

Electrical Safety Authority Public Consultation # 15-02  
**Comments from Cambridge and North Dumfries Hydro Inc.**  
**On Public Electrical Safety Awareness Survey**

Items	Comments
<p>1. Draft Core Questions</p>	<p>Core questions are very good. Agree that these questions were related to incidents involving utility operations that occurred in Ontario.</p> <p>Core questions have been prepared to provide the utility with feedback on how effective our efforts to promote safety and advance safety prevention to the adult population at large in our service territory.</p> <p>Question 7. Proximity to Overhead Powerlines  The question seems too long and complicated. The choice for the adult being surveyed is too complicated. Particularly if this is a telephone survey and both metric and imperial measurements are cited in each potential answer.</p> <p>Based on the core questions being asked, we are not clear on the value of Questions 11. – 14, with respect to future targeted public awareness campaigns?</p>
<p>2. Proposed Scoring Scale and Index</p>	<p>Scoring Scale and index is very good. Calculation of Public Electrical Safety Awareness is easy to follow.</p> <p>Scoring Scale and index appears simple and easily understood.</p>
<p>3. Proposed Methodology</p>	<p>Methodology Guide is very good. Survey Design provides LDC some options.</p> <p>Methodology Guide means that a utility will likely require an independent survey company to perform the survey on their behalf to ensure the representative general population samples are captured in the survey.</p> <p>The survey must be conducted on adults over the age of 18 in our service territory.</p>

	<p>Further, to be representative the recommendation is to survey n = 400. This means 400 completed surveys. Adults surveyed, are to be across the utility service territory.</p> <p>It is NOT sufficient to use only your customer base.</p> <p>The survey is also to be representative of residents (not customers) in the LDC service territory by Age, Gender and Region (where appropriate) based on most recent Stats Canada Census Data. In our case Region would be appropriate.</p> <p>LDC's have been advised it is not acceptable to ask these Safety Awareness Survey Questions at the same time as the Customer Satisfaction Surveys are being taken. This means a separate survey which increases the cost.</p> <p>Question – If the survey can be performed by telephone or online – but utilities cannot use just their customer base, where do the “representative residents” telephone numbers and/or email addresses come from to connect with customers? Are these purchased from mail houses based on the methodology breakdown age/gender/Region?</p> <p>Question: The methodology does not recommend that the surveys of the public be taken at approximately the same time by all utilities. Are there advantages for consistency purposes to having the surveys conducted in the same quarter by all utilities?</p>
<p>4. Did you find consultation materials effective</p>	<p>Yes, we found consultation materials effective.</p> <p>Yes, the slide deck was helpful.</p>
<p>5. Other Comments</p>	<p>A letter from the OEB to utilities dated May 13, 2015, included the excerpt below relating to the Public Safety Measure – Component A:</p> <p>Does this mean LDC's will be required to conduct a Public Awareness Survey in 2015 – in order to include a measure on the 2015 Corporate Scorecard?</p>