



Meeting Minutes of the Consumer Advisory Council (CAC)

April 16, 2015 9:30 am to 12:30 pm

Electrical Safety Authority Provincial Office
155A Matheson Blvd W, Mississauga, ON

Attendance

Attendees:	Dean Anderson	Rod Skinkle	Karen Girling
	Sarah Thompson	Joan A. Pajunen	Hollis Hopkins
	Kari Manninen		
ESA:	Nancy Evans	Kathryn Chopp	Carol Keiley
	Norm Breton		
Regrets:	Carol Gravelle	John Buchanan	Farrah Bourre

1. Approval of Minutes from November 26, 2014

Motion to approve the agenda: CARRIED

Motion to adopt the minutes of November 26, 2014: CARRIED.

Conflict of interest – none identified.

A reminder of the importance of risk management was given.

2. LDC Public Safety Measure

(See attached presentation.)

Norm Breton discussed the proposed public safety metric presented to Ontario Energy Board (OEB).

Purpose: monitor efforts of LDCs (distribution network – not transmission or home) on improving public safety.

ESA established a working group of LDC representatives and CAC representatives.

On April 22, ESA will present its recommendations/final measure to OEB. ESA in conjunction with a working group developed presented a measure with three components public awareness of electrical safety matters, LDC compliance to Utility Safety Reg 22/04, and the rate of incidents on their assets. If accepted, then OEB will communicate it to the utilities, i.e. when they start reporting, etc. Reporting may start in fall 2015; awareness surveys may begin in 2016.

ESA received 50 pages of comments from the Public Consultation – most from LDCs. There was a need to tweak the methodology.

How awareness will be measured is a challenge. Survey is representative of their entire service territory, not just their own customers. Preparations will begin this year to do survey next year (end of 2016).

Comments and Questions:

How does the scorecard compare a large and small utility? How are they fairly compared?

Is there a cost that will it be passed to customer?

Is there a guide to what the consumer is reading in the scorecard?
There will be a plain language summary explanation provided

Are workers considered members of the public?

Nancy Evans showed a sample of the OEB scorecard. The scorecard is intended for the customer; the Council commented that the information is very dense. Metric descriptions will be provided to assist in understanding.

What gets done with the info is of importance. ESA has a mandate for LDCs public reporting, it's a legal requirement.

ACTION: An update on the public awareness measure will be given to the group before the next meeting. A copy of the "red bubble" from Norm's presentation will be sent to CAC.

3. Licensing Enforcement and Compliance

No update to provide at this time.

4. Awareness Campaigns

(See attached presentation)

LEC Campaign

The campaign focuses on the most at-risk consumers – two segments within the group of people planning electrical work.

Media component includes 'Pre-rolls' on YouTube. We don't pay for the pre-roll unless the viewer watched entire video. However, we can capture impressions from those who don't watch the whole video.

Trying to get the less informed group to think about the three electrical safety points and get people to do the right thing.

ESA has about 12 trained spokespeople who help promote the campaign across Ontario; several interviews have been booked and completed. There has been great reception thus far – regionally, the message is more powerful when delivered by a local person/inspector.

The LEC Store component is an online store where LECs can purchase customized materials such as door hangers and lawn signs, or download free web buttons.

ESA consulted LECs on what items to offer in the store. The materials have ESA branding which legitimizes the LEC advertising. The ESA info is generic as well so they can be used outside of the campaign.

Comments and Questions:

A Council member asked if this campaign has an online game component.
We wanted to narrow in on a particular audience and this approach was the best way to do that.

Positive comments about the creative and play on words – works for both the consumer and LEC.

Another member commented that this is a sophisticated way to launch a scare campaign – talk to people the way they think and read.

Has there been any feedback from the LECs?
Not at this point, but the Facebook page shows discussions are taking place. There is a lot of conversation around the topic of hiring LECs and the community corrects itself against negative comments.

Powerline Campaign

After reviewing incident data, ESA changed the approach and timing of the powerline awareness campaign so it will now extend into the summer as powerline incidents happen throughout this time.

Advertising directed at workers will take place on sports networks; forces the viewer to ‘live in the moment’, there is no fast forward. There will be no micro site in this campaign; will leverage ESA branding.

ESA created an occupational powerline safety video, which was shown to the CAC. The video was tested with workers and consumers (target segment and general population) and it resonated with both groups.

It is predominately visual so you don’t have to understand English or read words to get the message.

There is also a consumer component to the campaign and it also ties in with the worker creative. Research shows the average person has no idea about powerline safety – what happens if you touch a line, etc.

Comments and Questions:

There was very positive feedback on the video.

A member commented that the video creative could work well at schools to spur conversation among the grade 9-12 group.

The creative based on a videogame trailer so it would probably speak to those ages. ESA worked closely with its engineers to ensure the accuracy of the details as we would lose credibility if viewers saw errors in the video.

It was mentioned that there is so much to learn with so many things happening in the video.

The video has hidden depths of layers – there is more going on than what is seen on the surface.

As a parent, spouse or child you would be very concerned about someone employed in these jobs where they are exposed to powerlines.

Who would be responsible for the training of individuals engaged in this work?

There are a variety of organizations; the video is intended as a conversation starter. ESA is trying not to duplicate training information, but get thoughts and conversations started and reconcile our role in the H&S system

What about local cable stations like Rogers? They are always looking for PSAs.
PSAs will be running as part of the campaign.

What about Home Depot info pieces to reach the DIY market?

It is a long process to partner with them. National retailers are tougher to get into. Need to position it as a conservation effort as we cannot offer coupons or a revenue stream.

Discuss big box retailers offering point of sale permits – buy your materials and get a permit in one spot.

Canadian Tire talking to us about generator installations so small conversations are starting.

ACTION -- PREREAD: What could we do in 3, 6 months, in a year? Discussion for next meeting in October which is good timing

ACTION: Landscapers/Arborists – IHSA training for powerline awareness — reach out to their Safe work practices group

5. Ontario Electrical Safety Code (OESC) Update

(See attached presentation)

Nansy Hanna provided an overview of the OESC amendments; OPCC still have to vote on the changes/amendments.

Section 30 – Lighting in enclosed space.

Comment: This will have to be communicated to consumers.

ESA is working with CSA regarding product labeling. More are moving to LED lights so this may no longer be a big issue in the future.

CAC input required for Rule 26-744. It was to be deleted to align with Ontario Building Code (OBC) which provides a choice of outlets (gas or electrical) for stoves in kitchens of newly built homes. The Ontario Electrical Safety Code (OESC) currently mandates that a stove electrical outlet must be installed. The proposal is to revise the OESC so that it is no longer mandatory.

The Contractor Advisory Council was opposed to the change due to concerns with costs to homeowners in having to install the electrical outlet later if they wanted to use an electric stove.

Nansy asked if the CAC support the proposed amendment to align with OBC. Comments and questions included:

It is better to make the investment to add receptacles first than try to retrofit later.

What have other provinces done?

Other provinces have no mandate for an electrical outlets. The Canadian Code/CEC removed it from the code – it's up to homeowner.

People may retrofit their own home from gas to electrical so this is a safety consideration (the perception of consumers that they can do their electrical).

Do we have data around people upgrading their own system?

New homes should be built with the option to have both gas and electrical. ESA and the OBC should be aligned.

Why lower the standard?

After discussion, the Council agreed that the OESC should not be changed and that an electrical outlet should still be required.

Nansy up-dated the Council on other proposed Code changes including some related to placement of electrical outlets at RV parks and campgrounds. A Council member noted that if you are using a government owned campground the public perception would be that so it should be safe; you expect the campgrounds to do what they have to be compliant/safe. Staff noted that there are government-owned campgrounds and private campgrounds.

6. **Accountability Metric Research**

New corporate strategy has three goals: safety, compliance, and ensure we act in a publicly accountable manner. Each goal has a metric.

Met with research firm regarding multi level stakeholders to determine what ESA is accountable for.

ESA is considering how to get feedback from consumers who take out permits with us – how was their interaction with ESA?

Comments:

Before setting targets, you should collect at least two years of data rather than one.

ACTION: In between meetings, ESA to reach out to CAC regarding research results.

7. **Other Business**

ECRA – Staff reported that ECRA is working on discipline guidelines for electrical contractor licensing.

UAC – Joan went through agenda and there was nothing to bring to CAC, mostly technical in nature; smart meter update – all but one removed by March 31st.

Kath let the CAC know there will be a member survey coming out soon via email; there was 100% response rate last year

Membership recruitment – members were asked to review the backgrounder and promote it to potential members.

If there are any 2015-2016 Workplan comments, please provide them.

Meeting Adjourned

Next Meeting: October 8, 2015