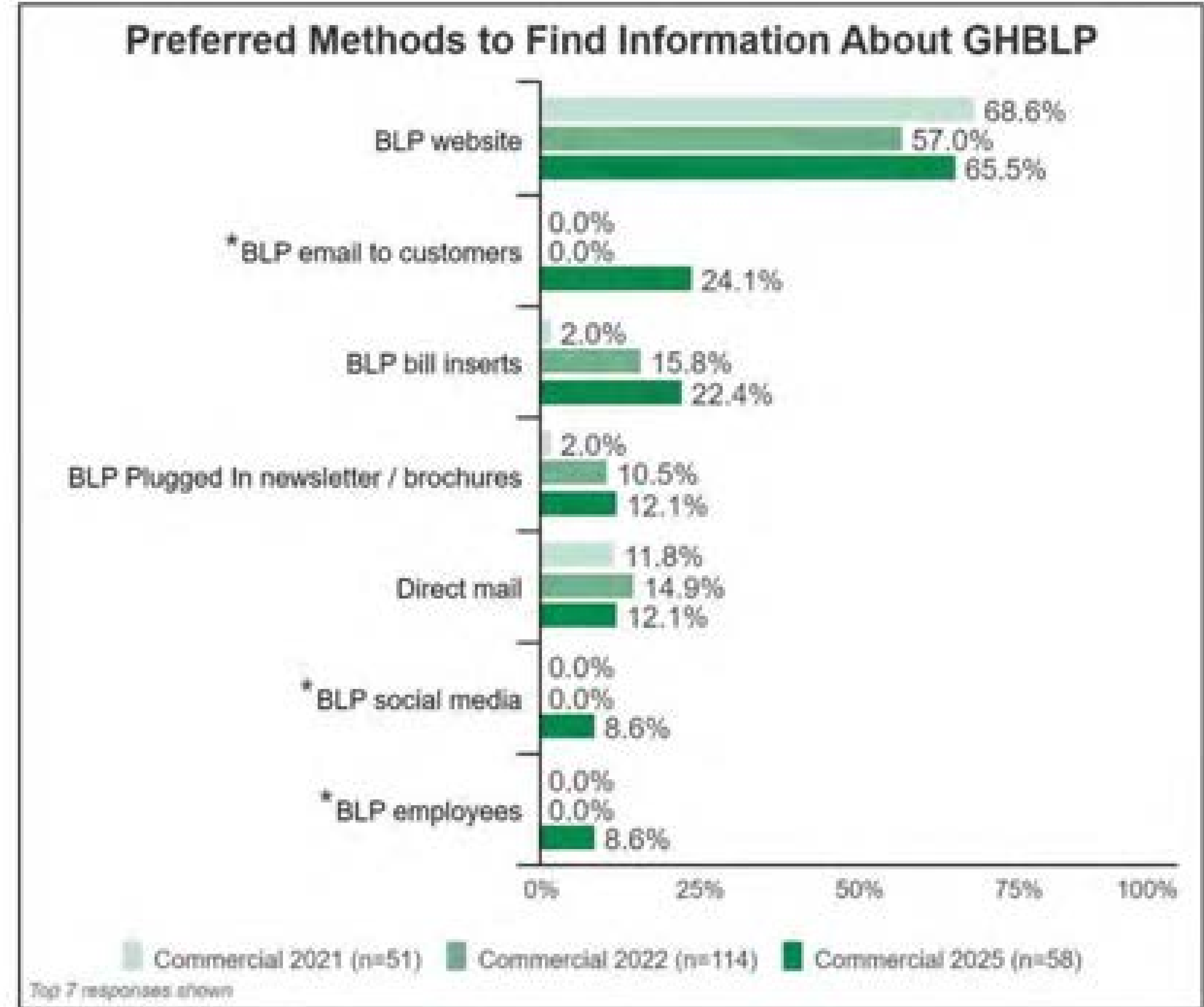
Q: If you have previously used the online outage management system to report or monitor an outage in the past, how satisfied were you with the online outage management system?

Q: How confident are you in the Grand Haven Board of Light & Power's ability to restore power after a major storm / weather event (e.g. winter blizzard, extreme winds, or lightning storm)?

# Communication | Preferred Methods



In 2025, nearly two-thirds of commercial respondents preferred to look for information about GHBLP on the "BLP website," representing an increase over 2022 (+8.5 percentage points). Additionally, nearly one-quarter of respondents preferred a "BLP email to customers" as their source of information about GHBLP - a new question in 2025, while a similar frequency preferred receiving information through "BLP bill inserts."



Q: Please indicate where you would prefer to look for information about Grand Haven Board of Light & Power (BLP)?

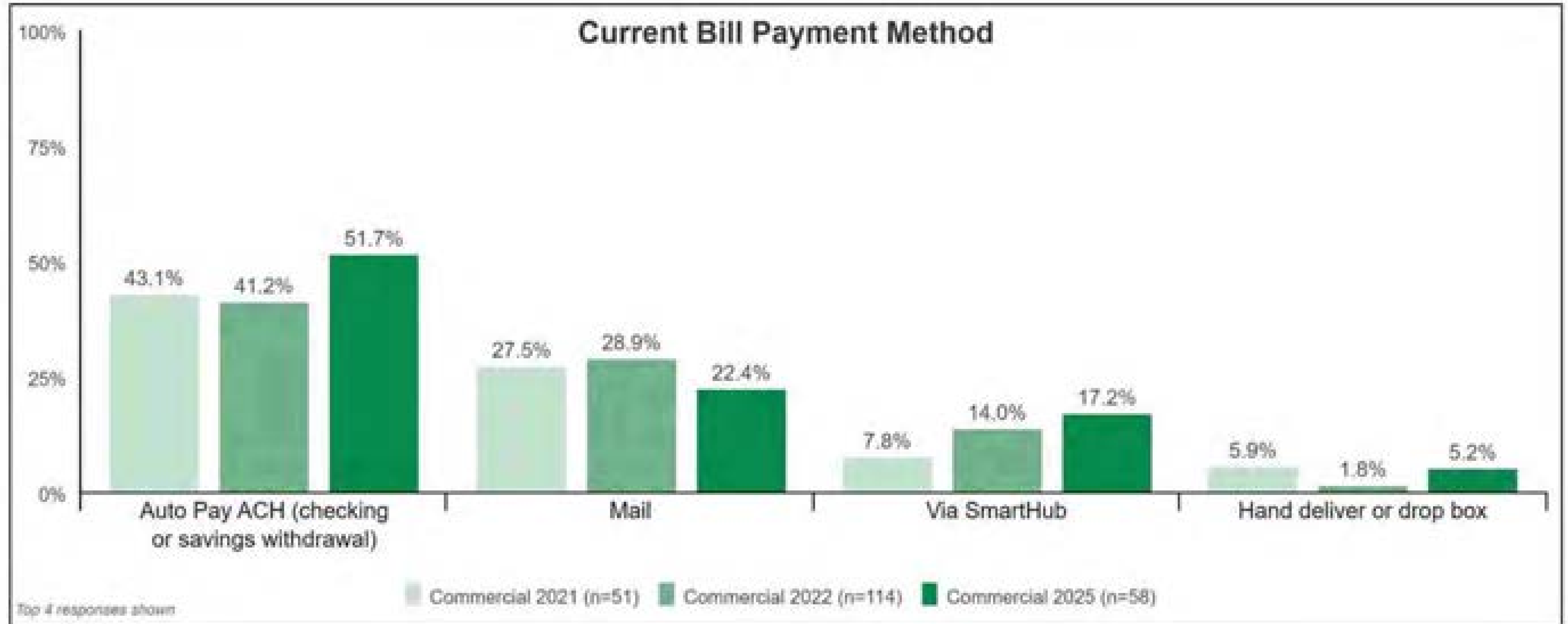
\*\*"BLP email to customers," "BLP social media," and "BLP employees" were added as answer options in 2025

\*\*\*"BLP Plugged In newsletter / brochures" and "BLP bill inserts" were added as answer options in 2022, however, they were recorded as open-ended responses in 2021.

# Billing | Current Bill Payment Method



The most common bill payment method among commercial respondents in 2025 was "Auto Pay ACH," reflecting an increase from 2022 (+10.5 percentage points). Additionally, nearly one-quarter of respondents reported paying their bill via the "mail," down slightly compared to 2022 (-6.5 percentage points).

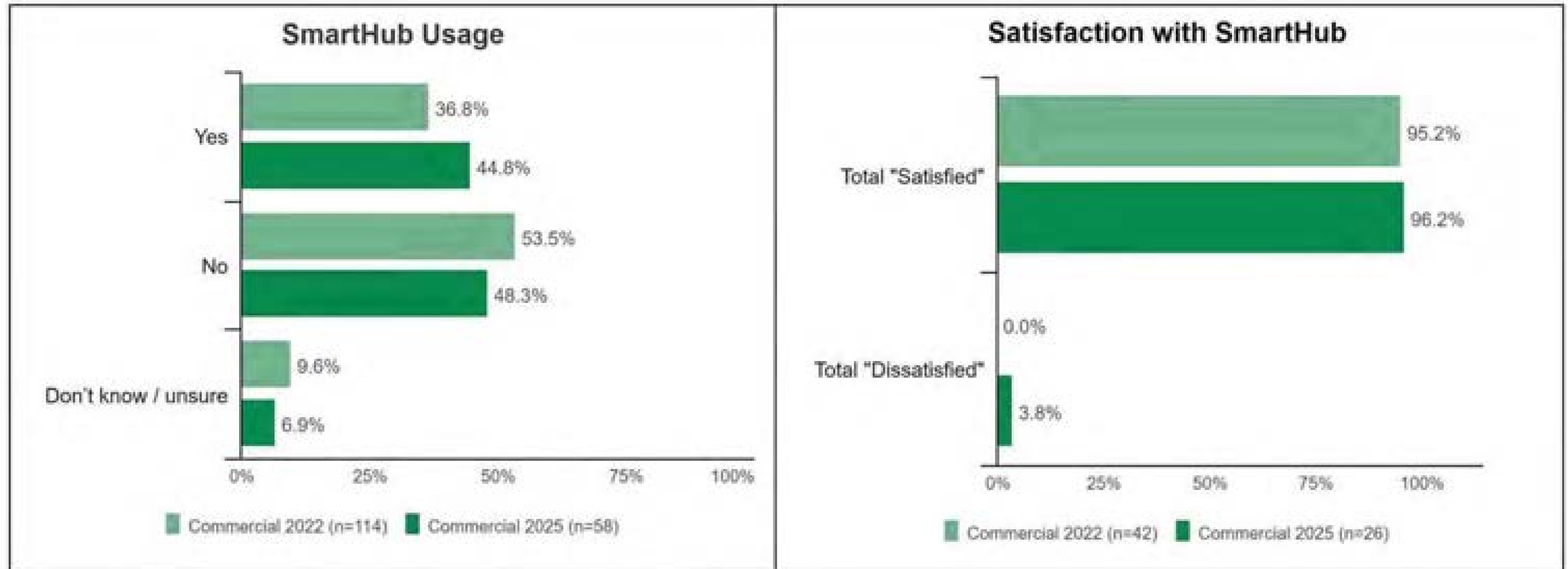


Q: How do you pay your bill?

# Billing | SmartHub Usage & Satisfaction



Over two-fifths of commercial respondents reported using the SmartHub platform to access their account information or pay their bill, which was higher than 2022 (+8.0 percentage points). Of the respondents who have used SmartHub, a vast majority were either "very" or "somewhat satisfied" with the platform, consistent with 2022.



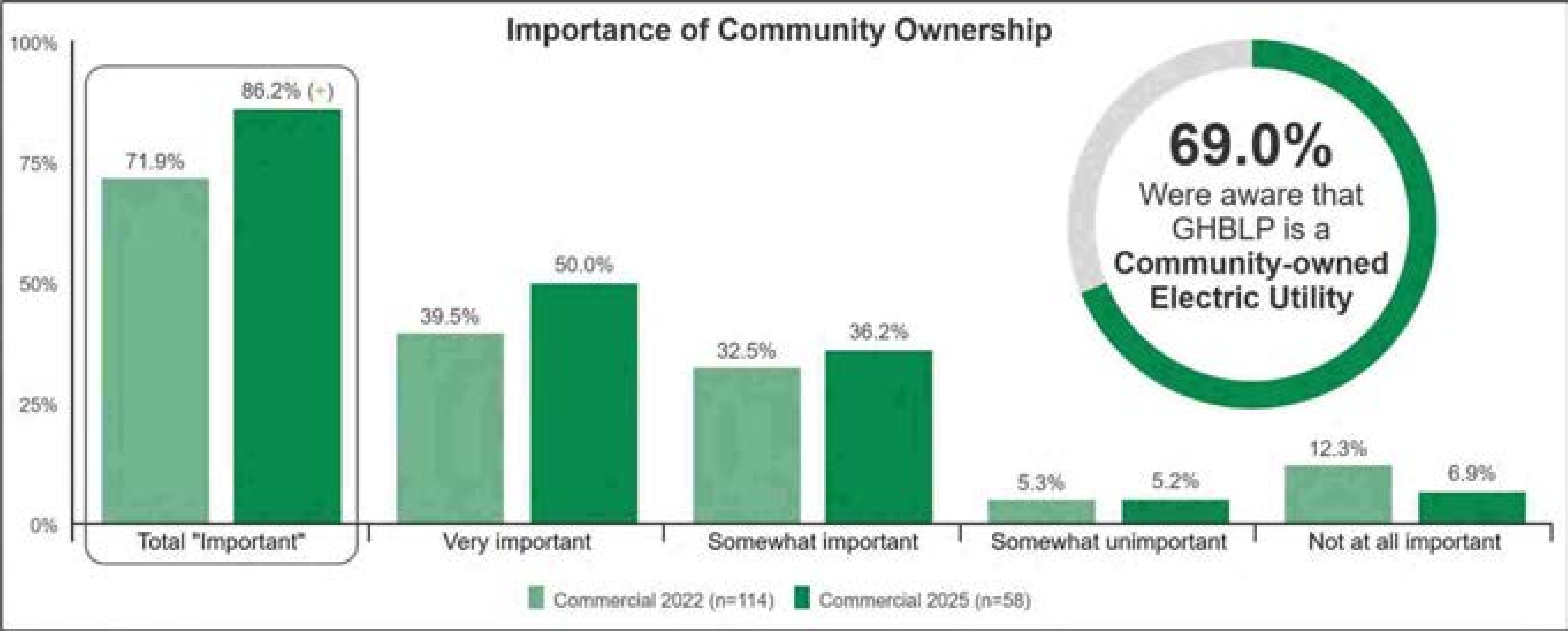
Q: Have you used SmartHub to pay your bill, review your account information or review your business's energy consumption data?  
Q: How satisfied are you with SmartHub?



# Awareness | Community Ownership

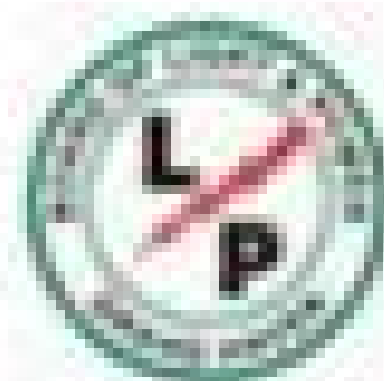


Over two-thirds of commercial respondents correctly identified GHBLP as a "community-owned electric utility." Additionally, over four-fifths of commercial respondents indicated it is either "very important" or "somewhat important" to them that their utility is a community-owned utility, which was an increase over 2022 (+14.2 percentage points).

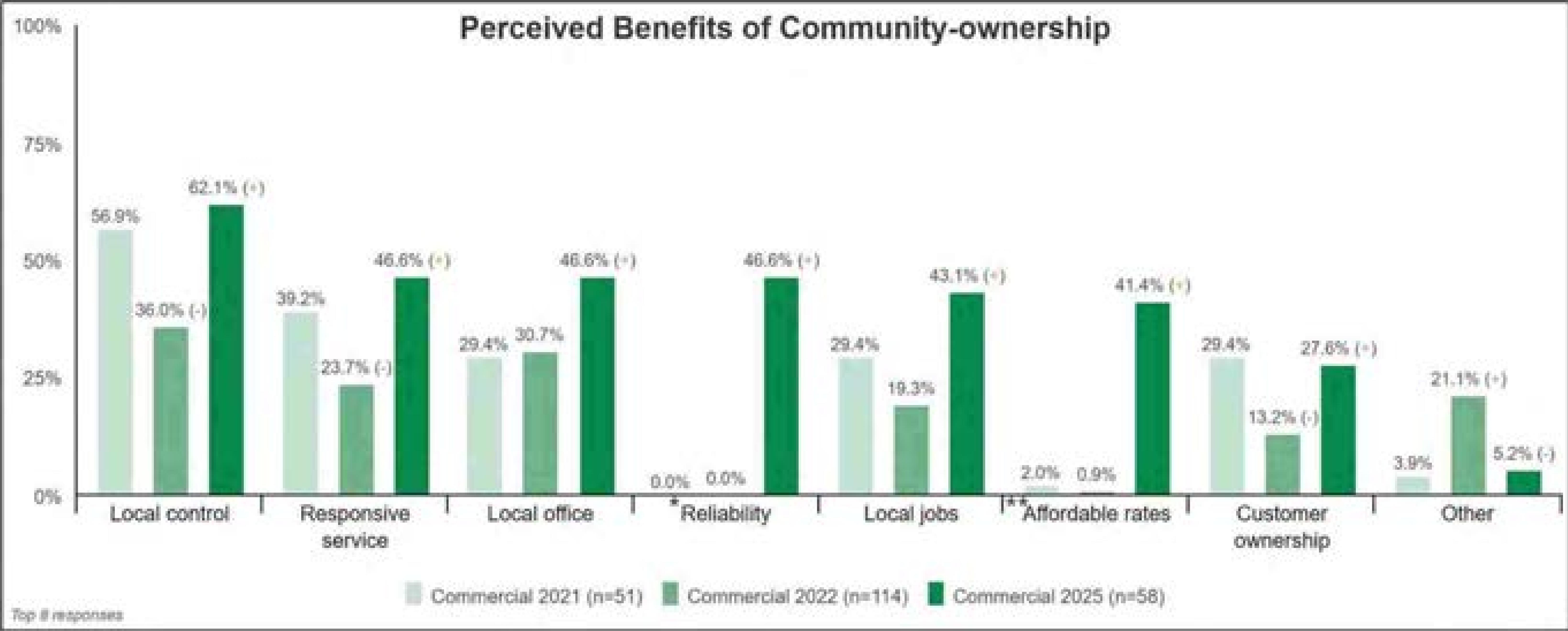


Q: Would you say that the Grand Haven Board of Light and Power is a "community owned electric utility" or a "privately owned company"?  
Q: Grand Haven Board of Light and Power is a local "community owned electric utility." How important is it to you that your electric utility is a community owned utility? Would you say ...

# Awareness | Benefits of Community Ownership



In 2025, significantly more commercial respondents were aware of all the perceived benefits of being a customer of a community-owned electric utility compared to 2022. Over three-fifths of commercial respondents perceived the benefits of a community-owned electric utility to include having "local control," followed by nearly one-half of respondents who indicated benefits include receiving "responsive service," having a "local office," and the "reliability" of their service.



Q: What would you say is beneficial by being a customer of a community-owned electric utility?  
\*\*"Reliability" was added as an answer option in 2025  
\*\*\*"Affordable rates" was added as an answer option in 2025, however, it was recorded as an open-ended response in previous years.

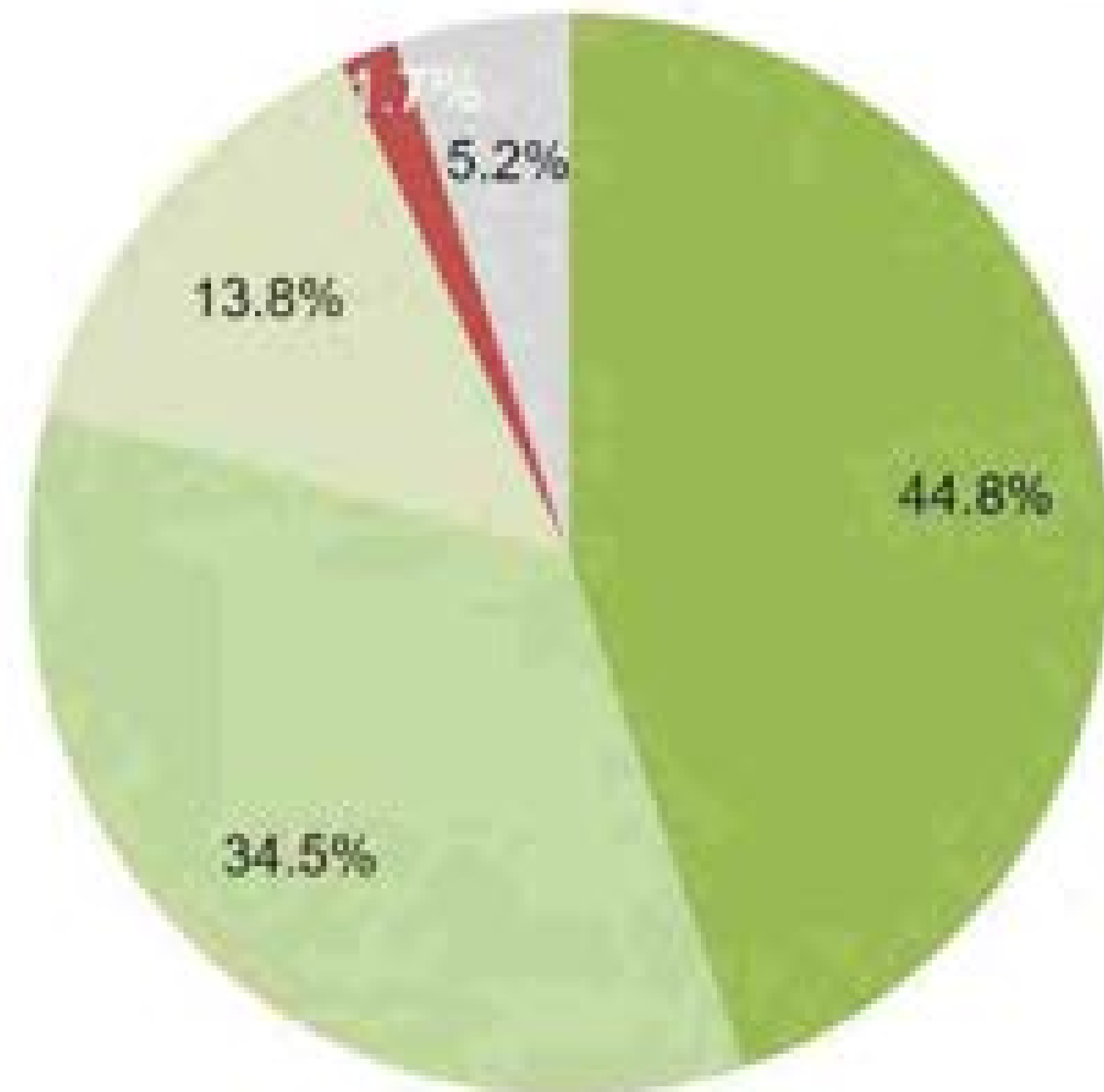
+/- indicate statistical significance at a 95% confidence level, with the color denoting whether it is higher or lower than the compared subgroup.

# Trust in GHBLP | Trust & Opportunities



Over three-quarters of commercial respondents (79.3%) had either a "great deal" or "some trust" in GHBLP's Board to operate in their best interest, with over two-fifths having "a great deal of trust." Further, nearly eight-out-of-ten respondents (79.3%) were either "very" or "somewhat satisfied" with the opportunities to provide input regarding decisions made at GHBLP.

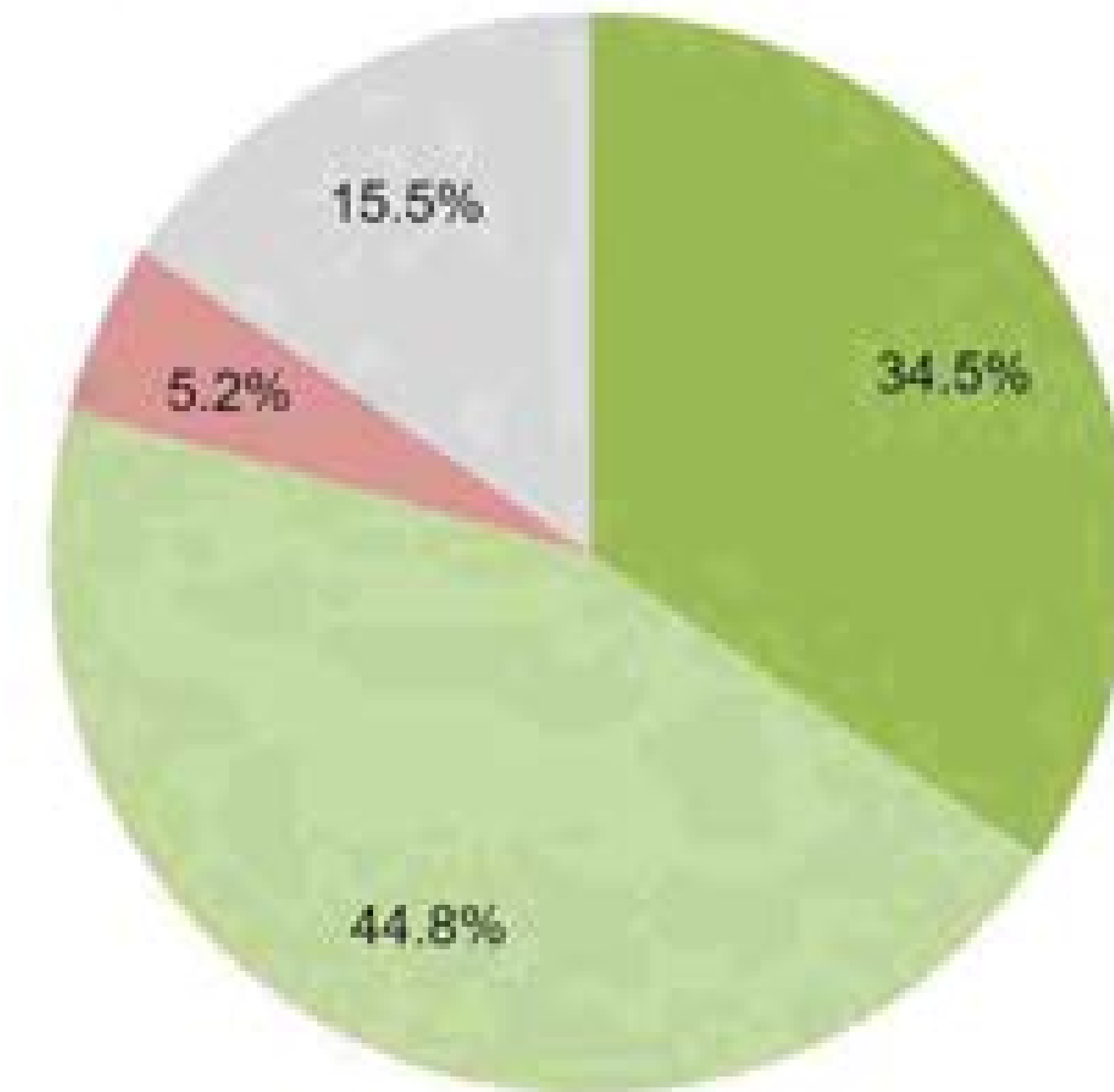
## Level of Trust in GHBLP's Board



■ A great deal of trust ■ Some trust ■ Limited trust ■ No trust ■ Don't know / unsure

n=58

## Satisfaction with Involvement in Decision-Making



■ Very satisfied ■ Somewhat satisfied ■ Somewhat dissatisfied ■ Very dissatisfied  
■ Don't know / unsure

n=58

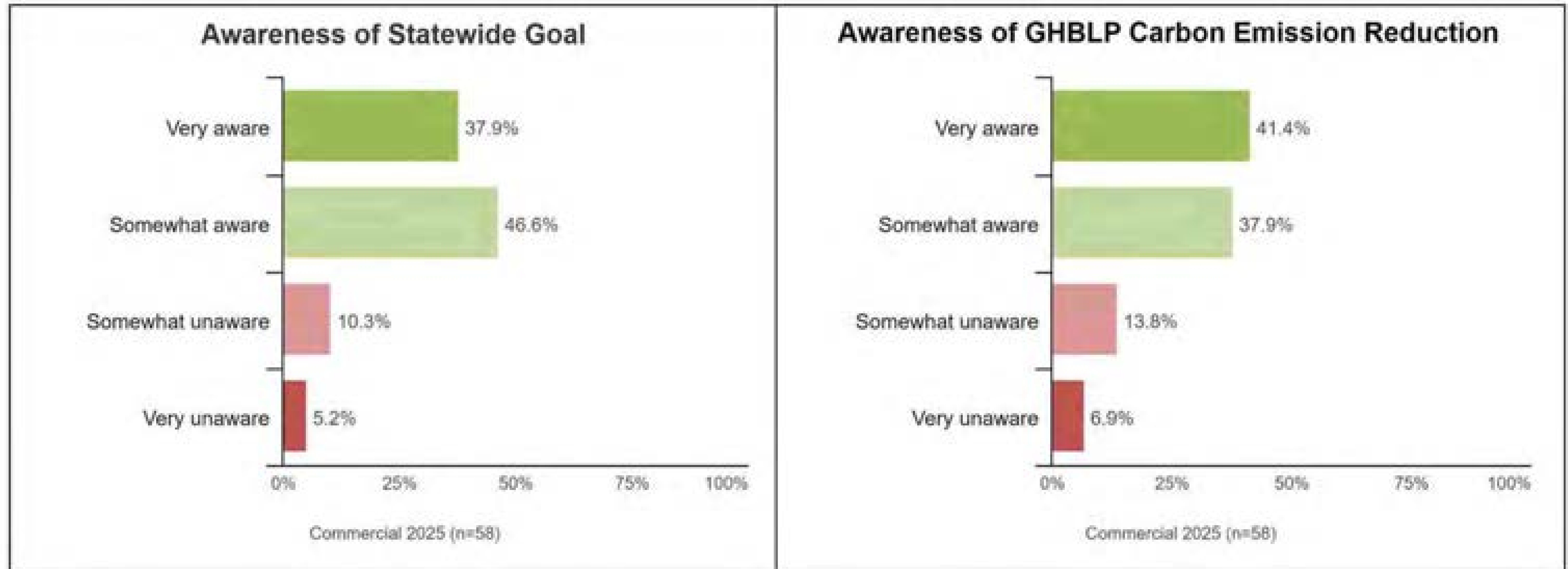
Q: How would you describe the level of trust you have in the Grand Haven Board of Light and Power's voter elected Board to operate in your best interest?

Q: How satisfied are you with the opportunities to provide input regarding decisions made at Grand Haven Board of Light & Power?

# Renewable Energy | Goal Awareness



Over eight-out-of-ten commercial respondents (84.5%) reported being either "very" or "somewhat aware" of the State of Michigan's goals to reduce carbon emissions. Further, over three-quarters of respondents (79.3%) were aware that GHBLP has already decreased local carbon emissions from their electric generation by over 70% from 2005 levels.



Q: How aware are you of the State of Michigan's goals to reduce carbon emissions? By this, we are referring to the release of carbon into the atmosphere, otherwise known as greenhouse gas emissions.

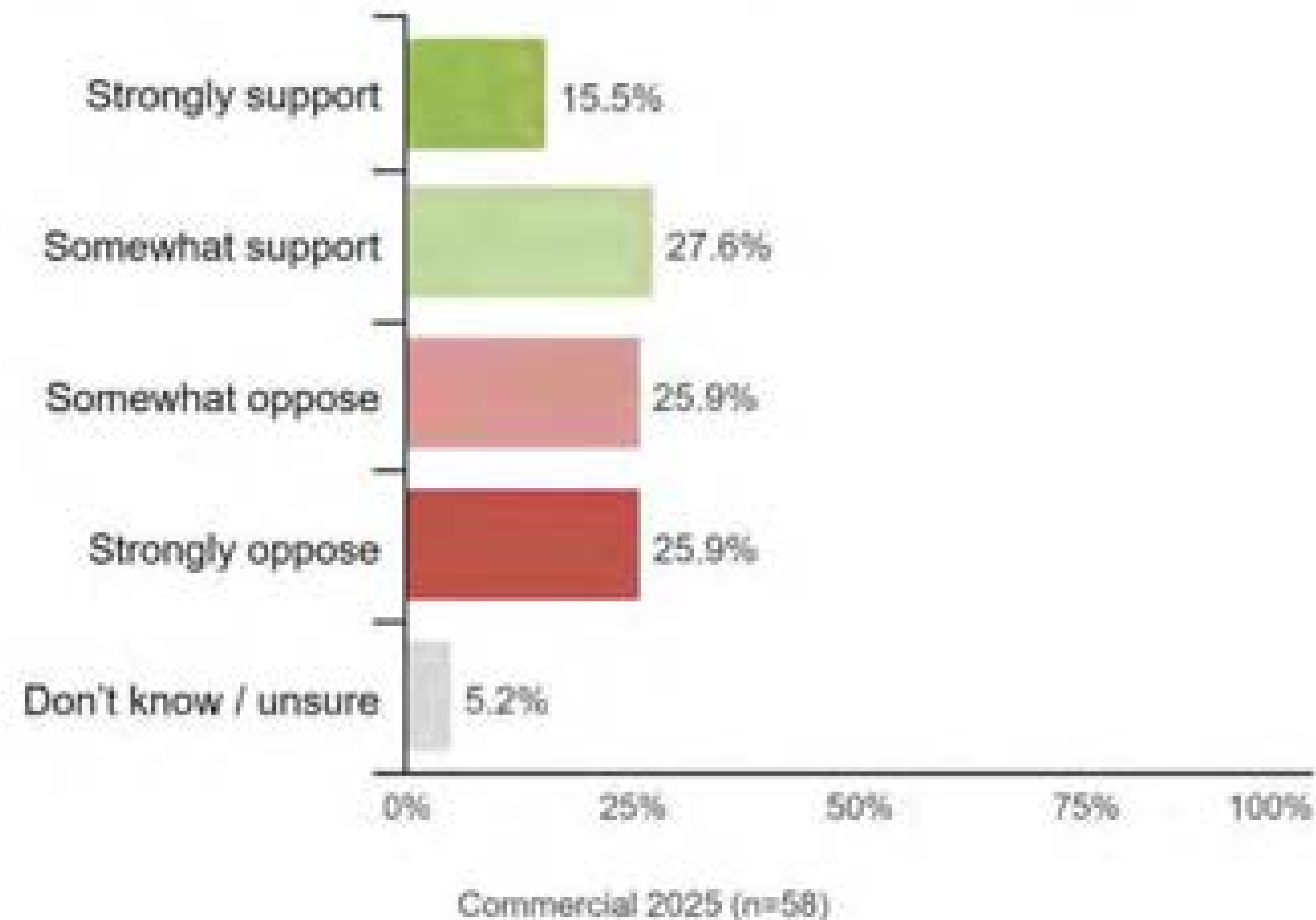
Q: Prior to this survey, how aware were you that the Grand Haven Board of Light & Power has already decreased local carbon emissions from electric generation by over 70% from 2005 levels by closing the local coal fired power plant, buying more renewable energy, and offering energy waste reduction programs?

# Carbon Reduction | Acceleration of Goals

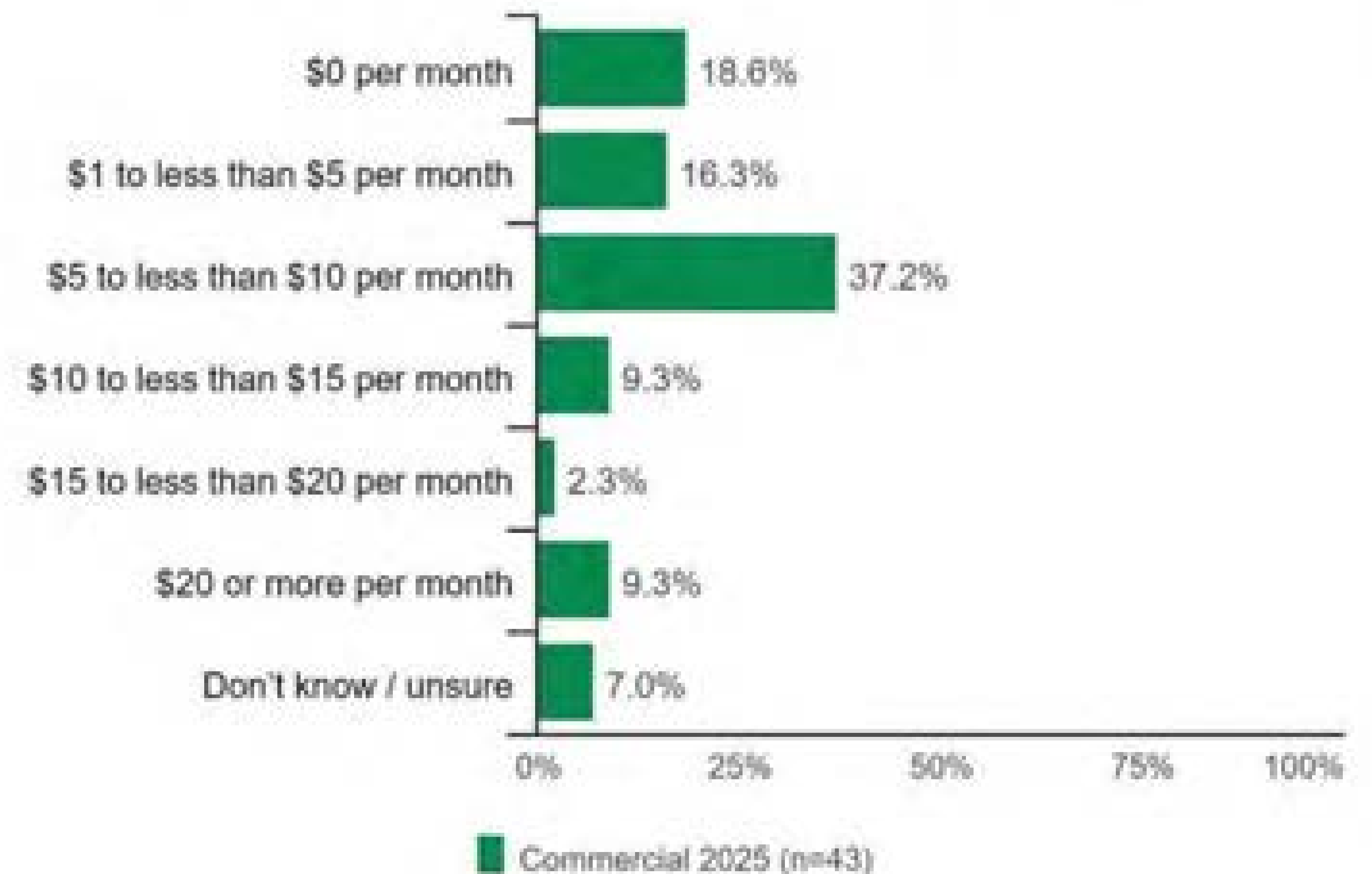


Over two-fifths of commercial respondents (43.1%) would either "strongly" or "somewhat support" the GHBLP accelerating the reduction of carbon emissions to achieve carbon reduction requirements sooner if it meant increased electric bills, while half would oppose (51.8%). When asked how much more money per month they would be willing to increase their electric bill to further reduce carbon emissions, nearly three-fifths (58.1%) said they would be willing to pay at least \$5 more per month on their monthly bill.

## Support for Carbon Reduction Acceleration



## Willingness to Pay More for Acceleration



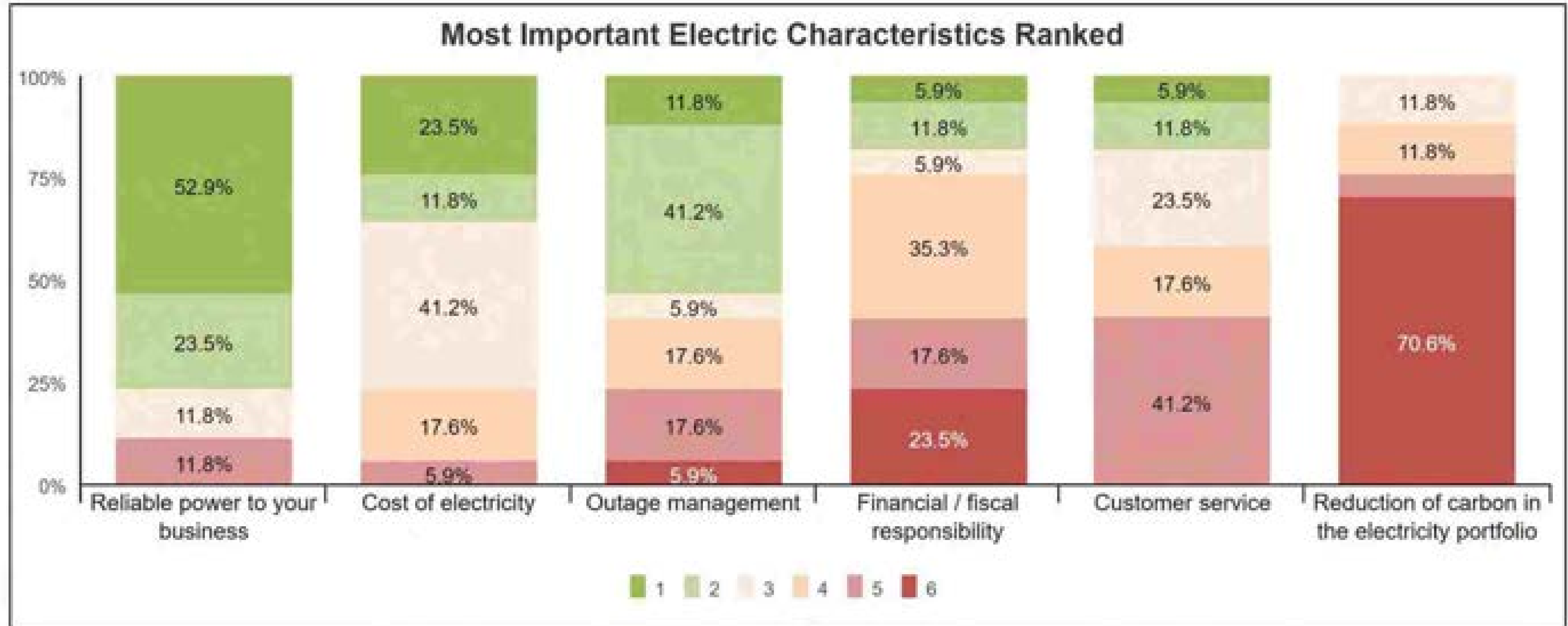
Q: How strongly would you support or oppose the Grand Haven Board of Light & Power accelerating the reduction of carbon emissions to achieve these requirements sooner, if doing so increased your electric bill?

Q: How much more money per month would you be willing to increase your electric bill to further reduce carbon emissions?

# Customer Priorities | Ranked Importance



Over three-quarters of surveyed commercial respondents (76.4%) ranked "reliable power to your business" as their first or second most important aspect of their local electric service, followed by over one-half (53.0%) who ranked "outage management" in their top two. Conversely, seven-out-of-ten respondents ranked "reduction of carbon in the electricity portfolio" as the least important aspect of their electric service.



n=17

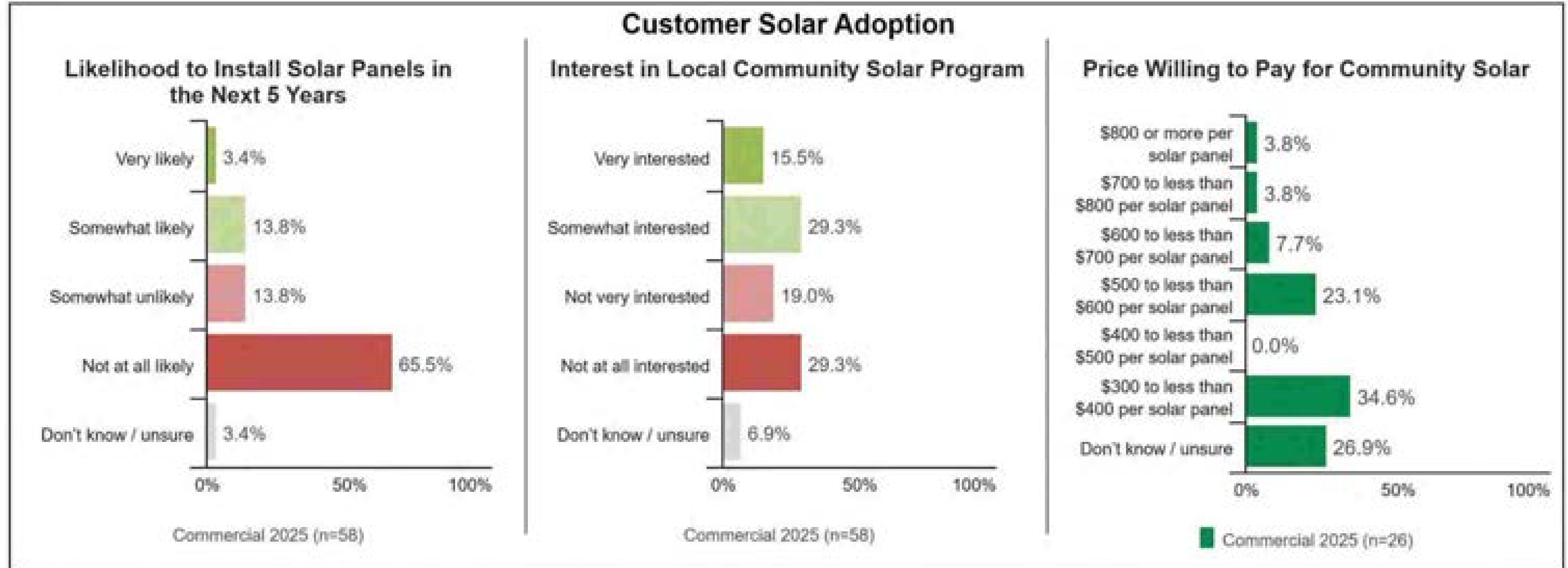
Q: When it comes to your local electric service, please rank the following areas of focus from most to least important. Drag each item from the box on the left to the box on the right, placing the most important at the top. If completing the survey on a mobile device, please check off each answer option in the order of their importance to you (i.e. check off the item that is the most important first, the second most important second, etc.)



# Customer Behavior | Solar Adoption



Nearly eight-out-of-ten commercial respondents (79.3%) reported being either "not at all" or "somewhat unlikely" to install solar panels on their roof within the next 5 years. However, nearly one-half of respondents (44.8%) were either "very" or "somewhat interested" in participating in a local community solar program, while nearly one-half of respondents (48.3%) were either "not very interested" or "not at all interested." Of these respondents, over one-quarter were unsure of how much they would be willing to invest in this program, while over one-third would be willing to invest "\$300 to less than \$400 per solar panel."



Q: How likely are you to install solar panels on your roof within the next 5 years?

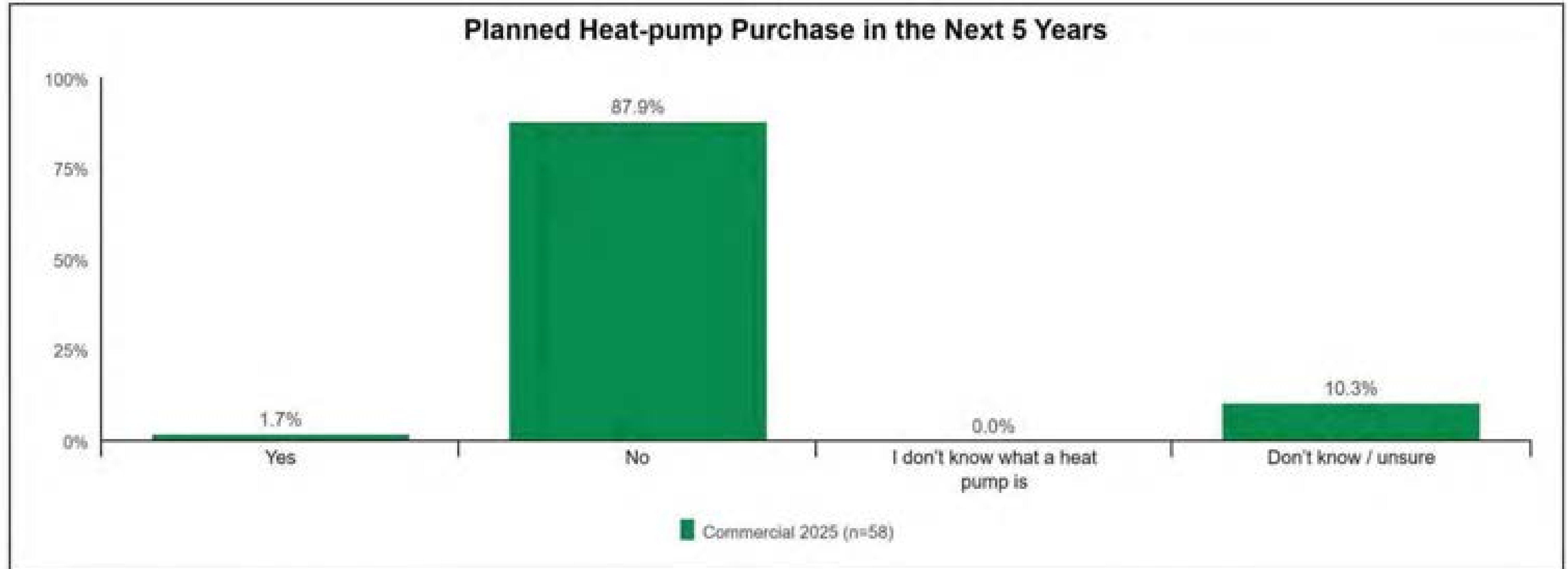
Q: Based on this description, how interested would you be in participating in a local community solar program that allowed you to purchase a solar panel?

Q: How much would you be personally willing to invest through a one-time payment for participation in a community solar program if it could provide a payback in a 15-20 year timeframe?

# Customer Behavior | Energy Efficient Technologies



When asked if they plan to purchase an electric heat-pump based heating and cooling system for their business in the next five years, nearly nine-out-of-ten did not, another one-out-of-ten respondents were unsure, and only 1.7% were likely to make such a purchase.

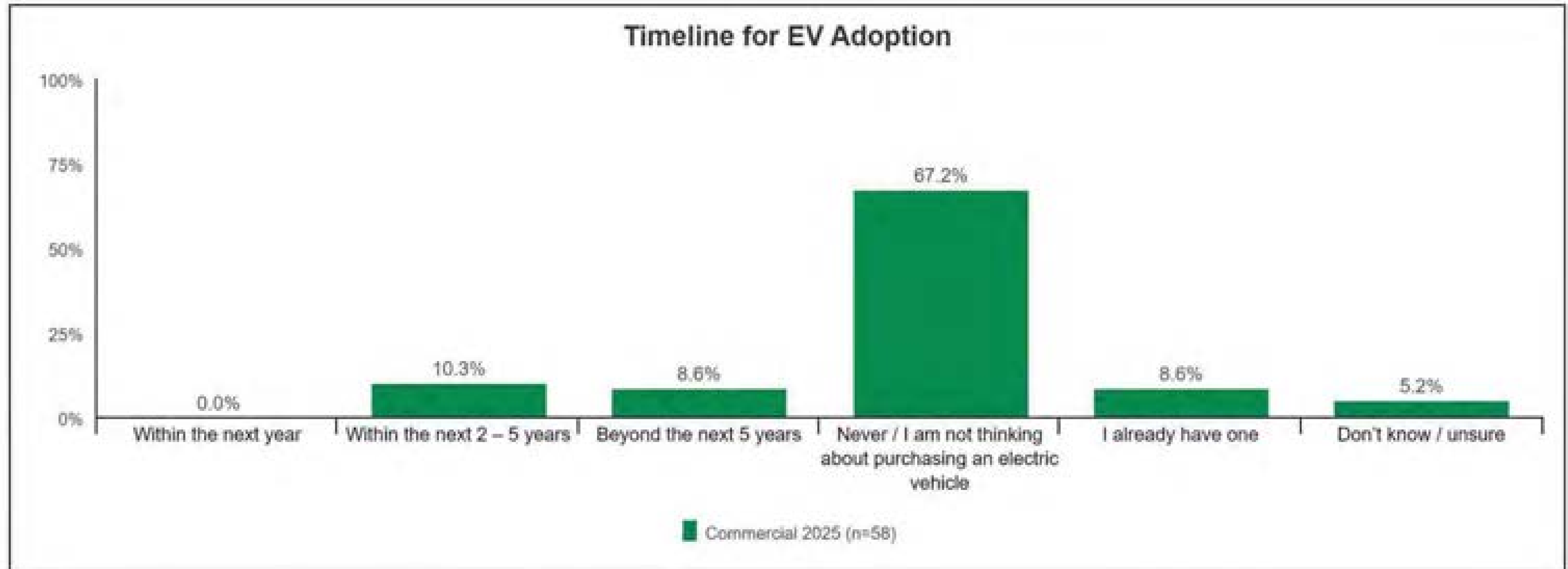


Q: Do you plan to purchase electric heat-pump based heating and cooling systems for your business in the next five years?

# Customer Behavior | Electric Vehicle Adoption



Over two-thirds of commercial respondents are not thinking about purchasing an electric vehicle for their business or vehicle fleet in the future, while nearly one-fifth plan to make a purchase within the next 2 to 5 years or beyond.

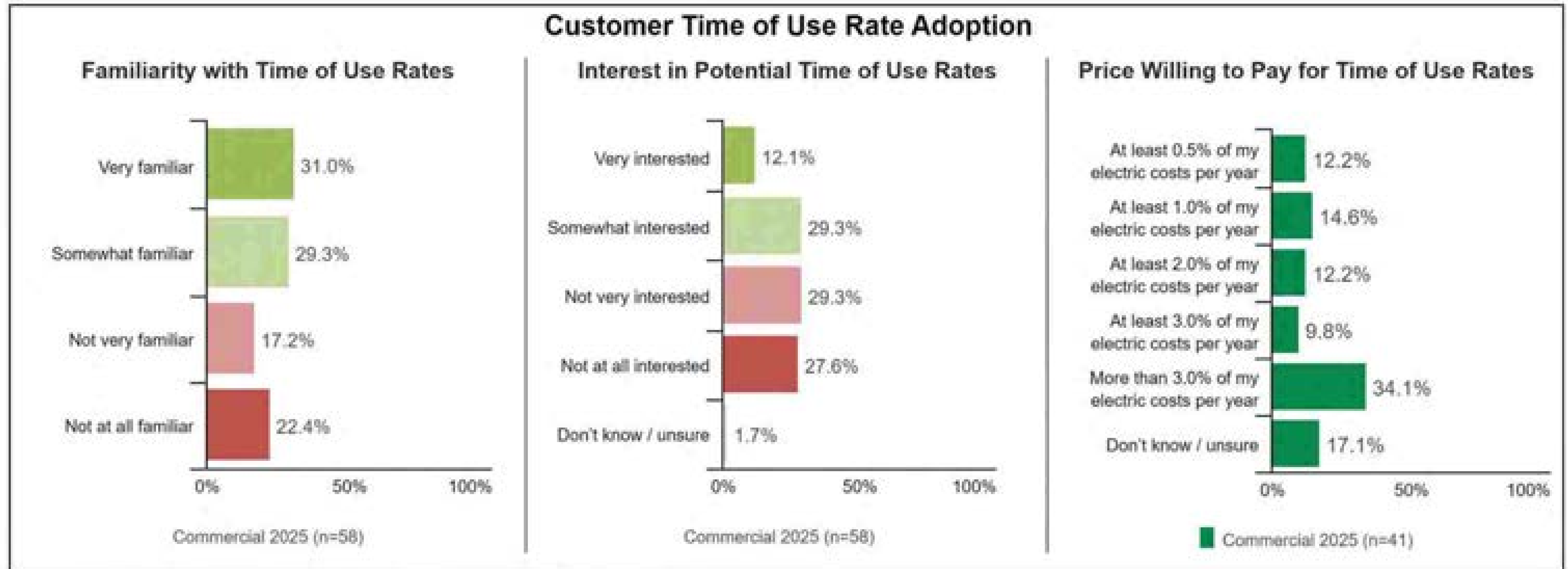


Q: When do you plan on purchasing an electric vehicle for either your business or vehicle fleet in the future?

# Customer Behavior | Time of Use Rates



Three-fifths of commercial respondents (60.3%) reported being either “very” or “somewhat familiar” with the concept of “time of use” rates. After being provided with a description of the program, over two-fifths of respondents (41.4%) expressed interest in participating in such a program. Among those interested, over one-third stated they would need to save “more than 3.0% of my electric costs per year” to consider participating.



Q: How familiar are you with the concept of “time of use” rates?

Q: “Time of use” is a rate program where customers pay different electric rates at different times of the day (for example, a higher rate during the afternoon but lower during the overnight hours) with an aim to give individual customers more control over their costs. How interested would you be in a potential “time of use” rate program?

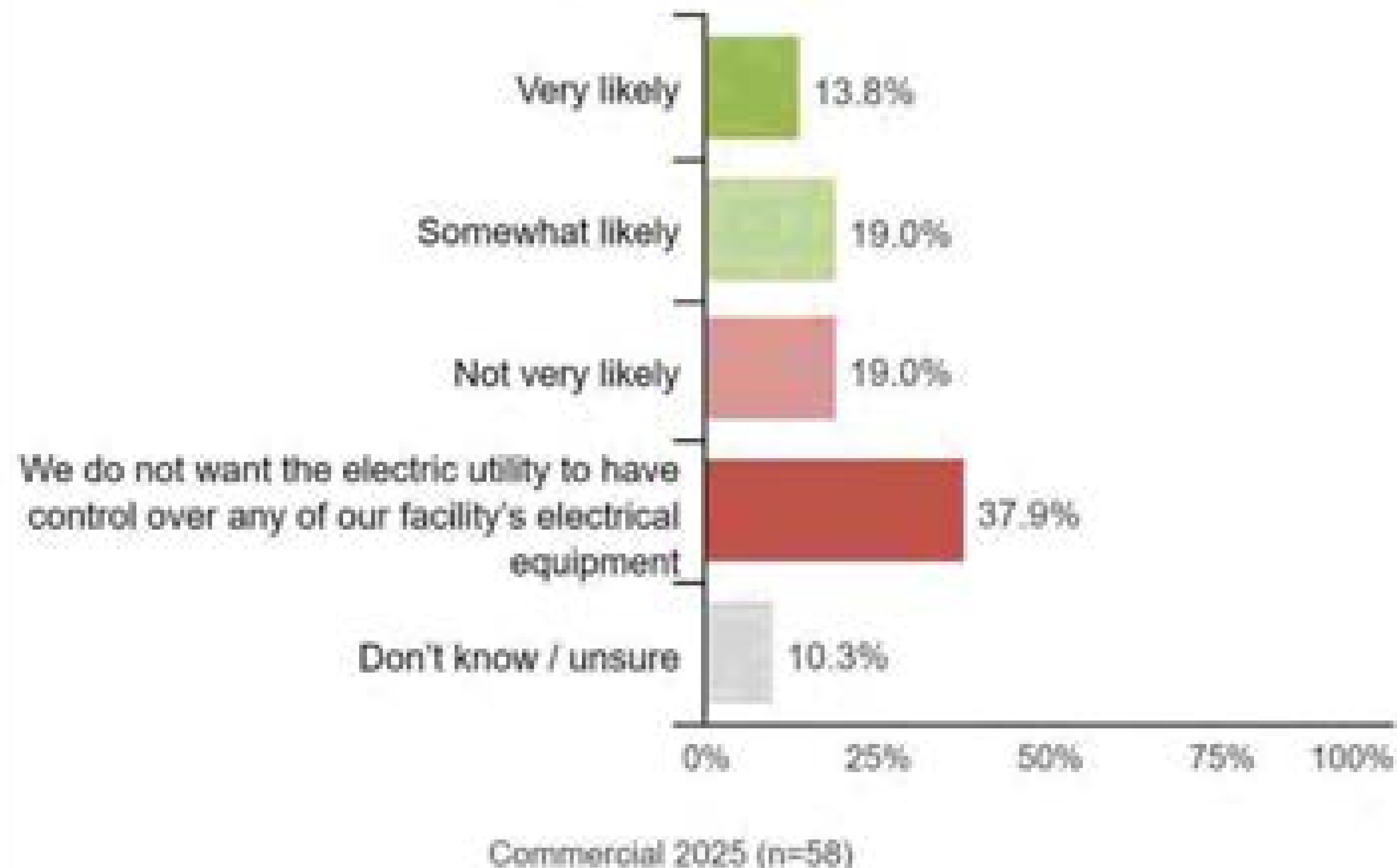
Q: How much money would you have to save on your bill per month in order to participate in a time of use rate program?

# Customer Behavior | Demand Response Programs

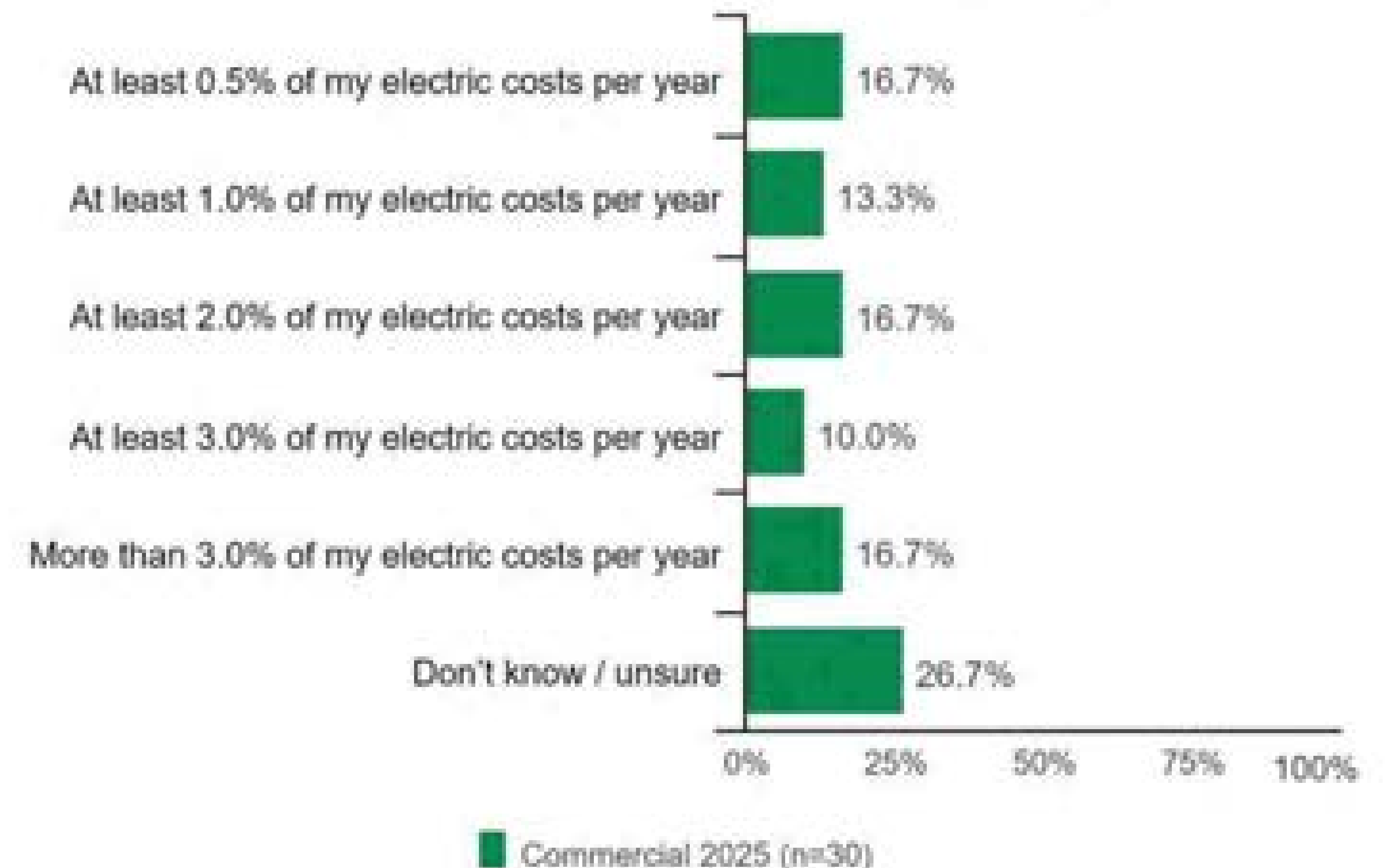


Nearly one-third of commercial respondents (32.8%) were either "very" or "somewhat" likely to participate in a program that would allow the GHBLP to adjust customers' qualifying appliances to save money on their electric bill, while over one-third (37.9%) "do not want the electric utility to have control of their facility's electrical equipment." Of the respondents who were likely to participate, over one-quarter were unsure how much they would need to save to participate, while a similar frequency (26.7%) would need to save at least 3% of their electric costs per year.

## Likelihood to Participate in Demand Response Programs



## Amount Saved on Bill to Participate in Program



Q: How willing would you be to participate in a program that allowed the Grand Haven Board of Light & Power to adjust your HVAC or other electrical equipment if it could save your organization money on your bill?

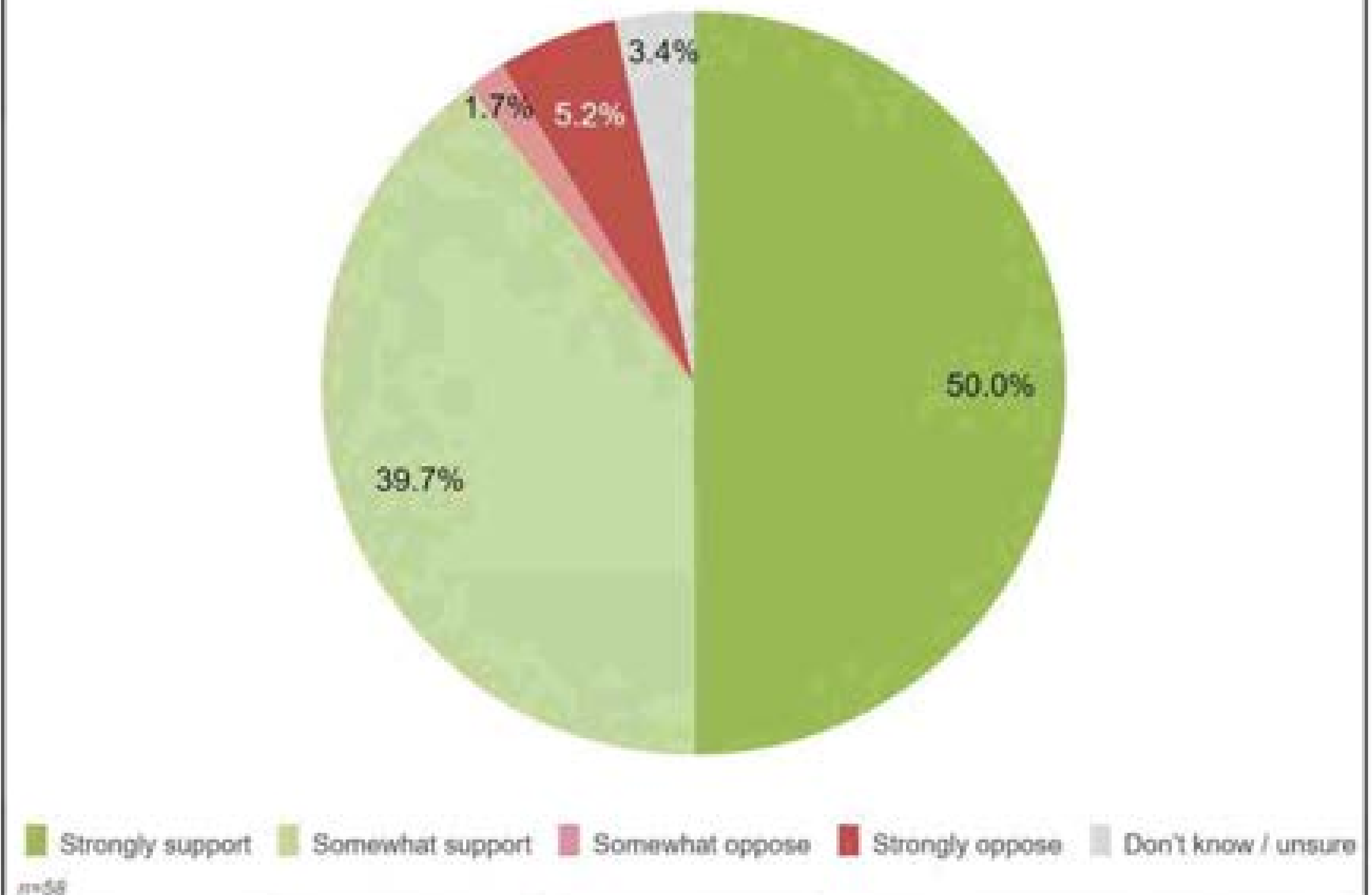
Q: What is the amount of money you would have to save on your bill per month in order to allow the Grand Haven Board of Light & Power to adjust your equipment?

# Customer Behavior | Natural Gas-Fired Generation



Nine-out-of-ten commercial respondents (89.7%) would either strongly or somewhat support GHBLP owning a small-scale local natural gas fired generation if it would limit stress on the electric grid and could stabilize costs in the future, compared to 6.9% who are opposed. Of note, one-half of respondents "strongly support" such generation.

Support for Local Natural Gas Fired Generation

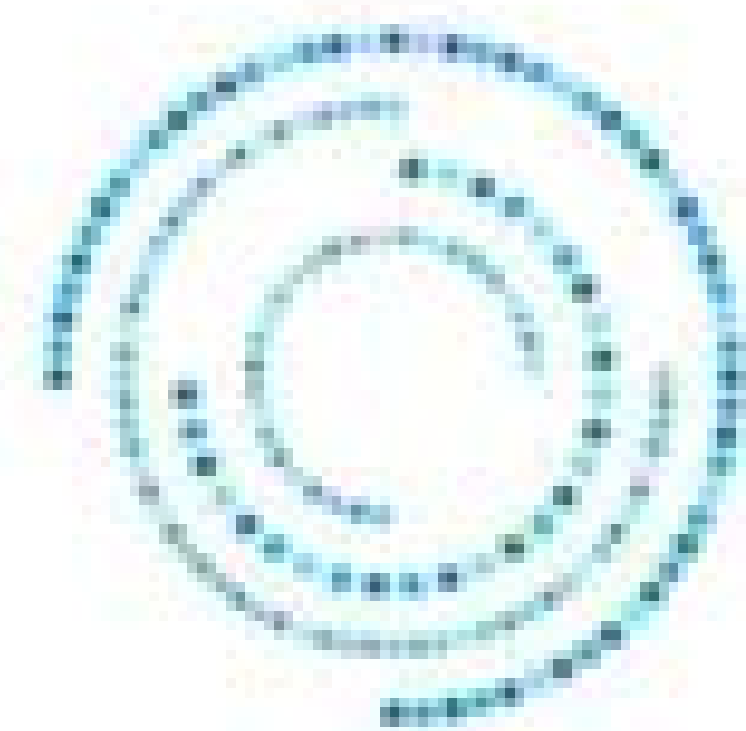


Q: How strongly would you support or oppose Grand Haven Board of Light & Power owning small scale local natural gas fired generation if this would limit stress on the electric grid and could stabilize costs in the future?



# About GreatBlue







# Harnessing the Power of Data

...to help clients achieve organizational goals.

 **Data** supporting strategic decisions to improve products and services. Since 1979, our experience with study and instrument design, data collection, analysis, and formal presentation assists our clients in identifying the “why” and “what’s next.”

 **Talent** with a knowledge base in a wide range of industries and methodologies ensures a 360° view of the challenges faced and the expertise to address them.

 **Solutions** that are customized to provide a personalized approach to understanding organizational, employee, and customer needs, allowing for more informed decisions.

## Methodologies:



Digital Surveys



Focus Groups



In-Depth Interviews

## Studies:



Awareness and Perception Studies



Customer and Employee Satisfaction Studies



Journey Mapping



Creative and New Concept Testing

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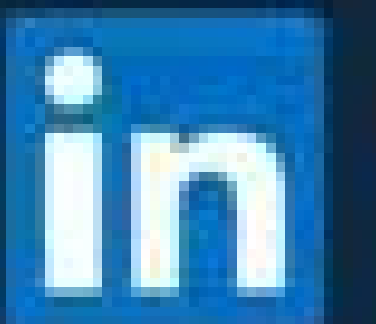


WHAT'S NEXT.



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