

CUSTOMER OUTREACH AND INFORMATION

1. The Board's Framework 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."¹ Enbridge agrees and has been communicating to customers about Cap and Trade since mid-2016. Through 2017 (the first year of Cap and Trade implementation), Enbridge has continued to communicate with its customers through existing cost-effective channels with the Board's outreach objectives in mind. In the Decision and Order on Enbridge's 2017 Compliance Plan (EB-2016-0300), the Board found that Enbridge's proposed customer outreach strategy is "reasonable and appropriate".²
2. In 2018, Enbridge will continue its efforts to communicate about the Cap and Trade program through the most effective existing customer communication channels. Under that premise, the 2018 Cap and Trade customer outreach and communication plan has been developed and is attached in Exhibit E, Tab 1, Schedule 1, Appendix A. This plan will be updated for any new regulatory changes and stakeholder feedback via existing channels such as the call centre and the Board's Cap and Trade working group (when it is established).
3. Set out below is a brief summary of Enbridge's customer outreach and communication plans and activities for 2018.

Cap and Trade Customer Outreach 2018

4. Enbridge has and will continue to listen to the needs of customers as they relate to Cap and Trade through existing channels. For example, the Company monitors the

¹ Framework, p. 35.

² EB-2016-0300 Decision and Order, September 21, 2017, at p. 32.

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number of Cap and Trade calls and content trends to the mass market and business customer call centres and the customer Ombud's office. As well, the Company will continue to monitor website traffic to enbridgegas.com/capandtrade and various franchise media outlets for coverage of the topic to garner insight into customer sentiment.

5. Enbridge incorporates information relating to the role of energy efficiency to reduce Cap and Trade costs into various in-person presentations aimed at commercial business customers. Audience questions and feedback will be used as another means of understanding customers' perspectives.
6. Enbridge's Large Volume Account Executives regularly email and meet with large volume customers and these employees provide a channel for feedback related to Cap and Trade.

Cap and Trade Customer Information 2018

7. Enbridge's messages to customers in 2017 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 started to impact natural gas bills 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,

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- e. The Board will review and approve Cap and Trade rates before the costs are passed through to customers, and
 - f. Business customers need to understand what Cap and Trade means to them and have been directed to: Ontario.ca/capandtrade.
8. As additional information about Cap and Trade is known or the Cap and Trade program evolves, the Company will update its messages to customers.
9. As proposed by the Board, Enbridge includes a message on the bill to advise customers that applicable Cap and Trade costs are included in the Delivery line on the bill. The message highlights that applicable Cap and Trade charges are encompassed within the 'Delivery to You' line item and also points customers to the Company's website for information. Enbridge includes both the customer-related and facility-related Cap and Trade rates in the tariff sheets available on the Company's website. These messages will be updated as appropriate. For example, should the Cap and Trade rates change and/or be trued up in future, this information will be incorporated into existing rate related communication channels.
10. Enbridge continues to provide information about Cap and Trade for both business and residential customer segments on its website. In 2017, the Company added an online calculator to the website (enbridgegas.com/capandtrade) to help customers estimate their Cap and Trade charges as shown below. The example depicted is based on a typical Enbridge residential customer's annual use of 2,400 cubic metres of natural gas a year (Exhibit E, Tab 1, Schedule 1, Figure 1).

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Figure 1: Screenshot of online Cap and Trade calculator, January 2017

Estimate your cap and trade costs

Please enter the amount of natural gas used:
▶ [Where can I find this?](#)

2400 [Clear](#)

Your estimated cap and trade charges would be about \$80.44

About the Calculator

This calculator can be used by residential and most business customers to estimate the cap and trade costs based on the interim rate of 3.3518 cents / m³ approved by the Ontario Energy Board. Large Business Account and Regulated Storage and Transmission customers should reference Enbridge's online [rate handbook](#) or contact their Account Executive for their applicable rate.

Cap and trade charges are included in the *Delivery to You* charge on your bill starting January 1, 2017. The January bill includes gas usage for part of both December and January. When entering gas usage from your January 2017 bill into the calculator, note that the calculator will estimate your cap and trade charges to be higher than what was applied to your bill. This is because this bill includes partial charges for December.

11. Enbridge delivers tailored messages for large volume businesses since Cap and Trade may affect these customers differently from customers that are not eligible to participate in Cap and Trade directly. For these customers, participation in Cap and Trade, as either a mandatory or a voluntary participant, has and will continue to be confirmed with the use of a declaration form. The intent of this form is to clearly identify the accounts for which the customer holds 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. Business customers continue to be directed to Ontario.ca/capandtrade for specific Cap and Trade related questions including questions about GHG reporting. Enbridge incorporated a message on its business customer website regarding government GHG reporting changes for businesses with site emissions over 10,000 t CO₂e but less than 25,000 t CO₂e effective June 1, 2017.

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2018 Large volume customer communication

13. Enbridge recognizes the importance of providing large volume customers with the information they need to better understand their energy costs so that they may manage resources wisely. To this end, the Company will continue its communications to large volume customers around pertinent market information including where applicable energy efficiency program opportunities, rate changes and marketplace insights. Communication occurs directly from the Enbridge Account Executives, the website, email and volume customer annual meetings, if warranted.
14. 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. Enbridge will notify industrial and other large natural gas customers, along with gas-fired electricity generators, of the charges.
15. To communicate rate information to these customers, Enbridge will leverage existing communication processes for its Large Natural Gas Customers to include Cap and Trade information and updates. This communication will be led by Enbridge Account Executives and may include periodic email updates about rate changes listed in tariff sheets and other relevant information, one-on-one meetings and making annual requests for forecasted volumes in the subsequent calendar year.
16. These same channels will be used to reach direct purchase agent/broker/marketer (“ABM”) which manage some of Enbridge’s large volume customers.

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17. 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 (“APPo”).

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