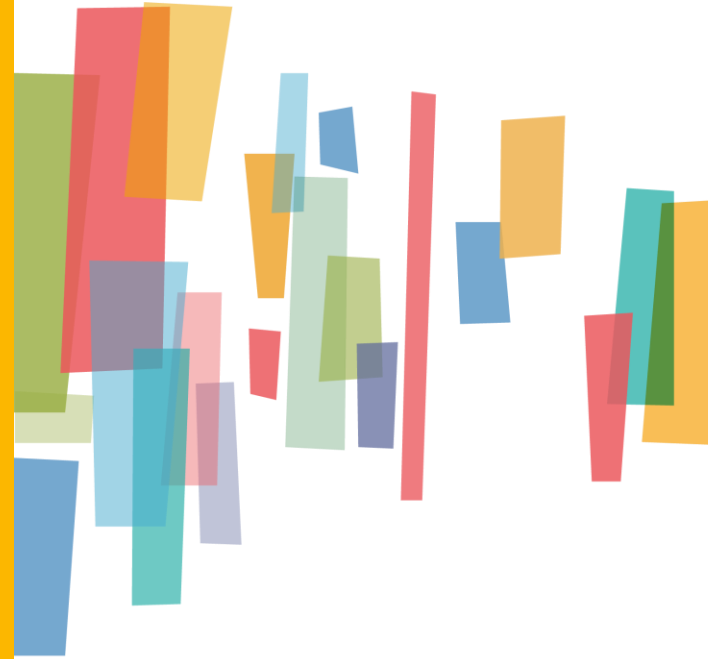


# Regional Transportation Electrification Plan

Board and TAQC Meeting  
March 13, 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



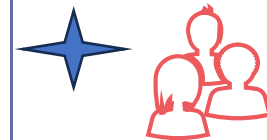
★ **Healthy, safe, livable communities** in the Atlanta Metro area.



★ **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

## Timing:

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



## 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.

# Stakeholder Advisory Committee Members



**Atlanta Region Transit Link Authority**  
Abby Marinelli, Transit Funding Manager

**Fulton County Government**  
Jessica Lavender, Energy & Sustainability Manager

**Metro Atlanta Chamber**  
Cynthia Curry, Senior Director of Clean Tech and Smart Cities

**Southern Environmental Law Center**  
Brian Gist, Senior Attorney

**City of Atlanta**  
John Seydel, Deputy Chief Sustainability Officer

**Gateway85 Community Improvement District**  
Carolyn Bourdeaux, Special Projects

**Natural Resources Defense Council**  
Patrick King, Transportation Advocate

**Town Center Community Improvement District**  
Alisha Smith, Director, Projects & Planning

**Clean Cities Georgia**  
Frank Morris, Executive Director

**Georgia Department of Transportation**  
Beatrice Shakal, Policy Planning Coordinator

**Partnership for Southern Equity**  
Lavonya Jones, Just Energy Director

**Uber**  
Michele Blackwell, Senior Public Policy Manager

**Cox Automotive**  
Stephanie Valdez-Streaty, Director of Mobility Research and Development

**Georgia Green Energy Services**  
Gavin Ireland, CEO

**Peachtree Corners**  
James Nguyen, Transportation Engineer

**UGA-Carl Vinson Institute of Government**  
Shana Jones, Public Service Faculty

# What we've heard so far



**20 STAKEHOLDER  
SESSIONS**



**8 UTILITY MEETINGS**

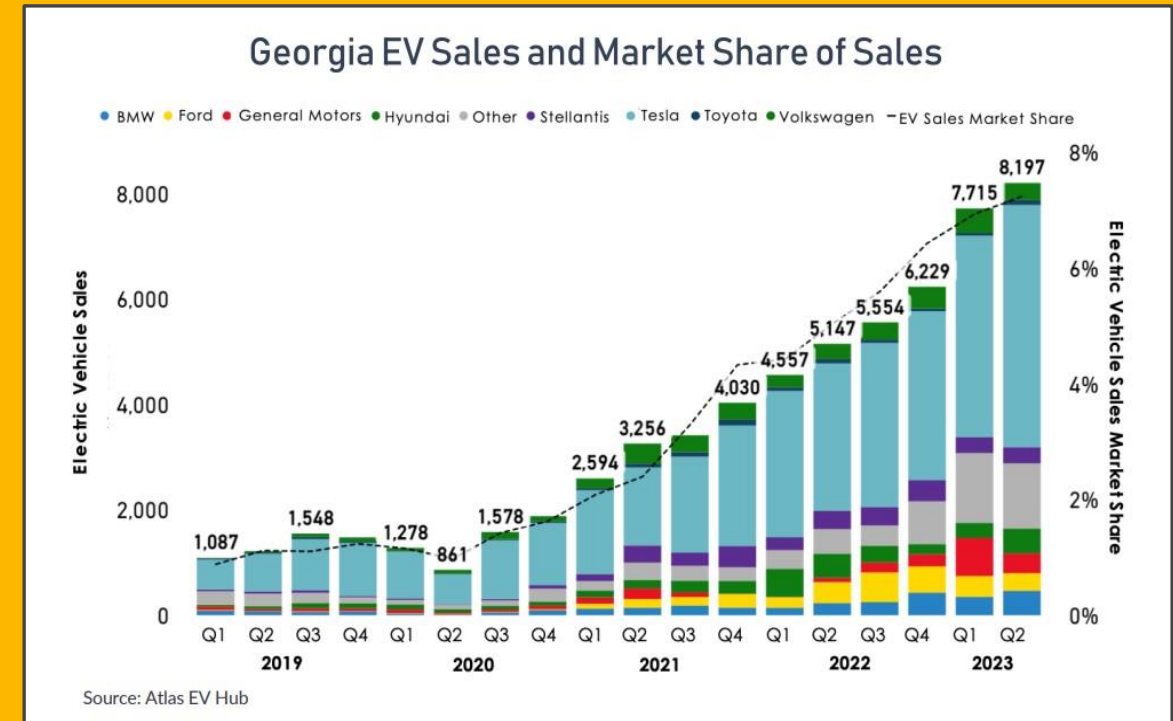


**100+ STAKEHOLDERS  
ENGAGED**

- ▮ Strategic Placement of EV Charging Stations
- ▮ Recruitment and Workforce Development
- ▮ Public 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

# 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.

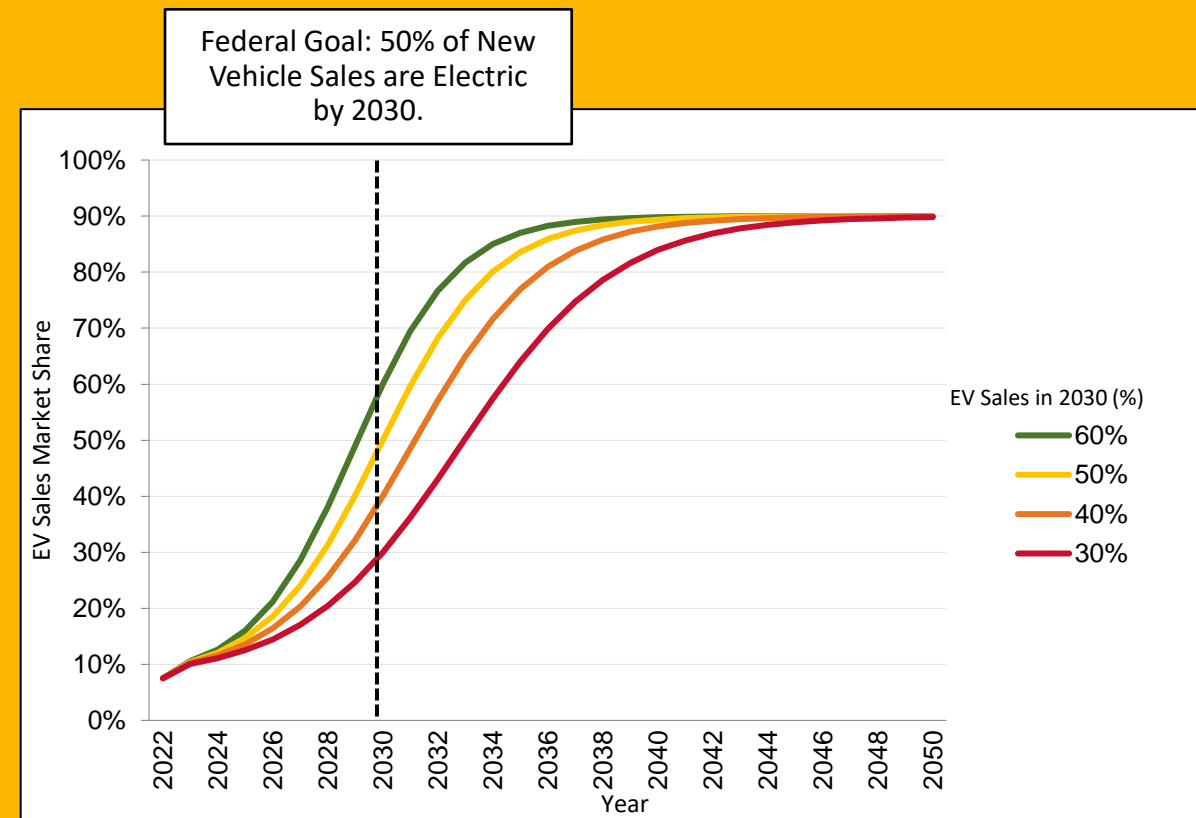


# ARC EV Adoption Model

- 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.





# 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 residential charging ports.
- Given the location of existing charging infrastructure, equity should remain an important priority in the development of the EV Tool.
- 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.



# 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 in May 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

Board and TAQC Meeting,  
March 13, 2024

**Folashade Alao, PhD**

