



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

Stakeholder Engagement Performance Data Sheet

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

- SO1 – Percentage of operations with implemented local community engagement, impact assessments, and development programs
- SO9 – Operations with significant potential or actual negative impacts on local communities.
- SO10 – Prevention and mitigation measures implemented in operations with significant potential or actual negative impacts on local communities.

Context

Public focus on safety and environmental incidents in the North American energy sector has increased dramatically in recent years. This focus has manifested itself in increased scrutiny of our projects and operations by governments, regulators, landowners, the media, shareholders, local communities, NGOs, Aboriginal and Native American communities and the general public. In some instances it has also manifested itself in organized opposition campaigns against specific projects or activities, affecting the business and reputation of companies such as Enbridge.

This increased focus means that for our company to be successful, we must have a solid understanding of our stakeholders' views and expectations. We will always need government licenses and permits to operate. But we also require social trust. We recognize that earning and maintaining social trust means we must not only comply with regulatory requirements for stakeholder and community engagement, but must continually interact with our stakeholders and respond to their input in ways that are credible and transparent.

For this reason, many of our projects and operations have customized public involvement and awareness plans that provide management systems, standards and accountabilities for ensuring that we know our stakeholders, engage with them to understand their interests and perspectives, and respond appropriately to their concerns.

2013 Key Performance Areas

#1. Continually engage our stakeholders through our community relations practices and initiatives.

We engage our stakeholders and the communities in which we operate through plans designed to reach out to them at the inception of new projects, as well as through activities designed to maintain public awareness of, and involvement in, our ongoing operations.

Understanding our stakeholders and their concerns is critical to making good business decisions and mitigating risk. There is a direct link between our ability to respond effectively to public concerns and our ability to manage costs and regulatory approval times. Similarly, strong landowner and public involvement and awareness across the life cycle of a project or operation enhance all aspects of our performance, as well as our ability to find solutions that benefit everyone concerned.

The stakeholders to whom we are accountable include:

- Associations and civil society groups
- Customers
- Debt holders
- Employees, contractors, unions, Board of Directors
- Environmental and other non-governmental organizations
- Governments and government regulatory bodies in Canada and the U.S.
- Landowners
- Media
- Right-of-way communities
- Shareholders (retail and institutional investors)

Aboriginal and Native American groups are also extremely important to us, but are not included on this list because governments and regulatory processes recognize them as being separate and distinct. For further information on how we engage with Aboriginal and Native American communities, please see the [Aboriginal and Native American Rights and Engagement performance data sheet](#) on www.csr.enbridge.com.

Management Approach and Background

Public Involvement Programs (PIPs)

We are currently undertaking dozens of large projects across North America and, whether they pertain to pipelines, storage tanks, power transmission lines or renewable energy projects, as soon as they have been proposed we develop and implement a PIP.

PIPs are proactive, two-way communication and consultation programs designed to build public awareness and understanding, gather stakeholder input, answer questions, learn about community interests and perspectives and, whenever possible, implement changes. Under a PIP, we provide regular project updates to landowners, Aboriginal and Native American communities, community residents, stakeholder organizations, public officials, chambers of commerce and the media via newsletters, posters, regulatory compliance mailings, telephone calls, community open house meetings and in-person visits.

While some stakeholders prefer to receive information at the start of a project and then to be kept informed only from time to time, others have concerns that require extensive consultation. The format these consultations take varies, and can include everything from negotiations with individuals on specific issues and multi-stakeholder advisory groups, to discussions about economic opportunities with local contractors and multi-party collaborations on shared objectives.

Following are some examples of various engagement formats that took place in 2013:

- Pump station tours to show how our new Line 61 will look and operate (Illinois)
- Impromptu coffee shop sessions in communities close to our proposed Norlite Pipeline Project (Alberta)
- Lunch-and-learn presentations regarding our Line 10 and 11 Segment Replacement Projects (Ontario)
- Tours of our 2010 spill site near Marshall, Michigan, for leaders from communities along the proposed Northern Gateway Project right-of-way

Public Awareness Programs (PAPs)

Our PAPs focus on improving awareness of pipelines in communities and on the importance of calling a local One-Call centre or 811 before excavating. They also focus on ensuring that stakeholders know how to recognize the warning signs of a potential pipeline emergency. The following are some examples of our public awareness initiatives:

- **Damage Prevention Program:** We meet regularly with local emergency responders, excavators, schools, public officials and other community stakeholders along our rights-of-way to share important safety information about our pipelines, and to work proactively with them to prevent personal injury, damage to the environment or damage to the pipeline system.
- **Emergency Response Drills:** We stage hundreds of drills, equipment deployments and emergency response exercises across our operations each year to help us prepare and train so that we can respond safely and effectively in the event of an incident. Our drills, deployments and exercises involve many hundreds of employees and contractors, as well as third-party observers such as regulators, public officials and first-response agencies so that our approach to emergency preparedness is comprehensive and transparent. Our emergency preparedness and ability to respond quickly, safely and efficiently to incidents also contributes to public safety and environmental protection.
- **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 Response 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.
- **Gas Distribution (GD) Initiatives:** Our Gas Distributions (GD) business unit's largest operational threat is third-party damage to its 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. Enbridge Gas Distribution (EGD) strongly influenced the passing in 2012 of the Ontario Underground Infrastructure Notification System Act, into law. Under this 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.

In 2013, we continued to increase our capacity for community and stakeholder engagement. This engagement reflects increased focus on building healthy, open and long-lasting relationships with communities and residents near

our operating assets, as well as near the projects we are planning or constructing. Our community and stakeholder advisors develop and implement community engagement plans that meet the needs of local communities and stakeholders. They also identify and proactively address emerging concerns in key communities and regions, ensuring that our CSR initiatives are aligned with local priorities.

Measuring Effectiveness

There are many long-term benefits to fostering good relations with stakeholders, and to building trust and goodwill with landowners and communities along Enbridge's rights-of-way.

For one, if landowners and communities already know us, believe that we have treated them fairly in the past, and see that we care about our communities and the safety of everything we do, they are more likely to support our future initiatives and will be more open to discussing and negotiating with us. Moreover, our employees often live in these same communities with their families, and share the same goals as their neighbours: to build strong, thriving, safe and sustainable communities.

Pipeline safety also enters into the equation. When stakeholders are well informed about Enbridge and our operations and trust us and know that we want to hear from them, they are more likely to call us quickly if they smell, hear or see something out of the ordinary with regard to our operations.

The actions or reactions of our stakeholders are the primary indicators of our community and stakeholder relations performance and that of the Public Awareness Program. Key performance indicators for us include:

- Positive or negative feedback gathered in meetings with communities and stakeholders
- Concern/support from elected officials regarding matters important to operations and projects
- Letters of support/opposition
- Positive, negative or balanced media coverage
- Level of opposition to projects
- Timely regulatory approvals of the projects
- Conflict mitigation through effective communication and a meaningful consultation process with stakeholders

By fostering positive relations and addressing local concerns proactively, we, in most instances, have been able to progress on our projects with the support of landowners, communities, and our Aboriginal and Native American neighbours.

The effectiveness of our stakeholder and community engagement programs is evaluated at both a regulatory and company level. For example:

- Canada's National Energy Board (NEB) conducts at least six comprehensive audits of NEB-regulated companies each year. Each of the audits focus on one of six required areas of a company's management system, which include Safety, Environmental Protection, Integrity, Pipeline Crossings and Public Awareness, Emergency Management and Security. Audit results are released publicly.
- In the U.S., we are required by federal regulation to conduct an annual implementation review of our Public Awareness Program, and to evaluate the program's effectiveness once every four years. The effectiveness evaluation is conducted through a collaborative survey that incorporates feedback from emergency responders, public officials, excavators and people who live and work near our pipelines. The survey measures stakeholders' understanding of pipeline safety and their retention of information they would have received as part of our pipeline public awareness direct mail program. This information is paired with statistics and metrics from the annual implementation review to help determine if the program is effective, and whether any changes to the program are indicated.
- In Canada, we commission outside reviews of our Public Awareness Program to obtain recommendations for improvement, and to ensure that we are continuously improving the program.

- We also use informal measures of media interest (news and blog clips) to gauge stakeholder interest in topics such as proposed pipeline construction in a particular area, as well as to develop educational and open-house materials that are responsive to questions that stakeholders raise in media stories.

Continual Improvement

We are expanding our stakeholder relationship management systems to improve our ability to track and be accountable for outcomes. We are also working on creating more robust integration between our ongoing stakeholder and community relations activities and our Safe Community program. And, we intend to strengthen our evaluation processes to help us identify areas for improvement.

For More Information

Please see Enbridge's December 2013 [Operational Reliability Review](#). Please also see the following performance data sheets on www.csr.enbridge.com: [Aboriginal and Native American Rights and Engagement](#); [Human Health and Safety](#); and [Emergency Preparedness and Response](#).