

Meeting: Consumer Advisory Council (CAC)
Date: November 29, 2016 9:30 am to 12:30 pm
Location: ESA Provincial Office – 155A Matheson Blvd W, Mississauga

Present: Carol Gravelle Kari Manninen
Sandy Manners Joan A. Pajunen
Andre Bachand Rod Skinkle
Larry Allison Tim Krause

Absent: Dean Anderson

Guests:

ESA Staff: Nancy Evans Allison Trenholm
Farrah Bourre Carol Keiley
Freda Lam

1. APPROVAL OF MINUTES FROM SEPTEMBER 13, 2016

Motion to approve the amended agenda by Larry Allison
Seconded by Joan Pajunen

Motion to adopt the minutes of Sep 13, 2016: Carol Gravelle
Seconded by Andre Bachand
CARRIED

Conflict of interest – none identified.

A reminder of the importance of risk management was given.

2. **WORKSHOP: THE ELECTRICAL SAFETY LANDSCAPE IN 2025**

Council members participated in a workshop exercise where they discussed how the electrical landscape will change over the next ten years. Members were asked to think about how the consumer experience will change and lead to parameters around safety changes? ESA will use the feedback to compile a report to share with ESA management.

For example, electrical vehicles – demand will increase rapidly as affordability improves. This leads to considerations around public charging stations. Who is responsible for safety?

Part 1: Workshop exercise

1. Determine categories of transformation
2. Factors that contribute
3. How can ESA adapt?

Part 2: Group Reports

Council advised that an organization is needed to champion these efforts; keep up with technology and safety implications.

Members voted on areas they felt were the most important or were had the most impact, including:

- Higher education required
- Leadership role for ESA
- Different structure at ESA
- Need to stay ahead of technology
- Contractors and technology
- Net zero homes
- Speed of technology
- Public transit infrastructure
- Capacity for change
- Fee structure
- Who is the customer?
- LDC structure ability to handle changes
- Role of the electrician
- Pre-fabrication oversight
- Code changes required
- Engage developers on safety
- Move beyond physical inspection – what will be ESA's role?

ESA will develop a report based on the feedback provided and share it with ESA management and the Board of Directors. It will be distributed to CAC at the next meeting and any necessary changes will be incorporated.

Comments:

- ESA needs to become an organization that is actively looking for ways to change, look for opportunities to evolve and stay on top of technology changes.
- ESA has to be at the leading edge of technology; at the forefront rather than wait for the changes to come.
 - A big focus of ESA has been defining macro themes for the future.
- Does ESA look outside of Canada to see tech advances?
 - Yes.

ACTION: Carol – Provide report to CAC prior to Feb 2017 meeting.

3. **ESA WEBSITE – CONSUMER SECTION**

Allison Trenholm provided an update on the ESA website strategy and improvements.

CAC’s website recommendations were reviewed and taken into consideration for the planned updates.

ESA’s website is now mobile-friendly. A significant component of ESA’s awareness campaign is based on digital ads so there was a need to adjust how our website works for mobile users.

Recommendations around Internet Architecture created our guiding principles for website design/performance going forward. ESA looked at website from a consumer perspective – need to simplify navigation to accurately reflect what consumers are looking for. The goal is to have this work completed by March 1, 2017.

Comments:

- Is the order of topics based on traffic?
 - No.
- Safety & Security looks isolated – should be integrated, front and centre.

4. **2015 ONTARIO ELECTRICAL SAFETY REPORT (OESR)**

See presentation.

Freda Lam presented an overview of the 2015 OESR safety data.

This is the 15th anniversary of the OESR and the theme is “data driving action.”

The purpose of the OESR is to provide stakeholders with a perspective on electrical safety in Ontario; also assists in improving standards through research.

Non-occupational injuries (specifically seniors and children) are a new focus for ESA.

5. **2017-2018 WORK PLAN**

Farrah Bourre reviewed the council topics planned for 2017-2018.

Council members were asked to mention any topics they would like added to the work plan – suggestions included the following:

- Electrical vehicles
- Website feedback next fall
- Disaster response – current plans and forward-looking
 - Mitigation of risk (someone from Emergency Management could participate to talk about plans at community level)
 - ESA's capabilities
- ESA's relationship to LDCs and power reconnections
- Terms of Reference review (before 2018)
- Risk-Based Oversight updates
- Customer Experience updates
- Emerging issues

An amended work plan will be sent out to the Council with this meeting's minutes.

ACTION: Carol K. to send a copy of the work plan to Council members.

9. **OTHER BUSINESS...**

ECRA Update – Larry Allison gave CAC members an update on the ECRA Council.

ECRA had two 2-day meetings in Kitchener and Richmond Hill and they were very well attended by licence holders. One of next year's meetings will be held in North Bay.

A recommendation was put forth to raise the ME exam pass rate; this was going to ESA board for approval.

There was no one council theme – although there was a lot of ongoing concern as to why consumers are allowed to do their own electrical work.

ECRA renewed its annual donation to Sunnybrook/St John's Rehabilitation (\$25K ECRA and \$25K ESA)

UAC Update – Joan Pajunen updated CAC on Utility Advisory Council (UAC) activities.

Several serious incidents were discussed.

Consumers still not understanding rules around excavating and digging – there needs to be more communication to municipalities.

There was also a discussion regarding the length of time for regulatory changes to be implemented; specifically, referring to mandatory reporting changes for LDCs.

LDCs were reminded of the licensing requirements for contractors doing work on charging stations – it is considered Code work so it requires an LEC.

Council Membership

Sarah Thompson has stepped down. She works at Frontier College, which is a literacy organization. Tammy Orifia, who is also from Frontier College and attended the last CAC meeting, has offered to sit on Council as Sarah's replacement. If all Council members are in agreement, ESA will offer her the position.

CAC still needs to fill the position for an at-risk community representative.

ESA held a Safety Event on November 23 to discuss electrical safety for the largest at-risk group: children. A public safety officer who attended the event, has been invited to CAC as a guest in February 2017.

This was Dean Anderson's last meeting – donation will be made in his name as recognition for his many years of service.

2017 meeting dates

Meeting dates were reviewed and agreed upon.

Adjournment: Motion to adjourn by Kari Manninen
Seconded by Carol Gravelle
Carried

End of Consumer Advisory Council Meeting

Next Meeting: February 23, 2017
9:30 a.m. to 1:00 p.m.

Location: ESA Provincial Office