



May 2016

Lansing Energy Survey Findings



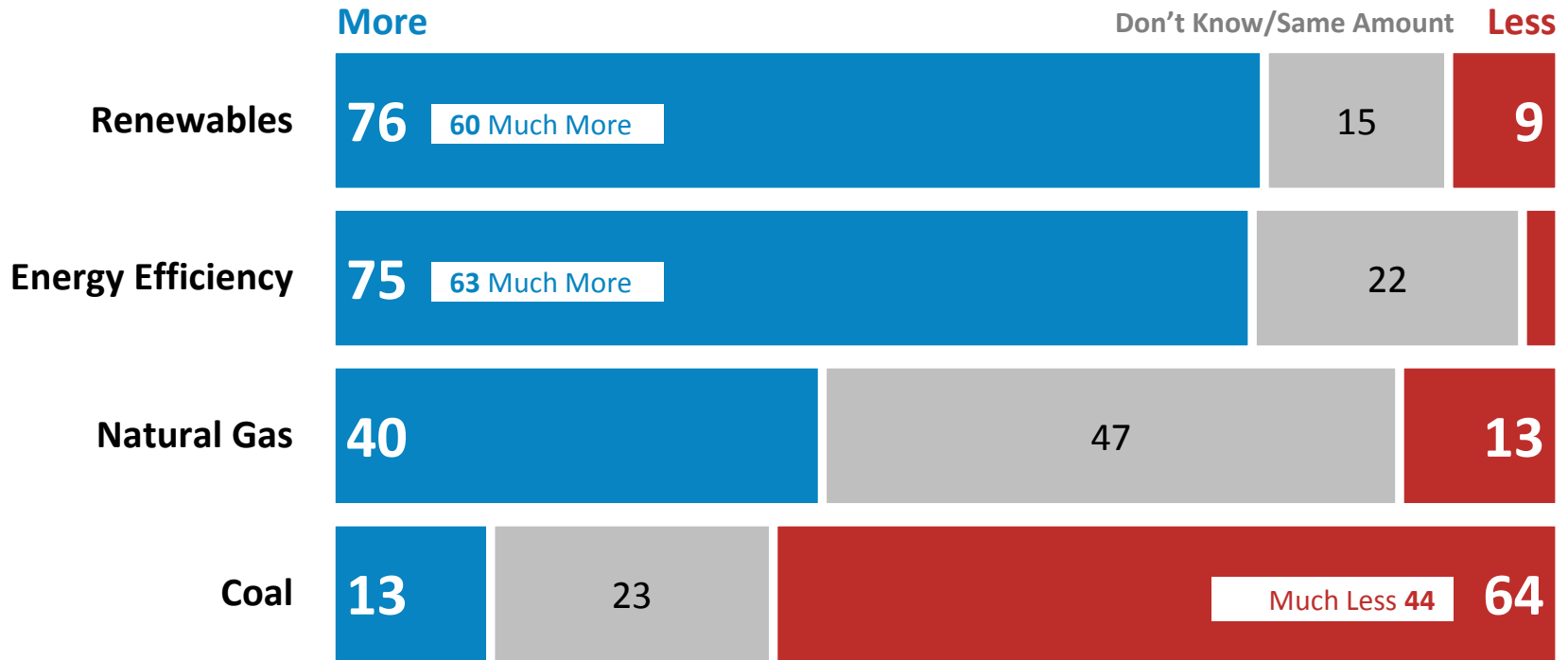
Methodology

Global Strategy Group conducted a 401-interview survey of registered voters in Lansing, East Lansing, and Lansing Township between May 11th and 12th, 2016. The margin of error at the 95% confidence level is +/- 4.9 percentage points. Care has been taken to ensure that the partisan, geographic, and demographic divisions of the citywide electorate are properly represented by the survey's respondents.

Republican voters (n-size=65) are too small a group to be considered in isolation, and therefore they have been combined with independent voters for purposes of this analysis.

Lansing voters want much more renewable energy and energy efficiency and much less coal power in their part of Michigan

Should your part of Michigan use more or less of this energy resource?



A majority of EVERY political and demographic group wants to see more renewables, more energy efficiency and less coal.

Correspondingly, voters offer much more intense support for a proposal to close both power plants and transition to 100% renewables by 2050

Support for Proposals

Respondents heard the proposals in random order:

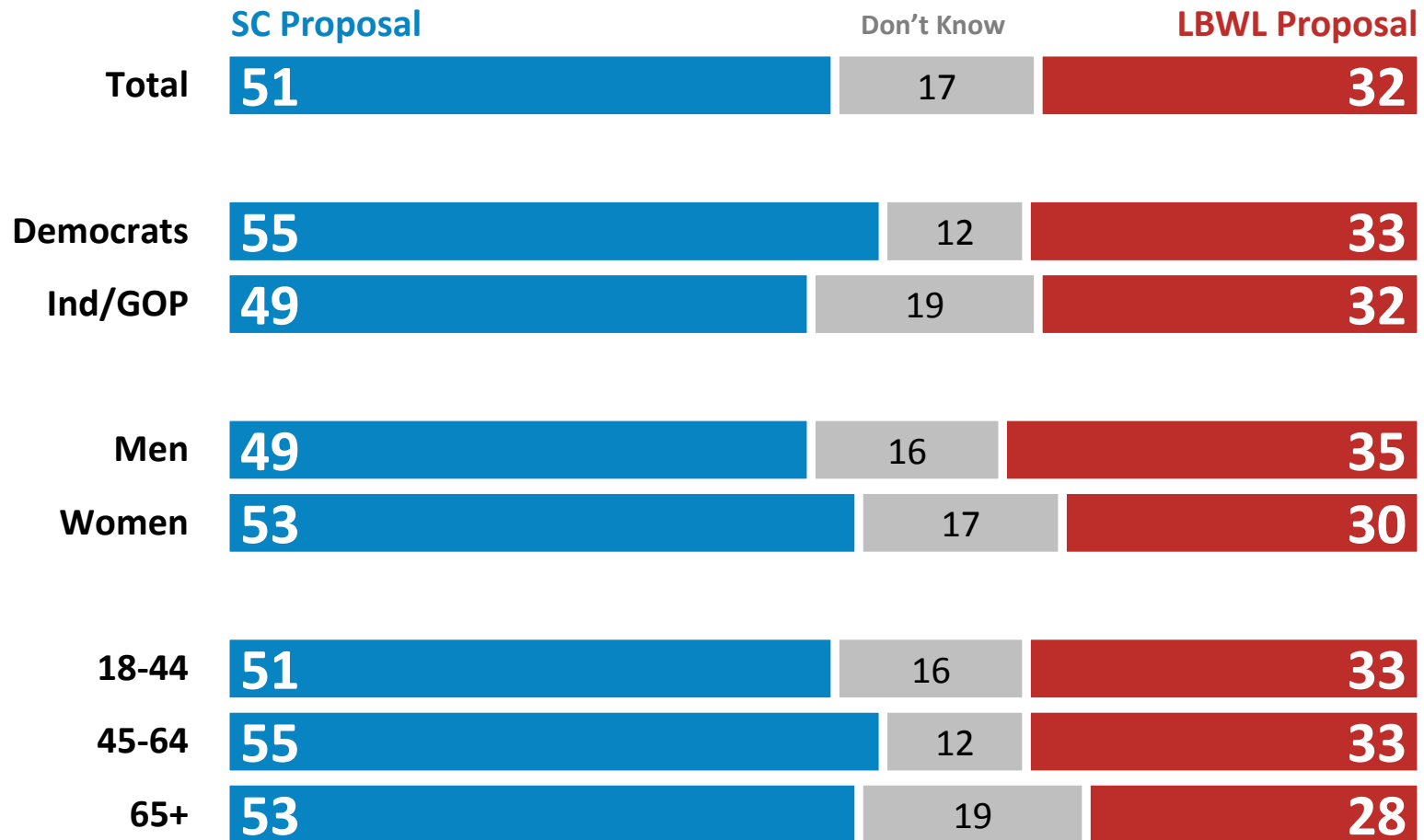
[SC PROPOSAL] The [FIRST/SECOND] proposal would retire one coal power plant by 2020 and set a firm date for retiring the second coal power plant as soon as reasonably possible before 2030. This proposal would move the region to energy efficiency and renewable energy as quickly as possible by replacing the coal plants with a mix of wind, solar and natural gas in the short-term, and moving entirely to energy efficiency and renewable energy like wind and solar by the year 2050.

[LBWL PROPOSAL] The [FIRST/SECOND] proposal would retire one coal power plant by 2020, replacing it with a natural gas plant. This proposal would not commit to a firm date for retiring the second coal power plant, but would aim to phase it out around 2030, while phasing in two more natural gas plants. The plan would also increase investments in energy efficiency and build enough new wind and solar capacity to provide 40 percent of the region's power by the year 2030.



Offered a choice, voters pick the proposal to shutter both coal plants and transition to renewable energy by a wide margin

If you had to pick just one, which would you want the Lansing Board of Water and Light to choose?



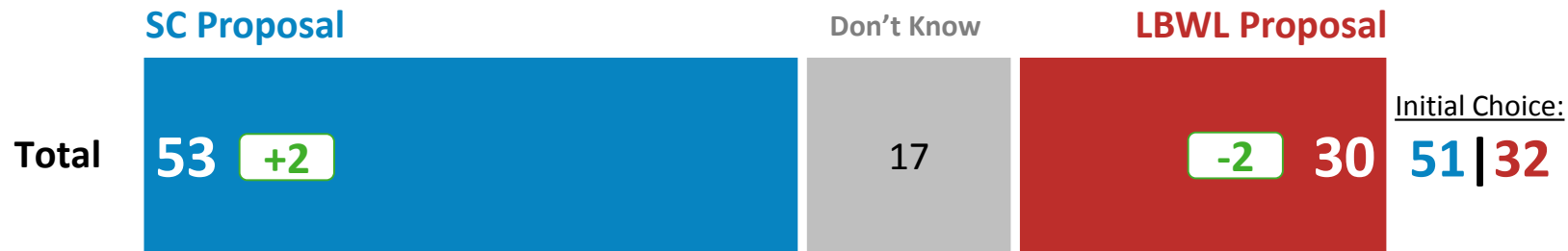
Hearing arguments on both sides cements support for the Sierra Club proposal over the LBWL proposal

Head-to-head Choice – After Arguments on Both Sides

Respondents heard the messages in random order:

Supporters of the plan to eventually move entirely to renewable energy say: Iowa already gets 30 percent and Canada already gets more than 50 percent of its power from renewable energy, so we can do a lot better than 40 percent by 2030. Stanford University scientists now say that getting 100 percent of our electricity from renewable energy by 2050 is not only achievable, but will also end up saving the average family 260 dollars a year because prices for wind and solar are falling rapidly, while gas and coal prices are volatile and increasing. And we all know that moving to wind and solar will mean cleaner air and dramatically less heart disease, respiratory ailments, and cancer.

Supporters of the plan to eventually move to natural gas and 40 percent renewable energy say: We should be moving away from coal and transitioning to cleaner energy in a responsible, realistic, and cost-effective way. This plan is the right choice to ensure that the people of the Lansing area have affordable, sustainable, and reliable power now and into the future. By investing in wind and solar and replacing coal with clean-burning natural gas, it will mean much cleaner and healthier air. Moving entirely to renewable energy is just unrealistic. Those sources are more expensive and less reliable than natural gas, and such a plan could mean higher rates and increase the chance of blackouts.



Thank You

