



Electric and Hydrogen Vehicle Advancement Program (EHVAP) Submission

Introduction

Electric Mobility Canada (EMC) and Plug'n Drive (PND) are pleased to present this joint submission to the Government of Ontario. A consultation was conducted with Ontario members of EMC and PND stakeholders, including EV Owner's association, such as the EV Society of Canada, OEMs, LDCs, and EVSE manufacturers.

We are very much in support of the Province's electric vehicle policies and programs outlined in the Climate Change Action Plan and we are committed to continue working closely with the Government to build on existing accomplishments to achieve significant emission reductions through electrified transportation. We appreciate the opportunity to provide input through this consultation exercise, and we are convinced that we can bring the following: Expertise of the industry, better comprehension of the structure and business models, complementarity, time savings, in kind contribution, already developed approaches and tools, maximized usage of existing funds, contacts with federal government and many other stakeholders. In other words, we are here to help you achieve your goals and make this program a success.

The submission is presented in a summarized format, to provide answers to the questions in the guidelines. We are looking forward to next steps and discussions in order to contribute to the final submission to the Ministers.



Section 1: Program Design

1. Program definition, design and governance structure

How to govern EVHAP:

- We recommend that all Ministries work collaboratively with the industry, under the responsibility of one clearly identified lead Ministry, in order to better coordinate the consultation and next steps.
- Inspired by the California model of governance, a steering committee (made up of selected representatives from NGOs, OEMs, Infrastructure providers, Fleets and municipalities, Academia, and Utilities) should be created with the mandate to regularly review the evolution of the program and make recommendations on strategies for adjustments as needed. The steering committee would work closely with the lead Ministry.
- In addition, an advisory committee would support the smaller steering committee and work together to bring forward some specific analysis on results, and suggest reviews to be considered by the Steering Committee. This advisory committee could be supported by ongoing Working groups devoted to specific subject areas.



Without a ZEV mandate, proposed structure:

- With additional measures to raise awareness, make incentives better known, continued deployment of additional infrastructure, and third party leads would be referred to certified dealers with available EVs.

As demand grows, OEMs to regularly monitor the additional number of certified dealers and provide encouragement to the extent possible, including monitoring their inventory and the delivery delay (compared to ICE vehicles) plus the satisfaction of potential EV buyers at the dealership, would help determine the evolution of results without a ZEV mandate.

2. Definition and measurement of participation in EVHAP

Metrics and benchmarks to qualify and measure participants: to be determined by theme, including:

- Range of products available, additional number of certified dealers, their inventory, and the delivery delay (compared to ICE vehicles) and the satisfaction of potential EV buyers at the dealership. For example, a repeat of PND's 2014 secret shopper study would benefit the sector in terms of assessing whether these measures are effective.
- Knowledge of EV incentive, Uptake of incentives
- Geography and demographics of consumers, Location of consumers (e.g. early adopter neighbourhoods)
- Calculate GHG emission reductions,
- EVSE : Public # and usage, subsidy uptake, uptake of overnight charging



- Participation in standards development process,
- Government use of EVs and exemplarity
- Overall satisfaction of EV experience

Partnerships and alternative business models assist in delivering this program: To be determined
 Concrete commitments: described in section 2

Section 2: Themes

Proposed Themes	Description	Role and responsibilities	Elements of support/remarks
Awareness	work with Plug'n Drive, a non-profit electric vehicle advocacy organization, to establish and operate a facility to showcase electric vehicles and related technology to Ontarians across the province	Permanent centre will provide: <ul style="list-style-type: none"> • Access and test drive all models • Train the trainer for dealers and other groups • Easy access to charging stations • Maintain a Website as a referral source for all information. 	1.7 – 2.0 M\$ (2017-2018) Test drives and outreach budgets to be distributed equitably among regions, following specific criteria as agreed by PND and the stakeholders



	<p>Regional entities (such as owners clubs) to participate in the delivery of the program</p> <p>Based on the National Roadmap recommendations - Awareness campaign</p>	<p>• Information on incentives</p> <p>Expected contribution from OEMs / dealers to provide at least one EV from all available models, and register for the dealer training program</p> <p>Through a qualification process, and regional coverage, for test drives and outreach</p> <p>EMC to approach other provinces and federal government for a National awareness campaign</p>	<p>Allocated budget regionally</p> <p>To support common development and budgets</p>
Dealership models	<p>Work with OEMs and dealer association to :</p> <p>Engage in publicity, advertizing rebates and promotion on site on a more regular basis</p> <p>Following increased</p>	<p>OEMs : To support this approach, in innovative ways</p> <p>Dealer associations : To support this approach</p>	<p>Business relationship between OEMs and dealers. Dealers are independent for their own inventory and investments, and follow market</p>



	<p>demand communication, support the Increased target of certified dealers (CD), and minimum inventory at every CD</p> <p>Make cars available for test drives</p> <p>Train the trainer and have modern and accessible tools of training, and accessible to customers</p>	<p>Dealers : to consider this approach, following increased demand</p>	<p>demand</p> <p>Third party leads to available EVs</p>
<p>Provincial and Federal incentives</p>	<p>Regular advertising and promotion of provincial incentives</p> <p>Based on the National Roadmap recommendations, to continue discussion with the federal government.</p>	<p>Ontario Government, OEMs, and dealers as well as NGOs to engage in these activities</p> <p>EMC to approach other provinces and federal government</p>	<p>To obtain support from provinces (ON and QC – OK)</p>
<p>LDC related</p>	<p>To refer to the Ministry of Energy for their</p>	<p>Ad hoc discussions to be structured with all LDCs,</p>	<p>To follow the California experience</p>



<p>issues :</p> <p>Overnight free charging (how to apply)</p> <p>Rate base pilots and investments</p> <p>EV rates : How to address demand charges</p>	<p>ongoing discussions with LDCs and connect back with Lead Ministry</p>	<p>leading to clear recommendations and action Plan for infrastructure, free night time charging and other regulatory issues that arise</p>	<p>& principles, and consider using existing EV working group (Ministry of Energy) as a starting place</p>
<p>Infrastructure</p> <p>To support objective of more EVs</p>	<p>Workplace charging : to pursue incentives, with adequate funding vs costs</p> <p>For public infrastructure, in a long term plan for optimal deployment (DCFC corridors and urban or AC-L2):</p> <p>For the EV drivers :</p> <ul style="list-style-type: none"> • Regular analysis of 	<p>Importance of a working group & an advisory committee</p>	<p>Shared vision of a successful deployment</p>



	<p>demographic, driving patterns, and needs from EV drivers</p> <ul style="list-style-type: none"> • Strategic location, and usage vs geographic coverage • Ease of access <p>For financing :</p> <ul style="list-style-type: none"> • Sustainable business models (investments and operational), based on Public investments, and % of Private investments in line with their Business models 		
<p>Best practices</p>		<p>EMC to approach other provinces - Important to work closely with key city stakeholders</p>	



<ul style="list-style-type: none"> • Condos • Scrap-it programs • Workplace charging • Street charging • Fleets • Government exemplarity • Building codes 		<p>BC BC</p> <p>Learn form the Quebec program</p> <p>Learn from the Montreal deployment</p> <p>TBD</p> <p>To determine a plan and a specific budget</p> <p>Best Building codes (Vancouver, Europe, etc.)</p>	<p>How to establish requirements as soon as possible for <u>existing condominiums and apartment buildings</u> to make it easier to install charging stations for residents.</p> <p>See PND paper reviewing building codes</p>
<p>Other topics</p>	<p>Ontario's automobile mechanic apprentice program</p> <p>Incentives for demos EVs</p>	<p>Government to review legislation to include an EV specific qualification process</p> <p>Government to review admissibility of demos for new car</p>	



	<p>Uniform signage needs to be contemplated and ticketing/towing regulations in place that treat EV charging locations similar to handicap parking.</p> <p>Street parking in urban centres</p>	<p>incentive</p>	
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We look forward to working with the Province of Ontario over the coming months to make this program a success.

Sincerely,



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