Meeting Minutes of the Consumer Advisory Council (CAC)
Meeting #46 – September 14 from 9:00 to 1:30 pm
Centre for Health and Safety Innovation, 5110 Creekbank Road, Mississauga, Training Room 3

Attendance:

Attendees:  Dean Anderson  John Buchanan  Hollis Hopkins
             Karen Girling  Kari Manninen  Bob Wing

ESA:  Nancy Evans  Cathy Chernysh  Cheryle Gallant

Regrets:  Joan Pajunen

Guests:  Vanessa Rae, MCS  Patrick Falzon, ESA  David Lisle, TSSA

1. Approval of Minutes – January 20
   • Minutes were approved as presented.
   • Nancy Evans noted that the fee adjustment implementation date has been changed to January 5, 2012.

2. Governance:

   Vice-Chair Position: Joan Pajunen was acclaimed as vice-chair.

   Membership:
   • Dean Anderson advised that Denyse Boxwell from Safe Kids Canada would no longer be sitting as a Council member. Action: Dean to contact Safe Kids Canada to try to recruit a replacement member from that organization.
   • Dean also advised that Ed Gulbinas from the Ontario Fire Marshal’s Office has retired and the OFM has put forward Bernie Silvestri, Deputy Fire Marshal as the replacement candidate from that organization. The Council agreed to support his nomination as a CAC member.

   Joint ESA and TSSA Consumer Council Meeting:
   • Nancy Evans discussed the potential for a joint ESA and TSSA Consumer Council Meeting. She advised that there has been a preliminary meeting with TSSA staff to discuss broad principles and to determine the best place to focus our efforts. Some of the areas of joint interest include: role of consumer committees; how they can continue to add value; and how to stay connected to the public/consumer interest.
   • There were mixed views on value of a joint meeting and members noted that they would be interested see the agenda in advance to ensure that the meeting would be meaningful. There was a suggestion to hold this meeting before or after a regular CAC meeting.
Terms of Reference:

- Cheryle Gallant provided updated draft terms of reference for discussion. There was extensive discussion on the scope of CAC’s mandate. The CAC reviewed the changes to the TOR and made suggestions for amendments to the document. **Action:** Cheryle to update the terms of reference and provide a revised red-lined document to members.

- The group deferred the membership discussion to the November meeting. **Action:** Nancy/Cheryle to prepare a membership discussion document for the next meeting.

3. **TSSA Consumer Research Findings**

Dave Lisle, Director of Communications from the Technical Standards and Safety Authority (TSSA) made a presentation to the CAC on TSSA’s Public Engagement Strategy. The presentation included an overview of TSSA’s behavioral research and recent changes to their communication activities based on the outcome of the research.

4. **Tree Trimming/ Tree Planting Guideline**

Patrick Falzon provided an update on two guidelines ESA has in progress.

**Tree Trimming Awareness Guideline:**

Patrick advised that tree trimming activity has been on the rise from 2001 to 2008 resulting in 1291 reported contacts with contacts with power lines including 2 which have resulted in fatalities. Patrick also advised that most of the reported incidents are from contacts and near misses by Arborists and Landscapers. The Tree Trimming Guideline was created to help raise awareness for these occupations.

Patrick asked for input from the CAC on the best way to communicate the Guideline. CAC members also had a discussion on the public dimension of tree trimming activity and made the following observations/recommendations:

- When trees are close to power lines and consumers contact their LDC, the LDC is not always able to respond quickly and/or the tree does not always get trimmed by the LDC. It was noted that typically LDCs work on a tree trimming cycle and follow the CSA standard (e.g. that branches must be three inches away from the line).
- There needs to be further discussion on how to communicate the risks and requirements to the public. Simply telling the consumer to contact the LDC may not mean an immediate solution to the risk.
- LDCs and municipalities also need to be aware of the requirements.
- There was a recommendation to target this document to Landscape Ontario as well as colleges who instruct in this genre (e.g. Humber and Guelph).
- Patrick noted that once the document is final it will be distributed to arborists and landscapers and will also be available on the ESA website.

**Tree Planting Guideline:**

Patrick also updated the CAC on the Tree Planting guideline targeted for municipalities, contractors, and homeowners planting near the power lines. Comments from the CAC included:

- Municipal works departments need to be targeted.
- ESA should co-brand with Landscape Ontario. Landscape Ontario has a Safe Works Committee that could be leveraged.
- Suggestions on the best way to communication with the consumer at point-of purchase, e.g. colour coding species to indicate pattern of tree growth.
- Suggestion to partner with Ontario Regional Common Ground Alliance (ORCGA) as landscapers are digging and driving stakes for trees.

5. **Communications Update**

*Contractor Campaign Update:* Cathy Chernysh provided and updated on the 2012 Spring Contractor Campaign. The objective of the campaign is to continue to build public awareness of the benefits of hiring a Licensed Electrical Contractor and heighten awareness of consumers and DIY electrical risk awareness.

The 2011 Contractor Campaign was very successful and materials produced as part of that campaign will be used again for the 2012 Campaign. Messaging will be focussed on: electrical risk awareness; LEC solution-based value-added; and find a LEC at “PluginSafely.ca”. The Campaign will target two key audiences (ages 25-54); those hiring someone to do electrical work and those planning on doing their own electrical work. Channels for the campaign will include high reach radio in southern Ontario, outdoor signage (billboards) in surrounding areas and enhanced social media (search engine marketing).

*AGM/Safety Awards Update:* An update was provided on the ESA AGM and the 2011 Achievements in Electrical Safety & Ontario Electrical Safety Awards to be held on September 22nd, at the Living Arts Centre in Mississauga. The winners were also announced and include:

- Consumer and Home Electrical Safety – Mike Holmes
- Powerline Safety – Cambridge North Dumfries Hydro, Guelph Hydro, Kitchener Hydro and Waterloo North Hydro
- Product Safety – Whirlpool Corporation
- Worker Safety - Entertainment Electrical Safety Committee of Ontario (EESCO)

*ESA Annual Report:* Cathy Chernysh also presented highlights of the 2011 ESA Annual Report. The 2011 Report has placed an increased focus on building and leveraging stakeholder relationships. To this end, the theme of the FY2011 Annual Report is ‘The Power of Working Together’. This message is reflected in dedicated sections that speak to the transition of ESA’s five year Harm Reduction Strategy which reinforces our safety focus and priorities and highlights stakeholders who have shared in our accomplishments.

6. **Stakeholder Update**

*E-Newsletter:* Cheryle Gallant reviewed the Stakeholder E- Newsletter and asked for feedback or suggestion for the next edition. There were several comments that the E-Newsletter was easy to read and the articles were relevant.

*ESFI:* An update was provide on the recent launch of ESFI-Canada, a national organization set up to bring partners in the electrical safety system together to education and communicate on electrical safety issues. The first public education campaign will be launched in the Fall 2011. A broader communications campaign will be will be developed to align with EFSI Canada’s Business Plan.

*2012 Code Consultation:* The Consultation period for the OESC 2012 has closed. Cheryle Gallant advised that there were minimal comments on the proposed technical amendments, but more extensive comments were received on the basic exemption proposals which are currently being reviewed by staff.
7. UAC Update/ECRA Update

John Buchanan advised that the August 23 meeting of ECRA was canceled so there was nothing to update.

Joan Pajunen could not attend the meeting in person, but provided a written update for the Utility Advisory Council (see attached).

8. Other Business

No new business

9. Upcoming Meetings:

November 30, 2011 9:00 – 1:30