



Montreal, April 1, 2016

Minister Mary Polak  
Ministry of Environment Climate Action Secretariat  
British Columbia Provincial Government  
P.O. Box 9486, Stn Prov Govt  
Victoria, B.C.  
V8W 9W6

Re: BC Climate Leadership Team Recommendations – Written submission  
from Electric Mobility Canada

Dear Minister Polak,

Electric Mobility Canada (EMC) is the only national membership-based not-for-profit organization dedicated exclusively to the promotion and acceleration of electric mobility as a readily available and important solution to Canada's energy and environmental issues. EMC has approximately 140 members: private sector companies engaged in the sale or distribution of electric vehicles and components or the delivery of professional services, covering all modes of surface transportation; providers of electric energy at the provincial and local levels; private sector and government fleets; related associations, research centres and labor organizations; government agencies and individual supporters.

We work closely with all provinces, including our active BC chapter. We submit the following comments on the recommendations concerning Transportation, mainly on zero-emission vehicles.

### **Growing demand for EVs**

There are a number of policy options that need to be prioritized in this early adopters market. These policies could make a significant difference to increase demand for PEVs, and therefore drive EV adoption rates through increased awareness, incentives, fleet usage (including taxi fleets) and infrastructure that encourage EV sales and use.

While continuing to educate consumers on the benefits of PEVs, one of the best policy actions is the predictability and continuation of EV customer incentives. These incentives provide the market with a very positive signal and the confidence required to hold more inventory at dealerships, and increase consumer benefits to decrease the price differential between combustion vehicles vs. EVs, which remains a barrier for adoption until economies of scale and advances in battery technologies can reduce the initial price. Recognizing the leadership of the province of British Columbia,



Electric Mobility Canada supports the recent announcement of investments for continuous incentives, and expanding public, Multi-Unit Residential Buildings charging infrastructure while encouraging EV fleet purchases, as well as the introduction of HOV lane access for EVs.

## Supply policies

EMC represents the complete value chain of the EV industry. The association wishes to be part of discussions on any development of policies aimed at accelerating transportation electrification. EMC can provide valuable input and insight from all of our members into successful policy development, as we closely follow results in different markets, covering the demand and supply side, such as ZEV regulations and other mechanisms.

After conducting a review of major studies on different supply and demand policies in North America, EMC wishes to share its knowledge, and for the results of these studies to be taken in consideration. The introduction of regulations should not be considered without analyzing the adequacy of demand policies adapted to each jurisdiction, and without an extensive review on how it will impact the sector as a whole.

## The design of a balanced regulation

Since the development of a ZEV mandate for passenger vehicles is one of the recommendations of the BC Climate Leadership team, EMC wants to play an active part in its design. EMC's objective for a supply and demand side policy is a reasonable and a balanced legislation.

EMC wishes to help determine the successful conditions of a regulation such as a ZEV mandate that could help increase EV sales by:

- growing demand
- planning a smooth transition period taking into account the existing and predicted market share
- promoting the introduction of new EV models
- increasing sales of existing EV models available in Canada
- avoiding a shock in the market

## Looking forward

The Roadmap for Accelerating the Deployment of Electric Vehicles in Canada (2016 to 2020) has now been published on our website: <https://emc-mec.ca/activities/ev-roadmap/>. This second roadmap for the electrification of transportation in Canada, prepared under Electric Mobility Canada (EMC), was realized with the financial support of Natural Resources Canada. Developed in consultation with EMC members and various stakeholders, this



Roadmap recommends high-priority strategies and concrete actions to increase the share of EVs in Canada, including the electrification of high-use vehicle applications such as transit buses, car sharing and taxi fleets. EMC is grateful to all participants in this collective outcome.

We invite you to browse through this important document including several recommendations for the Canadian EV sector. The allocated investment to electric vehicles and alternative transportation fuel infrastructure of \$62.5M in the 2016 Federal budget over the next two years is welcomed as one of the priority measures recommended by EMC in its Roadmap as investment in charging infrastructure is essential for increasing the adoption of EVs. The expanding tax support for clean energy now eligible to electric vehicle charging and electrical energy storage is also positive. The budget presents an increased allocation of funds for research in clean and sustainable technology.

EMC intends to work collaboratively and intensify discussions with all relevant stakeholders to ensure funding of the actions recommended in its roadmap. There is an obvious synergy between a clean growing economy associated with transportation electrification, the objectives of the Low Carbon Fund, the innovative green municipal projects and investments in public transit. EMC looks forward to working with the Federal Government to ensure that these synergies translate into an acceleration of EV deployment in Canada.

Over and above the significant milestones achieved, with the continued support for incentives, communication and awareness, and infrastructure, EMC is convinced PEVs are increasingly becoming a day-to-day symbol of transition to renewable energy. Transportation electrification embraces all of these dimensions and presents a short and long term solution. At the international level, many countries are looking at EVs as a readily available solution with predictable results.

Only three months away, the next International Electric Vehicle Symposium (EVS29) will be held in Montreal in June 2016. EMC is co-hosting this major event. The provinces of Canada need to bring forward their vision and achievements to the international scene. EMC encourages BC to showcase its electrification achievements and plans for the future with this international community.

Chantal Guimont  
President & CEO