

Attendance

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

1. Approval of Minutes from September 25, 2014

The agenda was accepted as circulated.

Motion to adopt the minutes of September 25, 2014: CARRIED.

Conflict of interest – none identified.

A reminder of the importance of risk management was given.

The Office of the Ontario Fire Marshall and Emergency Management (OFMEM) as represented by Carol Gravelle was introduced as a new member of the Council.

2. Awareness Campaigns

(See attached presentation)

ESA Staff provided the committee with an overview of ESA's most recent awareness campaigns – the fall 2014 Licensed Electrical Contractor (LEC) campaign, which included the "Hazardous Homes" online game, and the Holiday Safety campaign.

Several questions and points were raised by the council members:

Licensed Electrical Contractor (LEC) campaign

- Can you elaborate on the term "impressions" for the ads?
 - The number of opportunities that the ad appears or the number of people who potentially could see the ad (collectively digital and PR).
- What are "unique participants"?
 - The number of individuals who solved at least one case in the online game.
- How did you determine conversion targets?
 - Based on the Deadly Dozen visits, which set an ambitious target.
 - This is a new concept for us and we are experimenting.

- Do you track the locations of players/visitors?
 - Mostly Ontario residents; waiting on final report.
 - Media coverage of high profile conviction at the same times helped increase traffic to the game website.
- Campaigns could be considered proxies to the OESR.
 - Both help to change attitudes and behaviour.

Holiday Safety Campaign

- Any issues with political correctness with the video?
- No
 - LDC's are using the video with their customers.
 - Media coverage of the video shows we are hitting the right tone.

3. 2013 Ontario Electrical Safety Report

(See attached presentation.)

ESA Staff provided an overview 2013 Ontario Electrical Safety Report.

Key points:

- The average number of fatalities and serious injuries for electrical trade workers is not decreasing at the same rate as other occupations.
- Occupational electrical-related fatalities outpace non-occupational (mostly around the home) electrical-related fatalities 3:1
- Fatalities are just one part. Information from emergency departments is important – use codes for specific injuries so we can track the electrical ones.
- Fatalities associated with the Utility sector – 49% with utility equipment and 70% of the utility equipment is powerline contact.

Several questions and points were raised by council members:

- Who is the audience for the report? Who is it aimed at?
 - Broad audience – public, stakeholders', academia, etc.
- The data are powerful. Can they be used to effect policy?
 - Yes, they have impacted policy – AFCIs for example.
 - ESA recommends changes to the government based on trends in the data. This gets discussion started on policy issues.
- What are the trends for electrical injuries in the emergency room?
 - Little difference between genders in the 21-29 age group.
 - In the past, there was the assumption that we were talking about men; however, we've started to look at the role of females in the home and their risk of injury.
- The case studies provide more ways to translate data to appeal to consumers.
- Electrical colleges and trades should be looking at occupational data and communicate it to students.
 - CPSO has a working group – this is one of the key initiatives that has been discussed.
 - Revive programs in trade schools where ESA is training students.

4. LDC Public Safety Measure Working Group

(See attached presentation)

ESA Staff provided an overview of the LDC Public Safety Measure Working Group (formerly known as the OEB Safety Measures).

Key points:

- Development was a big deal for the LDCs as this is a public facing document.
- Public safety attached to Operational Effectiveness category. Other performance categories include: Customer Focus, Public Policy Responsiveness and Financial Performance.
- Three years to establish a benchmark.
- Measures effort and impact.
- Goal: Measure accountability of and public value provided by a utility

Karen Girling sat on the working group and provided her thoughts on the LDC Public Safety Measure and the issue around defining “public” safety.

Questions and comments from the Council members included:

- How many LDCs are there in Ontario?
 - 73 (changes by one or two are year)
- How was it received by LDCs?
 - The LDCs appreciated the working group process and understood rationale for the recommended measure
 - Smaller LDCs may see an increase in workload and could pass along those costs to consumers.
- Public Safety Measures process?
 - ESA to provide recommendations to OEB in March 2015
 - ESA to ensure a balance with the consumer voice
- What about rural versus urban areas?
 - We have data on service territories and high risk groups.
 - LDCs to measure customer satisfaction.
- What about the methodology used?
 - Criteria are being developed so all LDCs understand the measures.
- What about external audits?
 - OEB would regulate.
- Discussion on the Public Electrical Safety “Bubble”
 - How to reach the workers in the red bubble?
 - Bubble is a catalyst – LDCs will never look at it the same way again
 - Some of bubble is contracted out work or sub-contracts
 - LDCs have control over linesmen in the green bubble, but not workers in red bubble
 - Smaller LDCs may have more control over contractors in their area
 - Some contractors do cut corners, especially in larger areas where they might not be closely watched

- It is difficult to communicate to the red bubble as a whole
- Working groups help to determine ways to reach them

It was decided the discussion would end here due to the full agenda, and it will continue at the next CAC meeting.

ACTION: A copy of the Public Electrical Safety “Bubble” to be distributed to Council members (full presentation will be emailed.).

5. Licensing Enforcement and Compliance

(See attached presentation)

ESA Staff provided an overview of ESA’s compliance and enforcement initiatives; recent convictions were also highlighted – jail time sentence for a conviction was a first for ESA.

Several questions and points were raised by council members:

- Does ESA revoke licences as a form of discipline?
 - There are various escalating levels of discipline, eventually leading to revoking a licence.
- Is there an appeals process? Yes.
- Charges/Convictions – What is the offence under?
 - Considered an offence under the Electricity Act.
 - We seldom go after the home owner – they can say they didn’t know the law. However, the home owner could be charged, but that poses a dilemma.
- How the fines collected? What is the likelihood of receiving the money?
 - Provincial Courts collect all fines and surcharges.
 - Licensing fees collected help cover ESA’s legal fees
- The “shame factor” of having the conviction being publicized (Plugged In, website, news, etc.) has a significant impact.

Trends in compliance:

- Appx. 7,500 LECs average 38 permits/year per LEC
- 20% of LECs pull 80% of the permits

Time did not allow for further discussion – will carry forward to the next meeting.

6. 2015/2016 Wiring Fee Increase

Council members were provided with an update on the wiring fee increase: 1.9% average increase (the lowest increase in the last ten years).

7. Serious Incident Report

(See attached presentation – will need Patrick’s PPT.)

ESA Staff provided an update on serious incidents investigated by ESA.

Several questions and points were raised by council members:

- There has been an increase in convictions for copper theft.
 - ESA has been involved with the Chief of Police; this is a public safety issue and can affect service.

8. Other Business

Update from ECRA:

- Update to be provided at next meeting – nothing critical to report.

Update from UAC:

- Public Awareness – Usually a yellow cover on guy wires for better visibility and awareness. City of Oakville didn't like the yellow and changed the colour to green.
- Overvoltage – Homeowners don't realize that a lot of electronic (CO detectors and fire alarms) should be reset. A working group is being developed to determine best practices in these situations.

Joan Pajunen's Chair position was renewed for a final two year term by ESA. Joan was thanked for accepting.

Meeting Adjourned

Next Meeting: January 20, 2015