

2. COUNCIL RECRUITMENT

Farrah Bourre reviewed the recruitment plan for getting additional council members. See presentation.

The CAC Terms of Reference (TOR) and at-risk sectors were reviewed to determine gaps in membership.

Social media recruitment has not been very successful in the past. People from all over the world apply for positions so perhaps a different approach may work. ESA could enlist other council members to use their social media accounts to help with outreach. Members requested information/text they could easily cut and paste into their email or social media platforms; a link to website and/or Linked In could also be shared.

A CAC member asked if past CAC members could reapply. The response was that ESA would prefer to have some new people and the TOR may not allow past members to apply. It was also noted that some organizations are using focus groups or panels rather than Advisory Councils, but the discussions are not as thorough as they are at council meetings.

Council members had several suggestions for recruitment including:

- An online application or contact form
- Centre for Education and Training in Peel region
- For children and youth representation, try school boards, YMCA and community centres
- Friendship Centre (indigenous groups)
- Staff at Hydro One who deal with indigenous groups
- Someone who is out in the community
- Ontario Professional Fire Fighters Association
- Fire College
- Retired firefighters

ESA will start recruiting in late spring/early summer. Information for CAC members to share should be ready mid-April. Members are free to send suggestions – Sandy Manners volunteered to review recruitment materials.

The CAC will be updated on the status in June and the goal is to have new members on board by Fall 2018.

ACTION Farrah Bourre to provide recruitment materials to CAC members.

3. CONSUMER TRENDS

Council reviewed the second half of the Consumer Trends report that was originally developed in Fiscal 2015.

The Trends report is considered documented advice that can be taken into consideration when ESA is developing strategic goals.

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

6. Training and Education

- New methods of education delivery, including the increasing popularity of video
 - Video must be included in education and training
- When educating the consumer, a lot of safety concerns are too broad to get across in short timeframe so ESA should focus on things consumers *should* know but don't (e.g. Who owns the hydro pole on your property?)
- Consider Google Home with paid advertising related to what consumers are searching for
- Related to the increasing reliance on technology – develop education that is topic specific (e.g. video) that comes up in specific searches using SEO optimization
- LDCs have surveys to measure public safety, and many develop campaigns around this survey. ESA could provide training or tips on how to promote the safety information or help with digital marketing.
- Adult education techniques have to be considered – ESA must explain what people need to do to stay safe, not just 'what *not* to do'
- Consider consulting with a behavioural psychologist when creating campaign creative
- Ensure consistent safety materials are supplied to schools
- Ensure education curriculum is consistent and updated in schools
- Need to categorize buckets risks for consumers (e.g. DIY, weather related safety, etc.)

7. Changes in International Trade Agreements

- Faith and trust in what goes on in the media internationally has decreased
- With the increase in online ordering and importing from other countries, knowledge of product safety and certification is imperative
 - Use creative digital advertising for people looking for electrical products online
- There is now increasing cooperation among provinces and countries
- People immigrating to Canada/Ontario and their previous experience or cultural values
- Need control of counterfeit products coming into Canada

8. Role and Expectations of Government

- The Council suggested that the same issues apply as in 2015, just need to edit dates
- Use plain language rather than regulatory language

9. Consumer response to multi-disciplinary awareness campaigns

- Ensure consistent information is given for each channel (LECs, powerline and home safety)
 - Combining them would be too confusing

10. Need for emergency planning

- The Weather Network is the most popular weather app in Canada – weather is very important to consumers
- Different messaging is required for rural and urban issues
- ESA needs to ensure that new technology in climate mitigation is safe
- Ensure LECs are trained in installation of renewable electrical products

ACTION: Carol Keiley to amend the Consumer Trends with the new content and distribute to CAC prior to the June meeting for their review and approval.

ACTION: Have someone from Product Safety come to CAC to talk about ESA's role in Ontario's product safety regulation.

4. ELECTRICAL INCIDENTS IN ONTARIO

Malcolm Brown, Technical Advisor at ESA, provided a review of several serious electrical incidents that have taken place in Ontario. Incidents were analyzed and the root cause provided.

A council member asked if ESA is doing anything with the colleges who teach electrical courses. The response was that ESA is trying to get safety information in the curriculum; however, ESA is currently just going in to talk to them when asked. It's important for students to know what safety practices to follow.

5. REGULATORY UPDSATE: 2018 ONTARIO ELECTRICAL SAFETY CODE

Tatjana Dinic provided CAC with a high level overview of proposed Ontario amendments to the Canadian Electrical Code (CEC); there are approximately 262 approved proposals. See presentation.

6 RISK-BASED OVERSIGHT (RBO) CONSULTATIONS

Farrah provided CAC with an update on ESA's RBO consultation plans, noting that consumer consultation plans have yet to be determined. See presentation.

Comments and suggestions from the Council included:

- Set a time limit filter if a contractor has not been inspected in a while
- DME changes should trigger an inspection
- ESA will need to build in a good communication loop once rolled out – a fatality or where an inspection didn't occur will be a big issue
 - ESA must think about its response to such issues

The Council was asked what would be the best path to inform the public. Does the public have an interest? Is the best touch point between contractor and consumer?

Suggestions from members included:

- Home shows
- Start with the best questions
 - What does it mean to me? What is the cost?
 - They might not be informed enough to respond
- ESA will have to undo some of the public positioning of getting an inspection and having the

- certificate of inspection
- There are a lot of consumers who don't know anything about inspections or the process
- ESA will have to manage the perception of paying for a permit but not getting an inspection
- Communication to insurance agencies
- Ensure the ESA website outlines why an inspection may not required
 - Outline when an inspection will be required

7 FOCUS GROUP: NON-OCCUPATIONAL CAMPAIGN CREATIVE

Victoria Thorpe and David Kenyon from Naked Creative reviewed three creative concepts for the non-occupational campaign with the CAC acting as a focus group.

The goal of the campaign is to reduce electrical injuries and fatalities in the home and related to aging infrastructure.

The primary target audience is caregivers for children under five years of age. The campaign will target parents in print, online and in broadcast – inform them of the risk and how to prevent it.

Concept 1 – Under Control

There are things beyond our control but there are some things you can control as a parent. The message is positive and empowered – shock prevention *is* in your power. The visual depicts a child drawing on a wall (out of control) next to a safe electrical outlet (in control).

CAC Comments:

- Concept of control is great... play on the word power (control)
- Visuals would be good to show *what* the solutions are – may not take the time to read; make it more obvious what the problem or solution is... unless you read it you don't know what the problem is
- What is the measure of success? Is it visits to the information on the website
- As a concept does it resonate? Yes

Concept 2 – Safe Enough

Parents will do anything to keep kids safe, but how safe are they from electrical shock? This is a tongue in cheek concept – “safe enough” isn't safe enough. The visual depicts a child riding a bike, outfitted with pillows strapped to his head.

CAC Comments:

- Consider the population for who the home is not a house – this concept appeals to a small audience
- Look at lower socio-economic groups, people who may have issues already with their wiring
- Directly tell them to go to esasafe.com – try to provide a solution at the time of the hazard

Concept 3 – Nervous electronics

We rely on electricity for everything – don't be in the dark about electrical safety. The concept, with a visual of a child's nightlight plugged into a broken outlet, is easy to identify visually without a large amount of words.

CAC Comments:

- Message not clear first glance...second sentence be the tagline and the tagline further down
- Need to make sure people know what the problem is right away
- Diversity should be a consideration
- Important to engage community health centres – people who may not be picking up magazines like Today's Parent
- Ads will appeal differently to men and women, and who the decision maker is
- ESA needs to test with at-risk, lower socio-economic groups directly. ESA can use community groups to gather attendees for focus groups; childcare may also be available to them
 - ESA added that this is one wave of awareness and we do plan to focus on low income groups (we have worked with Parachute to reach at-risk groups)

8 OTHER BUSINESS

UAC Update by Joan Pajunen

There are some LDCs who have 20,000 transformers and have been asked to inspect them; LDCs want a risk assessment done first.

UAC was asked about members of the Community Powerline Safety Alliance (CPSA) attending the council to discuss safety awareness. UAC agreed to have them attend a meeting once a year.

Issues of interest to CAC:

- Tree trimming responsibility – if a hydro pole on your property is affecting trees, tree trimming is your responsibility
- New Toronto hydro awareness campaigns videos available
- The Micro fit program is not taking any new applications
- Proximity of gas meters to outlets is something LDCs feel the public should know about

ECRA Update by Larry Allison

Recruitment is an issue at ECRA and new folks need to be recruited.

Update on proactive enforcement program for underground economy – ESA did a review of building permits versus electrical permits during the same time frame. Approximately forty per cent did not have electrical permits and many were LECs. Afterwards, volumes of permits increased which could indicate that the review had a direct impact on compliance.

ECRA also summarized their accomplishments for presentation to the Board of Directors. Also discussed was the requirement for continuing education for LECs, MEs.

Adjournment: Motion to adjourn by Larry Allison
Seconded by Joan Pajunen
Carried

End of Consumer Advisory Council Meeting

Next Meeting: June 15, 2018
9:30 a.m. to 2:30 p.m.

Location: ESA Provincial Office