

**BRITISH COLUMBIA
UTILITIES COMMISSION**

**ORDER
NUMBER G-9-09**

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IN THE MATTER OF
the Utilities Commission Act, R.S.B.C. 1996, Chapter 473

and

An Application by Terasen Gas Inc.
Customer Choice Program Compliance Filing Pursuant to
Order G-181-08 and Decision dated December 12, 2008

BEFORE: L.F. Kelsey, Commissioner
P.E. Vivian, Commissioner
D.A. Cote, Commissioner
R.K. Ravelli, Commissioner

February 19, 2009

ORDER

WHEREAS:

- A. Order G-181-08 dated December 12, 2008 approved the Customer Education Plan budget expenditures for the following amounts: 2009 - \$750,000; 2010 - \$500,000; and 2011 - \$300,000. and the objectives of the Customer Education Plan were modified to make customers more aware of the choice of Gas Marketers available and the price variation between these suppliers. Terasen Gas Inc. ("TGI") was directed to prepare and submit a Customer Education Plan based on these objectives for British Columbia Utilities Commission ("Commission") review and approval by January 31, 2009. The Standard Information Booklet was to be modified to reflect more generic content with fewer references to TGI. The TGI logo will be removed from the document; and
- B. On January 31, 2009, Terasen Gas filed its Customer Choice Compliance filing pursuant to Order G- 181-09 (the "Application"); and
- C. The Commission has reviewed the Application.

NOW THEREFORE pursuant section 71.1 of the *Utilities Commission Act* the Commission approves the TGI Compliance Filing Application as follows:

- 1. The Communication Strategy and Media Strategy based on expenditures of \$750,000 in 2009; \$500,000 in 2010; and \$300,000 in 2011.

2. TGI's recommendations pertaining to bill inserts, bill changes and the following shorter bill messages with certain changes to item C shown below:
 - A. ***"Customer Choice lets customers purchase natural gas at a long-term fixed rate from an independent gas marketer as an alternative to the variable regulated rate available from Terasen Gas. To learn more visit terasengas.com/choice."***
 - B. ***"A long-term fixed rate contract from an independent gas marketer provides greater price certainty; though depending on market factors it will be lower or higher than the variable regulated rate available from Terasen Gas. Visit terasengas.com/choice."***
 - C. ***"Visit terasengas.com/choice to compare long-term fixed rates for natural gas among independent gas marketers."***
3. The proposed schedule for production and review of the redesigned Standard Information Booklet. The first draft of the revised content will be sent to Gas Marketers for review on February 13, 2009 and the proposed booklet reflecting Gas Marketer input will be submitted for Commission review by February 27, 2009.
4. Suggested changes to the Market Price Depository, including \$42,000 in additional funding in 2009 to build and implement the new screens; and \$1,000 annually thereafter in lieu of associated software licensing fees. The TGI proposal is to be simplified to show the five-year history of variable prices in a readable chart, directly below the current TGI variable price.
5. Gas Marketers are to submit price data directly to TGI for the Market Price Depository website at least one full business week prior to the end of each month beginning March 24, 2009. This information is to be provided as a condition of maintaining a Gas Marketer Licence.
6. Issues related to further improvements to the Market Price Depository enforcement of pricing information and whether the information should be provided to homeowners during sales calls are to be discussed at the Annual Meeting of Gas Marketers scheduled for April 23, 2009.
7. The schedule in Table No. 1 of the TGI Compliance Filing Application, showing communication reviews and milestones for Gas Marketers and the Commission so that each is able to provide comment before any final media communication material is produced for the Customer Choice Program.

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Table No. 1 - Content Review Schedule

Gas Marketers Review Schedule	
February 13 - February 20	Standard Information Booklet
March 6 - March 13	Bill inserts
March 27 - April 3	Newspaper wraps Newspaper inserts Display ads Online ads

BCUC Review Schedule	
February 28	Standard Information Booklet
March 23 – April 6	Bill inserts
April 17 – May 1	Newspaper wraps Newspaper inserts Display ads Online ads

8. Additional funding to modify the customer bill to make it more readable and differentiate the midstream charges from other charges is not approved, but TGI is directed to review the bill format and to introduce any changes to make it more readable in the annual meeting on April 23, 2009.

DATED at the City of Vancouver, in the Province of British Columbia, this 23rd day of February 2009.

BY ORDER

Original signed by:

L.F. Kelsey
Commissioner