

Regional Transportation Electrification Plan

Board and TAQC Meeting,
August 9, 2023

Daniel Studdard, AICP



BACKGROUND

Purpose Statement:

- The Regional Transportation Electrification Plan (RTEP) will provide a clear and concise strategy to equitably accelerate the adoption of EVs, reduce transportation-related greenhouse gas emissions, and position the region's workforce to support resulting investments



MEET THE TEAM



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A team of experts in all aspects of EV planning and deployment



Project Manager
Jeff Owen



Deputy Project Manager
Jorge Luna



Stakeholder Engagement Lead
Sabrina Colón



Stakeholder Coordination/Policy
Femi Adesanya



Utility Coordination
Randy Sanborn



Technical Advisor
Justin Robbins, AICP

PROJECT STRUCTURE AND TIMING

Task Development:

- Task 1: Project Management and Stakeholder Engagement Plan
- Task 2: Stakeholder Engagement
- Task 3: Needs Assessment
- Task 4: Regional Transportation Electrification Vision
- Task 5: Regional Transportation Implementation Strategy
- Task 6: Regional Transportation Plan

Timing:

- Summer/Ongoing
- Summer/Fall
- Summer/Fall
- Summer/Fall
- Fall/Winter '24
- Winter/Spring '24

Task 2 STAKEHOLDER ENGAGEMENT PLAN

- Understanding of stakeholders in the ARC region
- Snapshot of what other agencies are trying to achieve
- Understanding of strengths, weaknesses and roles of other agencies and stakeholders
- Understanding of regional trends
- Direction to inform the vision and goals of the plan and region



STAKEHOLDER LISTENING SESSIONS

- City & County Agencies
- Power Utilities
- Private Sector Organizations
- Regional Employers
- Large Fleet Owners
- School Districts
- Local Business Leaders
- Community Advocacy Organizations
- EVSE Suppliers
- Colleges & Universities

COMMITTEE ENGAGEMENT

- Educate on global, national, and regional drivers
- Hear from key speakers
- Present technical findings
- Gain consensus and validation on the overall process
- Transportation Coordinating Committee
- Transportation and Air Quality Committee
- Land Use Coordinating Committee
- ARC Board



Task 3: A SUITE OF EV DEPLOYMENT TOOLS

Process Tools



EV Adoption
Estimator



Long Distance
Trip Model



Charger
Utilization



Financial
Calculator



National Map
Viewer



GIS Site
Suitability



Revenue
Forecast

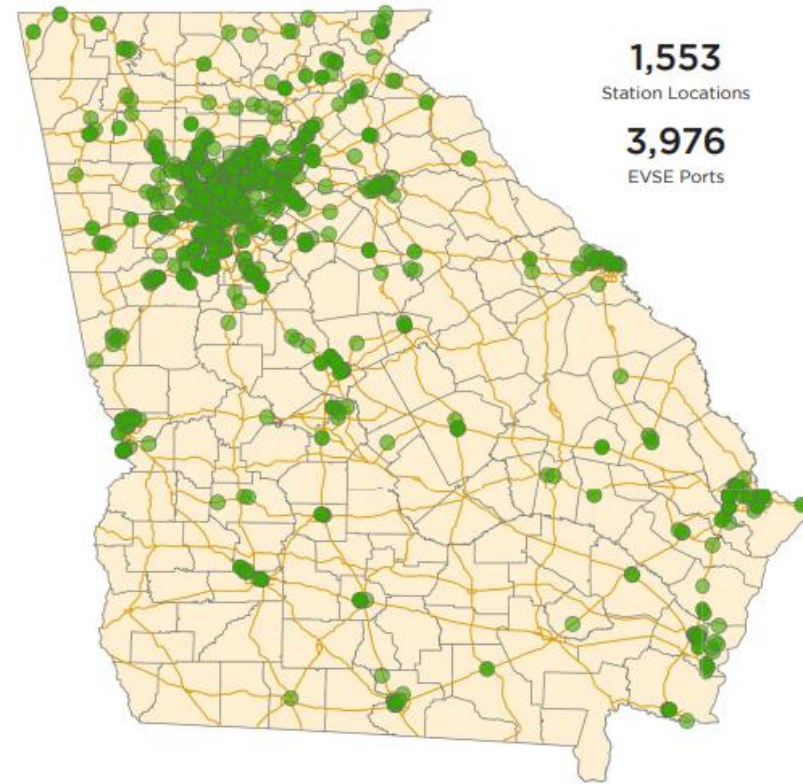


Zero+ Fleet
Optimization and
Feasibility
Modeling Tool

Supplemental Tools

FORECAST AND PLAN

- Build from the existing inventory of charging ports throughout the Atlanta metro region
- Georgia is growing in market share for EVs and leads southeast states with over 34,000 registered EVs
- Partner with great programs already underway, such as the Cobb EMC EV Experience



Task 4 REGIONAL VISION

- Building upon the stakeholder engagement process, the project will:
 - Depict the common vision of electrified mobility for the region
 - Develop goals and regional performance targets
 - Create a call to action towards the desired outcome
 - Describe the desired EV ecosystem of the future



Task 5 REGIONAL STRATEGY

- Clarify the role of ARC in electrification and create a sense of ownership among all stakeholders
- Identify strengths and weaknesses of stakeholders
- Develop a matrix of stakeholder roles and strengths, near-term and long-term actions, level of effort needed, and cost to implement
- Create a prioritization tool for corridors and subareas, with documented methodology
- Ensure the regional implementation strategy is outcome oriented and measurable



Task 6 REGIONAL PLAN

- ▮ Develop the final plan building from previous tasks and work performed
- ▮ Create clear and actionable priority strategies to lead the region
- ▮ Develop an easy-to-consume public-facing document with an executive summary and technical appendices
- ▮ Consider the potential extension for general public outreach, school district involvement, multi-modal needs, and locally administered projects

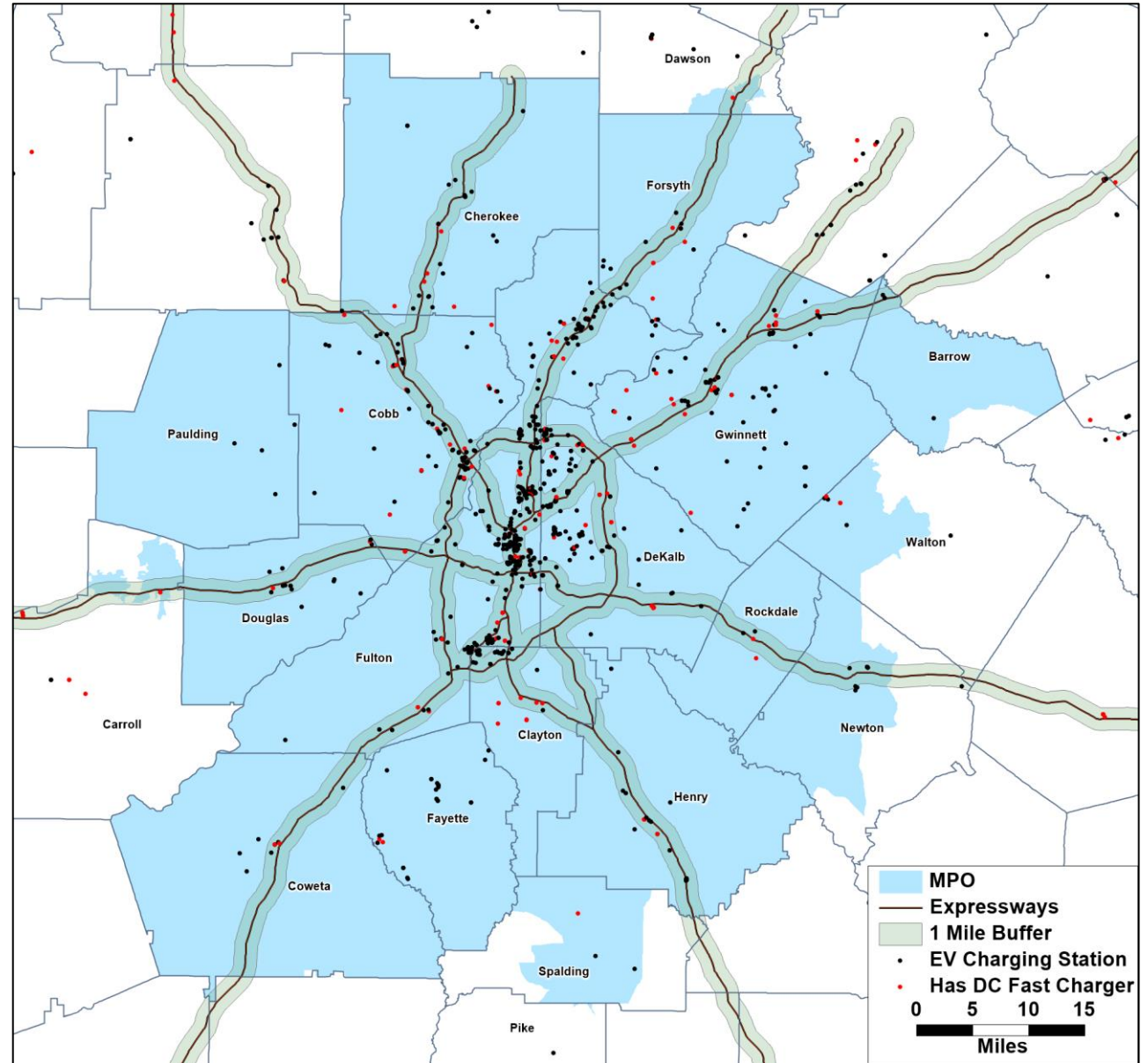


EQUITY AND THE FUTURE EV ECOSYSTEM

Map of existing charging locations in Metro Atlanta

Concentrated in the following locations:

- Along major highways
- In high density areas, i.e., Downtown Atlanta
- North of I-20



EQUITY AND THE FUTURE EV ECOSYSTEM

This effort will help prioritize strategies that accelerate equitable adoption of EVs:

Potentially to include:

- Financial incentives
- Vehicle and charger accessibility
- Tailored outreach
- Policy action



NEXT STEPS

Near-Term Priority Actions:

- Create the Stakeholder Engagement Plan (SEP)
- Create the Advisory Committee
- Hold Listening Sessions
- Begin the Needs Assessment
- Continue to receive feedback from the Technical Coordinating Committee (TCC), Transportation and Air Quality Committee (TAQC), Land Use Coordinating Committee (LUCC) and ARC Board



Questions? Regional Transportation Electrification Plan

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