



Community engagement

GRI 102-42; 102-43; 102-44; 103-1; 103-2; 103-3; 413-1

We work collaboratively with our stakeholders to make a positive contribution to the resilience of communities in which we operate.

Business context and our approach

Our long-term success depends on engaging locally with those who may be affected by our business, understanding their values and interests and forging a meaningful dialogue. Our ability to construct and operate safely and reliably is not only about getting permits but earning trust.

We believe the communities where we live and operate should benefit from our presence. We work hard to create shared value and build long-term, mutually beneficial relationships. Therefore, we strive to learn about the context and the particular social, economic and cultural aspects of the areas where we operate and identify how our operations may affect them.

Continuous dialogue helps all parties understand each other's expectations. Over the years, we have learned much from engaging with our neighbors and have evolved our approach to reflect those learnings.

In support of our commitment to contribute to economic opportunities in our communities, we have the following performance objectives:

- Extend local benefits from our infrastructure and activities by investing in community-based projects or initiatives in areas of shared interest and priority that we have identified through our project and regionally-based engagement plans
- Build trust through our Public Awareness Programs with our local and regional stakeholders by ensuring they are aware of our operations and how to live and work safely near them

Who are our stakeholders?

Our stakeholders include the individuals and groups who live or work near—or who can impact or are impacted by—our pipelines, power lines, operations and facilities. They include, but are not limited to, landowners, communities, governments, businesses, industry, emergency responders, non-government organizations and regulators. We also engage with Indigenous individuals and groups and governments living near our projects and operations in Canada and the U.S. It is important to note that because in both countries Indigenous Peoples have distinct rights, we recognize them separately from other stakeholders. We have distinct policies, management systems and accountabilities for addressing Indigenous rights and building community-based relationships. We provide more information on our relationships with Indigenous Peoples in a [discussion paper](#).

Our actions

Our approach to community engagement is guided by our [Corporate Social Responsibility Policy](#) which commits us to clear, honest and respectful interactions. We strive to ensure both the consistency and flexibility of our community outreach efforts. Initiatives we undertake must adhere steadfastly to our values and be customized to local needs and issues. We also engage with Indigenous Peoples and groups living near our projects and operations in Canada and the U.S. However, because in both countries Indigenous Peoples have distinct rights, we recognize them as being separate from other stakeholders. For more information, please see the [Indigenous Inclusion](#) chapter of this report.

We have an integrated management system for engagement that supports our multi-disciplinary and strategic, relationship-based approach to managing engagement, inclusion and communication activities. The system is coordinated, scalable and incorporates standardized processes, procedures, tools and templates to enhance its effectiveness and provide consistency in our approach across all Enbridge projects and operations. It is based on leading industry practices and global benchmarking systems, and further advances accountability, documented reporting and continuous improvement.

As shown in the diagram below, the system involves four stages, each with its own requirements.



Engagement approach

Due to the nature of our operations and our presence in different geographic regions, we are aware that our activities affect different populations in very different ways. We follow the same high standards of community engagement responsiveness in all regions where we operate while tailoring our approach to the unique circumstances of each community, from development and planning to operations and integrity management. We develop and execute specific engagement plans for all new projects requiring regulatory approvals. Foundationally, it begins at the regional level for our liquids pipelines and natural gas pipelines businesses to build unique strategies based on a region's asset footprint, stakeholder impact and priorities. Regional engagement plans act as the integration platform for all engagement activities in the region, including community outreach, public awareness activities, project agreements and community investment. This ensures stakeholder engagement and communication is consistent and ongoing over the lifecycle of our assets and across our different operating regions.

Regional engagement

Our engagement is based on a solid understanding of the regional environment to learn about what matters – the priorities, interests and concerns of our communities and stakeholders. These plans – renewed annually – ensure our engagement is consistent, relevant and ongoing and that we build meaningful relationships with stakeholders.

These also serve as a foundation of stakeholder information when new projects are initiated within a region. Plans are developed and measured using best practices. They help us build and maintain stakeholder relationships in each region and ensure coordination between project planning, operations and community engagement. Multidisciplinary teams execute on the operational engagements in an integrated manner, incorporating experience and learnings from community engagement.

Project engagement

Engagement begins in the development stages of a project. One of the most important steps in pipeline design is gathering input from the community. We meet and review pipeline routes early in the process with local leaders, landowners and other interested stakeholders. Learn more in the [Local Environmental Impacts](#) chapter of this report.

We create customized engagement plans for each project designed to align with project permitting requirements and to understand stakeholder issues, answer questions and obtain input on our project plans, improve awareness of community interests and perspectives and adapt our plans based on what we learn. They involve identifying stakeholders, tailoring engagement methods according to stakeholder priorities, identifying and analyzing issues and risks and developing mitigation plans and processes to respond to issues and risks that might occur.

To ensure these plans are effective and appropriate, we reach out to stakeholders and their communities to get to know them, the local environment and the relevant issues.

Ways we engage	Landowners and tenants	Community members	Emergency responders	Government and regulators
Face-to-face meetings	●	●	●	●
Newsletters, brochures and other collateral mailouts	●	●	●	●
Town halls and open houses	●	●		
Websites	●	●	●	
Social media	●	●		
Landowner advocacy group workshops and presentations	●	●		
Community events (such as BBQs)	●	●	●	
Employee volunteer projects		●		
Partnerships with local and regional organizations		●		
Community investment projects		●	●	●
Online emergency responder training			●	
Facility and ROW tours	●	●	●	●
Emergency response tabletop exercises			●	●
Regulatory compliance				●

Addressing stakeholder input

While we work hard to anticipate community questions and concerns, as well as their interests and capabilities for economic participation through our robust stakeholder engagement process, we have a formal process for stakeholders to share concerns or interests with us and for us to be able to document, address and resolve those issues.

It is important we understand our stakeholders' concerns or grievances about our projects and operations. Enbridge welcomes and encourages respectful, two-way dialogue and problem-solving, and we take all stakeholder concerns and requests seriously. We log issues as they emerge, identify and prioritize potential issues and develop appropriate engagement or communication actions to resolve them. Concerns raised by communities near our projects or operations have included pipeline safety, routing, site remediation, security, noise and environmental impacts. We also receive inquiries around project benefits such as business and job opportunities, as well as community investment.

We offer stakeholders a variety of methods through which they can reach us, including toll-free telephone numbers, in-person meetings, landowner informational meetings, open houses, responses recorded with the regulators and dedicated email addresses. Our plans also include opportunities for stakeholders to contact us and for us to listen and respond to any concerns or inquires that arise.



Growing a robust relationship with Toronto gardeners

At Enbridge, our primary goal is the prevention of all spills. When a preventative maintenance dig was required on a pipeline flowing under a garden in Toronto, Enbridge worked with concerned gardeners to reduce impacts of the dig and restore gardens before the 2020 growing season.

[Learn more](#)

Public awareness programs

In Canada and the U.S., we take a comprehensive approach to public awareness through an enterprise-wide program that meets, and often exceeds, regulatory requirements. This safety communication program is dedicated to informing and educating our neighbors, landowners, the digging community – including developers, excavators and farmers – Indigenous groups, municipal and emergency officials and others, about the presence of pipelines and associated facilities in their communities and how to continue living and working safely around them.

While specific outreach requirements for public awareness vary across North America, our Public Awareness Program drives quality, consistency and continual improvement. We provide a standard for safety engagement and communication with the public, including information mailings and online content, and we educate the public on best practices regarding damage prevention measures to safeguard underground infrastructure assets. We contribute to local emergency response readiness, and we train our employees on how to deliver key messages to emergency officials, share information about our pipelines and initiate safe and effective responses in the event of an emergency. We track emergency official outreach on a three-year cycle; over the past three years, we have carried out these liaison activities with more than 1,000 emergency response agencies across Canada and the U.S. and continue to formalize our tracking across all public awareness activities.

Emergency responder education and engagement

We participate in industry-aligned training offered by the API and the Association of Oil Pipe Lines. This free online training portal continues to assist in educating first responders on the techniques and skills necessary to address liquids or natural gas pipeline emergencies. This program is best-in-class, as it features content from the National Association of State Fire Marshalls, and we have promoted it to all first responders along Enbridge's system. It is not, however, available in multiple languages. Enbridge continues to invite our French-speaking emergency responders to email or contact us directly to facilitate in-person training sessions. Program information is available [here](#).

Our performance

In December 2019, the Canadian portion of [Enbridge's L3RP](#) went into commercial service. At an estimated cost of \$5.3 billion, the new Line 3 is the largest project in Enbridge's history, running more than 665 miles (1,070 km) between Hardisty, Alberta and Gretna, Manitoba. The project also represents the largest stakeholder and Indigenous engagement undertaking in Enbridge's more than 70-year history in Western Canada. We recorded over 30,000 engagement activities with interested parties and project land agents conducted more than 31,000 landowner outreaches – garnering the support of all 1,087 ROW landowners – along with 4,000 outreaches to 41 rural municipalities.

We had 57,000 direct and indirect engagements with stakeholders and Indigenous communities in the U.S. for our L3RP between 2015-2019. During that same period, we held 3,262 outreach engagements. At the time of publication of this report, we continue to await final permitting before construction can begin in Minnesota, to enable completion of the US\$2.9 billion American portion of the [project](#).



Atlantic Bridge builds crucial connections with communities and customers

Over the past four years, Enbridge has committed to fostering dialogue and building relationships with stakeholders along our Atlantic Bridge Project. Once complete, the expansion will bring an additional 132,700 dekatherms of capacity to our pipeline systems.

[Learn more](#)