
News Release

Pollution Probe and Hydro Ottawa release new report on Electric Mobility Adoption and Prediction (EMAP) in Ottawa

TORONTO, January 28, 2015 – Pollution Probe and Hydro Ottawa are pleased to announce the release of a major new report on the use of electric vehicle technology in Ottawa. The report is the first in a series of products from Pollution Probe’s Electric Mobility Adoption and Prediction (EMAP) initiative. With over \$1 million in funding from the Government of Canada’s ecoENERGY Innovation Initiative, EMAP combines sophisticated market research methodologies with detailed grid integration and impact analyses to develop the detailed information that electricity distribution companies need to confidently support and plan for the consumer adoption of electric vehicle (EV) technology in the urban markets they serve.

“Our Government is investing in clean energy projects that create high-quality jobs for Canadians while helping protect the environment,” said the Honourable Greg Rickford, Canada’s Minister of Natural Resources. “The research and development generated by this project will help drive energy innovation and economic growth in Ottawa.”

“Electric vehicles are no longer the purview of science fiction movies,” says Bryce Conrad, President and Chief Executive Officer, Hydro Ottawa. “They are becoming an increasingly popular choice for automotive consumers looking to reduce their carbon footprint and skip the lines at the local gas stations. Hydro Ottawa is proud to have completed this innovative and in-depth project that will be increasingly valuable as the popularity of these vehicles continues to grow. From the utility’s perspective, it lays out a proactive strategy to ensure that Hydro Ottawa continues to be in a position ready to handle the adoption of these new vehicles.”

EMAP is a model of collaborative research and development in Canada,” says Bob Oliver, Chief Executive Officer of Pollution Probe. “With support from project partners Electric Mobility Canada and the Carleton University Department of Electronics, and with the engagement of a volunteer team of experts and community stakeholders, Pollution Probe and Hydro Ottawa produced a comprehensive, evidence-based strategy that ensures Hydro Ottawa is ready to serve the evolving EV charging demands of its customers, the public and the business community.”

Pollution Probe’s EMAP initiative is supported by funding from the ecoENERGY Innovation Initiative at Natural Resources Canada. In 2015, Pollution Probe will be releasing EMAP studies for a further eight municipalities across Canada in partnership with local utility companies.

The full EMAP Ottawa report is available free-of-charge at <http://www.pollutionprobe.org/emap/ottawa.html>

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About Pollution Probe

Established in 1969, Pollution Probe is a national, non-profit organization that exists to improve the health and well-being of Canadians by advancing policy that achieves positive, tangible environmental change. Pollution Probe has a proven track record of working in partnership with industry and government to develop practical solutions to environmental challenges. Visit www.pollutionprobe.org for details.

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About Hydro Ottawa

Hydro Ottawa Holding Inc. (Hydro Ottawa) owns and operates two subsidiary companies, Hydro Ottawa Limited and Energy Ottawa Inc. Hydro Ottawa Limited is the third-largest municipally owned electrical utility in Ontario serving more than 315,000 customers in the City of Ottawa and the Village of Casselman. Energy Ottawa Inc., Ottawa’s largest producer of green power, generates renewable energy and provides commercial energy management services.

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