

April 16, 2026

The Clerk

Toronto City Council
City Hall, 100 Queen Street West
Toronto, Ontario M5H 2N2

Re: Agenda Item IE28.3 – Approach to Public Electric Vehicle (EV) Charging Three-Year Plan

Dear City Clerk,

JOLT Charge is writing to the Clerk's Office as the City of Toronto finalizes contract negotiations with the successful proponent of procurement BD-20231111. We respectfully ask that City Council direct staff to ensure the resulting agreement does not contain broad exclusivity provisions that would prevent other charge point operators from partnering with the City.

The EV Charging Market Has Changed Significantly Since 2023

The original EOI/RFP was issued in 2023, when the Canadian EV charging market looked very different than it does today. A number of significant new operators have since entered the space — including JOLT Charge, which was not yet active in Canada at the time of the EOI release. JOLT has since established a national presence and secured \$194 million in federal infrastructure funding through the Canada Infrastructure Bank — a program that did not exist when this procurement was designed. Multiple distinct operating models have now emerged, each serving different locations, users, and revenue structures. Granting a single vendor broad exclusivity across City land risks locking Toronto into a framework that no longer reflects the market it is operating in.

A Model That Removes Utilization Risk

The BD-20231111 procurement was built around a single-revenue-stream model — chargers that depend on charging fees as their sole source of revenue. This works well when utilization is high, but it creates a tension the City is already experiencing: additional surveys are now being conducted to ensure future deployments are sited where demand is sufficient.

JOLT's dual-revenue-stream model resolves this problem. Our Level 3 fast chargers generate revenue through small-format digital out-of-home advertising — not charging fees alone — so our business case does not depend on hitting a utilization threshold. We can deploy profitably in high-traffic locations and in transitioning neighbourhoods alike, and we offer charging free to users, which drives adoption and increases utilization over time. This is not a supplementary model — it is an innovative approach that decouples infrastructure viability from demand uncertainty, directly addressing the deployment flexibility challenge the City is working to solve.

Why Broad Exclusivity Would Be Counterproductive

Broad exclusivity would foreclose the City's ability to work with operators whose models better suit certain sites — locking Toronto into a single solution at the very moment it is seeking deployment flexibility. A narrowly scoped clause that protects the primary vendor's interests in locations the RFP was designed for, while preserving the City's right to partner with other operators elsewhere, would allow Toronto to:

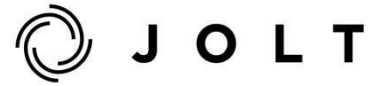
- Expand EV charging access into suburban and transitioning neighbourhoods at no cost to the City;
- Address equity and access gaps identified by Committee members without displacing the primary vendor;
- Preserve flexibility to incorporate emerging technologies over the life of a multi-year contract; and
- Avoid concentration of service provision within a single model during a period of rapid market evolution.

What We Are Asking For

JOLT Charge is not asking to re-open the procurement or displace the winning proponent. We are asking City Council to direct staff to negotiate an exclusivity clause that is appropriately scoped — one that protects the primary vendor's commercial interests while preserving the City's right to partner with other operators in locations and use cases outside that scope.

JOLT Charge Inc

66 Wellington Street West,
5300, Td Bank Tower,
Toronto, Ontario, Canada, M5K 1E6



Under our model, JOLT would install dual-revenue-stream chargers on City-owned sites selected collaboratively with City staff, at no cost to the City. Site selection criteria would ensure no overlap with the primary vendor's deployment, and all digital signage would be subject to the City's standard by-law approval process. We believe this approach allows the City to serve a broader cross-section of Torontonians, advance its equity objectives, and build a more resilient public EV charging network — without compromising the contract it is negotiating today.

We would welcome the opportunity to discuss this further and are available to provide a briefing at Council's convenience.

Sincerely,

A handwritten signature in black ink that reads 'Justin Dempsey' in a cursive script.

Justin Dempsey

VP Real Estate
JOLT Charge Inc.

cc: David Jollimore, Paul Johnson, Committee Members