

CUSTOMER OUTREACH AND INFORMATION

1. Enbridge is committed to communicating with customers about changes that are expected to impact them and their bills. As a result, the Company proactively began communicating with customers about Cap and Trade in 2016.
2. In the Framework on page 35, the Ontario Energy Board (“Board”) indicates that it “considers appropriate customer outreach and information to be essential as customers need to understand the Cap and Trade program and the way in which the program will affect their bills.” Enbridge agrees.
3. The Framework specifically recognizes the “Utilities’ direct and ongoing relationship with their customers.” Given this, the Utilities have been entrusted with the determination about how best to communicate with their customers about Cap and Trade. Enbridge has duly noted the Board’s outreach objectives in developing its customer information plan. These objectives include:
 - a. Improve customer awareness of the government’s climate change actions including the Cap and Trade program;
 - b. Provide an explanation of the Utilities’ role in relation to emissions reduction, and the two types of emissions – facility-related and customer-related;
 - c. Provide an understanding of the regulatory review and approval of Utility costs of compliance that will occur before customers will be charged; and,
 - d. Provide customers with information on how to manage their GHG emissions and reduce their bills by reducing gas consumption.

Cap and Trade Customer Outreach and Information 2016

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4. Enbridge began communicating about Cap and Trade with customers in 2016. Messages in 2016 included the following:
 - a. Cap and Trade is a new government program intended to reduce GHGs with funds collected directed to GHG reduction initiatives
 - b. Cap and Trade will impact natural gas bills starting in January 2017
 - c. Company energy efficiency programs and tips can help reduce GHGs and costs
 - d. The Company is required to acquire GHG allowances to cover the emissions for the natural gas consumed by residential and business customers; some businesses with large emissions may need, or will be able, to acquire their own emission allowances
 - e. The Board will review and approve Cap and Trade rates before we pass it through to customers
 - f. Business customers need to understand what Cap and Trade means to them and have been directed to: Ontario.ca/capandtrade
5. As additional details about Cap and Trade are known, the Company will update its messages.
6. The channels used to deliver messages in 2016 include bill inserts, the call centre, the bill and bill envelope and the Enbridge website. See attached August 2016 customer newsletter (Exhibit E, Tab 1, Schedule 1, Appendix B), November 2016 bill insert (Exhibit E, Tab 1, Schedule 1, Appendix C), the December 2016/January 2017 bill envelope message (Exhibit E, Tab 1, Schedule 1, Appendix D), and sample bill mock ups (Exhibit E, Tab 1, Schedule 1, Appendix E).

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7. Enbridge provided information about Cap and Trade broken out by business and residential customers on its website.
8. Enbridge reached out to large volume businesses since cap and trade may affect these customers differently than mass market or business customers not eligible to participate in Cap and Trade directly.
9. In 2016, Enbridge shared information about Cap and Trade with large volume customers with volumes of more than 4 million cubic metres (m³) of natural gas in an effort to ensure that customers that potentially emit more than 10,000 tonnes of carbon dioxide equivalent (CO₂e) were aware that they may have to or may be able to voluntarily acquire their own customer-related allowances under Cap and Trade. The utility used a lower volume in an effort to capture large volume customers who may have other emissions the Company is not aware of since the Company recognizes that it does not have knowledge of total customer emissions from all sources.
10. The Company has asked these large volume customers to advise Enbridge if they are mandatory or voluntary participants in Cap and Trade.
11. Participation in Cap and Trade, as either a mandatory or a voluntary participant, will be confirmed with a declaration letter to make clear in which accounts the customer will hold customer-related Cap and Trade obligations. This will help minimize any risk that the Company and a customer both acquire allowances for the same facility.
12. To raise awareness with business customers who may be mandatory participants or able to apply to be cap and trade participants, the Company provided updates by email and shared copies of the Ministry of the Environment and Climate Change

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(“MOECC”) Cap and Trade fact sheet with customers when it became available. The fact sheet included Cap and Trade deadlines and contact information for Ontario businesses with questions about GHG reporting requirements, the Compliance Instrument Tracking System Service (“CITSS”) system for Cap and Trade participants and the Cap and Trade program.

13. Enbridge also included Cap and Trade as a topic in its annual in person large volume customer meetings in June 2016. The Company invited the Ministry of the Environment and Climate Change’s Manager of the Cap and Trade Section, Air Policy Instruments and Program Design Branch, Climate Change and Environmental Policy Division to speak to customers at the event and participate in a question and answer period. The presentation is included in Exhibit E, Tab 1, Schedule 1, Appendix H. Enbridge presentations were also delivered to business customers to highlight the potential customer and facility-related rate impacts and the role of energy efficiency in reducing both Cap and Trade costs that they would otherwise pay as well as GHGs. The Enbridge presentations are included in Exhibit E, Tab 1, Schedule 1, Appendix F and Exhibit E, Tab 1, Schedule 1, Appendix G. Following these presentations, customers were also able to ask questions of presenters. The presentations were posted on the industrial customer portal for customers who did not attend in person. Customers were directed to Ontario.ca/capandtrade for specific Cap and Trade related questions including questions about GHG reporting.

Cap and Trade Customer Outreach and Information 2017

14. Enbridge will continue its efforts to proactively communicate about the Cap and Trade program. Attached in Exhibit E, Tab 1, Schedule 1, Appendix A is the 2017

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communication plan. This plan will be updated as additional information about Cap and Trade is known, including as the regulatory process evolves and as the Company receives customer feedback.

15. The Company will continue to leverage existing communication channels including the Company's website via a dedicated landing page (enbridgegas.com/capandtrade), through the call centre and via bill inserts.
16. As proposed by the Board, Enbridge will include a new message on the bill to advise customers that applicable Cap and Trade costs will be included in the Delivery line on the bill. Starting in December 2016 a temporary message will be included on page 1 of the bill under the "Messages from Enbridge" section of customer bills. A Cap and Trade message will then shift to a permanent location as part of bill presentment anticipated in April 2017. Exhibit E, Tab 1, Schedule 1, Appendix E consists of draft layouts that illustrate the tentative location and progression of on bill messages. The message will highlight that applicable Cap and Trade charges are part of the 'Delivery to You' line on customer bills and direct customers to the website for information.
17. As directed by the Board in its July 28, 2016 early determination and subsequently released Framework, Enbridge will include both the customer-related and facility-related Cap and Trade rates in the tariff sheets available on the Company's website.
18. Research will be used where necessary to help ensure that Company communications about Cap and Trade are clear and resonate with customers.

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Large volume customer communications and outreach

19. The Board has noted that it is important to provide large volume customers with the information they need to better understand energy costs so that they can make appropriate choices about their energy use.

20. Enbridge will also ensure that tailored communications for large volume customers continue and are further developed and implemented to update them as necessary about rate changes and any other pertinent information. Communication will occur via direct communication through the Customer's Enbridge Account Executive, the website, email as well as large volume customer annual meetings. A webinar is planned to educate large volume customer about their bill and Cap and Trade charge. Future webinars may be held based on customer feedback. Business Account Executives will also be available to discuss specific billing questions with individual customers.

21. The Board requires the Utilities to separately identify charges associated with the recovery of Cap and Trade program compliance on their tariff sheets which are posted on Utility websites. Utilities are also expected to notify industrial and other large natural gas customers, along with gas-fired electricity generators, of the charges and any revisions to them.

To do this, Enbridge will leverage and expand existing communication processes for its Large Natural Gas Customers to include Cap and Trade information and updates. This communication will be led by Account Executives and will include regular email updates about rate changes listed in tariff sheets and other relevant information, one-on-one meetings and making annual requests for forecasted

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volumes in the subsequent calendar year. (Prior to Cap and Trade, forecasted volumes were requested from all large volume customers with the exception of unbundled power generators.)

22. These same channels will be used to reach direct purchase agent broker markets which manage some of Enbridge's large volume customers.
23. Enbridge will also engage with large volume customers through their respective industry Associations such as the Industrial Gas Users Association ("IGUA") and the Association of Power Producers of Ontario ("APPrO").
24. Activities undertaken in 2016 will continue in 2017 and these efforts will be refined as Enbridge becomes more familiar with Cap and Trade and receives feedback from Large Volume Customers, direct purchase agent broker markets and large volume customer Associations.

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