
May 18, 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:		
ESA Staff:	Raymond Chan	Dan Cheddi
	Declan Doyle	Saira Husain
	Patrick Falzon	Claire Loucks
Guests:	Esther Turner, MPBSD	Vladimir Gagachev, Eaton

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 Jennifer Reynolds

Carried

Motion to Approve Minutes of March 22, 2023 meeting

1st: Larry Allison

Seconded by Lucy Becker

Carried

2. REVIEW OF ACTION ITEMS

Claire Loucks (Stakeholder Advisor) provided the following updates:

- Share early preview of Ontario Electrical Safety Report data: ESA will monitor the data as it is received and determine if there are trends to flag and share.
- Product recall information on ESA website: work is underway to make the information more easily accessible.
- Information shared with ESA Board on advisory council activities: ESA is unable to share the quarterly reports submitted to the Board; however, they are based on the minutes that are approved and published on the ESA website.

Chair asked for an update on CAC member recruitment.

- Stakeholder Advisor responded that this is work in progress and ESA will share recruitment materials in the coming weeks with members for comment.

Action item: ESA to include CAC members on ESA's daily media monitoring.

3. COMMUNICATIONS CAMPAIGNS

Powerline Safety

Saira Husain (Manager of Internal and External Communications) discussed the updated approach to the ESA Powerline Safety Campaign, with a two-phased approach to launch Powerline Safety Week in May (with the kick-off of construction and home improvement season) and in August and September, when safety data indicate spikes in incidents. ESA will:

- Partner with both LDCs to reach the general public and construction companies to reach employees in their industry.
- Share training materials with construction companies with a new online education module specific to the industry.
- Target key areas across Ontario where the highest number of incidents have occurred; reach broader audience by targeting a diversity of cultural media.

Comments:

- Members discussed:
 - Addressing widely-held misconceptions regarding powerline cover-ups.
 - Patrick Falzon (Powerline Safety Specialist) responded that ESA works with the MOL and IHSA to put out materials combating safety misconceptions.
 - Manager of Internal and External Communications stated that during May, MOL inspectors will visit construction sites to educate workers on electrical safety, including the online training module.
 - The importance of consumer awareness and the need to reach the right audience, using the right methods, using a mixture of media, including sharing messaging through MPP newsletters.

- Manager of Internal and External Communications agreed and stated that this will be captured in phase two of the campaign approach with strategic approach to capture all audiences.
- Partnering with trade schools and organizations such as Metrolinx and Infrastructure Ontario, who are active on construction sites.

Patrick Falzon (Powerline Safety Specialist) discussed an incident where a school bus hit a utility pole and brought down the lines and the training that ESA is providing to school bus operators on electrical safety and utility infrastructure.

Hire an LEC Campaign

Manager of Internal and External Communications discussed:

- The goal of the campaign to build the public's understanding of the importance of hiring an LEC for electrical work.
- The focus on homeowners and those actively considering a renovation, targeting three different audience streams.
- The use of infraction rates to develop priority lists of areas to target.
- The creative tactics to target different audiences, for different purposes.
- Translation of the content to a variety of languages to make the messages more accessible.

Comments:

- Members stated they were very impressed with the creative for this campaign and the excellent use of data to target certain audiences.
- Member asked if ESA has considered partnering with other organizations to share the campaign.
 - Manager of Internal and External Communications responded that ESA will work other delegated administrative authorities such as Tarion (administers the province's home warranty program) and the Real Estate Council of Ontario (who regulates real estate professionals and protects the public interest) to share with relevant audiences.
- Member commented on the use of unapproved EV chargers being installed by unlicensed electrical contractors and the importance of this campaign to raise awareness of these concerns.
- Chair asked about the campaign's measurements for success.
 - Manager of Internal and External Communications responded that working with new agency means working with a compressed schedule. ESA will incorporate new questions for the campaign surveys (languages, ages, new Canadians) and those will be important to develop metrics.

4. MEMBER UPDATES

- Member provided an update on issues discussed at the last ECRA AC meeting in April 2023: content from last CAC meeting was presented to ECRA AC so not much new content; potential for restructuring member composition.
- Member stated that UAC has not met in the interim; no update.
- Member provided an update on continuing education: work was paused in April.

Member asked if CAC produces an annual report.

Action item: ESA to discuss the feasibility of producing annual report on CAC activities.

5. CANADIAN ANTI-COUNTERFEITING NETWORK: ELECTRICAL TASK GROUP

Vladimir Gagachev discussed the hazards of counterfeit circuit breakers, including explosion, fire, property damage or injury and provided examples of how products can be counterfeited. Gurvinder Chopra discussed the role of Electro Fed and its role on the Canadian Anti-Counterfeiting Network.

Comments:

- Chair asked where counterfeit products are sold and whether big box stores check for product legitimacy.
 - Mr. Gagachev responded that counterfeit items are unlikely to be found in legitimate retailers or wholesalers.
- Chair asked if it is recommended to ask LECs where they purchase their products.
 - Mr. Gagachev responded yes.
- Members discussed:
 - The challenges with online retailers and verifying the authenticity of products.
 - The difficulty for the general public, inspectors and LECs to detect counterfeits.
 - The influence of lower costs on purchase decisions.

6. WRAP UP & ADJOURNMENT

Motion to adjourn by Jennifer Reynolds

Seconded by Larry Allison

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: June 22, 2023

Location: ESA Provincial Office