

2. COUNCIL ADMINISTRATION

Recruitment Strategy

Farrah Bourre reviewed the recruitment plan and the vacancies available.

A Linked In message has been developed for council members to share; it will be to be sent to CAC.

In the meantime, if members know anybody who would be interested, let Farrah know.

Farrah has been speaking to the Fire Marshal's Office about a replacement for their position.

Joan Pajunen's last meeting

ESA and the Council thanked Joan for her time on CAC and all she has done to move it forward.

Joan was on the council for almost ten years and was the former Chair. Joan was a driver of the agenda and a passionate advocate for consumers.

ACTION Carol Keiley to provide Linked In messaging to CAC members for council recruitment.

3. MULTI-STAKEHOLDER ACCOUNTABILITY SURVEY

Kathryn Chopp gave a presentation on the multi-stakeholder accountability perception measure that assesses stakeholder perceptions and identifies priority areas for improvement. See presentation.

Accountability is one of ESA's three corporate goals. ESA wants to be seen an efficient and accountable regulator.

Key take-aways from the survey:

- Accountability index is on the rise
- Increase due to intensity (i.e. more respondents indicate very favourable impression of ESA compared with 2015)
- There is no 'one size fits all' approach to accountability
- Service and value delivered drive favourability among all stakeholder groups

The evidence from this supports decisions about ESA's corporate strategy.

Council comments:

ESA will have to look at other ways of proving value of oversight once RBO comes into effect as inspections will not happen as much.

ESA needs simple fixes to make the website easier to find information if a full web overhaul is not planned until 2020.

ESA has done a lot of work to make things easier for the LECs – made it easier to comply with standards and codes of conduct, blanket advertising for hiring an LEC, etc.

The increase in fairness score among LDCs is something to be proud of. LDCs are highly compliant and already have a culture of safety – they are advocates for safety with their own powerline safety campaigns.

The innovation score is representative of the struggle to be innovative; LDCs need to partner with ESA to share in the push for innovation. When LDCs attend events or conferences related to innovation, ESA should be at the table to represent the safety factor.

First responders and safety/innovation – LDCs do some of this but ESA should also be involved.

For LDCs perhaps they are limited by their resources (size of the LDC, their territory, etc.); it would be beneficial to go back and ask why their scores are lower.

Does ESA have a plan for next steps?

ESA will look at activities to target the low scoring areas.

ACTION: CAC would like to know how the Board received this. What is the action plan coming from this research?

4. UPDATE ON RISK-BASED WIRING OVERSIGHT

Farrah Bourre provided the Council with an update on the Risk-Based Oversight (RBO) activities, including the 15 town hall workshops conducted across Ontario from February through April. See presentation.

ESA's IT department is building the new system to support RBO over the summer. ESA is also creating a draft the fee model to present at fall town hall meetings with contractors. ESA will also be holding consumer focus groups in the fall.

Council feedback:

CAC felt it was a great idea to go out to LECs and do town halls to gather feedback.

What about consumers and their inspection expectation? ESA messaging speaks about getting a certificate of inspection.

ESA has to do a lot of work to explain what oversight means (e.g. more time allotted to investigating the underground economy) – a lot of communication will be needed.

Has ESA considered getting contractor input in calculating the defect ratio?

The industry was involved in the development of RIM.

Inspectors should have a review system in place if they haven't been seen a particular LEC in a while.

Does ESA's Human Resources department know that this is coming and prepared the unions' for their involvement?

This has been vetted internally with a multi-disciplinary team which involved these parties.

ESA will have to manage what happens when an incident occurs and no inspection has taken place – that is when communications will be essential and required.

ACTION: ESA will update CAC on the investigations program at next meeting.

5. REGULATORY UPDATE: 2018 ONTARIO ELECTRICAL SAFETY CODE

Nansy Hanna provided CAC with a high level overview of the project plan for the OESC 2018. See presentation.

ESA completed a public consultation on the proposed amendments; some of the feedback received from stakeholders was reviewed with the Council, specifically those pertaining to consumers, such as:

- Increased AFCI in dwellings – this proposal was rejected because comments received indicated there are still issues with AFCI technology; some manufacturers are better than others. ESA has to give manufacturers more time to improve their technology. Also, ESA felt this type of change would be best done at the national level. EFCI was encouraged to approach CSA to have them include it in the national Canadian Electrical Code.
- New requirement for disconnection means for pools and hot tubs –this has been enforced for years and aligns the practice with the Code, and most contractors already doing it. It says when you need to work on a pool, the disconnect will be located outside the home for easy access (and the homeowners doesn't need to be at home); it also provides a visual cue that it has been disconnected. It will be also included in the next Canadian edition.
- Energy storage requirements added (renewable energy) – ESA is seeing a lot of this in Ontario; also being discussed that the Canadian level and will be in the next Code.
- Elevators in homes require a permit, but not in commercial properties where TSSA has authority – this aligns both the ESA and TSSA regulations.
- Other changes are related to administrative modifications to align with RBO (e.g. change "permit" to "notification").

Council feedback:

What is the distance required for the disconnect?

No closer than 1.5 metres.

What would the energy storage be used for in consumer versus commercial purposes?

For consumers, energy storage is usually tied in with solar and saving the energy during the day to use at night so it basically acts as a battery. Utilities use energy storage on a much larger scale to manage

capacity.

What kinds of energy storage systems does ESA see?

Lithium ion systems are the ones ESA is most concerned with; need to ensure they are being stored correctly with proper ventilation.

6 REGULATORY UPDATE: ELECTRICAL PRODUCT SAFETY

Nansy Hanna provided Council with a high-level overview of the Product safety regulation. See presentation.

Product Safety aligns with ESA's mission and vision. ESA responsible for the safety oversight of commercial/industrial products while Health Canada is responsible for the safety oversight of consumer products.

However, ESA will get involved with a consumer product if a complaint is received and there is a potential safety risk. ESA will research and investigate the product and report its findings to Health Canada. If there was an incident, Health Canada would act right away.

There are times we work with Health Canada on consumer product safety. For example, certain types of USB chargers have been recalled by Health Canada; Health Canada contacted ESA regarding unapproved chargers that contravened our regulation.

Violators of the Product Safety regulation face a large fine and the possibility of imprisonment.

Consumers should ensure electrical products bear a recognized certification mark, which can be found on esasafe.com. Also on the ESA website, there is a Product Incident Reporting Form for reporting products and incidents.

Council feedback:

What is the distinction between commercial and consumer product?

Whether or not the product is easily available to consumers (i.e. a commercial product is often only available to contractors).

Nansy also asked for CAC's thoughts on a non-typical hazard – the Lichtenberg Generator which uses high-voltage currents to create art. There is no product in the marketplace to do this and it's extremely dangerous. There has been one fatality and a near fatality from using this device in Ontario.

ESA has created a Flash Notice advising people not to do this. Please report to ESA if you come across instances of this.

Council recommendations:

- *Have Frankie Flowers from City TV act as a spokesperson*
- *Reach out to woodworking organizations*
- *Share safety information at crafts festivals and online groups*
- *Paid digital advertising that appears on searches for this*

ACTION: Send Council a copy of the recall for USB charges.

7 AWARENESS CAMPAIGNS

Kathryn Chopp provided the Council with an update on ESA's awareness campaigns. See presentation.

Consumer Awareness (B2C Campaign)

ESA's objective is to be an effective overseer and regulator.

The creative approach uses Power Your Reno, marquee ads, and LEC memes on social media (memes seem to prompt more conversation with the contractors than consumers so they may be phased out).

LEC compliance results show a small movement in intent. If people saw the ad, they are twice as likely to hire an LEC. Budget constraints prevent us from reaching more people.

There is a concern, however, that people may not understand the difference between an LEC and electrician.

Council feedback:

Create a simple visual (e.g. info graphic) to show what an LEC is or what an LEC can do that an electrician can't.

Need to get the message to them while they're young; approach schools and get the message to kids early. LDCs are currently doing this.

Maybe ESA could provide LDCs with materials to share with kids when they visit schools.

Business Awareness (B2B Campaign)

When talking to commercial or residential business owners and property managers, the approach is that hiring an LEC is risk management.

ESA is evolving *Power Your Reno* to *Power Your Life* which expands on renovations, elevating the ESA brand to include home and outdoors. Each area has an assigned expert.

Council feedback:

Is there any way to streamline how consumer and contractor visitors enter the ESA website?

Refreshing the website is another way to ensure applicable content is served to the correct visitors – this consideration would be part of a larger plan for the corporate website.

8 ESA CORPORATE STRATEGY AND PRIORITIES

Kathryn Chopp provided CAC with an overview of ESA's business plan and priorities for the fiscal next year. See presentation.

ESA is continuing with its five-year goals: 20% decrease in fatalities and critical injuries (safety); 7% increase in compliance; and maintain positive stakeholder perceptions (public accountability).

ESA's F2019 plan continues to focus on key areas:

1. RBO – preparing for Fiscal 2020 launch
2. Compliance – target underground economy with 500 investigations
3. Safety – 20% reduction in fatalities and critical injuries
4. Public accountability – maintain positive performance; continue gathering input from stakeholders on RBO
5. Financial sustainability – \$247,000 surplus from operations
6. Operational efficiency and effectiveness – 1% improvement in defect correction ratio (defects closed within 60 days)

9 CONSUMER TRENDS REVIEW – DECISION

Motion to approve the updated 2018 consumer trends document by Joan Pajunen
Seconded by Larry Allison

Consumer Trends document approved by Council.

10 OTHER BUSINESS

UAC Update by Joan Pajunen

UAC participated in a lot of technical conversations. Some topics discussed include:

- TSSA is creating their own guidelines around excavating
- Stray voltage issue is coming back again in social media and it's a big problem on farms
- Amendments to the OESC – energy storage concerns; gas outlets installed too close to meters
- USC member survey was completed at the meeting
- Delta Y argument is big issue for utility regulations
- Quick briefing on RBO

ECRA Update by Larry Allison

ECRA met and discussed some of the same things as CAC has today

The investigation pilot is being expanded to a program. ESA is catching both LECs and non-LECs not taking out permits.

There was also a brainstorming session to determine the strategic direction for ECRA; not a lot of

information to share at this point.

Member Survey

ESA conducts a member survey for council members every two years. Reminders to complete the survey will be sent to members shortly.

CAC Representative at UAC

ESA needs a CAC representative to sit on UAC – please nominate a member to sit on that council.

Farrah will reach out to CAC with an information package.

The Community Powerline Safety Alliance (CPSA) has been absorbed into UAC; CPSA members will attend a UAC meeting once a year to discuss safety issues; however, they are not voting members of UAC.

ACTION: Farrah to send CAC an information package on UAC.

Adjournment: Motion to adjourn by Tim Krause

Seconded by Sandy Manners

Carried

End of Consumer Advisory Council Meeting

Next Meeting: **October 18, 2018**
 9:30 a.m. to 2:30 p.m.

Location: **ESA Provincial Office**