

# Climate Change Action Plan: Transportation Sector

*Discussion Paper: Electric Vehicle Incentives, Infrastructure  
and Awareness*

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# 1. Minister of Transportation's Message

Climate change is one of the largest threats facing our world and our province.

With a growing population and expanding urban regions, transportation emissions pose one of our province's greatest challenges in achieving our greenhouse gas pollution reduction targets.

In fact, emissions from transportation account for more emissions than from industries such as iron, steel, cement and chemicals combined.

Our government has a plan to change all that.

Ontario's five-year Climate Change Action Plan aims to reduce greenhouse gas emissions (GHG) to 15 per cent below 1990 levels by 2020, 37 per cent by 2030 and 80 per cent by 2050.

The Ministry of Transportation (MTO) is ready to do its part to support the Climate Change Action Plan (CCAP).

In fact MTO has already implemented a number of initiatives that support reductions to transportation emissions.

Through the Moving Ontario Forward plan we will invest \$31.5 billion over 10 years for transit, transportation and other priority infrastructure projects across the province, including approximately \$16 billion for priority transit projects inside the Greater Toronto and Hamilton Area (GTHA).

We have identified GO Regional Express Rail (RER) as a top priority for investment in the GTHA. This service will provide faster and more frequent service on the GO Rail network with electrification in core areas.

MTO has also introduced provincial initiatives, such as CycleON: Ontario's Cycling Strategy and related programs, long combination vehicles, and high occupancy vehicle lanes, which are helping to reduce emissions while providing other benefits for Ontarians.

In addition, sharing of provincial gas tax revenues with municipalities through the Gas Tax Program contributes to local public transit improvements, helping to get people out of their cars and onto public transit, easing traffic congestion while keeping our air clean.

The new Electric Vehicle Chargers Ontario (EVCO) program and the modernized Electric Vehicle Incentive Program (EVIP) will also help Ontario achieve greenhouse gas pollution reductions from vehicles.

MTO has also made the HOV pilot program for single-occupant electric vehicles with green licence plates permanent, to encourage the use of cleaner, more sustainable vehicle technology.

Through this discussion paper, we are seeking your input towards the development of programs included in the CCAP to be funded by proceeds from the province's cap and trade program to support increased uptake of EVs in Ontario. Your input is sought specifically on opportunities to refine existing programs such as EVIP, increase the availability of charging infrastructure, and promoting awareness of the benefits of EVs.

MTO's proposed approach to implementing this action is described in this discussion paper. MTO is requesting feedback from the public to help ensure that we meet the goals of the CCAP.

I look forward to receiving your input on this exciting initiative.

## 2. Introduction

Accelerating the shift to low- and zero-emission vehicles will be crucial if Ontario is to achieve its climate change goal of reducing greenhouse gas emissions (GHG) to 15% below 1990 levels in 2020, 37% in 2030 and 80% in 2050.

The Transportation Section of Ontario's Climate Change Action Plan 2016-2020 is intended to help Ontario become a North American leader in the deployment of low-carbon and zero-emission transportation. To achieve this goal and to reduce transportation emissions, the Province will need to reduce emissions from vehicles on the road today, and undertake actions to promote the adoption of zero to low emitting vehicles now and in the future.

The Action Plan establishes a province-wide electric and hydrogen passenger vehicle sales goal of five per cent in 2020. To achieve this goal, MTO is pursuing actions to incentivize adoption and increase awareness of low- to zero-emission vehicles.

The purpose of this discussion paper is to seek feedback and input on key program design questions regarding select actions identified in the CCAP that focus on increasing the uptake of and education and awareness of EVs across Ontario. Actions to be implemented by MTO include:

Incentives to encourage the purchase of EVs

- Maintaining incentives for EVs: Ontario intends to invest between \$140 and \$160 million to extend the rebate program to 2020 for leasing or buying an eligible EV (up to \$14,000 per vehicle), including rebates for purchase and installation of home charging stations (up to \$1,000 per station).

Ensuring charging infrastructure is widely available

- Providing more EV charging stations: Ontario intends to invest up to \$80 million in the rapid deployment of charging in workplaces, multi-unit residential buildings, downtowns and town centres.

Increasing Public and Dealership Awareness

- EV Educational Campaigns: Continue to collaborate with local partners and jurisdictions such as California and Quebec on educational campaigns to promote awareness of the benefits of EVs, with a focus on first-time car buyers and multi-car households.

- Partner and Dealership Programs: Provide up to \$20 million in support to dealerships to increase sales through dealer training, engagement and awareness programs.
- Private Fleet Awareness Campaign: Initiate an awareness campaign for private fleet owners and managers to communicate their eligibility for EV incentives and promote the potential savings from greening their fleets.

This discussion paper serves as the basis of the Ministry of Transportation's consultation on the above actions. Towards the end of this paper, key questions will be asked specific to each action and we invite you to provide us with your responses to any or all of them.

The activities above are part of a suite of actions that a number of ministries are leading and supporting that serve to encourage the adoption of EVs and further public, dealership and fleet education and awareness of the benefits of EVs. These actions, as outlined in the CCAP, include:

- Working with the federal government to eliminate HST on zero emission vehicles.
- Free overnight EV charging.
- Providing rebates to replace older less fuel efficient vehicles with new or used EVs.
- EV-ready new homes and workplaces.
- Electric and Hydrogen Advancement Program.
- Work with Plug'n Drive to establish and operate a facility to showcase EVs.
- EV charging stations at government properties.
- Establish EV requirements for existing condominiums and apartment buildings.

## 3. Context

### What is an electric vehicle (EV)?

An electric vehicle (EV) is any vehicle that is partially or entirely powered by electricity and plugs into the electrical grid to recharge. EVs build on proven hybrid technology and offer even greater reductions in fuel consumption and emissions than conventional hybrids. There are two types of EVs – battery electric vehicles (BEVs) and plug-in hybrid electric vehicles (PHEVs). A BEV runs only on a battery and an electric drive train and plugs into an external source of electricity to recharge. A PHEV plugs into an external source of electricity to recharge and also uses an internal combustion engine to extend the range that the vehicle can drive.

While PHEVs and BEVs are low- or zero-emission vehicles, that only relates to tailpipe emissions from operation of the vehicle. The source of electricity generated to charge EVs is also critical for reducing greenhouse gas emissions across the province. With Ontario's large proportion of carbon-free sources of electricity generation, such as wind, hydro and nuclear, there is a significant decrease of GHG emissions per kilometre travelled, relative to comparable gasoline- and diesel-powered vehicles, especially when charged overnight.

An EV can be plugged right into a standard household or workplace outlet to charge, also known as Level 1 (110V, 15amps) charging. It can take up to eight to 20 hours to fully charge an EV at Level 1. Level 2 charging stations use a 240 volt system (similar to a clothes dryer outlet) and can fully charge a vehicle from zero per cent charge in about four to six hours. Level 3 charging stations (also known as Direct Current Fast Chargers or DCFC) use a 480 volt system and can charge a vehicle to 80 per cent in about 30 minutes. These stations allow EV drivers to charge their vehicles about eight times faster than Level 2 charging stations, making longer trips more feasible for EV drivers when paired with the widespread installation of Level 3 charging infrastructure.

## What has Ontario been doing to support EVs?

While year-over-year growth has been significant, the number of EVs in the province remains modest with 9,000 EVs out of a total of 7.7 million passenger vehicles. This represents less than one per cent of all vehicles on the road. In an effort to promote increased adoption of EVs, the government is taking action to address the three key barriers to EV adoption, summarized in Table 1:

**Table 1 – Barriers to Electric Vehicle adoption & current Ontario initiatives to address them**

Barrier	Description	Ontario Initiatives
<b>Purchase price premium</b>	Mid-range EVs can cost nearly 90 per cent more to purchase than comparable gasoline vehicles.	<p>The Electric Vehicle Incentive Program (EVIP) provides a purchase incentive of up to \$14,000 for eligible vehicles and up to \$1,000 for home chargers.</p> <p>In addition, MTO-recognized EVs are eligible to receive a green plate, which provide single-occupant EVs with access to HOV lanes. HOV lanes are otherwise reserved for vehicles carrying two or more people.</p>
<b>Range anxiety (lack of public charging infrastructure)</b>	An average EV can travel up to 140 km on a full charge. Public charging stations that facilitate middle- and long-distance trips are not generally available in Ontario.	Electric Vehicle Chargers Ontario (EVCO) – an initial \$20 million investment is supporting the purchase and installation of public fast chargers, both for in-city and inter-city network locations. All network charging stations are expected to be in-service by March 31, 2017.
<b>Public education and awareness</b>	There is a relatively low level of broader public awareness of EV technology or the advantages of EVs.	Support for a number of events, pilot projects, EV education days, non-profit EV promotion organizations, and manufacturing support.



## What are other jurisdictions doing?

### Key international jurisdictions providing incentives for EV adoption:

#### **United States – Federal Government:**

In the United States, the federal government offers an income tax credit of up to \$7,500 for BEVs and PHEVs purchased in 2010 or later. PHEVs receive credits between \$2,500 and \$4,000; BEVs and some PHEV models receive the maximum credit. The credit amount varies based on the size of the battery used to power the vehicle.

#### **United States – Local Utilities:**

In addition to these U.S. government programs, local utilities within a number of U.S. states offer additional financial incentives for public and residential charging infrastructure, and vehicle purchases/leases.

Several US states are experimenting with special electricity rates for charging EVs at home. The primary goal of these programs is to help shift power consumption to the nighttime, when it's cheaper to produce the power and it causes less stress on the overall system. The benefit for customers is a lower electricity rate, making the fuel for EVs even cheaper than conventional fuels. As a result, EVs become a more attractive option when people are choosing their next vehicle.

#### **California:**

California's Clean Vehicle Rebate Project (CVRP) provides rebates of up to \$5,000 for the purchase or lease of zero-emission and plug-in hybrid light-duty vehicles. The credit amount is based on the type of vehicle technology. Qualifying low income households may receive an additional \$1,500. California law allows single-occupant use of High Occupancy Vehicle (HOV) lanes by certain qualifying clean alternative fuel vehicles through the use of decals. California also offers loans for the design, development, purchase, and installation of electric vehicle charging stations at small business locations.

Other states also offer purchase incentives. Colorado offers an income tax credit of up to \$6,000, Connecticut offers up to \$3,000 in rebates and Delaware up to \$2,200.

### **Norway:**

Norway has the highest market share of EV sales owing to a range of incentives. The incentives provided include EV registration tax reductions, exemption from value-added tax (VAT) for BEVs, waivers on road tolls and ferries and access to bus lanes. These incentives tend to favour BEVs over PHEVs

### **The Netherlands:**

The Netherlands has the second largest electric car market share. Electric car buyers pay significantly less registration and circulation taxes and have privileged access to some portions of the transport network restricted for other cars. In early 2016, rebates for circulation taxes for PHEVs were halved compared with BEVs.

### **China:**

China is the world's top market for EVs based on 2015 sales. EVs are exempt from acquisition tax and from the excise tax, normally based on engine displacement and price. Incentive values range from USD \$6,000 to USD \$10,000. The lower-end estimate is best suited for PHEVs, while the higher incentive level is more likely to be applicable to BEVs.

## *Canadian jurisdictions providing incentives for EV adoption:*

Other jurisdictions in Canada that provide strong support for the adoption of EVs through the provision of incentives include:

### **Quebec:**

Quebec offers a flat incentive of \$8,000 for BEVs and \$500 for PHEVs with batteries of 4-7 kWh, \$4,000 for PHEVs with batteries of 7-15kWh and \$8,000 for PHEVs with batteries over 15kWh. Incentives are also available for hybrid EVs (\$500), low-speed EVs (\$1,000) and electric motorcycles (\$2,000). Quebec also offers up to \$600 for the purchase and installation of a Level 2 home charging station. They also operate a workplace charging program that offers up to \$5,000 for the purchase and installation of a Level 2 workplace charging station.

## **British Columbia:**

In British Columbia, a flat incentive of \$5,000 is offered for BEVs and PHEVs with larger batteries. PHEVs with smaller batteries are eligible for up to \$2,500 and vehicles with a Manufacturer's Suggested Retail Price (MSRP) of over \$77,000 are not eligible for an incentive. Hydrogen fuel cell vehicles are eligible for up to \$6,000, including a fueling rebate. Also, upon retiring any vehicle, an EV purchaser is eligible for an additional \$3,250 in incentives. EV drivers in BC can also travel alone in provincial HOV lanes through the use of a high visibility decal.

## *Canadian jurisdictions supporting public education and awareness of EVs*

Since 2014, the Canadian Electric Vehicle Dealership Awards Program, a joint initiative between the Canadian Electricity Association and Plug'n Drive, has been recognizing car dealerships for exceptional sales and promotion of EVs.

Other jurisdictions in Canada, such as Quebec, British Columbia, Manitoba and New Brunswick provide support for the adoption of EVs through the provision of education and awareness campaigns. British Columbia's *Emotive* campaign raises awareness of EVs by providing resources, soliciting input and communicating the experience of driving an EV. The campaign is a broad collaboration between the Province of BC, BC Hydro, the Fraser Basin Council, several academic institutions, regional governments, and over 100 communities and businesses.

## **4. Path Forward / Program Design Proposal**

The Ministry of Transportation will be implementing the programs below to support the province's CCAP commitments with respect to enhancing EV incentives, infrastructure, and education & awareness. Input is being sought on specific elements of these programs to help inform their development and implementation.

## 4.1. Electric Vehicle Incentive Program

In 2010, the Electric Vehicle Incentive Program (EVIP) was introduced to support the adoption of EVs, to reward early adopters, and to create market demand for new technology. To further support the goals of Ontario's Climate Change Strategy and promote increased EV adoption, modernized EVIP program parameters were implemented in February 2016 to make EVs even more affordable. The modernized program:

- Increased the current incentive range for EVs from \$5,000 - \$8,500 to \$6,000 - \$10,000
- Provided an opportunity to receive an additional \$3,000 incentive for vehicles with larger battery capacities
- Provided an additional \$1,000 incentive for vehicles with five or more seats

In addition, the modernized EVIP included two caps. Firstly, the incentive amount was capped at \$3,000 if the MSRP of the vehicle was over \$75,000. Second, the incentive value was capped such that its value would not exceed 30% of the MSRP.

The ministry proposes to maintain a point of purchase incentive program. Input is sought on options to refine the program to incentivize greater adoption, while also staying within intended funding amounts (\$140 to \$160 million through 2020, with a maximum incentive value for any vehicle being capped at \$14,000). Options to achieve this may include:

- Adjusting the 30% MSRP cap and/or the \$3,000 luxury vehicle cap; and
- Altering other elements of the program, such as what vehicle attribute the incentive is tied to (e.g. vehicle tailpipe GHG emissions, battery size, technology type).

The ministry is also considering expanding eligibility of the Electric Vehicle Charging Incentive Program (EVCIP) so that more EV owners can obtain assistance with the purchase and installation of their Level 2 home charging station. Currently, eligibility for EVCIP is tied to the receipt of a rebate from EVIP.

Any proposed program changes would become effective in January 2017.

### Discussion Questions:

- What should the government tie the EV purchase incentives to (e.g., vehicle tailpipe GHG emissions, battery size, technology type, etc.) in order to support a significant growth in EV sales and GHG emissions reductions?

- How should the government adjust the current 30 per cent MSRP incentive cap and the \$3,000 cap on vehicles with an MSRP greater than \$75,000 in order to promote EV sales and GHG emission reductions in a fiscally responsible manner (e.g. remove the cap? Relax the cap)?
  - Do you think these caps influence an EV buyer's decision to purchase an EV or a specific type of EV?
- How can the government adjust the EVCIP to benefit even more EV owners?

## 4.2. Electric Vehicle Chargers Ontario Program (EVCO)

The Electric Vehicle Chargers Ontario (EVCO) program was launched on December 21, 2015 as a \$20 million grant program to create a network of fast-charging public EV stations across Ontario to support inter-city and in-city EV travel. As part of this program, the ministry is working with 24 public- and private-sector partners, to install close to 500 charging stations, including over 200 Level 3 chargers and nearly 300 Level 2 chargers, at over 250 unique locations across Ontario. Level 3 chargers are generally strategically placed near highways to support inter-city travel, whereas level 2 chargers are generally strategically placed near downtown and other major trip attractors to support in-city travel. Network implementation is underway and all charging stations should be operational by March 31, 2017. A full map can be found at: <http://www.mto.gov.on.ca/english/vehicles/electric/electric-vehicle-chargers-ontario.shtml>

The ministry is proposing to offer additional rounds of funding (up to \$80 million) to expand on and also improve upon the first round of the EVCO Program. The purpose of the additional funding is twofold:

- While the first round of EVCO focused on the creation of a network of public EV charging stations to support inter-city and in-city EV travel, the ministry also recognizes the need to support workplace and multi-unit residential charging infrastructure.
- In addition, funding could also be used to fill any gaps remaining in the existing EVCO intercity network.

Two separate program streams are therefore proposed for the next round of EVCO:

- The first stream would be for Level 2 charging stations at multi-unit residential buildings and workplaces; and

- The second stream would be focussed on Level 3 inter-city and in-city charging stations to support the network already implemented by the first round of EVCO.

Input is sought on potential elements of the proposed program including program features (e.g. eligibility, evaluation, technical requirements, etc.), program administration, ensuring interaction and coordination with Local Distribution companies, and funding parameters.

## Discussion Questions:

- What program features (e.g., eligibility requirements, evaluation criteria, technical requirements) should be considered in a program to deploy charging stations at workplaces, multi-unit residential buildings, downtowns and town centres?
- Specifically for multi-residential and workplaces:
  - Who are best positioned to implement the installation of charging infrastructure?
  - How should funding for charging stations be structured and/or capped? What value(s) of cap(s) should be applied?
  - How can government best engage workplaces, condos and apartments to participate in the EVCO program?
- How should government ensure that Local Distribution Companies are involved in EVCO applications?
- What aspects of the first round of EVCO do you feel should be repeated or done differently?

## 4.3. Education and Awareness

The CCAP includes programs aimed at increasing awareness of the benefits of EVs. We are seeking input on the development and implementation of these programs, specifically:

- a. *EV Educational Campaigns* - to promote awareness of the benefits of EVs, with a focus on first-time car buyers and multi-car households. Potential components of this program could include:
  - Collaboration with local partners and neighboring jurisdictions.
  - Advertising campaigns.
  - Government participation at EV awareness and education events.
  - Funding to organizations to host EV awareness and education events.

- Financial support for research and promotional projects.
- Social media promotion.

## Discussion Questions:

- What are your current perceptions related to EVs? How can government help in improving perceptions related to EVs, and help consumers better understand the benefits of EVs?
  - What innovative education and/or awareness programs or policies, currently operating in other jurisdictions that provide support for the adoption of EVs, could be applied in Ontario?
  - Who should the government be partnering and collaborating with to deliver an EV educational campaign?
  - To increase education and awareness of the benefits of EVs, what forms of communication and key messages should the government consider to reach an audience beyond the EV community?
- b. *Partner and Dealership Programs* – to provide support (up to \$20 million) to dealerships to increase engagements to increase sales through dealer training and awareness programs. Potential components of this program could include:
- Providing resources and incentives aimed at increasing the availability of EV models at dealerships and develop promotions to view and experience EVs.
  - Training for dealerships on the environmental and economic benefits of EVs, as well as on definitions, details regarding the Ontario subsidies for EVs and chargers, and other key EV information.
  - Making educational materials available for customers at dealerships (e.g., with a high profile display at the dealership).

## Discussion Questions:

- What are potential tools that can be used to increase the availability of EV models on the showroom floor, for test drives and for purchase at dealerships?
  - What supportive mechanisms and/or incentives should the government provide to EV salespeople and dealerships in order to increase EV sales?
- c. *Private Fleet Awareness Campaign* - initiating an awareness campaign for private fleet owners and managers to communicate their eligibility for electric vehicle incentives and

promote the potential savings from greening their fleets. Potential components of this program could include:

- Simple, effective materials that clearly communicate program eligibility and application procedures for government incentive programs.
- Development of a tool that allows fleets to calculate the potential savings that can be achieved from integrating EVs into fleets.

## Discussion Questions:

- How can we effectively raise awareness of EVs and EV incentives to private fleets?
- What elements should be included in a decision-making tool or cost calculator help fleets consider purchasing an EV?

In addition to the above, the CCAP also notes that Ontario will work with Plug'n Drive, a non-profit electric vehicle advocacy organization, to establish and operate a facility to showcase EVs and related technology to Ontarians across the province. This facility will be established such that it supports the ministry's broader EV education and awareness program.

# 5. How to get involved

The public can provide comments to this Environmental Registry posting.

Key stakeholders and industry may be consulted on the proposed programs that support EV adoption, education and awareness, including EVIP.

MTO has already received feedback from stakeholders, previous applicants, current partners, as well as the general public, regarding areas of strength and areas that need improvement within previous rounds of EVIP, EVCIP and EVCO programs. These comments will be considered during the design of the next program rounds.



## 6. Next steps and closing

Comments received on this discussion paper will be considered in the design and implementation of the aforementioned programs. The outcome of this consultation process and the comments received will be considered in the final design and implementation of the programs. The input received through this consultation process will contribute to furthering and improving the Ministry of Transportation's EV incentive programs and supporting the increased adoption of low- to zero-emission vehicles across the province.

This discussion paper, posted on the Environmental Registry on October 14, 2016 will close on November 14, 2016.

## Proposed Program Timetable for Ministry of Transportation actions

Program	Program Launch / Implementation Date
Electric Vehicle Incentive Program (EVIP) - refinements	January 2017
Electric Vehicle Chargers Ontario Program (EVCO) – additional round(s)	By Spring 2017
Education and Awareness:	
EV Educational Campaigns	2017/18
Partner and Dealership Programs	2017
Private Fleet Awareness Campaigns	2017/18

## 7. Summary of Discussion Questions

The purpose of this discussion paper is to seek feedback and input on key program design questions regarding the actions identified in the CCAP that focus on increasing the uptake, education and awareness of EVs across Ontario. The purpose of the following questions is to seek your input on the specific program proposals presented above. Informed by the context

and information above, please respond to as many or as few of the following questions as desired.

## 7.1. Electric Vehicle Incentive Program (EVIP)

- What should the government tie the EV purchase incentives to (e.g., vehicle tailpipe GHG emissions, battery size, technology type, etc.) in order to support a significant growth in EV sales and GHG emissions reductions?
- How should the government adjust the current 30 per cent MSRP incentive cap and the \$3,000 cap on vehicles with an MSRP of \$75,000 and above in order to promote EV sales and GHG emission reductions in a fiscally responsible manner (e.g. remove the cap? Relax the cap)?
  - Do you think these caps influence an EV buyer's decision to purchase an EV or a specific type of EV?
- How can the government adjust the EVCIP to benefit even more EV owners?

## 7.2. Electric Vehicle Chargers Ontario Program (EVCO)

- What program features (e.g., eligibility requirements, evaluation criteria, technical requirements) should be considered in a program to deploy charging stations at workplaces, multi-unit residential buildings, downtowns and town centres?
- Specifically for multi-residential and workplaces:
  - Who are best positioned to implement the installation of charging infrastructure?
  - How should funding for charging stations be structured and/or capped? What value(s) of cap(s) should be applied?
  - How can government best engage workplaces, condos and apartments to participate in the EVCO program?
- How should government ensure that Local Distribution Companies are involved in EVCO applications?
- What aspects of the first round of EVCO do you feel should be repeated or done differently?

## 7.3. Education and Awareness

### EV Educational Campaigns

- What are your current perceptions related to EVs? How can government help in improving perceptions related to EVs, and help consumers better understand the benefits of EVs?
- What innovative education and/or awareness programs or policies, currently operating in other jurisdictions that provide support for the adoption of EVs, could be applied in Ontario?
- Who should the government be partnering and collaborating with to deliver an EV educational campaign?
- To increase education and awareness of the benefits of EVs, what forms of communication and key messages should the government consider to reach an audience beyond the EV community?

### Partner and Dealership Programs

- What are potential tools that can be used to increase the availability of EV models on the showroom floor, for test drives and for purchase at dealerships?
- What supportive mechanisms and/or incentives should the government provide to EV salespeople and dealerships in order to increase EV sales?

### Private Fleet Awareness Campaign

- How can we effectively raise awareness of EVs and EV incentives to private fleets?
- What elements should be included in a decision-making tool or cost calculator help fleets consider purchasing an EV?

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