

**Consumer Advisory Council**

**28-Nov-25**

**0900 – 1105 hrs – Meeting held virtually**

**Present:**

<b>AC Members</b>	<b>ESA</b>	<b>MPBSDP</b>	<b>Regrets</b>	<b>Guests</b>
Sunaina Menezes Kelly McMath Karim Nazarali James Boritz Salim Al Khodari	Declan Doyle Alex Piccini Devin Chaudhary	Sharmila Uruthiranandasivam	Sue Forcier Jennifer Reynolds	None

<b>ITEM</b>	<b>SUBJECT</b>	<b>ACTION</b>
1.	<p><b>Welcome and Preliminaries</b></p> <p>No conflicts of interest were declared.</p> <p>The Chair moved a motion to approve the minutes from the prior CAC meeting.</p> <p>Motion:  <i>Approval of the Minutes of Meeting for 8-Sep-2025</i>  <i>Moved by: James</i>  <i>Seconded: Salim</i>  <i>Carried</i></p> <p>Alex notes that Freda Lam originally scheduled to share an update on the 2024 Ontario Electrical Safety Report is ill today and proposes the Chair move a motion to amend the agenda to defer the report to the next meeting.</p> <p>The Chair moved a motion to amend the agenda in light of this.</p> <p>Motion:</p>	

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2.	<p><i>Deferment of OESR update to next CAC meeting</i> <i>Moved by: Kelly</i> <i>Seconded: James</i> <i>Carried</i></p> <p><i>Comments:</i> <i>Actions: Alex to share OESR Feedback from Karim to be shared with Freda ahead of OESR presentation or paper update.</i></p> <p><b>Cross-Council Update – Electrical Contractor Registration Agency</b></p> <p>James provided an update from the ECRA AC. He noted the pass rate of the Master Exam committee has dropped slightly and is likely due to the new electrical code being implemented, but shared no major concerns. James also commented on the new licencing technology platform and enterprise resource planning system updates that will help support more seamless interaction between licensees and ESA.</p> <p>Alex further notes that these updates will have positive effects downstream for consumers by enabling faster and more reliable back end systems that licensees can rely on, so they can focus on customer service. Further, Alex noted that the licencing portal does have limited uptake challenges from a very small minority of licensees who prefer the paper and telephone-based process. Intent is to further nudge as many as possible towards the new online method.</p> <p>Alex also shares a brief labour mobility update. Notes that the only provinces currently with equivalent Master Electrician licensees are British Columbia and Alberta.</p>	
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3.	<p><i>Comments:</i> Karim asks if Red Seal is all-across Canada. Declan notes that yes, largely electricians who have Red Seal designation can work across provincial borders. Further, Declan notes that Skilled Trades Ontario offers a rumoured 24-hour turn around on certifications.</p> <p><i>Conclusions: None.</i> <i>Motion: None.</i> <i>Action: None</i></p> <p><b>Cross Council Update – Utility Advisory Council</b></p> <p>Salim shared an update from the Utility Advisory Council. He first noted the Council discussed maintenance implications on who owns the equipment vs when the Local Distribution Company (LDC) owns the equipment related to copper theft.</p> <p>He further shared details on proposed signage to address copper theft and the new guideline for removal of disconnected and unused lines. Salim shared some of the sample signage.</p> <p>Finally, Salim notes that Toronto Hydro is receiving many utility proposals from developers that are over designed and over capacity for energy needs which is an emerging trend.</p> <ul style="list-style-type: none"><li>• Karim asks Salim about new technologies/storage tech in rural areas. Declan notes that we have a follow up at Electricity, Distribution, Information Systems and</li></ul>	
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Consumer Advisory Council

28-Nov-25

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4.	<p>Technology conference for distributed energy resource safety. Action item for next meeting.</p> <p><b>2026 Fire Code Update</b> Chair shared an update on Fire Safety from the Office of the Fire Marshal.</p> <p>Chair noted new requirements mean that all floors must have a carbon monoxide alarm as well as a smoke alarm. A final large change is for care occupancies and retirement homes requiring them. Also notes that in the current Fire Protection and Prevention Act, fire inspectors can ask ESA to conduct an inspection.</p> <p><i>Comments:</i></p> <ul style="list-style-type: none"><li>• <i>Karim: Asks if new requirements will be retroactive to existing buildings? Chair notes that yes, it applies retroactively and so retrofits and installs will need to be made to existing buildings.</i></li><li>• <i>Karim: Asks what kind of awareness that SOLGEN is doing to ensure homeowners and building owners are aware of the new requirements, including working through TSSA. Karim asks if this is being pushed by the insurance industry, Chair notes she isn't sure on their posture.</i></li><li>• <i>Kelly: Wants to know when these changes were identified for homeowners and businesses, implies more notice should have been provided? Suggests notification through advertising in retail outlets like hardware stores or through utility bills could be a reasonable initiative. Chair notes that there were a number of consultations through the Solicitor General and the regulation was filed 6</i></li></ul>	
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**Commented [SM1]:** Would it be possible to use the name in full? I am unsure what this stands for.

**Commented [SM2]:** Same comment as above.

**Commented [SM3]:** Please accept these edits for accuracy, I know it is confusing but care occupancies, long-term care homes, and retirement homes are all treated differently under the Fire Code.

**Consumer Advisory Council**

**28-Nov-25**

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	<p><i>months ago so it has been in the public awareness for some time.</i></p> <ul style="list-style-type: none"><li>• <i>James: Mentions notification through utility bills would be helpful and is worried about ensuring consumers are aware of this. Seconds Kelly's suggestion of notification in hardware stores.</i></li><li>• <i>Karim: When the Ontario Building Code was revised to add circuit breakers, there was concern around affordability. Has there been any cost feedback from consumers on this change to require carbon monoxide alarms? Chair notes that as part of the SOLGEN consultation on this, the province has been actively communicating with consumers and the construction industry on cost implications.</i></li><li>• <i>Salim: Feels there is a lot of work that needs to be done. Anecdotally, people don't know about this. Chair notes feedback and will take back to the Ministry.</i></li><li>• <i>Kelly: Just an idea, it is wise to get this out through the gas companies. Chair notes feedback.</i></li></ul> <p><i>Conclusions: None.</i> <i>Motion: None.</i> <i>Action: Chair to take back feedback on Fire Code changes.</i></p> <p><b>Product Safety Update and Holiday Safety Campaign</b></p> <p>Devin Chaudhary shares his work as Manager of Product Safety at ESA overseeing Regulation 438/07.</p> <p>Devin notes that ESA is working with online marketplaces, in particular Amazon to ensure they have better compliance on</p>	
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	<p>ensuring products are indeed certified before being offered for sale.</p> <p>Amazon is generally proactive on working with ESA, but it is a bit of an uphill battle due to the large and often third-party nature of the Amazon marketplace.</p> <p>Compliance rate is high, when products are noted as being unapproved, upwards of 96%</p> <p>Devin is excited to share that Amazon has actually put ESA direct messaging prominently on their website. We have had over 100,000 interactions on this page in particular.</p> <p>Post purchase of electrical consumer products, Amazon is also sending links to buyers to follow up and ensure the product was as described, properly certified and is used safety.</p> <p><i>Comments:</i></p> <ul style="list-style-type: none"><li><i>James: It is great to hear that when ESA reports noncompliant products through their platform that they take action, but is there any intent to push retailers to allow consumers to report directly to retailers where products are not safe? Maybe Amazon doesn't take consumers seriously enough on this. Devin notes that while the 10,000 products taken down is impressive, the end game is to have to have sellers upload the certification mark as we feel that is the best way to manage expectations of an online platform and as a regulator. Devin notes we have a quarterly meeting with</i></li></ul>	
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	<p><i>Amazon, and we can ask about the number of compliance complaints that Amazon gets from consumers.</i></p> <ul style="list-style-type: none"><li><i>Karim: Would it be more powerful if all provinces work together on product safety to get more traction for more Canadians? Can provincial regulatory bodies work together on this? Devin notes that this is something we are working on with the different regulatory bodies. ESA met with CSA in November over the course of a full day and laid out the ask that CSA approach online retailers and there was a set of recommendations that came out of that, directed at online retailers. One of those recommendations is to have Health Canada formally require certification of products, through a Memorandum of Understanding.</i></li><li><i>Karim: What about fake labels and marks. I trust this is something you are looking at? Devin notes it is something ESA is thinking about and brainstorming potential solution such as a link to a certification file.</i></li><li><i>Declan: Wanted to comment briefly on reflecting that this is a huge challenge and the progress made to date is a huge success for consumers and public safety. The council concurs.</i></li><li><i>Devin: Further notes that we do blitzes on specific types of products throughout the year when they are popular.</i></li><li><i>James: Recognizes that the pace of regulation must constantly catch up to technological development. So, while it would be great to see everything become complaint over night, it is nice to see all the major retailers, both brick and mortar and online, are working towards this. Does emphasize that 10 years from now, we will be in a better space for product safety.</i></li></ul>	
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**Consumer Advisory Council**

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	<p><i>Motion: None.</i></p> <p><i>Action: Alex to ask Devin to return next year with another product safety update. Alex to inquire with Devin on the number of consumer product safety complaints at the next quarterly with Amazon and how consumers can self-report product safety issues.</i></p> <p><b>Other Business</b></p> <ul style="list-style-type: none"><li>• Declan: notes that hot tubs were a top issue at the Licence Holder Meeting</li><li>• Kelly: Shares a final comment that AI tools can pose a real concern to regulators as it relates to product safety. Alex commits to take it back to Devin.</li><li>• Karim notes that a permit should not be a penalty when installing a hot tub and seeking to be in compliance and using a licenced electrical contractor. He notes that those who seek to be in compliance face MPAC re-assessments and therefore increased property taxes for improvements.</li><li>• Alex requests CAC’s endorsement of date setting for 2026 meetings to reflect that of 2025. This would include virtual meetings in February, September, November and one in-person meeting in May.</li></ul> <p><i>Comments: None</i></p> <p><i>Motion: None.</i></p> <p><i>Action:</i></p> <ul style="list-style-type: none"><li>• Alex to send calendar holds for 2026 CAC dates</li><li>• Alex to send minutes and all presentations from this meeting to CAC members.</li><li>• Alex to solicit CAC Chair and members with input on 2026 workplan.</li></ul>	
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**Consumer Advisory Council**

**28-Nov-25**

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	<p><b>Meeting Adjournment</b></p> <p>Motion: <i>Adjourn Meeting at 11:00</i> <i>Moved by: James</i> <i>Seconded: Karim</i> <i>Carried</i></p>	
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