
March 22, 2023**9:00 a.m. to 12:00 p.m.****Meeting via Video-conference**

Present:	Sandy Manners (Chair)	Larry Allison
	Lucy Becker	Gurvinder Chopra
	Sunaina Menezes	
	Jennifer Reynolds	
Regrets:	Tammie Orifa	
ESA Staff:	Shana Hole	Alexander Janack
	Sarah Kempel	Claire Loucks
	Karen Ras	

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: Lucy Becker

Seconded by Larry Allison

Carried

Motion to Approve Minutes of September 16, 2022 Meeting

1st: Jennifer Reynolds

Seconded by Lucy Becker

Carried

Motion to Approve Remaining 2023 Meeting Dates

- June 22, 2023
 - September 26, 2023
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1st: Gurvinder Chopra

Seconded by Larry Allison

Carried

2. AUDITOR GENERAL RECOMMENDATION UPDATES

a) Administrative Penalty Orders

Alex Janack (Policy Analyst) provided an update on the implementation of Administrative Penalty Orders (APO) on April 1, 2023 and outlined the process for levying an order, including the opportunity for response and appeal. APO details will be published on ESA's website, including the party involved, amount levied, descriptions of contravention and location of the contravention. This information will be merged with convictions, which is currently available on the ESA website.

Comments:

- Member asked if property owners, such as landlords, with APOs be published on the website. If so, it is important to have this made known to consumers and homeowners.
 - Policy Analyst responded that regardless of whether a homeowner or contractor, all could potentially be published. All relevant information will be published on ESA's website following launch.
- Member stated that at the last ECRA AC meeting, it was ambiguous when the website would be updated and asked if AMPs will be published?
 - Policy Analyst responded that yes, will be published and ready to go on implementation on April 1, 2023.
- Member asked how long APOs will be published on the website.
 - Policy Analyst responded two years.
- Member asked if APOs will be published under the name of the individual or the company.
 - Policy Analyst responded both.
- Member asked how previous penalties will be considered. From consumer perspective, I would want to know if there is a chronic problem with a particular individual or company.
 - Policy Analyst responded that past infractions will factor into the assessment and levying of a new APO.

b) Continuing Education

Sarah Kempel (Program Coordinator – Continuing Education) provided an overview of consultative work and engagement on CE, both as part of the Auditor General's recommendation and prior. ESA has been working closely with its Continuing Education Committee and the Ministry and anticipates an update from the Ministry in the coming weeks.

Comments:

None.

c) Master Electrician Competency Profile

Shana Hole (Licensing Manager) discussed the Master Electrician Competency Profile, which has been created to fill a gap where skills and attributes had not been defined. The competency profile has been developed by industry and subject matter experts. An online survey of MEs conducted to seek input from those directly impacted and actually doing the work. The competency profile will be applicable and relevant to all ME license holders and will guide development throughout their careers and will support: licensure requirements, including the ME exam, communicating to external stakeholders what MEs do; developing standards and policies, develop training curriculum and CE requirements. All of this information is available on the ESA website and has been shared with all LECs and MEs. ESA will share and highlight various aspects of the competency profile on social media.

Comments:

- Member asked if there is a place where someone can go to find out the difference between LEC, ME and DME. In light of talent shortages in the industry, this could be an area requiring consumer awareness.
 - Licensing Manager responded that we are aware of this and want to encourage more individuals to enter the electrical trade. We hope that through communication, it will make it easier to progress on the training journey, so that they have a better understanding of the requirements. ESA website lays out the responsibilities and differences between DME and ME.
- Member asked if there is anything on DEI in the competency profile.
 - Licensing Manager responded yes, there is a section on this and it was raised by ESA inspectors as well.
- Member stated that from a consumer perspective, it would be great to have a glossary of terms on the website.
 - Licensing Manager responded that this is great feedback and we will look into this.
- Member asked if there is an opportunity to provide accessibility as part of DEI.
 - Licensing Manager responded that we will look into this.

3. ONTARIO ELECTRICAL SAFETY REPORT 2021 AND HARM LIFE CYCLE

Claire Loucks (Acting Manager, Government and Stakeholder Relations) provided an overview of the 2021 OESR, highlighting the downward trend in electrical fire, and

electrocution and burn fatalities, although the most recent five-year average showed an increase.

Comments:

- Member stated that this kind of report that is valuable to media and asked if there is a media strategy to share it. Member asked if it be possible to be added to distribution list for media monitoring.
 - Acting Manager, Government and Stakeholder Relations responded that she will look into both.
- Member asked if it would be possible to have a topline summary of the 2022 harms by the June meeting for discussion.
 - Acting Manager, Government and Stakeholder Relations responded that she will confirm whether this is possible.
 - Member added that aging infrastructure is an important topic to consider going forward as an electrical harm.

Action Item: Acting Manager, Government and Stakeholder Relations to confirm whether safety data for the OESR can be made available in advance to CAC for discussion.

Harm Life Cycle

Acting Manager, Government and Stakeholder Relations introduced the Harm Life Cycle, which is a new framework and methodology used by ESA to evaluate harms and determine the appropriate course of action to take in response. Representation from across ESA is involved in the process, to ensure a risk based and data driven approach to harms.

Comments:

- Member suggested making the information on product recalls and how to report products more visible on the ESA website.

Action Item: Acting Manager, Government and Stakeholder Relations to confirm whether the ESA website can be revised to make this information more prominent.

4. BI-ANNUAL ADVISORY COUNCIL SURVEY

Acting Manager, Government and Stakeholder Relations presented the results of the 2022 bi-annual CAC survey, highlighting the benefits of an enhanced annual work plan, an outcomes-based approach to meetings and time for the discussion of emergent issues.

Comments:

- Member stated the need to strike the right balance in the presentations and the need for the materials in advance to prepare. Dialogue has been good and kudos to staff. Member asked if there is an opportunity to interact with the Board and whether there are published reports on CACs activities.
 - Acting Manager, Government and Stakeholder Relations responded that only ECRA AC has a formal reporting requirement to ESA's Board; however, she produces quarterly summaries of all advisory activities for the Board's review.
- Member stated that Board members used to attend ECRA AC meetings; the lack of attendance by CEO has been a source of frustration.
 - Acting Manager, Government and Stakeholder Relations stated that she will coordinate the CEO's participation in the June meeting.
 - Karen Ras (VP, Communications, Strategy and Innovation) stated that the Board has previously stated they receive sufficient information from the reports on advisory council activities, although there could be an opportunity to carve out additional time.
- Member asked if there is a consumer representative on the ESA Board.
 - VP, Communications, Strategy and Innovation responded that some certainly do have consumers in mind as part of the board composition but are not designated as such.

Action Item: Acting Manager, Government and Stakeholder Relations to confirm whether the quarterly advisory council reports to the ESA Board can be circulated to members.

5. EV AND LEC CAMPAIGNS

Karen Ras (VP, Communications, Strategy and Innovation) presented on ESA's EV charging campaign and the baseline research that was conducted in January 2023 found:

- Increased consumer interest in EVs;
- Current and prospective owners start from a similar messaging position re: campaigns; and
- Current EV owners are more familiar with ESA than prospective EV owners.

The Campaign launched in January 2023 with a mix of digital and radio advertising, newspaper and social media outlets, focusing on safety, compliance and increasing ESA brand awareness with partners such as Plug N'Drive, OMVIC and TADA.

Comments:

- Member stated that EFC is collaborating with TSBC and their inspectors; producing awareness and training on fast chargers. This could be useful for ESA to partner on. EFC has noticed a trend in counterfeit chargers, which should be highlighted to consumers.
 - VP, Communications, Strategy and Innovation responded that this is a very good point, especially combined with DIY kits and illegal products and installations. I will connect with you offline on those modules.
 - Member stated that many consumers are choosing cheaper products and not realizing the impact.
- Member stated that this is a very timely campaign and encouraged ESA to work with the ethno-cultural media to share messaging and information from a consumer perspective.

LEC Campaign

VP, Communications, Strategy and Innovation stated that the underground economy continues to be a challenge, despite proactive efforts. Unlicensed advertising persists and is particularly true in the GTA, which appears to have the lowest permit rate per population size. ESA is developing a series of classified ads that mimic unlicensed electrician ads that link to ESA destination and ESA's *Find a Contractor* page. The goal is to redirect consumers to credible information and will be available in multiple languages.

Comments:

- Member stated that consumer awareness on the harmful effects of unlicensed work, regardless of its potentially low cost, is important.
- Member stated that it is a great idea and asked if the negative brand impacts have been considered.
 - VP, Communications, Strategy and Innovation responded that we have had these discussions and although it might be a bit riskier than usual, it could be worth it.
- Chair stated that in her experience, price has not been the main concern but rather availability of workers to conduct the work. That could also speak to the fact that there is a gap in the industry.
 - VP, Communications, Strategy and Innovation agreed that contractors are struggling to keep employees; not enough people entering the trades to keep up with shortfalls.

6. CONSUMER ADVISORY COUNCIL WORK PLAN DISCUSSION

Acting Manager, Government and Stakeholder Relations stated that ESA will be posting for outstanding CAC vacancies on social media, such as Charity Village and LinkedIn. Acting Manager, Government and Stakeholder Relations also reviewed the draft work plan and highlighted the proposed approach to topic selection and outcome based agenda setting.

Comments:

- Member suggested reaching out to other DAAs who may have contacts and potential candidates.
- Member stated that it is important to have DEI and innovation and tech disruptions represented.

Action Item: Acting Manager, Government and Stakeholder Relations will circulate the draft work plan ahead of the in-person meeting in June.

7. WORKING GROUP: DISCONNECTION/RECONNECTION

Acting Manager, Government and Stakeholder Relations discussed the concern raised at CoAC and UAC regarding the timeframes for disconnections and reconnections and asked if two representatives from CAC would be interested in attending.

Comments:

- Chair stated that it appears to be a concern for commercial/industrial parties when scheduling maintenance; a representative from this area would be helpful.
- Two members indicated their willingness to participate.

8. MEMBER UPDATES

- Member provided an update on issues discussed at the last ECRA AC meeting in February 2023: AMPs, competency profile, OESR. Members concluded that it is good to see these things going forward. Member asked if the RAC summaries be shared across the councils.
- Member provided an update on issues discussed at the last UAC meeting in February 2023: disconnect/reconnect, copper theft workshop to find new approaches and EVs from a regulatory perspective (transformer loading in a condo building)
- Member provided an update on the issues discussed at the last CEC meeting in February 2023: anticipated to go live in January 2024. Discussed nine key themes for the ME competency profile and emphasized a focus on finances and administration. It is important to make it clear that this is not an added burden but it is a value add to set out expectations. We need to make it as simple, flexible and accessible to participate and track that participation.

9. WRAP UP & ADJOURNMENT

Motion to adjourn by Gurvinder Chopra

Seconded by Lucy Becker

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: May 18, 2023

Location: ZOOM Conference Call