

ESA's 5-Year Strategic Plan

2021-2025



WHO WE ARE



VISION

An Ontario where people can live, work and play safe from electrical harm.



MISSION

To improve electrical safety for the well-being of the people of Ontario.



MANDATE

To promote and undertake activities which enhance public electrical safety including training, inspection, authorization, investigation, registration, enforcement, audit, and other regulatory and non-regulatory public electric safety quality assurance services.



PURPOSE

ESA **anticipates, understands**, and mitigates electrical related harms to improve safety for the well-being of Ontarians.

✓ Anticipate:

Proactively identify and get in front of harms before they adversely affect Ontarians. To sense future harms in this way will require us to be more nimble than we historically have been in the way we deliver our mandate.

✓ Understand:

Research and study emerging and existing technology on a global scale and quantitatively measure risk in Ontario.

WHAT WE'RE DOING

GOAL 1

Safety

Further reduce electrical related harm by applying the concepts of risk-based prioritization across the organization.

GOAL 2

Compliance

Create a regulatory environment that enables electrical safety by focusing on the contractor community.

GOAL 3

Organizational Excellence

Operate with organizational agility in ESA's approach to managing harms, increasing the efficiency and effectiveness of our resources.



GOAL 4

Public Accountability

Ensure that ESA is seen as a publicly accountable regulator by improving stakeholders' experience throughout interactions with ESA.

HOW WE'RE DOING IT

NEW

THE HARM LIFECYCLE

To increase our effectiveness in reducing harms, we will leverage a more agile process for developing harm reduction solutions. The process is rooted in the **Harm Lifecycle framework**, a stage gate methodology that allows us to pause, evaluate harms and determine what course of action to take:



ADVANCE

Move activities into the next stage of the harm lifecycle.



PARK

Activity does not progress and is "parked" until a later time.



EXIT

Criteria is met, and ESA can transfer or wind down the activity to address the harm.

A harm moves through 5 stages of the Harm Lifecycle:

- 1 DISCOVERY:** A harm appears and we explore it to understand root cause, risk level and the implications for Ontarians.
- 2 PILOT:** The harm is understood and we develop a solution. This includes development, testing, and refinement and excludes scaling and implementation.
- 3 SCALE-UP:** The implementation of the solution. Minor tweaks and adjustments can be made.
- 4 STEADY-STATE:** The solution is "fully baked" and the focus is on achievement of the success metric.
- 5 SCALE DOWN:** The success metric is achieved and the solution may be scaled back or folded completely.

NEW

STRATEGY ENABLERS

1

CUSTOMER EXPERIENCE

Better understand the customer journey of our stakeholders' experience with ESA

2

DIGITAL ROADMAP

Stakeholders can engage with ESA through existing channels and to-be developed digital channels

3

CULTURE AND CAPABILITIES

ESA will strengthen our skills, including agility, adaptability, leadership and decision making

4

LICENSING STRATEGY

ESA's oversight of licensing will motivate compliance and enhance public electrical safety