

A person in a dark suit and tie is holding a glowing incandescent light bulb with both hands. Inside the bulb, a string of small, warm-white LED lights is visible, with one light at the top of the bulb and another further up the string. The background is dark and out of focus.

20
20

ANNUAL
REPORT

ECAO

ELECTRICAL
CONTRACTORS
ASSOCIATION OF
ONTARIO



CONTENTS

EXECUTIVE COMMITTEE	04
BOARD OF DIRECTORS	05
ECAO PRESIDENT'S REPORT	06
EXECUTIVE DIRECTORS REPORT	08
MEET ECAO TEAM!	10
CHARITABLE DONATIONS	11
ECAO IN THE COMMUNITY	12
LABOUR RELATIONS REPORT	14
RUBICON GOVERNMENT LOBBYING	16
HEALTH & SAFETY REPORT	18
DIGITAL MARKETING REPORT	20
TRAINING & EDUCATION	22
ECAO 2020 ANNUAL GENERAL MEETING	23
AWARD WINNERS	24
NEW MEMBERS AND AFFILIATE PARTNERS	25
JOINT ELECTRICAL PROMOTION PLAN HIGHLIGHTS	26
CERTI-FIRE	28
ECAO STAFF SUBMISSIONS DURING 2020	30
COMMITMENTS DURING, AND AT THE END OF 2020	31
UPCOMING EVENTS	32



EXECUTIVE COMMITTEE



BRAD WALKER
PRESIDENT
LAFRAMBOISE GROUP
LIMITED



KEN CRAWFORD
FIRST VICE- PRESIDENT
C & M ELECTRICAL



TERRY MOORE
ETBA CHAIR
TM3 INC.



MARK LLOYD
PAST PRESIDENT
T. LLOYD ELECTRIC LIMITED



CHRIS CIMEK
SECOND VICE- PRESIDENT
E.S FOX LIMITED



DOUG DINNIWELL
TREASURER
WESTERN MECHANICAL
ELECTRICAL MILLWRIGHT
SERVICES LIMITED

BOARD OF DIRECTORS

DIRECTOR NAME		COMPANY			ECA CHAPTER
Joe Kurpe		J & L Electrical Contractors Limited			ECA Hamilton
Jon Apperley		Modern Niagara			ECA Quinte/ St. Lawrence
Gary Rossol		Gordon Electric Limited			ECA London
Mike Leone		Procon Constructors Inc.			ECA Niagara
Mike Rose		Rogol Electric Company Limited			Greater Toronto ECA
Peter Calabrese		Black & McDonald Limited			Greater Toronto ECA
Dave Scott		Plan Group			Greater Toronto ECA
Rick Ball		White Pine Electric Limited			ECA Thunder Bay
Anthony Tofano		TJI Multi-Trade Contractors Ltd.			ECA Sarnia
Roch Picknell		Wired Synergy Inc.			ECA Ottawa
Johncarlo Salvatore		Mid-South Contractors Limited			Windsor ECA
Jason Jackson		Tri-Electric Solutions Ltd.			ECA Central Ontario
Tim Scott		Ontario Electrical Construction Company Limited			ECA Sudbury (Northern)
Bob Ritzmann (Line)		Alltrade Industrial Contractors Inc.			ECA Central Ontario
Mark Quinn (Communications)		Focal Point Connectivity			Greater Toronto ECA

DIRECTORS AT LARGE

DIRECTOR NAME	POSITION	COMPANY			ECA CHAPTER
Brad Walker	President	Laframboise Group Limited			ECA Ottawa
Ken Crawford	First Vice-President	C & M Electrical			ECA Ottawa
Chris Cimek	Second Vice-President	E.S. Fox Limited			ECA Niagara
Terry Moore	ETBA Chair	TM3 Inc.			ECA Central Ontario
Mark Lloyd	Past President	T. Lloyd Electric Limited			ECA Hamilton
Doug Dinniwell	Treasurer	Western Mechanical Electrical Millwright Services Limited			Greater Toronto ECA

RETIRED BOARD MEMBERS

Rob Bolsvert	Jack Gibson	Kevin Martineau	Tim Birnie	
Modern Niagara	Alltrade Industrial Contractors Inc.	Plan Group	Birnie Electric Limited	



J. BRAD WALKER

ECAO PRESIDENT'S REPORT



2020 → ECAO PRESIDENT'S REPORT

It is a testament to you, our members and partners, that ECAO was able to accomplish so much during 2020 a year that will be long-remembered as having completely (and, likely, permanently) altered our work and lives. Rather than bemoan the many complex and detrimental effects of the pandemic, our community eagerly undertook to meet the challenges presented and significantly speed up our change in modus operandi, to alter the manner in which we provide services to our members, and to embrace the realities of the changing landscapes. Thus, for ECAO 2020 was a year of noticeable growth and forays into previously uncharted areas.

Most noticeable, in my view, was embarking on, and completing, a new strategic plan for our organization. ECAO engaged a group of MBA students from the Schulich School of Business at York University to guide us through this important process. The result was, perhaps, the most thorough strategic plan undertaken by ECAO; it was certainly the most detailed plan I have been witness to. Once the final document was presented to, and approved by, our Board of Directors, we wasted no time in rolling out many aspects of the plan. We immediately announced our new vision and mission statements, which now read:

MISSION STATEMENT

To create a community of electrical and communications contractors that band together for support and advancement of the electrical/communications industry in Labour, Government and Public Relations.



VISION STATEMENT

To differentiate ECAO
contractors and their IBEW
partners across Ontario as
being industry leaders in
delivering safe,
stable, predictable, high quality
electrical/communications
construction and maintenance
services.



While the changes to these statements may appear subtle at first glance, they are significant due to having explicitly referenced communications and through the stated mission of creating a community and vision of differentiating our members and partners. These changes to our statements were noticed quickly, as evidenced by press coverage regarding the new wording.

Also, and as a direct result of the strategic planning process, ECAO struck a Diversity and Inclusion Advisory Council, is working on the rollout of an ECAO App, has revisited our investment policy, increased our educational offerings, and is in the process of a thorough review of our Affiliate Partner Program.

However, there was also progress made in other areas not specifically addressed in the strategic plan. During 2020 ECAO also: increased our educational offerings (particularly our virtual offerings); saw important appointments of ECAO representatives and members to committees, boards, and advisory councils; launched our Future Leaders Advisory Council; garnered a more prominent voice with our Provincial Government; enhanced our relationship with our labour partners (and others); and became a catalyst for change in a number of associations with whom we are affiliated/associated.

What I see looking back at 2020 is that ECAO laid the foundations necessary to continue to create our identity, build resilience, and continue to exhibit excellence in all we do. Most impressive, from my perspective, is that we managed to accomplish all of this during the most difficult year in recent memory! So, I offer a sincere tip of the hat to our members, partners, and ECAO staff for an outstanding year. I am excited for what is to come for our community.





2020 → EXECUTIVE DIRECTORS REPORT

Well, that was certainly a year to remember! My initial thought when sitting down to write this message was that my memories of our Association's activities in 2020 would be solely those around the pandemic. Yet, while there were certainly many pandemic-related accomplishments by the Electrical Contractors Association of Ontario (ECAO), there were so many more that were not in response to or as a result of our activities around our members' ability to continue to serve our Province throughout such an unusual year.

Two significant accomplishments come immediately to mind: the creation and launching of ECAO's Future Leaders Advisory Council (FLAC) and our Diversity and Inclusion Advisory Council (D&IAC). Both of these unique, engaged, and important committees resulted from the strategic plan undertaken by ECAO in 2020; an undertaking discussed by our President, Brad Walker, in his message to this Annual Report. FLAC started earlier in the year, and has had a number of meetings at the time of writing this, including one with the International Brotherhood of Electrical Workers' (IBEW) Next Gen Committee. It was extremely encouraging to see our future leaders interacting with the future leaders of our labour partners; setting the groundwork for collaboration throughout their careers. While the D&IAC got its start later in the year, the energy, ideas, and engagement equaled those of FLAC. I am genuinely excited to see the recommendations, thoughts, and results of these committees; committees I feel are vital to the future of ECAO and our community.

"We are in this together" was the rallying cry of our Provincial Government as we dealt with the significant changes to work, mobility, and daily life. This mantra is not foreign to our community. However, we took this to new levels of collaboration in 2020, particularly with respect to our local Electrical Contractor Associations (ECAs)! As much praise and as many accolades that I could offer here would, without doubt, fail to articulate the importance of the unprecedented contributions, collaboration, and professionalism of your local ECAs- whether related to the pandemic, information sharing, ideas, or dedication to our/their members. I am looking forward to strengthening these relationships and the seamless manner in which we might work on your behalf together.

GRAEME AITKEN

EXECUTIVE DIRECTORS REPORT





There were so many more accomplishments in 2020, many of which are featured in this Annual Report. Nonetheless, here are a few additional items I wish to draw to your attention:

- ▶ Increasing our representation of ECAO members with the Provincial Government,
- ▶ Greater representation of ECAO on industry boards, committees, and working groups,
- ▶ A significant increase in educational offerings for our members,
- ▶ More dominant social media presence,
- ▶ Growth in member and partner engagement with ECAO,
- ▶ Strengthening of our relationship with the IBEW CCO and IBEW First District,
- ▶ An expansion of ECAO collaboration with industry and community partners,
- ▶ Being sought after for ECAO's views on our industry, and
- ▶ Launching of the Program of Excellence.

Thank you, all of our members and partners, for your significant contributions in 2020. We were a success, in large part, as a result of your engagement and feedback. As well, I offer my gratitude to our Executive Committee and Board of Directors who fully support our efforts to improve for you. And, to my fabulous team at ECAO- "Y'all Rock!"

Stay positive, test negative, and keep making a difference.



MEET ECAO TEAM!



KAMAKSHI AHLUWALIA
(MARKETING & SOCIAL MEDIA)

LOU STRANGES
(FINANCE)

AUDREY IOZELLI
(EXECUTIVE OFFICE MANAGER)

TOM MACKAY
(HEALTH & SAFETY)

SARA KITCHER
(OFFICE ADMIN, H&S)



JODI TRAVERS
(LABOUR RELATIONS)

CATHY FREDERICKSON
(COMMUNICATIONS)

GRAEME AITKEN
(EXECUTIVE DIRECTOR)

PHYLLIS LEE
(CERTI-FIRE)



ECAO and its Locals Respond to COVID Crisis with Generosity

In the spring of 2020, the effects of COVID 19 had already impacted our economy and many of ECAOs members were faced with a full lock down. While the pandemic caused economic damage, the ECAO Executive Board quickly realized that the effects went beyond our industry and impacted some of the most vulnerable sectors of society and there was a growing concern of its impact on overall mental health.

As a result, the Executive Committee and Board of Directors decided to pledge up to \$100,000 to match donations made by local Electrical Contractor Associations. The local associations stepped up and a total of \$190,000 was raised and donated to local mental health or charitable organizations. Allowing the locals to pick their own charities was appropriate given the attachment they all feel to their specific communities. Some of the charity choices were very personal in nature and many chose mental health organizations, and others looked to support food banks and family and children's services.



These were the receiving organizations:

- ▶ Canadian Mental Health Association Waterloo (Wellington)
- ▶ Children's Treatment Centres, One Kid's Place (North Bay)
- ▶ THRIVE Child Development Centre Foundation (Sault Ste. Marie)
- ▶ NEO Kids Children's Treatment Centre (Sudbury)
- ▶ Cochrane Temiskaming Children's Treatment Centre (Timmins)
- ▶ The Royal Ottawa Mental Health Centre
- ▶ Hamilton Health Sciences Foundation
- ▶ St. Joseph's Healthcare Foundation
- ▶ Pathstone Mental Health Foundation
- ▶ Canadian Mental Health Association (CMHA) (Niagara Branch)
- ▶ London Food Bank
- ▶ The Children's Treatment Centre (Cornwall)
- ▶ Lanark, Leeds and Grenville Addictions and Mental Health (Brockville)
- ▶ University Hospitals Kingston Foundation (Kingston)
- ▶ Addictions and Mental Health Services – HPE (Belleville)
- ▶ Thunder Bay Counselling

ECAO IN THE COMMUNITY

Before March 14, 2020



← JODI TRAVERS AND KAMAKSHI AHLUWALIA AT THE CSAE 2020 WINTER SUMMIT (FEBRUARY)
↓ ECAO AND IBEW- CCO LUNCH (FEBRUARY)



↑ BRUCE HARRIS, GRAEME AITKEN, AND MATT WAYLAND AT THE ELECTRICITY HR CANADA'S AWARD OF EXCELLENCE (FEBRUARY)

→ GRAEME AITKEN AS A KEYNOTE SPEAKER AT THE 4S CONSULTING'S 2020 LEADERSHIP SUMMIT (FEBRUARY)





↑ GRAEME AITKEN AND JAMES BARRY, EXECUTIVE SECRETARY TREASURER, IBEW CCO (FEBRUARY)

↓ GRAEME AITKEN WITH HON. JILL DUNLOP, ASSOCIATE MINISTER OF CHILDREN AND WOMEN'S ISSUES (MARCH)

↓ ECAO AND IBEW- CCO AT THE LEADER'S DINNER WITH PREMIER DOUG FORD (MARCH)



↑ T.LLOYD ELECTRIC ONTARIO LTD. AND ROBERTSON ELECTRIC COMPLETED A LIGHTING RETROFIT PROJECT FOR THE CANCER ASSISTANCE PROGRAM HAMILTON (MARCH)

↓ IBEW LOCAL 105 IS WELCOMING CRO-TECH AND THEIR EMPLOYEES (MARCH)



↑ KRIS FERGUSON, WALDEN GROUP AND SHERRI HAIGH (JEPP) ON SITE AT #PDAC2020 (MARCH)





LABOUR RELATIONS REPORT



JODI TRAVERS

2020 → LABOUR RELATIONS REPORT

This year has been challenging for ECAO members and our labour partners. We started off 2020 with meetings to discuss potential changes to the Line Agreement (Yellow Pages), we continued discussions and enhanced our relationship with our labour partners and undertook the creation of a collective agreement and grievance data base. Then the Province declared a state of emergency on March 17 in response to COVID-19.

With COVID-19, came the need to work with our labour partners even more closely to quickly respond to the situation across Ontario. Within days, before construction was partially shut down, each local union revised their local union hiring rules to permit those laid off as a direct consequence of COVID-19, to be re-hired by the same employer, without the requirement of signing the out of work list.

By the end of March, ten of the eleven local unions had agreed upon a Memorandum of Agreement permitting staggered shifts, without a shift premium, to facilitate physical distancing on job sites. This was in response to the Ministry of Labour's recommendation to stagger shifts and restrict the number of workers on each job site. With the IBEW CCO, we were doing our part to curb the spread of the virus. The health and safety practices of the industry have become more prevalent, and the statistics show this. Out of 8762* allowed Covid-19 WSIB claims, only 13 were from the class that includes Electrical Contractors.





Moving on to bargaining, we are hopeful that our improved relationship with the IBEW CCO moves us to a more collaborative approach to negotiations and away from “horse-trading.” Although it feels like we just finished bargaining, we are getting prepared for the next round for the Principal Agreement that expires on April 30, 2022. The Electrical Trade Bargaining Agency (ETBA) representatives have already begun discussions, and we are starting to talk to our labour partners about the next Joint Proposal. Our goal is to make ECAO contractors more competitive, which will increase the use of IBEW members and increase our market share. We are optimistic that the next round of bargaining will bring more language revisions and new ideas that benefit both parties, resulting in market share growth across the Province. There were many changes to IBEW Local Business Managers in 2020, and we look forward to continuing to build existing and new relationships with our labour partners moving forward.

We would like to take this opportunity to thank our members for completing surveys that were periodically sent out from ECAO and the ECAs, and to the ECAs for their assistance. We appreciate your time and valuable input.

*as reported on WSIB's website December 31, 2020



The year 2020 has certainly been a year no one will soon forget, least of all within the Canadian and Ontario governments. Rubicon has worked to advance the interests of the Electrical Contractors Association of Ontario (ECAO) and its partners the International Brotherhood of Electrical Workers Construction Council of Ontario (IBEW CCO) and the National Electrical Training Council (NETCO) at both levels of government.

In Ottawa, efforts were successful in keeping federal construction job sites open during the pandemic, such as the very large Parliament Hill construction site as well as many others. Additionally, the majority of multi-million dollar federal Union Training and Innovation Program (UTIP) funding requests for ECAO and, more specifically, its partners IBEW CCO and NETCO were a success, with training dollars beginning to flow in 2021. Efforts have begun to seek federal commitments in the Spring 2021 federal Budget.

In Toronto, strong personal relationships continued between ECAO and its partners IBEW CCO and NETCO with the Premier as well as with the Minister of Labour, Training, and Skills Development. The NETCO head was appointed to the Province's panel on the future of training in a post-OCOT world and critical work continues on this file. The new \$100 million Skills Development Fund was launched in the fall provincial Budget and efforts have commenced to ensure that ECAO and its partners receive a strong share of these new provincial training dollars. TDA status for IBEW local Thunder Bay was also achieved as well as certain legal protections for provincial public contracts during the pandemic.

Much work continues, and with a federal election likely on the horizon in 2021, it will be even more critical to ensure that federal and provincial commitments in the electrical sector are met.

In addition to the above lobbying efforts by, and with Rubicon, ECAO also engaged in lobbying with other industry partners and in its own right as follows:

INDUSTRY LOBBYING EFFORTS PROVINCIALY

- ▶ With COCA regarding the pandemic, including; contract provisions, continuing infrastructure spending and projects, keeping construction sites open, electronic affidavits, and budget.
- ▶ With the Ontario General Contractors on similar pandemic-related issues.
- ▶ With the Ontario Chamber of Commerce, also on pandemic-related matters.
- ▶ With the Ontario Electrical League with respect to the Electrical Safety Authority (ESA), including the necessary independence of the Electrical Contractors Registration Agency.
- ▶ With the IBEW CCO and with COCA to the Ontario Skilled Trades Panel.

INDUSTRY LOBBYING EFFORTS FEDERALLY

- ▶ With the Canadian Construction Association regarding pandemic-related matters falling within the jurisdiction of the Federal Government.
- ▶ With ECABC to advocate for the provision of temporary sick pay under the Canada Emergency Response Benefit Program and the Employment Insurance Act.
- ▶ With CECA regarding federal procurement practices.

LOBBYING EFFORTS, REQUESTS, AND SUBMISSIONS BY ECAO

- ▶ Ontario's Construction Industry Panel.
- ▶ The Ontario Skilled Trades Panel.
- ▶ Ontario Ministry of Infrastructure.
- ▶ Consultation on Construction Workforce Development.
- ▶ Ontario Standing Committee of Finance and Economic Affairs.
- ▶ Ontario Jobs and Recovery Committee Ministerial Advisory Council on Construction.
- ▶ Ontario Ministry of Small Business and Red Tape Reduction.
- ▶ Premier Ford.
- ▶ Prime Minister Trudeau.
- ▶ Auditor General of Ontario on their Value for Money Audit of ESA.
- ▶ Attorney General of Ontario regarding electronic affidavits and document certification.
- ▶ Ontario Minister of Government and Consumer Services with respect to ESA.

ON THE ELECTRICAL SAFETY AUTHORITY (ESA)

In response to the ESA's release of its 5 Year Strategic Plan, and our concerns regarding elements of the Plan, the ESA launched a "Listening Tour" where they invited ECAO to provide their feedback; specifically relating to the ESA's strategy on licensing of electrical contractors. ECAO reiterated our position that we are not in favour of having the Electrical Contractors Registration Agency (ECRA) report to ESA since this is an obvious conflict of interest of the mandate of ESA. ESA's clear mandate is to oversee the safety of electrical installations in Ontario, as per the Ontario Electrical Safety Code and the Electricity Act and as such, should not be responsible for overseeing the licensing of electrical contractors.

In 2020 the Office of the Auditor General conducted an extensive review of the ESA focusing on "Value for Money". Their official report was released in December and ECAO formally responded to the Auditor General to express our concerns on the role of ESA in both licensing and electrical safety oversight. The report however did confirm many of the concerns that ECAO members have had on the efficiency of ESA electrical inspections. ECAO Executive Director Graeme Aitken and Cathy Frederickson, ECAO Communications, met directly with the Auditor General to ensure that ECAO was included the list of stakeholders interviewed in their report.

Several of ECAO's contractors continued to participate on key ESA Committees such as the Electrical Contractors Registration Advisory Council, the Contractor Advisory Committee and the Master Examination Committee. In addition, ECAO (often times with the Ontario Electrical League) continues to push for an independent ECRA and commit to working with ESA and OEL to create a better system for our member contractors. Toward those goals we have also begun meeting with ESA and OEL at least monthly.



HEALTH & SAFETY REPORT



TOM MACKAY

2020 → HEALTH & SAFETY REPORT

As we all know, 2020 has been a complex year due to COVID-19. The first quarter of 2020 was spent developing and communicating with our members with regard to COVID-19 and required protocols. We developed several guidance documents including sample policies, risk assessment procedures and proper selection, fit care and use of COVID-19 personal protective equipment.

In addition, we actively participated in addressing the construction trade specifically and the requirements to keep workers safe while remaining open for business.

We started work on a new health and safety management system for ECAO members. The new system will provide information and resources including examples and templates to members assisting them with building solid health and safety systems. Development of the program continues and is approximately 60% complete.

WORKPLACE SAFETY & INSURANCE BOARD (WSIB)

Early in the second quarter we applied to become a WSIB Safety Excellence provider. The entire team was involved with the application process including topic such as how we would attract and reach member participants including communications during pandemic times, electronic and in person delivery of materials and information. We detailed commitment resources and competencies including methods of reaching members during the pandemic. After several conversation interviews and a video submission outlining our plan, we were chosen to be a provider in August. We immediately began meeting with our WSIB program manager to discuss and track our progress. Much work has been completed to get the program up and running. We have developed program materials, website content, and explanatory information.

We are now ready to announce the first information session on the ECAO/WSIB Excellence program Information and content is being developed. An introductory session will be held in January. We have brought our concerns about element failure rate forward and written a letter on the topic to the WSIB.

Phase 3 of the WSIB Compass has been launched allowing our contractors to see how injuries directly affect their premiums. You can also compare your performance to other companies. First Aid training certificates were extended until the end of June, 2021. We have participated in several WSIB (as well as IHSA and other industry) committees and subcommittees.



Phase 3 of the WSIB Compass has been launched allowing our contractors to see how injuries directly affect their premiums. You can also compare your performance to other companies. First Aid training certificates were extended until the end of June, 2021. We have participated in several WSIB (as well as IHSA and other industry) committees and subcommittees.

LABOUR MANAGEMENT HEALTH AND SAFETY COMMITTEE (LMHSC)

The LMHSC is co-chaired by me on behalf of employers in the construction industry. We have adapted to online meetings.

Under the topic of “750 Volt hazard”, community awareness information pamphlets were developed with a view to get information to the general public and contractors, other than electrical contractors, who may not be aware of potential hazards. This document can be used as general guidance on safety where there is no limit of approach where the people may not have electrical experience (roofers, siding contractors, public etc.).

The Accident Prevention Educational Program (APEP) Program revision has been agreed on and content topics finalized. It is now with the IHSA to create training materials.

PROVINCIAL LABOUR MANAGEMENT HEALTH AND SAFETY COMMITTEE (PLMHSC)

December marks the 10-year anniversary of the Tony Dean report. Following an incident in December 2009 in which four construction workers died after the collapse of a high-rise swing stage, the Ontario Minister of Labour appointed Tony Dean to lead a comprehensive review of Ontario's occupational health and safety system.

There have been discussions around the recommendations from the Dean Report, and the new advisory committee. The mandate is to provide guidance and advice to the Ministry of Labour, Training and Skills Development (MOLTSD) on preventing of injuries and occupational disease. The committee prioritizes issues or actions by giving a clear message to the MOLTSD about matters of significant importance.

Discussions were held about some opinions that the council is thought to be heavily weighted with construction members. They (the committee) are looking to diversify by adding members from different sectors. They are also considering sub committees to get the work done. The Section 21 committee is concerned as this is the mandate of this committee (designed to be an advisory committee to the Minister). Our concerns are mostly with duplicity, as well as the separation of sectors the new committee adds. It is also thought by many members that the addition of this committee will dilute the expertise at the table and specifically the voice of construction in deciding what solutions to the most important industry issues. It is thought that we could lose audience and impact by not having direct contact with the Minister.

A Letter was signed by the co-chairs re considering Ontario's “Keeping Ontario Healthy and Safe Strategy” when establishing committee goals starting in 2021.

The strategy's key proposed objectives include:

Objective 1: Make occupational health and safety easier for small businesses.

Objective 2: Support workplace parties to effectively fulfil their occupational health and safety roles and responsibilities.

Objective 3: Promote the importance of an every-day commitment to occupational health and safety and improve access to occupational health and safety resources.

Objective 4: Build evidence and use it to inform the prevention and compliance initiatives developed by Ontario's occupational health and safety system.

ECAO also participated in several subcommittees for regulatory review including:

- Fall protection
- Knots in life lines
- Excavations

FIT for Duty - There was a combined effort at the Section 21 committee level to have a formal guideline for FIT for Duty. It is currently with the IBEW for discussion and approval.

A knots in life-lines committee has met and will develop a proposal in the very near future.

MOVING INTO 2021

2020 was a very busy year, but one where I feel we served our members well. I look forward to continuing the development of the health and safety program topics and content, and opening up our services with the WSIB Excellence program and, hopefully, moving away from COVID -19 restrictions Program Development.





DIGITAL MARKETING REPORT



KAMAKSHI
AHLUWALIA

2020 → DIGITAL MARKETING REPORT



FOLLOWERS

818

LIKES

648

NEW FOLLOWERS

179

PAGE REACH

15,120

TOP POSTS



FOLLOWERS

708

VISITS

3913

NEW FOLLOWERS

83

ORGANIC IMPRESSIONS

195K

TOP TWEETS





/company/ecaontario



811



380



@ECAOntario

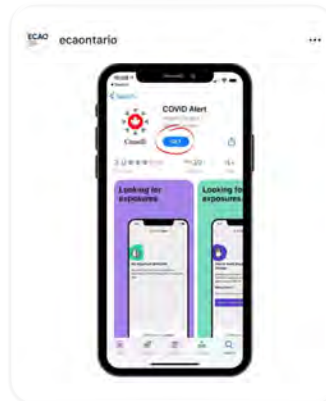


136



64

TOP POSTS



www.ecao.org/

100% of the ECAO Website Traffic and Users are Organic.



NEW USERS

46,527



ORGANIC SEARCH

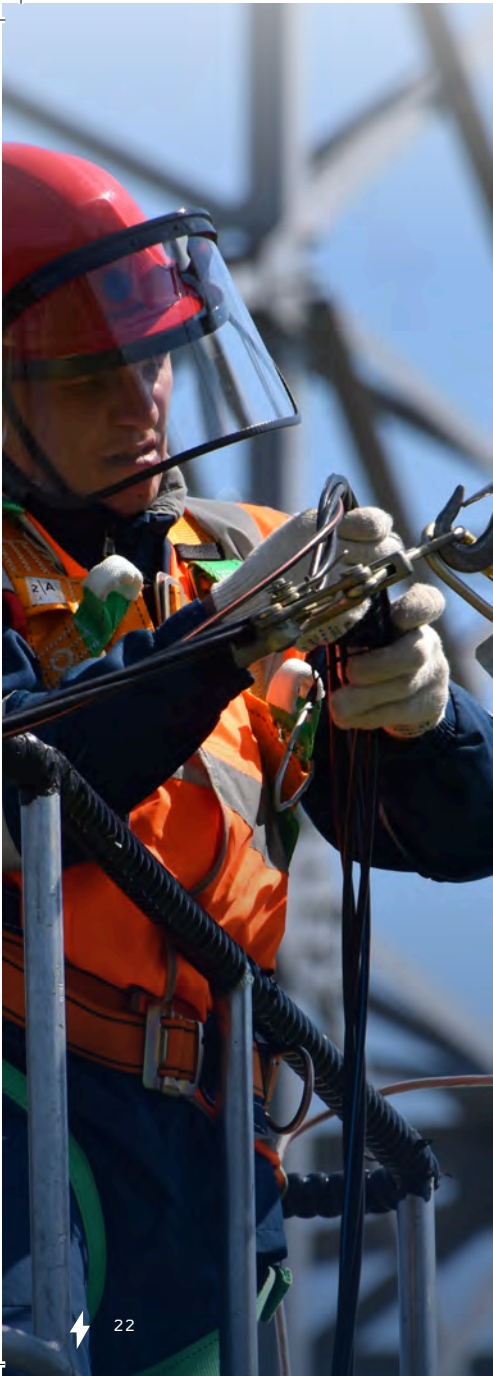
75.7%



PAGE VIEWS

94,663





TRAINING & EDUCATION



CATHY
FREDERICKSON

2020 → TRAINING & EDUCATION

2020 will be remembered most as the year of COVID 19, and how our daily lives were impacted. It will also be remembered for the year of “Zoom” or for any of the myriad of virtual meeting platforms. While ECAO was able to offer in person training in the early months of 2020 with a return performance from Dr. Awad Hanna, we quickly moved to address the “new reality” and embraced the benefits of offering virtual training and educational offerings. In fact ECAO offered a record number of webinars due to the fast and easily accessible virtual platforms.

With the active participation of our Affiliate and Industry Partners, ECAO delivered the following webinars addressing topics ranging from Construction Contracts to Mental Health:

Webinars in 2020 included:

- ▶ Artificial Intelligence in Construction, iCinfo
- ▶ Pandemic Pandemonium | Part 1 & 2, Norton Rose Fulbright LLP
- ▶ Construction Issues during COVID-19 | Part 1 & 2, Rob Kennaley LLP
- ▶ Covid-19: Top 10 Insurance, Bonding and Contracting Risk Questions Answered, Petrela & Associates
- ▶ ECAO Virtual Town Hall Meeting, ECAO Senior Management
- ▶ Building Resilience: How do we lead during times of isolation and uncertainty?, Health Source Plus
- ▶ Is there a light at the end of the COVID-19 tunnel? Strategies and Pitfalls to consider as Employers prepare for the New Normal
- ▶ WSIB Safety Excellence Program and Covid-19 Update, 4S Consulting-
- ▶ Creating and Managing Your Work Capacity in the New Normal
- ▶ Managing Work Place Mental Health for Employers, Teksmmed
- ▶ Technology and the Electrical Contractor Work Refusals and Managing Your Occupational Health and Safety Program, Fasken Martineau LLP
- ▶ Energy Storage 101 fElectrical Contractors, Customized Energy Solutions



ECAO 2020 ANNUAL GENERAL MEETING AND SOCIAL EVENT

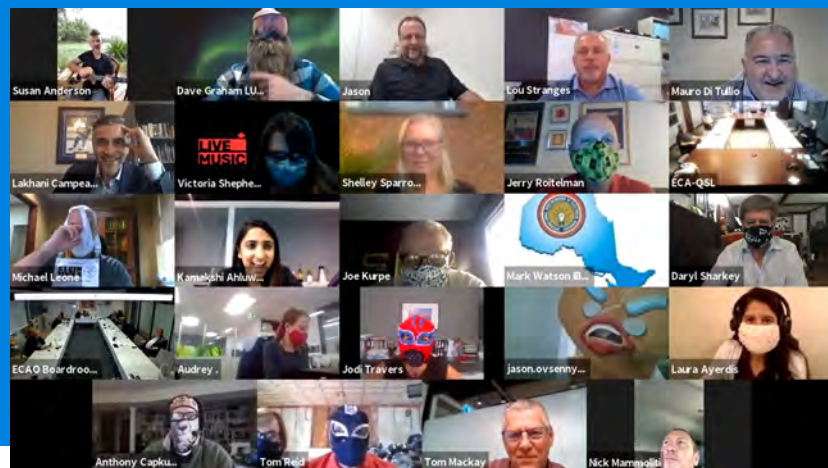
2020 → ECAO GOES VIRTUAL!

While the COVID pandemic has changed life for all of us, we have learned to move forward and address the challenges it has presented and make adjustments to our personal and professional routines. In response to these challenging times, ECAO joined many other Ontario construction associations in hosting their traditional key events, like their annual general meetings, onto a virtual platform. This did not stop ECAO from organizing a fun, entertaining and interactive way to

have a social event that brought together contractor members, industry and affiliate partners.

Having the outstanding live performances from Jason McCoy and Gordie Johnson reminded our attendees of how much we have missed going to a concert. The Trivia Battle provided some fun gaming to keep people thinking. The comic relief of our Best Mask judges kept us intrigued as to who would win the prize.

By having ECAO's Annual General Meeting (AGM) virtually, meant that all contractors who cannot easily travel and take time away from the office for an in-person event, were able to attend from the comfort of their office. We were honoured to have Minister McNaughton return again this year to provide opening remarks.



AWARD WINNERS

2020 SCHOLARSHIP AWARD WINNERS



2020 R. H. (HUGH) CARROLL AWARD WINNERS

RATE GROUP 704

Rogol Electric Company Limited (Under 50,000 Hours)

Procon Construction Inc. (50,001 - 200,000 Hours)

Mellon Inc. (200,001 - 500,000 Hours)

Black and McDonald Limited, Scarborough (Over 500,000 Hours)

RATE GROUP 830

Black and McDonald Limited, Scarborough (Over 50,000 Hours)



CLAUDIA PITICARU
ALLTRADE INDUSTRIAL
CONTRACTORS



THOMAS MACDONALD
BLACK & MCDONALD



ARRAH PATEL
E.S.FOX LIMITED



BENJAMIN PITICARU
ALLTRADE INDUSTRIAL
CONTRACTORS



NEW MEMBERS AND AFFILIATE PARTNERS



2020 → NEW MEMBERS

- ▶ ECA Central Ontario
- ▶ Mendler Electric
- ▶ ECA Northern Ontario
- ▶ ECS Integrated
- ▶ Ramco EMI Construction
- ▶ Superior Industrial Services (SIS)
- ▶ PowerNorth Utilities
- ▶ ECA Ottawa
- ▶ CQS
- ▶ DB Electric
- ▶ CanCom Electric
- ▶ Greater Toronto ECA
- ▶ C.M.S. Electrical Group Ltd
- ▶ Ontario Code Electric
- ▶ Ambient Mechanical Ltd
- ▶ Mass Electric Construction Canada
- ▶ Signature Electric
- ▶ SMK Electric

2020 → NEW AFFILIATE PARTNERS



Kennaley Construction Law



SHERRI HAIGH

2020 → JEPP UPDATE

Given the challenges of 2020, marketing tactics largely focussed on highlighting the important role that ECAO and IBEW played in ensuring essential service were maintained safely and effectively during the pandemic. This included focusing on important work like building hospitals to being trusted advisors to government on health and safety and oversight for industry. All media platforms were used to ensure broad as well as targeted audiences.

Working Together video – This uplifting video showcasing the many ways ECAO contractors and IBEW electricians are building and helping to maintain essential services was featured on major networks throughout Ontario including CBC, CTV and Global. It received more than 220,000 views on YouTube. – at the time, the highest ever for our social media channel.

TARGETING GOVERNMENT THROUGH QUEEN'S PARK (QP) BRIEFING

Two articles were prepared and distributed through QP briefing featuring Graeme Aitken and James Barry. They focused on how the collaboration of the two organizations helped to ensure that essential services were maintained and why electrical work must be performed only by highly trained and certified professionals. These stories were emailed directly to the inbox of Ontario MPPs, Cabinet Ministers and, QP staff.

HORIZON MAGAZINE

An article with same theme was featured in Horizon Magazine and distributed with the Toronto Star to approximately two hundred thousand homes in GTA.

LOCAL INITIATIVES

Every year JEPP supports local marketing initiatives from joint ECA/IBEW councils. Applications are approved by Board and JEPP not only supports with funding but also creates the content (including drafting of scripts, writing articles, creation of commercials, editing and liaison with media companies) on behalf of the local initiatives.

JOINT ELECTRICAL PROMOTION PLAN HIGHLIGHTS



MASK CAMPAIGN

The most highly viewed local campaign of 2020 featured a short but compelling video on the importance of wearing masks. "We wear our masks to keep our co-workers and communities safe – we thank you for doing the same." The social media campaign included promotion on tv and news sites. More than 300,00 views were achieved.

IN THIS TOGETHER

Utilizing the same music and script, videos featuring local content were created for Hamilton and Central Ontario and broadcast

on their local television stations. This not only helped maintain a consistent theme but reduced costs of creating three separate videos. Radio ads were also produced and aired for six months.

SUPPORTING CHARITY IN SARNIA

An article was featured in the Sarnia newspaper highlighting the volunteer work of a local ECAO contractor and IBEW to support the Boy Scouts. They provided free electrical work and supplies to help wire the Scout's camp so it could be used in winter.



POWERING COMMUNITIES FACEBOOK LAUNCHED

To further increase our messaging reach, a new Powering Communities Facebook site was created. This complements our already well established poweringcommunities.ca website and our Twitter site. An article on the ECAO and IBEW work at beginning of pandemic to build wing for Joseph Brant Hospital, our most popular Facebook post to date with more than 18,000 views.

RESEARCH

JEPP supported several research projects to help to assist members and educate government. Projects included the future of energy storage and opportunities in that sector for ECAO contractors. A copy is available through ECAO. A market study of the communications wiring sector was also undertaken, and should be available soon.

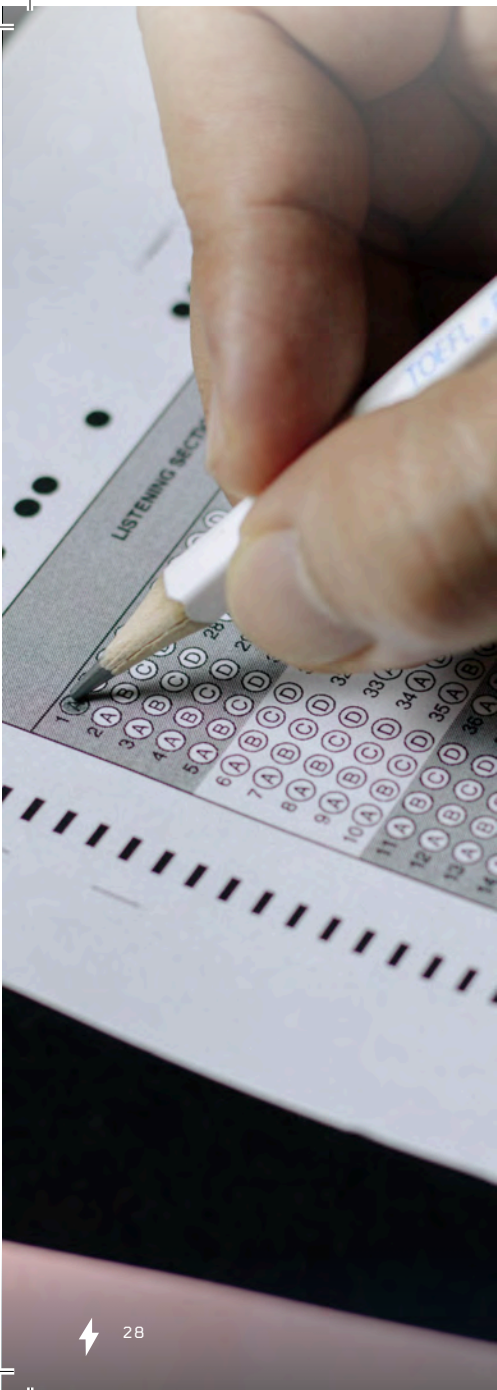
LEVERAGING INFLUENCERS

Arranged for Jason McCoy to record video giving shout out to electrical contractors and electricians during pandemic. Facilitated ECAO AGM participation of Jason McCoy and Gordie Johnson (Big Sugar).

WORKING WITH GOVERNMENT

JEPP worked closely with our government stakeholders and Rubicon to support and raise awareness of ECAO/IBEW activities and issues.





PHILLIS LEE

CERTI-FIRE



Our 20-year anniversary marks an important milestone for Certi-Fire as we look back on our growth, accomplishments and relationships built with electricians, contractors, and the community. The Electrical Contractors Association of Ontario (ECAO) and the International Brotherhood of Electrical Workers Construction Council of Ontario (IBEW/CCO) have partnered in supporting Certi-Fire to reach 20 years of success.

In these two decades, we have trained over two thousand (2,000) electricians to become Certi-Fire Electricians across the Province. Between 2015 and 2020, there was a significant increase in the number of Certi-Fire Electricians. These licensed electricians, providing them with the Certification to meet the requirements for proper installation, testing, verification, and maintenance, have helped to resolve fire alarm concerns in the industry and provided electrical contractors with another market for their services.

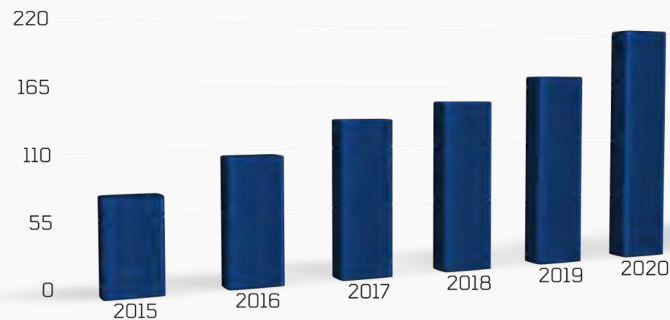


A MOVE TO CONVENIENCE, FLEXIBILITY, AND PROVIDING COMFORTABLE LEARNING FROM HOME.

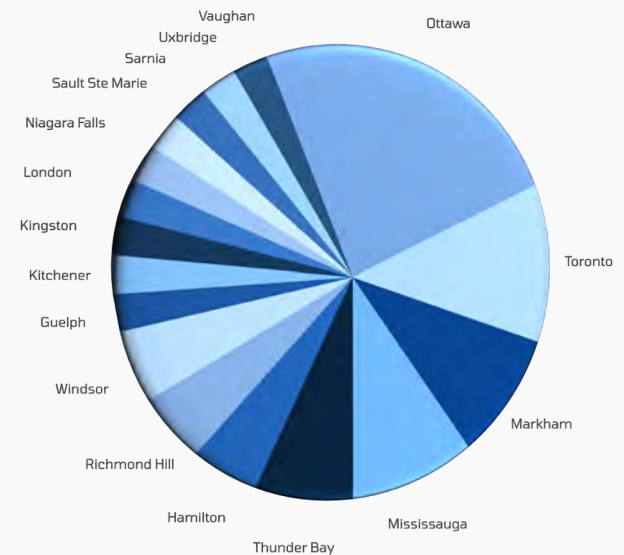
This method of teaching will allow for the geographical issues that were a barrier in the past to be resolved and reduce the impacts from the pandemic.

In the transition from in-person courses to a Distant Learning format, the Distant Learning Pilot Program was intensified beginning in May 2017. Our aim is to help the electricians to learn the technology and skills progressively, based on their work schedules without interference. As a result of an overall increase in the demand, we have over one hundred and twenty (120) individuals who have given positive feedback. They enjoyed taking the virtual class, because it helped in balancing study with their work and personal life, saving their commuting cost, increasing convenience and flexibility, and providing comfortable learning from home. This method of teaching will allow for the geographical issues that were a barrier in the past to be resolved and reduce the impacts from the pandemic.

NUMBER OF CERTI-FIRE ELECTRICIANS



ECAO REGISTERED FIRE ALARM CONTRACTOR



ECAO has also committed to promote the Registered Fire Alarm Contractor (RFAC) program and to reinforce the benefits of the Certi-Fire License for employees of ECAO members.

In 2020, our RFAC members were actively pursuing the market that provides fire alarm services across Ontario. Based on our study, there is a sustainable growth of business beyond Fire Alarm System installation and retrofitting after becoming an RFAC

RFACs are listed and updated on both the Certi-Fire website at www.certifire.org and the ECAO website at www.ecao.org by geographic area. Thus, RFAC members can connect their businesses in their regions with property managers and building owners with Fire Alarm System needs.



ECAO STAFF SUBMISSIONS DURING 2020

2020 → ECAO STAFF SUBMISSIONS DURING 2020

- ▶ Letters to Minister of Small Business and Red Tape Reduction (Prabmeet Sarkaria), Premier Doug Ford, Minister of Labour Training and Skills Development (McNaughton), Minister of Infrastructure (Laurie Scott), and Minister of Finance (then Rod Phillips).
- ▶ Attorney General: Submissions (oral and written) on electronic affidavits and commissioning (on behalf of ECAO and COCA).
- ▶ With ECA BC letter to Prime Minister advocating for the provision of temporary sick pay under the Canada Emergency Response Benefit and/or Employment Insurance Act.
- ▶ Joint letter OEL and ECAO to Minister Lisa Thompson, Minister of Government and Consumer Services on ESA and ECRA.
- ▶ Auditor General of Ontario on Value for Money Audit of ESA.
- ▶ Standing Committee of Finance and Economic Affairs (oral and written submissions).
- ▶ Ontario Skilled Trades Panel Phase 1 Consultation Submissions (oral, written, and supplemental written).



ECAO STAFF COMMITTEE & BOARD COMMITMENTS DURING, AND AT THE END OF, 2020.

INTERNAL ECAO:

ECAO Line Committee
ECAO Communications Committee
ECAO Certi-Fire Steering Committee
CSAE (Canadian Society for Association Executives)
ECAO WSIB (Workplace Safety Insurance Board)
ECAO Strategic Plan group
Member Services Committee
PLATTF (Power Line Apprentice Training Trust Fund)

ONTARIO:

OCC (Ontario Chamber of Commerce)
OCC Ontario Vaccination Support Council
OCC COVID-19 workplaces working group

NATIONAL:

Provincial ECA Peers
CECA (Canadian Electrical Contractors Association of Canada)
CECA Exec
NETCO (National Electrical Training Council)
CCA (Canadian Construction Association)
CCA COO

GOVERNMENT OF ONTARIO:

Ontario Construction Industry Panel
Provinces "Construction Table" – Joint Labour and Management Infrastructure Advisory Group
Ontario Jobs & Recovery Committee Ministerial Advisory Council on Construction
ICI (Industrial Commercial Institutional) subtrades contractors – Minister of Labour, Training and Skills Development
Standing Committee of Finance and Economic Affairs (public hearing and written submissions)
Consultation on Workforce Development (MOLTSD)
Ministry of Labour Training and Skills
Ontario Ministry of Infrastructure
Ontario's Skilled Trades Panel

INDUSTRY-ONTARIO:

OCS (Ontario Construction Secretariat)
OCS Executive
IHSA/MOL Section 21 committee
CECCO (Construction Employers Coordinating Council of Ontario)
CECCO COO
CECCO small negotiation committee
COCA Board (Council of Ontario Construction Associations)
COCA COO
ECAO/Ontario Electrical League/Electrical Safety Authority working group
PPO Executive meetings & AGM
Youth Apprenticeship Task Force COCA

JOINT IBEW:

Provincial Joint Line Committee
Provincial Joint Communications Committee
JEPP (Joint Electrical Promotion Plan)
JEPP Audit Committee
Certi-Fire
Joint Certi-Fire Steering Committee
ETBA (Electrical Trade Bargaining Agency)
ETBA Co-Chairs committee
ETJB
ESA working group
ECAO/IBEW Trade Labour-Management Health and Safety Committee
OETTF (Ontario Electrical Industry Training Trust Fund)

INTERNATIONAL:

NECA (National Electrical Contractors Association of America)
Electri Board of Directors
Electri Analysis of Member Value Add working group

UPCOMING EVENTS





MORE DETAILS COMING SOON!

ECAO

ELECTRICAL
CONTRACTORS
ASSOCIATION OF
ONTARIO





ECAO

ELECTRICAL
CONTRACTORS
ASSOCIATION OF
ONTARIO