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13 November 2017

The City of Barrie
70 Collier Street
Barrie, Ontario.
L4M 4T5

Attn: Barrie City Council

RE: Tesla offer to supply and install Level 2 Electric Vehicle Supply Equipment

Dear members of Barrie City council,

I would like to applaud the City of Barrie's initiative to begin building a public electric vehicle charging network. Partnering with independent businesses that are willing to donate equipment and labour is a resourceful way to deliver exceptional value to Barrie's citizens. I encourage the city to expand on the Tesla partnership by inviting other businesses to donate additional stations at this and other city properties.

I have had an opportunity to review the October 30th staff report on this matter and congratulate staff on its comprehensive content and accuracy! I would offer the following additional points for your consideration:

- Tesla's destination charging program is an initiative to supply and install Level 2 (L2) public electric vehicle charging stations and is unique among automakers. The program deploys a mix of Tesla and generic (J1772) stations that are compatible with both its own brand and also every other electric vehicle brand sold in North America.
- These L2 stations are small and discretely branded (in comparison to the much larger "Superchargers" on Bayfield and at Park Place).

Typical Tesla and J1772 destination chargers:



- Public L2 stations such as these bring measurable economic benefit to the community, notably:
 - Local auto dealers selling other vehicle brands benefit when their clients have broad access to local public charging. Because the J1772 chargers are not Tesla branded, local dealers who direct their potential and existing customers to these stations are not diminishing the value of their own brand.
 - Many local residents are without access to home or workplace charging, notably those living in Multi-Unit Residential Buildings (MURB's) and rental units. A public charging infrastructure supports those residents wishing to make the environmental and economic* choice to move to EV's. (*It is often mid and low-income residents who benefit most from the reduced operating costs of EV's)
 - Whereas DC-Fast Chargers and Tesla SuperChargers provide short-term charging for transient motorists, Level 2 chargers, both Tesla and generic, encourage use for 1~3 hours while visitors to the City shop and dine at local merchants. There is significant economic benefit where a robust L2 charging infrastructure has been deployed.

I will be pleased to answer any questions you may have. Please contact me any time at the email or phone number above.

Sincerely,



Wilf Steimle, President

[Electric Vehicle Society](#)