

Consumer Advisory Council
11-Feb-26
0900 – 1100 hrs – Meeting held virtually

Present:

AC Members	ESA	MPBSDP	Regrets	Guests
Chair, Sunaina Menzes James Boritz Karim Nazarali Kelly McMath Salim Al Khodari Sue Forcier	Alex Piccini Freda Lam	Amanda Garofalo (on behalf of Sharlima, Uruthiranandasivam)	Jennifer Reynolds	

SUBJECT	LEAD	ACTION
<p><u>Welcome and Preliminaries</u></p> <p>No conflicts of interest were declared.</p> <p>The Chair moved a motion to approve the minutes from the prior CAC meeting. Motion: <i>Approval of the Minutes of Meeting for 28-Nov-2025</i> <i>Moved by: James Boritz</i> <i>Seconded: Salim Al Khodari</i> <i>Carried</i></p>	Chair	None
<p><u>Action Items from Previous Meeting</u></p> <p>Review and Approval of 2026 CAC Workplan</p> <ul style="list-style-type: none"> The 2026 CAC Workplan was shared ahead of the meeting. There were no updates on the workplan <p><i>Motion to Approve the 2026 CAC Workplan</i> <i>Moved by: Karim Nazarali</i> <i>Seconded: James Boritz</i> <i>Carried</i></p>	Alex Piccini	Alex Piccini to distribute the finalized 2026 CAC Workplan in PDF

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<p><i>Conclusions: None</i></p>		
<p><u>CAC Membership Update</u></p> <ul style="list-style-type: none">• Alex noted that ESA has developed collateral to share with the Association of Municipalities of Ontario and the Association of Municipal Managers, Clerks and Treasurers of Ontario to advertise a posting for the currently vacant positions on the CAC.• Alex further noted that the posting would be shared with the CAC for awareness. <p><i>Motion: None</i></p>	<p>Alex Piccini</p>	<p>Alex Piccini to share CAC vacancy posting with the council.</p>
<p><u>Cross-Council Updates</u></p> <p>Electrical Contractor Registration Agency – James Boritz</p> <ul style="list-style-type: none">• James noted there was no update to share as ECRA had not yet met this year. <p>Utility Advisory Council – Salim Al Khodari</p> <ul style="list-style-type: none">• Salim noted there was no update to share as UAC had not yet met this year. <p><i>Motion: None</i></p>	<p>James Boritz & Salim Al Khodari</p>	<p>None</p>
<p><u>Ontario Electrical Safety Report – 2024</u></p> <ul style="list-style-type: none">• Freda Lam summarized the 2024 Ontario Electrical Safety Report, noting trends in electrical injuries, fatalities, and fires,	<p>Freda Lam</p>	<p>CAC to invite Freda back to discuss next year's OESR when available.</p>

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<p>including rising overhead power line contacts and declining fire incidents.</p> <ul style="list-style-type: none">• She highlighted challenges from new technologies like EVs and heat pumps, described ESA’s risk-based and collaborative approach, and reviewed the effectiveness of their Powerline safety campaign and efforts to reach younger workers.• Discussion also covered data limitations—such as inconsistent municipal fire reporting—and the need for more objective information on electrical system safety. The session concluded with emphasis on maintenance-related causes of wiring and equipment fires and the value of better-normalized safety data.• James Boritz suggested normalizing Emergency Department visit data to population size to better understand trends. Freda agreed this was a good idea, noting that when viewed as a rate, the numbers would likely show a decrease due to the growing Ontario population.• The Chair explained the challenges in collecting and analyzing data on electrical fires, particularly due to variations in data collection methods across different Ontario municipalities. She noted that while the Standard Incident Reporting Form allows for some categorization of electrical fires, it does not provide granular enough information to draw definitive conclusions about specific types of wiring or electrical issues.• The Chair further mentioned that the form is reviewed and updated periodically to reflect emerging trends and technologies, but this process can be slow.• James Boritz raised concerns about the use of anecdotal information by insurance companies and the need for more objective data on the safety of different electrical systems.• Freda concluded the presentation with a discussion on wiring and distribution equipment fires, emphasizing causes such as electrical failure and maintenance deficiencies.		
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<ul style="list-style-type: none">• Overall, the council felt the report was insightful and requested Freda Lam attend the council next year with an updated report. <p><i>Motion: None</i></p>		
<p><u>CAC Chair Year End Report – 2025</u></p> <ul style="list-style-type: none">• The Chair presented the 2025 CAC year-end report, highlighting the council's four meetings throughout the year ground covered and its focus on consumer safety and regulatory matters. The Chair elaborated on product safety work underway and CAC feedback on that initiative, compliance licensing, and public awareness initiatives, including updates on ESA's new licensing platform and safety campaigns. <p><i>Comments: None</i> <i>Motion: None</i></p>	Chair	None
<p><u>Multi-Stakeholder Survey</u></p> <ul style="list-style-type: none">• Alex Piccini provided a high-level overview of ESA's multi-stakeholder survey results noting that overall, ESA is generating positive traction with its licensed community.• Alex further noted that ESA's score in relation to homeowners, meets our corporate objective, but there is room for improvement. He noted that homeowner interactions with ESA can be situational and connected to a specific project, so their experience is very narrow on interacting with ESA.• Alex further noted that ESA is putting more efforts towards safety campaigns directed to homeowners and will bring a sneak preview to the CAC when the next campaign is ready.	Alex Piccini	Alex to provide a sneak preview at a future CAC on the next in-market campaign targeting homeowners.

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<i>Comments: The council expressed interest in seeing campaigns before they go into market. Motion: None</i>		
<u>Other Business</u> <i>Comments: None Motion: None</i>	All	None
<u>Meeting Adjournment</u> Motion: <i>Adjourn Meeting at 11:00 Moved by: James Boritz Seconded: Karim Nazarali Carried</i>	Chair	None
<u>Next Meeting</u> Date: Wednesday, May 13 Time: 9:00-11:00 AM Format: Virtual	Alex Piccini	Alex to ensure all CAC members have the next meeting calendar hold.