

From: Cory Venable

Sent: Thursday, November 09, 2017 1:47 PM

To: Office of the Mayor <OfficeoftheMayor@barrie.ca>; CityClerks <cityclerks@barrie.ca>

Cc:

Subject: Re: Tesla chargers for Downtown...

Dear Barrie City Council,

Do we wish to pursue relationships with laggards or leaders?

Your decision to allow Tesla to add more chargers to Barrie's downtown is a simple one:

When viewed through the lens of merit, it becomes clear that allowing automaker laggards to participate in developing an EV charging system in Barrie's Downtown, is to invite half-hearted efforts from companies with conflicted agendas. It's naïve to believe Barrie can expect an "all-in" focused determination from automakers who's profits continue to be predominantly driven by selling combustion engine vehicles. Clearly, after decades and billions of dollars spent on R&D, the resulting innovation from these auto giants is nothing short of underwhelming. Slight iterations to century old drive-trains and a few hastily contrived "compliance" EVs won't cut it.

Many believe that meritocracies help foster innovation, if true, what better way can there be then to acknowledge and support leading innovators such as Tesla.

As with all large scale technological disruption, legislators and government leaders need to get up to speed quickly or find themselves behind the curve. Putting low cost infrastructure in place before the autonomous EV wave, allows Barrie's downtown to benefit in two ways. First, increased traffic and spending by those early-adopters waiting for their cars to charge, second longer term, it will re-tool Barrie's downtown as an Autonomous EV supported community, ready for the coming evolution to TaaS or "Transportation as a service".

If the Seba TaaS study is correct and thus far it has been, in a few short years semi-autonomous EV's will become level 5 autonomous and therefore driverless. These driverless EVs will increasingly provide all manner of transportation services in and out of Barrie's Downtown from Friday's Harbour to Cobalt Ontario and on. Fortunately, unlike traditional gas stations, one of the many benefits (beyond low noise and no exhaust pollution) of transitioning to EVs is that "fueling stations" can be numerous and as close as the nearest street light or parking lot with no environmental hurdles and extremely low relative costs. Thus as TaaS grows, downtown will already have the needed charging facilities.

Today, semi-autonomous Tesla vehicles are self-programming optimal charging routes as soon as the vehicle is in motion, meaning if there are no charging facilities in Downtown Barrie, the cars will simply re-direct their occupants to spend their recharging time and money elsewhere.

One more thought...as Tesla executives look feverishly for future Gigafactory locations and sources of cobalt (a small % in every lithium battery) perhaps Council could suggest Barrie as a great location given our proximity to all modes of transport, prime land and cobalt deposits in aptly named, Cobalt Ontario (see link below).

So laggards or Leaders? If leaders, let's get Tesla on our map?

Sincerely,

Cory Venable

*Cory L. Venable, CMT, CIM
Market Analyst, Portfolio Manager
Venable Park Investment Counsel Inc.
33 Clapperton Street
Barrie, ON L4M 3E6*

*Ph. 705-792-3991
Toll Free 866-792-3991
Fax 705-792-3992*

*Email: cory@venablepark.com
Website: www.venablepark.com
Blog: www.jugglingdynamite.com*

<https://venablepark.sharefile.com/upload-storagecenter.aspx?id=rda24ddca7fc4d31a>

<https://www.cheatsheet.com/stocks/honda-and-fiat-see-a-dead-end-for-ev-programs.html/?a=viewall>

<https://electrek.co/2016/11/11/automakers-ask-trump-not-to-make-them-produce-electric-cars-in-first-lobbying-effort-since-election/>

<https://www.reuters.com/article/us-eu-autos-cartel/eu-antitrust-regulators-say-probing-possible-german-car-cartel-idUSKBN1A70EW>

<http://www.cbc.ca/news/canada/sudbury/cobalt-mining-resurgence-1.4030303>

Link to Seba TaaS study: <https://www.youtube.com/watch?v=2b3ttqYDwF0>