





Electric Vehicle Council of Ottawa

March 28, 2022

Electric Vehicle Council of Ottawa Monthly Meeting

# Agenda

- ▶ Concierge Project Update
- ▶ EnviroCentre – training – soft skills
- ▶ EV News
- ▶ Past and Future Events
- ▶ Roundtable

# Concierge Project with EnviroCentre



# We have a NEW name!

- ▶ Go-EV was used by another NRCan funded project
- ▶ evXvé
  - ▶ EV Experience/Expérience VÉ

envirocentre

# EV Experience

Project Background and Outreach  
Training

Monday, March 28, 2022

# Our Mission

EnviroCentre's mission is to provide people, communities and organizations with practical solutions to lighten their environmental impact in lasting ways.

# Our Vision

Dramatic reductions in greenhouse gas emissions are achieved through inspired environmental action and positive change.



# EnviroCentre Transportation Programs

- EV Experience
- Drive Green Ottawa (EnviroCentre with sponsorship from the City of Ottawa and others)
- TravelWise (City of Ottawa program)
- Active transportation programs



# Project background

## The Need

- City of Ottawa projects that 90% of new vehicles sold must be zero-emission vehicles (ZEVs) by 2030, and 100% by 2040
- Only 2.6% of vehicles sold in Ottawa are ZEVs
- Ottawa's transportation GHG emissions need to reduce by 29.9% by 2030 (36.7% by 2050)
- Major obstacles to EV adoption:
  - Lack of experience and familiarity
  - Misconceptions
  - Lack of opportunities to test drive

- The world currently has 1,446,000,000 vehicles.
- There are 79 cars for every 100 Canadians.
- Some trips can simply not be done with active transportation, and we need to support viable, sustainable alternatives to meet our climate objectives.



## Rationale

- Consumers with firsthand exposure to EVs are more likely to consider an EV (72% vs. 44%)
- Impact of EV test drives:
  - Likelihood to purchase an EV within six months increases 2-3 times post-test drive
  - 45% of test drivers bought an EV within three months of a test drive (Portland, Oregon)
- Impact of EVs in carshare fleets:
  - Carshare users are two times more likely to buy an EV
  - Carshare members with EV experience are more likely to recommend them



## What the project is delivering

- Expected launch in the spring, and ending in March 2023
- Five new ZEVs in the Communauto carshare fleet in Ottawa
  - Available for test drives or regular users
  - Kia Niro
- 25 events in 2022
  - 20 in the community
  - 5 at workplaces
  - Weekdays and weekends

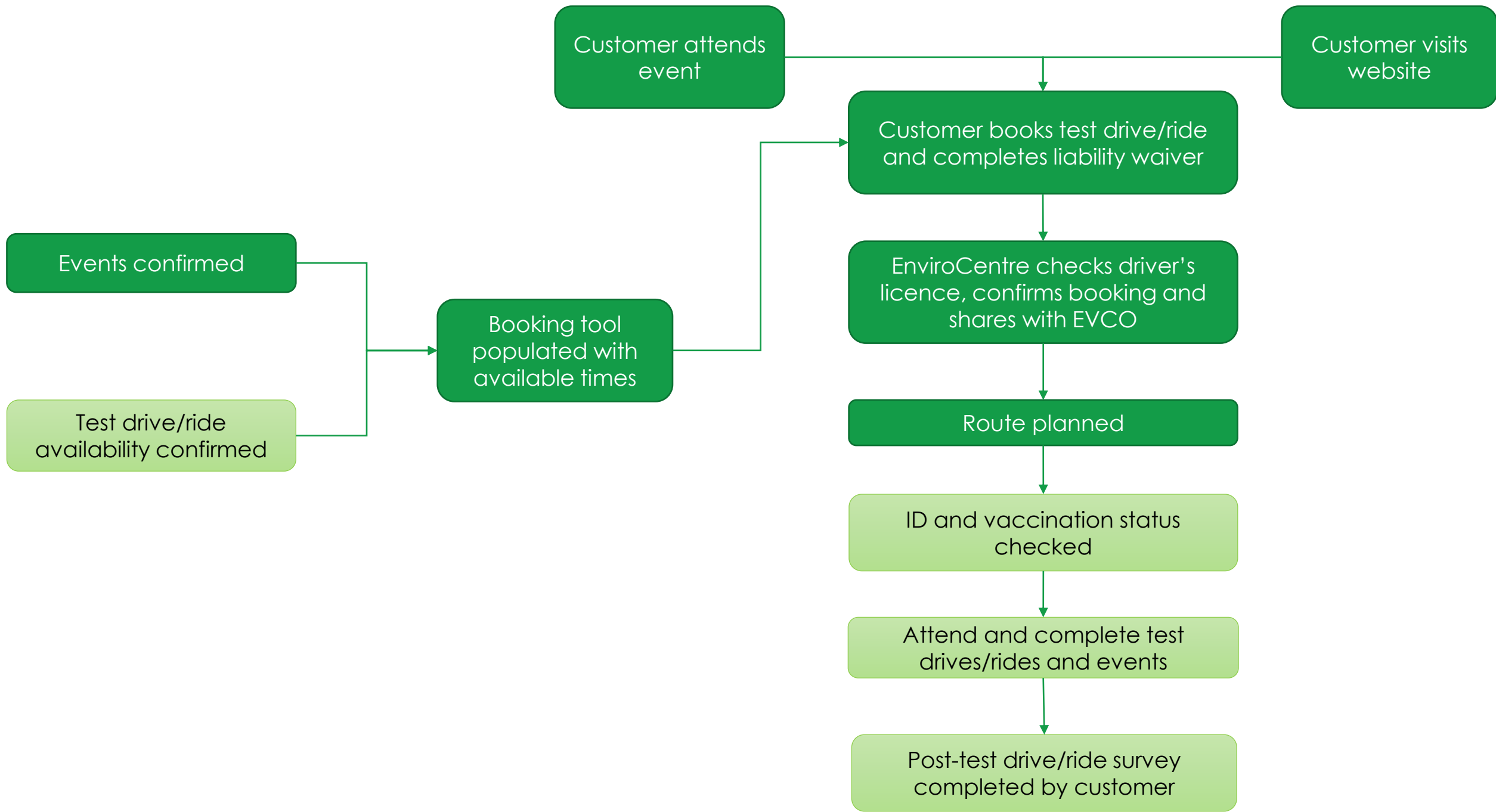


## What the project is delivering

- Electric vehicle test drives and rides
  - At events or standalone
  - With Communauto ZEV vehicles (facilitated by EnviroCentre staff)
  - With EVCO volunteers' vehicles
  - With ZEVs from dealerships
  - Target of 800 test drives
- Website
  - Booking test drives
  - Event schedule
  - Education



# Test drive/ride process



Customer attends event

Customer visits website

Customer books test drive/ride and completes liability waiver

EnviroCentre checks driver's licence, confirms booking and shares with EVCO

Route planned

ID and vaccination status checked

Attend and complete test drives/rides and events

Post-test drive/ride survey completed by customer

Events confirmed

Booking tool populated with available times

Test drive/ride availability confirmed

Events confirmed

Booking tool populated with available times

Test drive/ride availability confirmed

Customer attends event

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# Project funders and partners

envirocentre

Canada

**OCAF** OTTAWA  
CLIMATE  
ACTION  
FUND  
By the Ottawa Community Foundation



Communauto

Ottawa

HydroOttawa

SMARTNet  
Alliance.ca

## Role of EVCO volunteers

- Engaging with the public about EVs and the project
- Working with EnviroCentre staff to support and deliver events
- Delivering test drives and rides



# Branding



# Branding

Not the final products!



# Outreach and Engagement

The Power of Positive Promotion

# Six Steps to Success

## 1. Know your audience

- What are they interested in learning?
- How will your message fit into their lifestyle?
- Why are they talking to you?

## 2. Listen

- What are their questions?
- What are they talking about?
- Are they open to more information?

## 3. Meeting people halfway

- Your job is not to convince people
- Offer solutions to THEIR challenges
- Talk to them on THEIR terms



## 4. Keep it light

- Have fun
- Engage with a variety of people
- Be prepared for all levels of knowledge

## 5. Get excited!

- Do you feel positive?
- Why are you at this event?
- What is your goal for the day?

## 6. De-escalating

- Don't take things personally
- Use terms like “that is interesting”, “is there anything I can help you with?”, “thank you for sharing your opinion”
- Directly addressing the conflict can be an effective tool **if it is not directed at the client/participant**. “Sounds like we don't agree about the benefits of EVs, but I do appreciate hearing your concerns.” then leave it there.



# Examples of Positive Interactions

## Greeting

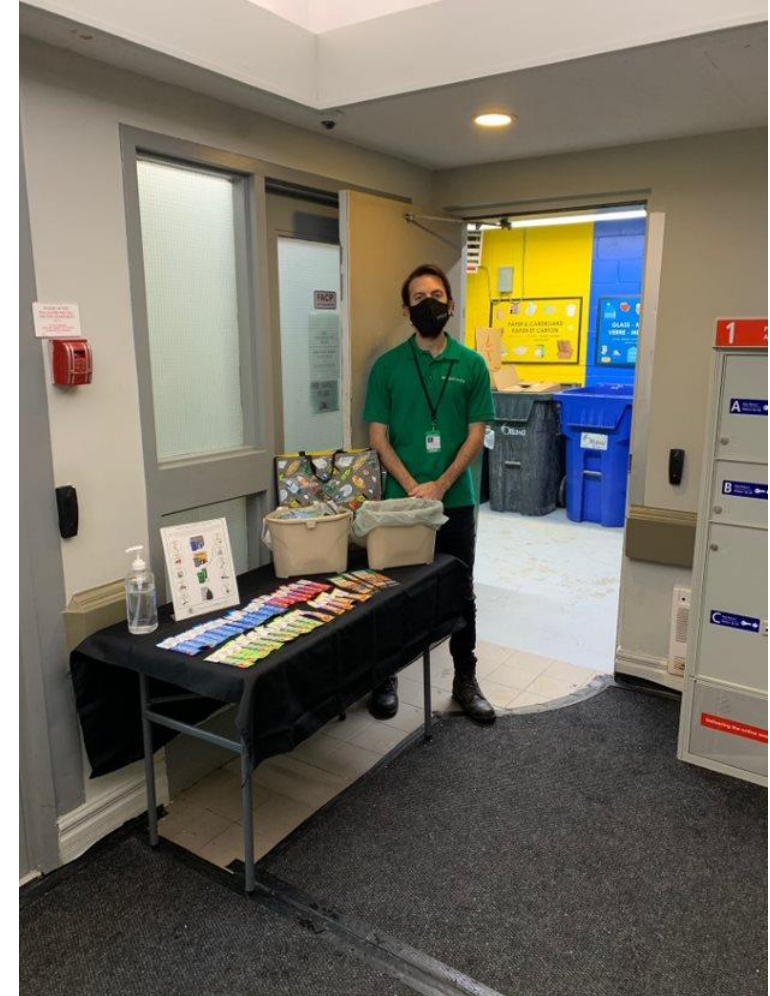
- Look like you belong (wear your vest/hat)
- Smile
- Look approachable
- Don't hide
  - ✓ Be in front or beside the table
  - ✓ Be outside of your vehicle

## Ask OPEN ENDED questions

- “What are you looking for in a vehicle?”
- “What are you are curious about?”
- “What does your typical vehicle use look like?”
- “Do you usually drive short or long distances?”

## Listen and respond

- Start a conversation rather than a lecture
- Use the information you know to help to inform and engage their concerns and questions.
- Remember it's not about you!



# Health and Safety

It's important for  
**EVERYONE**



**Work in pairs when possible - have a buddy you can lean on if things get awkward.**

**Check in regularly with your colleagues - use a phone if you need to**

**If you feel uncomfortable, end the situation.**

- Walk away - there is nothing at the booth more important than you!
- Make sure someone knows if you feel in danger or threatened in anyway

**You must lead by example**

- Follow all laws, bylaws and best practices to keep everyone safe

**Know who to turn to in case of emergency**

- Where is first aid kit
- Who is the site coordinator and where can you find them
- Report any safety issues immediately

**Extreme weather**

- Pack up before you need to!
- Err on the side of caution

## Other important tips...

- Arrive early so you can set up and check in with the event coordinator
- Ensure you have a guide to a safe space to park if applicable.
- Do not leave until the party is over! We are the hosts. We greet, engage and leave the space as we found it (or better!)
- Limit your phone use. You are participating in the "real world"
- Take breaks, eat snacks, stay comfortable

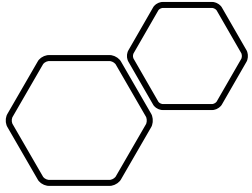
Let's Chat  
Questions?  
Concerns?  
Ideas?

# Thank You!



**enviro**centre

Visit us at [envirocentre.ca](http://envirocentre.ca)



# Trailer is purchased

- ▶ Waiting for wrap design
- ▶ Expect wrap by end of March at latest



# EV Experience - Next Steps

- ▶ Will request that you sign a release/acknowledgement form
- ▶ Technical training
  - ▶ Volunteers - To be scheduled in April
    - ▶ Goal is to level set everyone - you will feel like this is a review
  - ▶ EnviroCentre - more intensive training including EV road trip
    - ▶ Staff are not as familiar with EVs as most don't have one
- ▶ Sign-up for specific events
  - ▶ Will be setup on web
- ▶ Apr 23<sup>rd</sup> in Kemptville is our dry run
  - ▶ EVCO only

# The News

March 2022

Electric Vehicle Council of Ottawa (EVCO)



**Michael Banks**  
Vice President, EVCO

# VW Reveals Production EV Bus!

- Volkswagen has announced the 2024 VW ID BUZZ
- The ID BUZZ is a reimagining of the legendary Type 2 Microbus but as an all-electric vehicle
- It will debut in Europe later this year with two variants, a 5-passenger version and a cargo version.
- The initial version will have an 81 kWh pack and a rear-axle 201 hp motor.
- Range figures weren't released but it is expected to get around 480kms per charge and support 170kW fast charging.
- The North American version will have a larger battery and seating for 7 due out in 2024.



# CATL patents anode-free sodium-ion battery

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- Chinese battery supplier CATL has applied for a patent on a new battery which could revolutionize the industry.
- The new sodium-based battery uses salt raw materials that are cheap and plentiful costing about half as much as current lithium-ion materials.
- Until now sodium batteries have been roughly 10% less energy dense leading to larger, heavier batteries.
- CATL believes its new production technology will produce batteries with an energy density exceeding 200 Wh/kg which compares well with lithium-ion energy densities that reach up to 250 Wh/kg (2170 cell)
- The new chemistry could lead to faster charging speeds and much less cell degradation and will compete with LFP chemistries in new cars starting in 2023.





# Stellantis and LG announce new 45 GWh battery cell factory.

- The companies plan on building the factory in Windsor Ontario to support Stellantis' all-electric fleet plans.
- The plant will cost \$5 billion and is expected to start production in 2024.
- If all goes to plan it will be the first "giga factory" in Canada.

# Volkswagen Plans \$7 Billion Investment in North American EV Production


- VW announced it will invest \$7.1 billion to produce battery-electric cars in North America.
- The company plans to offer 25 new EV models to customers in Canada, the US and Mexico by 2030.
- The automaker currently has plants in Chattanooga TN and Puebla Mexico. The new investment is expected to go to converting those plants.
- The Chattanooga facility is expected to begin production of the ID4 later this year.





## 2024 Electric Chevy Equinox

- Chevrolet announced the new 2024 Equinox EV will have 480 km of range and cost \$30,000 (USD).
- The company said the car will go on sale next year as a 2024 model.
- The automaker has been teasing the vehicle for several months but has now revealed it with some specs and pricing.



## Toyota Plans to Cut Global Production by 17%

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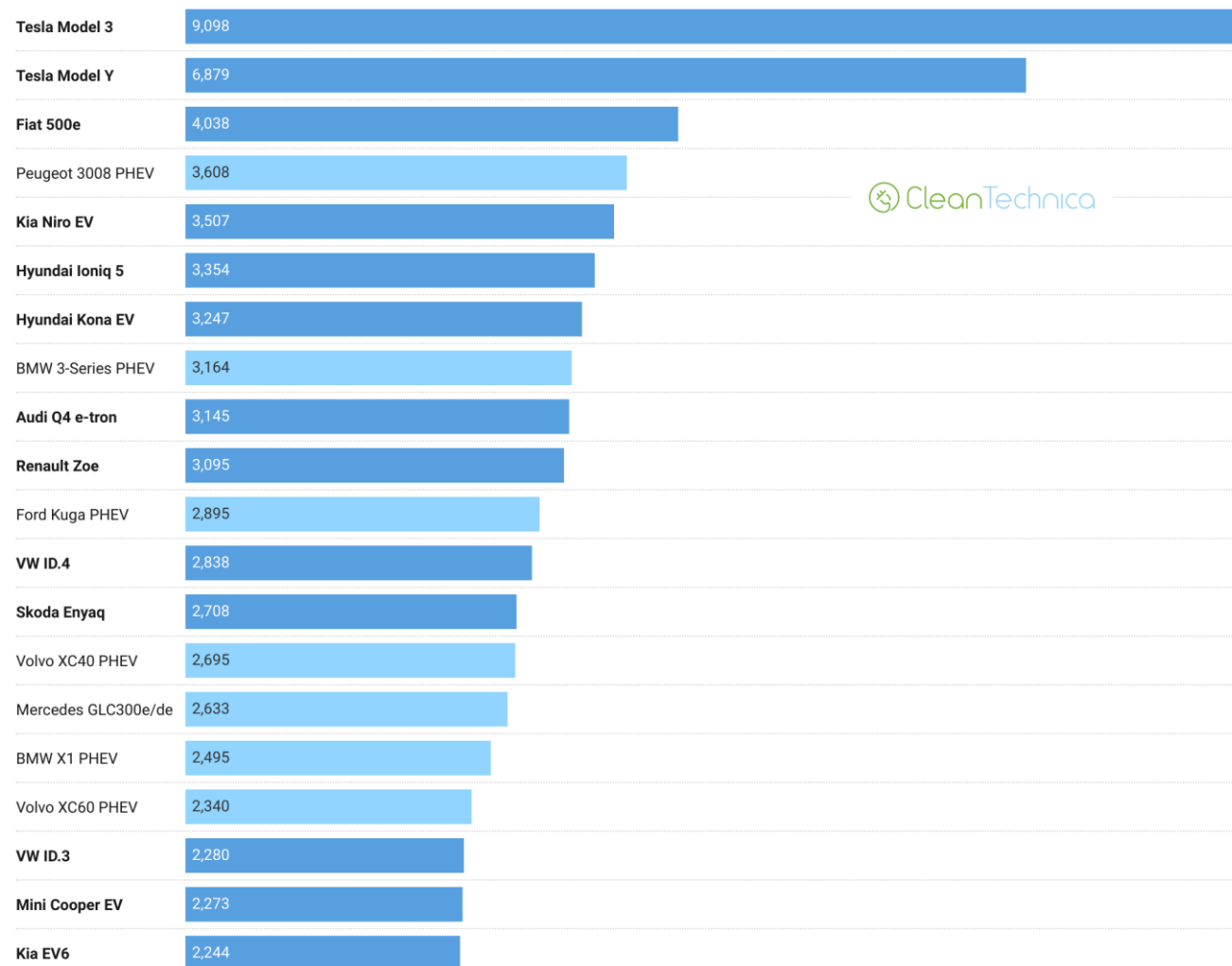
- The world's most die-hard fossil car evangelist plans to cut its global production target for April to 750,000 units.
- The company is blaming the cut on the semiconductor shortage and COVID-19.
- The company has been very reluctant to transition to EVs with only one electric vehicle – the BZ4X – on offer in limited markets.
- Toyota production cuts contrast with massive production growth by several competing brands like Tesla, VW, Ford and Hyundai all of whom have dramatically increased planned production quantities in recent months.

# European EV Sales Hit 20% Market Share

- While the overall auto market in Europe has been declining, EV registrations have increased 38% year-over-year.
- Plug-in registrations have been rising fast in recent months and coupled with a shrinking car market have resulted in an even more rapidly increasing market share.
- Tesla Model 3 and Y led sales by a wide margin which is only expected to increase now that Giga Berlin has come online.
- Hyundai-Kia also saw significant year over year growth (+25%) as the company has managed to avoid the chip-shortage issues suffered by its competitors.

## Europe Plug-in Vehicle Sales (February 2022)

Top 20 plug-in electric vehicles across most of Europe, with data aggregated by Jose Pontes of EV Volumes for CleanTechnica.com. (Bold = fully electric.)



CleanTechnica

Chart: CleanTechnica • Source: EV Volumes • Created with Datawrapper



## Tesla Sends Out Invitations for a Cyber Rodeo at Giga Austin

- Tesla is planning on holding a grand-opening event at Giga Texas on April 7<sup>th</sup>
- It is expected that first vehicle deliveries from the factory will happen at or shortly after the invite-only event.



## Giga Berlin Officially Starts Production and Deliveries

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- Elon Musk was on hand to personally deliver the first vehicles to customers.
- The made-in-Germany Model Y's mark an important milestone for Tesla as the first vehicles produced in Europe while also freeing up production capacity in China and the US.
- The plant is expected to reach a capacity of 500k vehicles per year in the first phase of ramping up.
- Unlike Texas-built vehicles, the Berlin Model Y's will continue to use 2170 cells for now.

## Hertz add Model Y to its fleet after ordering large number of Model 3's

- Hertz plans on adding “100,000” EVs to its fleet
- Last year the company announced a massive Model 3 order as part of that goal.
- On March 23<sup>rd</sup> it announced it will be adding Model Y's as well.
- Tesla is reported to have not offered the company any discount and stated previously that Hertz had paid full retail prices for its Model 3 order.



## Tesla Plan to Complete Cybertruck Development

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- The automaker has said it plans to complete Cybertruck development by the end of this year and plans production to start in “early” 2022.
- The vehicle was initially unveiled in 2019 and was supposed to be in the market by the end of 2021.
- Last year the company confirmed production had slipped to 2022 with Musk delaying production again until 2023 during the January earnings call.



# Past Events

Reaching outside the bubble!



# VIRTUAL GREEN DRINKS MARCH: CONNECTING ENVIRONMENTAL PROFESSIONALS OTTAWA CHAPTER

Join Us  
On Zoom



**Kevin Whalen**  
VP Marketing  
CEP Ottawa



**Dave Hope**  
Registered Energy Advisor  
Homesol Building Solutions



**David Baille**  
VP Mentorship  
CEP Ottawa

Hosted by



Thursday  
March 10th, 2022  
Starts At 6:15pm

RSVP: [bit.ly/GDOTTMar2022](https://bit.ly/GDOTTMar2022)

Every 2nd Thursday of the month  
Now presented Online via Zoom  
Please register via Eventbrite



# Past Events

- ▶ Mar 23<sup>rd</sup> - Presentation to Condo board on EV charging
  - ▶ Had Envari estimate that seemed prohibitively expensive
  - ▶ Went quite well
  - ▶ Condo that has capacity to handle many EVs with 120V plugs
    - ▶ Zero investment required to get started
  - ▶ Expect that they will offer residents access to 120V for now
    - ▶ Charge flat fee that will go to reserve
    - ▶ Upgrade to 240V when they run out of 120V circuits
  - ▶ Open to re delivering to other condo boards

# Upcoming Events

# VIRTUAL GREEN DRINKS APRIL 2022: MASS TIMBER 2.0



**Tim Buhler**  
Senior Manager  
Canadian Wood Council



**Mark Gaglione**  
Director of Construction  
Ellis Don



**Patrick Crabbe**  
Director of Mass Timber  
Bird Construction

Hosted by



Thursday  
April 14th, 2022  
Starts At 615pm EST

RSVP: [bit.ly/GDOTTApr2022](https://bit.ly/GDOTTApr2022)

Every 2nd Thursday of the month  
Now presented Online via Zoom  
Please register via Eventbrite



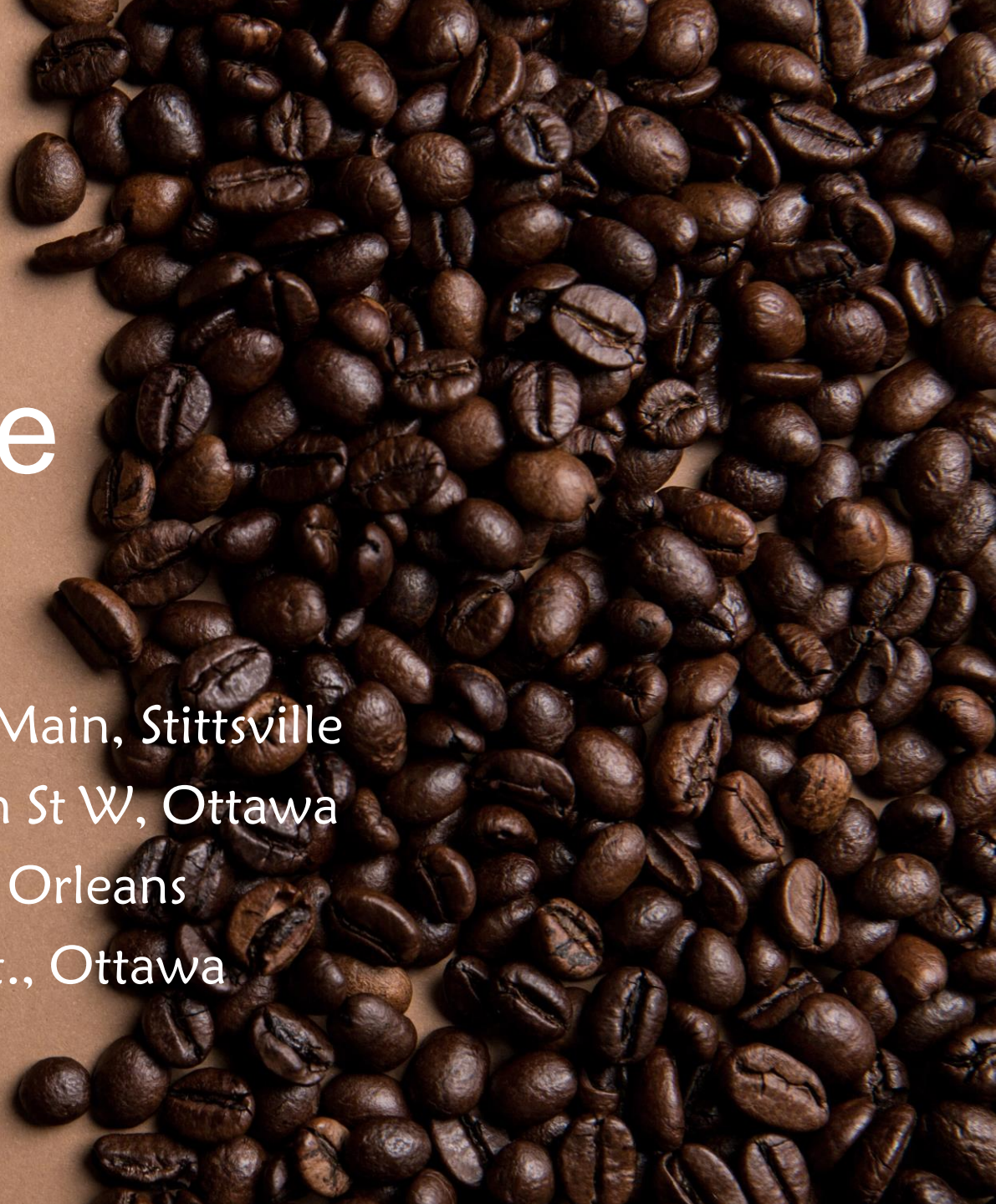
Electric Vehicle Council of Ottawa

# EVCO Cars 'N Coffee

Saturdays, 10am-noon.

April dates and locations:

- April 2nd - Honey Coffee Bar, 1564 Stittsville Main, Stittsville
- April 9th - Ministry of Coffee, 1013 Wellington St W, Ottawa
- April 16th - Starbucks Orleans, 4240 Innes Rd, Orleans
- April 30th - Little Victories Coffee, 801 Bank St., Ottawa



# NORTH GRENVILLE

# SUSTAINABILITY FAIR

Saturday, April 23, 2022 & Market  
10 am - 3 pm 

North Grenville Municipal Centre  
285 County Road 44, Kemptville

Discover great ideas for  
your Greener Lifestyle!

- Source local green products and services
- Savour local & organic foods
- Create in the kids' area
- Enjoy local live music
- Electric vehicles on display

Get Charged  
Up About

## The Event



### Indoor Electric Vehicle Show!

- Large variety Electric, Plug-In and Hybrid models
- **Tesla, Chevrolet Bolt, Nissan Leaf, Pacifica Hybrid Minivan, Hyundai Ioniq, more!**

Sign up to take an electric vehicle for a test drive\*!! (\*Conditions apply)



**FREE ADMISSION**

**We're BACK!**  
Come and see our "Greening Your Home" section featuring home reno/retrofit businesses in the arena!

**Check out several practical information workshops...**

**Note: COVID protocols** (such as masking, distancing) in effect at the time of the Fair will be followed.

**Ask! Learn! Connect!**



- *EV presentation – Speak with EV owners & find out what its really like to own and drive an EV!*

Organized by:



ACT LOCAL. BUILD RELATIONSHIPS. CREATE COMMUNITY.

In partnership with:



- Hope to have trailer ready
- Will offer test drives
- Need volunteers

# Upcoming Events

- ▶ Apr 19<sup>th</sup> - 6:30-8:00PM Earth Day Evening Event in French
- ▶ Apr 23<sup>rd</sup> - Kemptville Sustainability Fair
- ▶ Apr 26<sup>th</sup> - 6:30-8:00PM Earth Day Evening Event in English
- ▶ May 19<sup>th</sup> - MIFO (Orléans) - Thursday
  - ▶ Test drives and presentations
- ▶ Every Tuesday night starting...May ??
- ▶ And... many more



Our Website



**EVCO**  
9 subscribers

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### Multiple playlists



Monthly Meetings 2022

EVCO

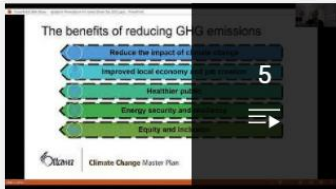
[VIEW FULL PLAYLIST](#)



Monthly Meetings 2021

EVCO

[VIEW FULL PLAYLIST](#)



Outreach

EVCO

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February 2022 Monthly EVCO Meeting

7 views • 3 weeks ago



October 2021 Monthly EVCO Meeting

1 view • 3 weeks ago



January 2022 Monthly EVCO Meeting

11 views • 1 month ago



EVCO Channel Intro

9 views • 1 month ago



EVCO Title Screen

4 views • 2 months ago

# Roundtable!!

## EVdoubler





Electric Vehicle Council of Ottawa