

EVs In PCSP

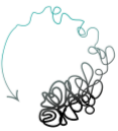
Pilot Project Results Report

January 2026



**Portugal Cove
St. Philip's**



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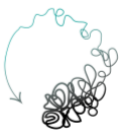
1. PROJECT OVERVIEW

The Town of Portugal Cove-St. Phillips (PCSP) is located on the Northeast Avalon Peninsula in eastern Newfoundland and Labrador, within the St. John's Census Metropolitan Area. As of the 2021 Census, the Town had a population of 8,415. A corporate greenhouse gas (GHG) inventory and action plan were first drafted in October 2019 which have been guiding the Town's climate goals and initiatives. The inventory identified that 79.1% of the Town's corporate GHG emissions in 2018 were attributed to the municipal fleet. This finding prompted the Town's commitment to fleet electrification and pursuit of funding from the Federation of Canadian Municipalities (FCM).

The Town of PCSP engaged Fundamental Inc., a local climate action consulting firm, to assist with an FCM pilot project application in 2020, which required the completion of a feasibility study. The feasibility study and application were completed and submitted in 2021, with revisions and coordination with FCM continuing into 2022. In August 2022, the project was approved with 80% eligible cost coverage up to \$364,300.

The original proposal was to replace five existing internal combustion engine vehicles (ICEVs) in the municipal fleet (which were due or past due for replacement) with electric vehicles (EVs), and install a corresponding five EV charging stations. In the end, the Town was able to procure six EVs and six charging stations due to the cost of the EVs coming in under budget plus additional savings being secured through rebate programs: \$14,321 was received from Newfoundland and Labrador Hydro's (NL Hydro) EV Charger Rebate Program, \$15,000 was received through the NL Hydro EV Rebate program (\$2,500 per vehicle), and the \$5,000 Federal EV incentive was applied to each vehicle purchase (see final project costs in the table below).

Efforts to procure the first EVs and charging stations began promptly in September 2022, however, the market was still significantly affected by the COVID-19 pandemic at this time. It wasn't until December 2023 that the first two EVs were delivered, and the remaining four were in hand by July 2024 – four Ford F-150 Lightnings (pick-up trucks) and two Volkswagen ID.4s (SUVs). While not part of this FCM-funded pilot project, the PCSP Fire Department decided to purchase an F-150 Lightning as well during the same time period.



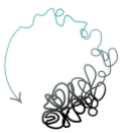
The total project costs were as follows:

Table 1.1 Project Costs

Item	Project Costs
4 x Ford F-150 Lightnings - Federal (\$5,000) and Provincial (\$2,500) Rebates per vehicle deducted	\$266,341
2 x Volkswagen ID.4s - Federal (\$5,000) and Provincial (\$2,500) Rebates per vehicle deducted	\$117,702
6 x Siemens VersiCharge AC Series Level 2 EV Charging Stations, wall-mounted – supply and installation, NL Hydro Rebate (\$14,321) deducted	\$24,343
Funding application preparation, project management & other project implementation costs (Town EV training, public education, data analysis, reporting, etc.)	\$42,612
Subtotal	\$450,998
FCM Grant	\$364,300
Town Contribution	\$86,698

Prior to this project coming to fruition, the Town had budgeted \$248,000 to replace the six vehicles with gas models – **they ultimately spent 65% less than they would have otherwise.**

As of the writing of this final report (January 2026), the Town has been using the six EVs for about a year and a half. The following sections of this report provide details about the operational cost and environmental results experienced in this timeframe (averaged into annual figures), as well as the lessons learned from both technical and social perspectives.



2. PROJECT RESULTS

2.A. ENVIRONMENTAL

The original project feasibility study and proposal (completed in 2021-2022) considered the replacement of 5 Town gas vehicles with EVs. As described above, the budget ultimately allowed for the purchase of 6 EVs. The table below shows the values used in and derived from the original estimates, those values scaled to 6 EVs, and the actual results of the pilot. The fuel and emissions savings are compared to the 2018 baseline year in all cases. The emission factor for the Newfoundland and Labrador electricity grid reduced by 37% between 2018 and 2023 (the most recent factor available as of January 2026).

Due to some issues experienced with the data logging feature of the charging stations (see Section 2.C.II.), there was uncertainty around the accuracy of the available data. To provide a benchmark for comparison, an estimate of the total annual kWh usage of the EVs was also completed using the total kilometers travelled by each vehicle (odometer readings) and their rated energy efficiency ($L_e/100\text{km}$ from Natural Resources Canada's (NRCan) [Fuel consumption ratings search tool](#), which was converted to kWh/100km). Considering the total length of time that each vehicle was driven and each charging station's data logging was active, the total annual kWh consumption estimated from both methods ended up being within 1.5% of each other. This was reassuring and told us that the data logging of the chargers likely did capture the majority of the usage after all. The NRCan efficiency values may not represent actual EV performance completely accurately (since things like weather, terrain, and driving habits all impact this rating), but we can be relatively confident that the resulting estimate is a fair representation of each EV's average consumption. Electricity consumption by the charging stations was not metered separately from the buildings at which they were installed, therefore, estimating kWh from the EVs based on the Town's power bills would not have been accurate (especially considering that a heating electrification project was completed at the Town Depot within the pilot timeframe – it was not possible to tease out the impact of the EVs vs. the impact of the new heat pumps).

The results below show that the EVs performed better than the feasibility study predicted – 57% more kilometers were travelled using 33% less electrical energy, considering the scaled original estimate.

The Annual Fuel Savings were calculated based on the actual fuel volumes consumed by the Town in 2025 vs. 2018. To allow for an apples-to-apples comparison, only the same 11 light-duty vehicles that were present in 2018 were included. Some other gas vehicles have been added to the fleet as the Town has grown across this time period, but since the operation of these other vehicles is not related to the EV project (and the original project projections did not consider fleet growth), their gas use was excluded from this assessment to isolate the impact of the transition to EVs.

Compared with the scaled original estimate, the project reduced gasoline use by 30% more than expected. GHG emissions reductions were 32% more than this scaled estimate, and 62% more than what was in the original project proposal.

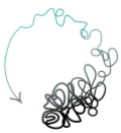


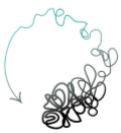
Table 2.1 Original Estimates vs. Actual Project Results - kWh, Fuel Volume, & GHGs

	Annual Kilometers Travelled in EVs	Annual kWh Usage	Annual Fuel Savings (L) vs. 2018	Annual GHG Reductions vs. 2018 (tCO ₂ e)
Original Estimate (2022) - based on 2018 fleet data, 2018 electricity emission factor, 5 EVs	68,920	26,016	-9,710	-21.45
Scaled Original Estimate - based on 2018 fleet data, latest electricity emission factor, scaled to 6 EVs	82,704	31,219	-11,652	-26.47
Actual Results (2025) - 6 EVs	130,174	21,047	-15,186	-34.83
% Difference with original estimate	89%	-19%	56%	62%
% Difference with scaled estimate	57%	-33%	30%	32%

The original project estimates considered that EVs are generally about 77% more energy efficient than their gas counterparts (this metric was determined based on averaging estimates from multiple sources). **Completing the calculation in reverse using the project results reveals that the Town's EVs were actually more like 85% more energy efficient than the gas vehicles they replaced**, although factors other than driving performance may be contributing to this result such as the significant difference in energy use of idling in the EVs vs. gas vehicles.

Table 2.2 EV vs. Gas Energy Efficiency Calculation

-15,186 L	Liters of gas saved annually
526 GJ	Conversion from liters of gas to equivalent GJ of energy
33,628 kWh	Conversion of this amount of energy to equivalent kWh consumption expected in EVs with 77% energy efficiency improvement
21,047 kWh	Actual annual kWh used by the EVs
85.6%	Actual % energy efficiency improvement



2.B. FINANCIAL

Compared to the 2018 baseline, the corresponding fuel use in 2025 represents a 51% reduction. The cost of fuel increased by about 16% between these two years, so if comparing the actual amounts spent by the Town on fuel in each respective year, the difference is 43%. However, realistically, if six of the vehicles had not been electrified, the Town would have paid for about the same amount of gas in 2025 at the 2025 rates, so claiming a 51% reduction in costs corresponding to the 51% reduction in fuel volume is reasonable.

The cost savings shown here are less than what a typical consumer would experience because the Town pays a lower bulk rate for fuel and pays less taxes than a typical person at the pump.

Table 2.3 Fuel Consumption & Costs 2018 vs. 2025

	2018 (all gas)	2025 (6 EVs)	Difference (Savings)	% Difference
Total L of Gas used for fleet of 11 Light Duty Vehicles	29,540.46	14,354.16	-15,186	-51%
Gas cost at the time (bulk rate)	\$26,223.07	\$14,895.35	-\$11,327.72	-43%
Gas cost at 2025 bulk rate (normalized savings)	\$30,654.21	\$14,895.35	-\$15,758.86	-51%

Using this normalized fuel cost savings amount, we add the EV electricity cost to determine the net annual savings to the Town. The NL Power General Service #2.1 rate* was used for this estimate, corresponding to the rate that applies to the Town facilities where the chargers were installed. This rate is lower than the residential electricity rate that homeowners pay (Domestic #1.1).

Overall, the net savings to the Town due to this project are about \$13,300 per year – 58% more than the scaled estimate, and more than double the original estimate.

The relatively small difference between the original estimate and the actual results is mostly a coincidence - the cost of electricity increased by about 30% between 2018 and 2025, but the actual kWh consumption was about 19% less than originally estimated (even though 6 EVs were purchased instead of 5).

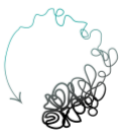


Table 2.4 Electricity Costs & Net Annual Savings 2018 vs. 2025

	Annual Electricity Cost	Annual Fuel Cost Savings	Net Annual Cost Savings
Original Estimate (2022) - Jan 2021 electricity rates*, 2018 bulk fuel rate, 2018 fuel data, 5 EVs	\$2,360.69	-\$8,665.11	-\$6,304.42
Scaled Original Estimate - revised to July 2025 electricity rate* and 2025 bulk fuel rate, scaled to 6 EVs	\$3,686.36	-\$12,091.31	-\$8,404.95
Actual Results (2025) - July 2025 electricity rate*, 2018 vs. 2025 fuel difference - costs normalized to 2025 bulk fuel rate, 6 EVs	\$2,485.20	-\$15,758.86	-\$13,273.67
% Difference with original estimate	5.27%	81.87%	110.55%
% Difference with scaled estimate	-32.6%	30.3%	57.9%

*Within the General Service #2.1 class, there is a rate for the "First 3,500 kWh" and rate for "All excess kWh". Since the Town facilities at which the chargers are installed already utilize more than 3,500 kWh per billing period, the rate for "All excess kWh" was used to most accurately reflect what the Town pays for the energy used by the EVs.

Assessing maintenance cost savings within the pilot was not feasible considering that all vehicles were only operational for 1-2 years. However, the pilot did not demonstrate any reason to believe that maintenance cost savings will not ultimately be experienced, as anticipated by the feasibility study. All the Town's EVs were purchased new with full warranties, and as per Town policy, will be retired from the fleet before the warranty period is up.

Using this net annual savings figure along with the project expenditures, we can assess what a similar municipal project may look like in the absence of external funding. The following table considers:

- the total incurred cost for the 6 EVs plus the required charging stations in 2023/2024, with and without the Federal and Provincial rebates;
- the cost for 6 equivalent gas vehicles (costs taken from local dealership websites in January 2026 for the 2025 Ford F-150 XLT and the 2025 Volkswagen Tiguan to compare with the 2023/2024 Ford F-150 Lightning XLTs and the 2024 Volkswagen ID.4s procured through this project – each the latest model at the time of purchase);
- the current cost for 6 EVs (considering the 2025 Volkswagen ID.4 and the 2026 Chevy Silverado Work Truck which was not yet released when this pilot began, but which is better value than the Ford Lightning) without any rebates (since procurement occurred for this pilot project, both the Federal EV rebate and the Provincial EV charger rebate are no longer available).

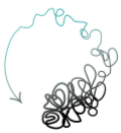


Table 2.5 EV Lifecycle Cost 2023/2024 vs. 2025, with and without Rebates

	2023/2024 Pilot Costs with Rebates	2023/2024 Pilot Costs without Rebates	2025/2026 EV Prices without Rebates
Cost for 6 EVs	\$384,043	\$429,043	\$363,960
Cost for 6 Charging Stations	\$24,343	\$38,664	\$38,664
Total EV + Charger Cost	\$408,386	\$467,707	\$402,624
Cost for 6 equivalent Gas Vehicles (2025)	\$336,696	\$336,696	\$336,696
Additional Cost for EVs + Chargers vs. Gas equivalents	\$71,690	\$131,011	\$65,928
Annual energy cost savings from pilot results	-\$13,273.67	-\$13,273.67	-\$13,273.67
Years for payback of additional EV + Charger costs	5.4	9.9	5.0
Years for payback of additional EV costs only	3.6	7.0	2.1

The results demonstrate how the EV market is quickly evolving – in 2023/2024 when the EVs for this pilot were ordered, the Federal and Provincial rebates on the vehicles and chargers were necessary to make the payback period fall comfortably within the warranty period of the vehicles (8 years). Only 1-2 years later, the purchase price of EVs has come down enough that rebates aren't necessary for the payback period to be within this warranty window (about 5 years considering the cost of chargers, as low as 2 years if you're looking at the vehicles alone – this is relevant as one charger per vehicle may not always be necessary in a fleet setting). Revised costs for the charging stations were not obtained for this report.

The *Reduce Fossil Fuel Use in Fleets* Pilot Project funding stream from FCM which allowed this project to happen is no longer available, but these results show that municipalities no longer need to access external funding to make the financial case for light-duty EVs – an EV pick-up or SUV purchased today is very likely to have a lower life-cycle cost than an equivalent fossil fuel vehicle.



2.C. TECHNICAL

2.C.I. EVS

Procuring the first two EVs began with the preparation of a Request for Proposals (RFP) document for each, specifically requesting the supply of a 100% battery electric vehicle which met the Town's performance requirements. This initial Open Call went unanswered despite making local dealerships aware of the opportunity to bid. At this point in time (Fall 2022), the only electric pick-up truck available in NL was the Ford F-150 Lightning (the Chevy Silverado EV has since entered the market). Because of this, along with the lack of response to the RFPs, the Town was able to sole source the F-150 Lightnings from Ford and remain in accordance with the Public Procurement Act for NL Municipalities. For the SUVs, obtaining three quotes was sufficient to satisfy the Town's procurement requirements. Prices were received for the Ford Mustang Mach-e, Hyundai Ioniq 5, the Volvo C40, and Volkswagen ID.4. The Volkswagen ID.4 was selected based on price and features (one key factor being cargo space).

As described in the previous section, thanks to available rebate programs and the EVs coming in under budget, the Town was able to procure six EVs in total instead of the five that were originally planned. The new EVs replaced the following ICEVs used by the corresponding Town departments:

Table 2.6 Vehicles Replaced

Replaced ICEV	Replacement EV	Town Department
½ ton Chevy Silverado	Ford F-150 Lightning	Facilities
½ ton Chevy Silverado	Ford F-150 Lightning	Facilities
½ ton Chevy Silverado	Ford F-150 Lightning	Public Works
½ ton Dodge SLT	Ford F-150 Lightning	Water & Sewer
Jeep Patriot	Volkswagen ID.4	Planning and Development
GMC Terrain	Volkswagen ID.4	Recreation

Each of the ICEVs were due or past due for replacement.

While not part of this FCM-funded pilot project, the PCSP Fire Department decided to purchase an F-150 Lightning as well during the same time period.

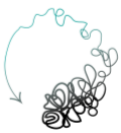


Figure 2.1 Town Volkswagen ID.4 and Ford Lightnings for Public Works and Fire Department

Overall, the Town experienced few issues with the EVs themselves. Some key learnings were:

- Importance of using EV-rated tires – a drop in range was experienced when non-EV-rated tires were used
- Range does reduce in the winter, but not by enough to be relevant to day-to-day operations (10-15% reduction in ID.4 range with heat pump)
- There is a learning curve for staff regarding charging – there has only been one instance where a staff member forgot to plug in overnight, but it didn't end up being an issue since another vehicle was available.
- EVs are “peppy” – the quick acceleration and torque can take some time to get used to. It is easier for staff to accidentally go too fast.
- The extra space available in the front trunk of the Ford Lightning is handy for staff to store extra equipment, which they can also charge or power using the available outlets.
- Longer distance travel requires some planning, but is completely doable - On one occasion, an EV was planned to go to Gander (about 350 km from PCSP) but another staff person had taken an extra trip prior without realizing the impact – the EV left for Gander with a lower starting range than planned and extra charging was required along the way, which took extra time. The second trip to Gander was smooth sailing and was documented in detail by Town staff:

PCSP to Gander 350 KM (Friday May 23rd):

- Pretty good conditions temperature and headwind wise for EV Range
- Drove at 100 KM/h exactly and 95 km/h through TNNP
- Left St. John's at 100% State of Charge (SOC)
- Whitbourne Fast Charger in Use
- Charged at Goobies for 23 minutes
- Fast Charger at Port Blandford available but not required
- Fast Charger at Glovertown available but not required
- Arrived at Gander with 14% SOC



- While in Gander Charged mostly at level 2 charger at CONA [College of the North Atlantic] and Hotel

Gander to PCSP 350 KM (Wednesday May 28th):

- Excellent conditions temperature and headwind wise for EV Range.
- Drove at 100 KM/h exactly and 95 km/h through TNNP
- Left Gander at 100% SOC
- Fast Charger at Glovertown available but not required
- Fast Charger at Port Blandford available but not required
- Fast Charger at Goobies unavailable with one car charging and one waiting
- Charged at Whitbourse Fast Charger for 13 minutes
- Arrived at PCSP with 14% SOC

Take-aways:

- Very Important to leave on road trips with 100% SOC
- The range indicator is extremely accurate if driving at speed limit.
- Clarenville is easily doable without having to stop for a charge.
- Gander does require a stop at one of the fast chargers for 15-30 minutes.
- Don't recommend leaving the charging for last stop ie. Whitbourne/Glovertown just in case those chargers are busy or broken.
- Have the Chargepoint App Downloaded and account created. It is required for highway fast charging
- Plan your hotel stays around ones which have Level 2 charging
- Fast charging on this trip cost a total of \$34.26 and gasoline would have cost \$166 at commercial gas stations.

“Overall, the Ford Lighting is a very nice truck to drive and the charging just takes a little planning, but it should not be an inconvenience. I would not hesitate to take this truck on a longer trip to Corner Brook [~692 km].” – PCSP staff person who took the Gander trip

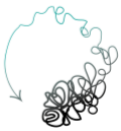


Figure 2.2 Town Staff with first delivered Ford Lightnings

2.C.II. CHARGING STATIONS

A Request for Quotations (RFQ) process was used for supply and installation of the Level 2 EV charging stations. An invited-bid approach was selected as the estimated value of Public Works was below the Open Call Threshold applicable to NL Municipalities under the Public Procurement Act. The initial RFQ specified 5 charging stations, which was later increased to 6 via a change order once it was confirmed that a 6th vehicle could be accommodated in the project budget. Responses were received from three electrical firms and the lowest cost option was selected – the cost aligned with what was expected in the budget.

A specific charging station model was identified in advance of the RFQ release that was deemed to meet the Town's needs – Siemens VersiCharge AC Series. The chargers needed to have the ability to be activated by RFID card (allowing access by authorized Town staff only), and to log charging data without a paid subscription. The RFQ specified this model but also allowed respondents to suggest an equivalent alternative. Six of the Siemens chargers were ultimately installed, all wall-mounted – 4 on the Town Depot building and 2 on the Town Office building.

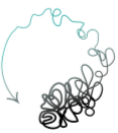


Figure 2.3 EV Chargers at Town Depot and Office

Some issues were experienced with the chargers. The first was not a technical issue, but a minor planning oversight - because the charging port for the Ford Lightning is at the front of the vehicle and they tend to be backed in to park, the cable hung across the length of the truck when charging, creating a tripping hazard. We investigated the installation of mechanical arms to elevate the charging cords overhead, however, the cords were not long enough to accommodate this and could not be extended as it would result in too much voltage drop. Luckily this was not a major problem, and establishing that all staff must properly coil and hang the charging cords when not in use has been sufficient to avoid any incidents.



Figure 2.4 EV Charger Cables



The next issue encountered was related to the data logging feature of the chargers. Some of the stations were recording data that was accessible from the web portal/app, but others were showing inconsistent records or were not connecting to the internet at all. Troubleshooting and recommissioning attempts with Siemens were unsuccessful, and reengagement of the electrical contractor was required to determine whether there were power supply, network connection, or equipment issues. It was found that two of the chargers had functional issues and were replaced by Siemens under warranty. Other chargers seem to have network connection issues on and off despite otherwise working. This has created a situation whereby there is some uncertainty around the data that is available, but a reasonable analysis of the pilot project was able to be completed nonetheless (as described in Section 2.A.). Fortunately, despite some inconvenience and frustration, these issues have not impacted the ability of the Town to complete their duties. This situation also showed us that 4 chargers for 6 EVs was manageable – one charger per vehicle may not be necessary depending on the circumstances.

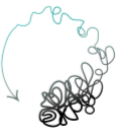
2.D. SOCIAL

2.D.I. ONLINE SURVEY AND SOCIAL MEDIA

A public survey was completed as part of this pilot project. The survey was open from October 2024 through December 2024. The results (95 responses from the public and 12 from Town Staff/Council) revealed that a significant amount of misinformation about EVs was circling within PCSP. Many members of the public indicated that they believe EVs to be financially irresponsible, not environmentally friendly, and unsafe. Perceptions among Town Staff/Council were significantly more positive.

The public survey revealed how much of an impact direct experience with an EV makes. Those with little to no hands-on experience had more negative or neutral views, while those that had owned, leased, or driven an EV before had much more positive or balanced views. Despite this key difference in experience, many members of both groups identified themselves as being highly knowledgeable about EVs.

Among those that believe they are highly knowledgeable, there were significant differences in opinion – this means that their perceived knowledge is not based on the same information, yet all firmly think they are right (they were more likely to give “firm” responses - definitely yes/no instead of possibly/unlikely, and less neutral/unsure responses). Those who rated their EV knowledge as “Low”



or “Very Low” tended to have more positive feelings about EVs generally, and were less likely to provide definitive responses (more neutral/unsure or possibly/unlikely responses).

Public respondents had the most negative feelings about Charging infrastructure (69.5% negative) and Upfront cost (68.4% negative), followed by Range and Battery charging time (each 57.9% negative). There were mixed views about Operating costs, Environmental impact, Performance, and Government incentives or policies. Overall, 60% of public respondents said they are unlikely to or definitely would not consider an electric vehicle for their next vehicle. The Town Staff/Council survey had the opposite result – 66.7% of Town Staff/Council would definitely or possibly choose an electric vehicle for their next vehicle.

Would you consider purchasing or leasing an electric vehicle for your next vehicle?

95 responses

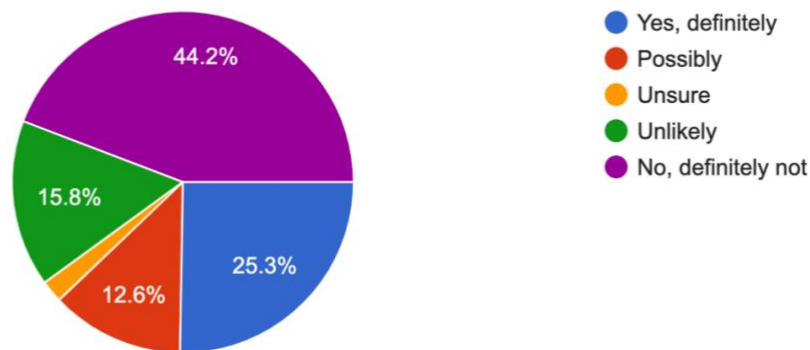


Figure 2.5 Public Survey Response – Would you get an EV?

Would you consider purchasing or leasing an electric vehicle for your next vehicle?

12 responses

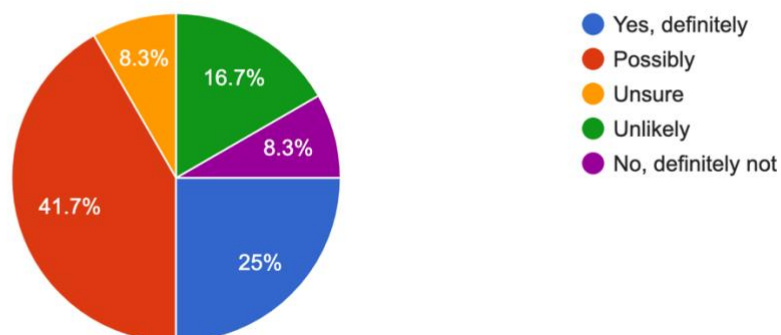
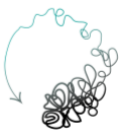


Figure 2.6 Town Staff/Council Survey Response – Would you get an EV?



Many public respondents left comments on the survey and some common themes were identified:

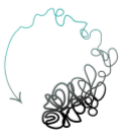
- A survey or other public engagement should have been completed prior to proceeding with the project and more project information should have been shared earlier
- Money could have been better spent on other community projects
- Belief that environmental impact of EVs is not better than ICEVs
- Belief that the Town will have to pay for battery replacements and additional maintenance

Despite the survey introduction explaining the project background upfront (that this project received 80% funding, that the EVs purchased were replacing vehicles that were at the end of their lifecycle, and that the Town would have spent more than the pilot project contribution to replace them with conventional gas vehicles) many respondents reacted as though the Town had spent significant amounts of money on the EVs. This background information was listed very intentionally after the Town experienced a similar reaction to what was supposed to be a celebratory social media post in January 2024. The post did not state all the financial details, and residents reacted very strongly thinking that the Town had spent hundreds of thousands of dollars on EVs. The Town had to quickly address the confusion, adjust the post, and keep this experience in mind as they managed the narrative going forward.

The purpose of the survey was not to get the public's opinion on the Town's actions, but to gauge overall perceptions surrounding EVs so that we could determine whether the project has an impact on those perceptions. This proved difficult to communicate. Because the public survey was conducted after the EVs had been procured, many residents questioned why they weren't consulted before. There does not seem to be a general understanding among the public that municipalities typically do not consult with residents about regular procurement decisions like fleet vehicles. If this type of sentiment arises in another community, we recommend highlighting this - every municipality maintains a budget to refresh their fleet according to an established policy, and procurement decisions are made considering the best long-term financial benefit to the municipality (typically without any public engagement). This is how it has always been, and the presence of EVs on the market does not change that.

While it did provide important insight about the public's view of EVs, the social media post and survey seemed to have the unintended consequences of stirring up emotions and fueling spread of misinformation. We designed an educational flyer very thoughtfully considering these outcomes, ensuring that the key EV facts were presented in an accessible way, and that the full project process, costs, and timeline were clear. The flyer was created in partnership with the neighbouring Town of Torbay who was completing a municipal fleet electrification feasibility study at the same time.

The Canada Post strikes in 2025 created a challenge for distribution of the flyer – unaddressed mailouts were banned shortly before the Town was ready to mail it out. They were ultimately delivered



to residents in November 2025 and the file is also available on the Town [website](#). This pilot project results report will be publicly available in early 2026. More time is required to know whether these sources of information result in a change in public perception around EVs.

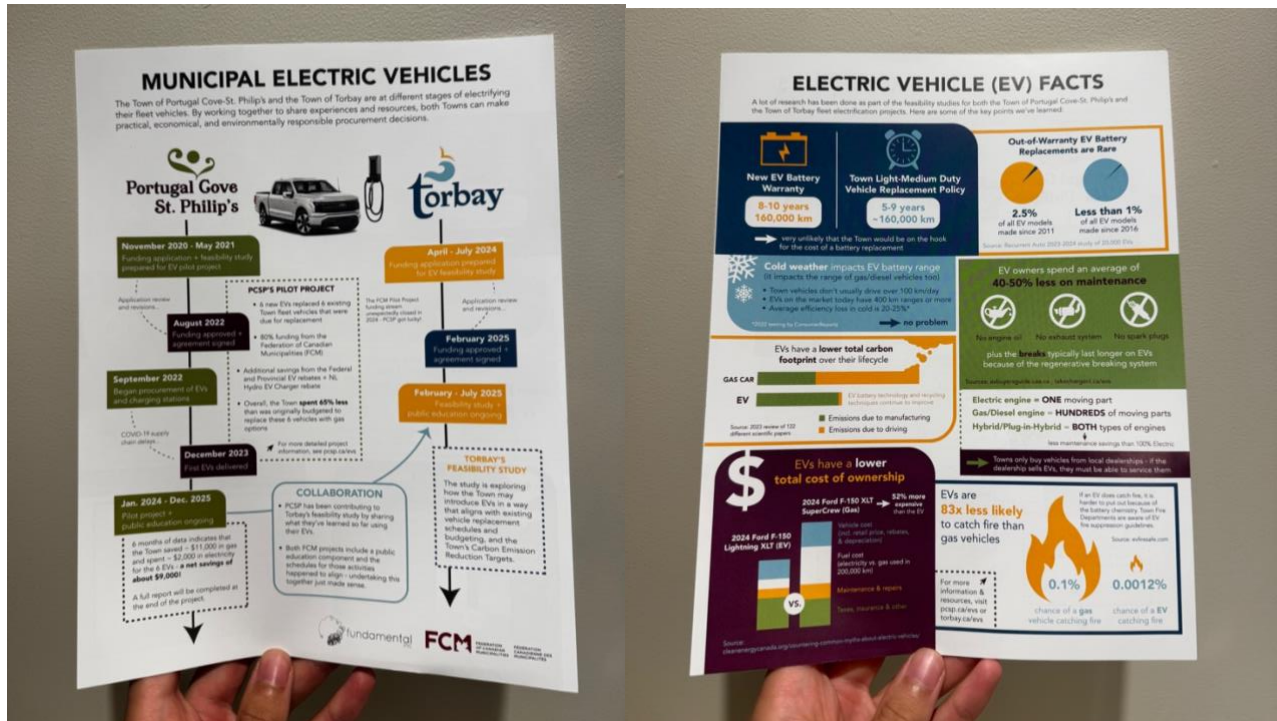


Figure 2.7 Printed EV Educational Flyer

2.D.II. IN-PERSON EVENTS

Public participation in the in-person events was much more positive than the online participation. The new municipal EVs were incorporated into Municipal Awareness Day (May) whereby students from the local elementary school visited the Town Office and were given a tour of the facilities and departments, including the municipal EVs and charging stations; and the family-friendly Touch a Truck event (June) whereby residents of all ages were able to have an up-close look at many municipal fleet vehicles, including the new EV pick-up trucks.

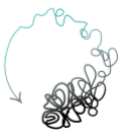


Figure 2.8 Ford Lightning at Public Touch a Truck Event

The Town of PCSP also hosted an in-person meeting with the Town of Torbay in May 2025 to assist with their feasibility study. PCSP spoke about their experience and lessons learned and invited Torbay to test drive one of their EV pick-up trucks. This was a productive discussion that had a significant impact on the perception of some of Torbay's staff – they arrived with uncertainties about electrification and left convinced.

In September 2024, [CBC News](#) visited PCSP in-person for a test drive and to interview the CAO and Mayor about the project.



Figure 2.9 Sept 2024 PCSP Mayor and CAO in CBC Feature



2.D.III. TOWN STAFF/COUNCIL EV-SHARING PROGRAM

The original project proposal included the potential use of the municipal EVs by Town Staff or Councillors after hours. The purpose of this internal EV-sharing program was to increase familiarity with EVs among staff/councillors that typically don't need to drive fleet vehicles, maximize the GHG reduction impact of the EVs by replacing more ICEV trips, and assess whether a public EV-sharing program could be feasible in PCSP.

It was decided to keep the EV-sharing program very simple - a sign-up sheet was used to keep track of when staff members would like to use the EVs after hours.

The Staff/Council survey described in the previous section asked whether respondents would be interested in participating in such a program – 6 of 12 said “Yes, definitely” and 4 said “possibly”. Despite this positive response pre-launch, uptake of the program was somewhat limited. An EV was used by a staff member for non-work-related trips on several occasions, but this didn't occur especially often. Those that did take a Town EV for a spin enjoyed the experience and had positive feedback overall – the only note being that it takes some time to adjust to the quick acceleration.

One challenge with promoting non-work trips in a municipal setting is that excessive additional use could disrupt the usual charging schedule, especially when only Level 2 chargers are available.



3. CONCLUSION

The Town of Portugal Cove-St. Philip's (PCSP) Light-Duty EV Pilot Project was a success. The available data indicates that the EVs performed beyond expectations:

- 57% more kilometers were travelled using 33% less electrical energy - Energy efficiency of the EVs appears to be ~9% higher than estimated
- Gasoline use was reduced by 30% more than estimated resulting in ~30% more GHG emissions reductions - Average annual GHG reduction due to the pilot is about 35 tCO₂e
- Average annual energy cost savings for the Town appear to be about \$13,300 – 58% more than estimated

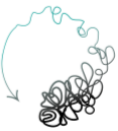
An assessment of the project's capital costs (incurred in 2023/2024) compared to current EV prices (2025/2026) showed that over this short time period, EVs have become more economical - rebates and funding programs are no longer necessary to bridge the gap between the upfront cost of an EV and a gas vehicle when you take the annual energy cost savings into account.

There is a learning curve associated with transitioning to EVs, but the adjustment doesn't take too long. As long as Town staff communicate effectively about planned vehicle use, charging time and range are not issues. The charging stations procured for this project were a little finicky, but it's difficult to draw any broad conclusions about all charging stations based on our experience with a single model. Depending on your vehicle use patterns, one charger per vehicle in a fleet may not be necessary.

Overall, this pilot project has affirmed the Town of PCSP's intention to work toward a 100% electric fleet. It has proven that light-duty EVs are practical for municipal fleet duties and are likely to have lower total life-cycle cost than fossil fuel equivalents. PCSP will thereby prioritize purchasing EVs going forward as existing fleet vehicles require replacement or new vehicles are needed. This commitment has already been demonstrated by the PCSP Fire Department who purchased their own EV pick-up outside of this FCM-funded program.

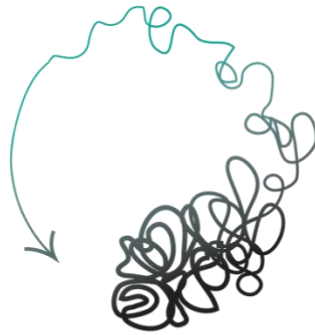
Some uncertainty remains around heavy-duty EVs since the market is still developing (availability of local servicing being a key barrier for NL), but the Town of PCSP is keen to be an early adopter - investigation of the possibility of an electric garbage truck is ongoing.

Key takeaway for other municipalities in Newfoundland and Labrador? Give an EV a try and see the benefits for yourself. As long as the vehicles aren't travelling significant distances regularly requiring extended range (which generally isn't the case for light and medium-duty municipal vehicles which provide service within the community boundaries), an EV is likely a good choice. Even if longer trips are occasionally required, the charging network across the province is fairly well developed. Access to maintenance may be the most important factor to consider, particularly for very rural or remote communities, but in general, EVs are now offered by many of the major manufacturers (Ford, Chevy, etc.) who have dealerships across the province. From our conversations with other communities and our engagement with the public throughout the pilot



period, uncertainty about the unfamiliar and misinformation are the biggest barriers to EV adoption and the most effective way to overcome them is to experience an EV first-hand.

The Town of Portugal Cove-St. Philip's would like to thank the Federation of Canadian Municipalities, the Government of Canada, and Newfoundland and Labrador Hydro for their financial support of this project, as well as Fundamental Inc. for seeing the project through from beginning to end – from the feasibility study and funding application to this final report has taken just over 5 years. We are proud of this accomplishment and hope that this work will assist other municipalities and organizations across NL and beyond to take steps toward fleet electrification and contribute to the emission reduction goals that we must collectively achieve.



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