

Meeting: Consumer Advisory Council (CAC)
Date: November 16, 2017 9:30 am to 1:00 pm
Location: ESA Provincial Office – Meeting Room 101

Present: Rod Skinkle (Chair) Joan A. Pajunen
Larry Allison Tammie Orifa
Andre Bachand Kari Manninen

Absent: Tim Krause Sandy Manners

Guests: Sharmila Uruthiranandasivam,
MGCS

ESA Staff: Farrah Bourre Aisling O'Doherty
Allison Trenholm Carol Keiley
Carita Edwards

1. APPROVAL OF AGENDA AND MINUTES

Motion to approve the agenda by Joan Pajunen
Seconded by Larry Allison

Motion to approve the minutes of the September 7, 2017 meeting by Tammie Orifa
Seconded by Larry Allison
CARRIED

Conflict of interest declaration – none identified.

A reminder of the importance of risk management was given.

Council administration – Vice Chair vote

There was one nomination for Vice Chair, Sandy Manners. Sandy's bio was reviewed with Council.

Council members voted unanimously to elect Sandy as Vice Chair.

Additional membership updates:

Kari Manninen advised he resigned from the Council and this was his last meeting. Kari was thanked by ESA and CAC members for his contributions to the Council over the last ten years. A donation will be made in Kari's honour to Camp Bucko, ESA's charity of choice.

Michele Aplin has also resigned from the Council.

2. 2018-2019 WORK PLAN

The Council reviewed and provided feedback on the 2018-2019 work plan.

Suggestions from Council members:

- Holiday campaign is not be needed on the work plan going forward
- New member recruitment should be added – some industries like insurance and First Nations need representation
 - A recruitment strategy to be developed by February 2018 and members will have an opportunity to review the strategy
- Add member orientation every year – good reminder of the council's mandate
 - Add council expense process to this orientation
- Schedule a meeting at the CSC in 2018
- Add a consumer-focused Customer Service presentation once per year
- Add Consumer Trends topic for an annual review
- Interactive/brainstorming workshops are valuable – make an annual item
- Strategic items to be discussed once per year
 - Emergency preparations associated with storms
 - Issues management
 - LEC's transparency with the public should be reviewed annually

The work plan will be updated and redistributed to CAC.

ACTION Carol Keiley will distribute a marked version of changes to the work plan.

3. CONSUMER TRENDS

Council reviewed the Consumer Trends report that was originally developed in Fiscal 2015 to determine if any updates are required.

The Trends report is considered documented advice that is used for reference and is not linked to specific goals. However, parts could link to a corporate objective and it should be taken into consideration when developing strategic goals

Below is an overview of the recommended changes put forth by Council members:

1. Demographics
 - Incorporate the consumer research that has been completed
 - Immigration that is driven by specific regions in the world and language implications
 - The 2016 census data is now available and should be tapped into for more insights into demographics
2. Reliance on Technology
 - Facebook and Instagram are falling out of popularity
 - There's an expectation that everything should work on Smart phones
 - Implications for Artificial Intelligence (e.g. Google Home) – what are the implications for the customer service?
 - Different dialects and accents to be considered – can they be understood?
 - ESA should be positioned as *the* reliable source for electrical safety information on social media
 - Continuous improvement required on ESA's website to fit the needs of users, not needs of ESA (includes need for updated content)
 - An overall strategy is required
3. Urbanization of Population
 - Homes are becoming more electrified (more electrification)
 - Greenfields – development of homes is more difficult
 - intensification in existing neighborhoods
 - Electric Vehicle charging stations increasing
4. Increase in consumer debt
5. DIY – Advice has moved more online (e.g. YouTube)

ACTION ITEM: Revision of trends five through ten will be on February meeting agenda.

4. 2017 AWARENESS CAMPAIGNS

Allison Trenholm and Farrah Bourre provided Council with an update on ESA's awareness campaigns.

LEC Campaign

There was a two-pronged strategy for this campaign – Power Your Reno blog for those in the “dreamer” phase and marquee video component for those who are ready to hire someone to do their electrical work (message to hire the right person, an LEC).

New to the campaign was a partnership with House & Home magazine – created “hot spots” in print ads, which readers have given positive feedback on. ESA also had a hub/page on the House & Home website that included a link to ESA's website.

ESA also had a Power Your Reno expert panel at the National Home Show which has proven to be successful. There was a lot of interest from attendees and many questions were asked about electrical

consideration for renos.

There were several other campaign activities including social media posts, media relations outreach and blogger partnerships (bloggers were able to weave ESA's messaging into their personal blogs).

Campaign results were positive and ESA far surpassed all campaign goals from reach to intent. Research shows that people are twice as likely to hire an LEC after seeing ESA's ads. In general, awareness of hiring an LEC has increased significantly.

Having research results helps ESA determine the best way to communicate our message – now ESA uses evidence-based decision making.

There was a comment from Council that ESA could measure changes through LECs for additional insight. If LECs experience an increase in business and customers mention seeing ESA ads, it would provide additional information. It would also help inform LECs of how ESA uses income from fees for advertising the importance of using an LEC. It was suggested that LECs could provide questionnaires asking how consumers heard about them.

Powerline Campaign

This awareness campaign had both consumer and occupational components.

The occupational part included outreach to the construction industry/dump truck drivers through partnerships with organizations like Infrastructure Health & Safety Association (IHSA).

ESA repurposed the existing #RespectThePower creative platform. A digital component was added that targeted the key audience of men aged 18-55 with video pre-rolls and mobile geo targeting. TV advertising was also used; for example advertising during Punjabi Hockey Night in Canada that targeted South Asian males who make up a large population of dump truck drivers.

A toolkit was provided for Local Distribution Companies (LDCs) to do outreach to their customers consumers. This also helped LDCs with the electrical safety awareness initiatives that are required for LDCs under the Ontario Energy Board (OEB) Scorecard.

ESA introduced a dump truck package that was created earlier this year – included a best practices guide, info graphic, posters, stickers, etc. Construction companies could order the safety materials from ESA. Approximately 9,000 packages were sent out to construction groups. The best practices guide was sent to dump truck companies.

Consumer research results show the majority of targets/goals were exceeded; however, if we want to drive intent up then we have to tell people *what* they need to do (our ads don't currently tell you what to do).

B2B results show an increase in awareness, but not by as much as the consumer results. Intent did increase because we do tell them what actions to take.

Some of the utilities will be doing their own ads due to OEB requirements so it will be interesting to see if there are any further shifts in intent after that.

5. REGULATORY AMENDMENTS

Changes to Regulations 22/04 and 570/05

ESA proposed amendments to Regulations 22/04 and 570/05 were approved.

Electrical Distribution Safety Regulation 22/04, effective October 1, 2017 – LDCs required to report on serious incidents (with specific criteria applied to this) larger than 750 volts and meters. The reporting will help ESA with making decisions and developing strategies. The LDCs also have to assist ESA with incident investigations.

Licensing Regulation 570/05, effective January 1, 2018 – housekeeping amendments to remove out of date information and terms; there are no implications to LECs.

Ministry of Municipal Affairs Regulatory Update: Upcoming amendments to the Ontario Building Code

As part of the Provincial Government's Climate Change Action Plan released in June, 2016, a number of regulatory changes were approved to assist in the facilitation of electric vehicles (EVs). This will have safety implications that ESA has to be aware of

ESA worked with the Ministry of Government and Consumer Services (MGCS) and the Ministry of Municipal Affairs (MMA) to ensure that the new Ontario Building Code requirements dovetail requirements in the Ontario Electrical Safety Code.

Summary of Requirements

- No less than 20% of parking spaces in the building must be provided with electric vehicle supply equipment (EVSE) that is installed in accordance with the Code
- The remaining spaces must be designed to permit future EVSE installation that conforms to the Code.
- Detached houses, semi-detached houses or row houses containing not more than two dwelling units served by a garage/carport or driveway are required to have installed:
 - a minimum 200 amp panel board
 - a conduit that is not less than 27mm trade size
 - a square trade-size electrical outlet box installed in the garage/carport or adjacent to the driveway

6. CURRENT CONSUMER ISSUES

Winter disconnects

The Ontario Energy Board (OEB) issued a decision and order to LDCs banning them from disconnecting people's electricity due to payment issues; existing disconnects are to be reconnected without charge.

However, ESA is not mandated by OEB, and is required to inspect electrical wiring if the disconnection has been longer than six months. There's a fee associated with that inspection (and additional fees of

repairs have to be made) so ESA has waived fees for these specific inspections from November to December 31, 2017. After that, decisions will be made on a case-by-case basis. At this point, there have been very few cases.

The risk for ESA is safety and not allowing reconnections due to safety issues.

Phone Fraud

The CSC received calls from consumers who were told they needed an inspection by another organization with a name similar to ESA.

ESA issued a media release advising consumers not to provide any personal information to the organization and report these calls to Consumer Protection Ontario and how to recognize genuine ESA inspectors. There was also social media posts and outreach to stakeholders.

Since ESA put out the release, there haven't been any further complaints.

7 OTHER BUSINESS

UAC Update

There were a lot of technical conversations, as well as a discussion regarding building code changes. UAC also talked about how to create a green mine (working underground – no gasoline).

Disconnections were also discussed – Hydro One asked ESA to develop awareness for builders and roofers to 'look up-look out' for powerlines.

The Reporting Serious Incidents was talked about too.

ECRA Update

Discussion of publically available LEC information.

There was standing room only at the Mississauga Licence Holder Meeting which was held in conjunction with ECRA meetings.

Safety Awards

Review of the 2017 judging committee, and the award recipients for consumer, worker and powerline safety categories, as well as the Chief Public Safety Officer's award.

RAGC Report Overview

The report is given to the Regulatory Affairs and Governance Committee (RAGC) of the ESA Board of Directors and provides insight into what the Advisory Councils discuss and how Council information is distributed to the RAGC.

Adjournment: Motion to adjourn by Kari Manninen

Seconded by Tammie Orifa

Carried

End of Consumer Advisory Council Meeting

Next Meeting: **February 16, 2018**
 9:30 a.m. to 2:30 p.m.

Location: **ESA Provincial Office**