

Meeting: Consumer Advisory Council (CAC)
Date: October 18, 2018 9:30 a.m. to 1:30 p.m.
Location: ESA Provincial Office – Boardroom

Present: Rod Skinkle (Chair) Sunaina Menezes
Julia Budahazy Tammie Orifa

Absent: Larry Allison Sandy Manners

Guests: Sharmila Uruthiranandasivam,
MGCS

ESA Staff: Farrah Bourre Carita Edwards
Carol Keiley

1. APPROVAL OF AGENDA AND MINUTES

Motion to approve the agenda as amended by Tammie Orifa
Seconded by Julia Budahazy

Motion to approve the minutes of the June 15 2018 meeting by Rod Skinkle
Seconded by Tammie Orifa
CARRIED

Conflict of interest declaration – none identified.

A reminder of the importance of risk management was given.

Two new members were welcomed to the Council – Julia Budahazy and Sunaina Menezes.

Julia represents the insurance sector and Sunaina represents the Fire Marshal’s Office.

2. COUNCIL ADMINISTRATION

Recruitment Strategy

Andre Bachand resigned from CAC but he has referred a colleague from social housing to take his place. Tim Krause also resigned; he was the Licensed Electrical Contractor (LEC) representative.

The Council has three new members

Areas or sectors that still need representation on CAC:

- Consumers/advocates
- LECs
- At-risk communities (e.g. senior housing)
- Municipal
- Consumer protection

Recommendations from Council members included:

- Real estate members
- Consider virtual meetings to reach people that are across the province
- New Canadians

A CAC member asked how senior housing is considered at-risk?

They are considered at-risk due to the aging infrastructure of their homes.

A Linked In message has been developed for council members to share; it will be to be sent to CAC.

Utility Advisory Council (UAC) Consumer Nomination

Sandy Manners is the nominee to cross sit on UAC – we will delay voting until Sandy is in attendance.

ACTION Carol Keiley to provide Linked In messaging to CAC members.

3. AWARENESS CAMPAIGNS

Farrah Bourre provided Council with an update on ESA's awareness campaigns. See presentation.

ESA has two major campaigns – Hire a Licensed Electrical Contractor and powerline safety; there is now a third non-occupational campaign which will be discussed at next meeting.

Powerline Safety

The powerline safety campaign targets both homeowners and occupational audiences. However, there is more focus on occupational. Since Local Distribution Companies (LDCs) have an obligation under the Ontario Energy Board (OEB) scorecard to do consumer outreach/safety awareness, ESA has focused on

the occupational audience. We provide consumer materials to LDCs they can use for outreach and the materials can be co-branded.

We are at the end of a five-year corporate strategy where these campaigns have been part of the strategy, but research results are starting to flatten so we need to look at new creative and messaging.

High-risk young males are bringing the numbers down; it's a struggle to get the message to them so ESA will take that into consideration for the next awareness campaign.

Key takeaways from campaign research were also reviewed.

Comments and questions from Council members:

When a person dies from powerline contact, is there any course of action that the victim's family can take?

There's a coroner's report that may have recommendations (usually occupational aspects) – however these are not binding documents.

Do we know what cultures are impacted most? Very hard to reach the dump truck drivers?

This is unknown as ESA has a hard time getting dump truck drivers to participate in ESA surveys/research.

With regards to TV ads. Maybe ESA should think about people who are cutting their cable and move away from TV advertising.

Ads are online as well, but TV is still quite popular.

LEC Campaign

Target audience is women; a segment known as sensible suburbanites. If they know the rules, they will follow them.

ESA is rethinking how we communicate the term "LEC" as this is not the way consumers talk. ESA looking to map the customer journey

The marquee ads continue to be successful.

Awareness levels are good, started at 44% and now 53%

Key takeaways were reviewed...

Comments and questions from Council members:

Regarding powerlines and the young demographic, has ESA ever looked at drones and connection with awareness? They have high exposure to powerlines. How do we make the connection to bring awareness?

That's a good connection to make.

ESA is gearing up for new strategy? What is the process?

We've just started the internal needs of the strategy; May-June next year where we have a strategy conference and will start to bring the proposed strategy to councils around the same time. It's quite developed, but not fully completed. We go through things like the consumer trends piece the CAC worked on.

Consideration definitely needs to be given to our consumer trends/recommendations

Climate change is a big think among insurance providers (catastrophic weather events).

ACTION: Farrah to provide full powerline campaign results to CAC.

4. UPDATE ON RISK-BASED OVERSIGHT (RBO)

Farrah Bourre provided the Council with an update on the Risk-Based Oversight (RBO) activities, including the upcoming fall town hall workshops across Ontario. See presentation.

ESA has drafted the fee model to share with contractors at the fall town hall meetings. The North Bay meeting was just completed. ESA will also be holding consumer focus groups.

Farrah provided an overview of RBO – site visits will be based on level of risk; however, a contractor or homeowner can request a site visit. The RBO process and the risk attributes were also reviewed.

ESA must manage consumer expectation of paying for an inspection versus paying for oversight.

Fall town hall meetings have started; North Bay meeting just completed. Consumer focus groups are also starting. CAC members were asked to review and provide feedback on the discussion guide that will be used with the focus groups.

Council's feedback on the guide included:

Explore influencers outside of General Contractors. Who do they listen to? Investigate of the "circle of trust" or sphere of influence in their lives.

How aware are consumers of the consequences of doing electrical work? Need to show them examples of things gone wrong.

ESA inspectors have a lot of discretion on what will be inspected – can contractors submit photos rather than receive a physical inspection?

One area that may influence results – those who have had electrical work done versus those who have not.

Some of the questions lead the consumers to answer in a certain way (qualitative) – focus groups are notorious for "group think" and ESA must be mindful of that.

CAC can provide any additional feedback if they have it.

5. REGULATORY UPDATE: 2018 GRENFELL TOWER FIRE (LONDON)

Carita Edwards provided CAC with an overview of ESA's involvement in the 2018 Grenfell Tower Fire (London). See presentation.

ESA was consulted by a group from the UK and asked to share recommendations on responding to a product safety incident/event – what would our approach be as a regulator to this situation. What would ESA do?

ESA stressed that transparency as a regulator is very important; however, it is a culture change. A regulator must be held accountable.

ESA shared several recommendations and the UK group responded with appreciation and advised of their changes.

A final report was issued earlier this year and the results were shared with CAC.

Comments from CAC included:

Complacency is so insidious – change is uncomfortable, but we have to change. For example, look at the aging infrastructure problem in Ontario.

Product safety angle – it can be confusing; not a lot of order in the standards organizations. Counterfeit products are also a concern and bringing the two together can be very complex. Need harmonization and streamlining in product safety.

How does ESA regulate the second-hand economy?

Safety regulation of consumer products falls under the jurisdiction of Health Canada. The focus is on approving products by standards organizations before they come into the country and before they are purchased; second hand goods are assumed to have been approved already.

Does the Fire Marsha's Office (FMO) keep records on how fires are caused?

FMO keeps records on causes of fires and ESA incorporates the stats into the Ontario Electrical Safety Report.

6 BIENNIAL MEMBER SURVEY RESULTS

Farrah Bourre presented CAC with the results and highlights from the biennial member survey.

It was noted the survey results are shared with the Regulatory Affairs and Governance Committee (RAGC) of ESA's Board of Directors.

Council accomplishments and priorities ahead were also discussed.

There will be a focus on Council membership over the next few months.

ACTION: Carol to send consumer trends document to new members.

Carol to send the work plan to all members.

7 OTHER BUSINESS

2019 meeting dates were presented:

Feb 15, Jun 14, and Oct 11

ACTION: Carol to send meeting dates to CAC.

Adjournment: Motion to adjourn by Tammie Orifa

Seconded by Julie Budahazy

Carried

End of Consumer Advisory Council Meeting

Next Meeting: February 15, 2019
9:30 a.m. to 2:30 p.m.

Location: ESA Provincial Office