



CUTRIC Professional Development Workshop Series

**Transit Energized: The
Energy-as-a-Service Model**

Location: Okotoks, AB, Canada

Date

24/09/2026



Course Summary

As transit agencies transition to zero-emission buses (ZEBs), high upfront capital costs and complex utility connections can make fleet electrification challenging. Energy-as-a-Service (EaaS) offers a framework to shift technical, financial and grid risks to private partners.

Learn from Zenobē, PowerON Energy Solutions, Next Hydrogen and CUTRIC through presentations, practical case studies and peer discussion.

Sponsoring host: Town of Okotoks

September 24, 2026 | 9:00 a.m.–4:00 p.m. MDT

This course is eligible for up to 6 continuing professional development (CPD) credits with the Ontario Society of Professional Engineers (OSPE).

Course Objectives

- **Demystify the EaaS Model and Procurement:** Define the core commercial frameworks of Energy-as-a-Service explicitly within a transit framework, equipping agencies with the procurement language and risk-allocation strategies needed for successful partnerships.
- **Evaluate Market-Ready Solutions:** Examine the deployment successes, cross-jurisdictional experiences and technical mitigation strategies of leading EaaS providers to understand how they manage utility and infrastructure constraints.
- **Facilitate Peer-to-Peer Knowledge Exchange:** Connect transit agencies with industry experts to analyze real-world case studies, comparing contract expectations against actual operational realities.

Learning Outcomes

By the end of this ProDev workshop, participants will be able to:

-  **Compare Financial and Risk Structures:** Differentiate between traditional capital expenditure (CapEx) procurement and operating expenses (OpEx) driven EaaS models, with the ability to effectively shift technical, financial and grid risks to private partners.
-  **Map Operational and Grid Risks:** Identify potential infrastructure bottlenecks—such as utility interconnection delays and peak demand management—and allocate those risks effectively in an EaaS contract.
-  **Apply Proven Deployment Best Practices:** Implement practical insights from peer transit agencies regarding depot retrofits, utility interconnect delays and managing the operational shift to mixed-fleet electrification.

Workshop Overview

This workshop bridges commercial EaaS solutions and real-world transit application. Explore procurement, risk allocation, financing, utility connections and Hydrogen-as-a-Service with Zenobē, PowerON Energy Solutions, Next Hydrogen and CUTRIC.

September 24, 2026 | All times MDT

Sponsoring host: Town of Okotoks

9:00 a.m. – 4:00 p.m. MDT | Agenda at a Glance

- 09:00–09:30 Registration & Networking Breakfast
- 09:30–09:45 CUTRIC Welcome & Introductions
- 09:45–10:45 Zenobē's Session
- 10:45–11:00 Break
- 11:00–12:00 PowerON Energy Solutions' Session
- 12:00–13:00 Next Hydrogen's Session
- 13:00–13:45 Lunch & Networking
- 13:45–15:45 CUTRIC's Presentation on Transit Agency Case Studies
- 15:45–16:00 Wrap-up

Agenda

09:00 – 09:30 | Registration & Networking Breakfast

09:30 – 09:45 | CUTRIC Welcome & Introductions

- ▶ Welcome
- ▶ Land acknowledgement
- ▶ Why Energy-as-a-Service matters for Canadian transit, workshop objectives and participant introductions



DR. JOSIPA PETRUNIC

President & CEO



MAJDI EL-SADEK

Business Development &
Membership Engagement Officer

Agenda

09:45 – 10:45 | Zenobē

- ▶ Global experience, successes, challenges and procurement guidance for transit agencies
- ▶ 40-minute presentation + 20-minute Q&A



JOHN KARDOS

Vice President, Business
Development, Canada



MARK MACCHIA

Director of Commercial
Development

10:45 – 11:00 | Break

Agenda

11:00 – 12:00 | PowerON Energy Solutions

- ▶ Practical experience and lessons learned, procurement guidance,
 - ▶ financing options and software capabilities
- 40-minute presentation + 20-minute Q&A



COURTNAY RADWAY

Technical Project Developer

12:00–13:00 | Next Hydrogen

- ▶ Practical experience, partnership frameworks, equipment integration and financing options for Hydrogen-as-a-Service within the EaaS ecosystem
- ▶ 40-minute presentation + 20-minute Q&A



FRÉDÉRIC IMBEAULT

Sales Director

Agenda

13:00 – 13:45 | Lunch & Networking

**13:45 – 15:45 | Transit Agency Case Studies:
EaaS Deployments**

- ▶ Practical reviews of current fleet programs and EaaS milestones
- ▶ Blueprint-to-tarmac transition hurdles and depot constraint management
- ▶ Peer procurement do's and don'ts
- ▶ 90-minute presentation + 30-minute Q&A



DR. JOSIPA PETRUNIC

President & CEO



MOHAMMAD KHAROUF

Technical Director

15:45 – 16:00 | Workshop Wrap-up

Speaker Biography



DR. JOSIPA PETRUNIC

President & CEO
CUTRIC

Dr. Josipa Petrunic is the President and CEO of CUTRIC. She is leading the formulation of several national transportation technology trials related to zero-emissions transportation and “smart vehicles” innovation, including the Pan-Canadian Electric Bus Demonstration & Integration Trial, the Pan-Canadian Hydrogen Fuel Cell Demonstration & Integration Trial and the National Smart Vehicle Demonstration Project.

Dr. Petrunic has built up CUTRIC’s consortium to include more than 130 private and public sector companies and organizations across Canada. Previously, she served as the lead researcher in electric vehicle policy studies at McMaster University and as a senior research fellow in the history and philosophy of mathematics at University College London (UCL) in the United Kingdom in Science and Technology Studies. Dr. Petrunic continues to lecture in Globalization Studies at McMaster University.

In 2018, she was named as one of Canada’s Top 40 Under 40 by Bloomberg News and Canada’s Top Clean 50. In 2019, she was named Aspioneer Top 10 Influential Women Leaders. In 2020, she received an award in WXN’s Canada’s Most Powerful Women: Top 100 Awards for her role in the Science and Technology industry.

Speaker Biography



COURTNAY RADWAY, P.ENG., MBA

Technical Project Developer
PowerON Energy Solutions

Courtney Radway, P.Eng., MBA is a Technical Project Developer with PowerON Energy Solutions specializing in fleet electrification and EV charging infrastructure. Throughout her career, she has been passionate about advancing the transition to cleaner energy, from renewable CNG production from wood waste to hydrogen fuel cell and electrolyzer technologies and now transportation electrification.

Today, she works with transit agencies and fleet operators to advance zero-emission transportation through electrification and Energy-as-a-Service solutions. Courtney combines technical, commercial and project development experience with a practical approach to deploying sustainable energy infrastructure.

Speaker Biography



JOHN KARDOS

Vice President, Business Development, Canada
Zenobē

John Kardos is the Vice President of Business Development – Canada at Zenobē. He is a globally experienced sustainable mobility business leader with a passion for driving innovative solutions in transportation and infrastructure.

Throughout his career, he has led commercial and strategic initiatives at organizations like Nova Bus (where he was the Vice President of Business Development), Bombardier Transportation (at the Systems and Services Divisions) and Stantec, as well as leadership positions at eminent eco-friendly startups like NanoXplore, CarbiCrete and FleetZero.

His passion lies in building long-term, high-impact projects and working with public and private partners to deliver smart, sustainable solutions that drive shared success in this fast-changing environment.

Speaker Biography



MARK MACCHIA

Director of Commercial Development
Zenobē

Mark Macchia is Director of Commercial Development at Zenobē, where he drives fleet electrification initiatives for transit agencies and fleet operators across North America. His work spans the full deal lifecycle – sourcing, due diligence, negotiation and post-close integration. He leads cross-functional teams through complex, often novel transaction structures that unlock value while managing regulatory, financial and operational risk.

Over his career, Mark has worked as a consultant, developer, operator, asset manager, private equity investor and public financier at the Canada Infrastructure Bank. He brings these varied perspectives to identify opportunities to collaborate, build partnerships that last and structure transactions that are grounded in shared benefit.

Speaker Biography



FRÉDÉRIC IMBEAULT, MBA

Sales Director
Next Hydrogen Inc.

Frédéric Imbeault is the Sales Director at Next Hydrogen Inc., a Canadian clean technology company advancing green hydrogen production through innovative water electrolysis solutions. With extensive experience in business development, strategic sales and commercial partnerships, he has worked across the energy, industrial and transportation sectors to help organizations adopt technologies that support decarbonization and operational excellence.

In his role at Next Hydrogen, Frédéric leads customer engagement and market development initiatives, collaborating with industrial operators, utilities, transit agencies and infrastructure developers to accelerate the deployment of green hydrogen projects throughout North America. He is particularly focused on enabling practical hydrogen solutions that integrate seamlessly into emerging Energy-as-a-Service (EaaS) and Hydrogen-as-a-Service (HaaS) models, helping organizations reduce emissions while strengthening long-term energy resilience.

Driven by a passion for providing sustainable solutions that reduce greenhouse gas emissions, decarbonize the economy and promote cleaner air for future generations, Frédéric is a strong advocate for collaboration across the hydrogen value chain. He actively engages with industry leaders, project developers and public sector stakeholders to advance the adoption of clean hydrogen technologies and support the transition toward a low-carbon economy and zero-emission transportation systems.

Speaker Biography



MOHAMMAD KHAROUF

Technical Director
CUTRIC

Mohammad is the Technical Director at CUTRIC, leading zero-emission bus feasibility studies for transit agencies across Canada. His work supports fleets of various sizes ranging up to 2,000 buses, by analyzing energy and power demand, optimizing charging infrastructure, assessing electrification feasibility, evaluating facility needs and conducting life cycle and economic assessments.

With over a decade of experience in designing and implementing turnkey electrified transportation projects, Mohammad holds a Master of Applied Science in Electrical Engineering from the University of British Columbia and is a registered professional engineer in British Columbia.