



Municipal EV Strategy Workbook

A workbook, template and samples for running a group activity as a starting point for smaller Canadian municipalities developing their own municipal EV strategy. Written by practitioners for practitioners.

Despite increasing consumer interest in Electric Vehicles (EVs) and local interest in reducing vehicle tailpipe pollution, several smaller Canadian municipalities face challenges in supporting the proliferation of EVs in their communities. These challenges largely stem from gaps in capacity, resources and staff time. To help mitigate some of those challenges, we've developed a simple customizable workbook that smaller communities can adapt into their own context as they take the first and important step towards vehicle electrification – developing a municipal EV strategy. We recommend that municipalities use this workbook either as an internal group activity among municipal staff or as a public/community engagement activity.

This shared resource was developed by [Abhilash Kantamneni](#) ([reThink Green](#) & University of Guelph), with support from [Angela Jiang](#) ([reThink Green](#)), [Megan Bonenfant](#) ([Township of Billings](#)) and [Kristin Koetsier](#) ([Township of Billings](#) and [Municipality of Central Manitoulin](#)). As municipal practitioners, we hope this workbook supports fellow practitioners in other smaller townships in Canada by providing a starting point towards their on-going efforts to transition fleet, transit and private vehicles to EVs. We thank Federation of Canadian Municipalities (FCM) and Independent Electricity Systems Operator (IESO) for funding our primary work that led to the development of this shared resource.

Disclaimer: The example content in this workbook is a SAMPLE ONLY and should not be read as a reflection of the author's or any community participant's opinions, thoughts or attitudes. The examples used are generic and illustrative, not indicative or diagnostic.

1 Gather resources

- Primary: <https://www.pollutionprobe.org/wp-content/uploads/Probe-Delphi-Municipal-ZEV-Framework-Report.pdf>
 - Matrix of Action for Privately-owned Light Duty vehicles – See section 3.2
 - Matrix of Action for Fleets, Medium and Heavy-Duty Vehicles – Section 3.3
- Bonus:
 - <https://www.toronto.ca/wp-content/uploads/2019/05/9685-EMS-Assessment-Phase-Final-Project-Report.pdf> (See Municipal strategies, page 34 onwards)
 - https://www.nrcan.gc.ca/sites/www.nrcan.gc.ca/files/energy/pdf/transportation/NRCan_GreeningGovFleets_e.pdf (specifically about electrifying fleet)
 - <https://www.toronto.ca/legdocs/mmis/2017/pw/bgrd/backgroundfile-107507.pdf> (example of what a council report could look like)
 - https://www.wintergreenstudios.com/wp-content/uploads/2018/05/Kingston-EV-policyCOU_A2217-17262.pdf (example of staff recommendations to council)
 - <https://www.northperth.ca/en/municipal-services/resources/Documents/MUNICIPALITY-OF-NORTH-PERTH-Carbon-Strategy---with-annual-emission-reports.pdf> (Example of municipal fleet electrification strategy for a small municipality)
 -

2 Begin Workshop

(Roughly follows framework in Section 4 of primary resource)

Resources needed: Facilitator, post-it notes, flip board, dot stickers, pen and paper, lots of coffee.

Estimated time: At most 1.5 hours for Workshop and 30 minutes for reflection and discussion.

2.1 Begin with Why?

Give participants 5 minutes to fill in this blank, working independently using post it notes. Collect post it notes and organize them roughly into themes. Let participants see what others have written, what themes have emerged, and ask them to indicate (at most 3) preferred post-it notes using dot-stickers.

Our community needs an EV Strategy because _____

- Need to be prepared for tourists with EV
 - Thinking of the future
- Clear direction
 - Give council and community clear directions and milestones; integrate with other plans
- Residents want an EV, there is a demand
- Attract new tourists, and keep tourists downtown,
- Conscious of technology adaptation
- Identify priority stakeholders' opportunities and partners

2.2 Then ask What?

Give participants 5 minutes to fill in this blank using post it notes. Encourage them to focus their attention under each theme identified in the previous steps. Collect post it notes, let participants see what others have written under each theme, and ask them to indicate (at most 3) preferred post-it notes using dot-stickers.

A year from now, we've developed a SUCCESSFUL EV strategy. Our strategy proved to be successful because _____

- Buy in from communities and stakeholders
 - Championed by the council and other community leaders, public consultation with social benefits, support from communities and stakeholders, support from public including those who can't necessarily afford electric vehicles
- Save time
 - Not too much staff time
- Economic development
 - Increase economic development and increase economic activity
- Eco conscious
 - Public education increase EV uptake, environmental consciousness

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- Details mapped out
 - Plans for who will pay for what and when, clear priorities of where to put stations, ideal locations mapped out

2.3 Then ask How?

Give participants 5 minutes to fill in this blank using post it notes. Encourage them to focus their attention under each theme identified in the previous steps. Collect post it notes, let participants see what others have written under each theme, and ask them to indicate (at most 3) preferred post-it notes using dot-stickers.

In order for our FUTURE SUCCESSFUL EV strategy to be successful, we have to be guided by principles of _____

- Buy In:
 - address peoples concern, good strategic use of public dollars, understanding and being open about details
- Save time:
 - see what other rural communities are doing, simple, borrow from best practices, don't leave administration of charging stations to municipality
- Eco consciousness:
 - maybe incorporate any public events about this with other climate action plan related events or not?
 - More people will use EV if they have access to the right info, tools or resources
 - Identify carbon offset for EV implementation
- Economic development
 - Partner with partner/stakeholders
 - Locate EV chargers near businesses that we want to grow
 - Local businesses buy in
 - Marketing of EV future
 - Strategic locations and charging times
- Details mapped out
 - Consultants / expert advice
 - Do research both locally and looking at other places to identify best costing options/location options
 - At a glance one pager

2.4 Then ask Where are we Now?

Give participants 5 minutes to fill in this blank using post it notes. Encourage them to focus their attention under each theme identified in the previous steps. Collect post it notes, let participants see what others have written under each theme, and ask them to indicate (at most 3) preferred post-it notes using dot-stickers.

Today, without an EV strategy, this is where we stand along each of our priority themes _____

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- Buy in (indicate in percentage or low/medium/high)
 - staff = X% ; Council = X% ; Community = X%
 - Staff = ?? ; Council = ?? ; Community = ??
- Save time: low capacity but not none, Staff spend X hr/week
- Eco consciousness:
 - Perhaps people assume EVs won't work in the north?
 - Significant component of community not interested in or anxious about reducing GHG, some very enthused, most ppl I've met generally concerned about environment, a couple maybe not. What about ones I haven't met?
- Economic:
 - lots of tourists, July/august, challenge drawing tourists into village even in July/august
 - Our median income is X% of provincial average
 - Young people often leave for jobs
 - Farms becoming monopolized.
 - Tourism?
- Details mapped out:
 - Location – ok, grid capacity – no clue/not sure/ somewhat sure
 - Cost: no clue/not sure/ somewhat sure
 - Municipal policy context: no clue/not sure/ somewhat sure... CDMP strategic plan, AMP
 - We have a couple ideas of where people want to see chargers - no clue/not sure/ somewhat sure
 - Fed/provincial policy context? no clue/not sure/ somewhat sure
 - Municipal levers available? no clue/not sure/ somewhat sure
 - Knowledge for provincial/fed programs and supports = no clue/not sure/ somewhat sure

2.5 Then ask, 'Where would we like to be'?

Give participants 5 minutes to fill in this blank using post it notes. Encourage them to focus their attention under each theme identified in the previous steps. Collect post it notes, let participants see what others have written under each theme, and ask them to indicate (at most 3) preferred post-it notes using dot-stickers.

By _____ (date), we'd know our EV strategy was successful if _____

- Buy in:
 - X% 1 year from now, X% 2 years from now, community
 - Staff, X% in one year, council X% in one year, community, X% in one year
- Save time
 - 1 hour a week by January; 1 hour per two weeks
- Eco conscious
 - X% awareness/support of EV 3 years from now
 - X% of people who can afford EVs and buying them for new car

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- Economic development
 - X business with a charger, one year after install
 - Increasing traffic in village by X%, one year after install, X% two years after install
- Details policy/grid/municipal levers:
 - X% municipal within X months fed provincial within 1 year
 - Possible charger types, costs, locations, running methods etc, listed by X date. Only thing left is deciding for sure who wants to install them and when

2.6 Then ask ‘Who needs to be involved’?

Give participants 5 minutes to fill in this blank using post it notes. Encourage them to focus their attention under each theme identified in the previous steps. Collect post it notes, let participants see what others have written under each theme, and ask them to indicate (at most 3) preferred post-it notes using dot-stickers.

In order to take the first step, _____ needs to be involved today.

- Buy in – have a good plan, MAYOR/COUNCIL
- Save time - CAO/AA/STAFF
- Eco-conscious – sustainability/ green/ environmental committees in community
- Economic development – Chamber of Commerce, EDO, CCC, EDC (Economic development committee)
- Details – existing users & Local EV owners association

2.7 Finally, conclude by asking ‘What are our immediate next steps and how to take them’?

Give participants 5 minutes to fill in this blank using post it notes. Encourage them to focus their attention under each theme identified in the previous steps. Collect post it notes, let participants see what others have written under each theme. Type up notes and send it to participants.

Our next step should be _____, and I can help by _____.

- Networking, talk to neighboring municipalities to develop a regionally connected EV strategy
- See it typed up, are we at a point to take out sections to bite on?
- Present to council, vision and draft
- Identify stakeholders and develop a stakeholder engagement plan

3 Group Discussion

Look at the entire framework developed and ask people for immediate thoughts/reflections and how they see potential for moving forward. Ask if there are unaddressed questions and identify future opportunities through which those might be addressed. Remind participants that the goal of this activity is simply as a first step towards getting all the ideas/pathways/opportunities out on the table. These are

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not set in stone – and that participants will have opportunities to dig deeper and be involved through channels already available to municipal processes and new ones through stakeholder engagement plans.

4 Follow Up

Perhaps the most critical part of this strategy – based on priorities and pathways identified through this process, check-in early and often with participants to keep everyone on track towards shared goals.

SAMPLE

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