
September 16, 2022**9:30 a.m. to 12:00 p.m.****Meeting via Video-conference**

Present:	Sandy Manners (Chair)	Larry Allison
	Lucy Becker	Gurvinder Chopra
	Sunaina Menezes	Tammie Orifa
Regrets:	Jennifer Reynolds	
ESA Staff:	Raymond Chan	Devin Chaudhary
	Scott Eason	Jonathan Hurter
	Saira Husain	Alexander Janack
	Sarah Kempel	Claire Loucks

PRELIMINARIES

The Chair welcomed members to the meeting.

CONFLICT OF INTEREST

No conflicts of interest declared.

1. APPROVAL OF AGENDA AND MINUTES

Motion to Approve Agenda

1st: Tammy Orifa

Seconded by Larry Allison

Carried

Motion to Approve Minutes of May 20, 2022 meeting.

1st: Larry Allison

Seconded by Gurvinder Chopra

Carried

2. ESA UPDATES

a) Introduction: Manager, Product Safety

Manager, Government and Stakeholder Relations introduced Devin Chaudhary, ESA's new Manager, Product Safety.

b) Communications Campaigns Update

Manager, Internal and External Communications provided an update on ESA's awareness campaigns in circulation for fall 2022 and the initial performance of each campaign:

- Powerline Safety Campaign
- Hire an LEC
- Product Safety

Comments:

- Chair stated that
- Member commended ESA for the campaigns and the metrics; member asked if ESA has considered the use of earned media in ethno-cultural media.
 - Manager, Internal and External Communications responded that ESA has previously used various targeted tactics, such as a campaign aimed at dump truck drivers where a large percentage are of South Asian descent and advertising during Hockey Night in Canada's Punjabi language broadcast. ESA is planning a refresh of videos and will look into translation as part of this. Some ads are in French but ESA is investigating whether there are other languages that the website content can be translated into.
 - Member suggested repackaging the website content and sending to foreign language media for translation.

c) ESA Annual Report and Annual Safety Awards

Manager, Government and Stakeholder Relations informed council members that the 2020-2021 ESA Annual Report has been released and was sent to all council members; is available on ESA's website. The report will be launched at the upcoming ESA Safety Awards on September 29, 2022.

d) New Invoice Submission Process

Stakeholder Advisor informed council members of the new process to submit invoices for payment.

3. AUDIT GENERAL RECOMMENDATION: ADMINISTRATIVE MONETARY PENALTIES

Policy Advisor provided a background on the development of administrative monetary penalties (AMPs) in response to the Auditor General's recommendation; outlined a

draft assessment process, the types of contraventions available at different penalty tiers and the publishing of AMPs on ESA's website.

Comments:

- Member asked if a life and/or safety issue would result in a fine.
 - Policy Advisor responded that it would be at the discretion of the Director to use any of the enforcement tools available; a life and/or safety issue could result in an AMP.
- Member asked if other jurisdictions publish AMPs; suggested that an annual enforcement report could assist in creating awareness of AMPs.
 - Policy Advisor responded that an annual enforcement report would be a useful tool and that similar summaries could be included in the OESR and highlighted at the AGM. ESA is in discussions with other regulators to determine how they publish AMPs; emphasized the need to make the information user-friendly and look to leverage other media partners on high profile incidents.
 - Manager, Internal and External Communications responded that ESA looks at convictions to see if there are trending issues to promote and use as an educational opportunity. ESA does not always promote compliance and enforcement blitzes but could use these activities as additional educational opportunities.
- Member stated that it is very important to have different tools such as AMPs. There is a need to conduct an audit of licensees and ensure that people are using their licenses correctly. It is important to publish AMPs and this information has to be easily accessible, both for users to report infractions to ESA and to review contraventions.
 - Policy Advisor agreed that it is important for this information to be easy to find; ESA has also heard from the ECRA AC that providing this information is important for consumers to make more informed decisions. ESA currently conducts some level of audits; AMPs could be a useful tool to address issues raised through these audits.
- Chair asked if there is any way to use search engine optimization to have an ESA conviction come up when someone googles an electrician?
 - Manager, Internal and External Communications responded that as a result of search engine optimization, this information would come up if you were searching for a particular individual.

4. AUDITOR GENERAL RECOMMENDATION: CONTINUING EDUCATION

Program Coordinator - Continuing Education provided an update on ESA's response to the Auditor General's recommendation to implement continuing education for master

electricians and highlighted the feedback received during public consultations on the topic, which included:

- The need for flexibility and a range of course options;
- Simplicity; and
- Affordability.

Program Coordinator - Continuing Education also discussed the formation of the Continuing Education Committee as a sub-committee of the ECRA AC as a key part of the program's development.

Comments:

- Member asked if ESA will run the program.
 - Program Coordinator - Continuing Education responded that this has not been finalized but ESA wants course delivery to be non-exclusive; although the courses would likely not be free, ESA wants to keep the prices affordable.

Action Item: Stakeholder Advisor to add an update on the Continuing Education Committee as a standing item on the CAC agenda, along with the member updates from the ECRA AC and UAC.

5. INTRODUCTION TO ELECTRO-FED CANADA

Gurvinder Chopra provided an introduction to EFC, its role, composition and the activities it undertakes; in particular to the development of safety standards and regulations, ensuring that products are properly certified and safe, as well as educational awareness campaigns.

Comments:

- Member stated that it is heartening to hear that another organization is involved in this issue, as product safety has traditionally been under-resourced at ESA.
- Manager, Government and Stakeholder Relations stated that issues related to EV chargers and ensuring that certified products are installed properly.
 - Member responded that the development of standards as been slow and emphasized the development of harmonized standards. Canada is behind in tech innovations; other jurisdictions have quicker means to test and verify new products into the market.

6. MEMBER UPDATES

- Member provided an update on issues discussed at the last ECRA AC meeting in May 2022, which included interviewing candidates for the Continuing Education Committee and AMPs.

- Chair provided an update on issues discussed at the last UAC meeting in June 2022, which included Hydro Ottawa's presentation on the spring 2022 storm clean up and restoration of power, the Coroner's inquest into a 2012 electrical incident resulting in a death and the protocol for turning off power during incidents and the involvement of utilities and emergency responders.

7. OTHER BUSINESS

- Member asked if ESA presentations could be circulated to members.
 - Manager, Government and Stakeholder Relations responded that these would be circulated following the meeting.
 - Member stated that council members would be able to add more value if the presentations were circulated in advance.
 - Manager, Government and Stakeholder Relations responded that ESA will ensure that council members will have all presentation materials in advance of each meeting going forward.
- Manager, Government and Stakeholder Relations stated that meetings will continue to be virtual until at least the end of the year; a hybrid option will likely continue.

8. WRAP UP & ADJOURNMENT

Motion to adjourn by Lucy Becker

Seconded by Gurvinder Chopra

Carried

End of Consumer Advisory Council Meeting

If there are any discrepancies to these minutes, please report them by email to Chair and Claire Loucks.

Next Meeting: November 25, 2022

Location: ZOOM Conference Call or in-person if possible.