



## LDC Feedback: Public Electrical Safety Awareness Survey on LDC Scorecard

No.	Summary of Feedback Received	ESA Response
1	LDCs should be able to combine the Public Electrical Safety Awareness Survey with Customer Satisfaction Surveys	The public awareness survey has to be separate from the customer satisfaction survey as they different audiences (the general public residing in an LDC's service territory and customers who receive a bill from their LDC). Furthermore, by combining the surveys, there would be a survey order effect that could distort responses to the Public Electrical Safety Awareness survey.
2	LDCs should be able to partner with ESA on province wide public awareness campaigns. OEB should provide funding for campaigns.	ESA has co ordinated a powerline safety campaign for three years, and has offered LDCs turnkey materials to use to support or use for their own campaign. ESA anticipates continuing to do so in partnership with the LDC community.
3	<p>LDCs should be able to supplement core survey questions with additional questions.</p> <p>LDCs should be able to provide the answers to the questions.</p> <p>LDCs should be allowed to ask if respondent would like to receive more information on electrical safety.</p>	LDCs have the ability to ask additional questions, as long as the core survey questions are executed according to the methodology guide. LDCs are free to provide answers to the questions or more information once the questions are completed according to the methodology guide (i.e. after the core questions have been asked and answered).
4	<p>Does Question 5 regarding “call before you dig” refer to electrical services that the LDC maintains or has control of?</p> <p>There is no underground wiring in the LDC territory.</p>	Question 5 refers to the general awareness of underground electrical wires, regardless of what the LDC maintains or controls.

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5	The scoring appears to not be related to the demographics in any way. For example, the outcome of the questions could be related to the type of residence the individual lives in. Hence the score is not weighted within the population and may not provide a true “awareness level” of those who require it.	While the score is not weighted, it will be based on a representative sample weighted to by age, gender and region to reflect the distribution of the general population residing in an LDC's service territory. So long as LDC public awareness scores are calculated based on a representative sample of the population, this should provide the “true awareness level”.
6	Use the survey to educate in addition to measuring awareness i.e. correct misinformation while surveying.	LDCs have the ability to educate the respondents once the survey has been executed according to the methodology guide (i.e. after all of the core questions have been asked and answered).
7	LDCs should be able to coordinate the delivery of surveys	Options for LDC collaboration would need to be coordinated among Ontario’s LDCs. Ultimately, the data needs to be segmented by individual LDC results.
8	Survey should include LDC customers only – not general population.	Electrical safety, as well as the associated incidents, is applicable to the general public as a whole, not solely those who are responsible for paying an electrical bill. A key objective of this research is to drive continuous improvement in the level of public awareness of safety precautions related to distribution electrical infrastructure, a goal that extends beyond solely customers residing in an LDC’s service territory.
9	Why does the survey leave out those under 18?	To reduce costs, resources and for privacy purposes, ESA doesn’t recommend surveying minors.
10	There is a range of 3-6 choices for answers to questions. Please consider whether this variation in choices may influence the opportunity to achieve a correct answer on each particular question.	By offering a wider range of answer options, LDCs will be able to obtain a more nuanced representation of knowledge levels. The purpose of the survey is to gauge awareness levels as opposed to number of correct answers.

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11	In the event that an LDC elects to use a web survey, how should LDCs best ensure that the participant profile meets the requisite representative sample of the distribution territory?	<p>Where an LDC covers a service territory with adequate general population online sample, they are welcome to execute the Public Electrical Safety Awareness survey using an online methodology. An LDC's research firm will either set sample quotas or weight the sample or a combination of both to ensure the survey sample is reflective of the actual population residing in an LDC's service territory.</p> <p>Statistics Canada's Census maintains the demographic information required to ensure the sample is reflective of the population residing in an LDC's service territory. Some LDCs that cover multiple municipal boundaries (or sub-boundaries within a municipality) will likely need to assemble spatial datasets using either census tract or sub-division data (or in some cases, Census dissemination areas). Professional public opinion research firms will know how to assemble said demographic population datasets.</p> <p>ESA will host a webinar should LDCs have questions around the methodology guide.</p>
12	If an LDC elects to use a web survey, is the survey hosted directly by the LDC or alternatively, linked to an ESA website survey?	Should an LDC not have an in house research expertise, a professional research firm is best suited to execute surveys on behalf of the LDC. ESA will not execute surveys on behalf of LDCs.
13	A sample size of 400 is recommended. Please consider whether this is appropriate, both statistically and pragmatically.	<p>Should an LDC have a small population in their service territory, exceptions to the required sample size will be recommended. Therefore, reductions of sample size requirements will be recommended for distributors with small population sizes:</p> <ul style="list-style-type: none"> <li>• For LDCs with a service territory population of less than 5,000, a minimum sample size of n=300 should be considered appropriate.</li> <li>• For LDCs with less than 3,000, a sample size of n=200 is considered appropriate.</li> </ul>
14	It is presumed that the survey will be offered in English and French. Will there be other language options available?	While LDCs are best suited to determine in which languages their survey be conducted, at minimum the Public Electrical Safety Awareness survey must be conducted in English.

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15	The value of Questions 11 – 14 (additional demographic questions) are not clear.	<p>Demographic questions (age, gender, postal code) are required to set survey quotas or weights to achieve a representative sample of the general population within an LDCs service territory.</p> <p>Additionally, the demographic questions will help to determine what audience answers questions in a certain way. A trend among a certain demographic group may become visible when isolating the answers of a certain demographic. This can assist in targeting certain groups that may have little knowledge of electrical safety.</p>
16	Will the Public Electrical Safety Awareness survey provide respondents with the “correct” answers as an education tool?	Distributors will have the opportunity to provide any supplemental information or “education” after the full survey has been completed as outlined in the Methodology Guide.