
Mar. 26, 2020

9:30 a.m. to 11:30 p.m.

Meeting via Teleconference

Present: Rod Skinkle (Chair) Sandy Manners (Co-chair)
Larry Allison Julia Budahazy
Sunaina Menezes Tammie Orifa

Guests: Sharmila Uruthiranandasivam

ESA Staff: Borjana Bulajic Carol Keiley
Allison Hawkins Aisling O'Doherty

1. APPROVAL OF AGENDA AND MINUTES

Motion to approve the agenda by: Julia Budahazy

Seconded by: Sandy Manners

Motion to approve the Oct. 18, 2019 meeting minutes by: Julia Budahazy

Seconded by: Sandy Manners

CARRIED

Conflict of interest declaration – none identified.

A reminder of the importance of risk management was given.

2. MULTISTAKEHOLDER SURVEY RESULTS

Borjana Bulajic presented the results of the 2019 Multistakeholder Survey results. Survey participants shared their perspective on access to ESA's services and their experiences. The survey compared the 2019 results to those of 2017 and 2015. See presentation.

The survey was conducted by Innovative Research Group who surveyed six groups:

- Licensed Electrical Contractors / Master Electricians
- Homeowners Local Distribution Companies – managers
- Local Distribution Companies – executives
- Safety industry stakeholders
- Product safety stakeholders

The survey took place over five weeks in fall of 2019. There was some difficulty getting people to respond and had to follow up with phone calls.

A council member mentioned that it can be difficult getting consumers to complete surveys; found consumer panels to be more effective. ESA may want to consider this option.

Council members commented that overall, the results were positive.

The ESA's multi-stakeholder research uses a weighted mean score bound between 0 and 10 to formulate an overall Accountability Index Score. In 2019, ESA achieved a score of 8.2 versus 8.1 over past survey results. ESA remains focused on areas of improvement.

The full survey is posted under [Stakeholder Research on the website](#).

3. 2021-2025 CORPORATE STRATEGY UPDATE & 2021 BUSINESS PLAN

Borjana Bulajic thanked the Council for their input on the 2021-2025 ESA Corporate Strategy from the Oct. 18, 2019 meeting. Also, an update on the F2021 Business Plan was provided. See presentation.

ESA is proceeding with the corporate strategy as discussed at the last meeting. The F2021-2025 strategy and F2021 Business Plan are available on [ESA's website](#).

Ms. Bulajic also mentioned that in support of the new strategy, ESA has launched a refreshed website. The new website provides a better customer experience and many functional enhancements.

CAC members commented that this was great news – a new website has been needed for a long time.

4. CONSUMER ADVISORY COUNCIL TERMS OF REFERENCE

Borjana Bulajic led the Council on a discussion regarding how to improve the Advisory Council. There is a need to review and update the Terms of Reference (TOR).

Some questions for Council to contemplate for the next meeting:

- Value Add – How can the Council become more engaged with different challenges facing Ontarians?
- Meeting format – too much or too little content?
- Membership – The Council currently has six members. What additional members are needed?
- Meetings – Does Council meet enough, too much during the year?

Comments from Council members included:

- Frequency of meetings is fine – three to four times.
- With the pace of change, there will only be increased demands on ESA in the future, Consumer advice and involvement in decisions will be valuable.
- Consider more online options for meetings.
- Changes will depend on TOR and their alignment with corporate strategy.

It was mentioned that ESA is looking at all Advisory Councils where TOR have not been updated for some time. The Councils and their activities should align with the five-year Corporate Strategy – how do they fit in?

Motion: The TOR will be a key agenda item for the next meeting. The Council will take approximately two hours to discuss the TOR (including membership and number of meetings) and how to align the TOR with ESA's Corporate Strategy.

Motion passed.

Council suggested it would be beneficial to review the 2017 working group paper on electrical trends over the next five years. A copy was shared with council members.

5. WRAP UP

The Council agreed that Jun. 10, 2020 will be the next meeting date. The Council was reminded to send comments and suggestions for the agenda to the Council Chair, Rod, who will consolidate all inputs.

Other business:

UAC Update from Sandy Manners – The meeting was held in February by conference call; it consisted mostly of technical content/information and updates.

ECRA Update from Larry Allison – The meeting was also held in February and the areas of discussion were the Corporate Strategy and Licensing Strategy. The Licensing Strategy is being revisited to align with the Corporate Strategy.

Adjournment

Motion to adjourn by: Julia Budahazy

Seconded by: Sandy Manners

Carried

End of Consumer Advisory Council Meeting

Next Meeting: June 10, 2020

Location: TBD