



**ELECTRIC  
MOBILITY  
CANADA**

ACCELERATING ELECTRIC  
TRANSPORTATION

ANNUAL REPORT  
**2017**



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## 2017: UNSTOPPABLE EV MOMENTUM

### A MESSAGE FROM OUR CHAIR



In 2017, we witnessed important declarations from governments around the world regarding the phasing out of fossil-fuel vehicles. It was also a year of big announcements from auto manufacturers regarding a definitive shift toward electrification.

With a record number of electric vehicle (EV) models on the market, declining battery prices, and increasing range capabilities, electric vehicles are making more and more sense to Canadians. This is reflected in the sales statistics. In fact, in 2017, EV sales exceeded 1% of passenger-vehicle sales – and this is just the beginning.

Cities will play an increasing role in EV adoption by setting the example, and developing rules and regulations encouraging greater sustainable mobility. Electric Mobility Canada will continue to work with municipal leaders as well as provincial and federal government agencies to ensure emphasis on electrification

of transportation, in all its forms, as a means of helping jurisdictions meet GHG emissions reduction targets.

In 2018, the national zero-emissions vehicle (ZEV) strategy will be a focal part of EMC's efforts. We will continue to work with the entire EV value chain, and persistently pursue policies and programs that support the transition to greater EV adoption.

I thank all EMC members for their continued commitment. I'm grateful to those who volunteer their valuable time, knowledge, and expertise to support the Association's committees. I would also like to recognize the contributions of my Board colleagues.

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

## VISION AND CONVERGENCE OF ACTIONS

### A MESSAGE FROM OUR PRESIDENT AND CEO



Over the past year, we saw continued deployment of EV infrastructure and renewed incentive programs. But more than anything, 2017 will be remembered as the year that contributions from so many EMC members helped guide the development of Canada's future ZEV strategy. EMC and its members can be proud of their input, and we are all looking forward to seeing the results of this consultation.

Our collective efforts resulted in three major achievements:

**Recommendations for the Canadian ZEV Strategy**  
Very well represented on the Advisory Committee and expert groups, EMC played a key role in generating recommendations, and highlighting best practices to inform the federal government's ZEV strategy. Discussions with all levels of government are ongoing to finalize this strategy, and to help clarify the role each stakeholder can play.

#### Smart e-Mobility Conference

With more than 350 delegates, 70 speakers, 30 exhibitors, 4 panels, and more than 250 rides at the popular Ride N' Drive, EV2017VÉ was THE gathering of the year in Canada's EV landscape.

#### Continuous Actions

Focusing on short-term actions, EMC presented its 2018 federal budget recommendations which prioritized raising awareness and reducing the cost of ownership.

With partners and stakeholders from coast to coast, EMC and its members are in a unique position to influence, engage, and promote EV products and services.

I thank you all for being part of our influential national voice.

**Chantal Guimont**  
President & CEO  
Electric Mobility Canada

# ABOUT ELECTRIC MOBILITY CANADA

Electric Mobility Canada is the only national organization dedicated exclusively to accelerating the electrification of 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

**155**

Members in 7 provinces

**54**

Corporate & Industry Members

**38**

New Members in 2017

**12**

Energy Providers

In 2017, EMC saw a 14% increase in membership, our largest single-year jump since Electric Mobility Canada was founded.

**11 EV DRIVER ASSOCIATIONS ARE NOW PART OF EMC.**

# LIST OF EMC BOARD MEMBERS

## Executive Committee

Chair: Catherine Kargas, MARCON

Vice Chair: Heather Ferguson, Ontario Power Generation

Secretary-Treasurer: Dan Guatto, Burlington Hydro

## DIRECTORS

### Industry

George Bousioutis – Kia Canada

Marlene Chamandy – Ford Motor Company of Canada

Matt Stevens – FleetCarma

Brookes Shean – AddÉnergie Technologies/FLO

### Energy Providers

France Lampron – Hydro-Québec

Diane Robichaud – NB Power

Neetika Sathe – Alectra Inc.

Alec Tsang – BC Hydro

### Fleet Managers

Serge Carignan – ATUQ

### Not-for-Profit Organizations and Academics

Martin Archambault – AVÉQ

Ian Klesmer – The Atmospheric Fund

Wilf Steimle – EV Society

# THE CANADIAN EV LANDSCAPE IN 2017

**47,788**

Electric Cars on the Road in Canada

**6,627**

Public Level 2 and DC Fast Charging Ports

**YT**  
2 EVs

**NT**  
6 EVs

**NU**  
1 EV

**BC**

8,662 EVs  
500-1,000 L2 charging ports\*  
100-250 DC fast charging stations\*  
Rebate of up to: \$11,000

**AB**

1,189 EVs  
100-250 L2 charging ports\*  
25-50 DC fast charging stations\*

**SK**

113 EVs  
50-100 L2 charging ports\*

**MB**

234 EVs  
25-50 L2 charging ports\*  
1-10 DC fast charging station

**ON**

16,644 EVs  
1,000-2,000 L2 charging ports\*  
250-500 DC fast charging stations\*  
Rebate of up to: \$14,000

**QC**

20,639 EVs  
2,000-3,000 L2 charging ports\*  
250-500 DC fast charging stations\*  
Rebate of up to: \$8,000

**NL**

31 EVs  
25-50 L2 charging ports\*

**PE**

16 EVs  
25-50 L2 charging ports\*

**NS**

133 EVs  
50-100 L2 charging ports\*  
1-10 DC fast charging stations\*

**NB**

126 EVs  
50-100 L2 charging ports\*  
10-25 DC fast charging stations\*

DATA PROVIDED BY



\*As of December 31, 2017 - detailed data available upon request



# FEDERAL ADVOCACY

Last year began with a \$120 M over four years federal investment to continue funding to encourage EV adoption and the deployment of alternative transportation fuel infrastructure. The government's aim is to promote the installation of DC Fast Chargers (DCFC) in strategic areas. Stay tuned for more developments, as the second phase of the request for proposals was recently released by the federal government.

## THE CANADIAN ZEV STRATEGY

During the Canadian ZEV strategy consultation, about 20 members were part of vehicle working groups that covered topics such as: public awareness, infrastructure, cost of ownership, vehicle supply, and technology and innovation. They shared their views, priorities, and innovative recommendations, such as a financing mechanism that support the purchase of an EV. This diverse group of participants worked collaboratively to make ambitious, yet achievable, recommendations for the national strategy. A consensus emerged that increasing public awareness about the benefits of EVs should be a top priority. Participants saw this as an effective way to maximize the impact of incentives and infrastructure deployment. The need to balance supply and demand policies and programs and the complementary role of provincial governments can play are also important.

## EMC RECOMMENDATIONS TO THE STANDING COMMITTEE ON FINANCE

EMC also presented and submitted its recommendations to the Standing Committee on Finance for 2018. The EMC members identified the following as Canada's top priorities for increasing EV uptake in 2018:

### **1. Raising public awareness by:**

Implementing a national outreach campaign; creating an all-encompassing web portal; increasing the quantity (and quality) of EV experiences; establishing EV showcases – including mobile showcases; developing dealership, sales centre, and salesperson training; and launching test drive programs.

### **2. Reducing the cost of ownership of an EV by offering federal incentives:**

Provide consumers with goods and services tax (GST) exemptions for EV purchases; reduce the standby charge for employees that reduces the fiscal impact on corporate fleets; allocate funding for the purchase of EVs by the federal government.

Funding of \$99.5 M in 2018 is estimated to be sufficient to implement these recommended measures. For the first time, the report of the Standing Committee on Finance contained a section dedicated to EVs; EMC's recommendations were clearly quoted and explained.

EMC is pleased to report that, in line with these recommendations, the federal government has set specific short and long-term goals in support of its operations, including: the increased adoption of low-carbon mobility solutions; the deployment of supporting infrastructure at its facilities; and, the modernization of its fleet.

In 2017, EMC was more engaged than ever with staff from (but not limited to) the ministries of Transport, Environment and Climate Change, Natural Resources, and Finance as well as staff from the Treasury Board, and the Prime Minister's Office. We had many fruitful discussions, but most importantly we were able to clearly articulate the choices that needed to be made in order to attain our goals.

In 2018, EMC will continue to meet and engage with key members of the federal government.

# PROVINCIAL ADVOCACY

In addition to EMC's ongoing discussions with provincial governments regarding the Canadian ZEV Strategy, we advocated for provincial programs that place a higher priority on electrifying Canada's transportation sector. EMC hosted regular provincial chapter meetings in BC, Ontario, Québec and the Maritimes. EMC also participated in several specific consultations described on the next page.



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

## ONTARIO

The **Electric and Hydrogen Vehicle Advancement Partnership (EHVAP)** in Ontario represents a major opportunity for key stakeholders to be part of the advancement of electrification. EMC participated actively in the consultation process throughout the year. After presenting its proposal, EMC is pleased to have been chosen as one of the EHVAP partners for 2018.

EMC also presented its recommendations on the **Ontario Condo Act**, placing strong emphasis on the fundamental right to charge, and the available solutions to manage demand charge cost for all co-owners. Since EV adoption by condominium dwellers is a national challenge, EMC will continue to advocate for sound regulatory decisions and best practices.

## QUÉBEC

In Québec, EMC participated in the consultation regarding the province's clean **energy transition** and its related policies on the transportation sector. Discussions included transitioning away from individual vehicle ownership to increased use of public transit and integrated e-mobility via increased electrification.

Regarding the **ZEV Standard in Québec**, EMC reiterated to the government its core principles in support of the implementation of balanced regulations. With the recent official announcement of the implementation of the ZEV standard in Québec, we are pleased that, as per one of EMC's recommendations, the government is forming a committee that will follow the evolution of this important file to increase the number of available vehicles.

## REGIONAL CHAPTERS

The EMC chapters in British Columbia, Nova Scotia, Ontario, and Québec are invaluable in helping to identify local challenges and priorities for our members. Their meetings are useful to review the EV related issues and our positions, and to keep our advocacy action plan up-to-date.

A total of eight meetings were held in 2017. EMC would like to thank the hosts of the 2017 chapter meetings.

# EV INITIATIVES AND HIGHLIGHTS ACROSS CANADA



## BC INCREASES EV INCENTIVES WITH SUVI PROGRAM

The Specialty-Use Vehicle Incentive (SUVI) Program provides the purchaser or lessee of an eligible vehicle an incentive ranging from \$2,000 to \$50,000, depending on the type of vehicle purchased. The program supports vehicles that weren't previously covered by the point-of-sale incentive for light duty cars, such as forklifts, electric motorbikes, and buses.



## EDMONTON-CALGARY CHARGING CORRIDOR

In November 2017, FLO connected Alberta's two largest cities, Edmonton and Calgary, via a fast-charging corridor. The development of a charging network connecting these two major cities will surely be a strong catalyst for electric mobility growth, making short and long distance travel easier, while reducing range anxiety.



## WORLD'S FIRST ELECTRIC VEHICLE DISCOVERY CENTRE

In 2017, Plug'n Drive opened the world's first Electric Vehicle Discovery Centre. At this one-stop destination, visitors can discover the benefits of electric transportation, and take test drives in the latest electric vehicle models in a sales-free, no-pressure environment. Since opening in April, the Discovery Centre has attracted over 7,000 individuals from across Canada and the world.



## #EVSAREBETTER VIDEO SERIES

FleetCarma, a Waterloo-based company offering telematics solutions for commercial and municipal fleet management, wondered how they would advertise EVs if they were in the marketing business. They decided to give it a try with a series of five hilarious promotional videos. As they say, "Green is great, but now it's time to focus on all the reasons why #EVsAreBetter". Available to all on YouTube.



## ELECTRIC CIRCUIT SUPER STATIONS

At the end of 2017, Hydro-Québec's Electric Circuit unveiled a new public universal fast-charge superstation concept. This new superstation is a real-world laboratory: it will be used to test new charging technologies as soon as they come out (e.g., 100-kilowatt charging stations and more), as well as a number of other services, such as dynamic pricing. It will also collect user feedback to improve future superstations as needed.



## NEW BRUNSWICK FAST CHARGING CORRIDOR

NB Power launched the eCharge Network in 2017. Made up of standard Level 2 (240 V) and 16 fast-charging (400 V) stations located throughout the province, this network aims to enable drivers of electric vehicles to travel further around New Brunswick.



## EMC WEBINARS

On a regular basis, EMC organizes webinars for its members on EV hot topics or issues of interest from coast to coast. In 2017, our webinars covered topics as diverse as e-buses, EV charging cost structure, and fleet electrification.

“ Alectra Utilities was privileged to host the EV2017 Conference and Trade Show at Markham. The conference served as a strong platform for trend setters and leaders in the electric mobility ecosystem, bringing together a diverse mix of industry, utility, and government leaders. ”

– **NEETIKA SATHE, Vice President  
Advanced Planning, Alectra Inc.**

# EV2017VÉ CONFERENCE AND TRADE SHOW

From May 29 to June 1, 2017, EMC held its annual Conference and Trade Show in Markham, Ontario. With over 350 delegates and 70 speakers, EV2017VÉ focused on today and tomorrow's trends and challenges, including e-mobility, government and industry relations, and the smart evolution of public infrastructure.

Our popular Ride N' Drive event showcased 11 EV models for a total of 250 test drives, while 19 exhibitors presented their latest products at the trade show.

Electric Mobility Canada would like to thank Alectra Inc. for hosting EV2017VÉ, all levels of government, our sponsors, and the participants that contributed to make this event a huge success.



**EV VÉ 2017**

CONFERENCE + TRADESHOW

**May 29 | June 1**

Hilton-Toronto/Markham, ON

**alectra**  
utilities

Discover the possibilities



Thank you to all members;  
the success is yours!



EMC members at EV2017VÉ

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