

Enbridge Gas Distribution

2018 Cap and Trade Customer Outreach and Communication Plan

Background

Enbridge is committed to proactively communicating with customers about changes that will affect them.

In May 2016, the Government of Ontario passed the Climate Change Mitigation and Low-carbon Economy Act, 2016 and posted its related Cap and Trade regulation. These changes are part of its intention to lower Greenhouse Gas emissions (GHGs) as part of the province's climate change strategy. The Cap and Trade program began on January 1, 2017. Enbridge Gas Distribution has a compliance obligation set out in both the law and regulation.

With Cap and Trade, there are costs related to the GHG emissions from natural gas used by Ontario homes and businesses. The Cap and Trade rate charged to customers is determined through a regulatory process, and is reviewed and approved by the Ontario Energy Board (the "Board") before it is passed through to customers.

In 2016, the Board approved interim Cap and Trade rates for customers effective January 1, 2017. The Cap and Trade rates were approved as final in the Board's September 2017 Decision and Order on Enbridge's 2017 Compliance Plan. Enbridge's 2018 Cap and Trade rates are included in the 2018 Compliance Plan, which is being filed with the Board in November 2017.

Applicable Cap and Trade costs for customer and/or facility related emissions will be included in the Delivery charge of customer natural gas bills.

Some business customers with large emissions are required, or are able, to acquire their own customer-related allowances.

Cap and Trade is relatively new in Ontario and as a result Enbridge will refine this plan as customers become more familiar with the program, as additional details of Cap and Trade unfold, and as it receives feedback from customers.

Objectives

The Ontario Energy Board has set out four Cap and Trade-related communication and outreach objectives:

- 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.

Enbridge Gas Cap and Trade Outreach and Information Goals

1. Understand how customers in different segments prefer to be communicated with about Cap and Trade
 - a. Leverage existing Cap and Trade research filed with the Board last year
 - b. Monitor customer feedback
2. Communicate with each segment using existing, effective and appropriate channels
3. Adjust messages as needed to meet customer needs

Target Audiences

Cap and Trade program customer communications in 2018 will build on prior communication for the following audiences including:

- Mass market customers
 - Residential customers
 - Low-income residential customers
 - Small business customers
- Business customers
 - Gas-fired power generators
 - Mandatory Cap and Trade participants
 - Customers who choose to opt-in as voluntary Cap and Trade participants
 - Potential Cap and Trade participants
- Customer Intervenors and Industry Associations

- Internal (primarily customer-facing staff)
 - Call centre/Large Volume Customer Account Executives

Communication Themes

To deliver on the Board's communication objectives, Enbridge will continue to focus on Cap and Trade as it relates to its natural gas customers.

1. How Cap and Trade will affect customer bills
 - Enbridge will communicate to customers about
 - How Cap and Trade fits into the government's climate change actions, how it impacts customer bills and that the government has indicated that the funds collected through Cap and Trade will go to programs to reduce GHG emissions.
 - Our role in managing Cap and Trade costs including energy efficiency and customer abatement programs and an explanation of facility-related costs
 - The Ontario Energy Board's role in reviewing and approving Cap and Trade costs before they are passed through to customers and the true-up process.
 - [Link to Ontario.ca/capandtrade](http://Ontario.ca/capandtrade)
2. Ways to reduce GHGs and costs
 - Since GHGs and the cost of Cap and Trade to customers is largely determined by the amount of natural gas a customer uses and costs related to Enbridge facility use of natural gas, the utility will continue to highlight the role of energy efficiency and other customer abatement programs in helping to reduce the GHG costs customers would otherwise pay.

Customer Outreach

Enbridge will continue to listen to the needs of customers as they relate to Cap and Trade through existing channels including some or all of the following:

- calls to the residential customer call centre
- calls to the business customer call centre

- calls to the Ombud's office
- social media posts
- enbridgegas.com/capandtrade traffic
- media monitoring
- survey questions
- presentation questions and feedback
- Large Volume Account Executive interactions with customers

Communications Strategy

Information will be shared with customers by sector and across a variety of existing and relatively cost effective communication channels including but not limited to:

- Call centre and employee scripts and messages
- Website
 - Enbridgegas.com/capandtrade (residential and business pages) with embedded government video about Cap and Trade and link to Ontario.ca/capandtrade and calculator to help interested customers estimate their Cap and Trade costs
 - Interactive bill now includes Cap and Trade reference to "Delivery to You" description
 - Links to energy efficiency tips and programs
- Tariff Sheets
- Bill insert(s) – the primary channel will be quarterly rate notices and if warranted, messages in the Company's customer newsletter or standalone bill insert would be considered
- On bill message directing customers to website for Cap and Trade information
- Media communications if warranted
- Presentations to various audiences with a particular focus on the role of energy efficiency in reducing Cap and Trade costs
- Engagement with Low Income Energy Assistance (LEAP) agencies delivering programs to low income customers and representatives such as the Low-Income Energy Network (LIEN)

- Links to the Government's Cap and Trade website (Ontario.ca/capandtrade) for general information including GHG reporting and Cap and Trade help desk contact information for business customers
- Specific communication with large volume customers that may include the annual Large Volume Customer Meeting, Account Executive interactions such as one-on-one meetings and/or periodic email updates, business Cap and Trade webpage and through engagement with associations such as the Industrial Gas Users Association (IGUA) and the Association of Power Producers of Ontario (APPrO)

Timelines

Communication about Cap and Trade began in 2016, and will continue to be incorporated into customer communications throughout the Cap and Trade compliance period -- which extends to the end of 2020. As well, any rate adjustments determined through the regulatory process will be communicated to customers in a timely manner using existing rate-related communication vehicles as much as possible.