

For immediate release
DATE: May 18th, 2022

Media Contact: Vita Sgardello
Communications Manager
vita.sgardello@envirocentre.ca
613-799-0234

**** La version française suivra ****

EnviroCentre and Partners are Breaking Down Barriers to Access Electric Vehicles in Ottawa

Media are invited to attend the official launch event of EV Experience at **2 p.m. on May 24th, 2022 at the Canadian Museum of Nature.**

EV Experience is an innovative electric vehicle promotion program that aims to break down barriers to access and shift the perception of electric vehicles in Ottawa.

The project will increase access to electric vehicle test drives, add electric vehicles to Ottawa's car share fleet, and provide a one-stop website with up-to-date information for all audiences, including communities typically underserved by electric vehicle education.

Coordinated by Ottawa-based environmental not-for-profit EnviroCentre, EV Experience is the result of a strong partnership among local organizations committed to reducing greenhouse gas emissions in our city: the Electric Vehicle Council of Ottawa, Communauto, the City of Ottawa, Hydro Ottawa, the Ottawa Climate Action Fund by the Ottawa Community Foundation and SMARTNet Alliance.

Event Details

When: 2:00 p.m. - 3:00 p.m. on Tuesday, 24th May, 2022

Where: Canadian Museum of Nature, 240 McLeod St. - P2 parking lot (on the west side of the museum, adjacent to O'Connor St)

Speakers

Sharon Coward, Executive Director of EnviroCentre
Yasir Naqvi, Member of Parliament, Ottawa Centre
City representative (TBC)

Steve Winkelman, Ottawa Climate Action Fund, by the Ottawa Community Foundation
Raymond Leury, Electric Vehicle Council of Ottawa
Wilson Wood, Communauto

EV Experience will provide the most up to date information for all types of personal use EVs (cars, light trucks, bikes, and scooters).

Key aims of the program:

- Educate and inform residents about the benefits of all forms of electric vehicles
- Test drives and educational events across the Ottawa region
- Provide a one-stop information source through a dedicated website and EV test drive booking tool

The Future of Transportation in a Changing Climate

It is currently estimated that there are 1.4 billion cars in use across the globe. In Ottawa, fossil fuel vehicles produce 42% of our greenhouse gas emissions. In Ontario, switching to electric powered mobility makes sense because our system is not powered by fossil fuels, which means it is 94% emissions free. In our race to reduce emissions and ensure we reach Ottawa's ambitious but necessary climate targets, electric vehicle uptake is key.

The City of Ottawa projects that 90% of all new vehicles sold must be zero emissions by 2030, a target that is in line with the federal mandate to reach 100% zero-emission vehicles sales by 2035. Whether by purchasing, renting, or supporting progressive electric vehicle policies we all have a role to play.

EV Experience is made possible by a financial contribution from Natural Resources Canada. Additional funding has been provided by the Ottawa Climate Action Fund – an initiative of the Ottawa Community Foundation, as well as from the Ottawa Community Foundation. Financial contributions from Communauto, EVCO and CAA have also made important pieces of this project possible.

Quotes

“EVs are an integral part of Ottawa's multi-modal plan to become a sustainable, zero-emissions transportation city. EnviroCentre's mission is to provide people, communities and organizations with practical solutions to lighten their environmental impact in lasting ways. EV Experience aims to do just that.” – Sharon Coward, Executive Director, EnviroCentre

“This public-private-philanthropic-community collaboration moves beyond the usual suspects and provides an EV Experience for all Ottawans – from renters to rural, regardless of income level. It will accelerate EV use in Ottawa and help make carsharing an even more practical option to reduce car ownership and per capita vehicle use.” – Steve Winkelman, Executive Director, Ottawa Climate Action Fund (an initiative of the Ottawa Community Foundation)

“Driving an EV is the easiest way to reduce your carbon footprint. It's not obvious when you are used to a gas car, but EVs more practical than gas cars in part because you can charge them at home.” – Raymond Leury, President, Electric Vehicle Council of Ottawa

“Shared cars from VRTUCAR and now Communauto have been providing access to vehicles for residents of Ottawa for over 20 years. Whether for environmental, financial or practical reasons car-sharing is of great benefit to our community who do not want to own a car. To do our part in supporting Ottawa's transition to a more sustainable future, we brought the first fully electric car share vehicle to Ottawa's fleet in 2010. Communauto is pleased to be adding five new zero-emission vehicles to give all Ottawa drivers an opportunity to get around town carbon-free and have an EV experience.” – Wilson Wood

Sources:

- City of Ottawa, 2020 Community and Corporate Greenhouse Gas (GHG) Inventories, https://documents.ottawa.ca/sites/documents/files/2020_ghg_inventory_en.PDF
- Hedges & Company, How many cars are there in the world in 2022? <https://hedgescompany.com/blog/2021/06/how-many-cars-are-there-in-the-world/>