



ECRA Advisory Council Meeting
 Minutes of Meeting
 October 15, 2018

ECRA Advisory Council Members	
Cameron Hann	Electrical Contractors (OEL)
Sean Bell	Utility Contractor Association
Joe Kurpe	Electrical Contractors (ECAO)
Larry Shaver	Electrical Contractors (ECAO)
Brian Smith	Electrical Safety Authority
Catherine Taylor	Community At Large
Debra Mattina	Municipalities
Leo Grelette	Electrical Safety Authority
Steve Del Guidice	Electrical Contractors (OEL)
ECRA Advisory Council Members - Absent	
Larry Allison	ESA Consumer Advisory Council
ESA Staff	
Normand Breton	
Kathryn Chopp	
Shana Hole	
Tracy Durant	
Guests	
Mary Beth Fazzari	MGCS

1 Notice & Quorum

- The meeting had quorum
- Sean Bell was the Acting Chair for this meeting

2 Minutes of ECRA AC Meeting

The following motion was carried:

Motion: To accept the minutes of the June 12, 2018 meeting

Motioned by: Joe Kurpe

Second: Brian Smith

Motion carried.

3 Chair and Vice Chair Elections

- Cameron Hann and Joe Kurpe were both nominated for Chair of ECRA AC
- Joe Kurpe was voted as Chair of ECRA AC
- Cameron Hann and Sean Bell were both nominated for the Vice-Chair of ECRA AC
- Sean Bell was voted as Vice-Chair of ECRA AC

4 New ESA Representative for the MEC – Shana Hole

- Shana provided Darrin Smith's background and experience to ECRA AC and recommended that Darrin be accepted as an ESA representative on the MEC

The following motion was carried:

Motion: To accept the Darrin Smith as an ESA representative on the Master Examining Committee

Motioned by: Catherine Taylor

Second: Joe Kurpe

Motion carried.

5 Financial Update – Normand Breton

- Overview of Financials for the last 2 fiscal years and the projections for the next 3 fiscal years was provided
- ESA was asked how the the number of licences is projected to grow when the number of people entering the trades is declining?
- The number of people writing the ME Exam is one of the indicators used when making projections and this number has remained fairly consistent

- ESA is also seeing a trend of MEs keeping their licence after they retire or close their business. Some of the reasons for keeping the ME licence include opening another business, working for another LEC and teaching or training
- ESA was asked how they will increase compliance and enforcement activities if the fees remain flat?
- Risk Based Oversight (RBO) will allow ESA to shift inspector resources to focus on higher priority items, of which compliance and enforcement activities will be part of
- It was suggested the ESA look at the possibility of having regular cost of living increases in the licensing fees as a small increase on an annual basis is much easier to plan for than no increase for several years and a large increase all of a sudden
- ESA was asked about directing some of the money collected through fines to ECRA enforcement and compliance and if ESA can also seek costs when fines are levied as a way to recover some of the costs of compliance and/or enforcement and litigation
- ESA was asked about the status of Administrative Monetary Penalties (AMPs)
- The Ministry of Government and Consumer Services (MGCS) has indicated that each Delegated Administrative Authority (DAA) has the opportunity to use AMPs and they are approaching MGCS on an individual basis if they want to pursue this option further

6 Underground Economy Communications Framework – Kathryn Chopp

- ESA has two primary components to combat the underground economy
 - o Limiting demand for unlicensed services by educating consumers about the dangers of working outside the safety system, and
 - o Reducing the number of non-compliant service providers through discipline of LECs and enforcement of service providers not licensed to do electrical work
- Optimal Intercept Points
 - o The further a person moves down the funnel the more committed they are to their course of action (hiring a handyman, purchasing electrical equipment, etc.) and the more difficult it is to change their minds
 - o ESA campaigns focus on Awareness and Engagement as it is less complex, less costly and we can maximize the audience and behaviour change outcomes



- Proposed Strategic Approach to Enhance

Leverage	<ul style="list-style-type: none"> • Use existing programs (e.g., Power Your Life) to spread underground economy message. • Use ESA data to identify specific targets for communications – those more likely to hire unlicensed individuals.
Improve	<ul style="list-style-type: none"> • Refine and clarify communication around convictions, fines and warnings for violations, particularly online. • Expand communications to include audiences not targeted by existing programs (e.g., ethnic communities).
Partner	<ul style="list-style-type: none"> • Engage stakeholders or potential partners to develop new approaches to identifying violations (i.e. data mining, facilitated innovation sessions). • Engage stakeholders or potential partners to help spread safety information (i.e. municipalities and insurers).
Create	<ul style="list-style-type: none"> • Create content that helps people identify potential violations and explains how to report them to ESA. • Build new program with focused messaging for target audiences most likely to participate in the underground economy.

- Suggestions on areas/groups to communicate with

- Seniors centres – have advertising for different odd jobs, including electrical
- Retiree Trade Associations
 - Associations and groups welcome speakers to come to their meetings
- Insurance Companies
 - Insurance companies' #1 risk was fires until recently when flooding took the top spot. Risks due to poor electrical work is not a big issue for insurance companies at this time so it is difficult to gain their interest.
- Condo Corporations and property managers
- Municipalities when plans are submitted to the building department
 - It was suggested that ESA bring back the stamps that building departments have used in the past to remind people of the requirement for an electrical inspection
 - It was noted that if ECRA AC wanted propose that proof of an electrical permit/inspection as part of the building/occupancy permit process a proposal would need to be submitted to the Ministry of Municipal Affairs to have the Ontario Building Code updated
- When looking at ways to increase awareness social media has become more of a pay-to-play model and a lot of time the message is only reaching people that follow ESA. There is a need to reach beyond those that follow ESA to increase impact.
- ESA is using focus groups to brainstorm other methods to target the underground economy. ESA would like to see how it can become more compelling to report work done in the underground economy.

ACTION ITEM: Discuss at a future ECRA AC meeting if ECRA AC would like to recommend to ESA to consider submitting a proposal to the Ministry of Municipal Affairs to have the Ontario Building Code updated to require proof of an electrical permit/inspection as part of the building/occupancy permit process. – Normand Breton (Action Item #2018-03-01)

7 Licence Holder Meeting Preview – Normand Breton

- The agenda for the Licence Holder Meeting was reviewed
- ESA was asked about setting up the room so ECRA AC members could be at the front of the room and so they can see the LECs and MEs that were attending

8 Licensing Strategy Recommendations – Kathryn Chopp

- The materials provided by Environics after the facilitated session were discussed and updated
- The updated Licensing Strategy Recommendations were provided to ECRA AC for review and comment with the stakeholder organizations they represent

9 Compliance Update – Shana Hole

- Reports received - Complaint Statistics for fiscal year 2018
 - o Total reports received on licensing Discipline matters: 1,346
 - All reports are investigated and some are found to have no issues
 - o Warning notices issued: 1,072
 - o Notice of Proposals: 199
 - After a Notice of Proposal is issued most licensees come into compliance
 - o Suspensions: 75
 - o Licence Conditions: 18
- A little over 35% of LECs have 11 notifications or less on an annual basis
- ECRA AC asked ESA if we pursue LECs that have less than 10 notifications a year
 - o ESA has in the past requested information from LECs that had less than 10 notifications per year
 - o ECRA suggested that this should be a part of the Licensing Strategy Recommendations
- Commercial Renovation Investigation Program Update
 - o 262 investigations were completed from April 1 2018 to September 30 2018
 - o 103 sites were found with no notification
 - o 6 were unlicensed electrical contractors
 - o 10 were non-licensed individuals (e.g. HVAC, property owners)
 - o 87 were LECs that did not obtain a notification
- The program will continue to rotate through the province



ECRA Advisory Council Meeting
Minutes of Meeting
October 15, 2018

10 Enforcement Update – Normand Breton

- Notice of Violations Issued: 769
- Formal Investigations: 107
- Charges Laid: 54
- Convictions Received: 30
- Total Fine Amounts
 - o 570/05 convictions: \$131,164
 - o OESC convictions: \$110,332
- The average fine total per conviction of a unlicensed contractor has been steadily rising and currently sits just below \$8000
- More information about convictions can be found in the [ESA Newsroom](#) or in the [Electrical Contractor Convictions](#)

Motion: To Adjourn the meeting

Motioned by: Debra Mattina

Second: Catherine Taylor



ECRA Advisory Council Meeting

Minutes of Meeting

October 16, 2018

ECRA Advisory Council Members

Cameron Hann	Electrical Contractors (OEL)
Sean Bell	Utility Contractor Association
Joe Kurpe	Electrical Contractors (ECAO)
Larry Shaver	Electrical Contractors (ECAO)
Brian Smith	Electrical Safety Authority
Catherine Taylor	Community At Large
Debra Mattina	Municipalities
Leo Grelette	Electrical Safety Authority
Steve Del Guidice	Electrical Contractors (OEL)

ECRA Advisory Council Members - Absent

Larry Allison	ESA Consumer Advisory Council

ESA Staff

Normand Breton	
Kathryn Chopp	
Shana Hole	
Tracy Durant	
Josie Erzetic	
Shannon Paine	
John Rossiter	
Scott Eason	

Guests

Mary Beth Fazzari	MGCS

1 Notice & Quorum

- The meeting had quorum
- Sean Bell was the Acting Chair for this meeting

2 Licensing Strategy Recommendations – Kathryn Chopp

- The changes made at the meeting on October 15, 2018 were reviewed
- The timeline for drafting the Licensing Strategy Recommendations document was agreed to by ECRA AC and ESA, which includes consultation and obtaining feedback from the electrical contractor associations prior to launching the public consultation.

ACTION: ECRA AC will provide comments and feedback to ESA on the Licensing Strategy v2 181017 by November 15, 2018. ECRA AC (Action Item #2018-03-02)

The following motion was carried:

Motion: To proceed with drafting the Licensing Strategy Recommendations for ECRA's final approval based on the working session recommendation document as amended

Motioned by: Larry Shaver

Second: Joe Kurpe

Motion carried.

3 Member Orientation – Josie Erzetic and Normand Breton

- An orientation session was provided for the ECRA AC members on ESAs Statutes and ECRA AC roles and responsibilities

4 ME Exam Update – Scott Eason

- The OWL platform is up and running with 4 sessions completed at this time. Feedback on the platform has been positive.
- 9 Sessions (61 individuals) have written the ME Exam with the updated pass requirements (at least 60% in each of the 3 sections and a 70% overall mark) and the pass rate has been 85%
- 2 of the 61 individuals failed based on the pass criteria
- The MEC is currently reviewing the ME Exam questions to ensure the questions still make sense with references to legislation and regulation removed
- New questions created by subject matter experts for the release of the new OESC are being reviewed by the MEC

Motion: To adjourn the meeting

Motioned by: Catherine Taylor

Second: Joe Kurpe