

Meeting: Consumer Advisory Council (CAC)
Date: September 13, 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

Absent: Dean Anderson Hollis Hopkins
Sarah Thompson Tim Krause

Guests: Lydia Ma, MGCS Tammie Orifa, Frontier College

ESA Staff: Nancy Evans Kathryn Chopp
Farrah Bourre Carol Keiley

1. APPROVAL OF MINUTES FROM APRIL 26, 2016

Motion to approve the amended agenda by Kari Manninen
Seconded by Andre Bachand

Motion to adopt the minutes of April 26, 2016 as amended: Rod Skinkle
Seconded by Larry Allison
CARRIED

Conflict of interest – none identified.

A reminder of the importance of risk management was given.

Welcome to guest Tammie Orifa, TO Regional Manager, Frontier College and introduction of all attendees.

2. MEMBERSHIP SURVEY RESULTS

See presentation.

Farrah Bourre provided an overview of 2016 member survey results. There was a 100% response rate from CAC members.

Comments:

- *Since all councils are surveyed, is it difficult to marry all the different perspectives?*
 - It's easy to compare as questions are the same for each council; it's just one way to get input from councils.
 - There is a strong interest in the consumer input as ESA doesn't get a lot of direct contact with consumers.
 - ESA may change the questions for the 2017 survey.
- *What's the process for acting on the feedback provided?*
 - ESA is reviewing opportunities to add new Council members.
 - Bring work plan to next meeting to review.

ACTION: CAC Need to review the work plan and clarify expectations to evaluate performance against goals

3. ESA WEBSITE – CONSUMER SECTION

See recommendations document.

Farrah Bourre presented the CAC website recommendations collected in the April meeting. The Council was asked to review and finalize website recommendations.

This is probably one of the most difficult projects staff will work on. The ESA website does not work with a consistent literacy level. This is good feedback and ESA is moving quickly.

Motion by Carol Gravelle to approve recommendations, seconded by Larry Allison.

CARRIED with amendments.

Comments:

- *Is the website mobile friendly?*
 - The contractor lookup tool is mobile friendly; responsive design for the rest of

the website is currently in development

- *Is it AODA (Accessibility for Ontarians with Disabilities Act) compliant?*
 - Yes. ESA is now focused on the next set of requirements for 2021
- *Time frame?*
 - Target for completion of responsive design is by end of fiscal 2017
 - Content for three or four sections to be completed by end of fiscal 2017
 - Moving away from “TLDR” (i.e. Too long, didn’t read.)
- Robust risk assessment to be completed

4. 2016 ANNUAL REPORT

See presentation.

Kath Chopp gave an overview of the 2016 Annual Report development.

This year’s report is primarily tailored to a government audience. In the past, it functioned as the main corporate information document as well as serving the role of an annual report. ESA has produced additional ESA brochures/material so it is now a reporting narrative.

Three Summary Reports have been developed – for LECs (print and digital), LDCs (print and digital) and ESA employees (digital only). Each Summary Report includes information applicable to those stakeholder groups.

ESA is moving to more digital formats.

Comments:

- *LDCs have Health and Safety reps who would be interested in the report.*
 - Communications to work with Utility Regulations department to get contacts, and will encourage LDCs to share with their staff.

5. 2016 AWARENESS CAMPAIGNS

See presentation.

Kathryn Chopp presented an overview of ESA’s awareness campaigns.

LEC Campaign

Message: Considering electrical work? Hire an LEC.

It is an awareness campaign as well as an educational opportunity.

Pre and post campaign surveys results show that ESA’s message resonates with the audience; ESA ads have the intended results of changing mindsets.

Key takeaway – consumers are almost twice as likely to hire an LEC after seeing the ad.

Comments:

- *Should consumers ask for proof from the LEC?*
 - ESA advises them to look for LECs through our lookup tool
 - Only MEs carry a physical card
- *Is literacy (grade 8 level) taken in account when conducting the survey?*
 - Will consider that for next survey
- *Will you track actions on the website or lookup tool?*
 - We need to get deeper into the analytics to determine *what* people are clicking on (phone, email, etc.)
 - Each contractor has a preferred method of contact (phone, email, etc.)
- *Are the campaigns across Ontario?*
 - Our campaigns do have provincial reach; however, budget limitations restrict where we can go

Powerline Campaign

According to incident data, powerline contacts are the leading cause of electrical injuries and fatalities. Incidents typically happen leading into summer; mostly males 18-35 so the campaign is targeted to men with emphasis on occupational hazards.

The spring 2016 campaign centered on powerline safety week. The objective was to raise awareness – about powerline contacts, particularly with dump trucks.

ESA partnered with LDCs who have an Ontario Energy Board (OEB) scorecard benchmark to raise electrical safety awareness.

There were positive results. The ad is compelling; this is based on increased engagement, measured by completed video views.

This campaign is meant to raise awareness of the hazard versus a call to action.

Comments:

- *Does the reach include the LDC's efforts?*
 - No, the performance of just the ESA campaign is measured but general awareness research would reflect the impact of all efforts
- *Measured reach by tracking hash tag use?*
 - Tried this with #RespectThePower
- *How did you get the sample sizes?*
 - With B2B a very large number of people were surveyed just to get a sample
- *ESA should consider females for dump truck research.*
 - There are dump truck associations in Ontario that we can partner with to get access to their members
 - Dump truck drivers are a fragmented and ESA has plans to reach out to these groups

DIY

No matter what you tell DIYers, they will still do the work themselves. They are motivated by their

enjoyment in doing the work.

ESA must use a different approach with this audience – working *with* them so they can make informed decisions. There are tensions and challenges associated with this group that ESA must remain mindful of. Need to slowly get them used to the idea of complying; prove that ESA can add value. The messaging needs to be practical and useful; keep it simple.

What topics/areas should ESA explore in future for DIY group?

Comments:

- *Electric vehicle charging stations*
- *Insurance implications and fire safety*
 - Didn't seem to resonate with the focus group; there's a desire for autonomy
 - Must position the message so it's not negative
 - There is push back from the focus group when ESA uses authoritative language
- *Consider that the group dynamic in focus groups influences how they respond*
- *The DIYer should not do certain types of electrical work; there needs to be a 'cut-off' point where they should not do the work*
- *ESA should partner with home improvement stores*
 - Looking to evolve there; it is a slow process that requires a thoughtful, staged approach
- *ROI – any alignment to tell us this is a good spend?*
 - ESA has a corporate goal of compliance and ESA is intercepting this group to get them to comply
- *In-Floor heating and solar installations need to be considered*

6. 2017 WIRING FEE ADJUSTMENTS

Nancy Evans provided a verbal update on the plan not to increase wiring fees in 2017.

Four fee proposals went to public consultation and stakeholder feedback was received.

Formal communications with ESA's final fee changes will be distributed broadly the end of September.

7. REGULATION 22/04 CONSULTATION

Farrah Bourre presented an overview on the consultation on amendments to Electrical Distribution Safety Regulation, Ontario Regulation 22/04.

A consultation was held on mandatory reporting changes including:

- Investigation assistance
- The definition of "serious electrical incident"

We don't get a lot of consumer feedback on these types of consultation changes. How can we get them more involved? Generally, it's difficult to get consumers to provide feedback on regulatory changes. ESA would have to do some consumer research to determine how to get consumers involved. ESA will work

with The Consumer Council of Canada to list consultations on its websites..

CAC will be updated on ESA's progress in attracting more consumer input on consultations.

8. AN INTRODUCTION TO THE PRINCIPLES OF RISK-BASED COMPLIANCE

See presentation.

Nancy Evans provided CAC with an introduction to the concept of risk-based oversight – a risk-based approach to oversight that ESA is moving towards.

ESA reviewed inspection activities against nine risk attributes – half of the inspections were considered low risk, but require the same regulatory oversight effort as high risk ones.

Comments:

- *It will be challenging for ESA to manage expectations.*
 - ESA will need a dynamic loop back to the inspector.
- *This may lead to freeing up resources. How will ESA deploy those resources?*
 - ESA would move resources to investigating those performing electrical work outside the system and/or allocate those resources to other areas of our regulatory oversight
- *There are positive implications for the consumer who doesn't have to wait around for their inspection.*

ACTION: Nancy Evans At the next CAC meeting, the Council will participate in a working session regarding risk-based oversight.

9. OTHER BUSINESS...

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

ECRA met in June. There is an ongoing concern with the sale of electrical equipment to consumers facilitating their doing electrical work.

There are two vacancies around the table at ECRA.

They are working on a discipline guideline, as well as rolling out the Standards of Conduct to licence holders.

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

At the last meeting, there was an interesting presentation from Steve Smith regarding ESA's crisis management and team response.

UAC explored the concept of blanket reconnections after a major disconnection.

The Council was asked how ESA can become more innovative. However, it looks like ESA is working on

becoming more innovative already.

Member Resignation

CAC member Hollis tendered her resignation and was thanked for her many years of service to the Council.

10. CHAIR AND VICE-CHAIR ELECTION

Rod Skinkle was acclaimed as Chair and Carol Gravelle acclaimed as Vice-Chair.

Members voted unanimously to accept nominations.

Joan was thanked for her time and contributions as Council Chair.

Adjournment: Motion to adjourn by Andre Bachand

Seconded by Rod Skinkle

Carried

End of Consumer Advisory Council Meeting

Next Meeting: **November 29, 2016**
 9:30 a.m. to 1:00 p.m.

Location: **ESA Provincial Office**