

Strategic Plan Update

Starting in 2026, the Board of Light and Power (BLP) will begin updating its **Strategic Plan** to guide our organization over the next five years. This important document outlines our **vision, mission, goals**, and the **strategies** we will use to achieve them.

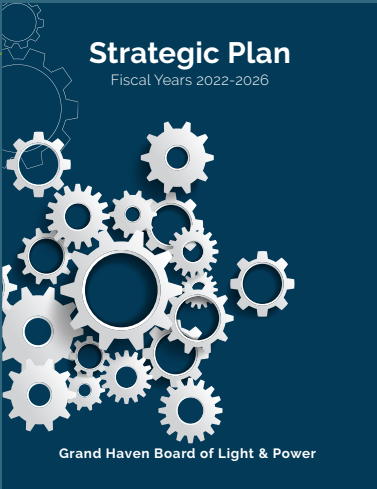
We are proud of our long-standing tradition of delivering **reliable, affordable, and sustainable** power to the communities we serve. The Strategic Plan is the foundation that ensures we continue fulfilling our mission:

To meet our community's expectations for reliable electric service that returns value to our customers and ensures the economic and environmental sustainability of the utility.

As a **municipal electric utility**, we are owned by the community—and that means our customers have a voice in shaping the future of their utility.

Over the coming months, we will host a series of **Community Forums** and **Board Workshops** where members of the public will be invited to share their input and ideas.

To help you prepare, we encourage you to review the **current Strategic Plan**, available on our homepage at www.ghblp.org or by scanning the QR code below.



Stay informed and get involved:

Follow us on Facebook, Instagram, or X for announcements and event dates

Visit www.ghblp.org for updates and opportunities to participate in the planning process.

Your feedback is essential as we work together to shape the future of the BLP—and ensure we continue to serve our community with excellence.

Partnering in Safety

You can help keep our power safe and reliable. If you see a downed line or power equipment that's at risk of damage from a tree, please contact our customer service team. Remember to always stay 50 feet from downed lines, even if they don't look energized.

Customer Service 8:00 a.m. - 5:00 p.m.
24-Hour Emergency Service
616-846-6250



Your Board of Directors:

Michael J. Westbrook, Chairperson
Todd B. Crum, Vice Chairperson
Phil Polyak
Kurt Knoth
Mike Welling

Grand Haven Board of Light & Power

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PLUGGED IN



BLP Community Survey Results



Nov. - Dec. 2025

BLP Community Survey Results

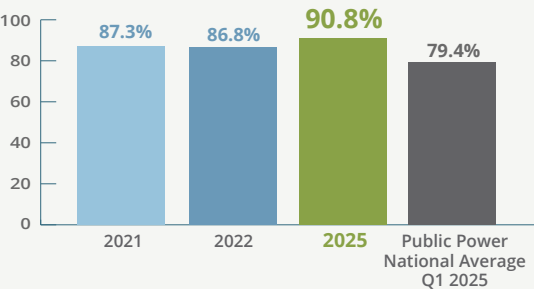
We believe that listening to our community is essential to delivering the best possible service. Earlier this year, we conducted a Customer Satisfaction Survey to ensure we are living up to the community's expectations in delivering reliable, affordable, and sustainable power to your homes and businesses.

When You Talk, We Listen: Providing Top Tier Customer Service

Making sure you are happy with the service we provide is one of our top priorities. For customers that have called or visited the BLP in the last twelve months, an incredible **90.8% of residential respondents** reported being satisfied with the BLP employee they interacted with—**well above the national average of 79.4%** for other public power utilities.

Among our commercial respondents, satisfaction was even higher at **95.7%**. This feedback is extremely meaningful to our entire team who work hard every day to provide you with safe, reliable, and responsive service and your recognition makes that even more rewarding.

Residential Satisfaction with BLP Staff



The Power of Community Ownership

Our community is fortunate to own and operate its own electric utility—a model known as **public power**. This structure provides us with significant benefits, including greater **reliability**, **affordability**, and **local control**.

This community ownership model gives us a **strategic advantage**, and our residential respondent survey results show that many in our community recognize its value:

- **75.7%** said they are aware that the BLP is a community-owned utility.
- **87.5%** said it's important to them that their utility is community owned.
- **78.8%** expressed a level of trust in the BLP's Board of Directors to operate in the **community's best interests**—with more than **two-fifths** saying they have "a great deal of trust."

These results mirror feedback from the commercial respondents and affirms that community ownership is not just a technical structure—it's a meaningful relationship between the utility and the people it serves.

Reliability

Fast and effective outage response is essential to keeping our community powered, especially following extreme storm events. We're proud to share that over **93.8% of residential respondents** reported confidence in the BLP's ability to restore power following a major storm. Confidence was even higher among commercial respondents, at **98.2%**.

Looking ahead, ensuring **resource adequacy**—the ability to meet energy demand reliably—has become an increasing concern as traditional baseload power plants are retired and reliance grows on intermittent renewable energy sources.

Survey results show that our community is aware of this challenge and supportive of practical solutions. Nearly **eight in ten residential respondents (79.0%)** said they would "strongly" or "somewhat support" the BLP **owning small-scale, local natural gas-fired generation**—if doing so would help reduce stress on the electric grid and stabilize energy costs. Commercial respondents were higher with **89.7% expressing some level of support**.



These insights help guide our future planning and ensure we continue to deliver the reliability you expect—today and in the years to come.

Affordability

While **reliability** was overwhelmingly ranked as the most important characteristic of electric service, **affordability** was clearly the second highest priority for residential respondents. It also stands out as a key benefit of having a **community-owned municipal electric utility**.

Residential respondents rated the BLP highly, with **90.1%** agreeing that it provides good service for the cost of electricity. Commercial respondents echoed this sentiment, with **92.6%** expressing similar satisfaction.

Sustainability

The BLP, in 2020, completed a once in a generation transition from a single baseload fossil fuel generating source to a diversified power supply portfolio with increased renewable energy resources and our community has taken notice. Nearly **three-quarters of residential respondents (72.4%)** and **over three-quarter of commercial respondents (79.3%)** reported

being aware that the BLP has already decreased local carbon emissions by over 70% from 2005 levels by closing the coal fired power plant, buying more renewable energy, and offering energy waste reduction programs.

While 58.1% of residential and 43.1% of commercial respondents expressed an interest in more aggressive carbon reductions, the support was limited by cost with less than half of residential respondents **willing to pay over \$5 per month more on their electric bill for additional incentives**. These

results validate the importance of maintaining a balanced approach that weighs sustainability, reliability, and affordability.



Conclusion

We're incredibly grateful to everyone who participated in the survey. Your feedback matters—and this year, participation was the highest we've ever seen. Even more exciting, you gave your community-owned BLP some of the highest customer satisfaction scores in our history!

In fact, your feedback earned the BLP an award from the American Public Power Association for outstanding customer satisfaction.

While we wanted to share a quick summary of the highlights with you, the full survey results are available on our homepage at www.ghblp.org

