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Cover photo: Hydro-Québec



NATIONAL GROWTH & LEADERSHIP

A MESSAGE FROM OUR PRESIDENT & CEO



In 2016, Electric Mobility Canada has grown stronger, uniting members to ensure continuous growth of the Canadian electric vehicle industry, and to position Canada as a leader in transportation electrification.

Our efforts generated three major accomplishments:

- After a vast consultation process, the launch of our National EV Roadmap (2016-2020) led to the first federal budget allocation for EV and alternative transportation fuel infrastructure of \$62.5M over the next two years.
- International recognition: EVS29 was a hugely successful event that we can all be proud of. The conference profiled the engagement of our Federal, Provincial and Municipal governments and Canadian expertise and technologies to the international EV community. Our members were also provided with unparalleled learning, networking and business opportunities.

- EMC was invited to various policy forums to share its knowledge of recent trends, opportunities and challenges and to influence the next generation of government programs. This year's fruitful consultations and lobbying efforts provide EMC with a solid foundation for future accomplishments.

We also saw several new provincial EV initiatives announced in 2016, including the EVCondo.ca and Fleet Champions Program in BC, the EVCO Program in Ontario, and the ongoing development of Electric Circuit in Quebec.

The evident energy in Canada's EV industry, the notable efforts from all levels of government, and EMC's Coast to Coast presence is paving the way to a sustainable mobility future.

Chantal Guimont
President & CEO
Electric Mobility Canada

2016: STRONGEST YEAR TO DATE FOR ELECTRIFICATION OF TRANSPORTATION

A MESSAGE FROM OUR CHAIR



As jurisdictions across the country consider solutions to meet GHG emissions reductions targets, electrification of transportation is increasingly being identified as key to meeting such targets. EMC is called upon by governments to provide input, guidance and support for sustainable mobility policy design, and actions.

EMC, representing the entire value chain of electrification of transportation, is working with federal and provincial government partners to develop visions, strategies and programs related to advancing the electrification of transportation.

Growing government interest is coinciding with a wider offering of EV models from an increasing number of car, bus and other manufacturer's products.

2017 promises to be a stronger year for transportation electrification in Canada. We anticipate even greater collaboration among stakeholders and our Federal, Provincial and Municipal government partners, especially in the context of ongoing discussions surrounding the Pan-Canadian Framework on Climate Change and Clean Growth.

These are indeed exciting times to be part of EMC. A special thank you for the commitment of all members of the Association, to those who have given of their valuable time to support the various committees, and to my Board colleagues for their contributions.

Catherine Kargas
Vice President, MARCON
Chair, EMC Board of Directors

ABOUT ELECTRIC MOBILITY CANADA

Electric Mobility Canada is the only national organization dedicated exclusively to the acceleration of electric transportation in all modes of transportation, and represents the complete value chain of this growing industry.

OUR VISION

Working together to move Canada's transportation system to electric traction.

OUR MISSION

To support the efforts of our members in driving the adoption of electric mobility technologies by Canadians as key means of achieving sustainability in transportation and to position Canada as a global leader in developing and implementing electric mobility in all modes of transport.

ELECTRIC MOBILITY CANADA'S MEMBERSHIP IN NUMBERS

137

Members in 8 provinces

27

New Members in 2016

46

Companies from industry

13

Energy Providers

13

Fleet Managers

19

Universities & Research Centres



Photo: EMC

“Being a member of EMC helps to facilitate developing collaborative relationships and allows us to keep up to date on the policies, technologies and research.”

– HEATHER FERGUSON, VICE PRESIDENT
Environment, Ontario Power Generation

LIST OF EMC BOARD MEMBERS

Executive Committee

Chair: Catherine Kargas, MARCON

Vice Chair: Neetika Sathe, PowerStream/Alectra Utilities

Secretary-Treasurer: Dan Guatto, Burlington Hydro

DIRECTORS

Industry

George Bousioutis – Kia Canada

Marlene Chamandy – Ford Motor Company of Canada

Mark Dubois-Phillips – MDP Consulting

Matt Stevens – FleetCarma

Louis Tremblay – AddÉnergie Technologies

Energy Providers

France Lampron – Hydro-Québec

Alec Tsang – BC Hydro

Brad Wasson – NB Power

Fleet Managers

Serge Carignan – ATUQ

Not-for-Profit Organizations and Academics

Ian Klesmer – The Atmospheric Fund

Wilf Steimle – EV Society

Simon-Pierre Rioux – AVÉQ

THE CANADIAN EV LANDSCAPE IN 2016

29,270

Electric Cars on the Road in Canada

3,949

Public Level 2 and DC Fast Charging Ports

YUKON
2 EVs

NORTHWEST TERRITORIES
5 EVs

BRITISH COLUMBIA
5,397 EVs
500-1,000 L2 charging ports*
> 50 DC Fast Charging Stations*
Rebate of up to: \$8,250

ALBERTA
760 EVs
100-250 L2 charging ports*
3 DC fast charging stations*

MANITOBA
170 EVs
> 25 L2 charging ports*
1 DC fast charging station

SASKATCHEWAN
79 EVs
> 25 L2 charging ports*

ONTARIO
9,179 EVs
500-1,000 L2 charging ports*
> 50 DC fast charging stations*
Rebate of up to: \$14,000

QUEBEC
13,464 EVs
1,000-2,000 L2 charging ports*
> 100 DC fast charging stations*
Rebate of up to: \$8,000

NEWFOUNDLAND AND LABRADOR
22 EVs
> 25 L2 charging ports*

PRINCE EDWARD ISLAND
13 EVs
> 25 L2 charging ports*

NOVA SCOTIA
106 EVs
< 100 L2 charging ports*
2 DC fast charging stations*

NEW BRUNSWICK
73 EVs
> 50 L2 charging ports*

DATA PROVIDED BY



As of December 31, 2016
*Detailed data available upon request



ADVOCACY INITIATIVES IN 2016

FEDERAL ADVOCACY

Our Roadmap for Accelerating the Deployment of Electric Vehicles in Canada (2016 to 2020) was published early in 2016, and served as a reference for many entities such as environmental groups. It describes the priorities that need to be included in, and addressed by a national policy and action plan for the electrification of Canada's transportation sector and to facilitate the underway transition from an early adopter market to a mass market.

Clear Recommendations

Throughout the year, EMC's outreach efforts highlighted the following key recommendations:

- Launch a National EV Awareness Campaign and create a National Resource Center and Test Driving Program to raise public awareness.
- Establish federal financial incentives for EV buyers and for workplace charging.
- Fund DCFC stations to complete a national EV highway.
- Support the Canadian EV and transit industries through targeted investment in fleet electrification for buses, taxis, carsharing, and more.

Government & Key Stakeholders Involved

EMC has met with and communicated these recommendations to:

- Senators
- Ministers
- Assistant Deputy Ministers
- Political staff and policy advisors from the following federal/provincial ministries:
 - Energy
 - Natural Resources
 - Transportation
 - Environment and Climate change
 - Finance
 - Infrastructure

Our 2016 Accomplishments

As a result of its ongoing advocacy activities on the federal scene throughout the year, EMC is proud of the following accomplishments:

- Responsible for the Roadmap for Accelerating the Deployment of Electric Vehicles in Canada (2016 to 2020), bringing all stakeholders together, to set clear recommendations, successful conditions, and necessary resources for the upcoming years.
- Investment of 62.5 M\$ for the deployment of charging and alternative fuelling infrastructure included for the first time in a federal budget.
- A common support to the necessity to increasing awareness and communication.
- The commitment by the federal government to develop with the provinces a national transportation electrification strategy for 2018 on low emission vehicles, as an outcome of the pan-Canadian framework on clean growth and climate change.

EMC, with the support of its members, will contribute to the design of the future of e-mobility in Canada, engaging all stakeholders to find the best and more pragmatic way to adjust rapidly to evolving technology, growing markets, and consumers' expectations.



Photo: PowerStream/Alectra Utilities

PROVINCIAL ADVOCACY

During the meetings with provincial governments, EMC highlighted the importance of continuous and predictable measures, programs, and incentives that can be tracked on a scoreboard to demonstrate the evolution of the market. Stakeholders agree that a lack of public awareness and communications is a major barrier to EV adoption. EMC also encouraged more frequent sharing of best practices among the provinces.



Ontario

EMC was invited to participate in two ongoing consultation processes that were focused on governance issues, program optimization, and more. EMC outlined its recommendations regarding the deployment of workplace and public infrastructure and the need for long-term sustainable business models – range of investment options, the business case for investors, and operational costs.

Quebec

In response to the province's ZEV regulation consultation, EMC presented its strategy for increasing demand before imposing additional requirements on the supply side, along with its analysis of the adequacy of demand policies adopted by other jurisdictions. EMC's objectives are to establish reasonable and balanced legislation and to help increase EV sales with a transition plan that avoids creating a market shock. Demand should not be constrained by the availability of EVs. Regular monitoring of EV supply and demand is required to ensure any barriers are mitigated. EMC will continue to be involved in the development of these regulations.

British Columbia

EMC participated in BC's Climate Leadership Plan consultation and focused our comments on EV supply and demand policies. EMC recognizes BC's leadership in several areas:

- The ability of local governments to require the installation of EV charging infrastructure in new buildings.
- Installation of EV infrastructure in condos.
- Strong support for EV fleets.
- Approach to the economic development opportunities and job creation.

Other provinces

EMC continues to support EV developments in provinces such as Nova Scotia – with its EMC Chapter – and Alberta. While no government consultations were conducted, EMC and a range of stakeholders continue to work on concrete actions to bring more EVs, in light of the Canadian Strategy and Carbon pricing.

PUBLIC TRANSIT

With the support of the Canadian Urban Transit Association, EMC made a funding request to the federal government's Public Transit Infrastructure Fund and Green Infrastructure Fund to facilitate additional investments and activities in support of electric public mobility in Canada.

E-buses are available and have proven effective and economically sound for chosen routes. EMC recommends that these funds be targeted for e-bus projects led by transit agencies.



All levels of government will work with the industry and other stakeholders to develop a Canada-wide strategy for low-emission vehicles by 2018.



All EV stakeholders, including private-sector partners, will collaborate to accelerate demonstration and deployment of EV infrastructure.



Low-carbon transportation systems will also provide convenient and affordable public transit, and will transport people and goods more efficiently.



EMC supports the decision to apply carbon pricing. All provinces will now have some means to include transportation electrification as a key component of their portfolio of solutions to reduce emissions.



Choices that Canadians make today have a significant impact on climate change for a very long time. Transportation electrification is a top priority and a readily available and concrete solution now, to fight climate change for all citizens.



EVS29

EMC was the proud co-host of the 29th edition of the World Electric Vehicle Symposium & Exhibition – EVS29 –, the world’s largest international EV conference, in Montreal from June 19 to 22, 2016. EVS29 gave EMC the opportunity to showcase the EV Canadian expertise and the government leadership while promoting our association and ensuring growth for our members.

Electric Mobility Canada’s annual EV/VÉ conference & trade show was replaced by the EVS29 event.

The latest technologies and strategies that are helping to move EVs to mass market status were profiled at the event:

- Fast charging station deployment
- Role and importance of government incentives
- Public and Consumer Awareness
- Understanding consumer needs and expectations.

An industry panel of experts presented their views on technology choices, EV product offerings, and market challenges. Electric Mobility Canada participated in several major media interviews helping to increase public knowledge about EVs and Canada’s action plan for the electrification of transportation.

Electric Mobility Canada would like to thank all levels of governments, the sponsors, and the Canadian participants that have contributed to make EVS29 a successful event.



2,000
delegates

1,000
test drives

52
Canadian presenters

8
Foreign delegations, supported by the Federal and Quebec governments

37
Canadian exhibitors

6
International and national side events



The Premier of Québec, Philippe Couillard, visiting the EVS29 Trade Show



The Minister of Transport, Marc Garneau, at the EVS29 Trade Show

Electric Mobility Canada’s annual EV/VÉ conference & trade show was replaced by the EVS29 event.



NETWORKING AND ONGOING ACTIVITIES



Photo: FLO



Photo: ChargePoint

“Many of our key partnerships with auto manufacturers, charging station networks and governmental entities started by a conversation at events organized by EMC. EMC events are where the who’s who of the Canadian EV ecosystem meet and start collaborations to accelerate EV adoption.”

– SIMON OUELLETTE, FOUNDER OF CHARGEHUB, a cloud platform with mobile and web interfaces that aggregates all the EV charging stations information in the US and Canada

EMC REGIONAL CHAPTERS

EMC held two rounds of chapter meetings in BC, ON, QC and NS in 2016. These chapters are an excellent opportunity for members to meet other EV stakeholders in their region.

Chapter meeting agendas included discussion on regional initiatives and provincial government programs such as the BC Climate Leadership Plan, the Ontario’s Climate Change Strategy and the ZEV mandate in Quebec.



Photo: EMC



Photo: Hydro-Québec

EMC WEBINAR SERIES

The EMC Webinar Series offers an efficient EV learning experience for our members. The nine webinars in 2016 covered a range of topics from DC fast charging in Canada to EV adoption in New York City and the integration of EVs in public fleets.

LINKEDIN DISCUSSION GROUP

EMC has created a discussion group for its members to network and exchange information. Join the conversation! www.linkedin.com/groups/8478453

NATIONAL DRIVE ELECTRIC WEEK

Every year, Electric Mobility Canada is proud to support all the EV drivers associations, and other organizers dedicated to promoting this North American celebration of electric vehicles throughout Canada.

In 2016, more than 15 events were held in 5 provinces.



Photo: AVÉQ

Thank you to all members;
the success is yours!



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