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Enbridge to advise what other considerations besides payback were considered in the design of the eligibility requirements to minimize free ridership

RESPONSE

The Commercial and Industrial offers are designed and delivered to minimize free ridership as part of Enbridge's standard business practices. Enbridge leverages its internal expertise by providing educational elements to its customers and channel partners, such as webinars, training sessions, newsletters, and other similar efforts. These offer elements drive awareness of energy efficiency financial incentives, and create opportunities for Enbridge to provide technical support which leads to the encouragement, facilitation and validation of customers' decision making regarding operational practices and capital expenditures. In terms of delivery, Enbridge focuses on influencing decision making on projects in advance of implementation.

Witnesses: P. Goldman  
R. Kennedy  
M. Lister