

ENBRIDGE GAS DISTRIBUTION INC. RESPONSE TO
ENVIRONMENTAL DEFENCE INTERROGATORY #43

INTERROGATORY

Interrogatory No. A.4-ED-43 Reference: Ex. A, Tab 3, Schedule 7, Page 1-3

- a) On average, how long does it currently take Enbridge to complete a commercial customer project (i.e. to begin to achieve savings) from (i) the date of first customer contact and (ii) the date of project application? Please explain.

RESPONSE

- i) The sales cycle for Commercial customer projects with existing buildings in the Commercial sector can range from a few months to three years or more. The key factors affecting the sales cycle are:

- Type of technology
- Project scale and complexity
- Customer decision making and approval processes
- Seasonality and customer implementation processes

New Construction projects can have a sales cycle lasting five years or more. The time required for project development will depend on similar factors as for existing buildings. In addition, building owners / developers of new buildings may wait to begin construction until a specified portion of the building is leased. Depending on economic circumstances, a building's construction may be on hold for a year or more.

- ii) The customer's application for the project incentive may be completed at various stages in the process. A comparison of the dates of the application and project completion is not a reliable indicator of the length of time to develop a project.

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