

ENERGY PROBE INTERROGATORY #5

INTERROGATORY

Reference: Exhibit A, Tab 1, Schedule 3 Page 23

Preamble: “Also of note, though Enbridge provided comments in the development of the survey instrument, that multiple questions (in reference to “question sequence”) above should be asked to capture this important component of utility influence on the customer, the EC did not incorporate this recommendation and limited the query to a single question..”

Please provide a comparison of the questions Enbridge submitted and those used by the EC.

RESPONSE

There was consensus as outlined in the EC’s NTG Scope of Work that the primary objective of the free ridership estimation was to capture the effect of the program on the current project and the effect on the current project of prior and indirect program experience would be captured in a secondary, less rigorous question sequence.<sup>1</sup> TEC approval was recorded at the July 30, 2015 TEC meeting.

The topic of secondary attribution was raised and discussed at multiple TEC meetings (much of this discussion related to the NTG study is reflected in the memo from DNV to the TEC attached to this response), as well as the EAC (however no minutes of EAC meetings were kept). Of note, as outlined in the attached, the discussion regarding the approach and intention to capture both types of attribution were provided in DNV’s attached memo as follows:

- Operationally, DNV GL proposes to capture two types of attribution that would complement one another. See examples in Figure 1.
- Primary attribution will consider all program activities that bear directly on the current study project.
- Secondary attribution will quantify the programs’ effect on company prior EE activity or practices that influenced the project.

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<sup>1</sup> Measurement of NTG Factors and Custom Savings Verification for Ontario’s Natural Gas Custom Commercial and Industrial DSM Scope of Work, DNV-GL, December 14,2016 (Exhibit 6, Tab 5, Schedule 2, Page 129)

Witnesses: D. Bullock  
D. Johnson

- Research questions for secondary attribution might include
  - Does your company have policies or practices regarding projects like project X?
  - How long have these practices existed?
  - How likely would your company be to have these practices by now without the program?
  - How likely would you have been to do project X without these practices?

Despite this proposal, when the EC presented the draft survey instrument to the EAC for comment in November 2016, the draft questionnaire included only a single question to address assessment of secondary attribution. Enbridge provided comments on November 25, 2016 and both utilities highlighted that the consensus (as noted above) was there was to be a secondary question sequence to assess the longer term effect that the utilities' program had on participant behaviour and decision making. Regrettably, the EC did not revise this component of the survey instrument in the final version posted on December 15, 2016, limiting this effort to a single question and, not affording the utilities with an opportunity to provide additional questions for consideration. Regrettably Enbridge was omitted from the communication from the EC notifying the EAC that the EC had finalized the survey instrument and was made aware by Union Gas colleagues on December 21, 2016 that the survey had been finalized and posted.

Witnesses: D. Bullock  
D. Johnson