

# Plug In BC

## Zero-Emission Fleets RECONNECT 2024

Advancing sustainability, innovation and collaboration.

### Time and Location

Wednesday, March 6, 2024, 10am – 3pm

[Pipe Shop Venue at the Shipyards](#)

115 Victory Ship Way, North Vancouver, BC

### Getting Here

The Pipe Shop Venue is a 5 minute walk from the SeaBus terminal at Lonsdale Quay. For those driving to the event, paid parking is available under the [Pinnacle Hotel](#) or at [Shipyards Parking, 125 Victory Ship Way](#).

### Check-in

Check-in opens at 9:30 AM. Please leave time to check in and get your badge before the event begins. You will find the registration tent outside of the Pipe Shop Venue

### HaiSea Tugboat Tours

HaiSea Marine will conduct onboard tours of their two electric tugboats. Space is limited, and all guests have automatically been entered into a random draw for the tours. Those selected will for the tour will be notified by Friday, March 1<sup>st</sup>.

Guests boarding the boats are required to have closed toe shoes suitable for a working space (no heels). We will provide hard hats and safety glasses.

### Test-Drives

EV test-drives will be offered from noon to 3:00 PM and attendees can sign up at the Pipe Shop Venue. Test-drives will be held at a nearby parking lot: 60 St. Georges Street (St. Georges and Esplanade East). Participants must have a valid driver's licence and be at least 21 years old.

## **Food and Refreshments**

Registered attendees will have access to catered snacks, refreshments, and lunch.

*Breakfast Pastries*

*Market Fresh Fruit*

*Organic Coffee & Full Leaf Teas*

### *Sandwiches & Wraps*

*Roasted Chicken & Aged Cheddar Sandwich*

*Smoked Honey Ham Sandwich*

*Mediterranean Vegetable Sandwich*

*Garden Veggie Sandwich*

*Turkey and Brie Sandwich*

*Ahi Tuna Wrap*

*Grilled Salmon Salad Wrap*

*Butchers Block Sandwich*

*Pesto Chicken Salad Sandwich*

### *Salads*

*Pacific Greens*

*Caesar*

*Greek Quinoa Salad*

*Asian Noodle Salad*

*Fresh Baked Cookies*

*Assorted Cold Beverages*

## Panel Sessions

### Trendwatching the EV Evolution of Medium-Duty and Heavy-Duty Vehicles

#### Moderator



**Dale Littlejohn**  
CEO, Community Energy  
Association

Dale Littlejohn brings a balance of deep business experience with climate action expertise and a commitment to communities. Dale's experience spans the local government space from policy and program development through planning, communications, and implementation of transportation and buildings solutions.

Dale provides both insight and management capacity to local governments and indigenous communities that are accelerating climate action. From planning the energy future of their community to the funding, contract negotiation, and implementation management, Dale and his team take communities from interest to action.

Dale has led CEA through 10X growth anticipating and responding to local government needs on climate action. Dale was a member of UBCM's Select Committee on Climate Action and is a judge on FCM's Sustainable Communities Awards.

#### Panelists



**Fraser Atkinson**  
CEO & Chairman, Green Power  
Motor Company

Mr. Fraser Atkinson was one of the founders of GreenPower Motor Company. He's been the Executive Chairman and Director of the Company since February 2011 and was appointed CEO of the Company in June 2019.

Over that time, GreenPower has developed a suite of all-electric medium and heavy duty buses and trucks that are affordable, durable, and easy to deploy. These are used for delivery, public transit, schools, vanpools, micro-transit, shuttles, and more. GreenPower uses contract manufacturers and has production facilities in Southern California and South Charleston, West Virginia. GreenPower is listed on Nasdaq and the TSX Venture Exchange

Mr. Atkinson has been a director and officer of a number of public companies and is presently a director of a company listed on the NYSE. He also owns several businesses in the ready-mix and precast concrete manufacturing sector. Previously Mr. Atkinson was a partner at KPMG, LLP for over 14 years where he had significant engagement experience with financings and initial public offerings.



**Suzanne Goldberg,**  
Sr. Director Public Policy - Global,  
Chargepoint

Suzanne Goldberg manages all aspects of global policy for ChargePoint, ensuring that local and national policies support the electrification of mobility in ways that work for all. Before joining ChargePoint, Suzanne was Director of Research and Outreach for the Sustainable Transportation Action Research Team at Simon Fraser University and a Senior Partner at Navius Research, among other roles.

She holds a Master of Resource Management in environmental economics and policy analysis from Simon Fraser University and an Honours Bachelor of Commerce in Business from McMaster University. She is also a Director on the board of Electric Mobility Canada.



**David Schaller**  
Industry Engagement Director,  
North American Council for Freight  
Efficiency

Dave Schaller is the Industry Engagement Director for the North American Council for Freight Efficiency (NACFE). His responsibilities include interfacing with fleets and suppliers, writing reports, conducting workshops, giving presentations and running social media groups. Dave works closely with the drivers, fleets and sponsors for the Run on Less demonstrations. He holds an Electrical Engineering degree from the Purdue University and an MBA from Ball State University.

As a Navistar employee for 27 years, he held positions in production design, research, program management, dealer sales training, marketing, product line management, and strategic product planning. A marketing role allowed Dave to spend many days in truck stops, fleet offices and dealerships in five countries learning about what the industry desired and why. Dave holds five US patents, has written several SAE papers and numerous NACFE publications.

The North American Council for Freight Efficiency (NACFE) is a non-profit group working to double the fuel economy of fleets. They research and publish Confidence Reports and Guidance Documents on over 80 technologies available to the industry. Their “Annual Fleet Fuel Study” reports on industry trends over the past decade and points the way to GHG Phase 2 compliance. Visit [www.NACFE.org](http://www.NACFE.org) to see the many items available to keep you on top of the changes.



**Cory Paterson**  
Vice President, BC Trucking  
Association

Cory Paterson is a graduate of Simon Fraser University, where he earned a Bachelor of Science degree in Economics and holds an Executive Leadership Certificate from eCornell University. His 20+ years of federal and provincial experience in research, advocacy, and policy development has allowed him to work with numerous government agencies, industry associations, environmental groups, and Indigenous communities.

Cory has devoted much of his career to addressing some of the most pressing environmental issues facing BC’s trucking industry. As Vice President of the [BC Trucking Association](http://www.BCTA.org) (BCTA), Cory plays a vital role in shaping policies and regulations in the commercial road transportation sector in BC, with a strong passion for supporting carriers’ transition to low and zero-emission vehicles. His visionary approach continues to drive

BCTA's commitment to sustainable transportation, ensuring the trucking industry remains at the forefront of positive environmental change in the province. Recent endeavours include the [CleanBC Heavy-duty Vehicle Efficiency Program](#)- an incentive program that promotes sustainable transportation practices, reduces emissions, and provides economic benefits to carriers. Cory is also spearheading BCTA's new eco-certification initiative, the [Clean Carrier Program](#), designed to guide and recognize the commitment of motor carriers to environmentally responsible practices.

BCTA is a member-based, non-partisan, non-profit motor carrier association dedicated to serving the interests of its members in the British Columbian trucking industry. With a commitment to promoting safety, efficiency, and sustainability, BCTA strives to be a driving force for positive change in the province's commercial road transportation sector.

## Leading Innovation in the Electrification of BC Industry: HaiSea Marine



**Vincent Percy**  
Director of Operations,  
HaiSea Marine | Seaspan

Vincent Percy has spent 17 years in the marine industry, 12 of those at Seaspan. He began his career as a sailing Marine Engineer. After becoming a Chief Engineer, he moved to Project Management and oversaw the construction of Seaspan Ferries' two newest dual fuel hybrid ferries.

Vincent was appointed Director of Operations, HaiSea Marine, in May 2023. In that role, he is responsible for the development, administration, execution, monitoring, control, reporting and delivery of the HaiSea Joint Venture.

## Leading Innovation in the Electrification of BC Industry: Edison Motors



**Chace Barber**  
CEO, Edison Motors

Chace Barber is a truck driver with 14 years of experience. He, and his co-founder Eric Little, started their own trucking company in their 4th year of university by restoring a 1969 Kenworth.

The trucking company transitioned to hauling and installing electrical generation systems, then to designing and engineering hybrid diesel electric power systems. Never letting go of his passion for trucking, restoring classic trucks and driving, Chace was the one who came up with the idea of Edison Motors by combining their hybrid power systems with the classic trucks they restored.

## How to Scale Up Fleets Beyond Pilot Projects

### Moderator

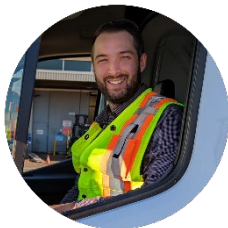


**Eve Hou, RPP, MCIP**  
Senior Manager, Policy  
Development & Decision Analysis,  
Translink

Eve Hou is senior manager of Policy Development and Decision Analysis at TransLink. Eve and her team are responsible for developing both internal policy for the Enterprise (e.g., transit fare policy) and external transportation policy (e.g., ride-hailing licensing, regional electric vehicle charging, regional parking). Immediately prior to joining TransLink, Eve worked for over a decade on climate change planning at Metro Vancouver and was heavily involved with initiatives to reduce greenhouse gas emissions from the transportation sector.

Eve is a registered professional planner and has a Master's degree in Community and Regional Planning and a Bachelor's degree in Economics, both from UBC.

### Panelists



**Evan Dacey, P.Eng, PMP**  
Branch Manager – Fleet Strategy  
and Asset Management,  
City of Vancouver

With over 10 years in renewables, Evan has seen the amazing transformative progression in the zero emission fleet space from low range novelty vehicles to heavy duty vocational or construction vehicles. Starting at the City of Vancouver in 2015, Evan took over managing the City's small fleet of Mitsubishi iMievs as a side-of-the-desk project. Since then, Evan has led major green fleet projects including the City's first electric medium and heavy duty vehicles and the use of Renewable Diesel and Renewable Natural Gas in the City's vocational fleet. Now the manager of the Fleet Engineering and Asset Management group, Evan oversees a team of 20 that embed green fleet practices into conventional fleet asset management work.

While not leading any projects directly, Evan's team has achieved impressive milestones like Canada's first electric firetruck and BC's first electric aerial trucks. With over 200 electric vehicles in the City's fleet (around 10%), the data is clear that electric vehicles are quickly becoming on par with internal combustion engine vehicles on a lifecycle cost basis, and the City has a transformative plan to continue the pace of electrification in the fleet.



**David McPhie**  
Manager, Climate and Environment,  
Vancouver Airport Authority (YVR)

David has over 16 years' experience helping BC organizations and companies set environmental targets and deliver programs that reduce their impact on the planet. As a manager on the Climate and Environment Team at YVR, he supports a team of environmental professionals that are helping the second busiest airport in Canada and its business partners reduce energy use while working towards their industry-leading goal of net zero carbon emissions by 2030.



**Matthew Riyanto**  
General Manager,  
FuSe

As the General Manager at FuSe, Matthew oversees all credit reporting and transactions in Canada. Matthew's adept skills in regulatory affairs, electrification, operations management, and customer relationship management, coupled with a strategic approach to business development and strategy, have been pivotal in FuSe's ongoing success.

Prior to his current role, Matthew played a vital role at ChargePoint, where he managed the development, implementation, and reporting for the company's Low Carbon Fuel Standard (LCFS) program offerings in Canada and the USA.

Matthew's foundation in the energy sector was solidified during a significant tenure at BC Hydro, where he served in various capacities, culminating as an Energy Procurement Professional. His responsibilities encompassed managing BC Hydro's Green Renewable Energy Credits (RECs) portfolio, overseeing energy payments, and ensuring contract compliance for Energy Purchase Agreements (EPA)/Power Purchase Agreements (PPA).



**Robert Safrata**  
CEO, Coast to Coast Experiences

Robert Safrata, Vancouver's visionary CEO, is redefining corporate leadership by seamlessly blending social purpose and climate responsibility. Recognized by the Globe and Mail as "One of Canada's greenest CEO's", Rob is a pioneer in sustainability.

At the forefront of vehicle-to-grid (V2G) technology in Canada, he organized Canada's first V2G pilot project for medium- and heavy-duty vehicles. Rob's commitment to environmental and social responsibility is evident in every facet of his business ventures, from the transportation industry to international tourism and he is passionate to help business leaders understand that profit is enhanced when the triple bottom line is maximized.

Beyond business, Rob actively shapes sustainability dialogues at events, conferences, and podcasts. He hosts "CEOs & Self Driving Cars," injecting visibility into the green space by interviewing industry leaders inside a "self-driving" Tesla.

In the dynamic intersection of business, sustainability, and innovation, Rob Safrata stands as a beacon of inspiration, driving positive change with a purposeful and forward-thinking approach.

**LinkedIn:** <https://www.linkedin.com/in/robertsafrata/>

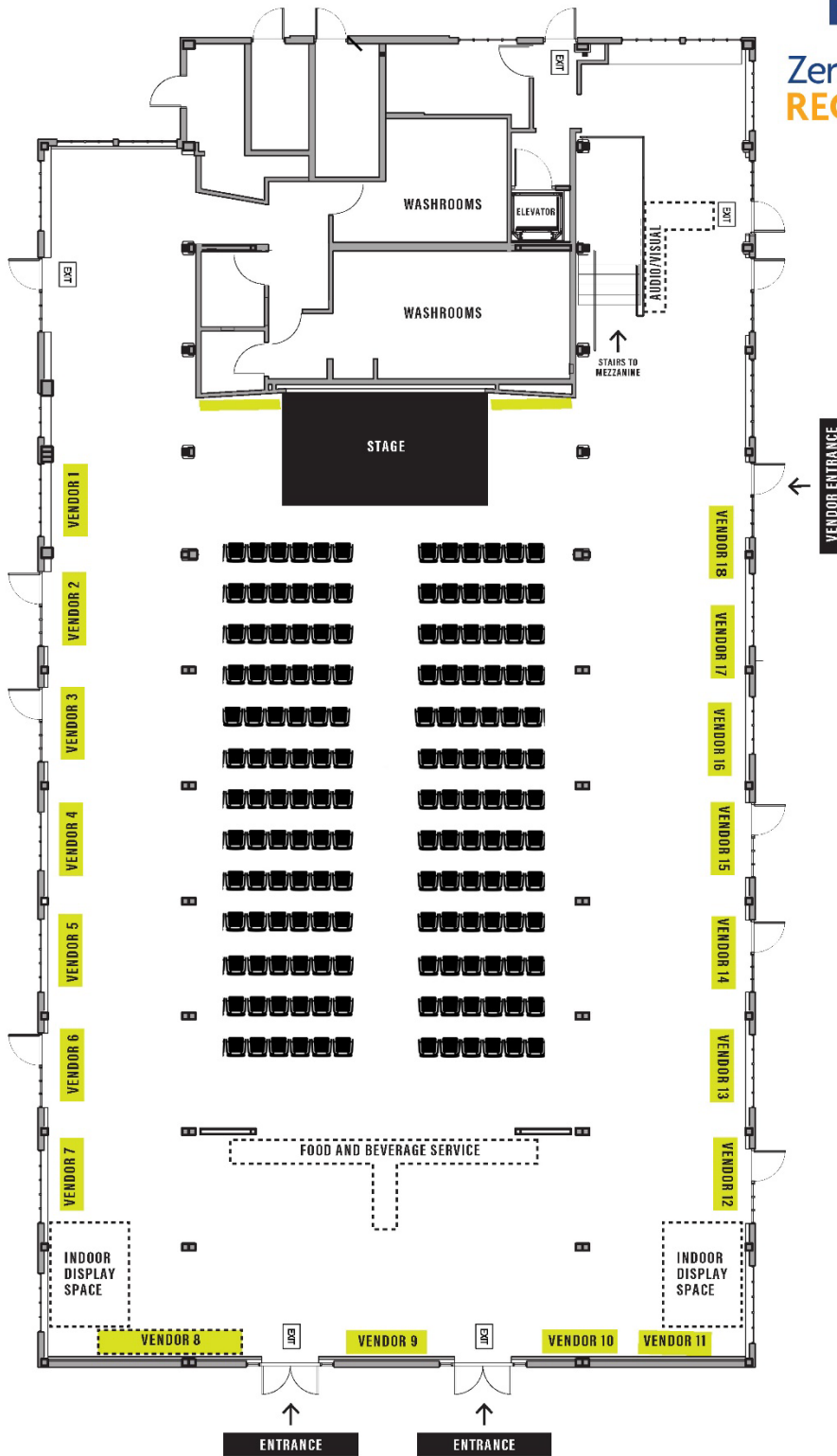
**Twitter:** <https://twitter.com/RSafrata>

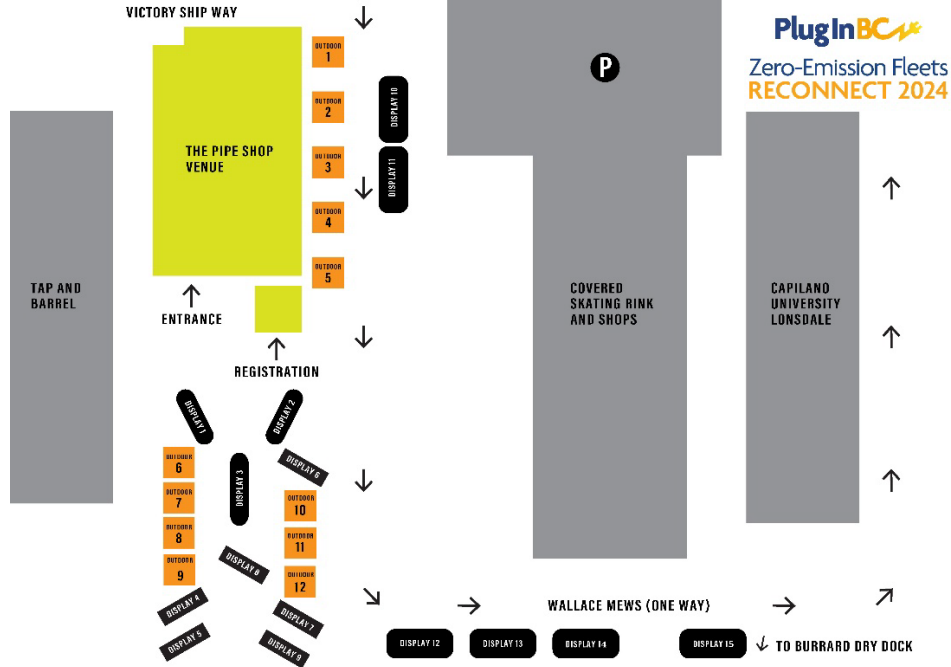
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Indoor Vendor		
Indoor 1	Willsi Power Mini Loaders	Willsi Power
Indoor 2	Electric Vehicle Technician Training	BCIT
Indoor 3	Electric Construction Equipment	Great West Equipment
Indoor 4	EV Charging Consultant	Leading Ahead Energy
Indoor 5	Electric Vehicle Sales and Leasing	Zeemac
Indoor 6	EV Charging Consultant	ChargeFWD
Indoor 7	Material Handling Equipment	Xerowaste Solutions
Indoor 8	EV Charging Systems Installer	Cielo EV Charging Systems
Indoor 9	E-Cargo Bike Program	District of North Vancouver
Indoor 10	BC Electric Utility	BC Hydro
Indoor 11	BC Fleet Programs	Plug In BC
Indoor 12	Electric Utility Vehicles	Club Car LLC
Indoor 13	BC Fleet Programs	Plug In BC
Indoor 14	Electric Vehicle Charging Equipment	AetherEV Energy Corporation
Indoor 15	Fleet Telematics	Advanced Tracking Solutions
Indoor 16	Electric Vehicle Charging Equipment	HyperCharge Network
Indoor 17	Provincial Fleet Procurement	Canoe Procurement
Indoor 18	LUPT E-Bike	ENVO

Vehicle Displays		
Display 1	Lime Micromobility	Ford eTransit
Display 2	City of North Vancouver	F150 Lightning
Display 3	The Silent Gardener	Tesla Y and Landscaping Trailer
Display 4	BC Hydro	Ford F150 Lightning Pickup
Display 5	Great West Equipment	Volvo L20 Loader
Display 6	City of North Vancouver	Mighty-E Truck
Display 7	Foreseeson Technologies	Mobile EV Charger
Display 8	VMC 1200	Vicinity Motors
Display 9	Vimar Equipment Ltd	Aebi Schmidt Sidewalk/Bike lane sweeper
Display 10	Velocity Truck Centre	Freightliner eCascadia Truck
Display 11	Velocity Truck Centre	Rizon Truck
Display 12	The Lion Electric	Lion 6 Truck
Display 13	Peterbilt Canada	Peterbilt 220EV Truck
Display 14	Peterbilt Canada	Peterbilt 520EV Truck
Display 15	Green Power Motors	EV Star Passenger Van
Burrard Drydock Pier		HaiSea Marine Electric Tugs

Outdoor Vendors		
Outdoor 1-4	Electric Cargo Bike Retailer	Velo Lifestyle
	Electric Cargo Bike Freight and Delivery	Milebox
	Electric Cargo Bike Freight and Delivery	Shift Delivery Cooperative
	Electric Cargo Bike Manufacturer	Sartee Bikes
Outdoor 5	Electric Cargo Bike Manufacturer	ENVO Bikes
	E-Bike Share Fleet Operator	Lime Micro mobility
Outdoor 6	Landscaping and Turf Maintenance	Consolidated Supply
Outdoor 7	Landscaping and Turf Maintenance	Consolidated Supply
Outdoor 8	Landscaping and Turf Maintenance	Consolidated Supply
Outdoor 9	Mean Green Landscaping Equipment	EFS Equipment
Outdoor 10	Utility Vehicles	Can-EV
Outdoor 11	Electric Landscaping Equipment	Foreshore Equipment
Outdoor 12	EV Charging Systems Installer	Foreseeson Technologies

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