

**Meeting:** Consumer Advisory Council (CAC)  
**Date:** October 18, 2019  
9:30 a.m. to 1:30 p.m.  
**Location:** ESA Provincial Office – Boardroom

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

**Absent:** Larry Allison Carol Keiley  
Sharmila Uruthiranandasivam

**Guests:**

**ESA Staff:** Borjana Bulajic Freda Lam  
Kara Fraser Soussanna Karas  
Eric Kingston Normand Breton

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**1. APPROVAL OF AGENDA AND MINUTES**

Motion to approve the agenda by Sunaina Menezes

Seconded by Tammie Orifa

Motion to approve the minutes of the Feb. 15, 2019 meeting by Julia Budahazy

Seconded by Sunaina Menezes

CARRIED

Conflict of interest declaration – none identified.

A reminder of the importance of risk management was given.

Council was introduced to Borjana Bulajic, Director of Communications and Stakeholder Relations; Kara Fraser, Communications & Stakeholder Relations Specialist, there were roundtable introductions of all members.

## 2. UPDATE ON RISK-BASED OVERSIGHT SURVEY RESULTS

Borjana presented the results of the Risk-based Oversight research survey. The survey results are posted under Stakeholder Research on the website. See presentation.

**Research Objectives:** Obtain robust and quantifiable feedback from Licensed Electrical Contractors (LECs) from across Ontario to gauge familiarity and perceptions towards the ESA's Risk-based Oversight (RBO) initiative, and its potential impacts on current programs as well as the sector as a whole.

### Key Highlights of Results

- 79 % of respondents were familiar with RBO
- Overall 83% have a positive impression of RBO
- Survey showed that ESA maintains an 87% satisfaction rate with LECs

Overall the results showed that 93% of respondents feel that RBO will have a positive impact on their business.

## 3. UPDATE ON CUSTOMER SERVICE CENTRE

Eric Kingston provided the Council with an update on the activities at the Customer Service Centre (CSC), specifically providing information on the CSC statistics on customer satisfaction, call volumes, response times and hours.

### Key Highlights of CSC Activities

- Respond to 70% of calls in 30 seconds
- Completed over 750,000 customer interactions
- Answered 603,899 calls; increase of 4.1% year/year
- Created 470,991 notifications, 99,333 of which were created online
- 87% Customer Satisfaction on service level and permit process

Eric explained the commitment to ensuring new Customer Service Representatives receive Comprehensive coaching and training.

Eric also discussed the expansion of hours of operation to the Customer Service Centre.

CAC member asked about the possible use of Artificial Intelligence as a process improvement tool. Eric responded that they are investigating different automated options for the future.

## 4. 2018 ONTARIO ELECTRICAL SAFETY REPORT UPDATE

Freda Lam shared safety data from the 2018 OESR, which educates and informs members of the electrical safety system, and guides ESA's corporate goals and strategy. Findings from the report are used to develop and improve standards, identify areas for research and development of safety programs. See presentation.

Highlights included:

- There has been a downward trend in the rates of electrical-related fatalities, electrical fire fatalities, and electrical injuries in Ontario
- There was a 7% decrease in total electrical fatalities when comparing 2009-2013 and 2014-2018
- The largest share of fatal injuries occur among 40-59 year olds
- The majority of electrical fatalities occur in the fall during July, August and December
- On average, at least one electrical tradesperson will die from an electrical-related incident; however, there were no tradesperson deaths in 2018
- 81% of electrical injuries are critical
- In 2017 and 2018, fatalities and critical injuries were reported to ESA resulting from hobbyists using high-voltage energy to pattern wood and other materials.
- Since 2009, the number of product incident reports has decreased by **38%**.

Copies of the report were distributed to CAC members.

## **5. 2021-2025 CORPORATE STRATEGY UPDATE**

Borjana Bulajic, provided an overview of the new 2021-2025 ESA Corporate Strategy. See presentation.

Key highlights from the presentation:

- New Purpose, New Strategic Goal on Operational Excellence
- Focus on 4 Strategic Goals and Strategy Enablers, innovation, modernization

Infographic for Corporate strategy is available on ESA website.

CAC member suggested to also include Climate Change issues and how they impact our society. Another member raised the suggestion of meeting with insurance companies to obtain data on flooding and to also consult with geologists to provide similar data.

## **6 2021-2025 LICENSING STRATEGY UPDATE**

Normand Breton and Soussanna Karas, provided a review of the new 2021-2025 Licensing Strategy. See presentation. They outlined how the strategy strengthens the administration of the Licensing regulation.

They described the training requirement on the strategy for LECs would be a non-mandatory training.

CAC member raised the point that the cost of training/value proposition would need to be considered given that it is non-mandatory.

CAC member suggested there was an opportunity to accept online advertising to support the cost of training.

Norm and Soussanna described ECRA/ESA would publish a list of those who are non-licensed on the ESA website to assist consumers and ensuring the Licensed Electrical Contractor that they have hired holds a valid Licence with ECRA/ESA

**Question:** How will ESA ensure that consumer are aware that the list is available?

**Answer:** ESA responded that there would be a communication plan to ensure that there is adequate communication to raise awareness with consumers.

CAC member suggested the idea of an accreditation system with badges.

A CAC member commented that there could be opportunities for ESA to work with LDCs on some of their safety initiatives. A suggestion was to contact the Local Distribution Company's (LDCs) Health and Safety contacts for further information.

## 7 RULES OF PROCEDURES FOR REVIEWS AND APPEALS

Soussanna Karas provided a review of the updated Rules of Procedures for reviews and appeals. The new procedure is a clear and well-defined process for Ontario Electrical Safety Code Orders or Appeals related to Licenses for Licensed Electrical Contractors and Master Electricians. The information for the new Rules of Procedure are now effective and have been posted on the ESA website under Appeals section of the website. See presentation for all information.

## 8 WRAP UP

Borjana conducted a roundtable discussion to obtain feedback from Council members on how to improve the Advisory Council going forward. There is a need to define why we need feedback and how the feedback is used.

Key considerations for future meetings:

- Important for in-person meetings if possible
- Members see value for CAC council to be standalone
- Identified a need for consumer opinion to be integrated into other councils
- Important to have consumer focus when developing products and services and ensure they are considering the consumer voice.
- What is the Return on Investment for members to participate on the Councils and the ESA

CAC member suggested cross-pollination of Advisory council members as long as it does not slow down the process.

CAC member suggested that members from other councils participate on Consumer Advisory Council.

CAC member commented that there is no opportunity to provide feedback on the presentations in

advance of the launch of programs or services.

Future meeting:

- Proposed Agenda - ½ day working session on the Purpose of the Council
- Suggestion to bring back items for discussion for CAC

**MOTION:** Borjana will review the mandate of the Advisory Councils and their role and identify ESA's goals for the Council (i.e. corporate strategy). Borjana will bring forward a recommendation for the Council going forward to the February 2020 meeting.

**Adjournment:** Motion to adjourn by Tammie Orifa

Seconded by Sandy Manners

Carried

### **End of Consumer Advisory Council Meeting**

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**Next Meeting:** March 26, 2020

**Location:** ESA Provincial Office