



# Eastern Ontario EV Charging Initiative – A Focus on Sustainable Tourism

Mitchell House – City of Ottawa

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# Outline

- What are electric vehicles?
- What makes electric vehicles special?
- How quickly are electric vehicles being bought?
- What benefits and opportunities are to be expected with electric vehicle adoption?
- Questions from the audience?

# What are Electric Vehicles?

- Vehicles that do not use gas, have lower maintenance costs, and are cheaper to run over their lifetime.
- Can charge at home, and at an increasing number of public charging stations
- Over 20 vehicle models available for less than average new vehicle price





# Affordable Electric Vehicles – Under \$50,000

**Hyundai Kona: Starting at ~\$46,000**



**Bolt EUV: Starting at ~\$42,000**



# Family Cars – Under \$60,000

**VW ID4: Starting at ~\$52,000**



**Kia EV 9: Starting at ~\$60,000**





# What Makes Electric Vehicles Special?



NO TAILPIPE EMISSIONS,  
AND CAN CHARGE ON  
ONTARIO'S CLEAN  
ELECTRICITY GRID



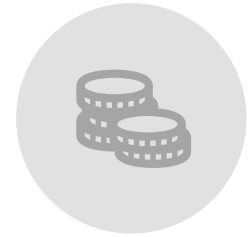
VEHICLES ARE  
SMOOTHER TO DRIVE,  
MUCH QUIETER, AND  
ARE MORE RESPONSIVE  
WHILE ALSO BEING  
INHERENTLY SAFER



AVERAGE SAVINGS OF  
ROUGHLY ~\$3,000 PER  
YEAR ON FUEL



NO OIL CHANGES ADDS  
UP TO 50% LESS  
MAINTENANCE COSTS



REBATES AVAILABLE TO  
MAKE PURCHASES EVEN  
MORE AFFORDABLE

# How Quickly are Electric Vehicles Being Bought?

- Expecting around 185,000 battery electric vehicles sales in 2023 across Canada (12.1% of all vehicle sales)
  - 35,000 of these were sold in Ontario
- More battery electric vehicles were sold last year than hybrid vehicles
- Tesla Model Y is best selling vehicle in Europe for 2023, and increased sales YoY by 84%

# Benefits of Electric Vehicles – Tourism Operations

Charging stations put your operations on the map

- Electric vehicle drivers are looking for places to charge
- More willing to spend money at businesses that cater to their needs

Charging stations will increase time spent at businesses

- Large driving distance generates need for recharging
- Electric vehicle drivers spend more than regular drivers

Catering to electric vehicle drivers now establishes leadership

- Quebec has Canada's largest number of electric vehicle drivers
- Starting small and making use of available incentives is lower risk



# Examples of Electric Vehicles and Tourism Operators



- The Big Apple
  - Visible from 401
  - Long-standing installation of electric vehicle charging stations (2015)
  - Positive experience from visitors told through social networks and electric vehicle owner groups

# Examples of Electric Vehicles and Tourism Operators



- Cowbell Brewing Company
  - Charging stations part of business operations
  - Fits business model of a sustainable, socially responsible destination brewery
  - Visitors can purchase local products from the general store, walk the surrounding nature trails through reforested lands, or enjoy a meal at a farm-to-table restaurant on-site.



# Examples of Electric Vehicles and Tourism Operators



- BC Hydro + Fortis BC
  - Local utility supports network planning and charging infrastructure installations
  - Expansive network across BC at various rest-stops, community downtowns, and with supportive businesses
  - Growing interest from charging companies to co-locate, sharing project costs and expanding number of customers

# Future Opportunities to Consider



Canada mandating 100% of all new vehicles sold to be electric by 2035

Urban areas and Quebec likely to reach this before more rural and remote communities



2<sup>nd</sup> round of Ontario funding to be made available

Opportunity to cover 75% of project costs



Collaboration amongst municipalities and private business will enable charging infrastructure to scale

Identifying interested hosting sites early on can address major project costs



# Questions and Answers + Networking

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