

STAFF INTERROGATORY #29

INTERROGATORY

Ref: Exhibit E / Tab 1 / Schedule 1 / pp. 1-6 and Appendix A

Preamble:

Enbridge Gas notes that it will continue its efforts to communicate about the Cap and Trade program through the most effective existing customer communication channels.

Also, Enbridge Gas states that it has and will continue to listen to the needs of customers as they relate to Cap and Trade through existing channels. For example, Enbridge Gas monitors the 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, Enbridge Gas will continue to monitor its website traffic and various franchise media outlets for coverage of the topic to garner insight into customer sentiment.

Questions:

- a) Please discuss Enbridge Gas' experience to-date related to the communication material that Enbridge Gas has distributed to its customers.
- b) Please discuss how Enbridge Gas' customer information has generally been received by customers and the volume of inquiries/comments submitted to Enbridge Gas' call centres, the customer Ombud's office and its dedicated website.
- c) Has Enbridge Gas received feedback from customers on its Cap and Trade calculator? If so, please discuss the feedback Enbridge Gas has received.

RESPONSE

- a) The majority of Enbridge's Cap and Trade related communication has been one-directional to customers. Using the Company's existing communication channels, Cap and Trade information remains available on Enbridge's website at <https://www.enbridgegas.com/corporate/ontario-clean-energy-future/cap-and-trade>. On this webpage, customers are able to view specific details about the Cap and Trade program, the government's informational video on Cap and Trade and use Enbridge's Cap and Trade calculator to assist in estimating their Cap and Trade costs.

Witnesses: T. Bruckmueller  
A. Langstaff  
F. Oliver-Glasford

At the bottom of Enbridge's main Cap and Trade webpage, a link to additional customer specific (i.e., residential or customer) information is provided. Demand Side Management program details are contained on each customer type webpage.

Enbridge provided Cap and Trade related communications through the following channels:

- Cap and Trade envelope message in December 2016 through January 2017
- On-bill messages as of January 2017
- Distribution of Cap and Trade brochures at several DSM trade shows
- Provided Cap and Trade article to the Ontario Non-Profit Housing Association (article not used in agency's publication).

b) The table below details the volume of inquires Enbridge has received through its various communication channels.

<b>Customer Channels</b>	<b>Volume of Contacts</b>
<b>Cap and Trade Website</b> <ul style="list-style-type: none"><li>• Webpage</li><li>• Calculator</li></ul>	48,866 Hits <sup>1</sup> (32,576 Visits <sup>2</sup> ) 7,462
<b>Call Centre</b> <ul style="list-style-type: none"><li>• Residential Customers</li><li>• Business Customers</li></ul>	269 50
<b>Ombudsman's Office</b>	3

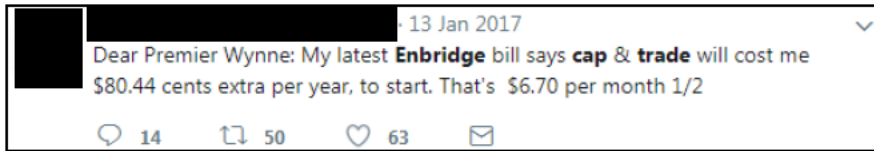
As noted in part a) to this response, Enbridge's communications are primarily one-directional. Without reviewing all centre calls, Enbridge is unable to provide any specific themes or trends around the content of these discussions. Below, are some examples of inquiries/comments submitted to the Enbridge Twitter account.

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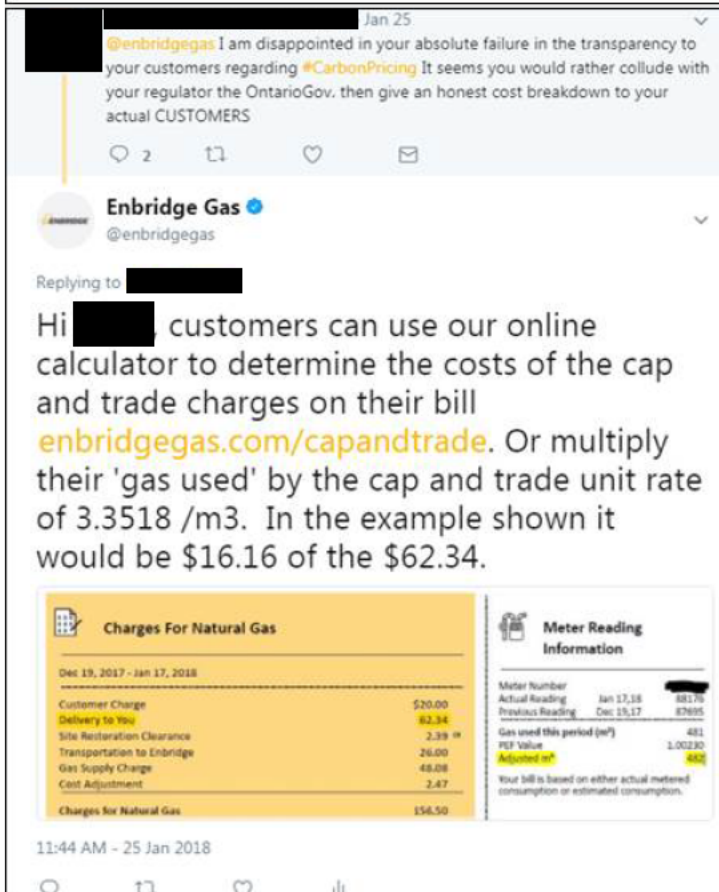
<sup>1</sup> A hit is any request to a web server. Each time a visitor downloads a page, clicks a hyperlink, views a graphic, or performs any other action on a web site, the web server records the request as a "hit".

<sup>2</sup> A visit is a session of continuous activity where all hits are recorded for one visitor to a web site. The visit starts the moment of the first hit on the web site and ends due to inactivity.

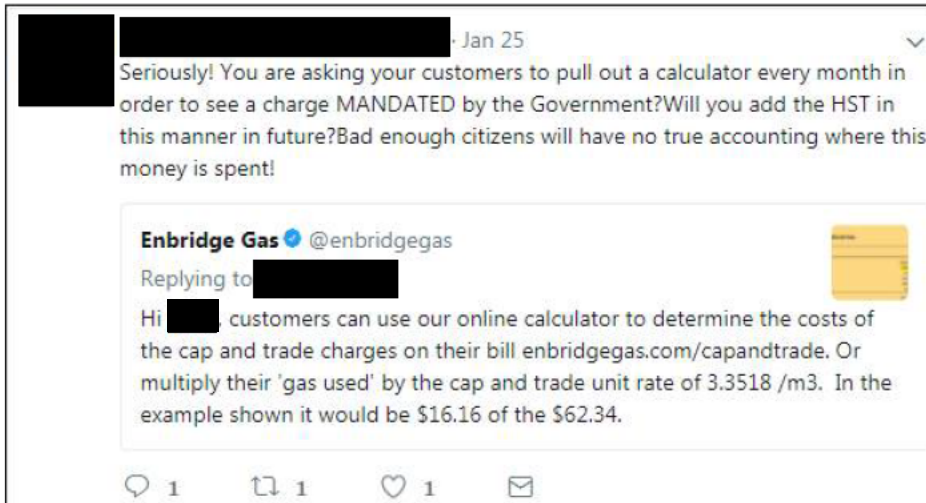
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- c) Enbridge received two comments on its Cap and Trade calculator via social media, as shown below. The first comment from 2017 stated that the calculator is a helpful tool; while the second from 2018 expressed concerns that the calculator is an inconvenient alternative to displaying Cap and Trade charges.



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