

Attendance:

Attendees:	Dean Anderson	John Buchanan	Karen Girling	Joan A. Pajunen
	Rod Skinkle	Hollis Hopkins	Kari Manninen	Bob Wing
ESA:	Nancy Evans	Kathryn Chopp	Farrah Bourre	Sondra Donaldson
Regrets:	Sarah Thompson			

1. Approval of Minutes from April 10, 2014

The agenda was accepted as circulated.

Motion to adopt the minutes of April 10, 2014: CARRIED.

Conflict of interest – none identified.

A reminder of the importance of risk management was given.

2. ESA's Corporate Strategy Update

(See attached presentation)

Nancy Evans provided the committee with an overview of ESAs 2015-2020 Corporate Strategy

Several questions were raised by the council members:

- Are the measures and goals going to be part of the employee performance measures? Yes.
- How does Hydro One fit into the picture? We have a specific oversight role in regard to utilities; the Distributed regulation; if they are not installing or repairing equipment, they have to have a standard approved by us or a professional engineer and they have to hold themselves to that standard every time. Issues about reliability and services are overseen by the Ontario Energy Board. They are creating a public report card of utilities. ESA has been asked to help develop a public safety measure. It was noted that complaints or concerns re Hydro One should be reported to the Ministry of Energy or the Ontario Energy Board.

Nancy indicated that a summary document would be prepared

3. Member Survey Results

(See attached presentation.)

Farrah Bourre provided an overview of the opportunities and challenges that were identified from the results of the survey.

There was a request for feedback from ESA on the function of the CAC. It was noted that public interest council would be an alternative term for this committee. Nancy indicated that it is felt that there are more areas of the organization that need to have raised awareness of the role of consumer advisory council.

Several questions and points were raised by council members:

- Joan asked whether we should consider some measurable goals on how a contribution from this committee worked towards the organization achieving some of its objectives.
- Customer experience is the centre of perspective for this group vs a technical perspective.
- Are there public appointees on the Board? Should they participate on this committee.
- How can we get more work within our system without us having to exponentially grow. The use of alternative compliance methods will help prevent the potential growth.
- A regulatory organization that reports to an industry is more sensitive to a complaint as we don't have an option to lose a customer.
- How do we get a higher profile within ESA; how much input has resulted in changes?

4. Consumer Research Results

Questions raised include:

- There is a growing income disparity in Ontario; how does that influence the results?
- Huge economic factors that would come into the various categories.
- Any plans to give this presentation to the Board; yes this was shared with the Regulatory, Governance, and Affairs Committee.
- Perception/Lack of Awareness slide – Has ESA done any work to determine whether perception matches the risk? Eg, Flickering lights

It was noted that only the focus groups were in the 3 urban centres. The survey was representative of regions, etc, of Ontario.

5. Fall LEC Campaign Plans

(See attached presentation)

Kathryn Chopp provided an overview of how some of the consumer research has been integrated into the Fall LEC Campaign. The performance targets were identified.

- Always Hire a Licensed Electrical Contractor; some people may think this means an qualified electrician. Not everyone who says they can do electrical work are a licensed electrician.
- This is an example of a measurable effect of the consumer advisory council contributing to ESA's consumer focus.

- What is the gift certificate for? It will be identified that it is for Canadian Tire.
- Does this program support a fear message and does it match the research. This is directed at those who want to comply.

6. Consumer Research Results Working Session

Farrah, I don't have any notes for this agenda item. Was there flip chart information collected and if so, what should be documented in this section.

7. Other Business

Update from ECRA – Guideline for Designated Masters Electricians and Licensed Electricians was completed and has been produced and distributed to all Licensed Electricians. A copy of this document was handed out to participants. A question was asked re the Code of Ethics and it was indicated that it is covered in the actual regulation.

Update from ESA/TSSA/CC/CSA Working Group –Nancy indicated that the next meeting of this group would be in March and we will notify members of the council to attend if they would like to.

Electrical Safety Awards – This event is being held on Tuesday, September 30, 2014 at the Living Arts Centre in Mississauga.

2015 Meeting Dates -

Thursday, January 20, 2015

Thursday, April 16, 2015

Thursday, September 30, 2015

Thursday, November 26, 2015

Action: Members to notify Farrah if there are any issues with the proposed 2015 meeting dates.

Bob Wing has identified that this is his last meeting. Joan thanked Bob for his contribution to the group and indicated that we will make a donation on Bob's behalf to Dog Guide.

Meeting Adjourned

Future Meetings: November 26, 2014