

NORTH BAY HYDRO

In this day and age it is almost impossible to educate consumers without expensive, sustained and clever programs which grab people's attention. In this era the public is bombarded every few seconds with some sort of messaging creating competition for their attention. Inevitably the way the current questions are structured the results will trigger very expensive programs that will not change public safety results. It will make companies like Innovative a lot of money and some people will point to the survey as look what we are doing as they wrap themselves in a false flag of public safety.

In my business our objective is zero lost time accidents for staff and contractors working on our behalf. The public safety objective should be zero accidents or incidents because of negligence on the part of our business because of improper operating or design practices. The results should be the focus, not how people feel.

If the province wants LDC's to focus on improving how people feel about electrical safety then funding must be provided. The way distribution rates are set in this province, as a LDC, we don't have the money or resources to have some sort of tangible impact on how people feel and what they know about electrical safety. I suspect the ESA is in the same situation. The province has either used Global Adjustment to fund priority provincial initiatives or has made all customers pay directly for programs such as smart meters or low income support programs. The province must decide whether this is an important enough priority to make funding and resources available.

Perhaps as a minimum we could get the OEB customer satisfaction survey and this new public safety survey conducted on the same frequency and at the same time to minimize costs and improve accuracy of results. Also people don't have time or patience to answer questions, so things better be brief.

There seems to be a lot of agencies asking customers about satisfaction – OEB, IESO, MoE, ESA and LDC's. What customers want to talk about is increasing electricity costs and their decreasing ability to pay. No agency seems to want to listen or do anything about it. This issue colours any customer survey.