

1           **COMMUNICATION PLAN**

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3           Centra will support the implementation of its proposed changes in natural gas rates  
4           and related processes as identified in this Application through a communication plan  
5           comprised of various media avenues to ensure the messaging reaches and educates  
6           all impacted customers in an effective manner. The plan will commence in advance  
7           of the November 1, 2022 effective date to ensure that customers have sufficient  
8           opportunity to learn about and understand the changes. Notably, the exact  
9           messaging and selected communication channels will depend on the  
10          decisions/outcome of this application. As such, Centra can only provide an outline of  
11          potential communication avenues at this time. Such avenues may include the  
12          following (note that all avenues will be available in English and French):

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- 14          • **Manitoba Hydro bill inserts** – Bill insert materials will provide high level messaging  
15           on proposed changes to the customer bill. For on-line customer accounts using  
16           the Customer Self-Service portal, customers will be directed to links on Manitoba  
17           Hydro’s external website that will provide access to the bill insert materials.
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  - 19          • **Energy Matters Newsletter (bill insert)** – the Energy Matters Newsletter will  
20           provide more detailed messaging on proposed changes to the customer bill and  
21           will also include messaging that addresses the benefits of this change.
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  - 23          • **Social Media Channels (Twitter, Facebook, Instagram)** – These channels will  
24           provide high level messaging on proposed changes to the customer bill with links  
25           to further information on Manitoba Hydro’s external website.
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  - 27          • **Manitoba Hydro external Website** – An information box will be added on the  
28           homepage of Manitoba Hydro’s external website that will include the same  
29           messaging as the channels noted above as well as a link to the “**Reading Your Bill**”  
30           page. The Reading Your Bill page ([How to read your bill \(hydro.mb.ca\)](https://www.hydro.mb.ca/reading-your-bill)), which  
31           outlines the customer bill by section with associated graphics highlighting the  
32           impacted bill sections, will also be updated. Lastly, the “Glossary of bill terms”  
33           provided at the following link would be updated to reflect the new bill  
34           components: [https://www.hydro.mb.ca/accounts\\_and\\_services/glossary/](https://www.hydro.mb.ca/accounts_and_services/glossary/)

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- **On-line Calculator Tool** – An on-line calculator tool will be made available which would enable customers to enter their consumption and related bundled delivery charge with the output displaying their separate Transportation and Distribution charges.
- **Customer Support** – Manitoba Call Centre staff, Energy Service Advisors and other customer support staff will be provided with the necessary information to respond to customer enquiries about the changes in their bill. In addition, Corporate Communications staff will be provided with the necessary information to respond to customer comments / questions posed through social media channels.