

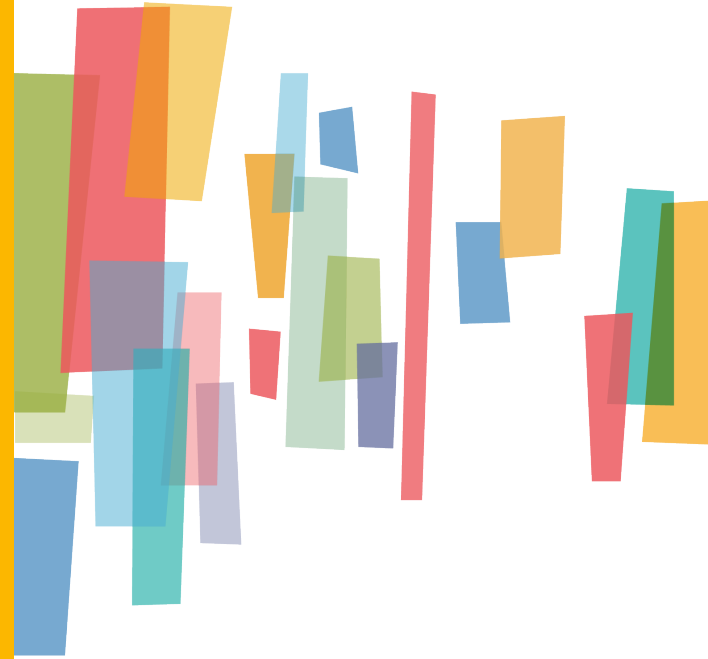


Regional Transportation Electrification Plan

Transportation Coordinating Committee
Meeting

March 22, 2024

Folashade Alao, PhD



ONE
great
REGION

Vision

ONE **great** REGION

Mission

Foster thriving communities for all within the Atlanta region through collaborative, data-informed planning and investments.

Values

Excellence | **Integrity** | **Equity**

Goals



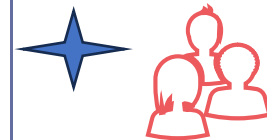
Healthy, safe, livable communities in the Atlanta Metro area.



Strategic investments in people, infrastructure, mobility, and preserving natural resources.



Regional services delivered with **operational excellence** and **efficiency**.



Diverse stakeholders engage and take a regional approach to solve local issues.



A competitive economy that is inclusive, innovative, and resilient.

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



Project Timeline



**Summer
2023**

Project Initiation &
Existing Conditions
Analysis



**Fall 2023/
Winter 2024**

Refining Analysis;
Defining the
Plan's Vision &
Goals



**Winter/
Spring 2024**

Developing the
Plan's
Implementation
Strategies



**Summer/
Fall 2024**

Prioritizing the
Action-Oriented
Implementation
Strategies



Project Purpose

Establish a Regional EV Ecosystem

Lead the southeast in the electrification of our transportation sector by creating a robust and widespread regional EV ecosystem. Our approach will accelerate the equitable adoption of EVs and inform regional EV infrastructure investments to guide the region and meet the needs of the future.



Engagement Summary

What we've heard so far



**20 STAKEHOLDER
SESSIONS**

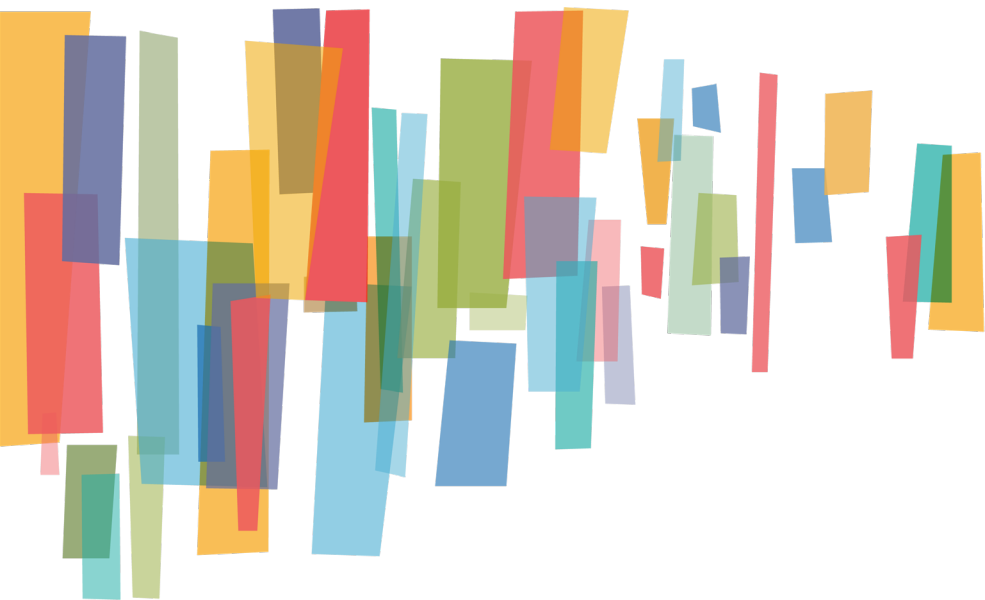


8 UTILITY MEETINGS



**100+ STAKEHOLDERS
ENGAGED**

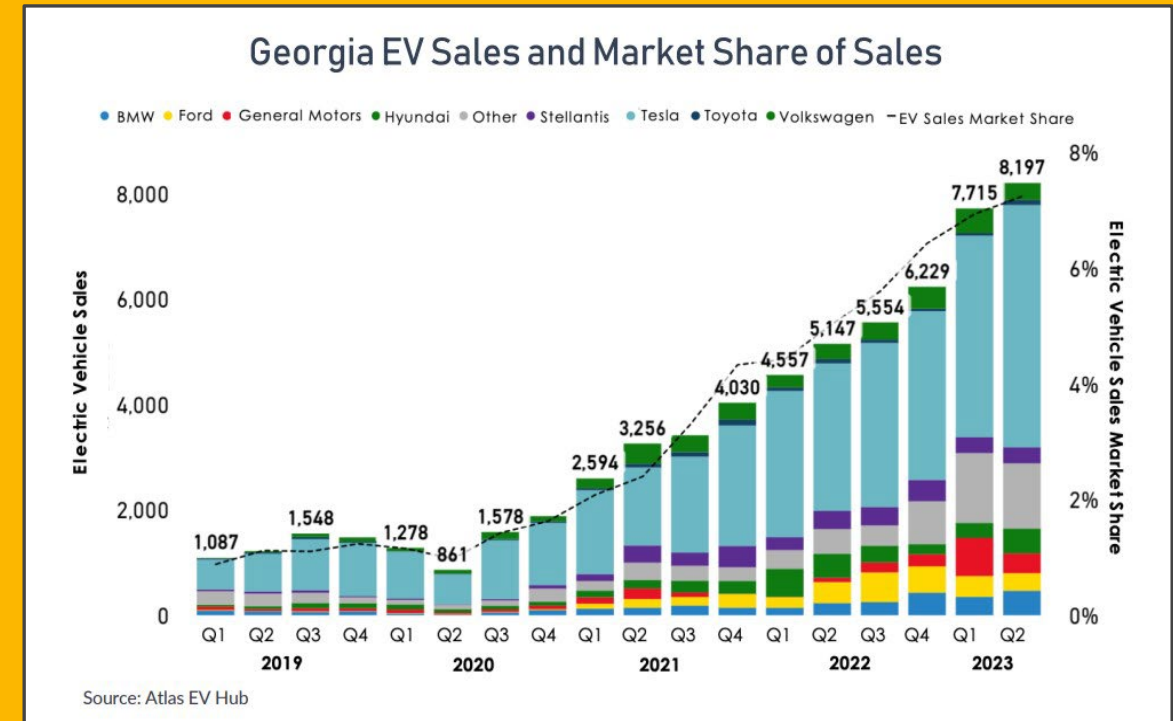
- ▮ Strategic Placement of EV Charging Stations
- ▮ Recruitment and Workforce Development
- ▮ Public Safety and Awareness, Education, and Regional Coordination
- ▮ Funding, Policy, and Community Engagement for EV Infrastructure
- ▮ Coordination and Market Alignment
- ▮ Economic Development and Small Business Engagement in EV
- ▮ Infrastructure Needs and Challenges in EV Adoption



Needs Assessment Recap

Current State of EVs in Georgia and the ARC region

- EV Market Share in Georgia mirrors U.S. trends
- 84% of registered EVs in Georgia are in the ARC region. Internal forecast results should align closely with statewide projections.
- As of September 2023, there were 60,000 EVs registered in the ARC region.
- 2023 Metro Atlanta Speaks: 1 in 3 respondents plan to buy an EV in the next 5 years.

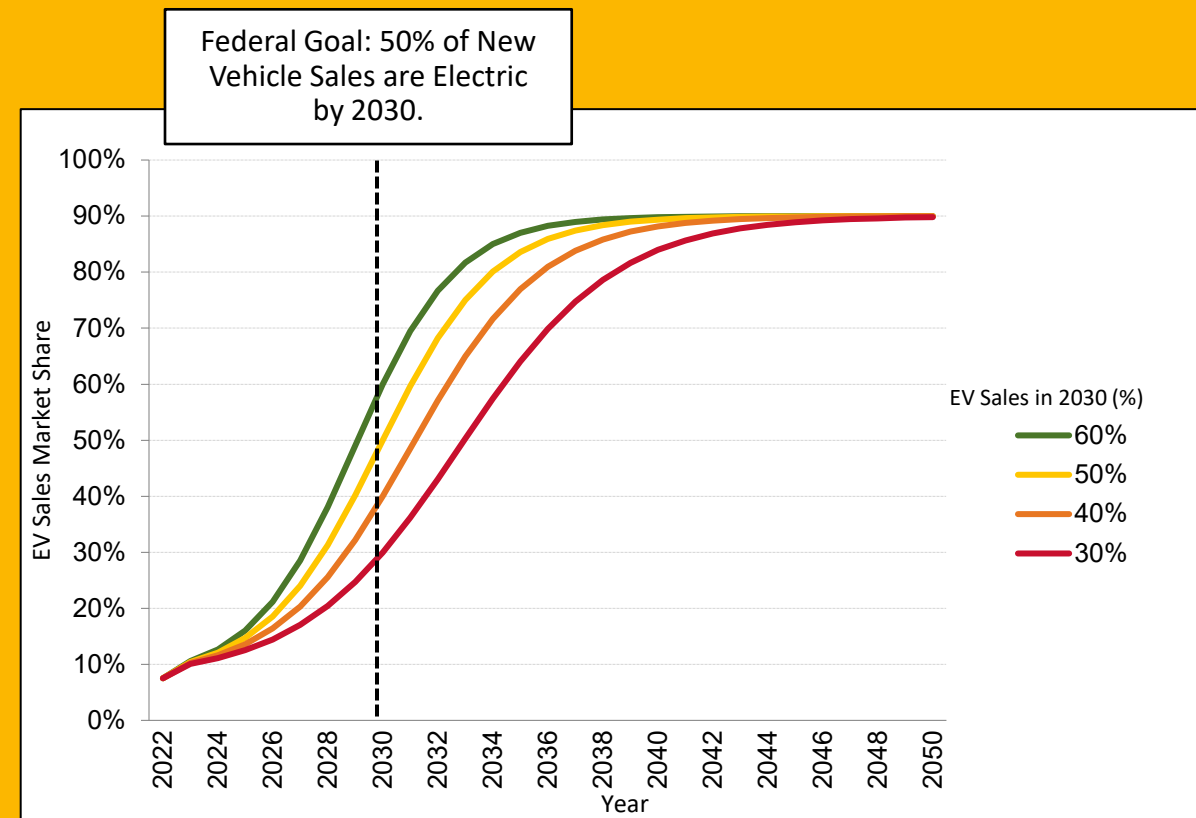


ARC EV Adoption Model

- EV Market Share – the % of new vehicle sales that are EVs.
- Benchmark year is 2030, in alignment with public goals and private industry sales targets.
- Four scenarios:
 - 30% EV Market Share by 2030
 - 40% EV Market Share by 2030
 - 50% EV Market Share by 2030
 - 60% EV Market Share by 2030

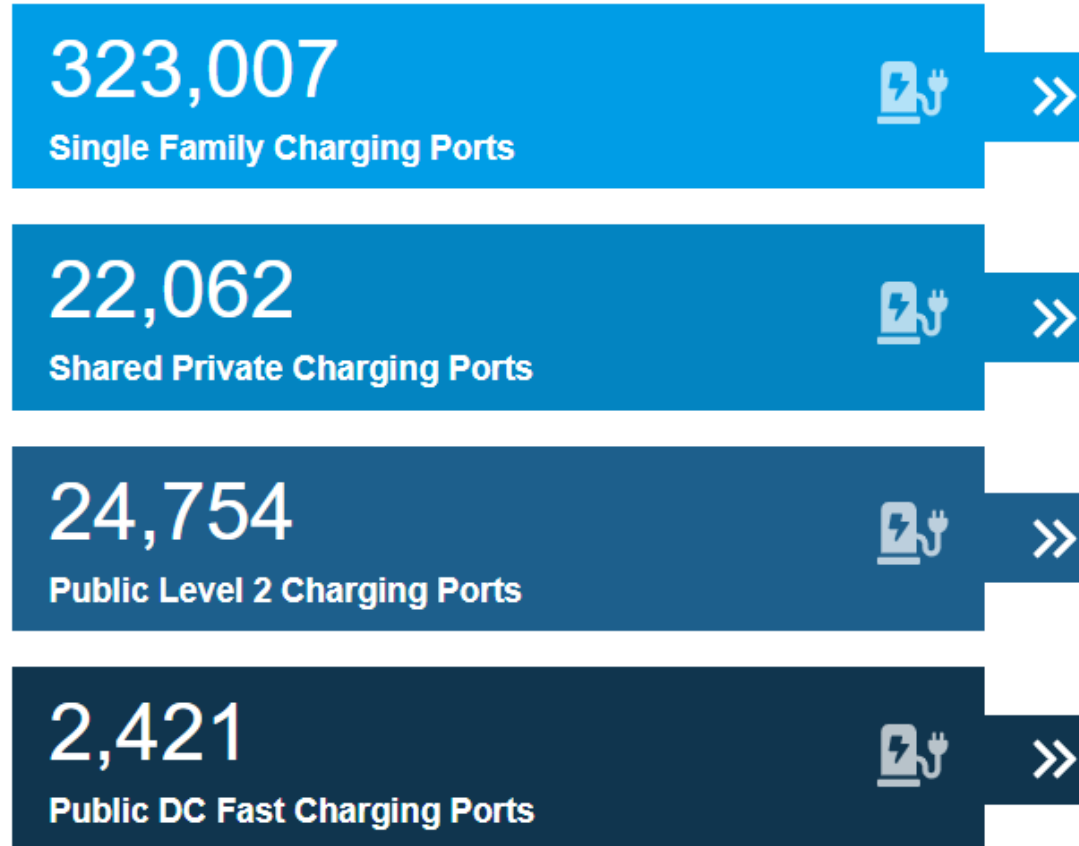
Developed a private adoption forecast to model potential EV growth across the 20-County region.

- Four different growth scenarios allow for the uncertainty and unpredictability in the market.



Charging Port Demand

50% EV Market Share Results by 2030



Utilized the **National Renewable Energy Laboratory's EVI-Pro Lite** tool to model EV Charging Infrastructure.

Strong approximation for regional charging needs.

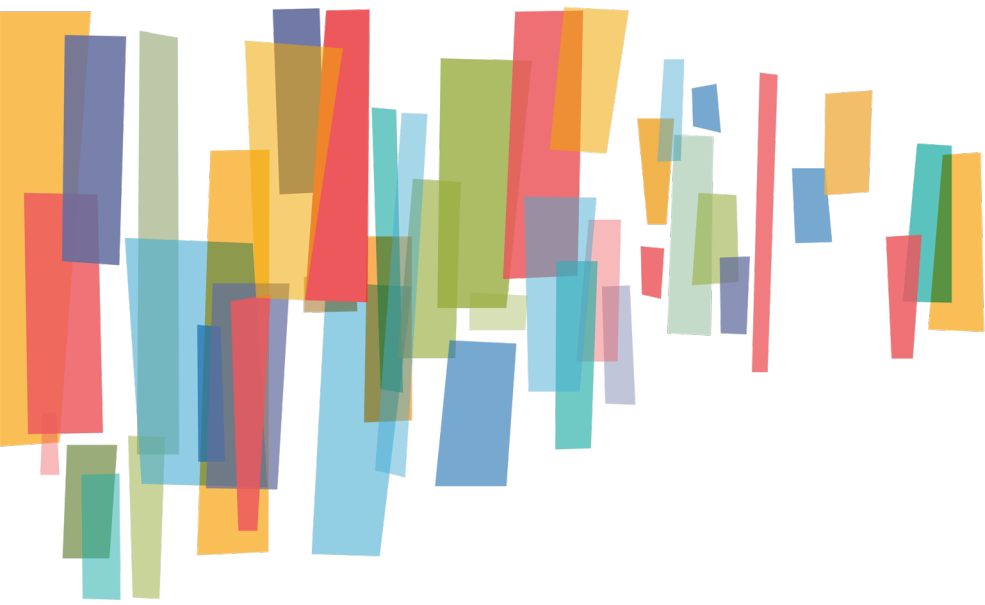
Results include needs based on:

- Single-Family Residential
- Shared-Private Charging
- Public Charging: Level 2
- Public Charging: DCFC.

Major Takeaways from the Needs Assessment

- Projected **515,000** light-duty EVs on the road by 2030 (50% Market Share Scenario).
- 50% Market Share Scenario will require **50,000** non single-family charging ports.
- Current access to charging infrastructure in Metro Atlanta is inadequate
- Utilities are planning for EVs across the region through incentive programs, rates, and advance planning.
- Federal funding is available to support significant EV adoption in transit, school buses, and municipal fleets.





Questions and Discussion

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NEXT STEPS

Near-Term Priority Actions:

- Capture and incorporate feedback from the Transportation Coordinating Committee (TCC), Stakeholder Advisory Committee (SAC) meetings, and Listening sessions
- Proceed into drafting Implementation Strategies, Interactive Tool, and Final Report
- Finalize Needs Assessment
- Receive feedback from the Technical Coordinating Committee (TCC), Transportation and Air Quality Committee (TAQC), and ARC Board on Final Plan Draft (Task 6)

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

Questions? Regional Transportation Electrification Plan

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