



Electric Vehicle Society

Driving Ontario's Future

2017 ANNUAL REPORT



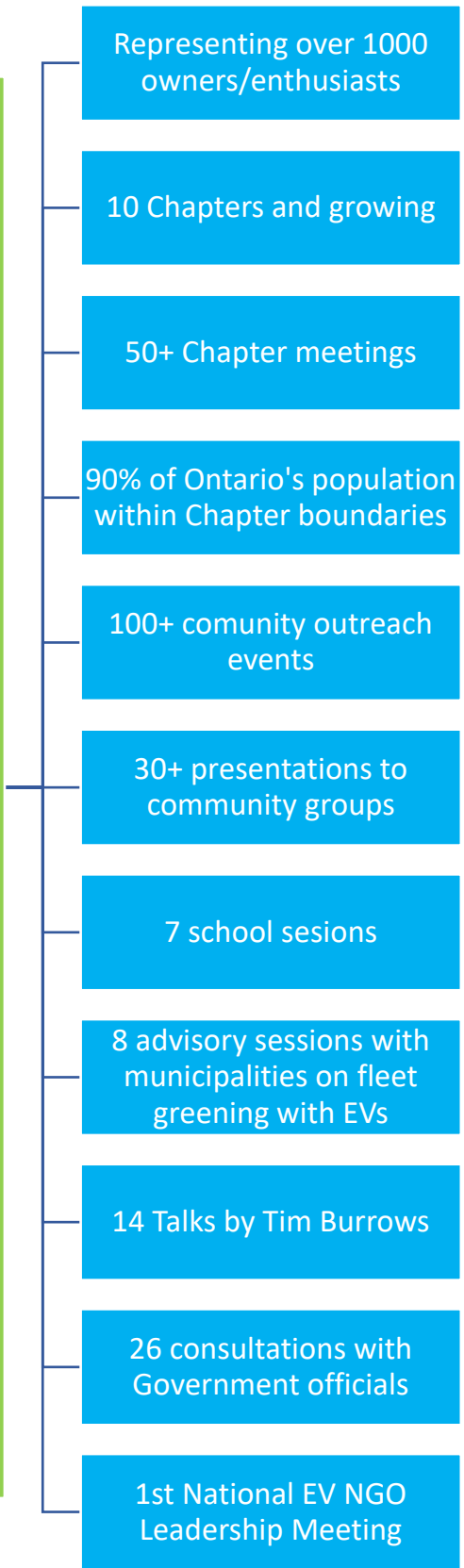
2017 Highlights

2017 was a significant year for the EV Society and Regional Chapters.

Transitioning to a formal incorporated non-profit organization is not easy.

With guidance and hard work by members and the Board of Directors, an organizational structure has been established with initiatives engaging members in actions to achieve effective and impactful results to promote sustainable electric mobility.

2017 BY THE NUMBERS



Who we are

Electric Vehicle Society's membership is comprised of EV owners across Ontario dedicated to transforming our car culture to low carbon modes of transportation. The EV Society is a leading non-governmental group delivering province-wide owner to potential-owner engagement based on experience, knowledge, and boundless enthusiasm.

Members are living the electric vehicle business-case; integrating purchase, operational needs, and day-to-day challenges into their lives along with the sheer excitement and joy of being part of the change that will better our future.

MISSION:

EV Society is a not-for-profit organization comprised of electric vehicle owners and advocates throughout Ontario who are dedicated to advancing broad adoption of EVs as an efficient and environmentally-responsible way to ensure a sustainable future.

VALUES:

POSITIVITY AND
ENTHUSIASM

INTEGRITY

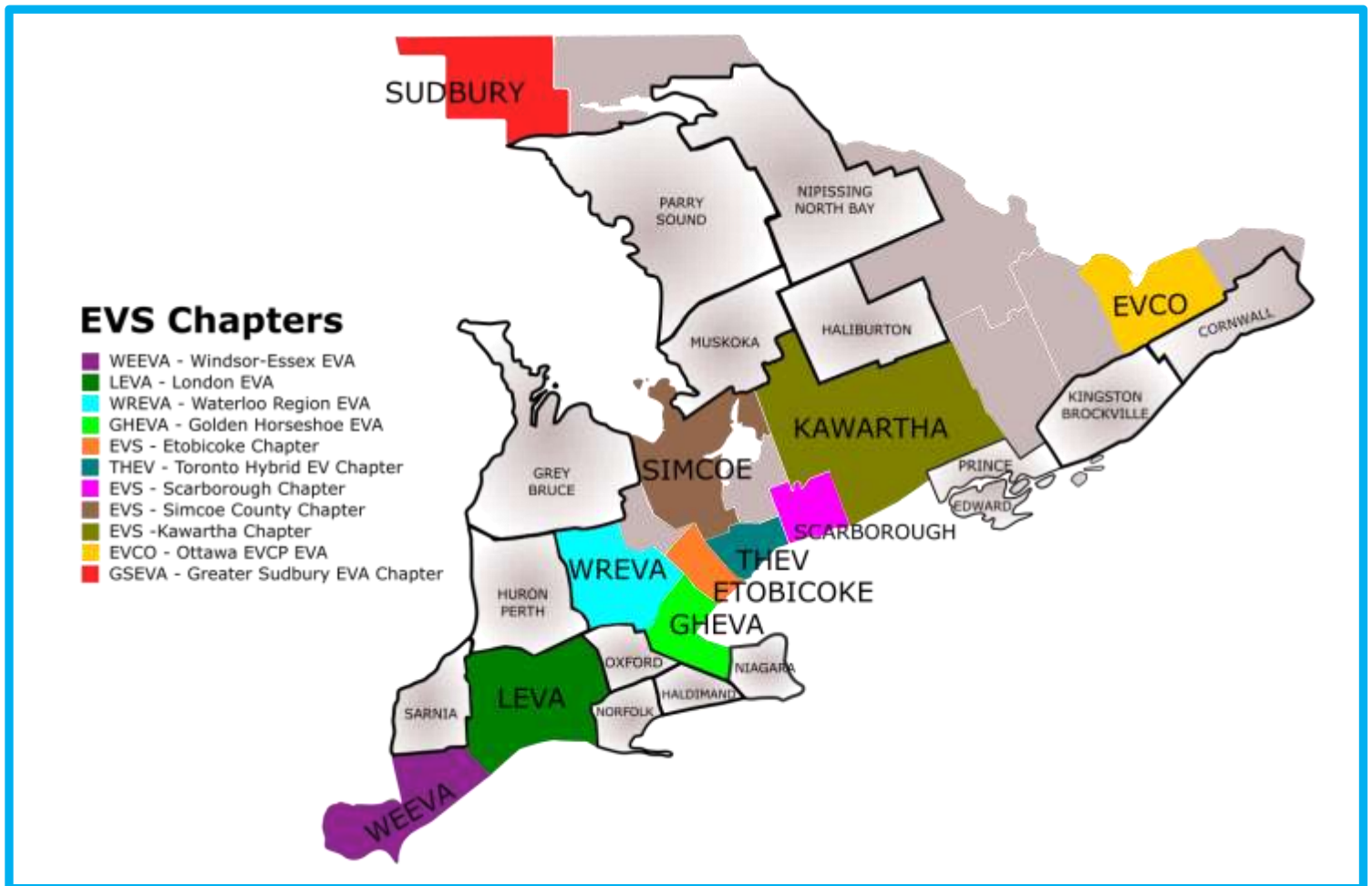
DIVERSITY

TEAMWORK



Members

Representing 1000+ EV owners and enthusiasts across Ontario in Regional Chapters from east to west, north to Georgian Bay's shores and up to the Ottawa region. Geographically this coverage reaches over 90% of Ontario's population. This provides unprecedented potential to connect Ontarians personally with our dedicated volunteers.



Chapters (from east to west)

<p>Electric Vehicle Council of Ottawa (EVCO) evco.ca</p>		<p>Toronto Hybrid and Electric Car Group (THEV) meetup.com/TorontoHybrid-EV</p>	
<p>EVS – Sudbury Chapter Starting 2018</p>		<p>Golden Horseshoe Electric Vehicle Association (GHEVA) gheva.org</p>	
<p>EVS – Kawartha Chapter Starting 2018</p>		<p>Waterloo Region Electric Vehicle Association (WREVA) facebook.com/wrevagroup</p>	
<p>EVS – Simcoe Chapter Starting 2018</p>		<p>London Electric Vehicle Association (LEVA) facebook.com/londonev</p>	
<p>EVS – Scarborough Chapter</p>		<p>Windsor-Essex Electric Vehicle Association (WEEVA) weeva.ca</p>	
<p>EVS – Etobicoke Chapter Starting 2018</p>		<p>EVS – More Chapters to come</p>	



Member Profiles

Dedicated members make all the difference in supporting EV Society initiatives. Many dedicated volunteers committed their valuable time on committees/subcommittees, working groups, supporting outreach and education, and much more. See Appendix B for a list of volunteers helping on specific initiatives.



Howard Hutt - EV Club Pioneer - Howard has advocated for electric mobility over 60 years during times when it was not accepted or popular. His passion for change lead him to advising on EVs at the national and international levels. Howard's history is rich with accomplishments and experience including working on the Avro Aero.



Mary Mitropoulos - As an enthusiastic member in Scarborough with a Smart EV purchased in 2014, Mary organizes the Social Committee with Lilija Serjpinz and Vida Ghaem-Maghani. Mary also works with Stefan Schader to organize rallies. Eager to experience her new EV, Mary entered the 2014 eMazing Race and headed west from Toronto to Hamilton, St. Catharines, Waterloo and London. Going further afield to Windsor was not attempted since Mary learned about the impact of headwinds, poor weather and disreputable small hotels suffered to get a 110 volt charge after running on 'empty'. Still the experience was very positive! Mary remembers fondly meeting great people and enthusiasts along her journey. And she loves her EV!





Pino Mastroianni (WEEVA) - We are now a two EV family. We made the choice to drive a plug in vehicle in 2012 and in 2017 added a second. We love to plug in as it is very convenient as opposed to a weekly stop to the gas station. It is also very reassuring that electricity from our home is very price stable as it doesn't change daily and is not global dependant. We love the quality feel of an electrified vehicle with its smooth and linear acceleration. It feels and sounds more luxurious than its gas counterpart. We are able to save thousands in energy and maintenance costs at a yearly basis, leaving our family more time and money for other priorities.

I take every opportunity to share our experience and preference for EV's to our family and friends, helping to ease any concerns or myths. People are interested to listen and are amazed at the cost savings. I believe so much in the importance of EV adoption that I volunteer my time and efforts with WEEVA , EV Society, and with my union's environment council. I have participated with WEEVA for 5 years now and I am proud of the work we do to promote EV's. I am happy to be on WEEVA's board as we continue to plan events for our members and for the public to see and drive EV's. Looking forward to what's next.



Tim Burrows - "Just imagine being able to play a small role in a profoundly positive societal change. Imagine your participation meant meeting dozens of interesting people who share the same vision for a new and healthier future. Imagine this activity allowed you to enjoy benefits that most people don't realize is even possible. These are a few of the reasons I became involved with the EV Society. They've also motivated me to engage in public speaking about electric cars to audiences throughout Southern Ontario. What will it sound like to stand at the corner of Yonge and Bloor during rush hour when all vehicles passing by are electric? Just imagine!" Tim Talks Tesla delivered 14 presentations across Ontario to diverse community groups.

Accomplishments

Member Meetings

Membership meetings are an important way to stay in touch, share information, learn about new ideas and support each other. In 2017, over 50 membership meetings were held by Regional Chapters across the Province. Most Chapters hold regular monthly meetings at a set location with attendance numbers ranging from 20 to 50 per meeting. Members continue to seek and share knowledge.

Meetings feature presentations and speakers on topics such as e-transportation, climate change youth advocacy, electricity billing, residential charging application development, the annual Electric Mobility Conference, and more.



Public Outreach

A key goal of the EV Society is to raise public awareness of how rewarding it is to own and drive an EV. Many members dedicated thousands of hours volunteering at community events, auto shows, schools and libraries. Members collaborated with non-profit groups during Earth Week and various festivals province-wide throughout the year to educate the public on the merits of driving electric. Members also worked with academia, professional groups and various municipal representatives to share the real world experience of researching buying, driving and living with an electric car. Most Chapters organized events in mid-September to mark National Drive Electric Week. Initiatives delivered by dedicated volunteer members included:

- ▶ Community Events such as Purple Onion Festival and Oakville Conserves
- ▶ Speaking Engagements such as Tim Talks Tesla, Professional Engineers of Ontario, Toronto Library
- ▶ Academic Connections: George Brown, Centennial and Humber Colleges, Formula North



Government Affairs

2017 presented remarkable opportunities to influence governments in areas of policy, EV purchase incentives, charging infrastructure expansion, development of public and private EV promotional campaigns, and improvement of EV-ready development. Board Directors and members participated in and/or provided input to:

- ▶ Electric and Hydrogen Vehicle Awareness Program (EHVAP)
- ▶ Electric Vehicle Charging Ontario (EVCO)
- ▶ Electric Vehicle Incentive Program (EVIP)
- ▶ Ontario Building Code (OBC) revisions
- ▶ Other programs.

A successful EVHAP submission was made on proposed public awareness initiatives based on over 500 ideas gathered from engagement with all Regional Chapters. Input on recommended EV charging infrastructure program improvements went to EVCO. Trusted EVisor™ was developed from this extensive consultation on public outreach and education initiatives. Comments on the EVIP supported continuing EV incentives. Input on the OBC supported EV-related improvements including requiring EV charging infrastructure in residential and multi-residential housing. As well, other government consultations were carried out through established relationships and networks.

Municipal Support

Municipalities are preparing to take bold steps to integrate EVs into their fleets and communities. EV Society developed genuine relationships with the City of Barrie and the Township of Innisfil helping to educate staff and community members on EV benefits, charging infrastructure requirements and operational needs.

Partnership Development and Liaison

Mutually supportive partnerships will help drive the acceleration of electric mobility. Collaborative and strengthening relationships exist with leading organizations including Plug'n Drive, FleetCarma, and The Atmospheric Fund among others.

Program and Funding Applications

Two major initiatives are leading to 2018 programs to deliver effective and focused actions.

- ▶ The EHVAP application to the Ontario Ministry of Transportation outlined an accepted program to promote EVs through alignment with industry and provincial initiatives.
- ▶ The funding application to AVIVA's Community Fund represented a Trusted EVisor™ campaign including development of a platform to match EV drivers with potential EV purchasers. While the proposal was not successful in winning funding, our entry was rewarded as a finalist with a \$5,000 donation to The Atmospheric Fund and garnered interest from AVIVA and other potential funders.

Member Benefit Package

Over 2017 Directors working with members and business contacts established the first member benefit package. Two business partnerships are in place:



- ▶ **KAL Tire:** EV Society members enjoy automatic membership in the VIP program with discounts on popular brands of tires and 12-volt batteries, free lifetime wheel balancing, road hazard guarantee, flat repairs and tire rotations.
- ▶ **New Roads Automotive Group:** EV Society members receive 'no-haggle' pricing on new Chevy Bolts and Volts at this dealership with purchase pricing of:
 - Dealer cost plus 3%, 10% discount on accessories, parts and service and \$350 off extended warranty purchase.

Website and Social Media

The website is being updated to improve access to information that EV owners and potential purchasers will find valuable as well as providing links to Regional Chapters and EV Board documents. The Facebook page is active and well maintained primarily by Susanne and Peter Welsh. Susanne works tirelessly to post the latest in EV news to make sure members can stay current with the fast-pace of technology development, auto maker's initiatives and EV impacts.

Fundraising and Sponsorship

2017 brought opportunities to access funding and provincial support through two programs.

- ▶ **Electric and Hydrogen Vehicle Awareness Program (EHVAP) -** A successful submission was made to EVHAP on our public awareness initiatives. This participation raised the Province's, auto manufacturer's and key NGO agencies awareness of the EV Society's capacity, knowledge and experience and willingness to partner and support initiatives to promote adoption of electric vehicles in Ontario. This enhanced leadership and credibility is expected to open doors to future funding, partnership and collaboration opportunities.
- ▶ **AVIVA Insurance Company – AVIVA Community Fund:** Submission focused on creating and delivering the Trusted EVisor™ campaign. The first phase of voting relied on crowd-sourced voting and the EV Society application placed in the top 5 projects in the Community Resilience sector. Voting support was gained through the EV Society Regional Chapter members across the Province as well as strong support from respected organizations such as The Atmospheric Fund, Environmental Defense, EV Choice, and some key supporting insurance brokers. Although our project was not awarded the requested funding, the EV Society was successful in obtaining a \$5,000 contribution towards a charity of our choice. These funds were directed to go to The Atmospheric Fund in acknowledgement of their promotion of our project during the voting process and their important work to address climate change impacts at a local level in the GTHA.
- ▶ **Sponsorship - 2017** brought in sponsorships on a regular basis that provided resources to improve outreach programs and administration. Details are provided in Appendix C.

“Developing a sound basis for financial management will ensure EV Society's sustainability. Building strong fundraising, sponsorship and member benefit programs will help us be more effective in supporting the many initiatives that our membership would like to see implemented.”

2018 into the Future

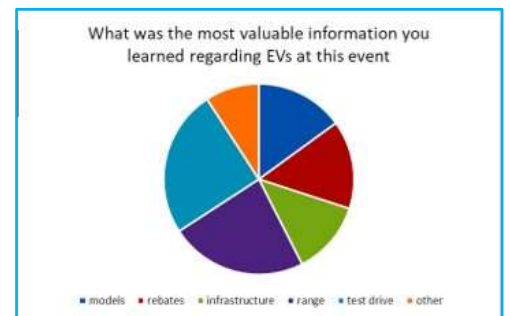
The broad adoption of EVs is occurring.

2018 will bring incredible opportunities for the EV Society to deliver value, experience, dedicated volunteers, and programs to Ontario to accelerate the drive towards electric mobility.



2018 Objectives:

- ▶ Recognize volunteer commitments.
- ▶ Build partnerships leveraging opportunities for collaboration.
- ▶ Deliver continuous improvement, e.g. website, member communications, Annual Report, etc. Improve effectiveness of volunteer programs building on the incredible successes of 2017.
- ▶ Build the membership management program.
- ▶ Build the membership benefit program including a new Group Home & Auto Insurance discount program featuring discounts of 25% on residential property insurance and 5% on personal auto insurance.
- ▶ Build the sponsorship program.
- ▶ Establish more Chapters across Ontario.
- ▶ Create and implement Trusted EVisor™ campaign (dependent on funding).
- ▶ Improve accomplishment monitoring and reporting.
- ▶ Continue with government relations in 2018 through provincial and municipal elections.
- ▶ High profile participation at Toronto Auto Show.
- ▶ Continue to deliver strong outreach and education programs, support development of EV Outreach 'in-a-box' series, establish a Guest Speaker Committee and develop and maintain a speaker roster to support all regional chapters.



APPENDIX A – BOARD OF DIRECTORS

The Board of Directors carries out and oversees collective actions to ensure the sustainability and relevance of the EV Society for the present into the future while meeting the interests of members.

Wilf Steimle



Wilf founded a high-tech company in 1983 and served as its president until 2014 when he sold his shares to pursue his passion for sustainable energy and electric vehicles. In 2015 he completed Al Gore's climate reality training and lives off-grid as a demonstration of his commitment to a zero-carbon footprint. Wilf has driven over 100,000 km in an electric car and embarked on a 14,000 km coast-coast trip in 2016 to meet and help unite leaders of electric vehicle groups throughout the country. In 2016 he joined the Board of Directors of Electric Mobility Canada and serves on multiple committees including Government Relations. In the same year he accepted the role of President of the Electric Vehicle Society. Wilf is passionate about contributing his EV knowledge and experience toward the development of educational programs that will result in meaningful increases in the adoption of electric vehicles.

Stephen Bieda



Stephen has a HBA in Communications Studies from Brock University in 1994. As a cleantech consultant, he managed over 200 electric vehicle charging infrastructure projects across Canada. He is the past Vice President for Personal Rapid Transit company, Shweeb-Can, and former Canadian Director of Sales and Marketing for Zero Motorcycles. He served as the Director of Communications and Marketing at McMaster University Institute for Automotive Research and Technology--MacAUTO. He has worked with utilities, government agencies and municipalities to develop EV strategies and as Urban Active New Business Development Manager for General Motors Canada leading projects on eBikes, autonomous vehicles and the Maven car sharing team. Stephen is a past board member of Electric Mobility Canada and the Founder/President of the Golden Horseshoe Electric Vehicle Association--GHEVA. Presently he works for Kia Canada as a District Sales Manager.

Cindy Toth, HB.Sc., Dipl. EST (IHE)



Cindy has worked as an environmental scientist and policy-maker for over 30 years. This career reflects her long-standing commitment to making a difference. Cindy began her EV experience with hybrids in 2004 and a plug in EV in 2010. Cindy has extensive 'in the EV seat' driving experience with over 100,000 km logged during her daily commute and long distance trips to Newfoundland. Cindy brings to the EVS Board her extensive experience as a policy-maker and track record of delivering municipal leadership in successful environmentally sustainable programming along with a passion to work with people to affect positive change.

Jaff Stevenson, FIIC CAIB



Jaff has been a passionate electric vehicle enthusiast and EV owner since 2010. Three EVs later Jaff has driven over 200,000 'electric' kilometres including two long distance trips to PEI in 2013 and Newfoundland in 2016. The PEI adventure was at the wheel of his Tesla Roadster engaged in Sun Country's eMazing Race visiting over 70 Level 2 charge stations to win the event. The prize of a Level 2 charge station was donated to the Town of Grimsby where it serves the EV community to this day. Jaff brings to the EVS Board his comprehensive knowledge of EV's, extensive experience in living with EV's as a daily and long-distance driver and dedication and commitment to transforming the fossil fuel car culture for the betterment of our future world.

Mike Knox



Mike is a 35 year veteran manager at several Local Distribution Companies (LDC's) including Cambridge and North Dumfries Hydro, Toronto Hydro, and Westario Power. He serves on various technical committees for the IESO and Ontario Energy Board, and has presented at several technical forums

over the years.

Sean Hart



Sean has had a lifelong passion for new technology and an 18 year career in corporate IT. In the past decade, Sean developed a deep respect and interest in environmental issues. Combined with his interest in technology he become an early adopter of hybrid and electric cars. He founded the Windsor-Essex Electric Vehicle Association (WEEVA) in 2013 and has been an outspoken proponent of EV's, appearing regularly in local media. Sean and his family of four live in an Energy Star certified home and have rooftop solar panels that produce 75% of their electricity needs.

First Directors, Stefan Schader and Anthony D'Orazio, cycled off the Board in 2017. Each played a critical role in supporting the EV Society in moving towards formal incorporation and establishing Mission and Value Statements, By-laws and other organizational foundations.

APPENDIX B – COMMITTEES AND WORKING GROUPS

- a) **Strategic Planning Committee:**
 - Prepares the EVS 3-year Strategic Plan, reviews, and revises it annually and presents to the Board for approval. Recruits Committee members from all Chapters who are willing to participate.
 - Members: **Cindy Toth (Chair)**, Jaff Stevenson, Stephen Bieda, Mike Knox, Sean Hart, Wilf Steimle
- b) **Annual Report Working Committee**
 - Collects metrics and photos about Owner & Chapter EV events, compiles and prepares an Annual Report, presents draft to Board by end of January each year.
 - Members: **Cindy Toth (Chair)**, Jaff Stevenson, Stephen Bieda, Mike Knox, Sean Hart, Wilf Steimle
- c) **Fundraising Committee**
 - Recruits member-volunteers to engage in ongoing structured outreach to solicit donors and sponsors of goods and services necessary to achieve fundraising goals as set from time to time by the Board. Reports to the Board as requested.
 - Members: **Jaff Stevenson (Chair)**, Wilf Steimle, (Inaugural Chair, retired).
- d) **Membership Benefit Committee**
 - Recruits member-volunteers to engage in ongoing structured outreach to solicit vendor discounts and offers that will benefit the membership. Reports to the Board as requested.
 - Members: **Jaff Stevenson (Chair)**, Wilf Steimle, Wilf Steimle (Inaugural Chair, retired)
- e) **Government Relations Committee**
 - MTO Sub-Committee
 - Establishes and maintains contact with Ministry Staff in order to relay EV owner feedback, recommendations, and concerns through both formal and informal means. Participates in all EV related Ministry public consultations and responds to comment opportunities. Relays Ministry activities and position to the EV community through the Chapter Relations and Social Media Teams.
 - Members: **Wilf Steimle (Chair)**.
 - MOECC Sub-Committee
 - Establishes and maintains contact with Ministry Staff in order to relay EV owner feedback, recommendations, and concerns through both formal and informal means. Participates in all EV related Ministry public consultations and responds to comment opportunities including initiatives such as the Electric and Hydrogen Vehicle Advancement Partnership (EHVAP). Relays Ministry activities and position to the EV community through the Chapter Relations and Social Media Teams.
 - Members: **Mike Knox (Chair)**, Cindy Toth, Jaff Stevenson, Stephen Bieda, Anthony D'Orazio (resigned), Wilf Steimle (Inaugural Chair, retired).
 - Ministry of Government and Consumer Services (Condominium Act) Sub-Committee
 - Establishes and maintains contact with Ministry Staff in order to relay EV owner feedback, recommendations, and concerns through both formal and informal means. Participates in all EV related Ministry public consultations and responds to comment opportunities. Relays Ministry activities and position to the EV community through the Chapter Relations and Social Media Teams.
 - Members: **Stephen Bieda (Chair)**, Jaff Stevenson, Peter Welsh, Susanne Welsh, Jason Arneaud, TJ Langford, Laura Bryson, Mike Knox, Wilf Steimle (Inaugural Chair, retired)
 - Barrie & Innisfil Municipal Relations Sub-Committee
 - Establishes and maintains contact with City Council and Staff in order to educate and promote supportive EV policies. Reports to the Board as needed.
 - Members: **Wilf Steimle (co-chair)**, **TJ Lanford (co-chair)**, Wilf Steimle (Inaugural Chair, retired)
- f) **Web Development and Content Committee**
 - Development Team
 - Organises the site structure, defines necessary content, builds and manages the site. Reports to the Board as needed.
 - Members: **Sasha Anis (Chair)**, Wilf Steimle, Mark Coughlan, Darryl McMahon, Sean Hart, Stephen Bieda, Scott McCrindle (resigned), Keith Beckley (retired), Wilf Steimle (Inaugural Chair, retired)
 - Content Team
 - Researches, creates, and submits content to the Web Site.
 - Members: **Sean Hart (Chair)**, Sasha Anis, Mark Coughlan, Darryl McMahon, Stephen Bieda.

- Trusted EVisor™ Planning and Development Team
 - Designs and oversees creation and integration into Web Site of Trusted EVisor™ tools.
 - Members: **Sean Hart (Chair)**, Wilf Steimle, Cindy Toth, Jaff Stevenson, Stephen Bieda, Mike Knox, Mark Coughlin, Ian Graham, Wilf Steimle (Inaugural Chair, retired)
- g) Social Media Team**
- Industry News
 - Scours Web for relevant content and publishes to Provincial EVS Facebook & Twitter feeds.
 - Members: **Susanne Welsh (Lead)**, Peter Welsh, Laura Bryson
 - Ontario Chapter News
 - Works with Chapter Relations & Events Committee to collect information about past and future events and publishes to Provincial EVS Facebook & Twitter feeds.
 - Members: **Susanne Welsh (Lead)**, Peter Welsh, Laura Bryson
- h) Auto Show Task Force**
- Makes all necessary arrangements to be represented at the annual Canadian International Auto Show. Receives budget and direction from Board and reports as needed.
 - Members: **Sean Hart (Co-chair)**, **Laura Bryson (Co-chair)**, TJ Langford, Jason Arneaud, James Yeung, Spencer Wright, Jaff Stevenson, Sasha Anis, Wilf Steimle
- i) Chapter Relations & Events Committee**
- Maintains regular contact with regional Chapters to collect information about regional activities; publishes events and reports through the Web and Social Media teams. Solicits participation from Chapters on behalf of other Committees, Teams, and Task Forces as needed.
 - Members: **Jason Arneaud (Chair)**, Laura Bryson, Tim Burrows, Jaff Stevenson, Wilf Steimle (Inaugural Chair, retired)
- j) Education and Curriculum Development Committee**
- Develops curriculum and course-content independently and in collaboration with colleges, libraries, and other partners. Trains members on course delivery.
 - Members: **Tim Burrows (Chair)**, Wilf Steimle
- k) Election and Nomination Committee**
- Prepares election timeline and announcements for approval by Board. Delivers announcements, responds to member questions, collects and verifies nomination forms for presentation to board, conducts online election, tallies results for presentation to board and membership.
 - Members: **Rob Campbell (Chair)**, Paul Rapoport, Wilf Steimle (Inaugural Chair, retired)
- l) Howard Hutt Annual Award Committee**
- Creates policy for award criteria, prepares nomination form, promotes award to membership, solicits and reviews nominees for annual presentation to and approval by Board.
 - Members: **Jaff Stevenson (Chair)**



APPENDIX C – 2017 SPONSORSHIPS


Generous donations have been received from:

- ◆ Anthony D’Orazio
- ◆ Burlington Hydro
- ◆ Centennial College
- ◆ Cindy Toth and Jaff Stevenson
- ◆ Keith Beckley
- ◆ Wilf Steimle





Ontario EV Owner's Road Trip to Newfoundland

Electric Vehicle Society
1b-9 Industrial Parkway South
Aurora, Ontario. L4G 3V9
electricvehiclesociety.ca
 [EVSociety](https://www.facebook.com/EVSociety)

March 2018