

Meeting: Consumer Advisory Council (CAC)
Date: September 7, 2017 9:30 am to 1:00 pm
Location: Centre for Health & Safety Innovation – Training Room 5

Present: Rod Skinkle (Chair) Tim Krause
Sandy Manners Michele Aplin
Larry Allison Tammie Orifa
Joan A. Pajunen

Absent: Andre Bachand Kari Manninen

Guests: Sharmila Uruthiranandasivam,
MGCS

ESA Staff: Kathryn Chopp Aisling O'Doherty
Farrah Bourre Carol Keiley
Freda Lam

1. APPROVAL OF AGENDA AND MINUTES

Motion to approve the agenda by Tim Krause
Seconded by Joan Pajunen

Motion to approve the minutes of the Nov 29, 2016 meeting as amended: Sandy Manners
Seconded by Joan Pajunen
CARRIED

Motion to approve the minutes of the Feb 22, 2017 meeting: Larry Allison
Seconded by Sandy Manners

CARRIED

Conflict of interest declaration – none identified.

A reminder of the importance of risk management was given.

All guests and members were introduced.

2. COUNCIL ADMINISTRATION

Membership Update – Vice Chair Position

Carol Gravelle has resigned from CAC and ESA is looking for another representative to attend CAC from the Fire Marshal's Office.

Farrah Bourre will send an email asking members to put forth nominations for Vice Chair; bios will be sent to members and an election will take place at the next meeting.

Terms of Reference Review

The Terms of Reference (TOR) was amended to clean up some of the language and vocabulary used, as well as the number of required meetings.

Motion to approve the amended TOR by: Larry Allison

Seconded by: Tim Krause

Carried

ACTION Farrah Bourre to share the RAGC report with the Council to show how their feedback is incorporated and shared with the ESA Board of Directors.

3. STATUS OF MAJOR PROJECTS: RISK-BASED WIRING OVERSIGHT

See presentation.

Farrah Bourre provided an update on ESA's move to risk-based oversight for inspections, which means ESA will focus more effort on high risk electrical work and less on low risk work. This move allows ESA to direct more time investigating the underground economy.

An overview of the proposed model was discussed including the various risk factors that feed into the business rules and filters that determine whether an inspection will take place. ESA is currently gathering input to determine if the business filters work. The tool itself has been tested; it defaults to the highest risk and uses the most conservative approach to inspections. For example, a homeowner doing their own electrical work would always be considered high risk installation.

ESA's goal is to have the business rules and filters finalized by the end of March 2018 and then approach external stakeholders for feedback. By 2019, all work will pass through the (Risk Inspection

Model (RIM) calculator

Comments

ESA should consider multiplier; i.e. those who have history of defects should be inspected automatically. Those who have a great history would have a lower likelihood of inspection

The model will need to be evaluated using an audit approach. Review data in low risk areas to see if any incidents occurred.

It may be more difficult to gather input from consumers – how to explain the safety system to consumers as they tend to be focused on value and expectations. ESA will also need to give LECs information so they can explain this (inspection or no inspection) to consumers.

Consumers will not perceive this as a change so don't position as such. It will only become an issue for the consumer if something happens in an area that wasn't inspected.

ESA should consider providing a certificate of compliance or some sort of document for the LEC.

Has ESA surveyed the broad consumer base to determine how accepting they will be of change?
Consider a scenario-based focus group.

ESA is still in the process of understanding what the changes are and will need to have a full understanding before going out to consumers.

4. CORPORATE PROFILE – ELECTRICAL SAFETY AUTHORITY

See presentation.

Kathryn Chopp provided an overview of ESA's corporate profile initiative and introduced the new "Who We Are" video.

ESA is trying to raise the profile of the organization, specifically who we are and the role we play. There is a need to explicitly and proactively shape ESA's public profile.

ESA's key asset lies in deep technical expertise and data analysis, and the organization needs to be at the table to represent safety where changes are being made. Need to ensure safety is being integrated early in decision making.

The organization should be seen as credible, trusted, proactive and engaged, as well as forward-looking.

Comments

The video seems to be a very high-level overview, and it may not capture consumer's attention. It doesn't speak to the consumer – what does it mean to "me?"

There are no people in the video. How does ESA affect people, the average consumer?

It is way over the head of a typical consumer; there is a lot of information to absorb and is presented so quickly.

Who is the target audience? The video appears industry/regulator focused without a consumer protection aspect; ESA may need to revisit an adaptation for the consumer audience.

5. 2016 ONTARIO ELECTRICAL SAFETY REPORT (OESR)

See presentation.

Freda Lam shared safety data from the 2016 OESR, which educates and informs members of the electrical safety system, and guides ESA's corporate goals and strategy.

There were 28 electrical-related fatalities (5 year rolling average) for 2016 and all of them were occupational.

There were no powerline fatalities in 2016; however, there was an increase in powerline contacts.

Based on ESA's mandate, we are advising people to see a medical professional if they experience even a small or low voltage shock.

Comments

If awareness of low voltage shocks is successful, ESA should see an increase in emergency room visits at hospitals.

It's a good idea to have a doctor as a spokesperson as it provides credibility.

6 2016 AWARENESS CAMPAIGNS

See presentation.

LEC and Powerline Campaigns

The topic was deferred to a future meeting.

Non-occupational electrical injuries campaign

ESA's goal is reduce electrical-related injuries and fatalities. A new at-risk group was identified – children aged 0-19. 60% of electrical injuries involve children under age five. The priority is reducing electrical injuries at home and providing education on potential long-term effects of low-voltage shocks. Dr. Joel Moody will be the ESA spokesperson for this campaign.

Phase one will focus on children under age five.

Phase two will see ESA will partner with another organization, Parachute, to help get the message out.

The new low-voltage shock video was shown and overall, the Council felt it had a great message.

Comments on low-shock video

ESA should consider breaking down the video into smaller segments so it's easier for new and/or younger Canadians to understand.

The video directs people to esasafe.com where it can be confusing and difficult to find information – where to go?

ESA is using a vanity URL to direct people to this web content.

Should include women in the video and primary caregivers who can also do these fixes – it's not always a man.

7 OTHER BUSINESS...

Update from UAC – Joan Pajunen updated CAC on the May 25 meeting. There were a lot of technical issues and there was a discussion on the electric vehicle requirements for every new home.

There is a consistent lack of understanding about powerline safety.

Update from ECRA – Larry Allison updated CAC on the ECRA meeting in June; there was no quorum so no decisions were made.

ESA conducted a six-month pilot to search Kijiji for unlicensed electrical contractor ads. ESA started a partnership with them where ESA notifies Kijiji of an unlicensed contractor and they remove the ad. There were 538 notices of violations resulting from this pilot.

2018 Wiring Fees Update – There are no fee increases this year to wiring fees.

2018 proposed meeting dates – The meeting dates for 2018 were decided and it was agreed that the meeting time should be 9:30 a.m. to 2:30 p.m. to allow more robust discussions.

Group photo – The photo was deferred to a future meeting due to the low number of CAC members in attendance.

Adjournment: Motion to adjourn by Sandy Manners

Seconded by Larry Allison

Carried

End of Consumer Advisory Council Meeting

Next Meeting: **November 16, 2017**
 9:30 a.m. to 1:00 p.m.

Location: **ESA Provincial Office**