

ELECTRIC VEHICLE SOCIETY

2023 ANNUAL REPORT



WELCOME

Annual Report 2023

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



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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 INTERIM
PRESIDENT

2023 marked a year of significant change for Electric Vehicle Society at the board level, providing an opportunity to explore new approaches in our vision to help shape a world where everyone’s journey is safe, clean and fun.

We can be proud of the many EVS members, affiliates and volunteers across Canada who stepped up to engage in creative ways to share the benefits of electrification. They did this even though we experienced lingering effects from Covid, with in-person meetings and events only gradually returning to previous levels of participation.



Nevertheless, EV sales in Canada accounted for 12% of new car sales by year end, a stunning number that surely foretells the future of electrification. Despite this growth in Canada, EV adoption faced increasing politicization and misinformation. Furthermore, a large segment of Canadians remain unaware of the many benefits to zero emission vehicle ownership. EVS members have continued to meet these challenges and have been relentless in their efforts to share positive facts about, and personal experiences with, EVs. Further progress is needed however and much remains to be done.

Looking ahead, your board is committed to help strengthen, support and grow EVS membership across Canada. EV Society members play an important part and should be proud of the work they do in helping us move to a cleaner and sustainable future of transportation.

We look forward to another year of strong EV adoption in Canada and will work hard to help our members in their efforts to facilitate this essential transition. Let’s all take up the challenge and ensure that each of us continues to do our part to enable a clean and sustainable future.

Sincerely,

Tim Burrows
Interim 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!

● 2023 HOWARD HUTT AWARD

THE RECIPIENT IS...



● REGIONAL

SPOTLIGHT



WILF STEIMLE

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

We are excited to announce Wilf Steimle as the recipient of the 5th Annual Howard Hutt Award. Wilf is recognized for his long-standing commitment to the promotion of electric vehicles and renewable energy as well as his dedication as the past President of EV Society.

Wilf is a seasoned entrepreneur and passionate advocate for sustainable energy solutions. With a career spanning over four decades, Wilf has made significant contributions to the high-tech industry and emerged as a leading figure in the promotion of electric vehicles (EVs) and renewable energy initiatives.

In 1983, Wilf founded a pioneering high-tech company and served as its president until 2014. After selling his shares in the company, he redirected his focus towards his fervent interest in sustainable energy. Recognizing the urgency of climate change, Wilf embarked on a mission to reduce carbon emissions and enhance environmental sustainability.

In 2015, Wilf completed Al Gore’s Climate Reality training, igniting his commitment to combating climate change. Eager to lead by example, he transitioned to an off-grid lifestyle powered by renewable energy sources, embodying his dedication to achieving a zero-carbon footprint. Wilf also embraced electric mobility. He purchased his first electric vehicle and logged over 250,000 kilometers, demonstrating the practicality and efficiency of EVs.

Driven by his passion for environmental stewardship, Wilf embarked in his Tesla Model S on a coast-to-coast journey in 2016, spanning 14,000 kilometres, to unite and empower leaders of EV groups across the country. This initiative exemplified his commitment to fostering collaboration and accelerating the adoption of electric transportation.

In the same year, Wilf assumed the presidency of the Electric Vehicle Society (EVS), revitalizing the organization and spearheading initiatives to promote EV awareness and infrastructure development. Under his leadership from 2016 to 2022, EVS achieved significant milestones, including advocating for impactful policies at both provincial and federal levels.

Wilf’s dedication to advancing the EV movement extends beyond his role as President. He has actively contributed his expertise to various endeavors, from supporting EV charging infrastructure deployments to collaborating with governmental bodies on crucial policies such as the Canadian Clean Fuel Standard.

Known for his humility and collaborative spirit, Wilf consistently prioritizes the collective mission over personal recognition. He tirelessly mentors and empowers others within the EV community, leveraging his extensive network and knowledge to drive meaningful change.

Wilf’s commitment to sustainability extends beyond professional endeavors. He has demonstrated his dedication to renewable energy by integrating solar and wind power systems into his off-grid lifestyle, setting a compelling example for others to follow.

With a rich history of accomplishments and a steadfast commitment to environmental advocacy, Wilf Steimle continues to inspire and lead the charge towards a greener, more sustainable future.

EV Society thanks Wilf for his efforts and is proud to present the 5th Annual Howard Hutt Award to him this year!

Manitoba EV

We are farmers, living in a small rural community in southern Manitoba, 100 km from the nearest fast charging station, with winter temperatures hitting minus 30 on a regular basis, purchasing an EV should have been the furthest thing from my mind according to the naysayers. After a climate meeting where the local EV society presented and showcased their vehicles, I decided my next car was going to be an EV. Fast forward to today I have been driving my Mach E for 2 years and my husband and son added the F150 Lightning to the farm fleet last year.

The Lightning has been the biggest surprise with regards to its ability to haul heavy loads of fuel, fertilizer and seed with no loss of power. Range is reduced but distance between farms is short. Charging is done at home and at the farm while the guys are out working the fields. Perhaps the biggest plus has been its ability to power the house during a power outage. Last year in March our son’s hydro went out, thanks to the Lightning he was able to plug in all the necessary items to keep his house warm and running smoothly. After 7 hours of outage the Lightning had only used 11% of its battery.

As a member Manitoba EV my focus has been to show rural residents that EVs do work in rural areas. We regularly attend conventional car shows to connect with those folks who may not attend an EV event. Our job is to dispel some of the myths around EV’s and to engage skeptics in thoughtful conversations. We try not to sugarcoat their abilities, being truthful about the challenges we face while extolling their benefits is an important part of the way we hope to bring more people on board.



Photos of the Ford F-150 Lightning- Connie Blixhavin

● REGIONAL
SPOTLIGHT

EV Road Trip

EV Road Trip with Nicole and Richard Ivity

Richard and Nicole Ivity take on EV Misinformation throughout Canada with their 'Great Canadian EV Road Trip'

Since last May, Richard and Nicole Ivity have been traveling throughout Canada on a 1.5 year mission to prove that EVs can travel everywhere internal combustion vehicles can. This has led them to some pretty amazing places while meeting some great people throughout our country. It all started 4 years ago with the idea of being able to take their six years of EV charging infrastructure implementation experience coordinating large-scale charging projects in Western Canada and sharing it with Canadians across the country. But how? Where? For how long? With what Vehicle?

These were complicated questions to ask, yet after multiple years and project tweaks, numerous applications to the federal government for assistance (none of which were successful), and thousands of hours of research and conversations, they finally hit the road May 2023 in their newly acquired Rivian R1T 2023 Adventure model truck. Just getting the truck in and of itself was a saga that started with a deposit the week before their wedding in August 2021 and took them to California to knock on the door of Rivian's Venice Beach showroom, where they wouldn't leave without getting a name and an email of someone they could speak with directly about their plans on traversing the country.

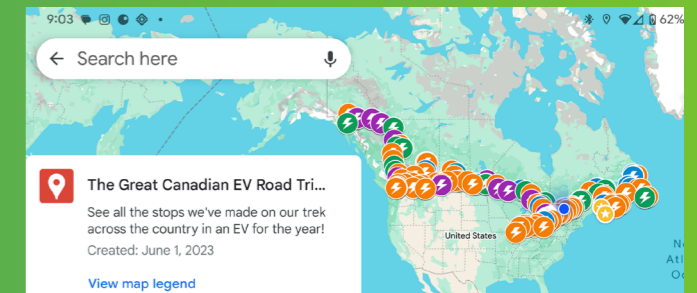


Richard and Nicole Ivity driving across Canada in their Rivian R1T



After crossing all 10 provinces and the Yukon, with a small stint to Red Bay Labrador and 40,000 KMs, they are now on their return journey back to the West Coast to participate in over 15 public facing events that they've been planning all year with various EV Associations across the country. Was it an easy trip? Not at all, but not for the reasons you might think. The infrastructure for EV charging was surprisingly robust throughout the country, and they have the data to prove it. Of course it took a lot of preparation, adaptors, and proactive trip planning to succeed without getting stranded anywhere, yet that would be true for a trip to this magnitude with a gas or diesel powered vehicle as well.

They plugged in wherever they could in true ABC fashion (Always Be Charging), with 260 logged charging sessions in 2023, and are already up to 120 in 2024. They plugged into public L2 chargers, DC FC chargers ranging from 24kw to 215kw/hour, airbnbs, hotels, motels, businesses, and some of their favorites, RV campgrounds! They were even able to acquire a dual-plug TT-30 charger to use at 2 different RV posts at the same time so that they could top up overnight using 2x 30amp plugs.



They spent the winter with their nose to the grindstone working on their charging implementations and shoring up details for the events they'll be collaborating in on their upcoming return journey to BC.

To follow along their journey or to get updates on their next events, check them out at:

- www.evroadtrip.ca
- On Facebook @evroadtrip
- On Instagram @evroadtrip.ca
- On YouTube @The Great Canadian EV Road Trip

REGIONAL SPOTLIGHT



SEVA

SEVA Partners with REV Auto, SaskPower and Wheaton Kia for National Drive Electric Week in Regina

On Sunday, September 24th SEVA hosted the 8th annual National Drive Electric Week event at the Conexus Arts Centre. With 30 electric vehicles on display and over a dozen vendors on location, they attracted several hundred people to the event. EV test rides available throughout the day and over 100 took part in the opportunity for a test ride in an EV.

On October 19th SEVA's Matt Pointer and William Ingenthron presented at the Building Owners and Managers Association luncheon speaking about the benefits of fleet electrification and opportunities within their existing business to switch to an electric vehicle.



The participants of the SEVA Drive Electric Week event



Building Owners and Managers Association luncheon

REGIONAL SPOTLIGHT



Electric Vehicle Council of Ottawa

The Electric Vehicle Council of Ottawa (EVCO) announced back in May 2022 the launch of their EV Experience outreach and education initiative along with partners EnviroCentre, Communauto, SMARTNet Alliance, the Ottawa Community Foundation, Hydro Ottawa, the City of Ottawa, and Natural Resources Canada.

Since the launch of EV Experience (EV-X), EVCO volunteers along with EnviroCentre staff have been offering hundreds of EV test drives in both personal vehicles and Communauto's fleet of five Kia Niro EVs. The organizations fleet and trailer travel to various events across the Greater Ottawa area offering EV education, mythbusting, answering EV-related questions and, of course, offering test EV drives!

Residents in the Ottawa area that are in the market for a new or used car and are curious about what the benefits of switching to an electric vehicle might be, should visit evexperience.ca to book a test drive! In addition to being at large community events across the region EV-X also runs regular Test-Drive Tuesday events providing even more opportunities for people to try out an EV.

The EV-X EVCO initiative also aims to address the problem that many dealers do not have electric vehicles available to test drive. The best way to learn about an EV is to experience it first-hand. That is why they partnered with EnviroCentre and others to bring test drives to the public.



EVCO's EV-VE outreach initiative

● REGIONAL
SPOTLIGHT



London Electric Vehicle Association (LEVA)

In April 2023, LEVA attended Earth Fest event where Tesla corporate supported the event by coming out to do test drives. London EV Charging Solutions came out as well to support LEVA chapter lead Greg Robinson and a crew of enthusiastic volunteers.

In August, LEVA supported the Touch a Truck event which was also huge success, with over 2,000 people visiting the park at Storybrook Gardens in London, ON. It was the busiest day of the year for Storybook to date. LEVA volunteers heard many compliments from families who were very excited to see all the different electric vehicles in the park. Several LEVA members brought out their cars including a Tesla Model S, Model Y, Model 3, BMW i3, Ford Lincoln, Cadillac, and Mercedes just to name a few.

“Getting out to these events to answer prospective EV buyer questions and concerns about EV technology is what our members love to do” explained Greg Robinson.



LEVA at the Earth Fest event

● NATIONAL WEBINAR SERIES
CANADA TALKS ELECTRIC CARS

2023 SPEAKERS



ANOTHER STANDOUT YEAR

In 2023, EV Society volunteers worked hard to bring quality educational content online via the popular webinar series, Canada Talks Electric Cars. The series covers important EV topics in Canada such as Charging, Batteries, Climate, Grid, Policy, Manufacturing, and Education. EVS would like to thank Tim Burrows, EVS Mississauga Chapter Lead, who makes the series come to life each month, and all the EVS volunteers supporting behind the scenes.

Tim reports 16,057 views in 2023, which is 91% more than 2022.



Miss an episode?
Watch on YouTube!

16K
YOUTUBE VIEWS

196.4K
IMPRESSIONS

2023 Speaker List

- Mike Wakeam, Strathroy Fire Department
- Raed Kadr, Ontario Vehicle Innovation Network (OVIN)
- Paul Martin, Spitfire Research
- Jeff Turner, Dunsky Energy
- Matthew Sachs, Peak Power
- Scott Sharabura, Parkland
- Dr. Jeff Dahn, Dalhousie University
- Francis De Broux, ChargeHub
- Russell Shepherd, Michelin Tires Canada
- Kristine D'Arbelles, CAA
- Michael Barnard, FIE The Future is Electric
- Dave Giles, PoweredEV Ltd

● CHARGING INFRASTRUCTURE

The big news in 2023 on the EV charging infrastructure front was the tidal wave of NACS. Tesla's North American Charging Standard (NACS) charging adaptor became an open source universally adopted charge port of choice by a rapid succession of EV automakers beginning with Ford Motor Company.

The EV owner community welcomed the sleek and ergonomic charging adaptor with open arms however charging manufacturers with tens of thousands of charge points already in the ground, faced tremendous challenges on how to handle supply chain and retrofitting concerns.

In addition to the NACS news, the media coverage of the charging infrastructure industry largely centred around reliability problems across virtually all charging networks nationwide.



Photo: Electrify Canada

On a positive note, many new and exciting charging designs were launched with the promise of faster, more reliable and quicker to deploy hardware and software solutions.

EV Charging Station Totals by Province			
	L2	DCFC	Total
Alberta	1435	329	1764
British Columbia	4533	1450	5983
Manitoba	389	128	517
New Brunswick	330	114	444
Newfoundland and Labrador	194	38	232
Northwest Territory	4	2	6
Nova Scotia	487	45	532
Ontario	9361	1762	11123
Prince Edward Island	353	24	377
Québec	9324	1691	11015
Saskatchewan	214	178	392
Yukon	11	19	30
CANADA	26635	5780	32415

Courtesy of Chargehub

● GOVERNMENT RELATIONS

In 2023, EV Society continued its efforts to speak on behalf of drivers across the country. From participating in government consultation groups, stakeholder meetings and writing letters to government agencies, EV Society continues to advocate on behalf of current and future EV owners across the country.

National ZEV Council

The transition to 100% sales of zero emissions is not an easy task. The government of Canada has launched the ZEV council, which brings together industry, government, and other organizations to help ensure there is an equitable transition for everyone from all walks of life in Canada. Participating as a key stakeholder, EV Society has a voice in many aspects of the ZEV council from affordability to consumer education and outreach.

Municipal involvement

Continuing once again for 2023, one of the ways any EV driver can help spur change is by speaking with local councilors or the municipal government. Local chapters have been engaging in this activity across Canada with some great results. This includes adjusting local bylaws and helping create EV friendly parking spaces or advocating for the inclusion of BEV in fleet vehicles, EV Society has been busy behind the scenes across Canada.

Other initiatives

EV Society continually monitors the political climate for opportunities to help, including by sitting on industry association government relations committees such as Electric Mobility Canada's, who have been successful in meeting ministers and other government officials.

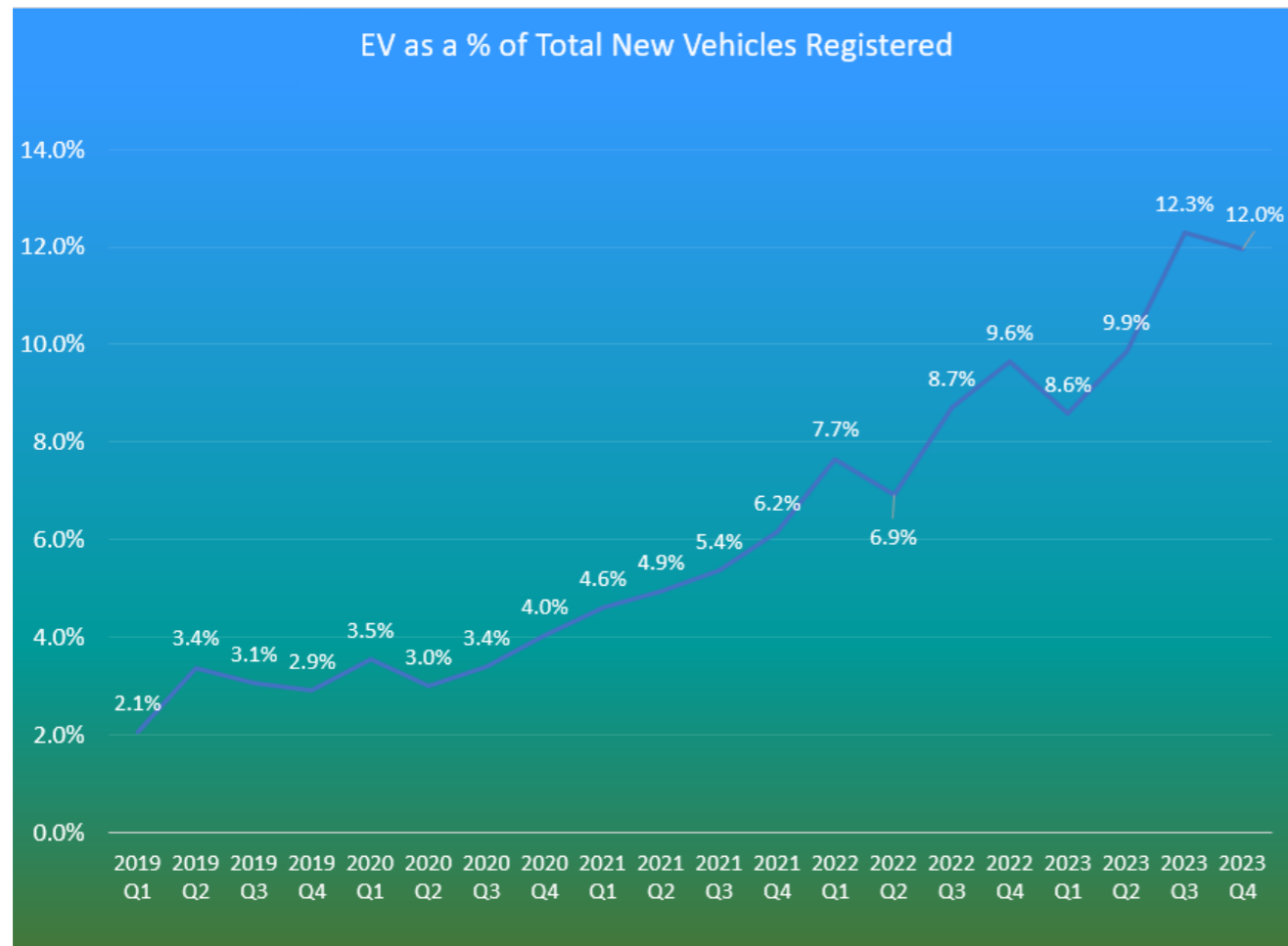
EV Society provides a consumer voice to these committees which is imperative to ensure that Canadian drivers and their concerns are heard.

Our members are also actively engaging with local members of government of all levels and industry partners to ensure consumers who will or are driving EVs are represented.

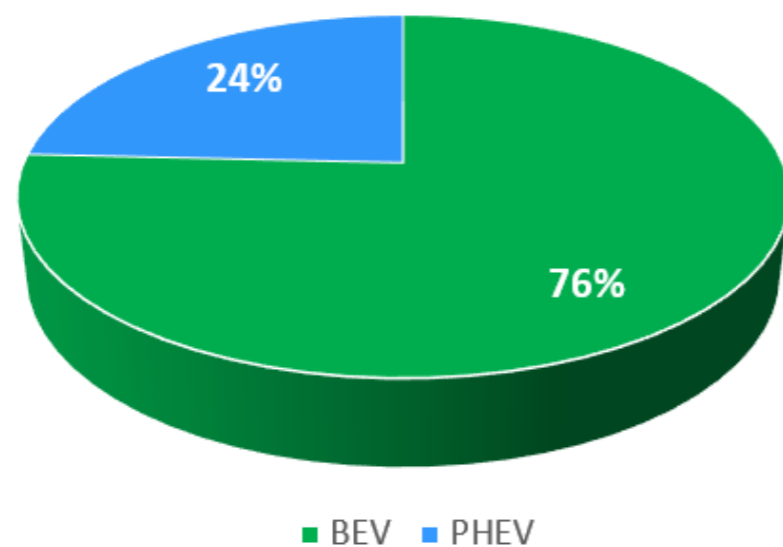


Image courtesy Natrural Resources Canada

● EV SALES IN CANADA BY THE NUMBERS



EV Share in 2023 (to Q4)

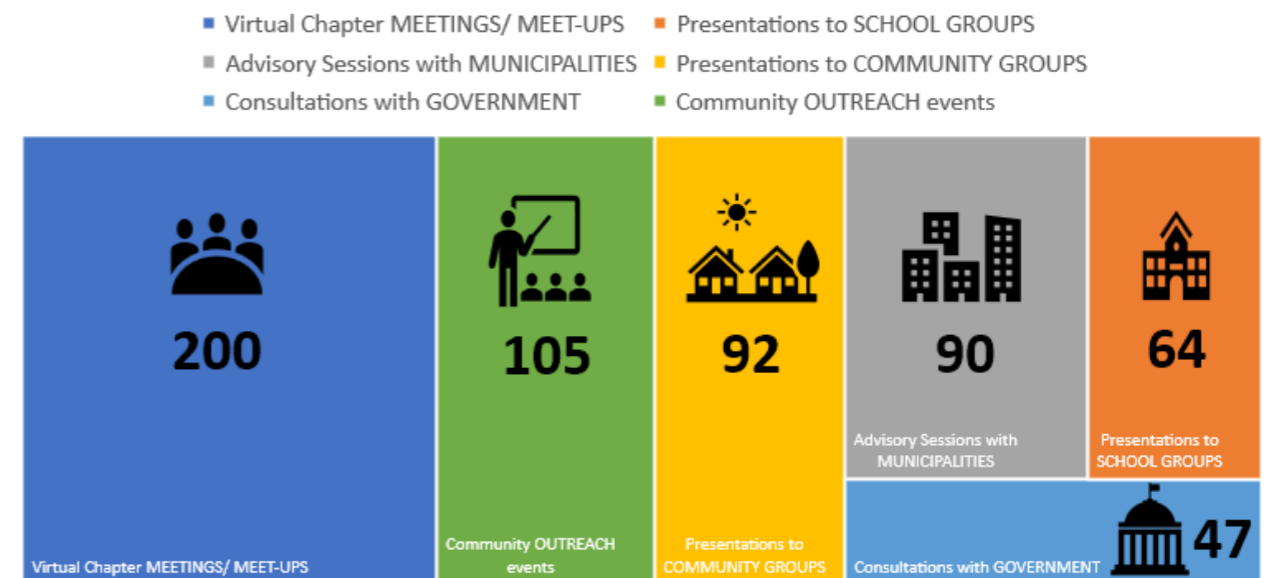


● NATIONAL IMPACT SURVEY

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.

Total Number of In-Person & Virtual Events 2023



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

2023 CORPORATE MEMBERS

Arcpoint Connect
AK Motor International Corporation
CenturyAuto.ca
Data Pyramid Inc.
Electric Autonomy Canada
Electric Vehicle Network Inc
Elunity Inc
EV Connect Canada
Frontier Lithium
I-Charge Solutions Canada Ltd.
Kannex Media
Lakeland Holding Ltd.
Land Ark Homes Watercolour Westport

Northern Electric Vehicle Experience You Tube
Podcast
Outlook Promotions Inc.
Parkland Corporation
Signature Electric Ltd.
Soneil Spark
Steele Auto Group
Taurean EV Charging Solutions Inc.
Up Marketing
Wieser Electric Ltd.
Xergy Energy
Yet-E-Boot Chargeport protectors

"The EV Society is proud to announce that after a longstanding relationship and a thorough Board of Directors review process, that a new expanded major sponsorship relationship has been established between the EV Society and Duliban Insurance Brokers. Further details on how this exciting partnership will impact the EV Society and its members will be coming soon."



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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.

Special thanks to the Annual report committee member and contributors!



THANK YOU

evsociety.ca

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