

**Proposal:****Electric Vehicle Marketing****Submission Relevant To:**

Rachel Anne Notley, Premier of Alberta  
Sara Marjorie Hoffman, Deputy Premier, Minister of Health  
Brian Mason, Minister of Transportation / Minister of Infrastructure  
David Manson Eggen, Minister of Education  
Deron Bilous, Minister of Economic Development and Trade  
Joseph Anthony Ceci, President of Treasury Board and Minister of Finance  
Danielle Marie Larivee, Minister of Municipal Affairs  
Margaret Ellen McCuaig-Boyd, Minister of Energy  
Christina Gray, Minister of Labour  
Marlin Robert Schmidt, Minister of Advanced Education  
Brandy Lynn Payne, Associate Minister of Health  
David Wheeler, Chair of Alberta Energy Efficiency Panel

**Situation:**

Adoption of electric vehicles are hampered by a lack of information and resources to get questions answered.

**Problem:**

Public information and awareness of electric vehicles is lacking creating an obstacle for adoption.

Dealerships have not established a knowledge base or interest to properly market electric vehicles in Alberta with most dealerships sending people out of province to obtain a vehicle and information.

Groups promoting electric vehicles are hit with expenses of advertising, insurance and permits to act as good will ambassadors that they cannot afford.

**Key Analysis:**

There are many misconceptions about electric vehicles that impede the transition for the average consumer. Questions on distance of the vehicles battery, maintenance, performance, comparison of makes and models that should be easy to get information for is surprisingly difficult for those who are seeking it out. More over there is an underlying fear that an electric vehicle is a "new technology" that is untested or proven.

Going to sales locations are met with a distinct lack of information as they are not invested in selling electric vehicles. Over that, the normal conversation leads to a high pressure sales attempt at a combustion engine vehicle with misinformation being provided to dissuade the consumer from the electric Vehicle path.

For a group of people to attempt to give out that information, organize and put on the rallies and shows, get insurance or even keep something as simple as a website going takes time and money. As there is no other means of being able to generate funding, this is a few and far between venture.

A local group doing rallies and shows, offering up their own vehicles and experiences while answering questions, would go a long way in bridging the gap in the information share.

The fastest and easiest way to get people into electric vehicles is to give them the opportunity to see the vehicles in person, go for a ride and interact with people who actually own and use them who are not attempting to sell them anything.

Being able to take people for rides in an electric vehicle to show them how quiet they are, the level of performance, comfort and effectiveness is the true conversion factor for the transition. Putting a person in the seat is one of the most convincing means of winning over even the most hard core combustion engine fan.

Having resources available on a maintained website and a Wiki available would also be a huge asset.

**Recommendation:**

Fund and assist the Electric Vehicle Association of Alberta (EVAA) to become a certified non-profit group with the goal of spread awareness, instill excitement, and promote adoption of electric vehicles and charging infrastructure in Alberta.

**Justification:**

The implementation of these suggested changes will offer an increase the adoption of electric vehicle ownership.

EV ownership and use will lower greenhouse gas emissions (by potentially 23% using 2015 statistics) and cut noise pollution which will reduce healthcare costs.

Infrastructure development will create jobs for skilled Alberta workers stimulating the economy.

The demand for skilled labour will stimulate post-secondary education within the province.

**Potential Funding:**

The Alberta Energy Efficiency Panel is currently taking suggestions on how best to use the \$645 Million in funding earmarked for the agency. Using some of the funds available for these initiatives is perceived to be a perfect fit for the agency and the resources available.

There also seems to be an opportunity for funding from the Federal Government and Infrastructure Canada's \$120 Billion investment over the next 10 years through Infraconsults, located at <http://www.infraconsults.ca/>.

**Reference:**

Electric Vehicle Adoption Proposal In Alberta – Terms of Reference – Version C1.0