

ELECTRIC VEHICLE SOCIETY

—
2020 ANNUAL REPORT



WELCOME

Annual Report 2020

We've been advocating the advantages of electric cars since 1994. **You could say we're passionate.**



● TABLE OF CONTENTS

Placeholder for the table of contents, consisting of ten horizontal bars.

Overview EV SOCIETY

We are a not-for-profit organisation comprised of electric vehicle owners and enthusiasts who advocate for electric mobility.

EV Society was founded in 1994, when all electric cars were hand-crafted one-off conversions. Now we help to increase EV adoption through education, advocacy, meetings, events, and partnerships.

VISION

A world where everyone's journey is safe, clean, and fun.

MISSION

To utilise the expertise of electric vehicle owners and enthusiasts to help Canadians transition to electric transportation through education and advocacy.

VALUES

We value Integrity, Diversity and Passion. Our message must be delivered with optimism, enthusiasm, and honesty. The merits of electric vehicles sell themselves once understood, and do not require high-pressure sales techniques.

TEAMWORK

Through collaboration we will band together to help inspire and educate our community on the benefits of electric mobility. Together we are greater than the sum of our parts!

● MESSAGE FROM THE PRESIDENT

2020 has been a year like no other.

We have made tremendous strides in the face of extraordinarily complex challenges. Our success is the result of the dedication, commitment, and passion of the many volunteers who drive our electric vehicle mandate forward, tirelessly influencing policy, charging infrastructure, and education. I am honoured and grateful to serve as President and want to say thank-you for another year riding this path together.

We have clearly reached the critical mass with our knowledge, expertise, and outreach and have come to be known as a leading authority on all things EV. Our membership profiles have changed and will continue to evolve to reflect the demographic of Canadians more accurately, with a focus on inclusivity and outreach to engage a more diverse community of electric vehicle drivers.

While emissions globally were reduced this past year with fewer drivers commuting, there was a similar drop in electric vehicles being purchased. However, in terms of overall market share electric vehicles continued to grow. We look ahead with encouragement to 2021.



The document you are reading is a report on the progress of a movement, and the outcomes that have been made possible by the hard work of committed volunteers whose contributions – large and small – have combined to make an impactful and permanent step forward on the path to electrification. I hope you enjoy reading it and will continue to work with us in 2021 as we push further forward on the **transition to EVs!**

Wilf Steimle
President, Electric Vehicle Society

● EV SOCIETY GOVERNANCE



A Statement on EV Society Governance

Our **Board of Directors and Officers** are all dedicated volunteers and continuously strive to run EV Society in a way that is true to our values, exhibits transparency, and is in the best interest of our members. We have monthly board meetings and follow our established policies and bylaws. Our Directors serve two year terms and we have an established election process to allow members to elect (or re-elect) Directors.

Our **Committees** are how we get things done. Each committee is headed by a Board member or executive officer and consists of member volunteers, often organised into sub-committees. EV Society is blessed with a diverse pool of volunteers with a range of skill sets that we leverage in our committees as much as possible. EV Society exists because of our volunteers and we thank everyone who has helped progress our mission!

● 2020 HOWARD HUTT AWARD

THE RECIPIENT IS...

NINO DI CARA

Electric Vehicle Society established the “Howard Hutt Award for Excellence in the Advancement of Electric Transportation” as a way to recognise individuals or organisations who have engaged in outstanding efforts towards the advancement of electric transportation in Canada.

We are excited to announce the 2020 recipient of the award as Nino Di Cara, Founder & President of Electric Autonomy Canada. We honour him for his tireless and outstanding work in communicating Canadian electric vehicle related news and information in an accurate, unbiased, and relatable way.



Nino joined EV Society in early 2018, prior to owning his first EV (a situation he quickly resolved). He was passionate about the value and societal benefits of electric vehicles and wanted to do whatever he could to advance the cause. With a strong leadership background in marketing and publishing, Nino actively helped EV Society with its efforts and generously donated his skills and time to numerous committees.

His work outside EV Society has contributed significantly toward Canadian EV adoption and awareness. Launched by Nino in May 2019, Electric Autonomy Canada has quickly become a must-read for federal, provincial and municipal policy makers, OEMs, charging infrastructure providers, fleet managers, utilities, EV society members, and others in the Canadian EV ecosystem. Readership of Electric Autonomy now tops 35,000 users and over 100,000 page views per month.

Nino is increasingly being called upon to moderate industry panels, and interviews with national and local media to speak about EVs and important news of the day. Electric Autonomy Canada hosts regular webinars on important industry topics and has strong followings on LinkedIn and Twitter.

All this is quite an achievement in under two years; EV Society thanks Nino for his efforts and is proud to present the 2020 Howard Hutt award to him this year!

● REGIONAL SPOTLIGHT



Manitoba EV Association

In 2020, ManitobaEV proudly celebrated its ten year anniversary by eagerly engaging the public via Zoom. Meetings featured some special guests, including a team of innovative Carleton University Industrial Design students, winners of Project Arrow, the Auto Parts Manufacturers Association of Canada EV design competition; EV charging network pioneer Kent Rathwell, CEO of Sun Country Highway; and EV enthusiast Earl Martin. He debuted a heartwarming video of his drive in a Tesla Model 3 from bitterly cold, snowy Winnipeg to the SpaceX headquarters in balmy Hawthorne, California, and back home to Winterpeg (sic).

ManitobaEV members love to talk about EVs, but there is never enough time during the monthly general meetings. So, in 2020, members enthusiastically scheduled meetings exclusively for that purpose. EV Talk, the Association’s new, monthly, online get-together, is immensely popular.

In addition to hosting its own meetings online, in 2020 ManitobaEV was pleased to begin hosting the monthly meetings of the Manitoba Sustainable Energy Association (ManSEA) via Zoom.

One year ago, ManitobaEV members spoke with Manitoba’s mayors and economic development officers, explaining the need for EV fast chargers throughout the province and the benefits they could bring to host communities. Therefore, in summer, Association members were very pleased when the City Councils of Dauphin and Thompson voted to partner with federal and provincial governments to facilitate the installation of fast chargers in their respective communities.

-30 temps? No problem for ManitobaEV member Earl Martin. The 180 km round trip between Earl's Winnipeg home and his ice fishing hut on Lake Winnipeg is cheap, comfy and quick in his Model 3.



Since then, a fast charger has opened in Dauphin and a fast charger is expected to open, before long, in Thompson, this province’s northernmost city. Also, with ManitobaEV support, Eco-West is helping sixty municipalities apply for funding to acquire less expensive, destination chargers.

In 2020, ManitobaEV members embraced the future by incorporating as a non-profit organisation and by proudly adopting a new, distinctly Manitoba logo. From high school students to seniors, throughout this province, men and women of the Association have driven plug-in electric vehicles happily for more than ten years. Such experience proves that, despite its exhausting history, the future of transportation is clearly electric and in the true north members of the Manitoba EV Association are already leading the way!

REGIONAL SPOTLIGHT



EV Society - Caledon Chapter

2020 brought the formation of new EV Society chapters including one based in Caledon, ON. Founded by EV Society Member and Chapter Lead Kenneth Bokor, the Caledon Chapter held its first meeting in January of 2020 and over 25 people were in attendance. Caledon, Brampton, and the surrounding areas are prime to have representation from EV Society in this area, as the need to educate and foster interest in electric vehicles grows.

What makes the Caledon Chapter special, to start, is its partnership with the Town of Caledon. Kenneth worked with local Town Councillors and staff to get the Caledon Chapter endorsed officially by the Town, which then opens avenues of partnership between them. This also allowed the Chapter to get their meeting space provided by the Town and local Ward 2 Regional Councillor.

The Chapter held three meetings before the pandemic lockdowns and restrictions forced membership to conduct future meetings virtually, many in partnership with the Mississauga and Scarborough Chapters. Within this short time of activity, the Chapter had already booked some public facing events including Inglewood's Ecofest and Caledon's Caledon Day Festival. The Caledon chapter was even featured in the local Caledon newspaper!

Since all these events were cancelled, the Chapter took to providing information on EV Society and the EV marketplace by participating in Earth Week activities with the Town of Caledon.

Kenneth, along with representatives from other local Caledon groups, gave talks via Zoom to the Town of Mono during an environment-themed Town Hall Meeting.

The Caledon Chapter saw the previous work of lead Kenneth pay off in the opening of the new Level 2 Charging Hub at the new Community Centre in the fall of 2020. Kenneth had lobbied the Town of Caledon for some time, as well as had participated in Climate Action Change Workshops, with one idea of bringing more EV charging to the area. This new charging hub consists of 8 ChargePoint Level 2 chargers, which is more than were anticipated. This new Community Centre will be the permanent home for future meetings and events, once the Pandemic restrictions are lifted and the chapter can get back to in-person meetings and public outreach activities.



Kenneth Bokor performing the ceremonial "first charge" with representatives from the Town of Caledon, Region of Peel, City of Mississauga, Toronto Region Conservation Authority, and Credit Valley Conservation Authority. These organisations were partners in submitting a group application for Natural Resources Canada's EV charging infrastructure funding.

REGIONAL SPOTLIGHT



Québec Electric Vehicle Association/ Association des Véhicules Électriques du Québec

Since 2013, members of the Association des Véhicules Électriques du Québec (AVÉQ) have been answering questions, sharing expert opinions, offering test drives, and even providing EV shuttle services at a wide variety of public events across the province for large numbers of curious and interested visitors. 2020 was no exception.

At the beginning of February, the organisation participated in the Saguenay en Neige event where their strategically-placed exhibit attracted well over 100 curious attendees whose EV questions were answered by knowledgeable volunteers. Many more public activities were planned for the rest of the year as well. Then March intervened.



AVÉQ volunteer at the 2020 Saguenay en Neige

The organisation immediately changed course, quickly developing a program of virtual events, designed to target a wide audience of Québécois who were not already EV enthusiasts and experts. Tables and tents gave way to online "virtual kiosks" to respond to participants' questions.

The webinar series covered a broad selection of EV topics including long-distance travel, winter driving, affordable used EVs for prospective owners at every income level, cost of ownership, and more. The virtual kiosks were designed to attract a broad spectrum of attendees to a space where everyone could confidently and comfortably ask EV questions and get useful answers from a diverse panel of experts.

Throughout the year, AVÉQ continued to provide information, commentary, and advice to every level of government throughout the province on topics that included stringent ZEV mandates, charging policy, on-street charging, multi-unit residential building (MURB) EV infrastructure requirements, and many other issues critical to the successful widespread adoption of EVs.

An essential part of AVÉQ's mission is education. Toward that end, the group regularly provides key electric vehicle information and commentary to journalists. The group also disseminates information by publishing daily EV news updates and has become the main French-language source for EV-related information in Canada.

AVÉQ's response to the unprecedented problems created by the COVID-19 pandemic is an excellent example of how dedicated people can turn challenges into opportunities for success.

● **BIRTH OF A WEBINAR**
CANADA TALKS ELECTRIC CARS

2020 SPEAKERS



**2020 WAS A YEAR OF DISTANCE.
 BUT WE CAME TOGETHER.**

Under "normal" circumstances, the EV community can be found leading Ride & Drive events and holding educational meet-ups. In March 2020, when the COVID-19 pandemic put a pause on in-person gatherings, the EV Society directors decided to bring EV education online, available and relevant nationally to Canadians from coast to coast to coast. With support from EV Society volunteers, Tim Burrows, Mississauga Chapter Lead, created a monthly virtual webinar series called Canada Talks Electric Cars. The series covers important EV topics in Canada such as Charging, Batteries, Climate, Grid, Policy, Manufacturing, and Education.

1,600 WEBINAR REGISTRATIONS
1,500 YOUTUBE VIEWS

2020 Speaker Calendar

March	Peter Hatges, KPMG
April	Suzanne Goldberg, ChargePoint
June	Matt Stevens, GeoTab
July	Joyce Lee & Jeremy Theale, North York General Hospital
August	Charlotte Argue, GeoTab
September	Jeff Turner, Dunsky
October	Mark Marmer, Signature Electric
November	Cara Clairman, Plug N' Drive
December	Colin Dhillon, APMA



Watch on YouTube!

● **MEMBER & VOLUNTEER**
PROFILES

Maria Foster
 Vancouver EV Association

When my husband died, I didn't think I'd be able to purchase an EV. I speak four languages; I don't speak EV. I got into my first EV when I attended my first meeting with the Vancouver EV Association (VEVA) and the members put me into three different EVs. I asked questions, attended local and national webinars, asked members what they liked and didn't like about their EVs, and kept notes on major upgrades. VEVA gave me sales contacts at each of the dealerships, test drove cars with me, sent me links to cars, coached me in negotiating the out-the-door car price, and guided me through the Scrap-It Rebate Program in BC. Three members joined me when I took my 2002 Honda Civic sedan to the scrap yard; one member even picked me up and took me to the insurance broker because I didn't have the original documents for the car. Whoo-hoo! I traded in a 2008 Honda Fit for \$4,000 and got a \$3000 rebate for my 2002 Honda Civic for a combined savings of \$7000. I purchased an immaculate pre-owned 2016 Kia Soul EV with 37,000 km for such a phenomenal price at the dealership that it requested that I not disclose what I paid for it. I now speak EV and I know what a heat pump is. I now have the knowledge and skills to be able to purchase an EV and help others do so, too. NOW...THAT'S AMORE!



Maria and her Kia Soul EV

MEMBER & VOLUNTEER PROFILES

Sylvia Dolson Sunshine Coast EV Association

After getting past the puzzle of the door handle, my neighbour jumped into the passenger seat. She looked oddly elated. She said, "Oh my, the seat is sooo comfortable! I just love this dashboard and the simplicity of it. This is a really nice car." I thought, this IS a damn nice car; probably the coolest car I've ever owned. There are so many things I love about my Tesla Model Y. I love plugging into my home charger and avoiding gas stations. I love sitting in the ferry lineup with my heat on in the winter, not disturbing anybody else with fumes. I love travelling on the ferry watching Netflix (and with climate control on).

At first, I admit, I did have range anxiety, but after making several long-distance trips, I realized it's nothing of concern at all. Well, so long as you're not travelling into the far North. I chose the Tesla Model Y so that I could fit my dog in her crate in the back. It was super important to me to ensure her safety.

Getting back to my neighbour...a kilometre or two later, after inspecting all the details in the front of the car, she asked, "Is there anything you don't like about this car?" I replied, and I had to pause, "Huh, nothing actually comes to mind." A short while later I did remember one thing that I didn't like that much. I would've liked more ground clearance on the car. I previously owned a Subaru Forester and I could take that car anywhere. However, my off-road days are fewer and further between, and I love driving Tina the Tesla on the highway.



Sylvia, her pup, and her Model Y

Even when she screams at me that I'm going too fast. You see, when you have an electric car, it's hard to hear the engine revving up, and it sounds the same whether you're going 50 km/h or whether you're going 110 km/h.

So now, I have set a warning to let me know when I'm going beyond the speed limit. Ha! Oh, and one more thing...what I really, really love is that the software constantly updates itself. So in 10 years, I will still have brand new technology. Gotta love that! Thanks, Elon, for your progressive thinking that is way outside the box! I love my Tesla."

CHARGING INFRASTRUCTURE



Devin Arthur's Chevrolet Bolt charging at Ivy's DCFC in Sudbury, ON

The past year has seen a significant growth in DC fast charging (DCFC) stations across Canada. The Ivy network, which is a joint venture of Hydro One and Ontario Power Generation (OPG), started with one DCFC in 2019 and grew to over 20 DCFC locations in 2020. Notably, the majority of Ivy's growth has been in remote areas of Northern Ontario not previously served by other networks. This is a significant development in DCFC rollout that will allow EV drivers in, and traveling to, remote areas to be more mobile. Even though these stations may be lightly used compared to more populated areas, they are important to inspire confidence in the transition to EVs.

Newfoundland now has its first DCFC, owned and operated by Newfoundland and Labrador Hydro and located in Holyrood. This is now Canada's most easterly DCFC. The Holyrood DCFC is the first in a network of DC fast chargers will be built at strategic points linking the east and west coasts of the island. The other locations are expected to come online in early 2021.

● CHARGING INFRASTRUCTURE

At the northern extreme of the country, Yukon had two new DCFCs installed in 2020. One of these stations, operated on the FLO network, was installed in Haines Junction. This is now the most westerly and northerly DCFC in Canada.

Earth Day Canada, a Montreal-based, national environmental non-profit organisation, has announced the launch of an electric vehicle fast-charging network across Québec and New Brunswick called EcoCharge. The first station was installed in Québec in 2020 with plans for expansion in 2021 and beyond.



Jon Seary, co-founder of Drive Electric NL & Jennifer Williams, President of NL Hydro, at the fast charger in Holyrood, Newfoundland

EcoCharge is unique among charging networks in Canada as it is the only network run and financed by a non-profit organisation that offers to donate a portion of charging proceeds to charity. This is an interesting concept, and one that hopefully catches on.

On the back of significant work on DCFCs in Norway, the Québec-based chain of Circle K convenience stores has announced that it will expand its DCFC network to Canada. Combined with Petro-Canada's efforts along the Trans-Canada highway in 2019 and Shell/Greenlots announcement of a massive expansion effort in the coming years, it shows a significant investment by traditionally fossil fuel dominated companies towards a transition to sustainable transportation.

Province	# of Level 2 charging stations	# of DCFC (Level 3) charging stations	Total # of charging stations
BC	2,300	411	2,711
YT	2	5	7
AB	481	111	592
SK	97	48	145
MB	75	37	112
ON	4,057	915	4,972
QC	5,735	691	6,426
NB	170	85	255
NS	191	36	227
PE	61	9	70
NL	101	1	102
CANADA	13,270	2,349	15,619

Statistics courtesy of ChargeHub

● GOVERNMENT RELATIONS

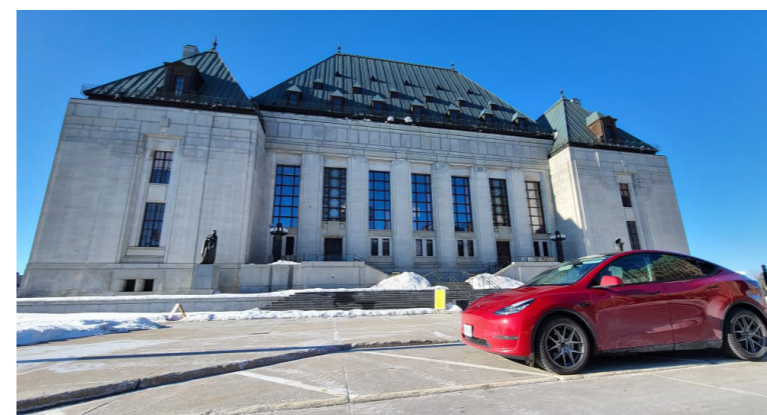
This was a precedent-setting year for our committee's Government Relations efforts to accelerate the adoption of EVs across the country.

Our committee consists of thirty-two members representing EV owners from across the country. Thanks to the dedication of our volunteers, this year we ran a number of campaigns to support a national EV Policy. Our committee members participated in stakeholder sessions and met with government officials on topics such as the Federal Climate Plan, GHG Emission Standards, Measurement Canada Policy, and the Fall Economic Statement. Our most successful government relations campaign this year centred on the Clean Fuel Standard (CFS).

Clean Fuel Standard

The CFS is one of the most effective policies proposed by the federal government to reduce greenhouse gas emissions. EV Society has been involved in shaping the policy since 2016 when we ran a communication campaign to support electricity and electric vehicles as components of the CFS framework.

This year, EV Society critically engaged our members once again when the federal government released the CFS regulations. We had a number of concerns with the draft of the proposed regulations and developed a campaign around critical components that, if left unchanged, would diminish the importance of Electric Vehicles in the policy. We identified three main shortcomings of the CFS: 80% of EV charging sessions would not be eligible to generate credits; a proposed phase out of credits for residential charging beginning in 2027; and EV education and promotion were eligible activities for revenue recycling.

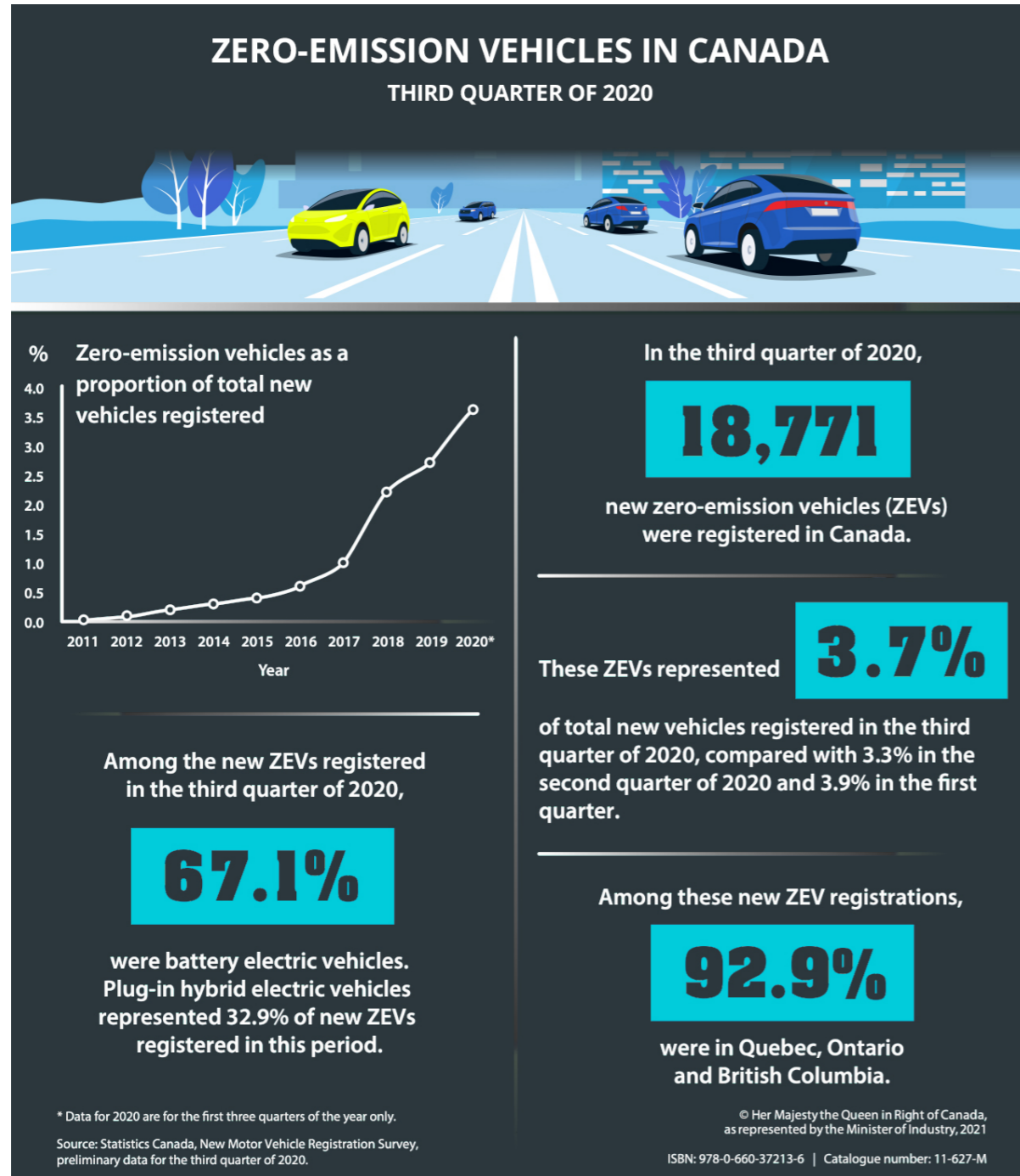


Electric Vehicle Council of Ottawa member in front of the Supreme Court of Canada

In response, EV Society launched social media and letter writing campaigns to promote changes to the CFS that will help drive EV adoption. Our efforts included direct meetings with the Environment Climate Change Canada staff, preparing briefs for the Minister's office, and participating in stakeholder sessions. Our campaign inspired over 3,000 EV owners to write to the Federal Government in support of these changes.

The campaign was a success! At the time this report was published, the CFS regulations have not been finalised, however, we have seen positive changes in the draft regulations reflecting the efforts of the Government Relation Committee on this issue.

● EV SALES IN CANADA BY THE NUMBERS



● CANADIAN EV INDUSTRY TOP NEWS OF 2020

JANUARY

- BYD ships 1st electric buses from Newmarket, ON plant to be delivered to Québec

MARCH

- Government of Canada announces 100% federal tax break for off-road EV purchases

JULY

- Alberta's lithium-laced oil fields can fuel the electric vehicle revolution
- BC rolls out new rules to meet 100% electric vehicle target by 2040

SEPTEMBER

- Ford Motor Company receives government investment to convert Oakville, ON plant to EV production

OCTOBER

- Fiat Chrysler (now Stellantis) secures \$1.5 billion electric vehicle investment in Windsor, ON Assembly plant

NOVEMBER

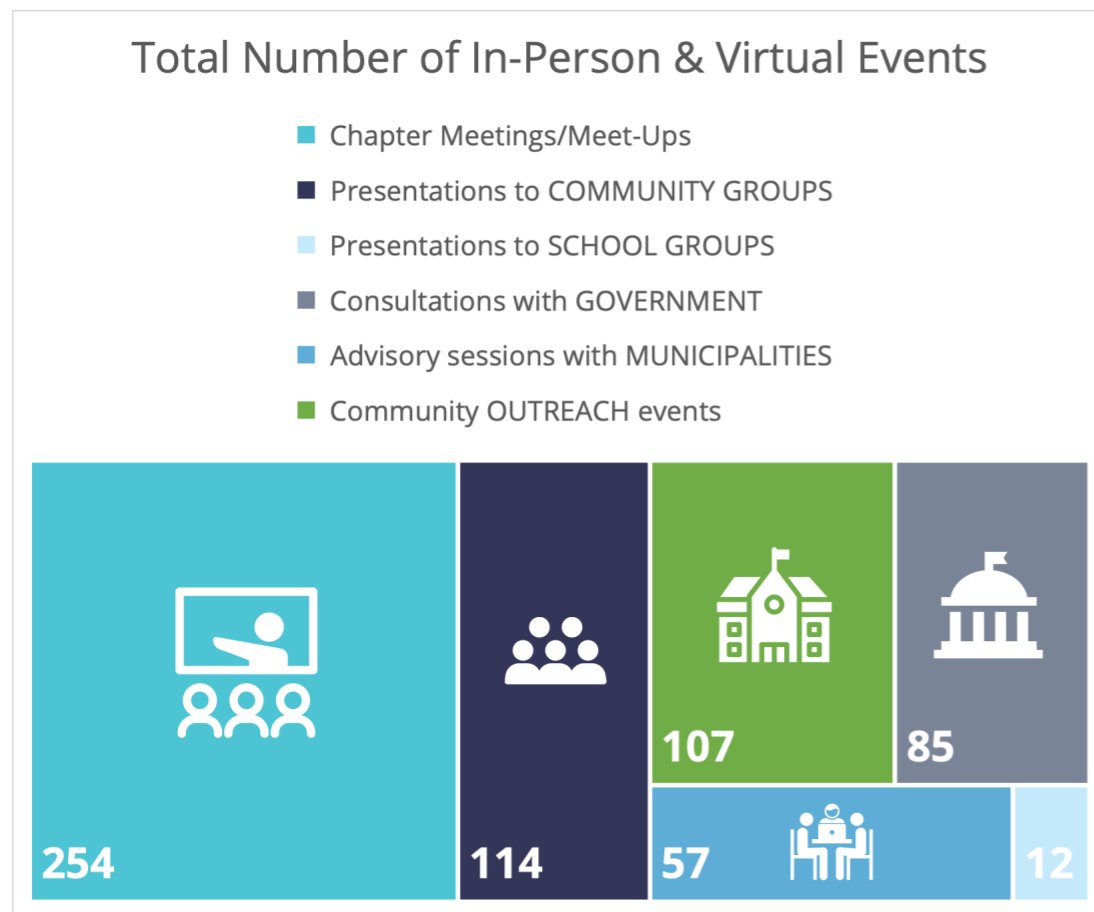
- Québec's Lion Electric to list on NYSE with \$1.9 billion IPO
- New gas vehicle sales banned in Québec starting in 2035
- Québec leads the country with nearly 100,000 new EVs on the road

DECEMBER

- Newfoundland's first DCFC comes online in Holyrood
- Canadian EV sales grew in 2020 (+2.7% YoY) despite decline in overall auto sales (-19.7%)

● NATIONAL IMPACT SURVEY

Every year, the EV Society Annual Report committee surveys the growing number of chapter leads across the country to gauge impact and develop insights on the effectiveness of EV Society initiatives. The leaders of our 27 chapters and affiliates across the country are the front line regional leaders that we count on for rallying members on various government relations and outreach and education initiatives. Despite the challenges of COVID-19 there was tremendous year over year growth in the number of EV Society chapters, members, and outreach activities.



● OUR MEMBERS THANK YOU

Thank you to our chapter leads, members, and volunteers for their tireless efforts in spreading EV Society's message!

British Columbia

Vancouver EV Association
Victoria EV Association
Sunshine Coast EV Association
Comox Valley AV Association
Salt Spring Island EV Group
Prince George EV Association

Alberta

EV Association of Alberta

Saskatchewan

SaskEV
Saskatchewan EV Association

Manitoba

Manitoba EV Association

Ontario

EV Society with chapters in:
Aurora, Barrie-Orillia,
Caledon, Golden Horseshoe,
Greater Sudbury, London,
Kawartha, Mississauga,
Northumberland, Ottawa,
Scarborough, Windsor-Essex,
Waterloo Region

Québec

Association des Véhicules
Électriques du Québec

Newfoundland & Labrador

Drive Electric NL

New Brunswick

New Brunswick EV Owners

Prince Edward Island

PEI EV Association

Atlantic Canada

EV Association of Atlantic
Canada

CORPORATE MEMBERS

AK Motor International Corporation
Allandale Technologies
Clean Foundation
Electric Vehicle Network Inc.
EV Revolution Show
Fearless Charge and Power Company
Frontier Lithium
Inmotive
JML Electric Inc.
Luta App

Martin Counselling and Mediation Inc
Signature Electric Ltd.
Spark Charging Solutions Inc.
Steele Auto Group
SWTCH Energy Inc.
Torque
Troy EV Consulting
Up Marketing
Xergy Energy
Yet-E-Boot



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THANK YOU

evsociety.ca

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