

March 26, 2026

The Honourable David Eby, M.L.A.  
Premier of British Columbia  
PO BOX 9041 STN PROV GOVT  
Victoria, BC V8W 9E1

Dear Premier Eby,

As the government of B.C. finalizes updates to the Zero-Emission Vehicle (ZEV) Act we urge you to preserve a strong mandate that delivers tangible benefits to British Columbians. A strong ZEV Act can lower and stabilize transportation costs, improve air quality, expand access to affordable vehicle choices and support continued investment in charging infrastructure across the province. By doing so, the Act will protect households from gasoline price volatility, improve public health and ensure that people in B.C. continue to benefit from the jobs and economic opportunities arising from the global shift to electric vehicles. To achieve these outcomes, we recommend:

- **Targets:** Set ZEV targets of no less than 55% by 2030 and 90% by 2035 to maintain investment certainty and maximize federal funding.
- **Eligibility:** Exclude conventional hybrids and treat plug-in hybrids as a transitional technology toward full electrification.
- **Affordability:** Maintain policies that support EV adoption, reducing exposure to gasoline price volatility and lowering transportation costs.

Countries around the world are moving rapidly toward electric vehicles (EVs), supported by strong policy frameworks that provide certainty to manufacturers and consumers. Weakening B.C.'s approach risks putting the province on the wrong side of a global transition that is already well underway. Competitiveness will depend on alignment. As the United States takes a more uncertain path, B.C. has positioned itself as a leader, aligning with jurisdictions where EV adoption is accelerating fastest. This leadership has prioritized the province for vehicle supply, expanded model availability and attracted investment in charging infrastructure. Reducing targets to federal levels would weaken that signal and risk eroding the province's advantages.

EVs deliver tangible benefits to households and businesses. They are more energy efficient than conventional vehicles, and electricity prices are lower and more stable than gasoline, helping

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protect British Columbians from fuel price volatility while reducing transportation costs. Maintaining ambition also maximizes access to federal investments that support EV adoption, including purchase incentives and charging infrastructure funding, delivering investment directly to B.C. households, communities and businesses. Higher EV adoption improves air quality and public health, reducing traffic-related pollution that currently contributes to 160 premature deaths and \$1.3 billion in healthcare costs annually.

Concerns have been raised about EV policies' impact on auto sector jobs in other parts of Canada. In reality, the primary pressure on Canadian auto employment comes from uncertainty and U.S. protectionist policies. B.C.'s ZEV sector already supports roughly 400 B.C. companies that directly provide over 8,000 full-time jobs and contribute more than \$900 million to B.C.'s provincial GDP. Sustaining and growing these jobs requires building strong domestic demand for EVs and aligning with jurisdictions moving forward on EVs to strengthen both domestic and global market opportunities.

Conventional hybrid vehicles are not zero-emission and should not count towards B.C.'s targets, as their emissions are locked in for the life of the vehicle. Plug-in hybrids play a transitional role, but targets should continue to prioritize battery electric vehicles to guide the market and support the transition to full electrification.

B.C. has made significant progress. Stepping back now would risk undermining the momentum and advantages the province has already built.

We would be pleased to discuss this issue further at your convenience.

Yours sincerely,

Chris Severson-Baker  
Executive Director  
Pembina Institute

cc:

The Honourable Adrian Dix, Minister of Energy and Climate Solutions

The Honourable Mike Farnworth, Minister of Transportation and Transit

The Honourable Bowinn Ma, Minister of Infrastructure

Further reading: *[Strong EV targets mean cleaner air, lower costs and jobs for British Columbians](#)*