

Mandate

The Consumer Advisory Council (CAC) provides the ESA advice and guidance on the interests of the Ontario public as they relate to ESA’s mandate and activities.

Council Objectives

- Bring forward and provide advice and guidance on emerging issues that may impact consumers of electricity, electrical products, and/or other safety services/issues in keeping with ESA’s corporate goals and objectives.
- Provide recommendations on the development and implementation of ESA’s planning documents when there is a consumer or public interest.
- Provide recommendations on approach and channels for communications and other initiatives designed to advance consumer and public awareness.
- Identify electric related public safety areas requiring additional consumer input or research.
- Contribute to a societal perspective to assist with ESA’s decision-making (impact vs. cost-benefit).

Member Appointments and Terms

The Consumer Advisory Council will be comprised of a minimum of nine (9) and maximum of 12 members offering expert opinions to assist ESA in responding to the consumer and public interest.

The term for Council members is three (3) years, with a limit of three (3) terms. Members may be eligible for reappointment at the joint discretion of the Council Chair and ESA. Reappointment will be based on member attendance, participation, and continued relevance of the subject area of the member’s expertise.

Members will be selected based on the CAC competency criteria (see [Appendix A](#)) and shall represent broad constituencies to support ESA’s strategic direction:

Minimum of one consumer protection/consumer association representatives	Minimum of one representative from the Ontario Fire Marshal’s Office
Minimum of one communication/marketing research professionals representatives	Minimum of one representative from the health and safety sector
Minimum of one consumer representative for Product Safety	Minimum of one representative for Innovation
Minimum of one representative from the municipal sector	Minimum of one representative from the LDC sector

The composition will also include a minimum of three members at large that could contribute to the implementation of ESA's Business Plan and may include representation from the following:

1. At-Risk Community Representatives including:
 - a. Seniors
 - b. Immigrant
 - c. Social Housing
 - d. Children and Youth
 - e. Indigenous People
 - f. People with disabilities
2. Additional Municipal Sector Representative
3. Literacy Community/Adult Education/Consumer Education
4. Insurance Sector
5. Licensed Electrical Contractor Representative
6. Product Safety
7. Environmental/Climate Change/Renewable Energy(e.g. electric vehicles)
8. Innovation/AI/ Robotics Technology
9. Ministry of Environment and Conservation/
10. Agriculture

Appointment of the Chair and Vice-Chair

The Council Chair and Vice Chair will be selected by the vote of Council members. The members shall consider the competencies identified in appendix A – Eligibility and Competency Criteria.

The Term for the Chair position is two (2) years with the option for Council and ESA to renew the position for one additional two-year term.

The Term for the Vice Chair position is two (2) years with the option for Council and ESA to renew the position for one additional two-year term.

Consumer Council Member Expectations

- Active participation and willingness to work on a Council

- Ability to attend up to four (4) meetings per year attend up to four (4) meetings per year in-person or via video-conference. Additional time for conference calls, material review, and participation/integration with other ESA Councils may be required.
- Ability to represent the consumer and public interest and proactively bring forward topics of interest to Council
- Ability to work in a multi-stakeholder environment
- Ability to leverage constituencies to promote research opportunities or safety messaging
- Council members will be independent of ESA, and will identify any real or potential conflicts to the chair of the Consumer Advisory Council
- Play an active role in member recruitment
- Provide specific input on appointed area of expertise (representative group)
- Suggest meeting topics and inviting guest speakers – proactively represent consumer and public interests by bringing forward topics for Council discussion.

ESA Support to Consumer Council Members

- Quarterly summary of Council activities meeting minutes to EMT and Regulatory Affairs Committee
- ESA Advisory Council Orientation Package
- Additional staff support and training if needed.
- Financial support for out-of-pocket travel expenses to attend committee meetings if in-person attendance is required
- Council members are eligible to receive a meeting fee of \$250 and the Chair is eligible to receive a \$500 meeting fee. Meeting fees are subject to applicable income deductions.
- Basic governance training for the incoming Chair and members
- Networking support with other members
- Access to relevant research materials and reports, e.g. Ontario Electrical Safety Report, and stakeholder and consumer research
- Assistance with new consumer research

Meetings

- The Council meets up to four (4) times per year in-person or via video-conference. Additional meetings may be called at the request of the Chair.
- Voting requires a quorum of two-thirds of the membership. A quorum is not required to proceed with the meeting. A motion is carried with a majority of those present.
- Meeting agendas and supporting material will be sent to each member one week in advance of the meeting date. Draft minutes will be distributed approximately two weeks after the meeting following a review by the Chair. Draft minutes of the meeting will be distributed to members and final approved minutes will be posted on the ESA website.

Council Reporting

- As the Council provides advice to the CEO and Executive Management Team, the Council may provide the CEO with meeting minutes to communicate:
 - key accomplishments
 - emerging issues
 - performance against annual objectives for the fiscal year
- This report will ensure full disclosure and reinforce ESA's commitment to transparency and public accountability and should also inform on ESA's ability to support the activities of the Council.

Consumer Advisory Council Review

- The CAC may undertake annual peer evaluations of its members.
- The Council will be also evaluated every other year on meeting its objectives.

Appendix A: Eligibility and Competency Criteria

Representatives joining the Council must be able to provide advice and guidance on various aspects of the business that influences public safety as well as provide feedback on proposed program changes programs and approaches to delivering electrical safety.

ESA support diverse and inclusive advisory councils. Nominations for and applications from candidates who reflect the diversity of Ontario will be explicitly welcome.

This advice would typically be acquired through demonstrated competencies and experience in at least one of the following areas:

- Consumer/public background and experience
- Communications and marketing experience
- Experience with teaching, training or public education
- Experience operating a business
- Knowledge of strategic planning and risk management
- Knowledge of standards setting
- Experience working in a regulatory environment
- Consumer Market Research

Members at large should be chosen based on identified competency gaps.

In addition, the representation requirements defined above, ESA is interested in ensuring members:

- Can contribute to the mandate and objectives of the CAC.
- Have political acuity
- Support the need for public electrical safety
- Represent provincial diversity
- Represents geographical diversity in Ontario
- Are not employed by ESA –or connected to ESA through the employment of a family member.
- Accept and meet the required preparation and meeting time commitment.

Chair and Vice-Chair

The members should also consider the following criteria when electing the Chair and Vice-Chair:

- Governance experience
 - Experience leading teams through decision making processes
 - Council or Committee experience
 - Proven commitment to positioning societal perspectives
 - Experience applying Robert's Rules
 - Ability to manage and engage others
- Time availability to support Council activities
- Must have at least one year of experience as a CAC member