

Implementation Advisory Group for Competition, Consumer Trust and Consumer Choice (IAG-CCT) – Draft Report: 7 January 2014

See

- [Agenda](#), [Recording](#), [Transcript](#), and [Chat](#)
- Christopher Wilkinson presentation - [Competition metrics - CW Notes- Rev2 1](#)
- Additional meeting information available on the [IAG-CCT wiki](#)

1. Election – Chair/Vice-Chairs

- Jonathan Zuck was elected Chair.
- Ron Andruff and Rudi Vansnick were elected as Vice-Chairs

2. Develop a work plan

- The group agreed on the need to identify data that should begin to be collected that won't be easy to collect retroactively once we've made these decisions.
- The group decided it was not finalizing any points, but rather identifying if a consensus could be reached on data that should begin to be collected.
- The group decided it would prioritize metrics and ask Staff to gather data on the requested metrics.
- The group decided that the survey needed to happen quickly.
- The group decided needed to be done soon is to take a consumer poll to establish a baseline in terms of consumer trust and confidence.
- The scale of the poll and the cost were discussed.
- The group agreed that the creation, execution, and analysis of the poll needed to be done properly and professionally.
- The group considered the need to send a Recommendation to the Board to begin collecting data on certain metrics.
- Staff were asked to begin to look at what the cost and logistics would be associated with constructing a poll.

3. Any Other business

- No other business was discussed.