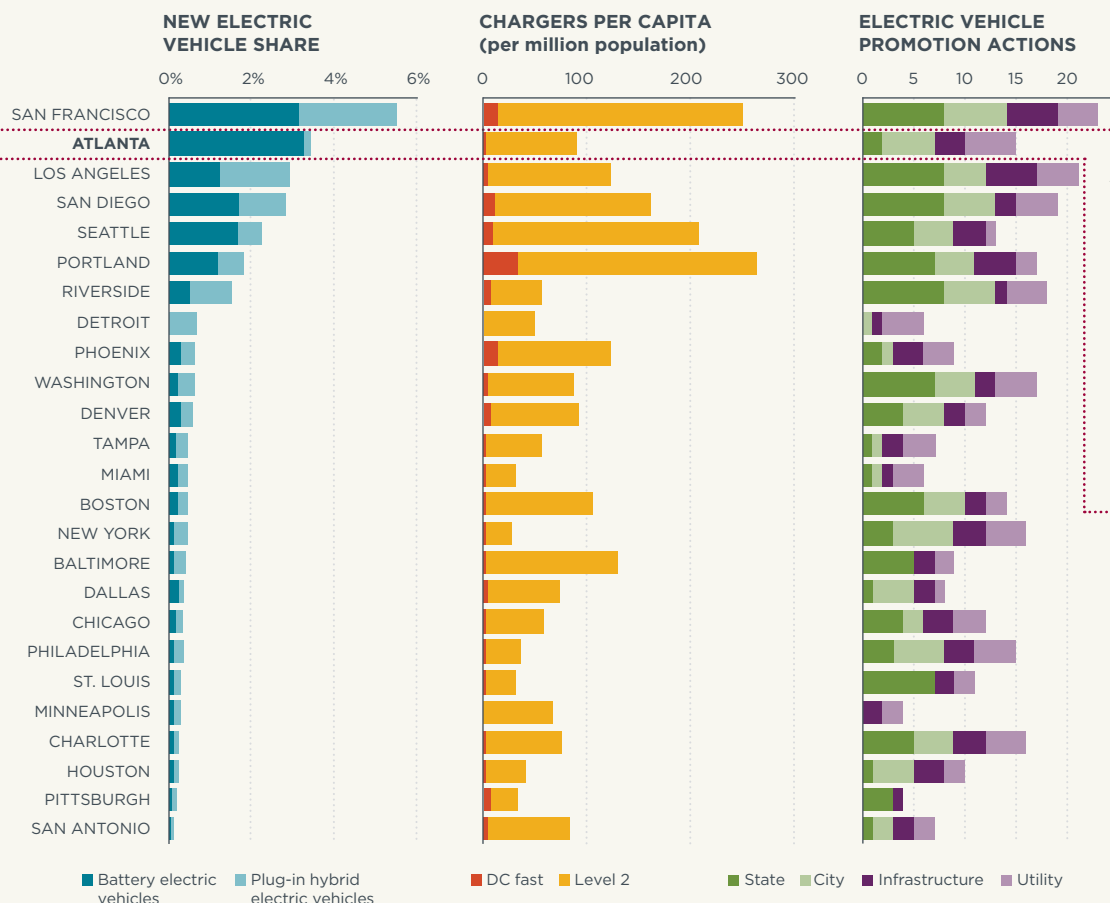
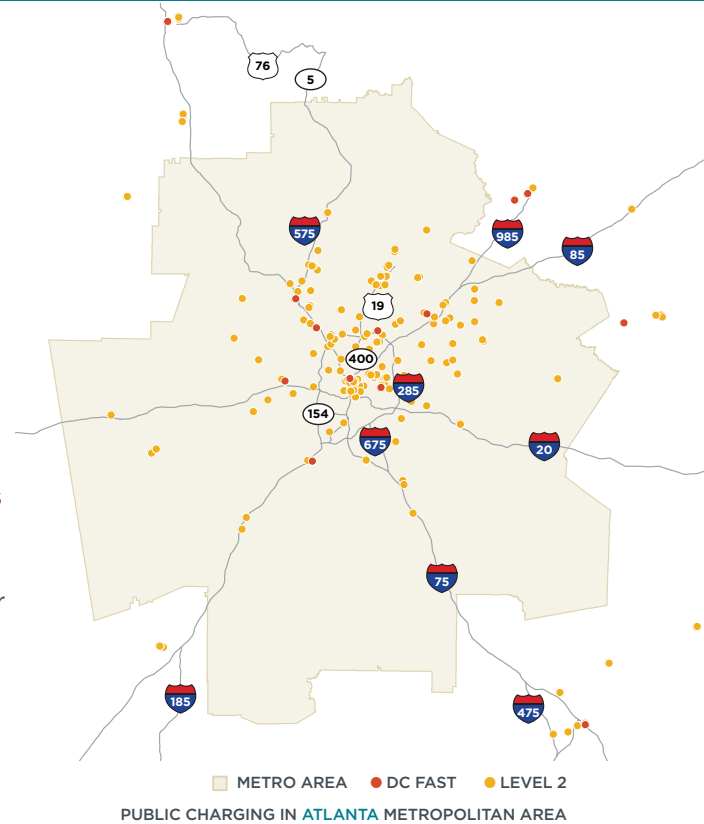


ATLANTA

ATLANTA, GEORGIA, is a leading electric vehicle hub. Farsighted local and state policies, such as a **vehicle-purchase subsidy** and **carpool lane access**, have put the metropolitan area consistently among the **top five** in the U.S. for electric vehicle sales—it ranked 2nd in 2014. The share of Atlanta’s vehicle market captured by battery electric vehicles like the Nissan Leaf is about **eight times the national average**. The **municipal electric vehicle fleet initiative will help grow the market**.

Bringing back the now-repealed battery electric vehicle incentives would be key to Atlanta continuing in this leadership position. To further spur the market, Atlanta should also consider extending incentives to **include plug-in hybrid electric vehicles**, which confer substantial fuel-savings and air-quality benefits. **More extensive charging infrastructure** and **support from electric utilities** can also help Atlanta enhance its role in the shift toward an electrified fleet. Relatively few electric vehicle models are offered for sale in the area, suggesting that **greater efforts to engage dealers and automakers, and to raise public awareness, are also needed**.



ATLANTA:

- » **2nd highest** new electric-vehicle sales share
- » **10th most extensive** public electric charging infrastructure
- » **15 of the 30** electric-vehicle promotion actions

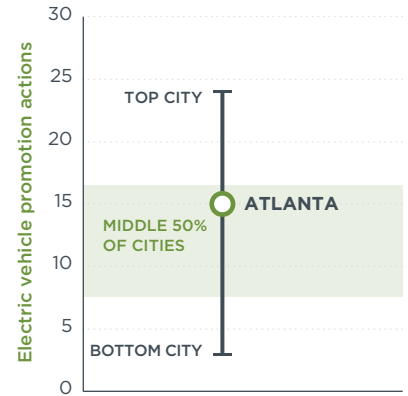
Legend for charts:
 ■ Battery electric vehicles ■ Plug-in hybrid electric vehicles ■ DC fast ■ Level 2 ■ State ■ City ■ Infrastructure ■ Utility

ACHIEVEMENTS

- » BEV share 8 times U.S. average
- » Employing key EV promotion actions to attract an assortment of consumers
- » Purchase subsidies have primed the market
- » Carpool lane access increasing consumer appeal
- » Above average public charging infrastructure network

OPPORTUNITIES

- » Advocate for reinstatement of purchase subsidies to increase consumer appeal
- » Continue to expand public charging infrastructure, including DC fast
- » Work with dealers and automakers to make EVs more available and increase awareness
- » Advocate to remove annual registration fee



WHAT ATLANTA IS DOING TO PROMOTE ELECTRIC VEHICLES

	STATE		CITY		UTILITY
Policy Foundation	State ZEV Program	<input type="radio"/>	City EV strategy	<input checked="" type="checkbox"/>	
	State low carbon fuel policy	<input type="radio"/>	Streamlined EVSE permitting process	<input checked="" type="checkbox"/>	
			EV-ready building codes	<input type="radio"/>	
Consumer Benefits	State BEV purchase subsidy	<input type="radio"/>	City vehicle purchase subsidy	<input type="radio"/>	Utility charging pilot or other research <input checked="" type="checkbox"/>
	State PHEV purchase subsidy	<input type="radio"/>	City parking support	<input type="radio"/>	Utility preferential rates for charging <input type="radio"/>
	State fee reduction or testing exemption	<input type="radio"/>	City EV supply equipment financing	<input type="radio"/>	Utility home charger support <input checked="" type="checkbox"/>
	State home charger incentive, support	<input type="radio"/>	City carpool lane (HOV) access	<input checked="" type="checkbox"/>	
	State public charging	<input checked="" type="checkbox"/>	City-owned EV chargers	<input type="radio"/>	
	State parking benefit	<input type="radio"/>	US DOE EV Project key area	<input checked="" type="checkbox"/>	
Visibility and Outreach	State fleet purchasing incentive	<input type="radio"/>	Workplace charging partners	<input checked="" type="checkbox"/>	Utility website, information materials <input checked="" type="checkbox"/>
	State manufacturing incentive	<input checked="" type="checkbox"/>	City car sharing program link	<input type="radio"/>	Utility cost comparison tool <input checked="" type="checkbox"/>
			City website or info materials	<input checked="" type="checkbox"/>	Other utility outreach activity <input checked="" type="checkbox"/>
			City outreach or education events	<input checked="" type="checkbox"/>	
			City fleet purchasing	<input checked="" type="checkbox"/>	

WHAT CAN BE DONE TO BETTER PROMOTE ELECTRIC VEHICLES? EVERYONE HAS A ROLE...

STATES Lock in electric vehicle support policies for several years into the future

CITIES AND REGIONAL GROUPS Optimize infrastructure roll-out; create dedicated EV parking; adopt EVs in fleets

LOCAL BUSINESSES Install workplace-charging equipment; encourage employees to drive EVs to work

AUTOMAKERS Make more models more widely available; enhance marketing outreach, and education

CAR DEALERS Promote electric vehicle models; help consumers understand total cost of ownership and education on charger availability

UTILITIES Continue to inform potential EV consumers of benefits; promote low-cost off-peak charging

CONSUMERS Test drive new electric vehicle models; calculate the potential fuel savings

EV = Electric Vehicle; BEV = Battery Electric Vehicle; PHEV = Plug-in Hybrid Electric Vehicle; EVSE = Electric Vehicle Service Equipment; DC = Direct Current
Based on "Assessment of leading electric vehicle promotion activities in US cities," available at <http://theicct.org/leading-us-city-electric-vehicle-activities>.

Note on sources: Vehicle share data based on IHS Automotive 2014 registrations. Electric charger data is from the US DOE Alternative Fuel Data Center.

The U.S. City Electric Vehicle Profile Project is an initiative of the 11th Hour Project, sponsored by the Schmidt Family Foundation.

Collaborators include the C40 Cities Climate Leadership Group and the Center for Climate and Energy Solutions.

<http://www.theicct.org/us-city-electric-vehicle-profiles-2015>

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