

# AGENDA

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## Questar Gas Customer Communications Plan

Tuesday, May 7, 2024 | 3:30 - 5 p.m.

**Background & Introductions** . . . . . Kelly Mendenhall

**Key Messages & Tone** . . . . . Margaret Nuttall

**Timeline Overview & Approach** . . . . . Dana Ivins

**Enbridge Communications** . . . . . Margaret Nuttall

**Dominion Energy Communications** . . . . . Jorgan Hofeling & Dana Ivins

**Questions/Discussion**



# Questar Gas Customer Communications Plan

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An overview of communications regarding the transition from Dominion Energy to Enbridge Gas

REVISED MAY 3, 2024





## Introduction

In September 2023, Enbridge announced a plan to acquire three U.S.-based utilities operating in Utah, Wyoming, Idaho, Ohio, and North Carolina.

The new companies will operate within Enbridge Inc.'s Gas Distribution & Storage Business Unit reporting to EVP and GDS President Michele Harradence. Questar Gas Company serving customers in Utah, Wyoming, and Idaho and its related Wexpro companies ("Wexpro" and collectively with Questar Gas, "Questar"), are anticipated to close on June 1, 2024, and will be doing business as Enbridge Gas with a location identifier—Enbridge Gas Utah, Enbridge Gas Wyoming, and Enbridge Gas Idaho.

Per the agreements of purchase and sale, Enbridge has 90 days following each closing date to implement a change of legal name (where applicable) for each sale entity and 180 days to remove the Dominion Energy branding from any marked materials.

## Key Messages & Tone

- Positive, supportive, and reassuring.
- New name, same reliable service.
- Signal excitement for the future.
- For now, it's business as usual. We'll be sure to give customers plenty of notice and information about any changes we make to how we interact with them. Our goal is to make the transition as easy as possible for customers.

# Timeline

## Co-branded transition messaging

These communications provide a “heads up” to customers, and include both the Enbridge and Dominion Energy name and/or logo to ensure familiarity with both brands.

## Enbridge rebranding

The Dominion Energy name, logo and mentions will be replaced with Enbridge Gas or redirected. (Full rebrand to be completed by end of November 2024.)

#	CUSTOMER-FACING ITEM	JUN	JUL	AUG	SEP	OCT	NOV
<b>Enbridge</b>							
4	<a href="#">News release</a>						
4	<a href="#">Enbridge.com homepage</a>						
4	<a href="#">Social media</a>						
4	<a href="#">Contact center</a>						
<b>Dominion Energy</b>							
5	<a href="#">DominionEnergy.com homepage</a>						
6-7	<a href="#">DominionEnergy.com transition webpage</a>						
8	<a href="#">Call menu</a>						
8	<a href="#">Hold-queue message</a>						
8	<a href="#">Answering script</a>						
9	<a href="#">Customer account portal (pre-login)</a>						
10	<a href="#">Customer account portal (post-login)</a>						
11	<a href="#">Mobile app</a>						
12	<a href="#">Payment website</a>						
13	<a href="#">ThermWise.com</a>						
14	<a href="#">Email to customers</a>						
15	<a href="#">Email to transportation &amp; industrial customers</a>						
16	<a href="#">Bill insert</a>						
17	<a href="#">Customer newsletters</a>						
18	<a href="#">Bill envelope (outer) &amp; letter envelope</a>						
19	<a href="#">Customer eBill</a>						
20	<a href="#">Employee talking points</a>						
<b>Future items</b>							
	Bill envelope (inner for payments)						
	Customer bill (front and back)						
	Print collateral (brochures, door hangers, tags, etc.)						
	Customer letters						
	Trademarks & marketing collateral						
	Fleet vehicles						
	Uniforms & personal protective equipment						
	Building & facility signage						
	Pipeline markers						

# Transition preview

## Enbridge news release

- Enbridge Inc. announces the closing of its acquisition of Questar Gas Company and its related Wexpro companies from Dominion Energy, Inc.
- The gas utility will be doing business as Enbridge Gas Utah, Enbridge Gas Wyoming, and Enbridge Gas Idaho, and will join Enbridge's Gas Distribution and Storage Business Unit.
- Statement from Michele Harradence, Enbridge Executive Vice President and President, Gas Distribution and Storage.

## EnbridgeGas.com homepage



## Enbridge social media



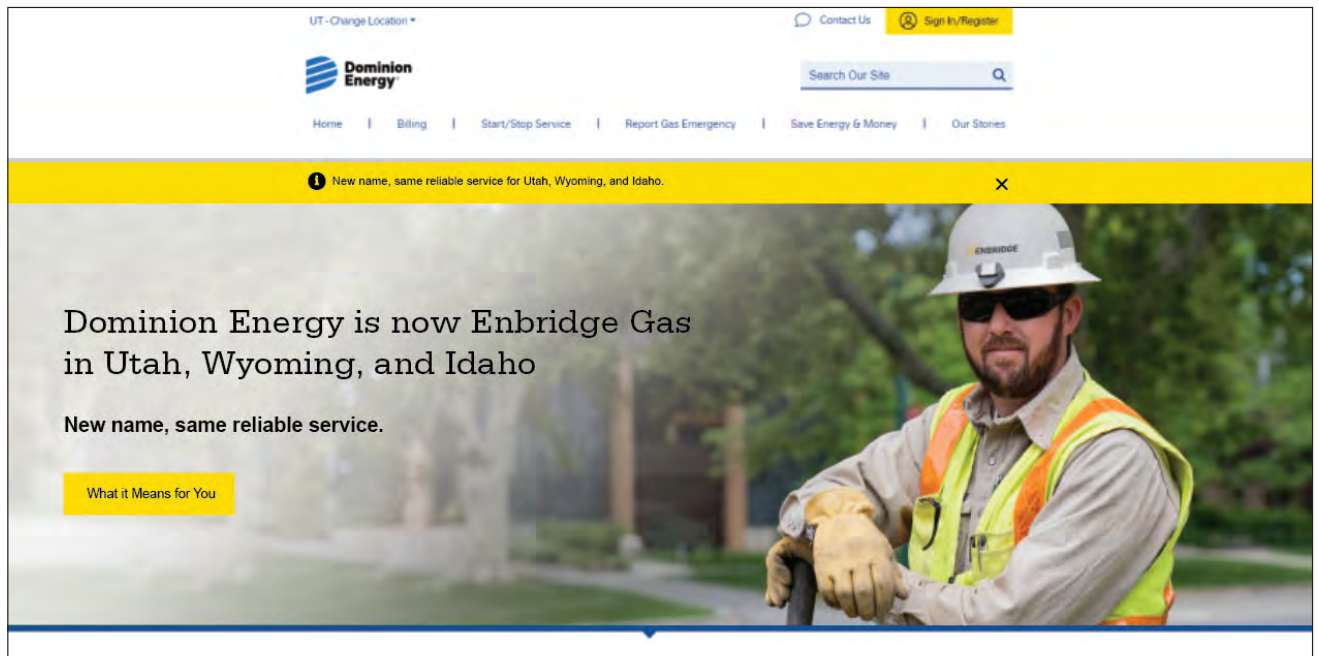
## Enbridge Gas contact center

We're prepared if a customer in Utah, Wyoming, or Idaho inadvertently calls Enbridge Gas in Canada:

- **Emergencies:** *Provide the customer with the emergency services number 1-800-767-1689 AND warm transfer to ensure their call is connected.*
- **Customer service:** *It is business as usual for customers in Utah, Wyoming, and Idaho. Customers can continue to transact on dominionenergy.com. If they have a billing or payment inquiry, provide the general service number 1-800-323-5517, available Monday through Friday, 7 a.m. to 6 p.m.*
- **Transition questions:** *Direct customers to dominionenergy.com where there will be a dedicated information page.*

# Transition preview

DominionEnergy.com homepage



# Transition preview

## DominionEnergy.com transition webpage



## Dominion Energy is now Enbridge Gas in Utah, Wyoming, and Idaho

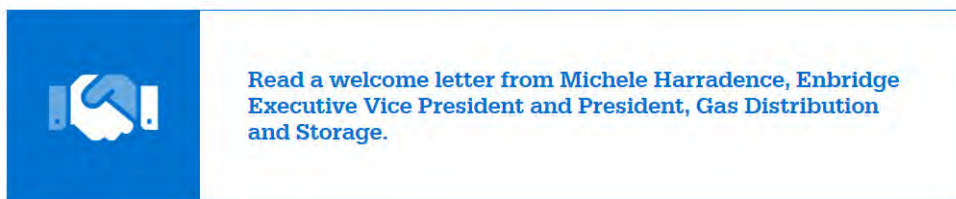
On Month XX, 2024, Dominion Energy's natural gas distribution business in Utah, Wyoming, and Idaho joined Enbridge Inc., and will do business as Enbridge Gas Utah, Enbridge Gas Wyoming, and Enbridge Gas Idaho. Please review the [recent news release](#) for more information.



We're very excited to be joining the Enbridge family of businesses and look forward to providing you with the same safe, reliable service you know.

This transition should be seamless for customers. **You will be notified well in advance of any changes that may affect payments or how you access your account.** Information will be provided via email, with your paper bill or eBill, and on DominionEnergy.com.

Enbridge Gas is owned by Enbridge, a Canadian-based leader in energy transportation and distribution. The company provides natural gas service in Ontario, Quebec, and Ohio, and will now serve customers in Utah, Wyoming, and Idaho. Enbridge Gas will continue to deliver what's important for its combined 6.3 million customers—the safe and reliable delivery of affordable energy and a focus on innovation to contribute to a sustainable future. To learn more about Enbridge Gas, visit [www.enbridgegas.com](http://www.enbridgegas.com).





# Transition preview

DominionEnergy.com transition webpage (continued)

## What it Means for You

### ⊖ What won't be changing

[Collapse](#)

- **Phone numbers:** You can continue to reach Customer Care by calling 800-323-5517 Monday through Friday, 7 a.m. to 6 p.m. For gas line breaks, leaks or odors, you may continue to call 800-767-1689 any time.
- **Customer service:** Calls and service will continue to be provided by friends and neighbors in your community who are now employed by Enbridge Gas.
- **Gas and service rates:** The rates you pay for natural gas supplies and service will be unaffected by this transition. As always, customer bills will be affected by usage, the fluctuating cost of natural gas, the cost of providing service and maintaining infrastructure.
- **Programs, services and agreements:** Your participation in Auto Pay, Budget Billing, eBill, payment arrangements, energy assistance, landlord agreements, GreenTherm, or CarbonRight are unaffected.
- **Regulating entities:** Service and rates will continue to be governed by the public service commissions of Utah and Wyoming.
- **Gas supplies:** We will continue to source natural gas supplies from the Intermountain West and produce about half of customer supplies through Wexpro Company, which is also joining Enbridge.
- **Improvement projects:** Pipeline-replacement projects will continue as planned to maintain a safe and reliable natural gas system.
- **HomeServe billing:** Customers who have taken advantage of HomeServe's offerings will continue to be billed for those services on their monthly gas bill.

### ⊖ What will be changing over time

[Collapse](#)

- **Name and logo:** We will be doing business as Enbridge Gas Utah, Enbridge Gas Wyoming, and Enbridge Gas Idaho. You will see the Enbridge name and logo more often as we transition. By 2025, all references to Dominion Energy will be replaced by Enbridge Gas on items like bills, vehicles, and uniforms.
- **Bank payments:** Although not immediately, customers who pay their natural gas bills through a bank or credit union may need to change the payee details later this year. Customers who use this payment method will receive advance notice before a change needs to be made.
- **Check payments:** Customers who pay by check should continue to mail checks to Dominion Energy, P.O. Box 27031, Richmond, VA 23261-7031 until further notice. Customers who use this payment method will receive advance notice before a change needs to be made.
- **Websites:** For the time being, the websites you use to access accounts, nominate gas, and conduct other business as residential, commercial, or industrial customers will remain the same. Customers who use various websites will receive advance notice before any changes occur.

### ⊖ How to stay safe and avoid scams

[Collapse](#)

Be aware of scammers who call and claim to be collecting on your bill and ask for an online or over-the-phone payment. Please remember that Dominion Energy and Enbridge employees will never call or show up at your home to demand a payment and will never request to enter your home without proper identification, an appointment, or a reported emergency.

By 2025, all references to Dominion Energy will be replaced by Enbridge Gas on items like bills, vehicles, and uniforms. If you have any questions, please call 800-323-5517 to verify the status of your account or work happening near your home or business.





## Transition preview

### Over-the-phone sequence



#### **Call menu**

*Thank you for calling Enbridge Gas, formerly Dominion Energy in Utah, Wyoming, and Idaho.*

- *To report a gas-line break or gas odors, press 1.*
- *To make a payment by phone, press 2.*
- *For service, information on your account, or any other questions, press 3 or stay on the line.*
- *Para Espanol oprima numero cuatro.*
- *To be transferred to a third-party home-warranty provider called HomeServe, press 5.*
- *To repeat this menu, press 0.*



#### **Hold-queue message**

*As of \_\_\_\_\_, Dominion Energy's gas distribution company in Utah, Wyoming, and Idaho joined the Enbridge family of businesses. Moving forward, we will be doing business as Enbridge Gas Utah, Enbridge Gas Wyoming, and Enbridge Gas Idaho.*

*You will see the Enbridge name and logo more often as we transition, and will be notified well in advance of any changes that may affect payments or how you access your account. Information will be provided via email, with your paper bill or eBill, and on DominionEnergy.com.*

*As Enbridge Gas, we look forward to providing you with the same safe, reliable service you know.*




#### **Answering script**

*Enbridge Gas, this is \_\_\_\_\_. How may I help you?*

# Transition preview


Customer account portal | pre-login




**GAS ACCOUNT CENTER**  
Idaho, Utah, Wyoming

Sign In

Contact Us



**New name, same reliable service.**  
[Learn more >](#)  


## Account Center Access

If you are a new user, [click here to register](#).

Please enter your User ID and Password to sign in. Remember, User ID and Password are case sensitive.

User ID or Account Number:

Forgot my User Id?

Password:

Forgot my Password?

☐ Show Password

Sign In

Cancel

Need your account number? [Click Here](#)

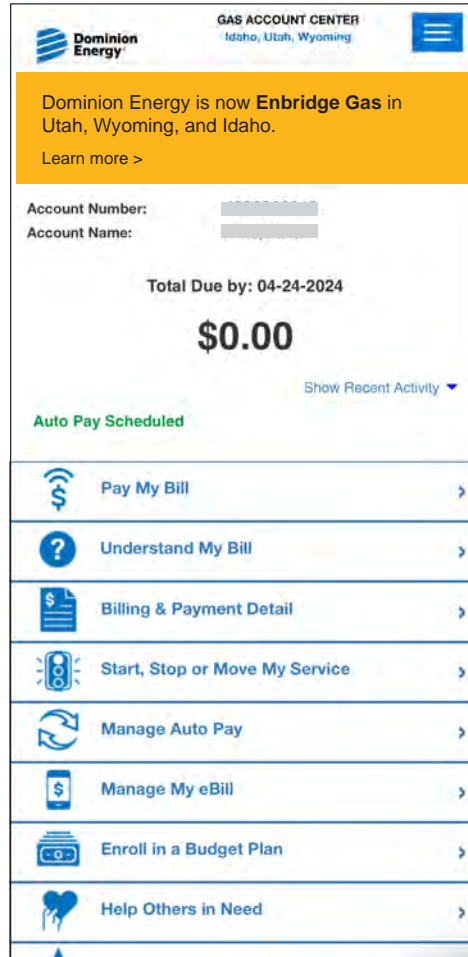
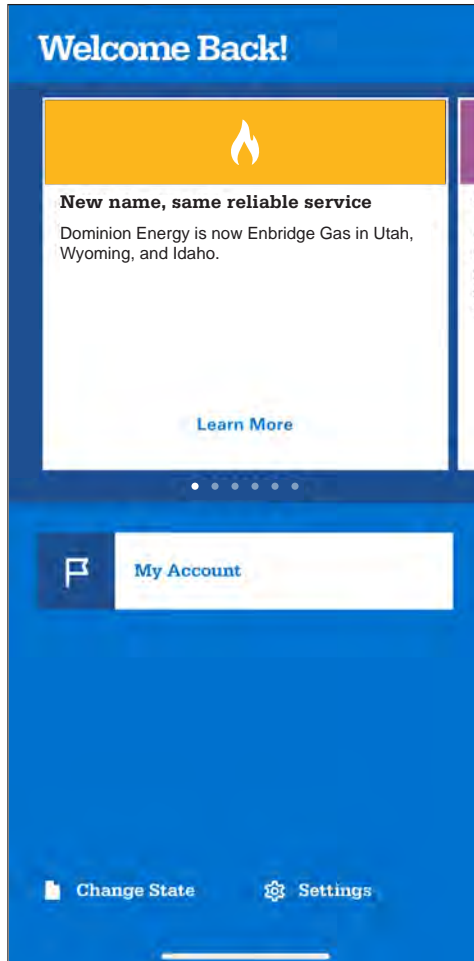
Contact Us | Legal | Privacy Policy

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# Transition preview

## Mobile app



# Transition preview

## Payment website

BACK TO DOMINION ENERGY

LOG OUT

**Pay Bill** ACCOUNT NUMBER: 4808368313

1 Personal Information

All fields are required unless marked optional

NAME

EMAIL

ENTER PRIMARY EMAIL

☐ Update Your Profile

NEXT STEP

2 Payment Method

3 Payment Information

Terms and Conditions | Privacy Policy

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**Pay Bill** ACCOUNT NUMBER: 4808368313

1 Personal Information

All fields are required unless marked optional

NAME

Dana Ivins

EMAIL

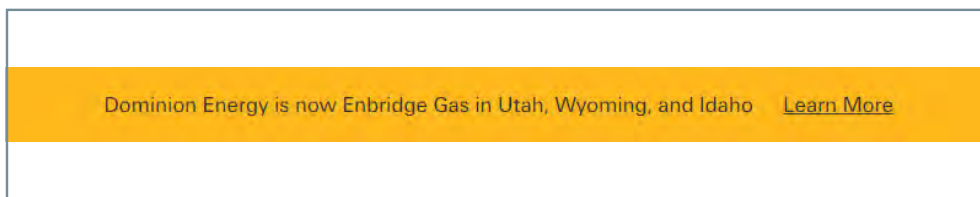
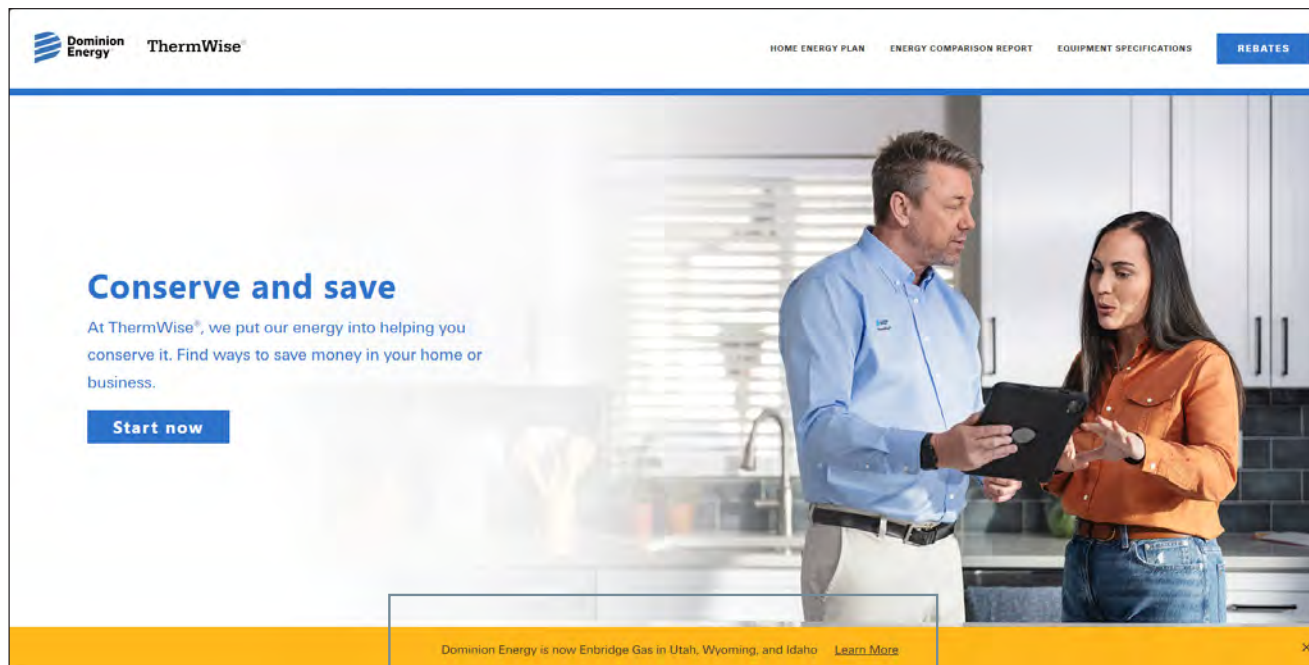
ENTER PRIMARY EMAIL

☐ Update Your Profile

NEXT STEP

# Transition preview

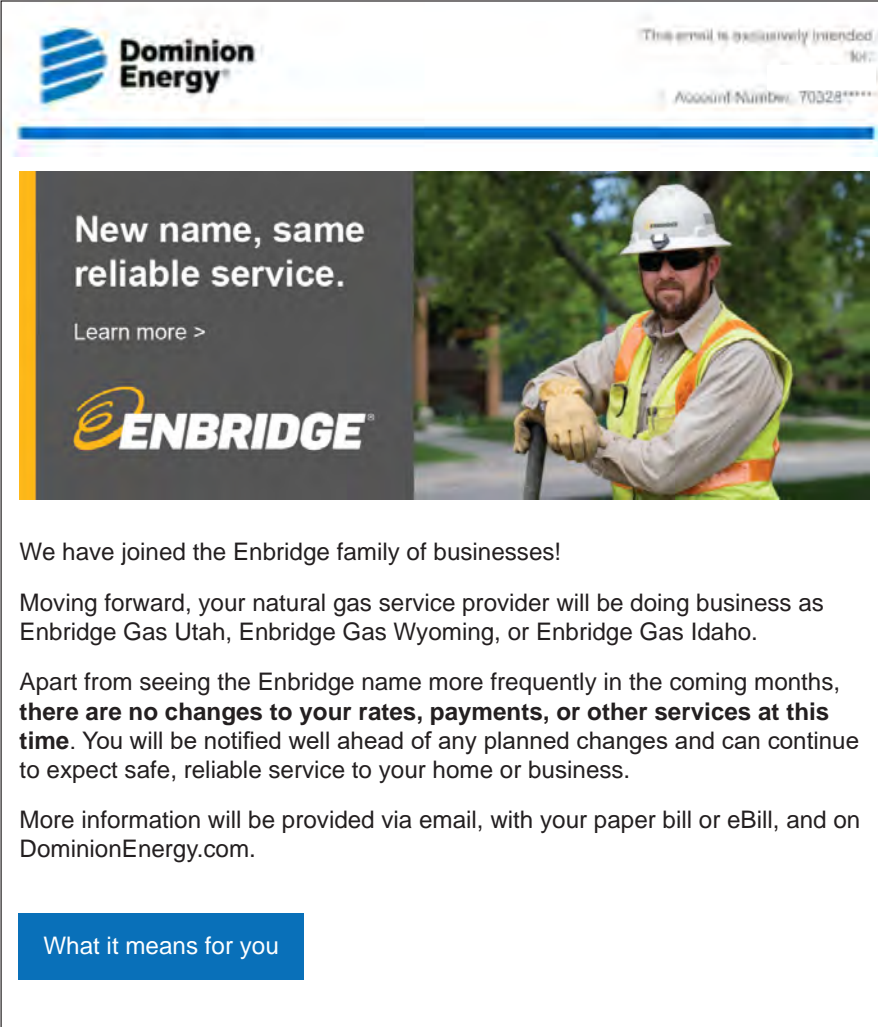
ThermWise.com





## Transition preview

### Email to customers



The image shows a preview of an email from Dominion Energy. At the top left is the Dominion Energy logo. To its right, it says "This email is exclusively intended for:" followed by a redacted name and "Account Number: 70328\*\*\*\*\*". Below this is a blue horizontal bar. The main content area has a dark grey background on the left with the text "New name, same reliable service." and a "Learn more >" link. To the right of this text is a photo of an Enbridge worker in a hard hat and safety vest. Below the photo, the text reads: "We have joined the Enbridge family of businesses! Moving forward, your natural gas service provider will be doing business as Enbridge Gas Utah, Enbridge Gas Wyoming, or Enbridge Gas Idaho. Apart from seeing the Enbridge name more frequently in the coming months, **there are no changes to your rates, payments, or other services at this time.** You will be notified well ahead of any planned changes and can continue to expect safe, reliable service to your home or business. More information will be provided via email, with your paper bill or eBill, and on DominionEnergy.com." At the bottom is a blue button that says "What it means for you".

**New name, same reliable service.**  
Learn more >

**ENBRIDGE**

We have joined the Enbridge family of businesses!

Moving forward, your natural gas service provider will be doing business as Enbridge Gas Utah, Enbridge Gas Wyoming, or Enbridge Gas Idaho.

Apart from seeing the Enbridge name more frequently in the coming months, **there are no changes to your rates, payments, or other services at this time.** You will be notified well ahead of any planned changes and can continue to expect safe, reliable service to your home or business.

More information will be provided via email, with your paper bill or eBill, and on DominionEnergy.com.

What it means for you





# Transition preview

## Email to transportation and industrial customers

We have joined the Enbridge family of businesses!

Moving forward, your natural gas service provider will be doing business as Enbridge Gas Utah, Enbridge Gas Wyoming, or Enbridge Gas Idaho.

Apart from seeing the Enbridge name more frequently in the coming months, **there are no changes to your rates, payments, or other services at this time**. You will be notified well ahead of any planned changes and can continue to expect safe, reliable service.

For more information, please visit [DominionEnergy.com](https://www.DominionEnergy.com) or contact your account manager.

## Transition preview

### Bill insert

Dominion Energy  
is now  
**Enbridge Gas**  
in Utah, Wyoming  
and Idaho



### New name, same reliable service

We have joined the Enbridge family of businesses! Moving forward, your natural gas service provider will be doing business as **Enbridge Gas Utah, Enbridge Gas Wyoming, or Enbridge Gas Idaho.**

Apart from seeing the Enbridge name more frequently in the coming months, **there are no changes to your rates, payments, or other services** at this time. You will be notified well ahead of any planned changes and can continue to expect safe, reliable service to your home or business.



Scan for more information on  
[DominionEnergy.com](https://www.DominionEnergy.com)



# Transition preview

## Customer newsletters

**Customer Connection**  
July 2024

**Dominion Energy**

**New Name, Same Reliable Service**

**ENBRIDGE**

Dominion Energy's natural gas distribution business in Utah, Wyoming and Idaho joined Enbridge Inc., and will do business as **Enbridge Gas Utah** and **Enbridge Gas Idaho**.

We're very excited to be joining the Enbridge family of businesses and look forward to providing you with the same safe, reliable service you know.

This transition should be seamless for customers. **You will be notified well in advance of any changes that may affect payments or how you access your account.** Information will be provided via email, with your paper bill or eBill, and on [DominionEnergy.com](http://DominionEnergy.com).

**Know Your Rights and Responsibilities as a Customer**

At Dominion Energy, our goal is to provide safe, reliable service at a low price while treating our customers with respect and helping them in ways that mean the most to them. But much of our success depends on you. Here are a few ways we can work together to ensure your natural gas service is the best it can be:

**You can expect Dominion Energy to:**

- Provide natural gas service to all qualified applicants;
- Provide information about financial programs that help low-income customers pay bills;
- Provide payment arrangements to help customers with financial emergencies;
- Let customers pay security deposits, if required, in three equal installments;
- Follow a consistent set of procedures before disconnecting service;
- Offer winter shut-off protection service to qualified customers; and
- Continue service for a reasonable time when a physician's statement specifies that a medical emergency exists.

**In turn, Dominion Energy expects you to:**

- Safely use services and pay for them on time each month;
- Call us about problems with safety or customer service;
- Call us when there are billing errors or other problems;
- Develop a payment plan with us when payment problems are anticipated;
- Notify us if you move to another residence;
- Notify us about terminating service or changing service to another name;
- Keep meters free of snow and ice and protect them from potential damage; and
- Provide access to the meter on your property.

By working together, we can maintain the high standard of service you have come to expect. Don't hesitate to let us know if you have a problem with your bill or service. You can contact us at **800-323-5517** or visit [DominionEnergy.com](http://DominionEnergy.com). If it's not resolved to your satisfaction, you have the right to contact the Utah Division of Public Utilities at 801-530-7622 or 800-874-0904 to request a review.

**Rights-of-Way and Easements**

If our pipelines run through a right-of-way or easement on or adjacent to your property, there are some specific guidelines you must follow. Please remember that certain improvements and landscaping are prohibited in the right-of-way. For example, deep-rooted trees and shrubs are not permitted within a right-of-way. Structures and retaining walls are also prohibited in the right-of-way. Grasses, low-growing plants, shrubs and gardens may be planted within the right-of-way. Watch for our pipeline markers as you plan your landscaping and outdoor structures, and as a reminder, always call 811 before you dig or excavate, regardless of the size of your project.

**811 Know what's below. Call before you dig.**

Dominion Energy Utah | Dominion Energy Idaho

[DominionEnergy.com](http://DominionEnergy.com) | 800-323-5517


## Transition preview

### Bill envelope (outer)

**Dominion Energy**<sup>®</sup>


P.O. Box 45360  
Salt Lake City, UT 84145-0360

FIRST-CLASS MAIL  
PRSR  
U.S. POSTAGE PAID  
PDS

**New name, same reliable service**  
  
Dominion Energy is now **Enbridge Gas**  
in Utah, Idaho and Wyoming!  
  
**ENBRIDGE**<sup>®</sup>  
*Life Takes Energy*


**Bill Enclosed**

### Letter envelope

**Dominion Energy**<sup>®</sup>


P.O. Box 45360  
Salt Lake City, UT 84145-0360

FIRST-CLASS MAIL  
PRSR  
U.S. POSTAGE PAID  
PDS

Dominion Energy is now **Enbridge Gas**  
in Utah, Idaho and Wyoming!  
  
**ENBRIDGE**<sup>®</sup>  
*Life Takes Energy*

# Transition preview

## Customer eBill



This email is exclusively intended for:  
[Redacted]  
Account Number: 70328\*\*\*\*\*


**Dominion Energy is now Enbridge Gas in Utah, Wyoming & Idaho**  
[Learn more >](#)

Your Dominion Energy bill is ready for payment. To view your billing details, please [log in to your account](#).


Paying your bill electronically ensures more timely and secure payment processing.

**YOUR AUTO PAY DETAILS**


**\$159.42**  
Payment Due: 2024-01-11




**Auto Pay**




**Budget Billing**



**Payment Options**





**Energy Assistance**



**Understand My Bill**

**New name, same reliable service.**  
[Learn more >](#)





**Customer Newsletters and Info**  
*Learn how to stay safe, save money and better manage your natural gas service*

**Service You Can Count On**  
*Learn more about your customer rights and responsibilities as well as available resources*

**Proper Appliance Adjustment**  
*A guide to keep your natural gas appliances working safely and efficiently year round*

**Your Sustainability Toolkit**  
*Programs that help you save energy, reduce emissions and support renewable energy*



# Transition preview

## Employee talking points

- **Purpose:** *Prepare employees to respond to enquiries from external stakeholders which may result from news releases, media coverage, and other communications.*
- **Key messages:** *Company details, what the transition means for customers.*
- **Q&A:** *Thorough Q&A regarding next steps, workforce, transaction details, Enbridge goals.*
- **Sample email:** *Provided to support employees who need to communicate with external stakeholders.*