

Prepare for YOUR
City's Urban Mobility
Transformation

ELECTRIC VEHICLE & INFRASTRUCTURE SUMMIT



Establish Charging Infrastructure | Manage Grid Impact | Drive Consumer Adoption
Capture Economic Benefits | Collaborate Across Sectors | Fortify Grid Integration

Wednesday, February 22nd and Thursday, February 23rd, 2012 | The Double Tree Toronto Airport

Source critical insights from
these global leaders:



Jonas Ericson,
*Project Coordinator of Clean Vehicles,
Environment and Health Administration,
City of Stockholm (Sweden)*



Ben Marans,
*Manager, Social Innovation & Transportation,
Toronto Atmospheric Fund*



Art James,
*Innovative Partnerships Project Director,
Oregon Department of Transportation*



Andrew Bowerbank,
*Special Advisor, Advanced Energy Systems,
Magna Closures*



Ivano Labricciosa,
*Vice President of Asset Management,
Toronto Hydro-Electric System Limited*

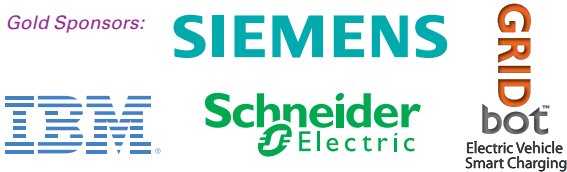
Benefit from 9 leading national and
international leaders:

1. City of Stockholm (Sweden)
2. City of Vancouver
3. City of Toronto
4. Plug-In America
5. Natural Resources Canada
6. Oregon State Department of Transportation
7. New York City Department of Transportation
8. Washington State Department of Transportation
9. Toronto Hydro-Electric System Limited

Take away these 12 practical solutions and
strategies from GLOBAL leaders:

1. **Gain** an international perspective from the world's top EV-ready cities
2. **Justify** the business case for strategic public charging infrastructure
3. **Develop** strong public procurement plans to green your city fleets
4. **Bolster** your green economy with EV investments
5. **Align** government policies to accelerate consumer adoption
6. **Advance** EV commercialization through strong public-private partnerships
7. **Execute** economically viable policies to support home charging infrastructure
8. **Mitigate** grid impact and optimize local load management
9. **Integrate** smart residential charging and better plan for infrastructure upgrades
10. **Support** infrastructure integration into multiple building types
11. **Eliminate** range anxiety and bolster consumer confidence
12. **Advance** distributed generation and renewable energy integration

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Benefit from the world's best EV cities:

How to plan and implement a robust charging infrastructure network



Source strategies to prepare your urban infrastructure, boost your green economy, and be the driving force of clean transportation.

With the new wave of electric vehicles hitting the Canadian market in 2012, the need for cross-sector collaboration is paramount in preparation for this revolutionary convergence of personal mobility, clean energy, and sustainable cities.

Meet and benefit from top visionaries of the most successful EV projects around the world. They will share their strategies on integrating electric vehicles into their urban infrastructure.

Gain an international perspective on how to: green your city fleets, incorporate charging stations into various building types, eliminate range anxiety, alleviate grid impact, and advance clean energy.

This high-level interactive forum will be an important catalyst in the implementation of electric cars in Canada.

Are you looking to raise public awareness of electric vehicles, uphold grid integrity, and revolutionize transportation in Canadian cities?

Your first step: This conference!

Benefit from 9 leading national and international leaders:

1. City of Stockholm (Sweden)
2. City of Vancouver
3. City of Toronto
4. Plug-In America
5. Natural Resources Canada
6. Oregon State Department of Transportation
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12. **Advance** distributed generation and renewable energy integration

Take away these additional EXCLUSIVE benefits:

1. SIX inspirational case studies
2. EXCLUSIVE international panel
3. Dedicated Q & A time after every session
4. Five extended networking breaks
5. TWELVE visionary speakers
6. Special group discounts
7. Complete binder of conference materials

Take this opportunity to see how your international colleagues are doing; share your experiences and exchange ideas and strategies! If you want to meet with your peers in the field and form valuable alliances, this is your best opportunity this year

REGISTER TODAY – SPACE IS LIMITED AND SURE TO SELL OUT

This inaugural conference will draw together leading municipalities and experts from around the world. Hundreds of cities will benefit from the ideas generated at this event. Make sure you are included. Call 1-866-298-9343 or email registrations@strategyinstitute.com today.

Benefit from world-renowned leaders and high caliber case studies.

Attend this high-level summit specifically designed for the following:

Municipalities; Provincial and Federal Government Ministries; Regulatory and Standardization Bodies

Mayors and Councillors | Public Works | Policy | Sustainability | Environment | Climate Change | Clean Vehicles | Alternative Fuels | Air Quality | Public Private Partnerships | Fleet Services | Transportation | Infrastructure | Energy

- **Justify** the business case for electric vehicles
- **Realize** economic benefits
- **Meet** your energy conservation mandate
- **Strategize** infrastructure planning
- **Benchmark** implementation best practices internationally
- **Minimize** your environmental footprint
- **Initiate** long-term cross sector collaboration
- **Demonstrate** the safety and usability of clean vehicles
- **Explore** alternative fuels programs

Utilities; Transmission & Distribution Companies; Local Distribution Companies

Chief Technology Officers | Smart Grid | Conservation | Asset Management | Demand Response | Electric Vehicle Program Managers

- **Integrate** renewable energy and distributed generation
- **Optimize** existing infrastructure for charging stations
- **Strengthen** charging infrastructure networks
- **Facilitate** smart home charging programs
- **Identify** and predict future load demands
- **Engage** and educate customers on vehicle charging

Charging Infrastructure Manufacturers; Power Management Solutions Providers; Communications Technology Providers; Consultants

VP Business Development | VP Product Development | Head of E-mobility

- **Connect** with million-dollar spending budgets
- **Be** short-listed on RFPs
- **Showcase** your solutions and software
- **Drive** innovation in clean transportation
- **Network** with top-level decision makers
- **Cement** new partnerships

Ensure Your Leadership with a Customized Sponsorship/Exhibit Package

By sponsoring this one-of-a-kind event, you can showcase your company as an industry LEADER. Ensure your presence is known. Select sponsorship packages are still available. To learn more, contact **Bill Lem** at **1-866-298-9343 ext. 250**, or email **bill@strategyinstitute.com**.

Don't take our word for it, hear what your peers have to say about our related events:

"The conference has lined up speakers of different expertise of both national and international experience. It is a rare occasion that you can hear different areas under one roof."

- Arthur Tai, *Senior Policy Advisor,*
Ministry of Transportation Ontario

"Very interesting hearing international experiences and perspectives on the effect of different governance on transportation planning."

- John Toone, *ITS Program Manager,*
King County Metro

"Very interesting topics...Excellent networking opportunities to gain knowledge in sustainable transportation."

- Stephane Thibodeau, *Transportation Coordinator,*
City of Moncton

"Great international presence and material."

- Geoff Wright, *Director, Transportation Project Office,*
City of Mississauga

"Conference is very informative. Illustrates many options and great ideas to manage the smart grid system."

- Craig Makela, *IT Professional,*
Sudbury Hydro

"Very good. Very relevant to my practice. Helpful for the challenges I am facing."

- Emmanuel le Colletier, *Engineer,*
Ville de Montreal

"Well organized – a great lineup of speakers, excellent location, and lots of opportunities for effective networking."

- Alayne Crawford, *Manager of Public Affairs,*
Canadian Automobile Association

"This is a very practical and useful conference for all. Speakers are excellent."

- Goran Nikolic, *Head of Traffic,*
Ministry of Transportation Ontario

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DAY ONE



Wednesday, February 22nd, 2012

7:30 AM Registration and Continental Breakfast

8:30 AM Opening Comments From the Chair

Todd Hall,
Director Sustainable Development,
Ontario Power Generation

8:45 AM Panel Discussion: A Global Perspective

Key International Electric Vehicles Implementation Strategies: What YOU Need to Know to Prepare Your Urban Infrastructure

Cities worldwide have been transforming electric mobility at their city cores and making the shift to clean energy transportation. What are the success factors that Canadian cities can draw from these leading examples? This panel will discuss:

- Understanding each player's role – public and private ownership in fleets and infrastructure
- Balancing private and public transportation strategies when incorporating sustainability into the transportation system

Emulate the success of these leading international cities and fully explore the potential of Canadian electric vehicle implementation.



Jonas Ericson,
Project Coordinator of Clean Vehicles,
Environment and Health Administration,
City of Stockholm (Sweden)



Cara Clairman,
President and CEO,
Plug n Drive Ontario
(Canada)



Mark Simon,
Director of Alternative Fuels Program,
New York City Department of Transportation

9:30 AM Case Study: City of Stockholm

How to Align Government Policies with Industry to Accelerate Consumer Adoption

Taking EV projects from their initial test phases to long-term, economically viable solutions is one of the major challenges facing cities around the world. What key strategies has Stockholm adopted that will also help your city achieve higher EV uptake?

- Incentivize lessons drawn from other alternative vehicle technology programs
- Viable long-term policies to support existing home charging infrastructure and justifying the case for initial and selective public charging infrastructure
- Implement a strong public procurement plan for different transport services to build up market demand and provide long-term stability for the clean vehicles market

Emulate Stockholm's resounding success and take away practical strategies to promote the use of electric vehicles in your city.



Jonas Ericson,
Project Coordinator of Clean Vehicles, Environment and Health Administration,
City of Stockholm (Sweden)

10:15 AM Mid-Morning Networking Break

Interact with conference speakers and fellow attendees. Secure new contacts and discuss your ideas!

10:45 AM Case Study: New York City

Leading the Uptake in Electric Vehicles with Green City Fleets to Bolster Consumer Confidence

Electric vehicles play a key role in a city's sustainability plan. It is important for global leaders to demonstrate support by being early adopters and showcasing the performance and usability of EVs. Take away practical lessons on guiding the way to mass adoption:

- Implement and manage your clean city fleets through hybrid taxis, police cars, and heavy duty trucks
- Evaluate funding and support initiatives and collaborate with the community to develop long-term development plans for electric vehicles
- Overcome the unique challenges faced by high-density cities in local level planning for EVs

Take back valuable insights from New York City's outstanding EV planning and experience to your city.



Mark Simon,
Director of Alternative Fuels Program,
New York City Department of Transportation

11:30 AM Case Study: City of Toronto

Leading the Way in the Next Steps of Innovation in Electric Vehicles

The Toronto Atmospheric Fund has always been at the forefront of new ideas to reduce local emissions. Through exciting programs such as FleetWise 300, TAF has been making remarkable progress on driving up the adoption rates of EVs in the GTA. In this session, hear all about:

- Overview of Toronto's fleet-based program
- Municipal insights on electric vehicle infrastructure planning
- Future outlook and the next steps for innovation

Source ideas and strategies from Toronto's current progress on electric vehicles and be the first to hear what's next!



Ben Marans,
Manager, Social Innovation & Transportation,
Toronto Atmospheric Fund

12:15 PM Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.

1:30 PM

The Challenge: Adoption and Grid Integration

With increased consumer interest and investments from governments, automakers, and energy providers in funding and research, many challenges will need to be overcome if EVs are to become a viable and long-term alternative to the traditional internal-combustion-driven vehicles. This session will explore the challenges of creating a positive EV user experience and the effective integration of EVs into the electric grid through:

- The latest EV pilot projects such as charge roaming and smart charging
- The application of analytics and optimization techniques
- The use of "Smarter" options for managing the necessary information, processes, and payments across diverse technological, communications, end user, geographical and utility service boundaries.



Clay Luthy,
Global Distributed Energy Resource Manager,
IBM

2:15 PM Case Study: Toronto-Hydro Electric System

How to Facilitate Smart and Green Residential Charging Behaviour to Better Control EV Loads

With the majority of charging taking place at home, it is imperative to develop efficient charging methods to balance the load on the grid. Source practical strategies from a leading utility on:

- Best practices in managing and optimizing residential charging
- New opportunities in catering to different charging methods
- Understanding future demand distribution to better plan for infrastructure upgrades

Implement time-based smart charging schemes to better control and alleviate the strain on the grid.



Ivano Labricciosa,
Vice President of Asset Management,
Toronto Hydro-Electric System Limited

3:00 PM Mid-Afternoon Networking Break

Interact with conference speakers and fellow attendees.

ABOUT STRATEGY INSTITUTE

Strategy Institute has been a leading facilitator of information sharing for the public service sector for over 15 years. We strive to strengthen the foundation of Canada's economy through annual conferences such as Urban Transportation Summit, Planning and Enabling Smart Transportation, Canadian Smart Grid, Asset Management for Energy and Utilities, Revitalizing Downtown, Sustainable Suburbs, and many more. One of our higher purposes is to provide municipal and provincial decision makers with the knowledge and tools they need to ensure a higher standard of living for all Canadians.

3:30 PM

Mitigating the Impact of Electric Vehicles Through Energy Usage Forecasting to Ensure Grid Integrity

To ensure the success of EV deployment throughout the city, upholding grid integrity against the additional load during peak demand is imperative. This session will discuss how to manage various levels of grid impact:

- Identifying local usage clusters and examining local load profiles
- Optimizing grid reliability and quality through better load management
- Ensuring that information is available to forecast grid capacity

Be equipped with the strategies necessary to accommodate electric vehicles and protect the grid.



Lorne Hedges,
Final Distribution Solutions and Offer Manager,
North America Operating Division,
Schneider Electric

4:15 PM Panel: Vehicle-to-Grid

How to Integrate Renewable Energy and Distributed Generation Through Vehicle-to-Grid Technologies

The smart grid plays an important role in enabling the integration of clean energy generation with optimized resource planning. Leverage real-time communications technologies from the vehicle to the grid to maximize load-management potential.

- Creating a market for excess power during off-peak hours and utilizing energy management systems to smooth out peak demand
- Improving utility-to-customer communications through demand response programs
- Newest developments in wind and solar power integration

Explore new market opportunities and meet consumers' needs through flexible charging and billing methods.

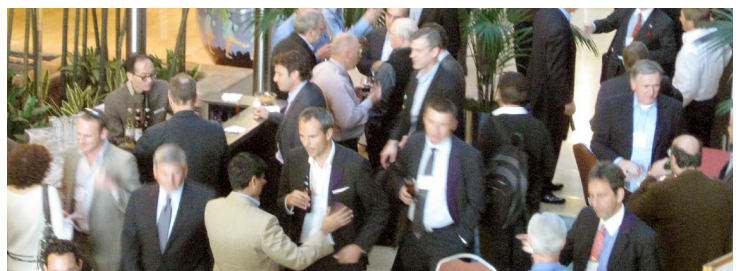


Stephanie Janczak,
Manager of EV Infrastructure
Implementation and Policy,
Ford Motor Company's

Steve Wong
T&D Research Engineer,
CanmetENERGY
Natural Resources Canada

5:00 PM Evening Social Activities

Network with industry leaders and stakeholders while enjoying some of the best Toronto has to offer. Start by joining fellow delegates and speakers for complimentary appetizers in the hotel lounge.



DAY TWO



Thursday, February 23rd, 2012

7:30 AM Registration and Continental Breakfast

8:30 AM Opening Comments From the Chair



Dave Hurst,
Senior Analyst,
Pike Research

8:45 AM Keynote Power Panel

Building the Framework for Long-Term Collaboration Across Sectors to Fully Integrate Electric Vehicles into Your City

Advancements across energy, automotive, and construction sectors are rapidly moving us towards new “smart” city concepts. This will allow building owners and operators to interact with technologies beyond traditional infrastructure boundaries. New methods of communication and cross sector collaboration will be needed to ensure facilities are able to adapt to future trends.

- Review how stakeholders can work together to create a seamless EV user experience
- Explore how case study projects are achieving success in today’s low carbon economy

Devise a clear roadmap for successful, long-term collaboration in your city.



Andrew Bowerbank,
Special Advisor, Advanced Energy Systems,
Magna Closures



Chris Hill,
(Future) President and CEO,
Electric Mobility Canada

9:30 AM Test Results on Consumer Adoption

Understanding the Consumers’ Perspective for Better Future Planning and Investment

With the conclusion of pilot projects over the past 2–3 years, invaluable perspectives can be found from the test results of early adopters. Build on consumers’ feedback to better plan for future adoption:

- Understand consumer indicators and the potential impact on your city
- Draw conclusions on charging behaviours and how to better anticipate the rate of market penetration
- How is the transformation of the consumer market changing the market positioning of EVs

Take away key insights from consumers’ experiences and know what to expect in your future planning.



Paul Scott,
Founding Board Member,
Plug-In America

10:15 AM Mid-Morning Networking Break

Interact with conference speakers and fellow attendees. Secure new contacts and discuss your ideas!

10:45 AM

How to Overcome Key Barriers and Exploring the Future Vision for Electric Vehicles

Technology advancements in the battery range, charging ability, and usability of an EV invariably affect current strategies and future planning for charging infrastructure. How will the strategies taken now affect future adoption, and how does your planning accommodate future EV developments? In this session, take away key insights to develop a roadmap for the future of EV in your city:

- What are the key strategies and technology developments that will affect EV implementation?
- What are your plans to overcome the current barriers in EV adoption?

Gain valuable insight on what future EV technologies to expect and what it means for current plans.



Richard Wunderlich,
Vice President, North America Market Development, Energy and Utilities,
Siemens IT Solutions and Services

11:30 AM Urban Infrastructure Integration

How to Plan Electric Mobility into Your City’s Sustainable Transportation System

Widespread electric vehicle adoption requires extensive planning and coordination between municipalities, parking authorities, retail outlets, and home builders. What do cities need to consider before implementing an electric vehicle strategy? Take away strategies to develop a step-by-step plan in becoming an EV-friendly city.

- Streamlining the permitting process for public charging stations
- Balancing EV strategies to avoid modal shift from public transportation

Ensure that your city is well planned in all aspects for the arrival of electric vehicles.



Kevin McLaughlin,
President,
Autoshare

12:15 PM Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.

ABOUT THIS CONFERENCE

The Electric Vehicle & Infrastructure Summit provides an exceptional forum for EV thought leaders to build knowledge, share experiences, and enhance decision making. In an exclusive setting, senior executives connect with peers in this rare opportunity to exchange ideas, best practices, and insights that will lead to higher adoption rates for electric vehicles.

1:30 PM

Promoting Electric Mobility: A Primer on Cities' Role In The Electrification Of Urban Transportation

The evolution of electric vehicles and the development of the entire EV ecosystem will require strong leadership, vision and partnerships in the cities. This has been demonstrated through projects in Houston, the largest EV fleet charging site in North America, and the Cypresswood Estates, a LEED Platinum multi-family living development, both of which were spearheaded by public funding. Come away with key insights on:

- How community involvement can develop and support a strong EV charging infrastructure
- Why cities need to ensure a supportive regulatory and operating environment
- The importance of funding from all government levels in the development of the PanCanadian Green Highway

Evaluate a city's role in supporting the EV ecosystem to draw various environmental, economic, and societal benefits.



Richard Donnelly,
Chief Accelerating Officer,
GRIDbot EV Smart Charging

2:15 PM

Case Study: Oregon State

Strategic Distribution of Charging Points to Accommodate Various User Needs

Public accessibility to charging points has been considered crucial in encouraging the initial integration of electric vehicles. What are the long-term planning strategies in building, owning, and operating the charging infrastructure? Gain valuable insights on:

- Planning the distribution of charging points for different level chargers – on-street charging, off-street charging, and workplace charging
- Focusing infrastructure deployment on anticipated high uptake regions
- Continuously reviewing strategies to accommodate technology advances and evolving EV owners' behaviours

Incorporate a holistic approach to charging infrastructure to accommodate all EV drivers' needs.



Art James,
Innovative Partnerships Project Director,
Oregon Department of Transportation

3:00 PM

Mid-Afternoon Networking Break

Interact with conference speakers and fellow attendees.

3:30 PM

Case Study: Pacific North West Collaboration

Leverage Public-Private Partnerships to Advance Electric Vehicle Commercialization

A strong regional charging network plays an important role in alleviating range anxiety and paves the way for future technological improvements in EVs. An important challenge is the justification of significant infrastructure investment without a high level of market penetration. Hear how committed partnerships between the public and private sector can help provide favourable conditions for mass EV commercialization:

- Explore the role of public-private partnerships in advancing energy strategies
- Provide long-term stability and engagement for the EV market
- Maximize the capital efficiency of P3 projects through pooled resources

Take away insights from this groundbreaking project and source the winning strategies for collective success.



Jeff Doyle,
Director of Public Private Partnerships,
Washington State Department of Transportation

4:15 PM

Charging Infrastructure

How to Support the Integration of Electric Vehicles into Commercial and Residential Buildings

Home and workplace charging infrastructures play an enormous role in ensuring the smooth uptake of electric vehicles, and the different types of property further complicate the permitting process. Take away key strategies on:

- Expectations in building and retrofitting condos for EVs
- Getting commercial and residential buildings plug-in ready
- Transferring EV awareness to home builders

Identify key issues to be addressed in building home charging infrastructure and understand its implications for developers.



Wayne Proulx,
President,
e3 Sustainable World Solutions

5:00 PM

Conference Adjourns

Staying at the hotel has advantages for you!

1. The entire conference will take place inside the Doubletree by Hilton Toronto Airport. You will be just steps away from all the sessions and networking action!
2. Specially arranged evening SOCIAL ACTIVITIES to facilitate peer-to-peer interaction and networking will be taking place in the hotel.
3. Save! With the special room block, mention "Electric Vehicles", or with Group Code "ELV" and receive our a reduced rate of \$179/night
4. Bring your spouse and enjoy a mini vacation while attending the conference.



The Double Tree Toronto

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Book before **Friday, February 3, 2012** to receive our conference rate of **\$179/night**. Mention "Electric Vehicles" to secure Strategy Institute's special rate by calling **416-244-1711** or **1-800-222-8733**. Or book online with Group Code "ELV".

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SUMMIT



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Group Discount:
A Group Discount is offered for this conference. To be eligible for the GROUP DISCOUNT, delegates must register at the same time. The total discount per delegate (including applicable group discounts, etc.) must not exceed 25% of the conference cost.

Cancellations:
Cancellations must be received in writing by February 8th, 2012. You will be eligible for a prompt refund less a \$495.00 administrative fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

CONFERENCE CODE: 112004

1 CONFERENCE PRICING

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Regular Investment	<input type="checkbox"/> \$1,695	<input type="checkbox"/> \$1,795	<input type="checkbox"/> \$1,895

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MOBILE: () _____ EMAIL: _____

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