



## Addendum to Enbridge's 2013 Corporate Social Responsibility Report (with a focus on 2013 data)

### Product Responsibility/Customer Protection Performance Data Sheet

This performance data sheet relates to the following Global Reporting Initiative (GRI G3.1) Social Performance Indicators:

- PR1 – Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures
- PR3 – Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements
- PR5 – Practices related to customer satisfaction, including results of surveys measuring customer satisfaction
- PR6 – Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion and sponsorship

#### Context

Enbridge is a transporter of energy, primarily in the form of liquid petroleum products and natural gas. We do not produce these commodities, but transport them from source to end users.

#### Management Approach and Background

##### *Customer Health and Safety*

While we do not specifically conduct life-cycle reviews of the products we transport through our systems, we do thoroughly review our systems to ensure that the products we transport are delivered in a manner that is safe and reliable. These reviews pertain to the design, construction, operation and maintenance of the transport systems. We conduct them on all of our systems.

Our Liquids Pipelines business unit (LP) implements a New Service Request and New Commodity Approval process prior to transporting new products on its pipeline system. These processes require shippers to provide product quality information and material safety data sheets when requesting to ship a product on the pipeline for the first time. These processes further set out the requirements for ongoing periodic testing of all products once approved for transport on the pipeline. LP also requires shippers to provide updated material safety data sheets every three years in accordance with regulations. We use this information to assess the health and safety impacts of any new products being introduced to the pipeline system and any changes in characteristics that may impact health and safety during the product lifecycle.

In addition to these processes, LP has an industrial hygiene program that sets out requirements for regular air sampling and monitoring of its operations and maintenance activities to assess worker exposures to airborne contaminants and potential impacts to worker health and safety. We use this information to validate the effectiveness of the controls we use to protect workers, including engineering controls, administrative controls and personal protective equipment.

With regard to our interests in electricity transmission, and in renewable and alternative energy technologies such as wind, solar and geothermal energy, we:

- Manage all of our operations and new facilities with respect for our neighbours and their land
- Consult with the individuals who live and work in the vicinity of these operations, as well as those who may become our neighbours as our renewable energy portfolio grows
- Maintain our projects to the highest possible standards
- Keep neighbours, community residents and officials informed about our activities

### *Health and Safety of Our Communities*

We are committed to protecting the public and the environment, and we build safety into every step of our operations.

Our public awareness work helps landowners, community members and first responders recognize and report incidents, and instructs them on how to stay safe if an incident occurs. In 2013, we rolled out, or continued operating, the following programs:

- **Enbridge Enterprise Emergency Response Team (E<sup>3</sup>RT):** Through E<sup>3</sup>RT, employees throughout our business units in Canada and the U.S. participate in regular emergency response exercises to test and improve our capacity to respond to large-scale emergency events. These exercises range from tabletop simulations, where employees discuss responses to various scenarios, to full-scale deployment drills with local emergency agencies, using equipment to practice recovery and clean-up in various terrains and on water, as applicable.
- **Enbridge Safe Community Program:** Maintaining strong relationships with emergency responders in our areas of operation throughout North America is a priority for us. One of our flagship community investment programs is our Safe Community Program, under which we provide grants to the first responders, police agencies, fire-fighters, emergency medical services and other related health providers who would respond to emergency situations in or near communities along our pipeline rights-of-way. The grants help eligible organizations acquire new safety-related equipment, obtain professional training and deliver safety education programs in their communities. Since the program's inception in 2002 through to the end of 2013, our Safe Community Program grants to first responder organizations in Canada and the U.S. have totaled approximately \$7 million.
- **Emergency Responder Education Program:** We rolled out the Enbridge and Vector Pipeline Emergency Responder Education Program in the U.S. in December 2012 to more than 8,000 emergency response agencies, and rolled it out in Canada in April 2013 to approximately 800 first response agencies. The online training program features 3-D, interactive graphics to help first responders visualize their response to pipeline incidents. Content includes the basics of natural gas and crude oil pipeline operations information, how to safely handle products transported by pipelines, pipeline emergency response tactics and pipeline emergency scenarios. The program material is based on Pipeline Emergencies, an industry-leading pipeline emergency response training program developed by the National Association of State Fire Marshals (NASFM) in the U.S. We adapted the NASFM materials to provide information specific to our pipelines. In 2013, we also rolled out an in-person outreach component of the program and developed a new training module that targets 911 dispatch centres covering the areas in which we operate and fire departments close to our pipelines and facilities.

When we experience a spill, leak or release, our highest priority is the safety and protection of people and the environment. We develop plans for remediation and reclamation with the input of affected stakeholders and environmental regulators. We strive to address all regulator and stakeholder requirements, and to restore impacted areas to a state that is acceptable to the local community. We investigate each release to determine causes, and incorporate recommendations for prevention and improvement into our Integrity Management programs.

The largest operational threat for our Gas Distributions business unit (GD) is third-party damage to natural gas pipeline infrastructure. Preventing these damages improves worker and public safety, as well as the integrity of GD's distribution assets. A key prevention measure is to provide information about underground infrastructure to individuals interested in excavating—before they conduct any excavations. For that reason, Enbridge Gas Distribution (EGD) strongly influenced the passing in 2012 of the Ontario Underground Infrastructure Notification System Act, into law. Under the legislation, all underground utility operators are required to participate in Ontario One-Call, a call centre that provides answers to third-parties wanting to excavate for any reason in Ontario. With the passing of the legislation, excavators can easily get the information they need with just one call. Ontario was the first of Canada's provinces and territories to pass such legislation. EGD was also actively involved in developing and implementing effective regulations for this legislation.

In 2012, GD also implemented a High Risk Excavation Program where damage prevention inspectors proactively engage with contractors performing excavations that have traditionally resulted in multiple damages (e.g. deep excavation work such as sewer and water main work). Through these efforts and others, GD has been successful in reducing normalized damages per thousand locate requests, as well as absolute damages.

### *Product and Service Labeling*

Our Gas Transportation business unit (GT), LP and EGD, are required to indicate with pipeline location markers, including labels with our name and contact information, any pipeline that is situated within a right-of-way. Although we are not required to use location markers to identify pipelines that run through streets or properties, it is illegal to excavate within streets or properties without obtaining "locates," which provide information on underground pipelines. In Ontario, for example, home and property owners and contractors are responsible for obtaining "locates" before they dig and can obtain them by calling Ontario One-Call. Ontario One-Call is a call centre with which both EGD and LP contract to handle such inquiries within Ontario.

In addition, the Workplace Hazardous Materials Information System (WHMIS) requires EGD to make Material Safety Data Sheet (MSDS) information available to all of its natural gas customers. EGD maintains updated French and English copies of the sheet pertaining to natural gas on its website. LP also maintains MSDSs that are representative of the various products it ships on the pipeline system and makes these MSDSs available to employees, contractors working on the pipeline system, and also to the public upon request.

The rights-of-way at our wind farms include the footprints of the wind turbines themselves, as well as buried high-voltage cables located anywhere within the leased area. The rights-of-way at our solar farms are contained within the fenced solar farm itself and on our property outside the fence.

Even though buried high-voltage cables are identified above-ground by power-line markers, the marker may not necessarily be directly over the power line. To protect people and ensure their safety, federal and provincial/state laws require anyone planning to excavate near a right-of-way to call their local toll-free One-Call number in advance of any excavation.

We make landowners and the general public in the vicinity of our wind farms aware that buried high-voltage power lines are located both inside and outside the perimeter of the wind farms. (At our solar farms, buried high-voltage power lines are contained only within the fenced perimeter of the solar farm. There are no buried power lines outside the fenced perimeter.)

Also integral to our wind and solar farms are high-voltage sub-stations, which are located on leased or Enbridge-owned land near the farms. These sub-stations are fenced and no public entry is permitted.

### ***Customer Satisfaction***

In 2013, EGD issued approximately 25.2 million residential utility bills and responded to approximately 2.6 million customer inquiries.

Customer service and satisfaction are important to EGD and, as a result, measurement of these areas is important. To get the information it needs, EGD uses a third-party market research supplier to conduct ongoing telephone interviews with customers. EGD also conducts a reputation study to monitor its reputation vis-à-vis its residential customers based on awareness, familiarity, service quality, trust and advocacy. EGD includes benchmarking questions in the study so that it can compare its performance with that of local telephone companies, electric companies and cable/satellite providers in the EGD franchise area. In 2013, the study determined that EGD led in the areas of service quality, trust and advocacy.

In 2005, EGD instituted an Office of the Ombudsman to resolve customer issues that the call centre was unable to resolve. In 2013, EGD escalated 6,398 issues to the Customer Ombudsman's office, which in every case worked with the customer to ensure the complaint was resolved to the customer's satisfaction. The majority of issues (4,970) related to billing and collections.

EGD uses a variety of information, including all of the sources of information outlined above, to identify opportunities to improve customer satisfaction.

### ***Marketing Communications***

A thorough process is in place to review marketing communications pieces prior to distribution. This process includes internal training and education and a periodic review by Enbridge's legal department.

### ***For More Information***

Please see the following performance data sheets on [www.csr.enbridge.com](http://www.csr.enbridge.com): Asset Integrity and Reliability; Human Health and Safety; and Stakeholder Engagement. Please also see Enbridge's December 2013 Operational Reliability Review.