



**Electric Mobility Canada (EMC)
Supply and Demand Policy for Zero Emission Vehicles
(to replace 2016 Supply and Demand Policy)
As approved by the Board of Directors on April 15, 2019**

EMC's Mission is to strategically accelerate the transition to electric mobility across Canada. To achieve ambitious electric vehicle (EV) sales targets and climate commitments across Canada, EMC supports a comprehensive and integrated suite of policies targeted at increasing both the demand for and supply of light, medium and heavy-duty electric on- and off-road vehicles. These policies¹ include:

- EV sales targets;
- EV purchase incentives;
- EV supply mandates;
- Funding for EV charging infrastructure;
- EV education; and
- Support for the growth of the Canadian EV industry, including both funding and procurement.

EMC recommends that demand and supply policies be implemented together: these policies build on each other to accelerate EV uptake. Such policies should be designed in a way that is:

- Ambitious;
- Evidence-based;
- Clear;
- Predictable;
- Monitored and enforced; and
- Uniform, where possible.

Context and rationale:

- This proposed policy seeks to represent the interests of members while also being consistent with EMC's mandate of strategically accelerating the transition to electric mobility across Canada.

¹ EMC notes that there are many other important, complementary policies that can support reductions of transportation emissions and that policy interactions should be considered when implementing pro-EV policies.

- This set of policies is supported by emerging academic studies on EV sales, and balances concerns we have heard from members regarding too much focus on supply or on demand policies.
- EMC seeks to represent its members with a strong but flexible policy direction that will allow adjustment based on regional and political dynamics and changes in government.

We recommend that this policy:

- be reviewed annually; and
- be clearly articulated to potential members as part of their membership application.