



2018 ANNUAL REPORT



A Successful Year of Engagement and Advocacy

Message from the Chair

We made great progress toward our mandate to increase electric vehicle adoption, increase our membership and to expand our chapter network across the province in 2018 with the addition of our twelfth chapter in Kingston, Ontario.



I would like to thank the army of volunteers who have given hundreds of hours to help make this happen including: our chapter leads who bring us together through local monthly meetings, the individuals who help with our strategic messaging and lobbying efforts as well as our communications team that maintains our social media and website and the digital team that has built a software suite for online collaboration. To those of you who have graciously volunteered time in so many other ways we thank you too!

The 2018 Board of Directors have been an exceptional group dedicated to growing the EV Society, passionate about doing everything they can to support an environmentally sustainable future with EVs playing a key role as a climate solution as well as being a foundation for the green economy.

Clearly the electric vehicle industry is exploding in Canada with many new models and most recently a Federal incentive that is sure to reignite EV sales in Ontario. All this of course is sure to lead to significant growth in EV Society membership and greater needs for outreach and education across Ontario. We invite every EV Society member to get involved in this effort through volunteering at events, joining a Committee or simply by just telling your friends, family and coworkers about the impactful work EV Society does to accelerate EV adoption. It's only with your help and participation that we can bring the joys of EV ownership to the broadest audience!

Wilf Steimle, President

By the Numbers

2018 was a dynamic year for EV Society and its Regional Chapters

Through the hard work by a growing volunteer base, our members, and Board of Directors, collectively we engaged in a substantial amount of activity and were able to effectively promote sustainable electric mobility to a broad audience across Ontario.

Representing over
1000
owners/enthusiasts

12 Chapters active
and growing in
reach

85+ Chapter
meetings

90% of Ontario's
population within
Chapter
boundaries

50+ community
outreach events

15+ presentations
to community &
school groups

3 advisory sessions
with municipalities
on fleet greening
with EVs

40 Tim Talks with
Tim Burrows

21 consultations
with Government
officials

2nd National EV
NGO Leadership
Meeting

Representing the Voice and Passion of EV Owners from Across Ontario

Who we are

EV Society is a volunteer-run not-for-profit organisation with a province-wide membership of electric vehicle owners and enthusiasts. We are motivated to share the benefits and rewarding driving experience of EV ownership with others. Members enjoy sharing their knowledge and stories of EV ownership with all walks of life. Our aim is to accelerate the transition to electric vehicles so that our society may benefit from the health, environmental, economic, and social benefits that these vehicles bring.



Our history is rich

Established in 1994 when electric cars were hand-crafted, one-off, gas to electric conversion projects, EV Society has evolved into a formal organisation with province-wide chapters that engage in actions aimed at effecting mobility decision-making in personal, corporate, and political circles.

Today, our membership is comprised of over 1,000 EV owners and enthusiasts from across Ontario. EV Society reaches over 90 percent of Ontario's population through its 12 Regional Chapters. These local meetings give Ontarians who are curious to learn more about EVs an opportunity to personally meet with our dedicated volunteers. Our website provides links to each Chapter with convenient calendars of local EV events.



The People Powering our Society

Member Profiles

Members across the Province are passionate about their EVs; many advocate on a daily basis in their communities, attend monthly chapter meetings, volunteer for public outreach events, and bridge their personal interests with rewarding jobs in businesses supporting the green economy.

Bill Bruesch

Through his past professional and volunteer work Bill gained tremendous experience in media production. After Bill and his wife Beth purchased their first EV five years ago (a gently used 2012 Volt) they decided to become EV Society members to help share their professional skillsets, EV knowledge, and experience as EV owners. Bill explains “helping out with promoting activities like our monthly meetings is fun and rewarding. It’s a great opportunity to spread the word about the myriad pleasures and benefits of electric transportation”.



James Doyle



James is one of EV Society's youngest members active in the Scarborough Chapter. He is a passionate advocate for electric transportation and engages industry leaders and celebrities in inspiring conversations about the future of electric mobility. James works with social media platforms, has his own YouTube channel and conducts video interviews, presentations, and knowledgeable discussions with youth and adults. James' efforts to raise awareness and further advancement of electrified transportation are a wonderful example of our members' hard work to advance our mutual goals

Driving Ontario Towards Electrification

Members proactively participated in the development of Ontario's electric vehicle culture, policies, and infrastructure

Extensive reach and influence

EVS members are highly active throughout the year in a range of activities that help support the development of electric vehicle policies and infrastructure throughout the province. This includes working with non-profit groups, academia, corporations and various municipalities to share real-world experience on researching, buying, driving and living with an electric car.

Partnership Development and Liaison

Collaborative partnerships help drive the acceleration of electric mobility. EV Society works closely with leading organisations including the national industry association, Electric Mobility Canada (EMC), Plug'n Drive and others. EV Society's membership in EMC helped connect us with the new Provincial Ministers and MPPs, provide input during Provincial policy consultations on initiatives such as development of the Environment Plan, and stay up to speed with Federal policies and programs related to EVs such as the Federal Clean Fuel Standards and ZEV strategy development.

Government Affairs

EV Society, its Chapters and members engaged with federal, provincial and municipal politicians. Our goal throughout 2018 was to ensure that information on the benefits of EVs was at the fingertips of both electors and decision makers.

During the run up to the provincial election, information on political party platforms pertaining to electric vehicles was gathered and released as a detailed document to members and the public. The report provided evidence-based research materials and supplied important questions to ask political candidates to determine their position regarding EVs and related policies

In Fall 2018 a comprehensive comparison of EV targets across many regions was compiled to understand how Ontario compares. This document, accessible on the EV Society website ([Global Electric Vehicle Target Comparison](#)), supports fact-based government lobby efforts.

Though EV Society regrets the loss of EV support programs following the Ontario election, we continue to work with all levels of government to promote the growth of EV sales and the EV industry.

Municipal Support

Cities both own large fleets and have control over planning, and as such EV Society recognises the key role that municipal politicians play in fighting climate change and lowering costs through rapid electrification. For the 2018 election EV Society provided resources to members to help guide conversations with candidates on greening of fleets and the public charging infrastructure. We expect that engagement with cities will grow over the next few years.

Community Engagement

Bringing together owners and enthusiasts to advance knowledge of EVs

In 2018, over 85 membership meetings were held by EVS Regional Chapters across the Province. Most Chapters hold monthly meetings at community facilities with attendance numbers typically ranging from 20 to 50 per meeting.

Meeting Activities

Our Chapter meetings cover a wide variety of topics such as EV ownership, news, and how we expect the EV landscape to develop.



EVS Waterloo Region Chapter (WREVA)



EVS Etobicoke Chapter members

Highlights for 2018 included experience with the Tesla Model 3, a visit to the Chrysler Pacifica Hybrid plant in Windsor, presentations of on-street charging, smart grids, clean fuel standards, eCamion’s DC fast charging solution and many others. Members from all chapters attended the Electric Mobility Canada Conference EV2018VE that was held in Ottawa.



EVS members at the Chrysler Pacifica Hybrid plant tour

Public Outreach

Raising public awareness of the benefits of EV ownership is foremost for EV Society and below we present a few of the many activities members were involved in throughout the year.

Canadian International Auto Show in Toronto



There is no better venue for engaging with prospective EV buyers than at auto shows. Our presence at the February 2018 Canadian International Auto Show in Toronto was a first for EV Society. It was a highly-organized endeavor involving a large volunteer group, co-chaired by Laura Bryson and Sean Hart of EV Society Windsor-Essex Chapter. The committee led the coordination of an incredible Evolution Zone exhibit which was staffed by knowledgeable EV Society volunteers for the show's duration. The Zone featured EVs from many manufacturers with EV Society members on hand to give visitors to the Auto Show an overview of the vehicles from a purchaser and owner's perspective.



National Drive Electric Week (NDEW)

In mid-September many chapters organised events to mark National Drive Electric Week (NDEW).

In total ten EV Society supported NDEW events were held in 2018.



The Purple Onion Festival in Peterborough



EV Society members from across Ontario were on hand to support Plug'n Drive at the Electric City EV Meet, a growing feature of this popular festival which has been hosted by Transition Town Peterborough (TTP) for the past seven years.

Celebrating local culture, locally grown food and local businesses that contribute to a healthy, sustainable lifestyle in the community, the festival's EV Meet, has helped to build awareness of the essential role that electrified transportation is providing in combating global warming.

Other Initiatives

Other initiatives delivered by dedicated volunteer members throughout 2018 included:

- ▶ Oakville Conserves in Oakville
- ▶ Northern Nomad Open House in Ottawa
- ▶ Ottawa Green Energy Doors Open
- ▶ EVs Meet Classic Cars Show in Brampton
- ▶ EcoFair at the Barns in Toronto
- ▶ Green Living Expo in Sudbury
- ▶ Tim Talks Tesla in Etobicoke
- ▶ Academic Connections: George Brown, Centennial and Humber Colleges, Formula North
- ▶ Nikola Tesla Electric City Festival in Hamilton
- ▶ After Dark Earth Day Event in Mississauga



Tim Burrows captures the imagination of a school group.
Children, “EVs are *our future!*”



EV Society Golden Horseshoe Chapter supported the Green Venture's Eco-House Earth Day Event in Hamilton with a display of vehicles and a Future Mobility PowerPoint presentation

EV Society Windsor-Essex Chapter members supported the Green Sun Rising July 2018 event.



EVS Ottawa Chapter (EVCO) participated in Green Energy Doors Open

Member Services

Evaluation of Driving Patterns for Owners of Gas Vehicles

Through the skill of EV Society member, Rob Campbell, and with technology kindly donated by FleetCarma, we are now able to help owners of internal combustion engine vehicles (ICE) make an informed decision about their suitability for an electric vehicle.

An on-board diagnostic (OBD) dongle is installed in the ICE vehicle and telemetry data is collected. Following several trials, Rob has developed our own report that helps drivers evaluate their real-life vehicle usage and determine the suitability of an electric vehicle based on projected ownership costs. Most often, data shows a surprising number of short trips and daily usage well within the capabilities of electric vehicles available today. Payback periods are calculated for various EV options and these can be short depending on the vehicle and yearly mileage. Greenhouse gas (GHG) emissions are also estimated for the ICE vehicle and compared with the GHG emissions resulting from electrical power consumed by the EV in the province of Ontario.

Result Summary			
- In your current vehicle, each leg of your travels is less than 40 km 68% of the time - Your average daily mileage was 145 km and your maximum daily mileage was 599 km - A good fit for your usage profile would be a higher range battery electric vehicle (BEV) with 60 kWh battery or large			
Examples of estimated ownership cost savings per year	Est. Payback (Years)	GHG Emissions/Yr	
Nissan Leaf SV 40 kWh BEV	\$4,370	✓ -0.5	✓ 95 kg
Kia Niro EV 64 kWh BEV	\$3,600	✓ 2.3	✓ 96 kg
Chevrolet Volt PHEV	\$2,580	✓ 0.5	✗ 3476 kg
Tesla Model 3 Std Range Plus BEV	\$3,050	✓ 2.9	✓ 93 kg

Sample of ICE vs EV Performance Report Comparison

Member Benefit Package

During 2018 EV Society established four new connections bringing the benefit package to 6 valued offerings.

- ▶ **New Duliban Insurance Brokers:** Group Home & Auto Insurance discount program features discounts of 25% on residential property insurance and 5% on personal auto insurance.
- ▶ **New EcoRides:** 10% discount on EV transportation.
- ▶ **New Toronto Hyundai:** Dealer cost plus 3% with no administration fees for EV purchase.
- ▶ **New West Toronto KIA:** Dealer cost plus 3% with no administration fees for EV purchase.
- ▶ **New EcoLimo Niagara:** 20% discount on wine tours.
- ▶ **New Bullfrog Power:** \$25 off upon sign up
- ▶ **KAL Tire:** 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:** 'No-haggle' pricing on new Chevy Bolts and Volts with pricing of dealer cost plus 3%, 10% discount on accessories, parts and service and \$350 off extended warranty purchase.

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 200,000 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. He is Vice-Chair of Electric Mobility Canada and serves on multiple committees including Government Relations. 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.

Raymond Leury



After an 18 year career as a principal consultant with Microsoft, Raymond is committed to doing everything he can to reduce greenhouse gas emissions. As a Climate Reality Leader, Raymond is trained to inform the public and decision-makers about the current state of scientific research on Climate Change and to promote solutions which will allow us to avoid the worst impacts of Climate Change. Raymond is president of the Electric Vehicle Council of Ottawa, whose mission is to promote the electrification of the transportation system.

Mike Knox



Mike is a 35-year veteran manager at several local distribution companies (LDCs), 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, he has developed a deep respect for and interest in environmental issues. He became an early adopter of hybrid and electric cars and founded the Windsor-Essex Electric Vehicle Association (WEEVA) in 2013. He has been an outspoken proponent of EVs, 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.

Stephen Bieda



Stephen received an 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 the personal rapid-transit company Shweeb-Can, and the former Canadian Director of Sales and Marketing for Zero Motorcycles. He served as the Director of Communications and Marketing at the McMaster University Institute for Automotive Research and Technology. He has worked with utilities and government agencies, to develop electric vehicle strategies. Stephen is a past board member of Electric Mobility Canada and the Founder/President of the EV Society Golden Horseshoe Chapter.

Devin Arthur



Devin is an IT professional with 15 years' experience helping businesses to use technology to deliver efficient products and services. As founder and president of the EV Society Greater Sudbury Chapter, Devin has been accelerating the transition to a clean transportation system by advocating for electric vehicle adoption in northern Ontario. He created unique partnerships with electric mobility industry groups, major charging networks and NGO's, to help local businesses gain the information they need to get started in the electro-mobility era of transportation.

Our Secretary

Rob Campbell



Rob's interest in electric vehicles is largely technical. He has been an E-power hobbyist since the early 1990s building and flying large electric R/C aircraft. In recent years, Rob has been an E-bike hobbyist assembling several bespoke high efficiency assist systems. Rob believes more effort is required bringing lower-cost zero-emission vehicles to market. As a Mechanical Engineer, Rob has a quantitative understanding of the true performance, cost, and efficiency differences between of the various types of motive power. Through his career he has worked

with AC brushless servo drives for CNC profile cutting through to the large AC induction motors that serve industry. Before retiring, Rob provided mechanical engineering services for electrical and electronics systems development and production, including management of engineering development projects delivered to Defence Research & Development Canada.

Corporate Members & Partners

EV Society is proud to have the support of the following organisations.



Communications

A New Look for Our Website, Social Media, Brochure and Newsletter

2018 saw EV Society launch a new website with improved navigation and new content. A Knowledge Centre and FAQ were set up to provide new EV owners with easy access to basic information. Information on Federal and Provincial EV policy was included to support lobbying by members. An improved calendar was also included to allow Chapter meeting to be found at a glance.

The Facebook page continued to be active maintained primarily by Susanne and Peter Welsh. Susanne worked tirelessly to post the latest in EV news to make sure members can stay current all the EV news.

A new brochure was created in 2018 to promote the EV Society to prospective new members. In September, EV Society launched its newsletter to reach all members with regular updates.

Into the Future

2018 was a turning point for EVs in Canada; cumulative global EV sales hit 4 million with 34,000 of those in Ontario.

Ontario's EV landscape at the end of 2018:

- **34,000 EVs**
- **2,500 Level 2 chargers**
- **750 high power chargers**

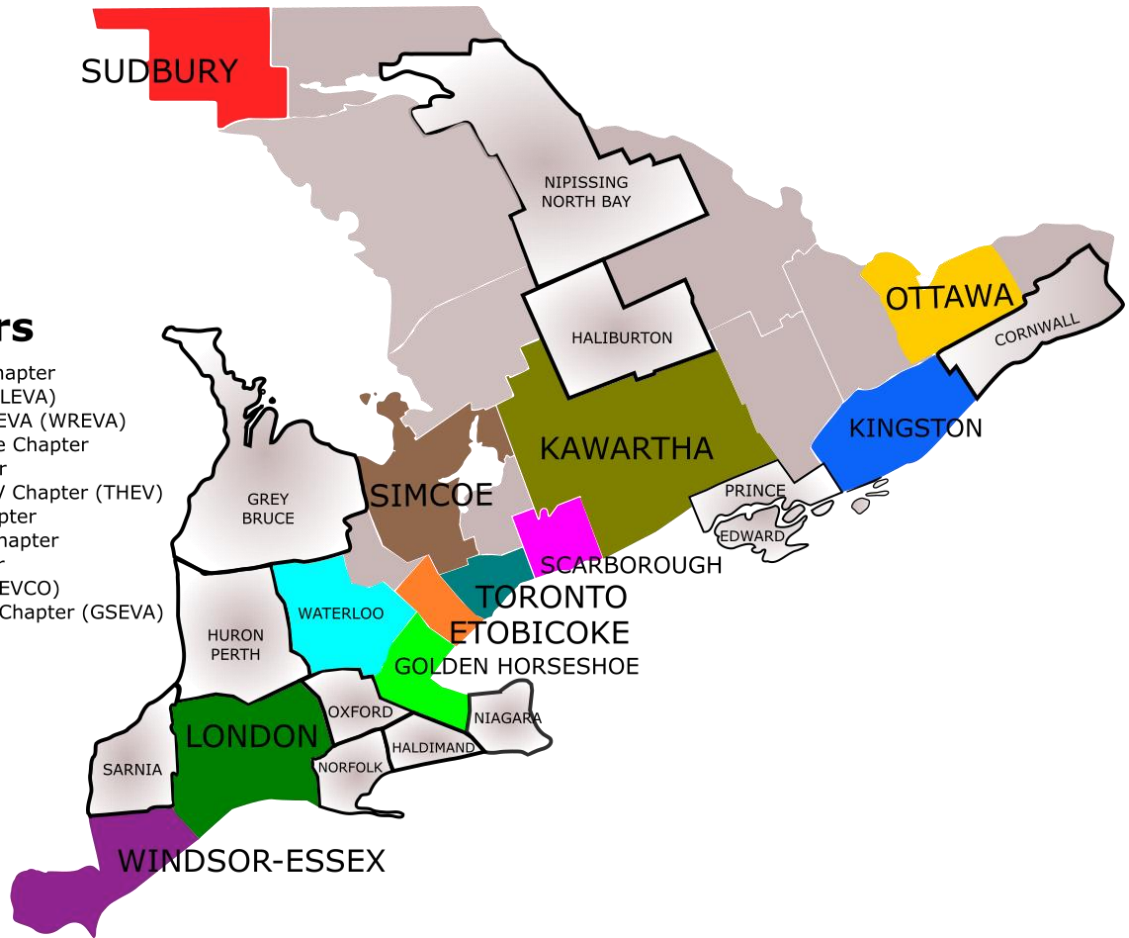


2019 onward will present many opportunities for EV Society to deliver value, experience, dedicated volunteers, and programs to Ontario to accelerate the drive towards electric mobility.

EV Society Chapter Map

EVS Chapters

- EVS - Windsor-Essex Chapter
- EVS - London Chapter (LEVA)
- EVS - Waterloo Region EVA (WREVA)
- EVS - Golden Horseshoe Chapter
- EVS - Etobicoke Chapter
- EVS - Toronto Hybrid EV Chapter (THEV)
- EVS - Scarborough Chapter
- EVS - Simcoe County Chapter
- EVS - Kawartha Chapter
- EVS - Ottawa Chapter (EVCO)
- EVS - Greater Sudbury Chapter (GSEVA)
- EVS - Kingston Chapter



Electric Vehicle Society

Web: EVSociety.ca
Facebook: [@EVSociety](https://www.facebook.com/EVSociety)
Twitter: [@EVSociety](https://twitter.com/EVSociety)

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