

# You Ought To Know

## What is happening with Provincial Bargaining?

As you'll recall from an earlier issue of You Ought to Know, the Joint Proposal was ratified in October 2021 and local bargaining began in November. The ETBA and IBEW will be meeting the week of January 24, 2022 to exchange proposals and finalize the local appendices. Provincial bargaining is scheduled to end by February 18, 2022. If we cannot reach an agreed-upon monetary settlement, we will proceed to Final Offer Selection in March.

## What is the Electrical Trade Bargaining Agency (ETBA)?

The ETBA is the labour relations committee of the ECAO. The ETBA represents and acts as the legal representative of the ECAO in all matters relevant to labour negotiations in Ontario. In matters relating to labour agreements, the ETBA is autonomous, and its decisions are final and binding on all members of the ECAO having contractual relations with the IBEW Construction Unions.

Each area ECA identifies their representative and backup for the ETBA. ECAO's Communications Committee also identifies their representative. The ETBA members elect a Chair and Vice-Chair for a minimum three-year term. ETBA representatives take time away from their jobs and their companies to assist us in better representing the industry.

Area	ETBA lead	ETBA backup
Hamilton	Mark Lloyd	Dan Lancia
Quinte/St. Lawrence	Don Norman	Mike Paul
London	Guy MacMillan	Andy Tilson
Niagara	Chris Cimek	Larry Shaver
Toronto	Dan Camilleri (VC)	John Higginson
Thunder Bay	Rick Ball	Chris Welbourne
Sarnia	Carlo Maola	Anthony Tofano
Ottawa	Roch Picknell	Johannes Ziebarth
Windsor	Johncarlo Salvatore	Brad Vollmer
Central Ontario (Kitchener)	Bob Ritzmann	Jason Jackson
Northern (Sudbury)	Kris Ferguson	
Line	Allan Kellett	Ken Nepaul
Communications	Mark Quinn	Steve Watson
	ETBA Chair: Terry Moore (as of Oct 24, 2019)	



## Why is it important to understand market share and why does it matter?

During the last round of bargaining, most of the local areas used a mediator, a neutral third party. There are many benefits to include a mediator in negotiations; they can help the parties understand each other's perspectives; they facilitate meaningful and results-based discussion; and assist with keeping the parties focused on common goals and interests.

Following the last round of bargaining, each of the mediators shared a report with their observations, and one common to many of their reports was the lack of data about our members' share of the market. It was recommended that the parties work together to identify specific markets and develop methods to track the direction of each area with respect to market share. It was noted that the parties would benefit from a shared understanding of market share.

This is something our partners in the United States have worked together to develop - a common understanding of market share and shared goals. When David Long, Chief Executive Officer of NECA, and Lonnie Stephenson, International President of the IBEW, spoke at our Industry Conference in 2019, they talked about their goals. NECA's goal is to increase market share by 10% by 2025, and IBEW's goal is to increase membership numbers. They acknowledged that their market share formula is not perfect, but it helps them measure changes year over year. They have a shared goal of having IBEW members and NECA contractors on every job site.

We shared information on WSIB hours for the electrical rate group in an earlier edition of *You Ought to Know*. It showed that our members' share of the electrical contracting market is shrinking. Although this measurement is also not perfect, it is the information we have. Moving forward, we remain optimistic that we can work together with the IBEW to agree on a measurement or formula to determine market share and gather data that will provide the analysis we need to understand how to grow market share. Regardless, we will be moving forward to gather this data ourselves and hope all of you, our member contractors, will share information with us provincially.

## Do you know what *You Ought to Know*?

This might be our final issue of **You Ought to Know** until bargaining concludes in February. We hope that you're benefitting from the facts and insights we've shared through the publication thus far, and we welcome your questions and content ideas for future issues at any time. Contact Jodi Travers, ECAO's Labour Relations Manager, at [jtravers@ecao.org](mailto:jtravers@ecao.org).