UNIVERSITY OF
GEORGIA
Carl Vinson
Institute of Government

GEORGIA ELECTRIC MOBILITY SNAPSHOT

A STATEWIDE ECONOMIC AND INDUSTRY VIEW FOR GOVERNMENT LEADERS, ECONOMIC DEVELOPERS, AND COMMUNITY PARTNERS

PLUG INTO
GEORGIA
MARCH 2026

STATEWIDE INDUSTRY INVESTMENT

Despite policy shifts, Georgia continues to see strong electric mobility investment, with major projects moving forward and companies diversifying across EV manufacturing, battery production, and advanced mobility supply chains. These investments support the state's competitiveness and role as a regional hub.

Auto manufacturers drive demands for suppliers, logistics, and battery manufacturing in the state.

HYUNDAI

The Hyundai Motor Group Metaplant America vehicle assembly and battery plant began operations and is expected to produce up to 500,000 hybrid and electric vehicles annually. This is part of Hyundai Motor Group's $12.6 billion investment, representing the largest economic development project in the state's history.

RIVIAN

Rivian Automotive broke ground on its $5 billion manufacturing campus in September 2025 after a four-year delay. The plant is expected to provide 7,500 jobs to the state and 400,000 vehicles annually.

STATEWIDE WORKFORCE PIPELINE EXPANSION

Georgia continues to expand a coordinated workforce pipeline supporting EV manufacturing, battery production, and charging infrastructure through partnerships among technical colleges, universities, community-based workforce organizations, and private-sector employers.

Rivian Technical Trades Program – Partnership with UGA, Georgia Tech, and Georgia Piedmont Technical College to develop entry-level technicians and applied engineering pathways for EV and advanced mobility operations.

Hyundai Mobility Training Center – Statewide training hub preparing the next generation of EV manufacturing and high-voltage systems professionals, operated by Quick Start, a division of the Technical College System of Georgia.

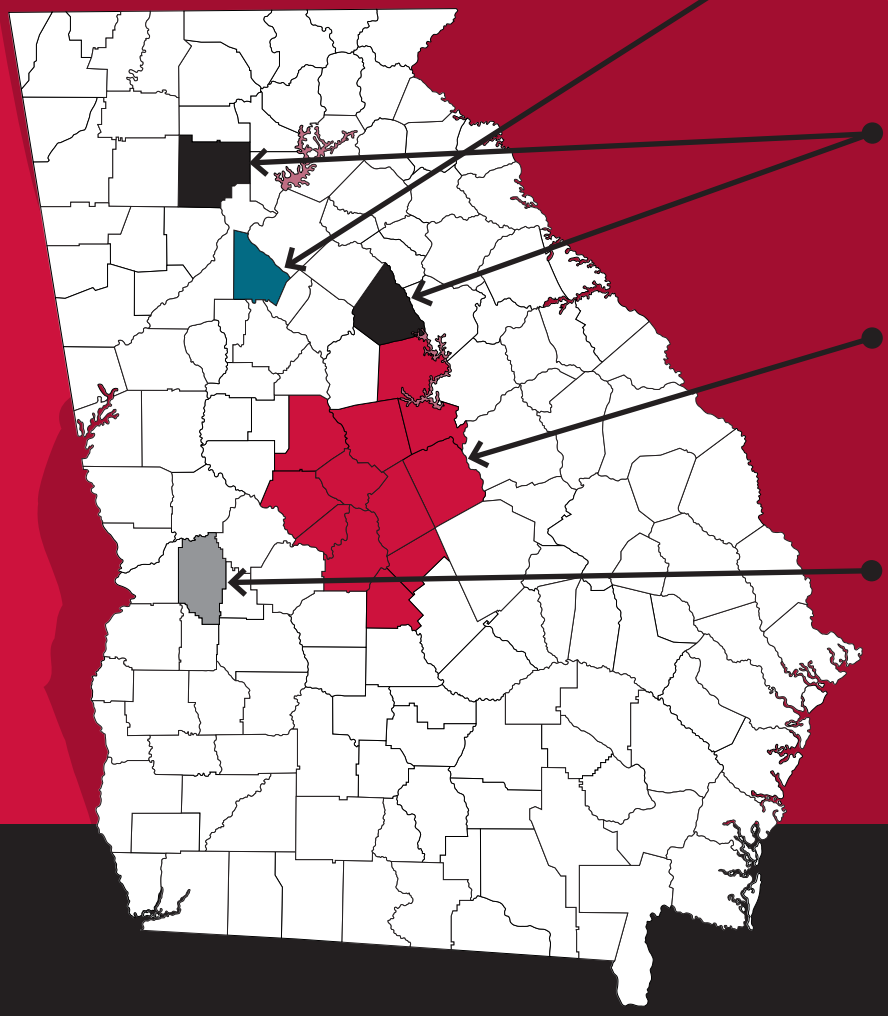
Goodwill Clean Tech Accelerator – Atlanta-based workforce training focused on EV charger installation, operations, and maintenance to support infrastructure deployment and service networks, funded by Accenture.

Technical College Programs – EV and hybrid vehicle training and apprenticeships launched through institutions such as Albany Technical College and Savannah Technical College in partnership with major manufacturers.

LOCAL GOVERNMENT INNOVATION

As electric mobility expands across Georgia, local governments are translating statewide investment into infrastructure, fleet, and partnership decisions that support economic development and long-term readiness.

Local fleet adoption, downtown charging deployment, and public-private partnerships are emerging as common pathways for translating statewide EV investment into local economic and infrastructure outcomes.



Brookhaven has integrated EVs into public works, recreation, and police operations with the incorporation of 18 fully electric vehicles and 30 hybrid vehicles across several departments. The city is working toward a fully electric fleet to meet operational needs and strategic goals.

Canton and Madison installed two public EV charging stations using different approaches to meet local goals. Both chargers have met utilization targets, supported downtown tourism, and strengthened community partnerships.

Middle Georgia Regional Commission: Seeking long-term solutions to federal air quality requirements, MGRC secured funding for 15 electric schools buses for Bibb County and two electric Macon Transit Authority buses. They have also identified 111 proposed EV charging sites.

Buena Vista: The UGA Institute of Government provided staff support and facilitated the City of Buena Vista forming public-private partnerships to install the DCFC charger in the town square. The charger is expected to increase foot traffic to downtown businesses in addition to providing a 10% revenue share for the City.

Case studies on the communities highlighted below are available on the Institute website. https://bit.ly/energy-casestudies

LOCAL GOVERNMENT VIEWS

In 2025, the UGA Institute of Government launched Plug Into Georgia as a broader effort to support informed energy planning across the state. This statewide education and training initiative supports local governments as they plan for electric mobility and related infrastructure needs. Team members gathered feedback from participants to ensure offerings align with the real challenges and opportunities communities across the state face as they plan for long-term energy, transportation, and community development needs.

ADOPTION BARRIER

Range anxiety is seen as the greatest barrier to EV adoption.

TOP BENEFIT

Economic growth and job creation are considered the greatest benefits of EV adoption.

PUBLIC EXPECTATIONS

81% of participants stated that public interest in personal EV ownership should have at least a moderate impact on the responsibilities and initiatives of the government.

GROWTH OUTLOOK

95% of participants stated that EV ownership will increase for governments over the next five years.

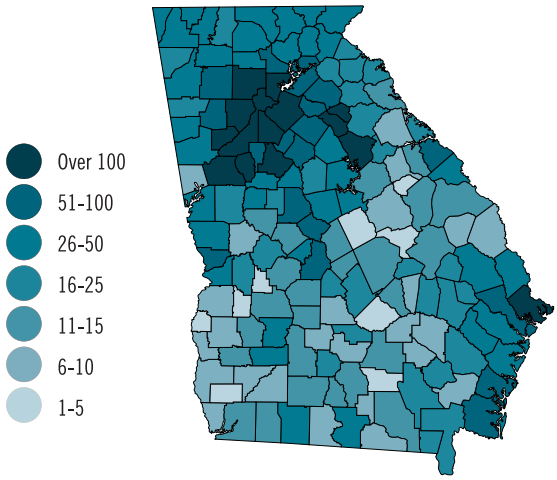
BROAD CONSENSUS

98% of participants stated that EVs could benefit their communities as a whole (i.e., economic growth, job creation, lowering operating costs for consumers, improvements to grid infrastructure and resiliency, etc.).

MARKET AND INFRASTRUCTURE TRENDS
CONSUMER ADOPTION

EV REGISTRATIONS BY RATIO DENSITY

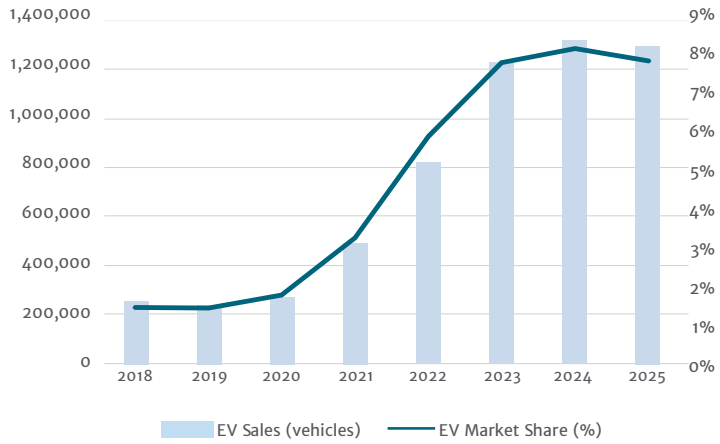
EVs registered per 10,000 total vehicles registered



From 2024 to 2025, EV ownership relative to total vehicle registrations increased in 70 counties, and decreased in 11 counties.

EV SALES LONG-TERM GROWTH TREND

New US Electric Vehicle Sales and Share

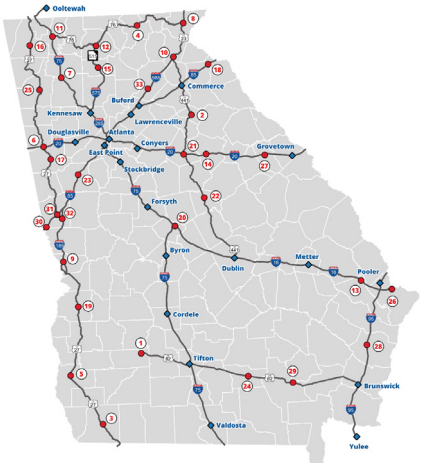


Despite a significant fourth-quarter decline, 2025 was the second-best year on record for EV sales. EV sales are projected to remain near the same level, with a long-term growth trend continuing.

MARKET AND INFRASTRUCTURE TRENDS
CHARGING INFRASTRUCTURE

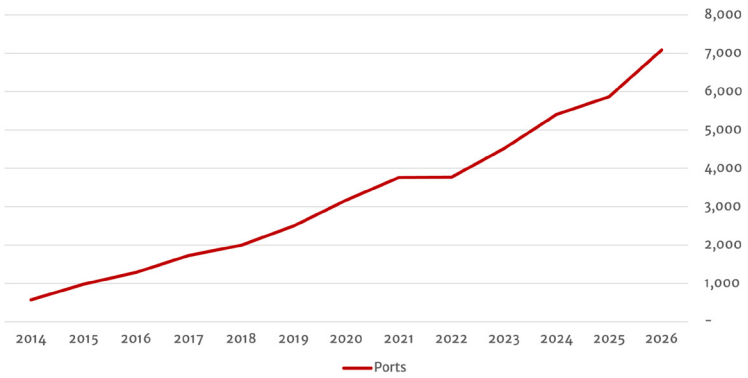
The installation of public EV charging in Georgia continues to expand, with more than 1,200 charging ports added since the start of 2025. Additionally, federal funding for the National Electric Vehicle Infrastructure (NEVI) program moved forward in October 2025 after being paused in January 2025. Georgia is awarding $24.4 million to install DCFC chargers at 26 locations near key exits and interchanges, primarily in rural areas.

NEVI PROGRAM IN GA



- Alternative Fuel Corridors (currently designated)
- NEVI Compliant DCFC Stations (Existing and Under Development)
- Round 2 NEVI Locations

PUBLIC EV CHARGING PORTS IN GA



Adoption and charging infrastructure continue to grow, as the market recalibrates around new long-term forecasts.

IN 2025, THE ELECTRIC MOBILITY SECTOR EXPERIENCED CHANGES IN MARKET DEMAND, MANUFACTURER INVESTMENT STRATEGIES, SUPPLY CHAIN AND WORKFORCE CAPACITY, AND PUBLIC POLICY AND FUNDING.

IN GEORGIA, WE ARE CONTINUING TO SEE:

- *Continued EV and battery-related project announcements and investment*
- *Expanded workforce and technical training programs*
- *Steady consumer adoption*
- *Growth in charging infrastructure*
- *Local government planning and innovation around electrification*

GEORGIA REMAINS A LEADER IN THE EV ECONOMY

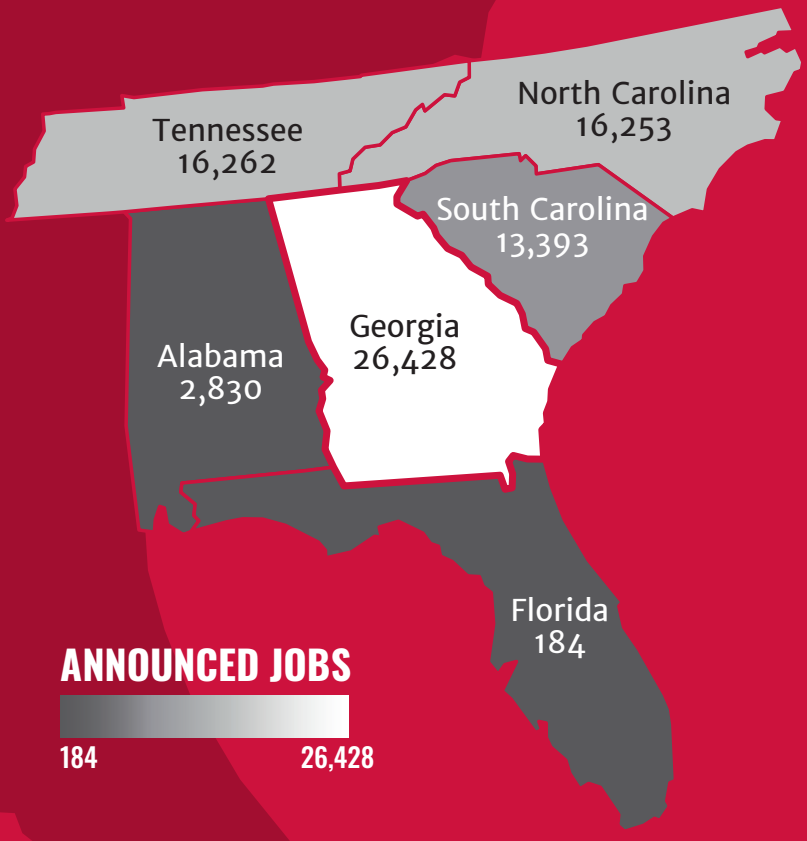
*Companies have announced nearly $24.4 billion worth of investments in EV and battery manufacturing and the creation of 26,400 jobs in the state of Georgia.**

IN THE SOUTHEAST REGION

- *#1 in EV Manufacturing Employment*
- *#1 in EV Manufacturing Investment*
- *#1 in EV Charging per Capita*
- *#2 in EV Sales & Market Share*

NATIONALLY

- *#2 in EV Manufacturing Employment*



*Investment and job figures reflect announced projects and employment from 2018–2025

THE ROLE OF THE INSTITUTE OF GOVERNMENT

At the University of Georgia Carl Vinson Institute of Government, we know government. As a comprehensive public service organization, we are a trusted partner and resource for the highest quality educational programming, data-driven research, and technical assistance designed to inform decision-making and address the state's most pressing needs. Our approach is straightforward: to be a good partner and an objective, nonpartisan problem solver. We are committed to working with Georgia's government leaders to build solutions and opportunities that move the state forward. As a Public Service and Outreach unit, we are proud to be an integral part of the University's land- and seagrant-based mission to make UGA knowledge work for Georgia.

ENERGY TEAM

Government leaders across Georgia are facing critical infrastructure, policy, and funding decisions in the rapidly developing area of energy. Energy planning is deeply interconnected with transportation networks, land use, resource management, emergency preparedness, and community development. This creates opportunities and challenges for local and state governments. At the Institute of Government, the Energy Team partners with governments to support informed, strategic decisions to meet their unique needs and goals.

GEORGIA NETWORK FOR ELECTRIC MOBILITY

The Institute of Government, as a partner in UGA's Georgia Network for Electric Mobility, is leading public service and outreach efforts to enhance the economic competitiveness of the state through informing, educating, and supporting communities as they navigate emerging electric mobility technologies.

SOURCES: Data and graphics adapted from: Southern Alliance for Clean Energy & Atlas Public Policy (Transportation Electrification in the Southeast, 2025); Cox Automotive EV Sales Report (2026); Georgia Department of Transportation NEVI Deployment Program; U.S. Department of Energy Alternative Fuels Data Center; Georgia Department of Revenue EV registration data (2020–2025); Automotive Manufacturing Solutions (Hyundai training facility photo).

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For more information on how your government agency can collaborate with the Energy Team, contact us at

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SCAN THE QR CODE to view additional energy and electric mobility resources online.

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UNIVERSITY OF GEORGIA

Southern Company

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