



Powering Up

A national and sub-national outlook on electric vehicle adoption, barriers, and impacts to the grid

Provincial Report: NEWFOUNDLAND & LABRADOR

August 2025

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Prepared by in collaboration with:



Dunsky Energy + Climate Advisors

50 Ste-Catherine St. West, suite 420
Montreal, QC, H2X 3V4

www.dunsky.com | info@dunsky.com
+ 1 514 504 9030

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This report was prepared by Dunsky Energy + Climate Advisors, an independent firm focused on the clean energy transition and committed to quality, integrity and unbiased analysis and counsel. Our findings and recommendations are based on the best information available at the time the work was conducted as well as our experts' professional judgment.
Dunsky is proud to stand by our work.

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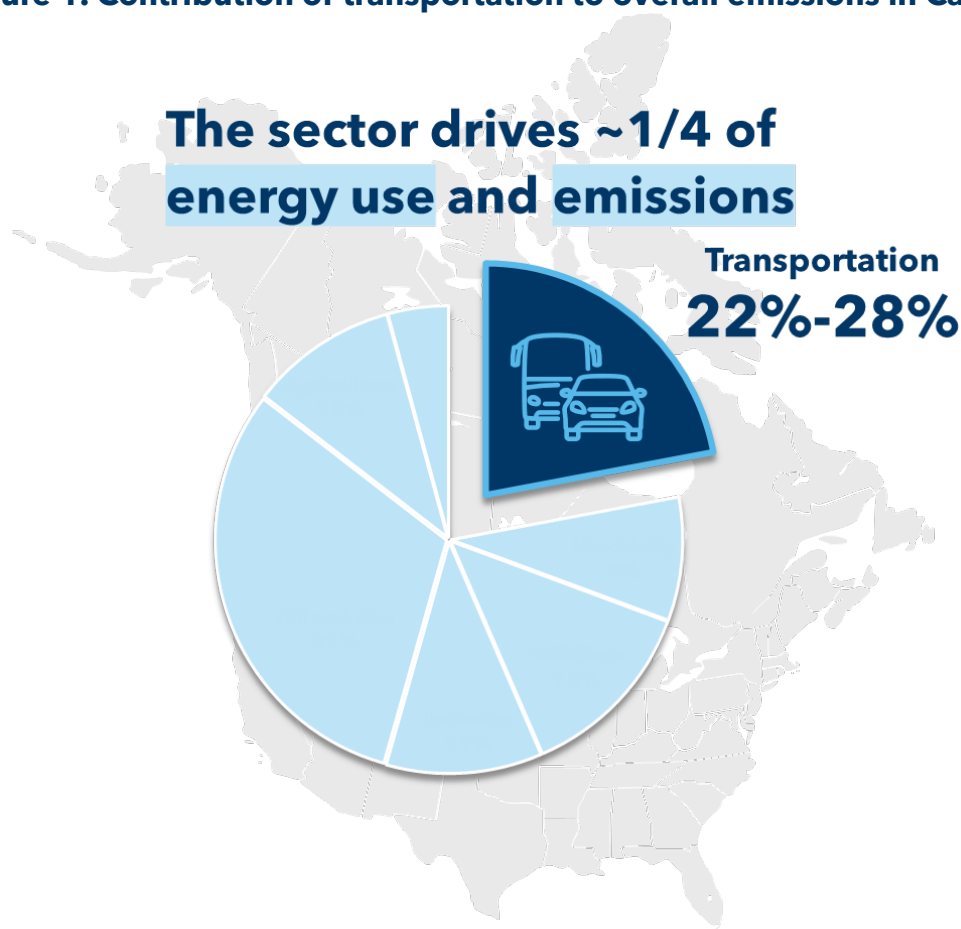


1. Background

1.1 Introduction

Powering Up: A national and sub-national outlook on electric vehicle adoption, barriers, and impacts to the grid, is a collaboration between Electric Mobility Canada and Dunskey Energy + Climate Advisors. Its goal is to provide robust data points for national and sub-national decision-making regarding the electrification of transportation. Light-duty vehicles (LDVs) were chosen as a focus because of their significant impact on total transportation greenhouse gas emissions (GHGs) in Canada.

Figure 1. Contribution of transportation to overall emissions in Canada



Addressing barriers to electric vehicle deployment is crucial to ensuring that Canada can meet its near-term climate targets (for 2030 and 2035) and maintain a realistic chance of achieving greater transportation decarbonization by 2050. By thoroughly examining key



barriers to Zero-emission Vehicle¹ (ZEV) adoption—including regionally tailored assessments of consumer affordability, customer economics, and electricity system impacts—our reports aim to identify policies and interventions that would enable the transition to electric mobility.

In this report, we outline the policy landscape and historical trajectory surrounding the adoption of light-duty ZEV and provide a forecast of ZEV adoption under multiple scenarios between 2025 and 2040. We then analyze the implications of this adoption on electricity demand and how utilities, policymakers, and private actors can support a transition to ZEVs that is reliable, affordable, and predictable.

The key will be to transition to electric transportation in a way that is reliable, affordable and predictable

Primary benefits of ZEV adoption for Canadians:

- **Cleaner air** due to reduced emissions as the transportation energy source shifts from fossil fuel to electricity, which is becoming greener, and from reduced tailpipe emissions, improves air quality and helps to reduce the effects of climate change.
- **Improved affordability** due to savings on a total-cost-of-ownership basis – electricity is much cheaper than gasoline across Canada, offering operational savings from fuel as well as from maintenance, which has lower costs for ZEVs than for internal combustion engine vehicles (ICEVs).
- **Downward pressure on electricity rates** due to beneficial electrification, which creates opportunities for utilities to increase revenues, invest in infrastructure, and manage peaks and valleys in demand across their systems to reduce costs over time.

¹ Includes fully-electric or battery-electric vehicles (BEVs) and plug-in hybrid electric vehicles (PHEVs).

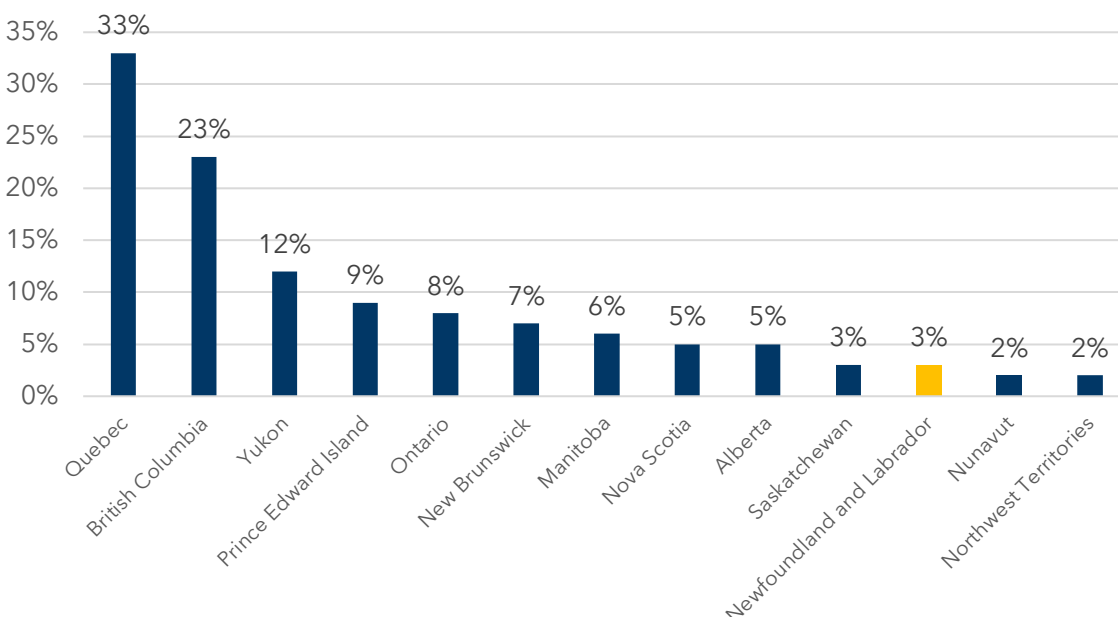


1.2 Historical ZEV Adoption

ZEV adoption in Newfoundland and Labrador is in the bottom three amongst all provinces and territories. According to S&P Global, while ZEV adoption represented 15.4% of new vehicle sales in Canada in 2024, ZEV sales were at 3% in Newfoundland and Labrador.

Figure 2. 2024 ZEV share of new vehicle sales by province and territory²

▶ ZEVs represented 3% of new vehicle sales in 2024.



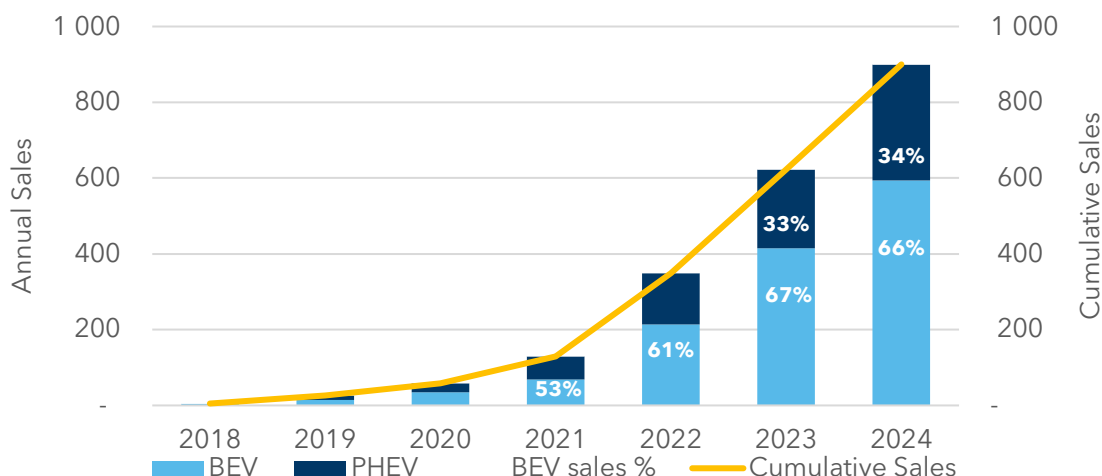
ZEV adoption in Newfoundland and Labrador falls in the bottom three of all provinces and territories.

² S&P Global. Q4 2024. [Automotive Insights: Q3 2024 Canadian EV Information and Analysis](#).



Figure 3. Historical ZEV sales, Newfoundland and Labrador

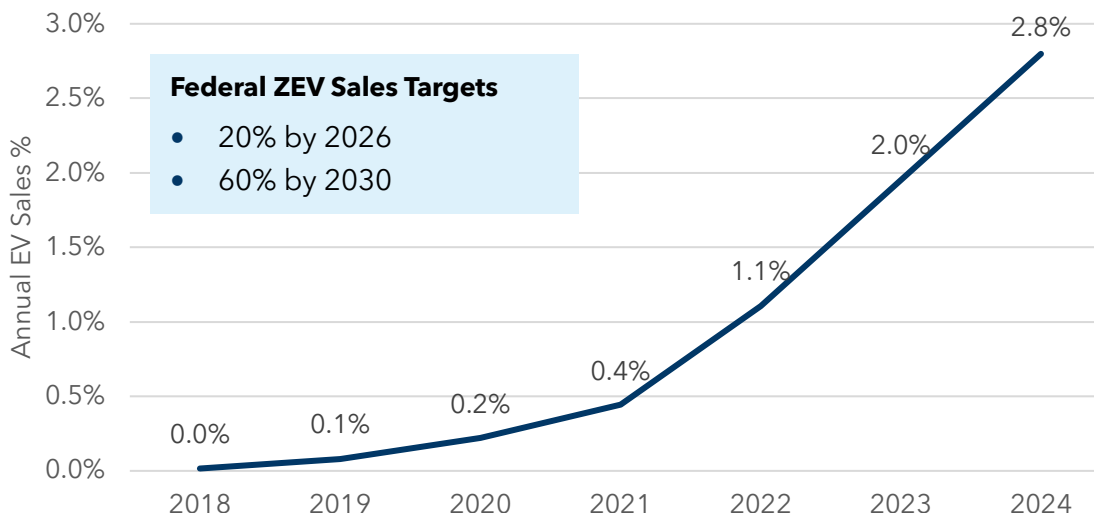
Over 2,200 ZEVs have been sold in the province as of 2024.³



In Newfoundland and Labrador, ZEV adoption has grown significantly in the last few years, particularly since 2022. PHEV sales as a share of overall ZEV sales have represented roughly one-third of ZEV sales between 2018 and 2024 (34% in 2024).

Figure 4. Historical ZEV sales %, Newfoundland and Labrador⁴

Since 2018, ZEV market share has grown year-over-year by an average of 183% each year.



³ Sources include Statistics Canada. [New motor vehicle registrations, quarterly, by geographic level](#). Accessed January 2025 and Statistics Canada. [Vehicle registrations, by vehicle type and fuel type](#). Accessed January 2025.

⁴ Annual ZEV Sales percentage are calculated leveraging car and light truck new vehicle sales from Natural Resources Canada. [Comprehensive Energy Use Database: Transportation Sector](#). Note that new vehicle sales are not available for 2023 and 2024 and forecasted new sales are leveraged for those years calculations. Varying methodologies or source for 2023 and 2024 light-duty new vehicle sales may result in different annual ZEV Sales percentages for those years.

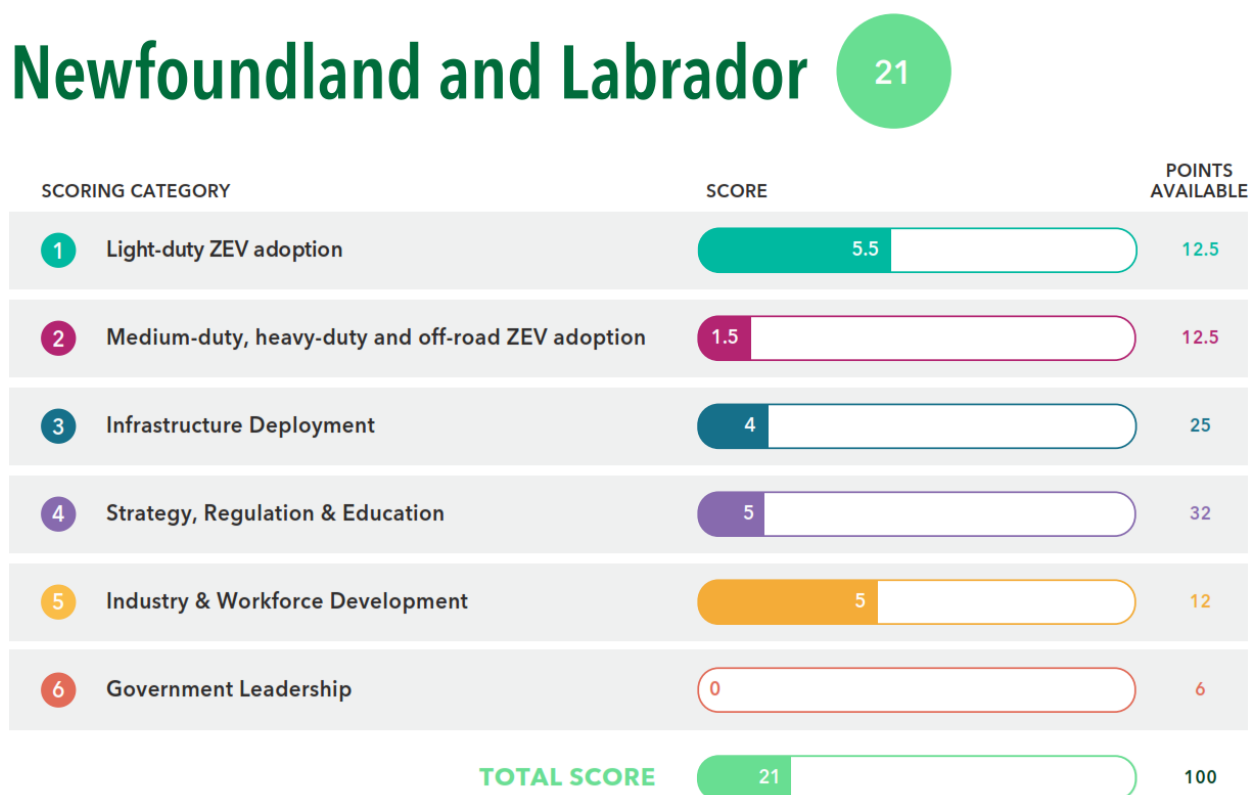




1.3 Policy Landscape

In 2022, Dunsky developed a Provincial and Territorial Zero-Emission Vehicle Scorecard for Electric Mobility Canada. At the time, Newfoundland and Labrador had a purchase incentive program for LDVs, and Newfoundland and Labrador Hydro had completed the installation of 14 fast and 14 Level 2 chargers across the Trans-Canada Highway. Newfoundland and Labrador placed sixth among all provinces and territories, sitting at 21 points in the “Getting Started” category.⁵

Figure 5. Newfoundland and Labrador ZEV Scorecard, 2021-22



In that scorecard, we also outlined several key opportunities for Newfoundland and Labrador to improve its score and thereby encourage higher rates of ZEV adoption in the coming years, as shown in the table below. There were two key updates against the specific opportunities outlined, which we detail below, in addition to a few additional updates, including a new ZEV load management pilot and the deployment of additional fast chargers by NL Hydro.

⁵ Electric Mobility Canada. 2021-22. [Provincial and Territorial Zero-Emission Vehicle Scorecard](#).



Table 1. Opportunities for ZEV policy and program improvement and updates since 2022, Newfoundland and Labrador

Opportunities highlighted in ZEV Scorecard (2022) ⁶	Major progress or updates in 2023-2024
Newfoundland and Labrador can make its LDV purchase incentive program more accessible by making the rebates available at point of sale—meaning that consumers do not have to initially pay the rebate cost out of pocket.	N/A
Newfoundland and Labrador can take its charging infrastructure investment to the next level by setting clear targets and assessing needs for different areas of the province.	N/A
Newfoundland and Labrador should explore opportunities to require that new developments be ZEV-ready.	N/A
Expand the takeCHARGE public education program to include more in-person outreach and events. (in April 2022, the Province announced financial support to fund an ZEV Resource and Learning Centre to help raise awareness and outreach for ZEVs).	takeCHARGE offered a series of in-person events in 2022 and 2023 to educate the public about ZEVs. ⁷ They also now offer an ZEV fleet course targeted at businesses looking to electrify. ⁸
Set government ZEV fleet procurement targets.	N/A

Additional ZEV policy progress highlights in Newfoundland and Labrador from 2023-2024 include:

- Newfoundland Power and Newfoundland and Labrador Hydro launched an ZEV load management pilot offered through takeCHARGE⁹ which asks drivers to shift charging to off-peak times and participate in peak events.
- In August 2023, NL Hydro received approval for seven ultra-fast chargers at five of its most utilized ZEV charging sites along the Trans-Canada Highway.¹⁰ NL Hydro operates 23 DCFC stations and noted that the usage of the 14 along the TransCanada has seen a significant increase, leading to congestion and user wait times in peak travel periods.
- In 2024, the Province announced \$875,000 in its Budget 2024 to continue the ZEV rebate program into its fourth year, as well as \$1.1M for ZEV infrastructure.¹¹ In the last fiscal year, there were 458 battery electric and 292 plug-in hybrid electric vehicles received rebates.

⁶ Electric Mobility Canada. 2021-22. [Provincial and Territorial Zero-Emission Vehicle Scorecard](#).

⁷ takeCHARGE. [Everything ZEVs | Electric Vehicle Roadshow](#). Accessed February 2025.

⁸ Take CHARGE. [EV Fleets Course](#). Accessed February 2025.

⁹ takeCHARGE. [Electric Vehicle Load Management Pilot Program](#). Accessed February 2025.

¹⁰ Newfoundland and Labrador Public Utilities Board. August 11, 2023. [Application for the Construction and Installation of Ultra-Fast Electric Vehicle Charging Stations](#).

¹¹ Government of Newfoundland and Labrador. April 18, 2024. [News Release: Minister Davis Highlights Electric Vehicle Rebate Program](#).





1.4 Vehicle and Housing Market Overview

Light-duty vehicle (LDV) sales in Newfoundland and Labrador have stagnated over the past several years, resulting in a decline in overall stock. This market change has implications not only for the potential total ZEV sales but also for the grid impact of an increasing number of vehicles being electrified.

Figure 6. Historical light-duty vehicle stock on the road, NL¹²

▶ The vehicle market in Newfoundland and Labrador is decreasing, and stock was 395,000 in 2024.

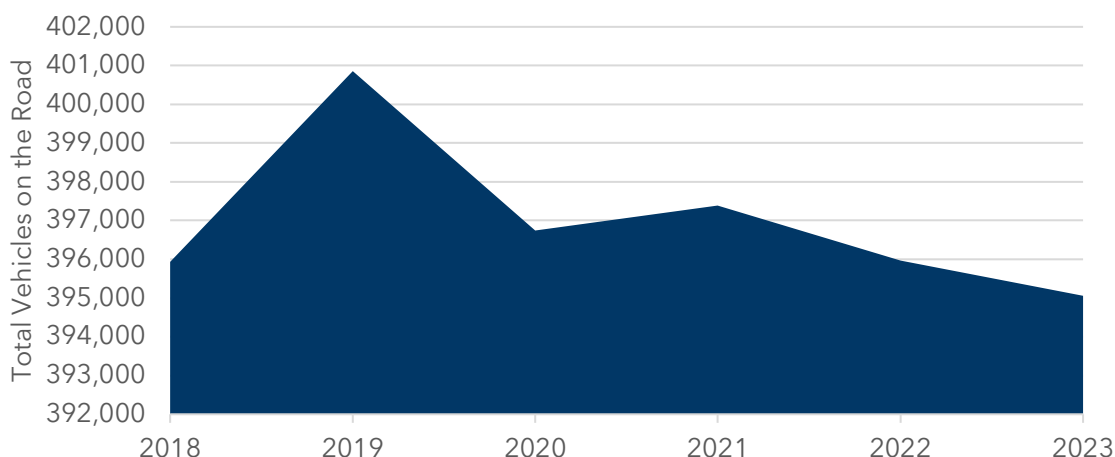
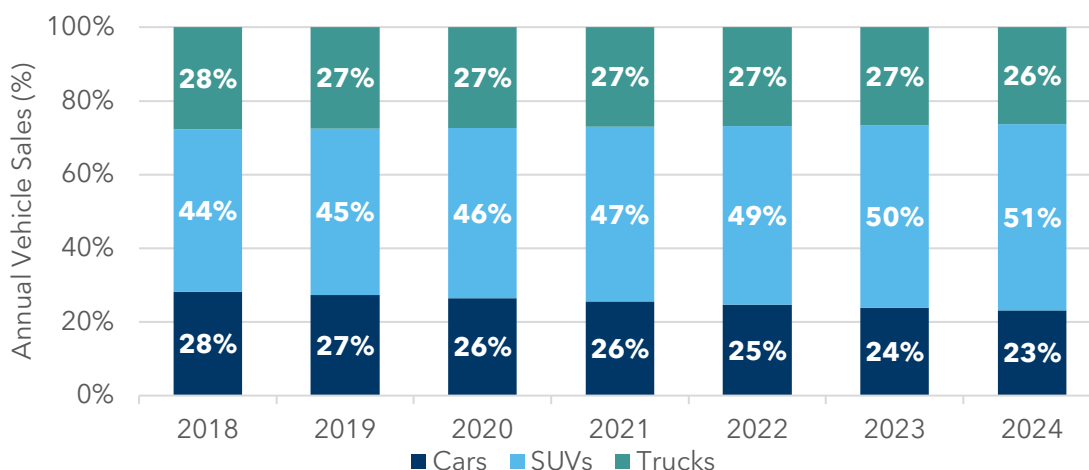


Figure 7. Historical light-duty vehicle segment mix, NL¹³

▶ The current segment mix is 51% SUVs and 23% cars, the remaining 26% being light trucks.



¹² Natural Resources Canada. [Comprehensive Energy Use Database: Transportation Sector, Newfoundland and Labrador](#). Accessed January 2025. Assume vehicle ownership remains constant and vehicles on the road align with population projections from Statistics Canada's M1 scenario. [Projected population, by projection scenario](#). Accessed June 2024.

¹³ Ibid.

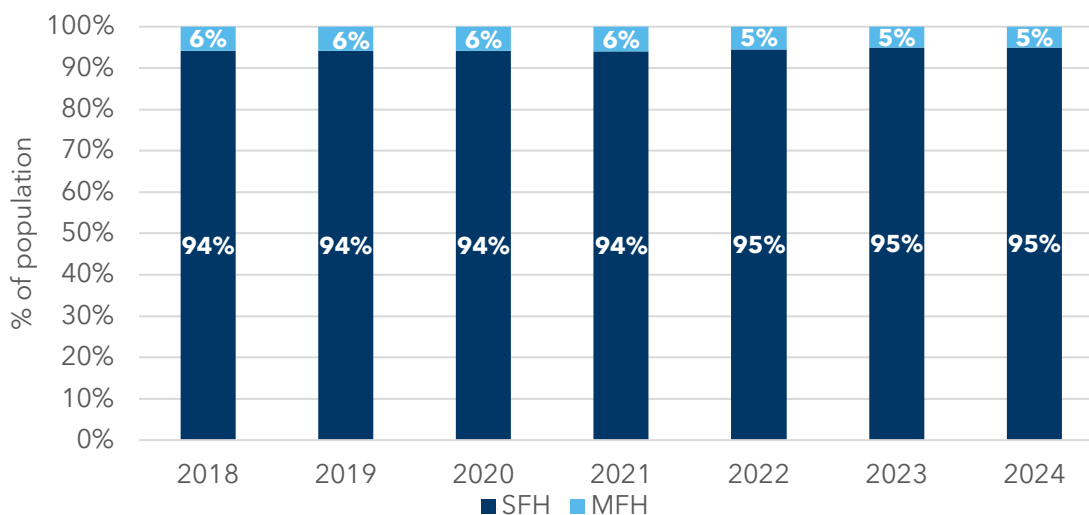




Newfoundland and Labrador's LDV segment mix has been trending towards larger vehicles (SUVs, Trucks) between 2018 and 2024, with cars representing 28% of annual vehicle sales in 2018 and only 23% in 2024. It is essential to understand the vehicle segment mix when these vehicles are transitioned to electric because larger vehicles are heavier and tend to be less energy efficient, therefore requiring more charging energy for the same amount of driving.

Figure 8. Historical percent of provincial population in single-family (SFH) versus multifamily homes (MFH), Newfoundland and Labrador¹⁴

▶ Most Newfoundlanders live in SFH, and the proportion has been relatively stable over time.



An overwhelming majority of Newfoundlanders live in single-family homes and this proportion has been relatively stable over the last six years from 94% in 2018 to 95% in 2024¹⁵. This means that about 5% of Newfoundlanders live in multifamily homes, which has implications for their access to home charging and barriers to ZEV adoption.

This breakdown in housing types has impacts on ZEV adoption because the barriers to home charging for those in single family homes tend to be much lower than in multifamily homes – single-family home residents typically have more control over installing a charger where they park, and the costs of doing so are also typically much lower. Provinces and municipalities that are committed to supporting ZEV adoption must either enable home charging in multifamily buildings through supportive policies like ZEV-ready requirements or provide the equivalent amount of charging access in public places, which is much more expensive.

¹⁴ Based on population projections from Statistics Canada's M1 scenario (June 24, 2024. [Projected population, by projection scenario.](#)) and housing market data from the Canada Mortgage and Housing Corporation (June 25, 2023. [Housing market data.](#)).

¹⁵ We use Statistics Canada definitions of housing types as follows: Multifamily buildings include "Apartments five stories and more", "Apartments 5 stories and less" and "Row houses", while single family homes include "Semi-detached", "Single detached", "Apartment or flat in a duplex" and "Other".





2. Methodology

To create a forecast of ZEV charging load in Newfoundland and Labrador, we first leveraged results from our in-house **ZEV Adoption (EVA™) model** to produce a light-duty ZEV adoption forecast based on a market characterization that we produce for each jurisdiction.

Figure 9. Overview of the EVA™ Model

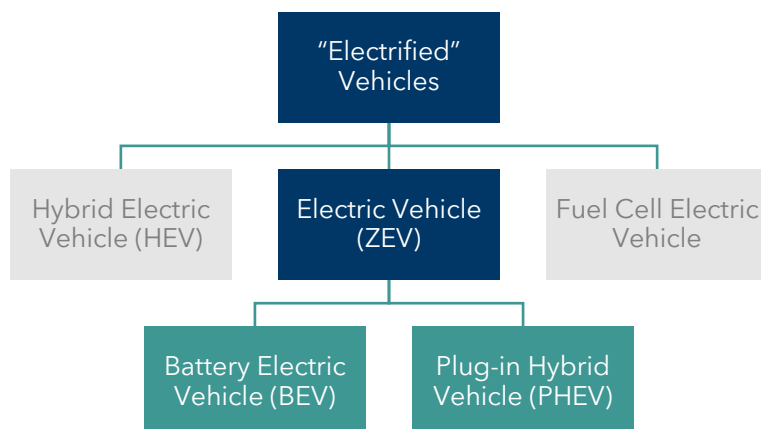
Technical	Economic	Constraints	Market
Assess the maximum theoretical potential for deployment <ul style="list-style-type: none"> Market size and composition by vehicle class (e.g. cars, SUVs, pickups) Forecasted availability of vehicle models in each class 	Calculate unconstrained economic potential uptake <ul style="list-style-type: none"> Forecasted incremental purchase cost of ZEVs over ICEVs Total Cost of Ownership (TCO) based on operational and fuel costs 	Account for jurisdiction-specific barriers and constraints, which vary by vehicle class, including: <ul style="list-style-type: none"> Range anxiety or range requirements Public charging coverage, capacity, and charging time Home charging access 	Incorporate market dynamics and non-quantifiable market constraints <ul style="list-style-type: none"> Use of technology diffusion theory to determine rate of adoption Market competition between vehicle powertrain types

Our ZEV analysis includes the following vehicle types:

- **Battery electric vehicles (BEV)** – “pure” electric vehicles that only have an electric powertrain and that must be plugged into an electric source to charge (e.g. Tesla Model 3, Volkswagen ID.4, Hyundai Kona Electric)
- **Plug-in hybrid electric vehicles (PHEV)** – vehicles that can plug in to charge and operate in electric mode for short distances (e.g. 30 to 80 km), but that also include a combustion powertrain for longer trips. (e.g. Mitsubishi Outlander PHEV, Toyota Prius Prime, Ford Escape PHEV)



Figure 10. Vehicle types in scope



The following vehicle types are **excluded** from the analysis:

- Hybrid electric vehicles that do not plug in are considered ICEVs.
- Fuel cell electric vehicles such as hydrogen vehicles where the market is assumed to be minimal in the timeframe of the study.

2.1 Scenario Analysis

The adoption rate of electric vehicles was assessed under three scenarios that vary policy and program interventions which can significantly impact ZEV adoption. These include the following key policy and program levers:

- 1. Public Charging Access:** Existing infrastructure deployed to date has jumped-started the ZEV market, however significant investments are required to alleviate range anxiety.
- 2. Home Charging Access:** With most ZEV charging expected to take place at home, lack of access to home charging for some segments of the population could limit their ability to adopt ZEVs.
- 3. Vehicle Incentives:** Government rebates can help to bridge the gap to cost-parity with ICEVs in the short-term as the up-front purchase costs of ZEVs decline over time.
- 4. Federal Zero Emission Vehicle (ZEV) Availability Standard:** Under the current ZEV Availability Standard, auto manufacturers and importers must meet a 100% ZEV sales target by 2035. Our scenario analysis varies whether the standard is present as well as its enforcement year to show its potential impact on ZEV adoption.
- 5. Provincial ZEV Mandate:** While some provinces have implemented their own ZEV sales requirements, those that have not may potentially experience lower availability in the next few years as manufacturers and importers focus supply on regions with the highest demand or requirements for ZEV sales, even if there are targets at the federal level.

In addition to the modelled policy and program interventions, the forecasted ZEV adoption is also sensitive to uncertainties around key market and technology factors such as electricity rates, fuel prices, battery costs, total vehicle sales and ZEV model availability.

Our Low Growth scenario represents minimal efforts to support ZEV adoption, and in some cases the removal of existing supportive policies. The Moderate Growth scenario represents



some support to enable ZEV adoption and generally aligns with current commitments and policies, while the High Growth scenario represents a strong policy pathway to reach the Federal ZEV sales target. The specific parameters for each scenario are outlined in Table 2.

Table 2. Scenario assumptions for ZEV adoption

Parameter	Low Growth	Medium Growth	High Growth
Public Charging Infrastructure¹⁶	Limited 600 ports by 2030 5,000 ports by 2040	Moderate 1,200 ports by 2030 13,000 ports by 2040	Significant 2,400 ports by 2030 16,000 ports by 2040
Home Charging Access¹⁷	Limited Single-family homes are 92% ZEV-ready, 20% of multifamily homes are ZEV-ready by 2040	Moderate Single-family homes are 92% ZEV-ready, 39% of multifamily homes are ZEV-ready by 2040	Significant Single-family homes are 92% ZEV-ready, 58% of multifamily homes are ZEV-ready by 2040
Vehicle Incentives	Current incentives Federal: up to \$5,000 Provincial: up to \$2,500 (Both ramped down + phased-out by 2025)	Current incentives, extended Federal: up to \$5,000 (Ramped down + phased-out by 2030) Provincial: up to \$2,500 (Ramped down + phased-out by 2025)	Expanded incentives Federal: up to \$5,000 Provincial: up to \$2,500 (Both ramped down + phased-out by 2035)
Federal ZEV Availability Standard	None	100% by 2040 Federal interim targets extended	100% by 2035 Aligned with Federal interim targets
Provincial ZEV Mandate	None	100% by 2040 Existing provincial target extended	100% by 2035 Existing provincial target

We refer to specific vehicle purchase incentive levels for simplicity; however, what matters for our modeling is the ZEV price relative to an ICEV. The same impact can be achieved through a \$5,000 rebate, a \$5,000 penalty on ICEVs, or a combination that is revenue-neutral, such as

¹⁶ Charging infrastructure inputs in the High Growth scenario are aligned with the estimated charging needs developed in the 2024 Dunskey report [Electric Vehicle Charging Infrastructure for Canada](#). In the Medium and Low growth scenarios, charging inputs are lower to align with lower levels of adoption and to reflect reduced charging availability, which contributes to constrained ZEV adoption in these scenarios. Note that these inputs are not the result of a detailed charging needs assessment, but rather high-level estimates based on Dunskey's 2024 analysis, which reflects alternative adoption scenarios.

¹⁷ Assumptions for Home Charging Access were based on the methodology used in the 2024 Dunskey report, [Electric Vehicle Charging Infrastructure for Canada](#).



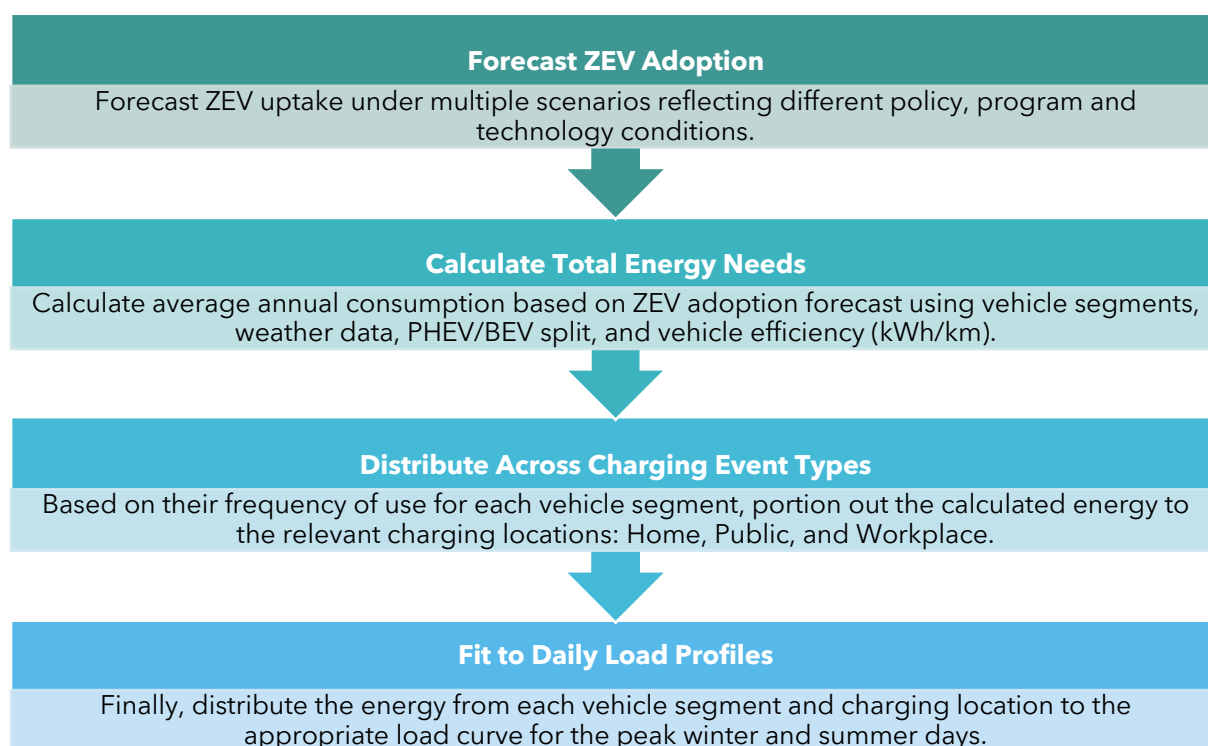


a "feebate" system. This approach would become important for the High Growth scenario to sustain ZEV incentives into the 2030s without high costs.

2.2 Electric Grid Load Impacts

This study follows a four-step process to assess the potential for and impacts of ZEVs on Newfoundland and Labrador's electric grid from increased demand for electricity for ZEV charging. The ZEV adoption forecast from EVA™ is used to calculate the potential grid load (demand for electricity) impacts from realistic charging behaviours. Figure 9 outlines each of these four steps for determining peak demand from ZEVs.

Figure 11. Process for modelling ZEV adoption and load impacts



To determine the impacts of ZEV adoption on the electrical grid, we used typical 24-hour diversified charging distribution profiles established from the literature¹⁸ for each vehicle segment and charging location, and the Dunskey EVA™ model results, with regional adjustments for vehicle consumption in Newfoundland and Labrador (i.e. temperature and proportions of vehicle types). The resulting load curves represent the average charging behaviour of different ZEV segments on the road during summer and winter peak days.¹⁹

¹⁸ The charging distribution profiles were developed by leveraging data sets from a range of government and utility-led pilot programs including the California Energy Commission (April 29, 2019. [California Investor-Owned Utility Electricity Load Shapes.](#)); ISO New England ([2020 Transportation Electrification Forecast.](#)); and Rocky Mountain Institute. (2019. [DCFC Rate Design Study.](#))

¹⁹ Refers to the day with the highest electricity demand in a single hour, for a given year and season.



Next, these curves are multiplied by the forecasted number of ZEVs on the road in each study year. The results of this load impact analysis produce the hypothetical daily load impact for peak days. The curves consider the use of all charging event types – home, workplace, and public charging.

Charging event types refer to the location where charging is taking place, which will change the power level, time of day, and flexibility of the charging load. Each ZEV will receive a proportion of its total charging energy from different event types. For example, a personal vehicle is likely to charge at home most of the time, but it will occasionally charge at a public charger while the driver is shopping or at their workplace. This breakdown of charging event types will vary based on the vehicle’s purpose. Our assumptions for charging event type proportions by vehicle segment and origin can be found in Table 3.

Table 3. Proportion of daily charging energy for each event type and vehicle segment

Charging Event Type	Personal	Commercial
Home/Depot ²⁰	80%	100%
Workplace	10%	N/A
Public	10%	N/A

²⁰ Refers to where most vehicles are parked overnight, “Home” for personal vehicles and “Depot” for commercial vehicles.





3. Results

Key results highlights that we cover in this section include:

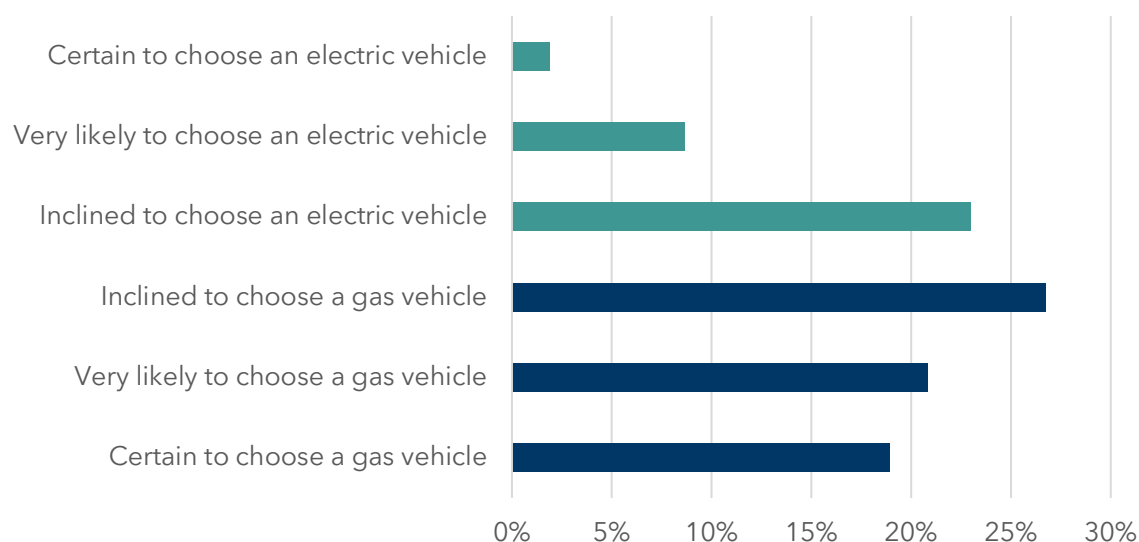
1. Over the long term, ZEV adoption in Newfoundland and Labrador is forecasted to approach 100% of new sales, which would accumulate to 45% of total vehicles on the road by 2040, even in a low-growth scenario.
2. If effectively managed charging programs and technologies are employed, winter peak load from ZEV charging has the potential to be reduced by 130 MW (64%) in a medium growth scenario.
3. Without effective programs and policies in place over the next few years, Newfoundland and Labrador will be on a slower path to electrification, resulting in lost benefits for Newfoundlanders in both improved air quality and financial savings from reduced fuel and maintenance costs.

3.1 Results from Survey of Canadians

As part of the *Powering Up* project, Electric Mobility Canada surveyed over 6,000 Canadians, including 901 from Newfoundland. A portion of this survey aimed to confirm, update, or determine new assumptions that should be used in the EVA™ model to forecast ZEV adoption in Canada as accurately as possible. This section summarizes some of those key results.

Figure 12. When thinking about your next vehicle purchase, which will you choose? Newfoundland and Labrador only

▶ **One third of Newfoundlanders (33%) plan to buy a ZEV as their next vehicle.** This preference is less than that of Canadian urban residents (49%) and individuals aged 30-44 (51%).





Although Newfoundlanders are willing to pay a premium for a ZEV over an ICEV (see Figure 13), the EVA™ model assumes that the comparatively higher upfront costs will pose a barrier to the majority of potential ZEV buyers until ZEV prices reach parity with ICEVs across most segments.

Figure 13. When considering the upfront cost of an electric vehicle vs a traditional gas vehicle, how much more do you consider acceptable today? Newfoundland and Labrador only

▶ 68% of Newfoundlanders would be willing to pay a premium for a ZEV versus an ICEV.

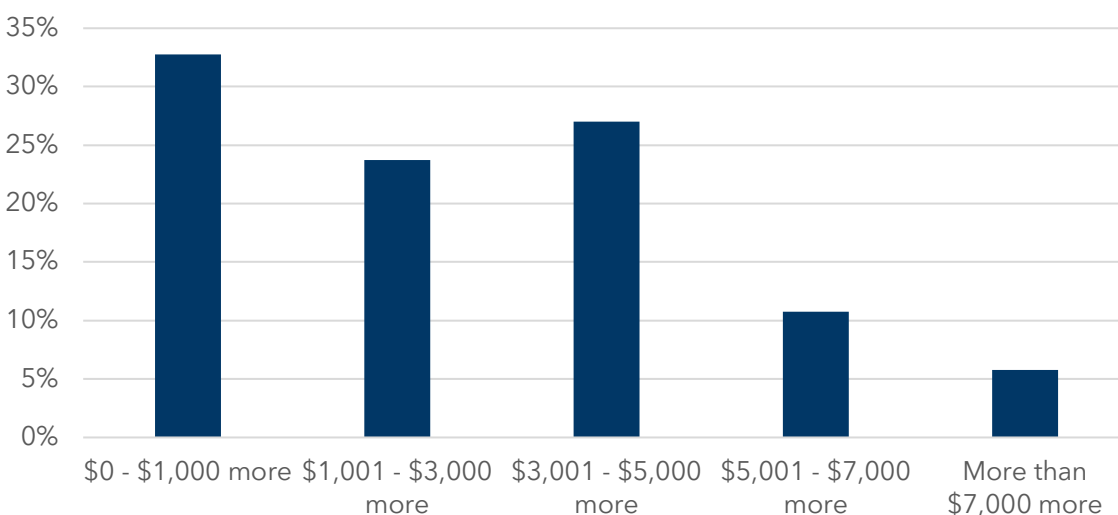


Figure 14. How many long distance (500 km or more) trips do you make in one year? Newfoundland and Labrador only

▶ Nearly half of Newfoundlanders take 1-2 long distance trips annually.

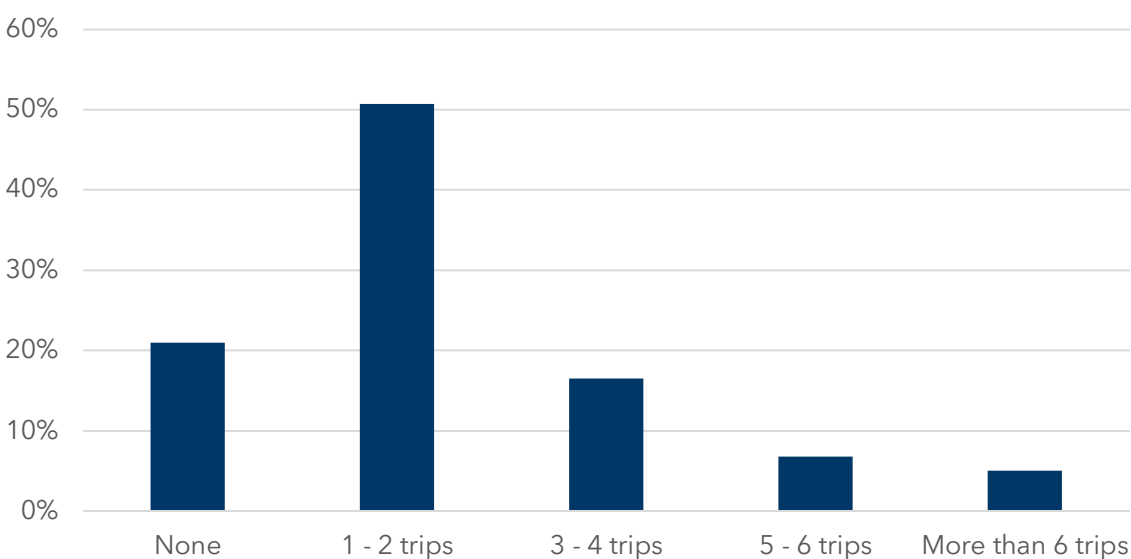
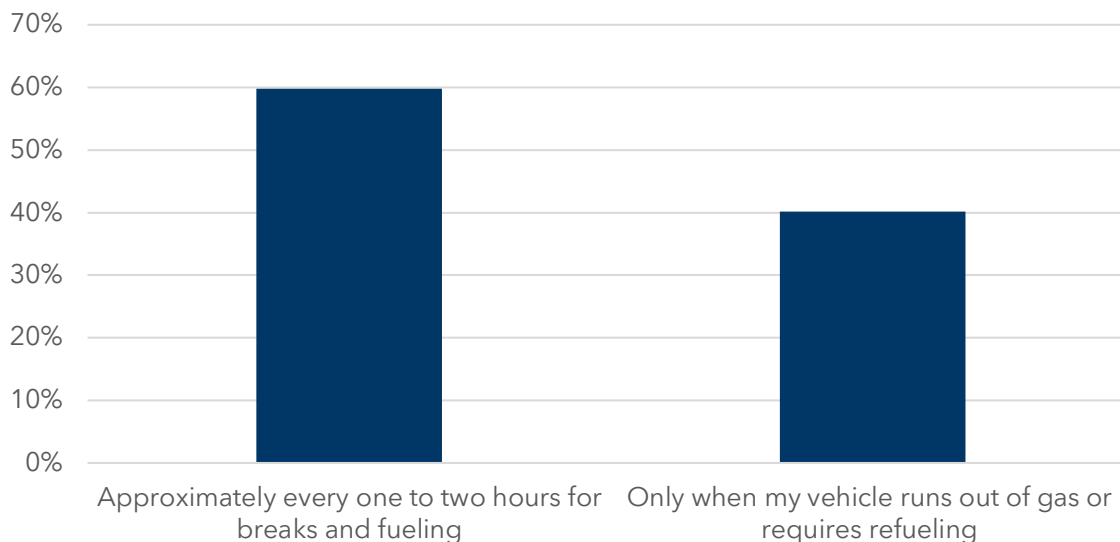




Figure 15. How frequently do you typically make stops during long-distance trips (500 km or more)? Newfoundland and Labrador only

▶ 60% of Newfoundlanders stop more frequently on long trips than they would need to refuel, indicating that ZEV range is not a major constraint or inconvenience on their ability to make long-distance trips so long as sufficient public charging is available.



Nearly half of Newfoundlanders (47%) drive less than 30 km to get to work (a 60 km round trip), which means that many people do not need to rely on top-up charging or do not travel far enough daily for range to be a concern in their daily driving.

Despite improvements in battery size and access to public charging, there may still be perceived range barriers, also known as “range anxiety”, which makes potential ZEV buyers hesitant to switch to electric, but could be improved either through education or exposure to ZEVs and charging as adoption increases.

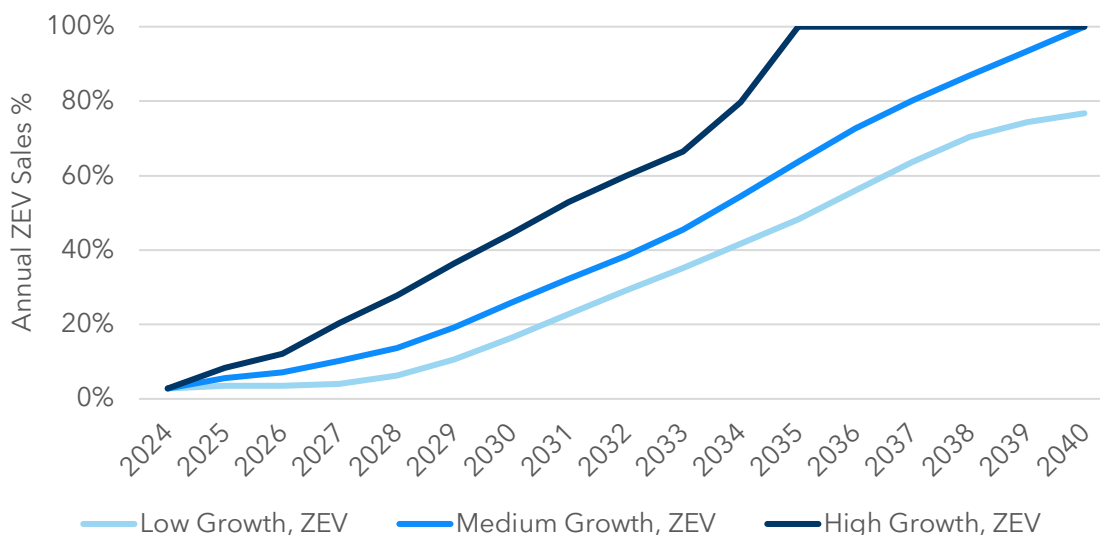
This survey also included questions pertaining to Canadians’ knowledge about ZEVs, which can be indicative of some common misconceptions that result in perceived barriers to adoption. For instance, the majority of Newfoundlanders are unaware of the average range of new ZEVs, with only 26% knowing that it falls between 400 and 500 kilometers. Additionally, only 65% of Newfoundlanders are aware of the federal government rebates for ZEVs. A sample of additional questions that were asked in this knowledge section is included in the Appendix, Additional Results from Survey of Canadians.



3.2 ZEV Adoption Results

Policies and programs that support ZEV adoption in Newfoundland and Labrador will be significant drivers of growth over the next 10 years.

Figure 16. Annual ZEV sales % by scenario, Newfoundland and Labrador



Changes in charging availability, purchase incentives, and a ZEV standard in the near term will determine how quickly Newfoundland and Labrador arrives at a complete transition to electric vehicles. If these factors are in place, they will reduce key barriers to adoption, including having enough charge when needed, bringing ZEVs to price parity with ICEVs, and ensuring adequate local supply.

Policy makers have a critical opportunity in the next few years to put Canada on a strong path to vehicle electrification, enabling Canadians to reap the cost and environmental benefits over the following decades.

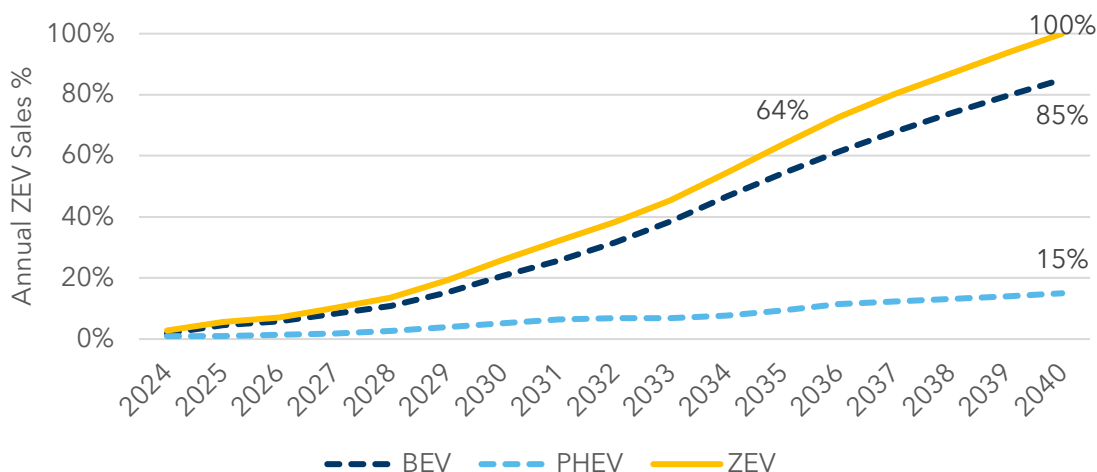


3.2.1 Medium Growth Scenario

Although the Medium scenario models a delayed federal ZEV standard enforcement date, ZEV adoption is still expected to reach 64% of new sales by the current target date of 2035.

Figure 17. Annual ZEV sales % by powertrain, medium growth, Newfoundland and Labrador

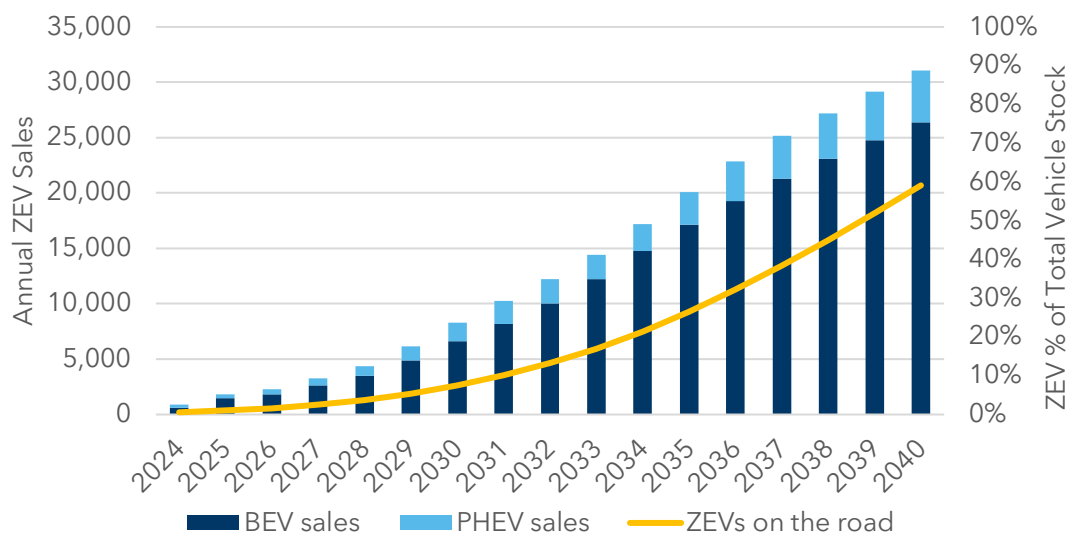
▶ Newfoundland and Labrador will experience significant growth in ZEV uptake, reaching 100% by 2040.



With the additional public and home charging access assumed in this scenario, reducing barriers to BEV adoption, BEVs out-compete PHEVs due to lower total cost of ownership.

Figure 18. Annual ZEV sales by powertrain and total ZEV stock, medium growth, Newfoundland and Labrador

▶ By 2040, over 224,000 of the 379,000 (59%) LDVs on the road are forecasted to be ZEVs.





3.2.2 High Growth Scenario

Under the High scenario, additional policy supports remove the primary barriers to ZEV adoption, including public charging, home charging access, and upfront cost reductions.

Figure 19. Annual ZEV sales % by powertrain, high growth, Newfoundland and Labrador

▶ The ZEV proportion of annual sales increases rapidly towards the 100% ZEV standard in 2035, reaching 44% by 2030.

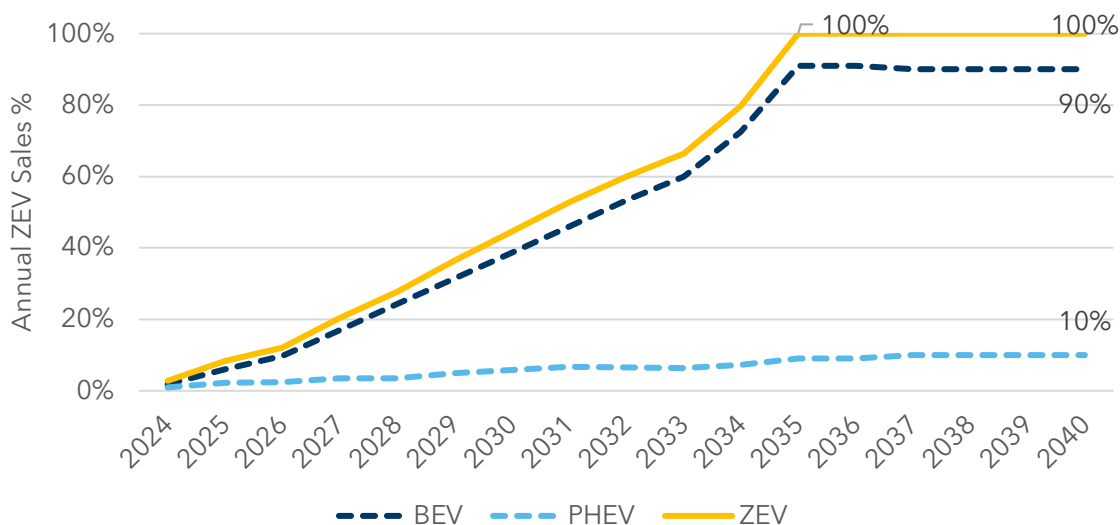
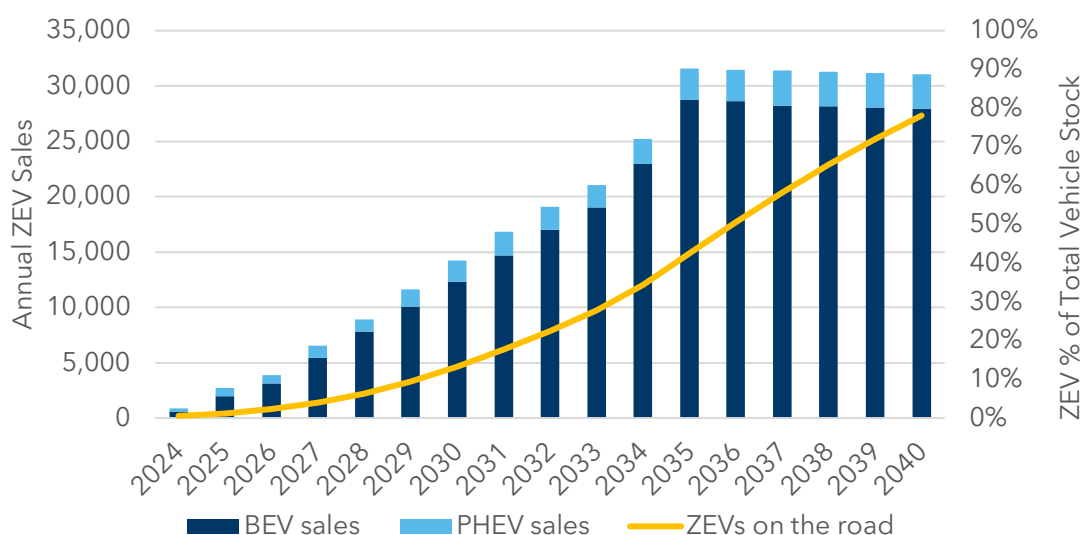


Figure 20. Annual ZEV sales by powertrain and total ZEV stock, high growth, Newfoundland and Labrador

▶ By 2040, over 296,000 of the 379,000 (78%) LDVs on the road are forecasted to be ZEVs.



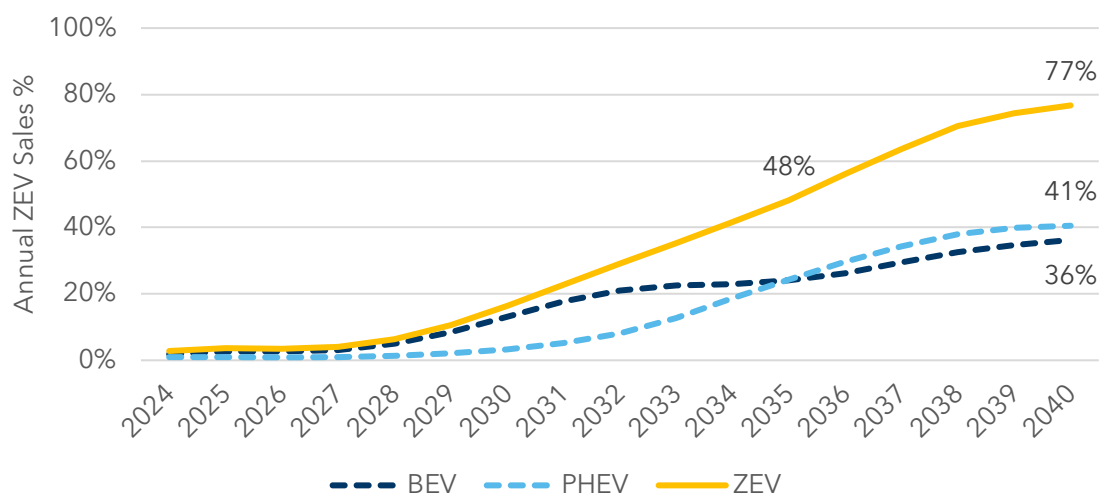


3.2.3 Low Growth Scenario

With few supportive policies in the Low scenario, ZEV adoption potential will be constrained.

Figure 21. Annual ZEV sales % by powertrain, low growth, Newfoundland and Labrador

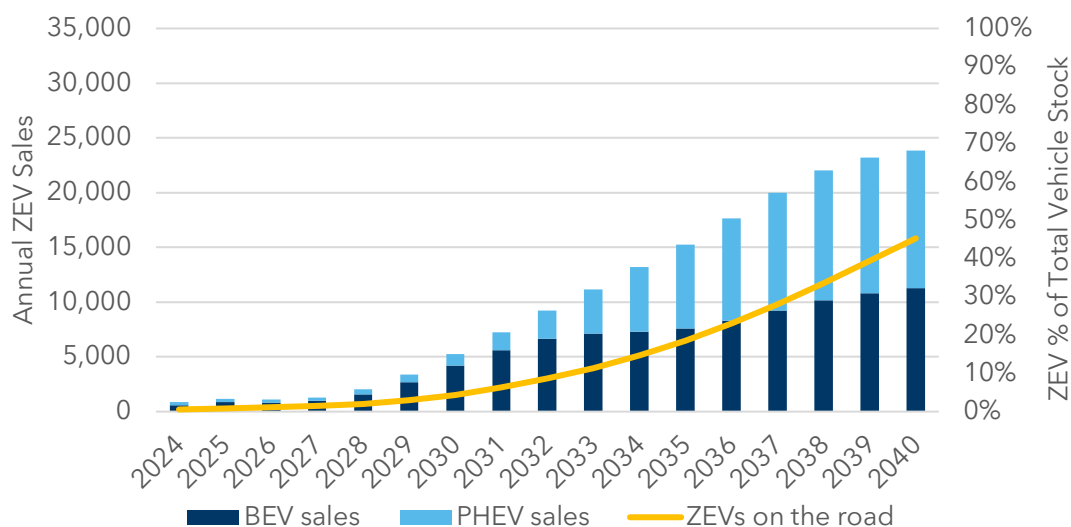
▶ ZEV adoption is expected to fall short of the current federal 2035 ZEV target (100%), reaching only 48% of new sales by 2035 and 77% by 2040.



The market share shifts towards PHEVs in 2035 as public infrastructure deployment in this scenario is insufficient to meet the needs of BEV drivers. However, over the long term, the economics of BEVs are likely to continue improving and result in an increasing market share.

Figure 22. Annual ZEV sales by powertrain and total ZEV stock, low growth, Newfoundland and Labrador

▶ By 2040, over 171,000 of the 379,000 (45%) LDVs on the road are forecasted to be ZEVs.



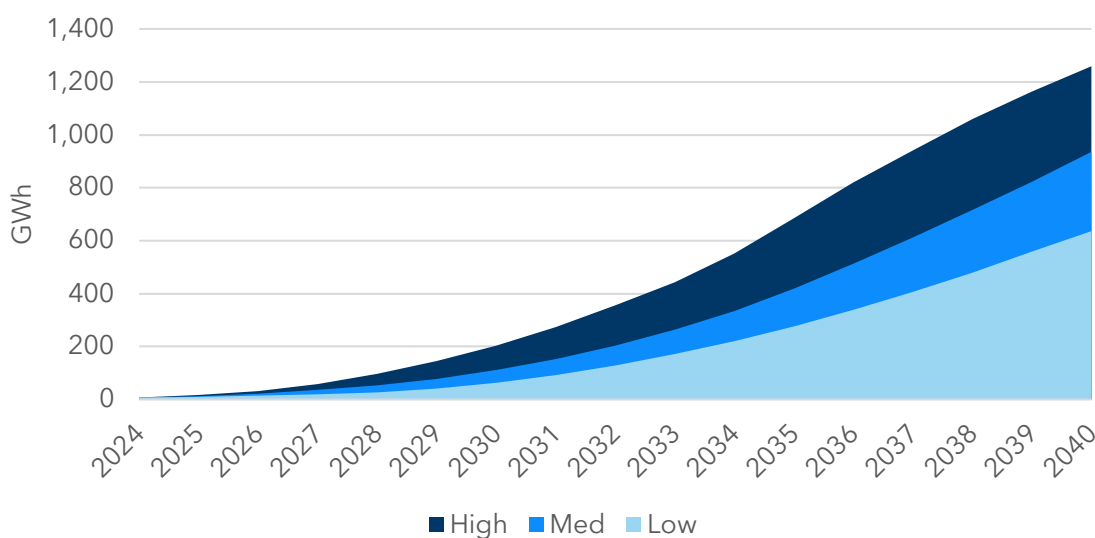


3.3 Electric Grid Load Impact Results

Total annual energy consumption from ZEVs will be higher in the Medium and High scenarios compared to the Low scenario, not only because there are more ZEVs overall, but also because there are more BEVs than PHEVs. Since PHEVs drive a proportion of their time on gas, whereas a BEV must always use electricity, a higher proportion of BEVs will result in higher energy consumption overall.

Figure 23. Annual energy impacts from ZEV charging, scenario comparison, Newfoundland and Labrador

▶ Total annual load impacts in Newfoundland and Labrador could range from 600 to 1,300 GWh by 2040 under the Low and High Growth scenarios, respectively, mirroring the growth of cumulative ZEVs on the road.



Light-duty ZEVs will increase annual electricity consumption in Newfoundland and Labrador by between 6% and 12% by 2040.²¹

²¹ Based on our ZEV forecast (Figure 16) and a forecast of annual energy requirements for 2024 provided to Dunskey by Newfoundland and Labrador Hydro in 2023.





3.3.1 ZEV Charging Load Growth Over Time

Outdoor air temperatures on the coldest day can increase vehicle energy needs, thereby doubling peak grid impacts²² compared to summer requirements, mainly due to cabin heating needs.²³

Figure 24. Peak ZEV Charging Load, summer, Newfoundland and Labrador

▶ ZEVs will contribute between **130 and 250 MW** of peak load by 2040 in **summer**.

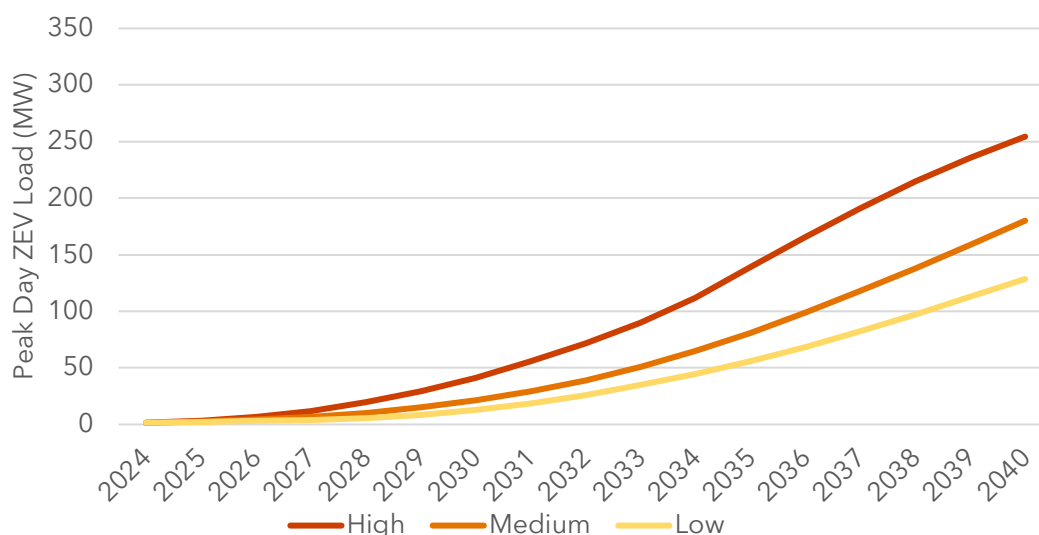
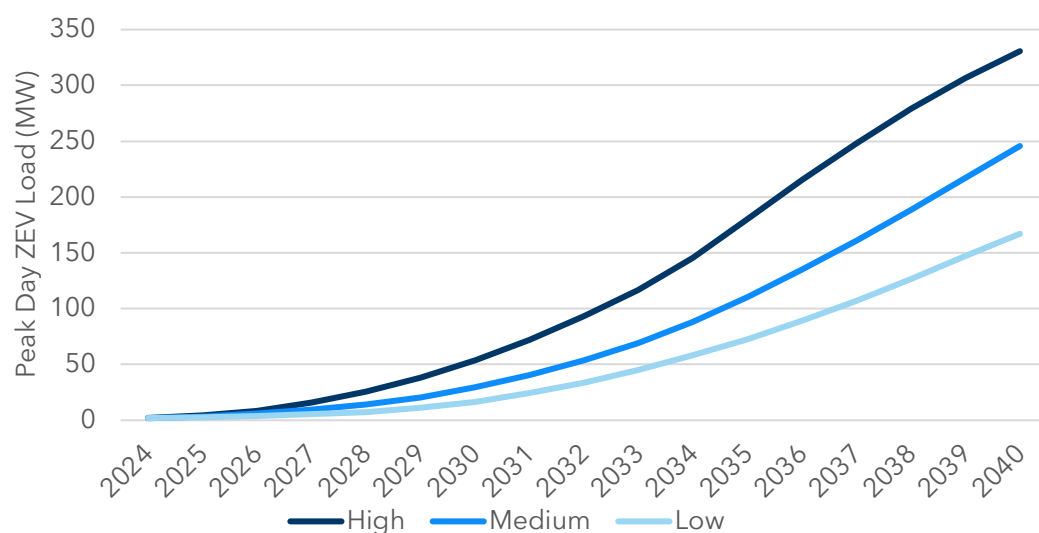


Figure 25. Peak ZEV Charging Load, winter, Newfoundland and Labrador

▶ ZEVs will contribute between **170 and 330 MW** of peak load by 2040 in **winter**.



²² Peak load refers to the hour with the highest electricity demand for a given year and season.

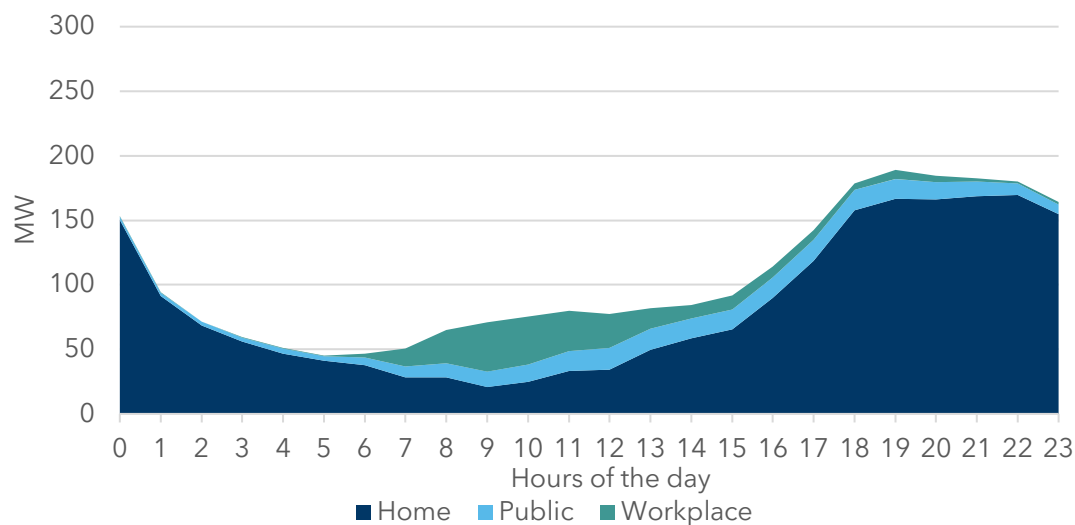
²³ Geotab. November 30, 2023. [To what degree does temperature impact EV range?](#)



3.3.2 Peak Day ZEV Load in 2040

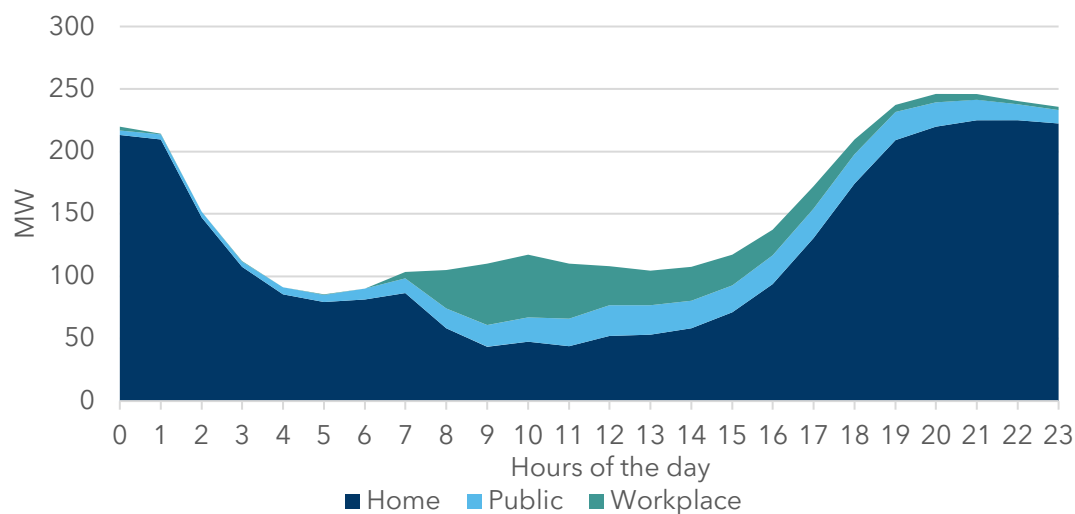
Most of the peak day²⁴ impact from ZEV charging will come from home charging, with the majority of this charging occurring in the evening and overnight.

Figure 26. Peak ZEV Charging Load, medium growth, NL



Although the ZEV-peak typically occurs overnight, as a result, load impacts from ZEV charging are significant enough during Newfoundland and Labrador's peak periods (10 am – 12 pm and 6 pm – 8 pm in winter and 11 am – 1 pm in summer)²⁵ to be impactful on the electrical system if the charging load is unmanaged.

Figure 27. Peak ZEV Charging Load, medium growth, NL



²⁴ Refers to the day with the highest electricity demand in a single hour, for a given year and season.

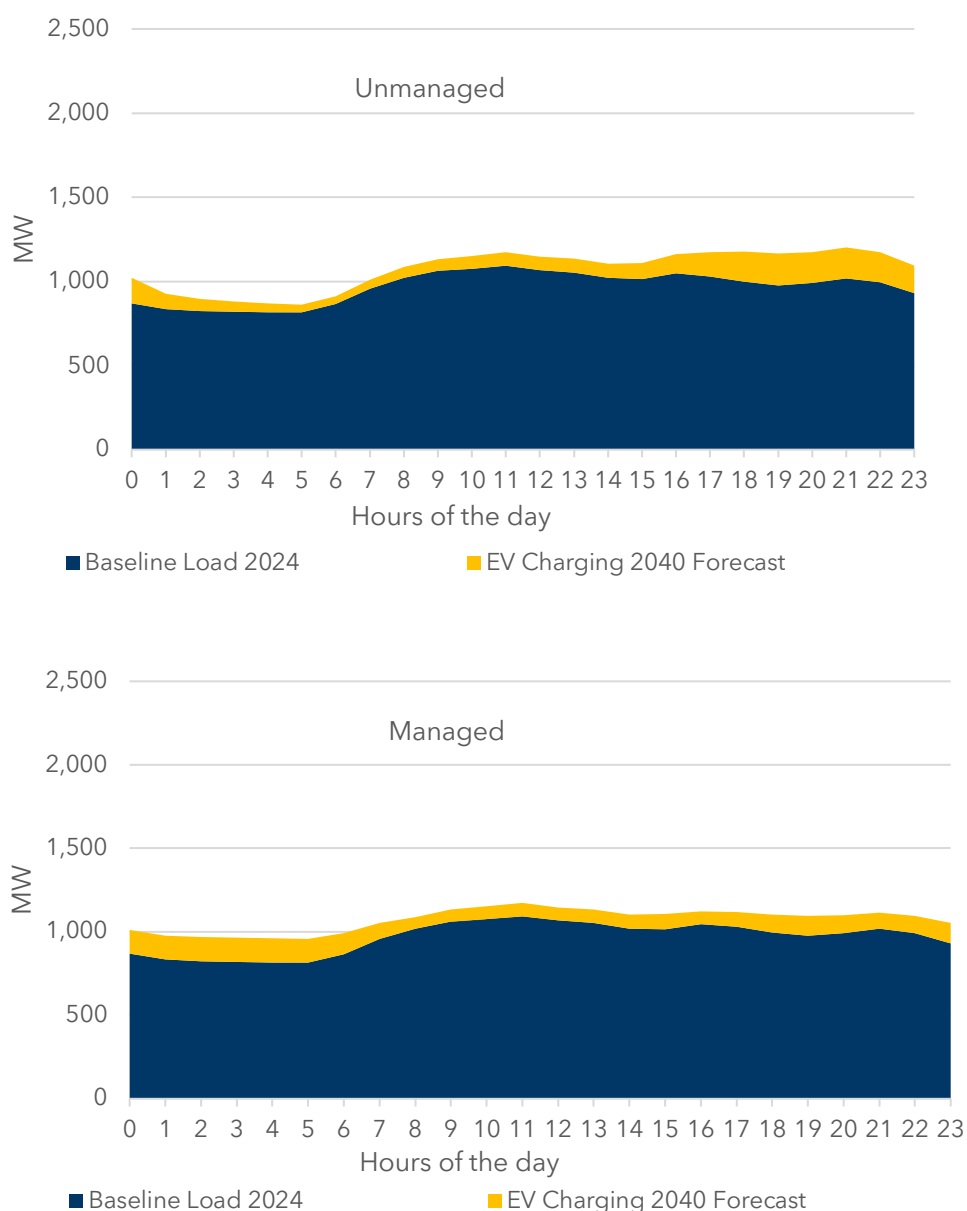
²⁵ Estimated based on a forecast of baseline load data provided to Dunskey by Newfoundland and Labrador Hydro for 2024.



3.3.3 Managed ZEV Charging Load

To understand the impact of ZEV charging on the total system peak, we layer the ZEV load on top of the existing grid demand.²⁶ This also allows us to see opportunities to shift ZEV load to periods when other loads are low. When applied to a typical peak day, light-duty ZEVs typically increase peak demand and push the peak hour to later in the evening.

Figure 28. Managed charging potential, summer peak day, medium growth, NL

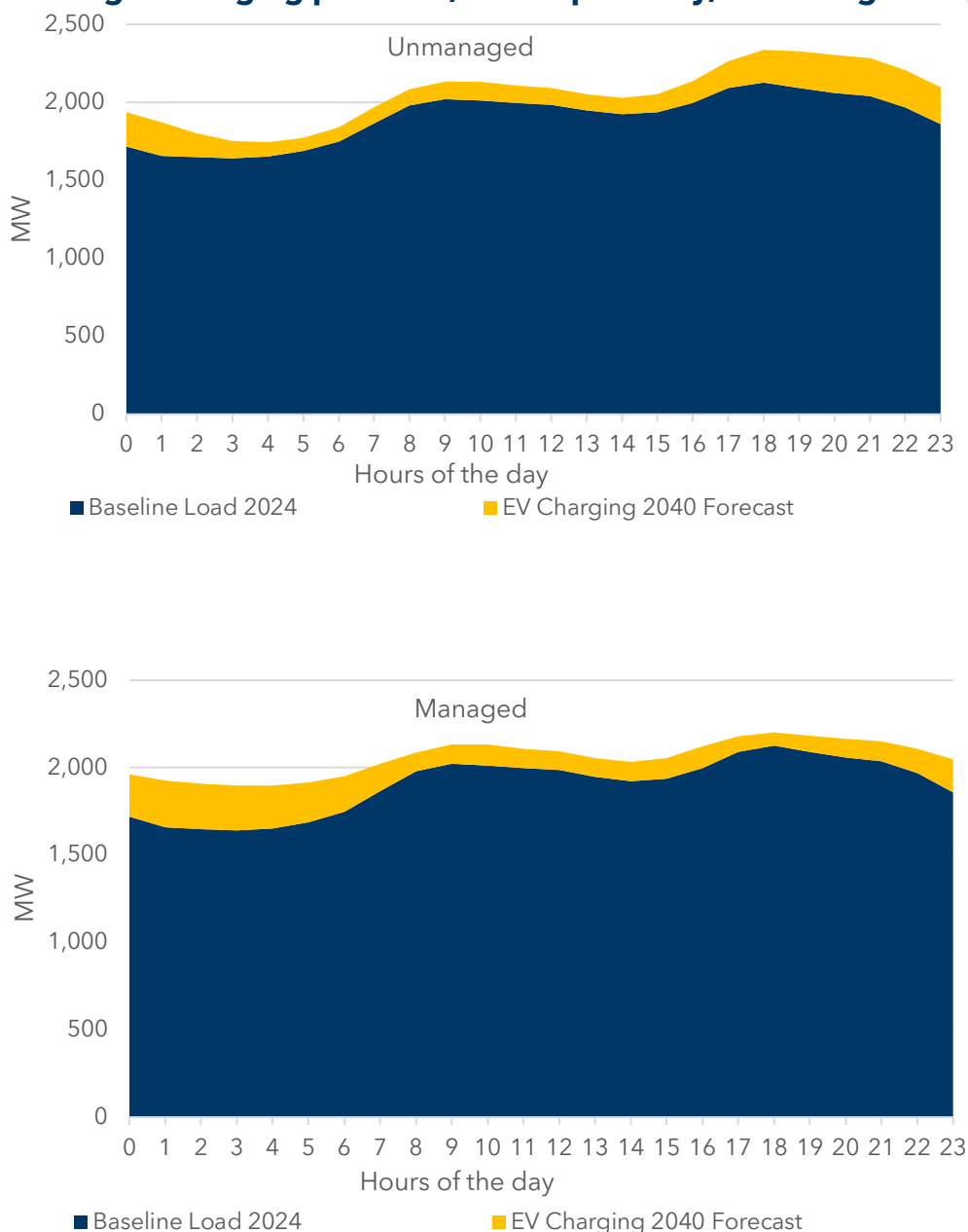


²⁶ Estimated based on a forecast of baseline load data provided to Dunskey by Newfoundland and Labrador Hydro for 2024.



However, if this charging is effectively managed through active load management, peak impacts could be reduced by 130 MW (64%).²⁷ Note that this analysis uses estimated peak days from Newfoundland and Labrador in 2024, but peak day baseline load profiles can vary from year to year and grow over time from electrification of other loads like buildings. Newfoundland and Labrador typically has its peak in winter mornings and evenings.

Figure 29. Managed charging potential, winter peak day, medium growth, NL



²⁷ We assume managed charging applies only to EVs charging at home on Level 2 chargers, and that 20% of those EVs are unmanaged with 80% participating in a utility program. Medium growth scenario.



4. Key Takeaways

1

Over the long term, ZEV adoption in Newfoundland and Labrador is forecasted to approach 100% of new sales, which would accumulate to 45% of total vehicles on the road by 2040, even in a low-growth scenario.

The impact of policies and programs, as well as the deployment of charging infrastructure, has the potential to increase the rate of adoption significantly in earlier years.

2

If effectively managed charging programs and technologies are employed, winter peak load from ZEV charging has the potential to be reduced by 130 MW (64%) in a medium growth scenario.

- While the actual load shift will depend on the techniques and technologies employed, as well as the incentives provided for ZEV drivers to participate, these results highlight the opportunity to avoid costly grid upgrades by leveraging the inherent flexibility of ZEV charging loads.
- By 2040, transportation electrification could be such an important driver of load that utilities may need to employ additional strategies in addition to shifting charging to overnight. These may include encouraging daytime charging at workplaces alongside increases in generation capacity.

3

Without effective programs and policies in place over the next few years, Newfoundland and Labrador will be on a slower path to electrification, resulting in lost benefits for Newfoundlanders in both improved air quality and financial savings from reduced fuel and maintenance costs.

The **most impactful tools** that local actors have to support the adoption of electric vehicles are **increasing charging access, increasing the local supply of ZEVs, and reducing vehicle purchase costs**. Critical actions to address these barriers include:

- Supportive ZEV-ready policies, standards, and programs to increase home charging availability, and deployment of sufficient public charging to supplement home charging
- Requiring and encouraging a sufficient supply of ZEVs at local dealerships
- Financial support for ZEV purchases as prices approach parity with ICEVs





Appendix

Key Inputs & Assumptions

Table 4. Federal and Provincial ZEV Incentives, Newfoundland and Labrador²⁸

Scenario	Powertrain	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036+
Lo	PHEV	\$5,250	\$5,250	-	-	-	-	-	-	-	-	-	-	-
Lo	BEV	\$7,500	\$7,500	-	-	-	-	-	-	-	-	-	-	-
Med	PHEV	\$5,250	\$4,500	\$3,750	\$3,750	\$1,875	\$1,875	\$938	-	-	-	-	-	-
Med	BEV	\$7,500	\$6,250	\$5,000	\$5,000	\$2,500	\$2,500	\$1,250	-	-	-	-	-	-
Hi	PHEV	\$5,250	\$5,250	\$5,250	\$7,125	\$7,125	\$7,125	\$7,125	\$7,125	\$5,700	\$3,420	\$1,710	\$855	-
Hi	BEV	\$7,500	\$7,500	\$7,500	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$8,000	\$4,800	\$2,400	\$1,200	-

²⁸ Based on a combination of professional judgement and currently available incentives and target phase-out dates from the Government of Canada: [Incentives for Zero-Emission Vehicles \(iZEV\)](#). Accessed December 2024, and the Government of Newfoundland and Labrador: takeCHARGE. [Available Incentives](#). Accessed December 2024.

**Table 5. Fuel Costs, Newfoundland and Labrador²⁹**

Variable	Units	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040
Electricity rate ³⁰	\$/kWh	0.15	0.15	0.15	0.15	0.16	0.16	0.16	0.16	0.16	0.16	0.17	0.17	0.17	0.17	0.17	0.17	0.18
Gas rate ³¹	\$/L	1.75	1.77	1.78	1.80	1.82	1.84	1.86	1.87	1.89	1.91	1.93	1.95	1.97	1.99	2.01	2.03	2.05

²⁹ We assume an annual growth rate of 1% and no carbon tax.

³⁰ Dunskey's projected electricity rates by province in real dollars. These are blended \$/kWh rates including energy, transmission, distribution and associated fees, but excluding taxes. Includes both residential and smaller commercial electricity rates.

³¹ Statistics Canada. December 17, 2024. [Monthly average retail prices for gasoline and fuel oil, by geography.](#)

**Table 6. Light-duty vehicle stock and sales, thousands of vehicles, Newfoundland and Labrador³²**

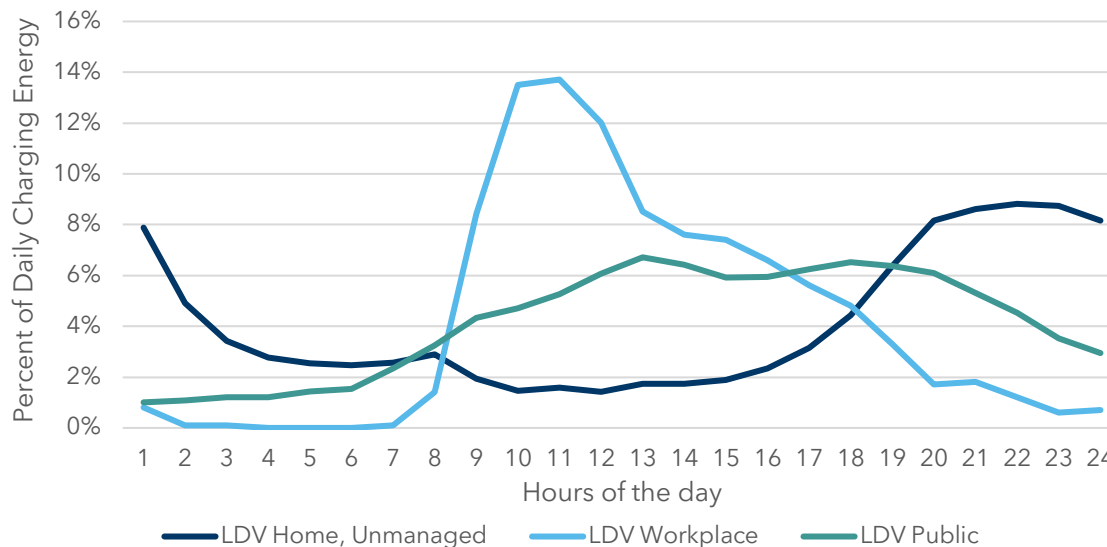
Variable	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040
LDV sales	32	32	32	32	32	32	32	32	32	32	32	32	31	31	31	31	31
LDV Stock	393	388	385	381	378	376	377	376	381	383	384	383	383	382	381	380	379

³² Natural Resources Canada. [Comprehensive Energy Use Database: Transportation Sector, Newfoundland and Labrador](#). Accessed January 2025. Assume vehicle ownership remains constant and vehicles on the road align with population projections from Statistics Canada's M1 scenario. [Projected population, by projection scenario](#). Accessed June 2024.



The unmanaged diversified charging distribution profiles were developed by leveraging data sets from a range of government and utility-led pilot programs including: California Energy Commission 2019 [California Investor-Owned Utility Electricity Load Shapes](#); ISO New England [2020 Transportation Electrification Forecast](#); Rocky Mountain Institute 2019 [Direct Current Fast Chargers \(DCFC\) Rate Design Study](#).

Figure 30. Diversified charging distribution profiles

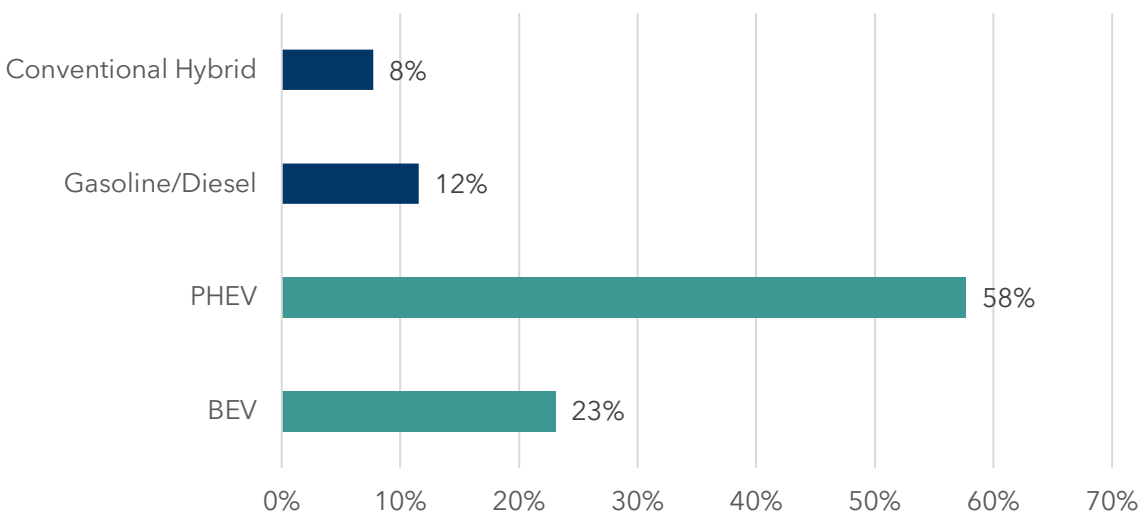


The curves in the figure above represent the proportion of daily charging energy that the average vehicle would charge in each hour of the day. We calculate average daily energy needs per ZEV based on the average driving distance for vehicles in Newfoundland and Labrador and use this in combination with the charging distribution profiles to determine how much charging energy is used every hour for our load impacts analysis.



Additional Results from Survey of Canadians

**Figure 31. What type of vehicle do you intend to purchase or lease next?
Newfoundland & Labrador only (Posed only to current ZEV owners)**



After being presented with a series of knowledge testing questions about electric vehicles and their correct answers, survey respondents were asked again to select the type of vehicle they would buy next. The responses to Figure 32 should be compared to Figure 12 to assess the potential impact of increased awareness of ZEV benefits on purchasing decisions.

**Figure 32. Taking into consideration the information provided to you, when thinking about your next vehicle purchase, which will you choose?
Newfoundland & Labrador only**

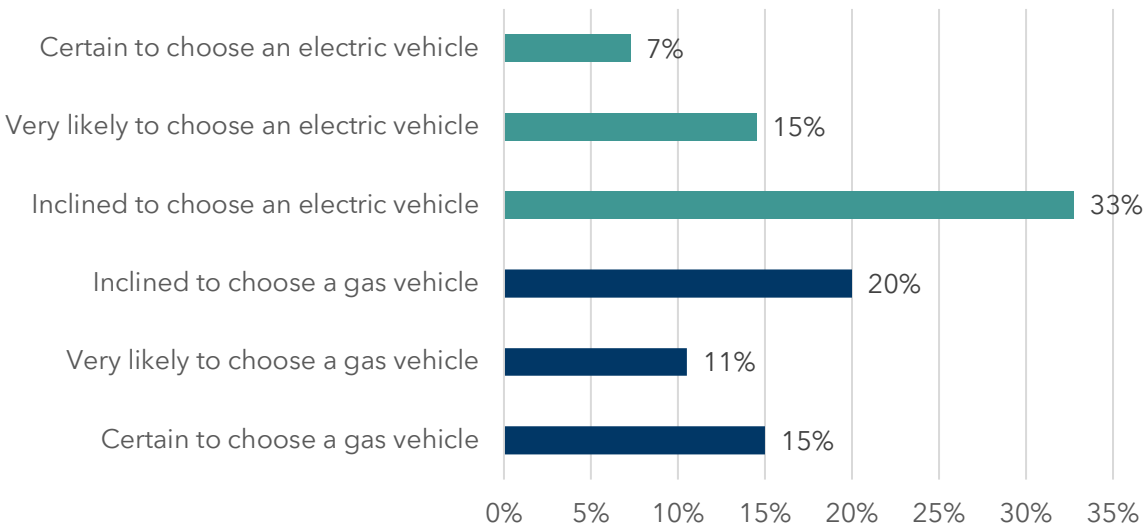




Figure 33. How influential were government incentives in your decision to purchase/lease an ZEV/PHEV? Newfoundland & Labrador only

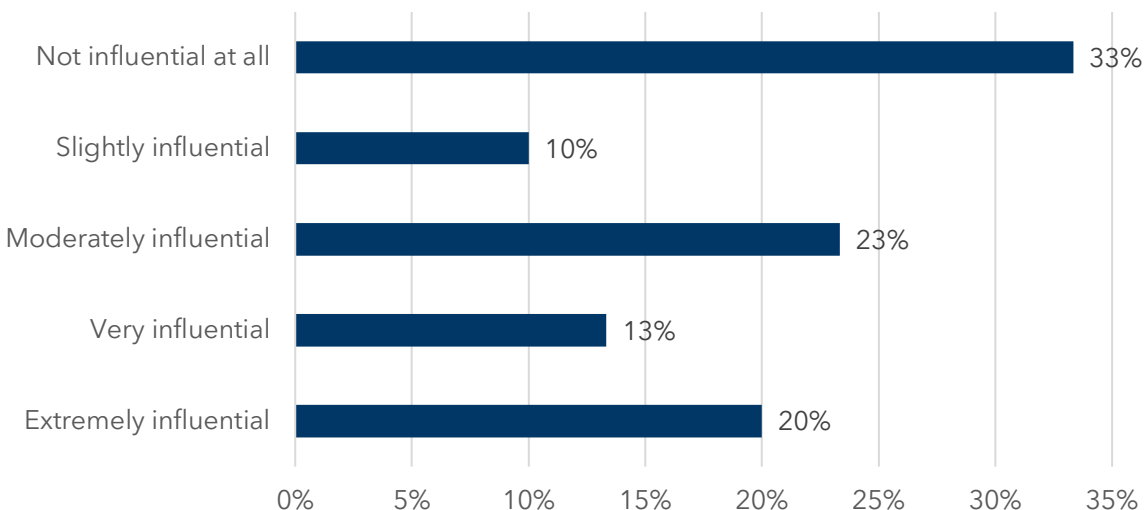


Figure 34. When you are selecting your next vehicle, do you expect you will buy/lease a fully electric vehicle (BEV) or a plug-in hybrid electric vehicle (PHEV)? Newfoundland & Labrador only

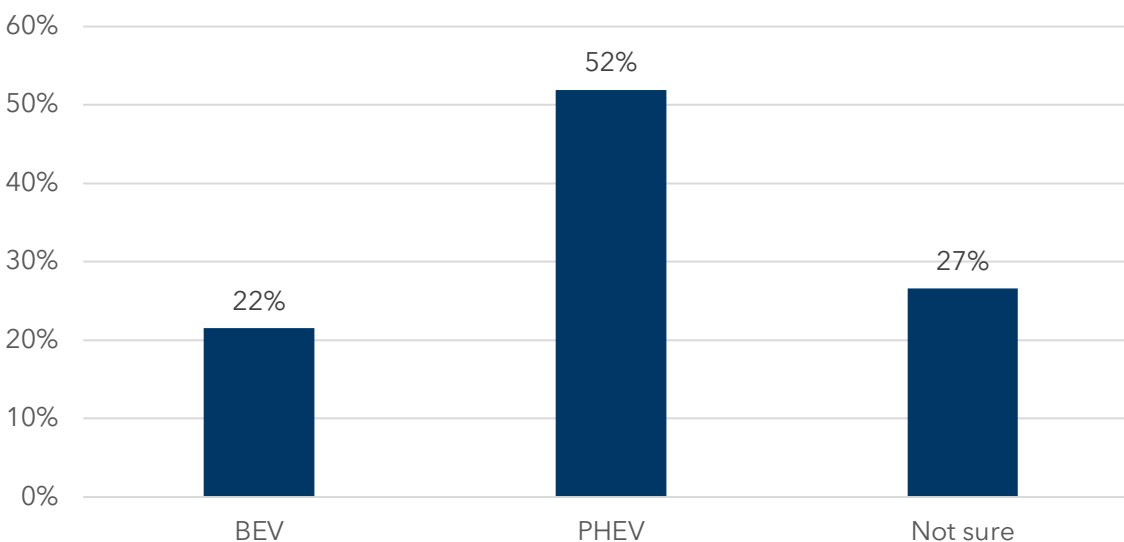




Figure 35. Are you aware of the federal government rebate of up to \$5,000 for purchasing an electric vehicle? Newfoundland & Labrador only

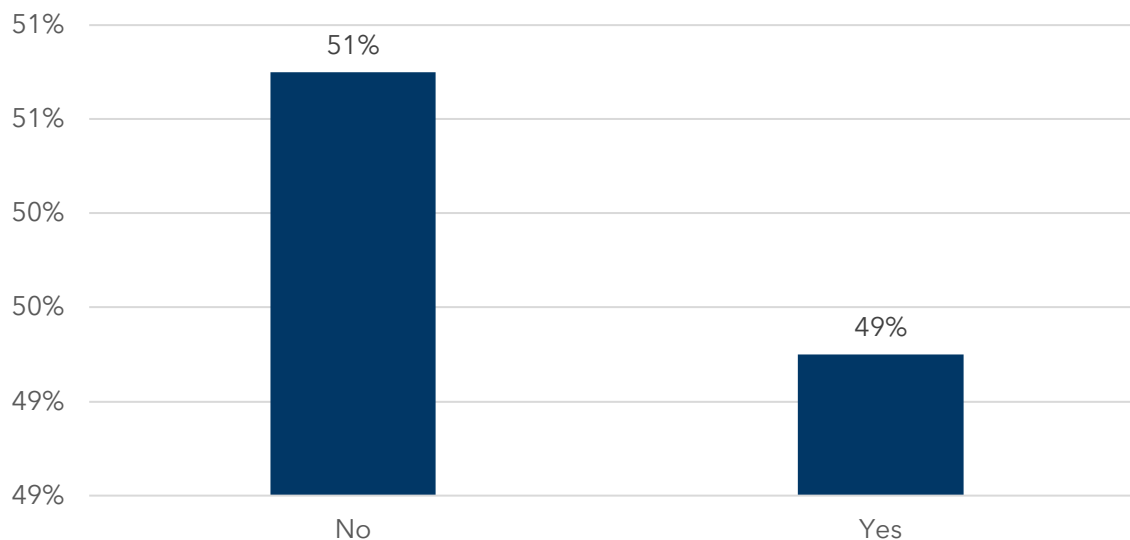


Figure 36. Are you aware that the government of Newfoundland & Labrador offers a rebate of up to \$4,000 for purchasing an electric vehicle? Newfoundland & Labrador only

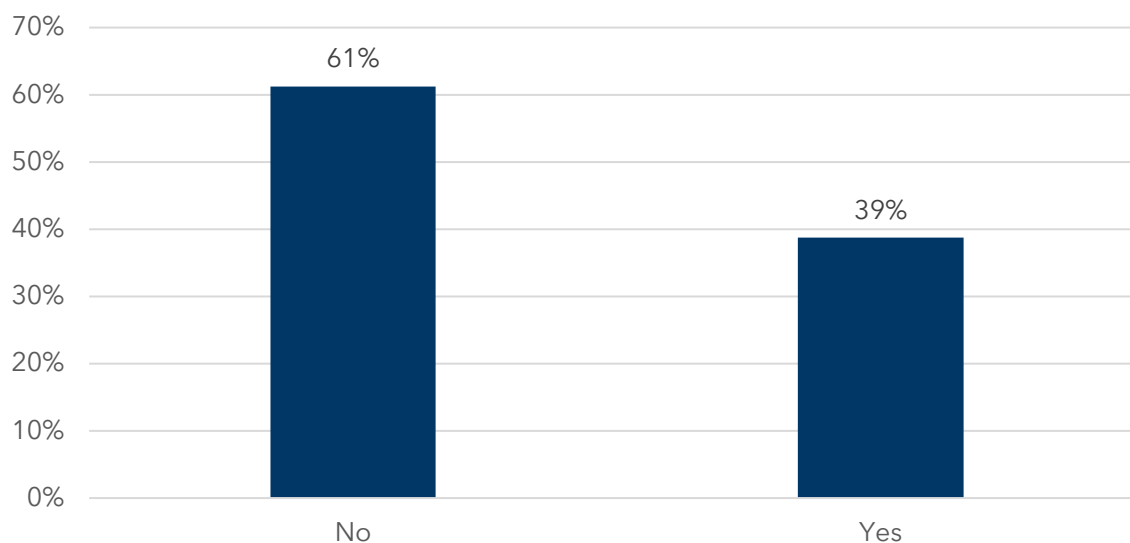




Figure 37. Are you aware that you may be eligible for a federal tax deduction specifically for the purchase of an electric vehicle if you are self-employed or own a company? Newfoundland & Labrador only

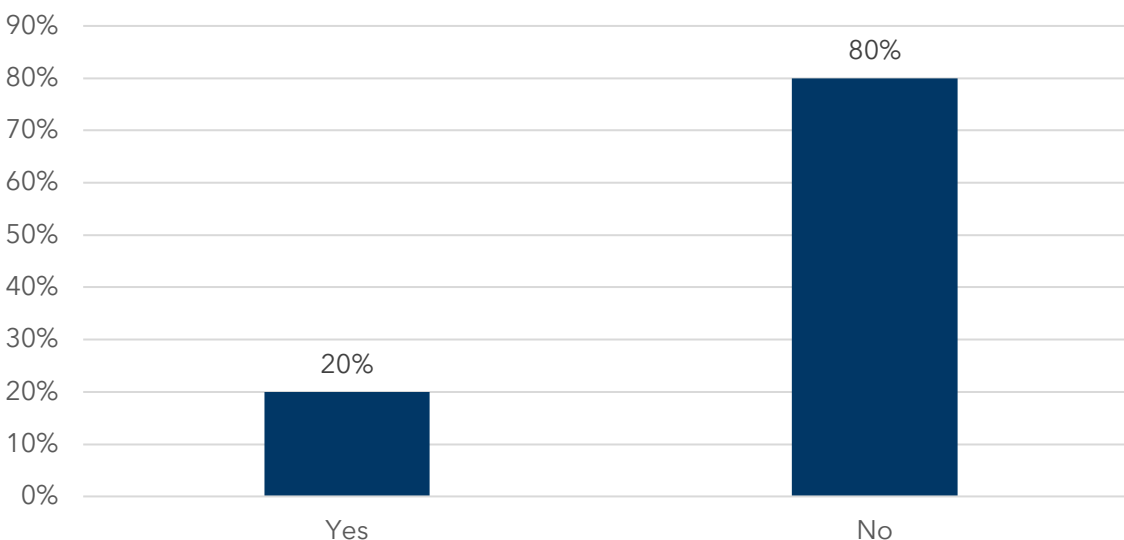


Figure 38. Are you familiar with other incentives available to ZEVs (e.g., ferries, dedicated lanes on highways, dedicated parking spots closer to the entrance, etc.)? Newfoundland & Labrador only

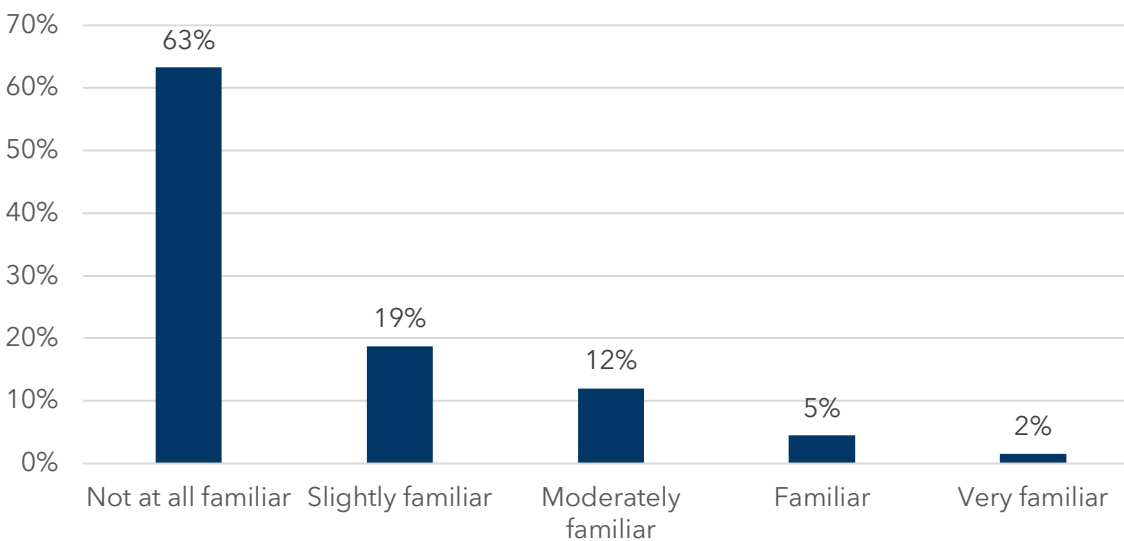




Figure 39. What is the average price of a new light duty vehicle (car, SUV, pickup truck) in Canada? Newfoundland & Labrador only

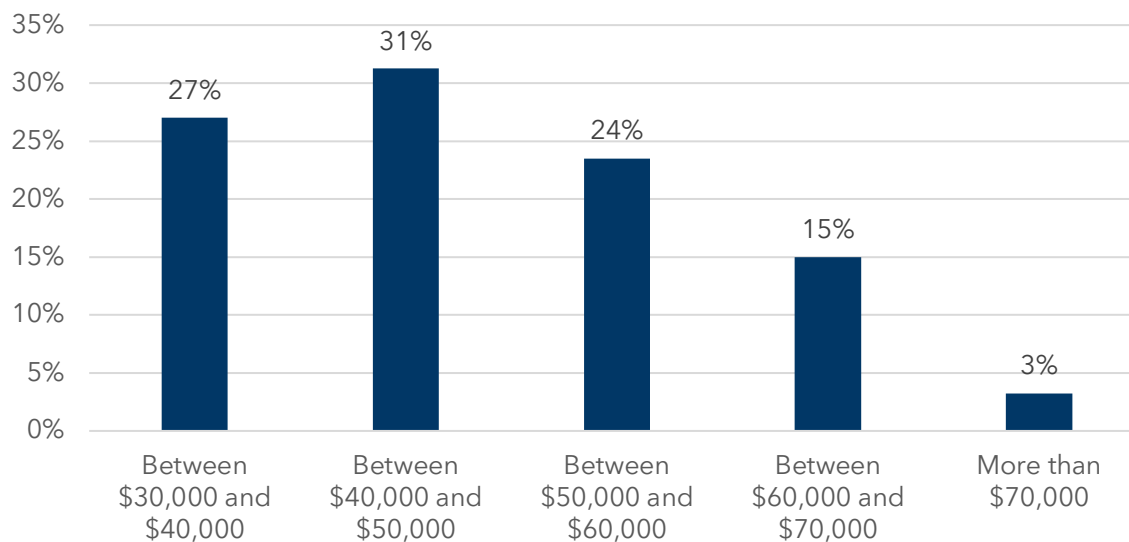
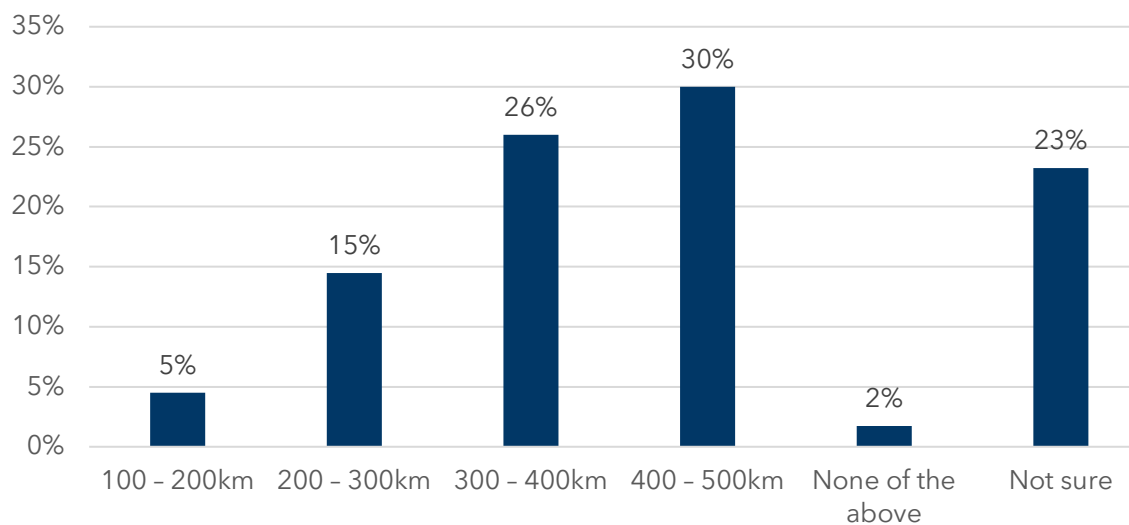


Figure 40. What is the average range of most new electric vehicles? Newfoundland & Labrador only



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