



# Electric vehicle charging pilot gets green light

The City of Vancouver and BC Hydro recently launched the **EasyPark Easy Charge Pilot Project**, a first of its kind in British Columbia.

The pilot project will see the installation of up to 15 public charging stations at EasyPark lots throughout the city, helping to accelerate the use of plug-in electric vehicles (EVs).

The project will assess the viability of commercially available EV charging solutions provided by several leading global providers. It will also provide motorists with faster charging options than currently exist and will enhance the local EV charging network.

The first location will be in the EasyPark lot at 453 West 10th Ave., north of City Hall.

"We're pleased to see B.C. has the highest hybrid adoption rate in Canada – more than two times higher than other provinces. This pilot project will enable us to assess the infrastructure requirements necessary to make electric vehicles a more viable transpor-

tation option in the future," said Minister of Energy **Rich Coleman**.

"While the City encourages walking, cycling and the use of transit, we know that cars and trucks will be on our roads for many years to come," said Mayor **Gregor Robertson**. "Looking ahead, we need to make appropriate planning decisions to ensure the City's infrastructure will support lower carbon vehicle solutions such as electric vehicles.

"This pilot will help us move closer to our goal of becoming an electric vehicle-friendly city."

The Easy Charge Pilot Project is the first pilot project for EV charging infrastructure in the province and comes through the City of Vancouver – BC Hydro conservation collaborative, a partnership seeking to optimize resources through smart planning and collaboration on future projects.

"In preparation for electric vehicles entering the B.C. marketplace, our focus at BC Hydro

is to ensure the best possible customer experience and that means a solid understanding of both our customers' needs and the impact on the grid, so that we can be ready to support the vehicles," said **Bev Van Ruymen**, deputy CEO, BC Hydro.

The pilot project is intentionally small in scope to focus attention on how stations will be installed, supported, used and how they can be integrated into the city's electrical grid. This information will inform the installation of future EV charging stations around the city and throughout the province.

## About the Pilot Project:

- One of the first steps in this pilot project will be to test a range of Level II (240V) electric vehicle support equipment (EVSE) units, similar to the new units at the West 10th Ave. EasyPark lot.
- These Level II units provide motorists with faster charging options than currently exist and

will enhance the local EV charging network.

• The trial, the first such trial in B.C., will assess the viability of a number of commercially available EV charging solutions provided by leading global suppliers at a number of EasyPark lots throughout the city.

• Owners of EVs will have the opportunity to charge their vehicles around the city at publicly accessible EasyPark lots. The City's first EV fleet car-share will use the chargers to show the potential for community car share networks.

• Rates for parking and charging an EV will be incorporated into one payment at the vehicle charging unit – \$1 per hour (or portion thereof) with no maximum. This rate applies only while EV customers are parked in the designated stalls and charging their vehicles. Plug-in EVs not charging must park in a regular stall and regular posted rates for that lot will apply.

• All EV public charging stations in the City of Vancouver



can be found through VanMaps, some smartphone apps (PlugShare, Recargo and EV Charger Finder) as well as Google Maps in the near future (search for EVSE Vancouver, Canada).

*For more information about EV charging at EasyPark locations, please visit EasyPark lots or [www.easypark.ca](http://www.easypark.ca).*

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# 'Sustainability' is more than just what you sell

By **TONY WELLER**

In today's market, being sustainable has become less about competitive advantage and more about competitive survival.

Most companies understand that consumers and businesses are more likely to put their purchasing dollars toward a company that is sustainable versus one that is not, all other things being equal. So what happens when everyone is saying they are green?

First of all, companies need to understand that simply selling green products does not make you sustainable. If anything, it makes business sense because of growing consumer demand, but in the end you are simply relying on your customers to pay for your sustainability message.

If consumers truly want to give their money to a company that is doing right by the environment, they need to look beyond their product mix and look at their actual operations. How does the company practise sustainability every day? How is the company a leader in this category? Is the company willing to commit resources to its environmental mission?

**Mills Office Productivity** is one such company that can say "yes" to all of the questions above. Mills has been featured time and again for its many environmental and community programs, and has

recently made some real headway in its efforts.

**Brad Mills**, CEO, recently purchased a 100-per-cent electric delivery vehicle. The purchase makes Mills the first office supply company in B.C. to deliver to its customers emissions-free.

The company has also been working closely with its clients to reduce the number of deliveries each week while receiving goods in reusable plastic bins — bins that are left at the client's office to be filled with recyclables that will be collected upon the next delivery. Mills promises it will responsibly recycle all these used office supplies including boxes, pens, toner and paper.

It's these types of operational decisions and innovations that demonstrate how a company is consciously thinking about sustainability and how it is dedicating time and resources to make it happen.

When consumers base their purchasing decisions less on "what is being sold" and more on "how it is being delivered" they are making better decisions for the environment.

*Tony Weller is an account representative for Mills Office Productivity. For more information, visit [www.mills.ca](http://www.mills.ca).*

