



**UNIVERSITY OF
GEORGIA**
Carl Vinson
Institute of Government




EV 101: A GEORGIA GUIDE FOR PUBLIC CHARGER SUCCESS



PLUG INTO GEORGIA

THIS GUIDEBOOK WAS PRODUCED BY THE UGA CARL VINSON INSTITUTE OF GOVERNMENT'S PLUG INTO GEORGIA INITIATIVE



This guidebook was produced by the Carl Vinson Institute of Government at the University of Georgia. Project management, research, and report development were provided by Julia Dietz, Asher Dozier, and Natalie Bock. Editing was provided by Margaret Blanchard. Graphic design assistance by Kaitlin Messich, Eleonora Machado, Kelly Howard, and Sara Ingram.

This guidebook was developed with support and funding from Southern Company. It builds upon previous UGA Public Service and Outreach efforts, drawing from applied research and community-inspired resources including *Powering Up Georgia: Developing an EV Readiness Tool for Communities* and *Preparing Georgia for Electric Mobility: ILA Service Learning Project Guidebook*.



Carl Vinson
Institute of Government
UNIVERSITY OF GEORGIA



Southern Company



TABLE OF CONTENTS

PAGES 2 AND 23
CREDITS AND PARTNERS

PAGES 4-5
INTRODUCTION



PLUG INTO GEORGIA

This guidebook is part of the Plug into Georgia Initiative and it provides strategies and best practices for local governments to plan, acquire, and install public EV chargers in rural small-town communities.

01

PAGES 6-7
**CASE STUDY:
DOWNTOWN
BUENA VISTA**

Revitalizing a local economy with a DC Fast Charger through partnerships and persistence.

04

PAGES 16-17
**EV INFRASTRUCTURE
INSTALLATION
BEST PRACTICES**

The right team and being prepared for the unexpected lead to smoother charger installations.

02

PAGES 8-13
**ELECTRIC VEHICLES
AND CHARGING
INFRASTRUCTURE 101**

EV types, charging station levels, costs, and community ownership models explained.

05

PAGES 18-21
**STAGES OF THE
INSTALLATION
PROCESS**

Checklist of key steps and tasks to address throughout the installation of an EV charging station.

03

PAGES 14-15
**STRATEGIC PLANNING
FOR PUBLIC EV
INFRASTRUCTURE**

When possible, strategically planning for public EV charging can increase benefits.

06

PAGES 22-23
**COLLABORATION
FOR COMMUNITY
GROWTH**

Leadership and partnerships drive Georgia's future and strengthen communities.



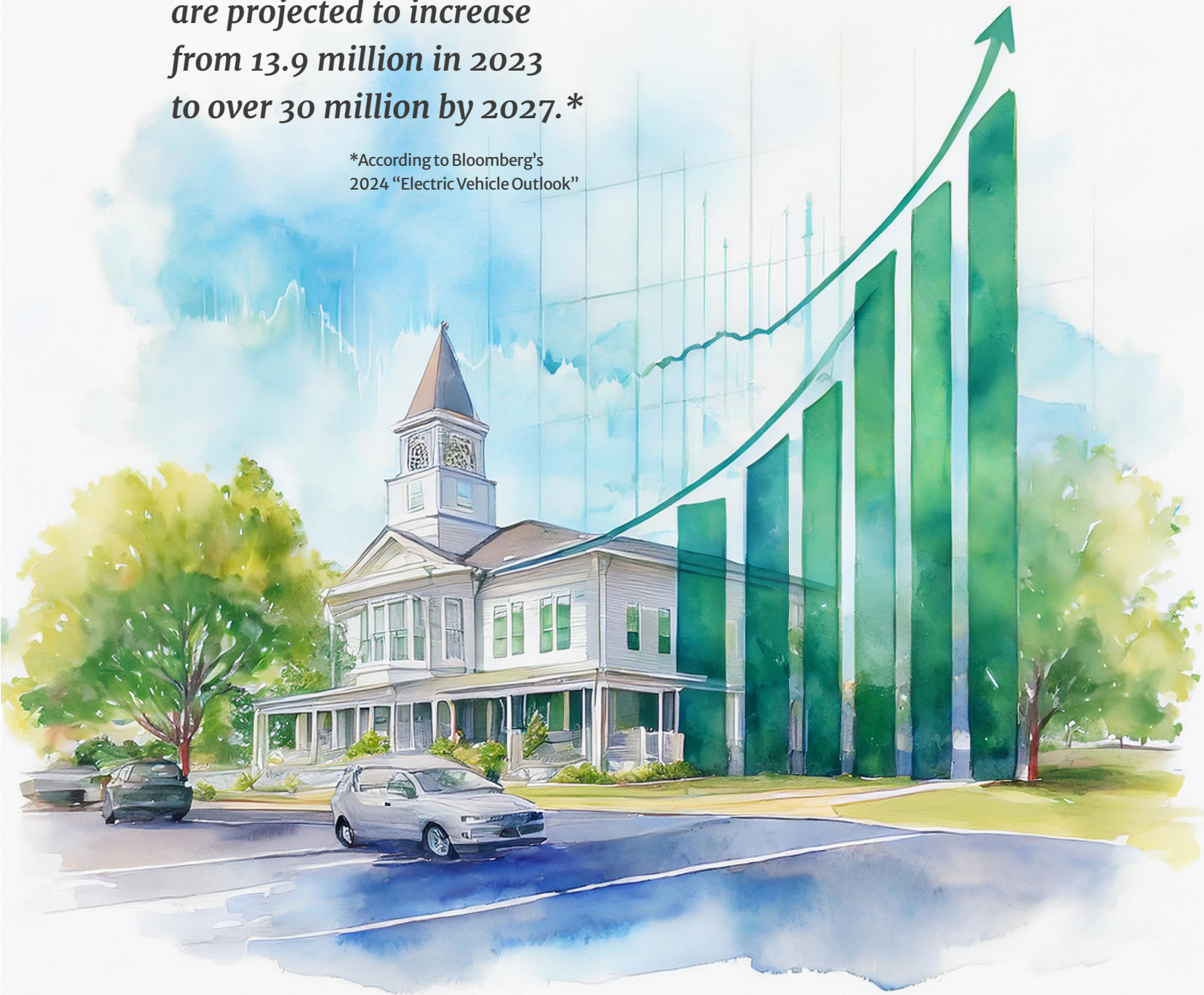
01 PAGES 6-7
CASE STUDY:
DOWNTOWN
BUENA VISTA

02 PAGES 8-13
ELECTRIC VEHICLES
AND CHARGING
INFRASTRUCTURE 101

03 PAGES 14-15
STRATEGIC PLANNING
FOR PUBLIC EV
INFRASTRUCTURE

“ Global Electric Vehicle sales are projected to increase from 13.9 million in 2023 to over 30 million by 2027.*

*According to Bloomberg's 2024 "Electric Vehicle Outlook"



Disclaimer: This watercolor graphic is a conceptual representation of projected electric vehicle sales growth. It is not to scale and should not be used for precise comparisons.



Navigating the Road to **ELECTRIC MOBILITY IN GEORGIA COMMUNITIES**

INTRODUCTION

EV 101: A GEORGIA GUIDE FOR PUBLIC CHARGER SUCCESS

Technological advancements in electric vehicle (EV) technology, shifting consumer preferences, and evolving emissions policies are driving rapid growth in the global electric mobility industry. According to Bloomberg's 2024 "Electric Vehicle Outlook," global EV sales are projected to increase from 13.9 million in 2023 to over 30 million by 2027, with an average annual growth rate of 21% over this same period. By 2027, EVs are expected to account for 33% of global new passenger vehicle sales, up from 17.8% in 2023.

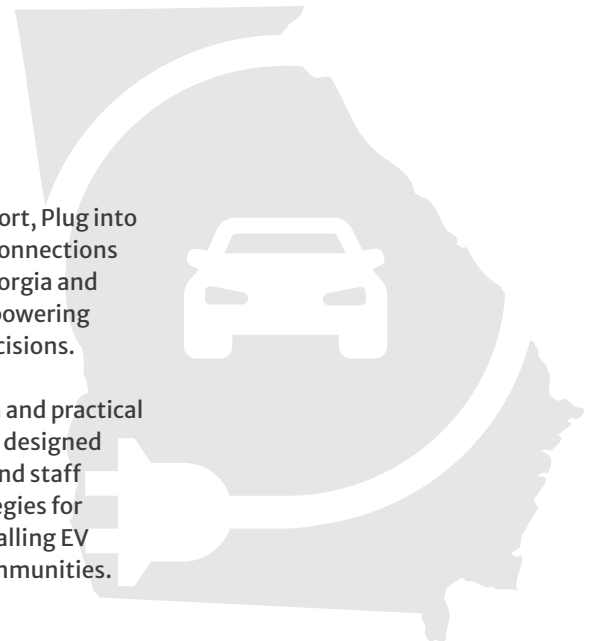
As EV adoption continues, local governments will need to assess its impacts on infrastructure, policy, and administrative functions within their communities and organizations. The emergence and adoption of EV technologies present Georgia communities with the opportunity to lead in innovation while also raising important questions for local government leaders.

ABOUT THE PLUG INTO GEORGIA INITIATIVE

The UGA Carl Vinson Institute of Government, with collaboration and support from Southern Company, is engaging local governments through the Plug into Georgia initiative. This initiative provides user-friendly tools, educational opportunities, outreach, engagement, and technical assistance to help communities navigate the transition to electric transportation. By convening subject matter experts and partnerships, offering neutral, data-driven education,

and providing technical support, Plug into Georgia aims to strengthen connections between the University of Georgia and local communities while empowering leaders to make informed decisions.

Grounded in applied research and practical experience, this guidebook is designed to assist local policymakers and staff with best practices and strategies for planning, acquiring, and installing EV charging stations in their communities.





01 PAGES 6-7
**CASE STUDY:
 DOWNTOWN
 BUENA VISTA**

02 PAGES 8-13
**ELECTRIC VEHICLES
 AND CHARGING
 INFRASTRUCTURE 101**

03 PAGES 14-15
**STRATEGIC PLANNING
 FOR PUBLIC EV
 INFRASTRUCTURE**



**Revitalizing Downtown
 EV CHARGING AS A MAIN
 STREET DESTINATION**

**SECTION 01
 CASE STUDY: DOWNTOWN BUENA VISTA**

Over the last few decades, the City of Buena Vista has witnessed a declining population and economic setbacks. Local elected officials and business leaders are now investing in downtown revitalization, hoping to attract visitors and tourism dollars. One strategy they identified was to install public EV charging stations to draw travelers into Buena Vista who could then enjoy local attractions and restaurants while charging their vehicles. With no other public EV charging station within 30 miles, Buena Vista is what the industry calls a “charging desert.”

City leadership met with community members, stakeholders, utilities and charging station providers to identify the right team and location for the installation. Through collaboration with EnviroSpark, Flint Energies, and the Georgia Power Make Ready program, a Direct Current Fast Charging (DCFC) station was installed on the Buena Vista town square in September 2024. The public-private collaboration exemplifies how innovative and affordable solutions can meet public charging needs and support downtown vitality.

LESSONS LEARNED

**APPOINT A DEDICATED
 PROJECT MANAGER**

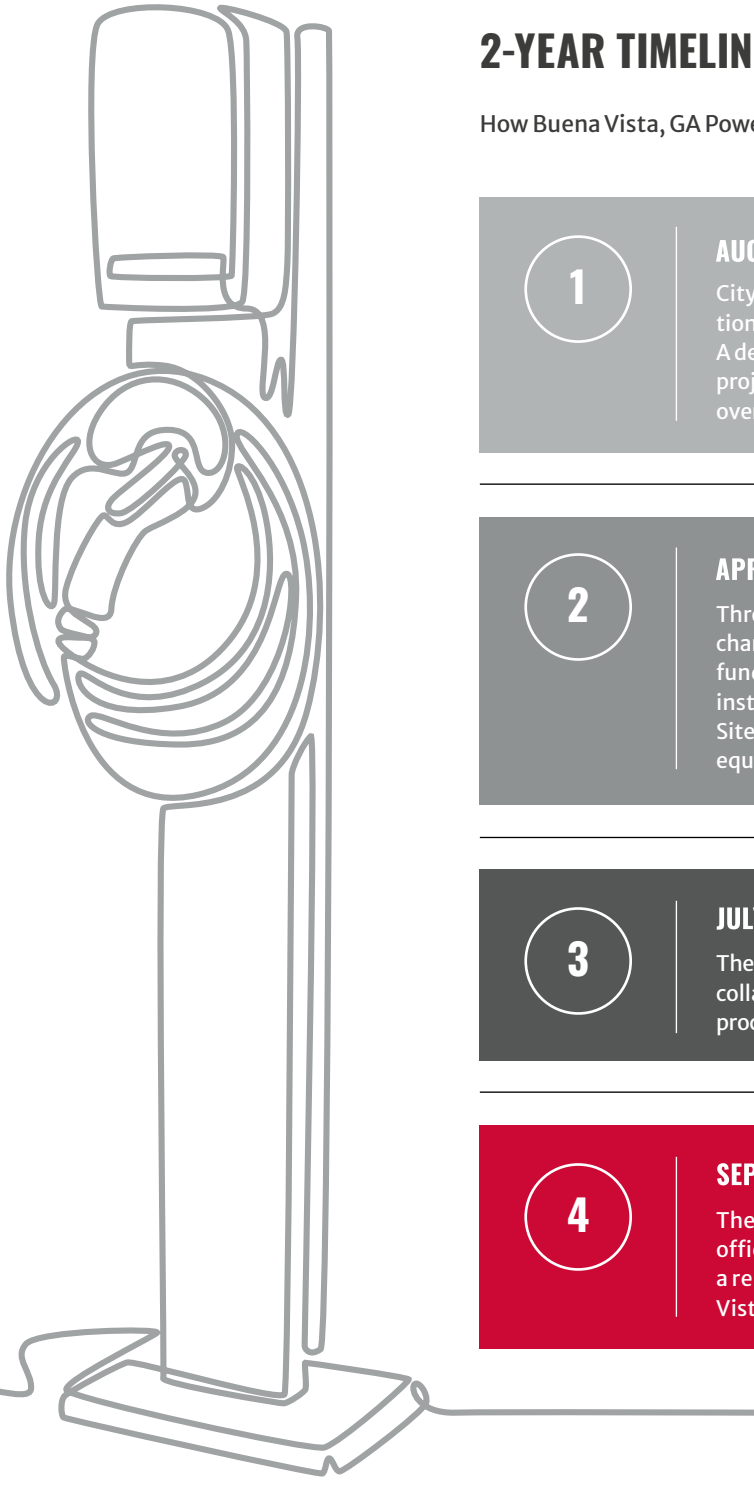
Assigning a project champion ensures smooth collaboration, oversight, and guidance through each stage of the installation process, minimizing delays and maintaining focus on project goals.

**LEVERAGE NETWORKING
 OPPORTUNITIES**

Engage stakeholders early through meetings, presentations, and partnerships. Buena Vista’s collaboration with regional commissions and charging companies unlocked critical funding, support, and innovative solutions.

**ADAPTABILITY AND
 PATIENCE ARE KEY**

Projects can shift, and delays happen. Buena Vista demonstrated patience, creativity, innovation, and flexibility in navigating various challenges, including administrative hurdles, funding timelines, permitting delays, infrastructure lead times, selecting chargers and revenue models, and establishing utility connections



2-YEAR TIMELINE TO SUCCESS

How Buena Vista, GA Powered Up Its Future: EV Charger Success Story

1

AUGUST 2022: DECISION MADE

City leaders recognized the downtown revitalization opportunity for EV chargers to attract visitors. A decision was made to move forward with the project and meetings were held with stakeholders over the next several months.

2

APRIL 2024: FUNDING SECURED

Through partnerships with utility providers and the charging company over a nearly two-year period, funding was secured to fully support the charger installation and associated infrastructure upgrades. Site planning and decisions around charging equipment were also done during this time.

3

JULY 2024: PERMITS APPROVED

The utility provider and charging company collaborated on the engineering and permitting process to obtain permits over the next few months.

4

SEPTEMBER 2024: INSTALLATION

The Direct Current Fast Charger (DCFC) was officially installed and will provide EV drivers with a reliable charging option in the heart of Buena Vista's downtown.



01 PAGES 6-7
CASE STUDY:
DOWNTOWN
BUENA VISTA

02 PAGES 8-13
ELECTRIC VEHICLES
AND CHARGING
INFRASTRUCTURE 101

03 PAGES 14-15
STRATEGIC PLANNING
FOR PUBLIC EV
INFRASTRUCTURE

Powering Up Public Spaces:
**EV CHARGING SOLUTIONS
FOR COMMUNITIES**



SECTION 02

ELECTRIC VEHICLES AND CHARGING INFRASTRUCTURE 101

Why this section matters for local governments: As electric vehicle (EV) adoption accelerates, local governments play a critical role in preparing their communities for the future of transportation. Understanding the types of EVs and the associated charging infrastructure is essential for effective planning and decision-making. By identifying the right charging levels, ownership models, and infrastructure needs, local leaders can develop practical, inclusive strategies that support residents, businesses, and visitors. This knowledge helps local governments maximize public benefit, encourage economic growth, and adapt to emerging EV technologies.

TWO TYPES* OF VEHICLES USE EV CHARGERS:

Plug-In Hybrid Electric Vehicles (PHEVs) run on both electric power from a rechargeable battery and an internal combustion engine.

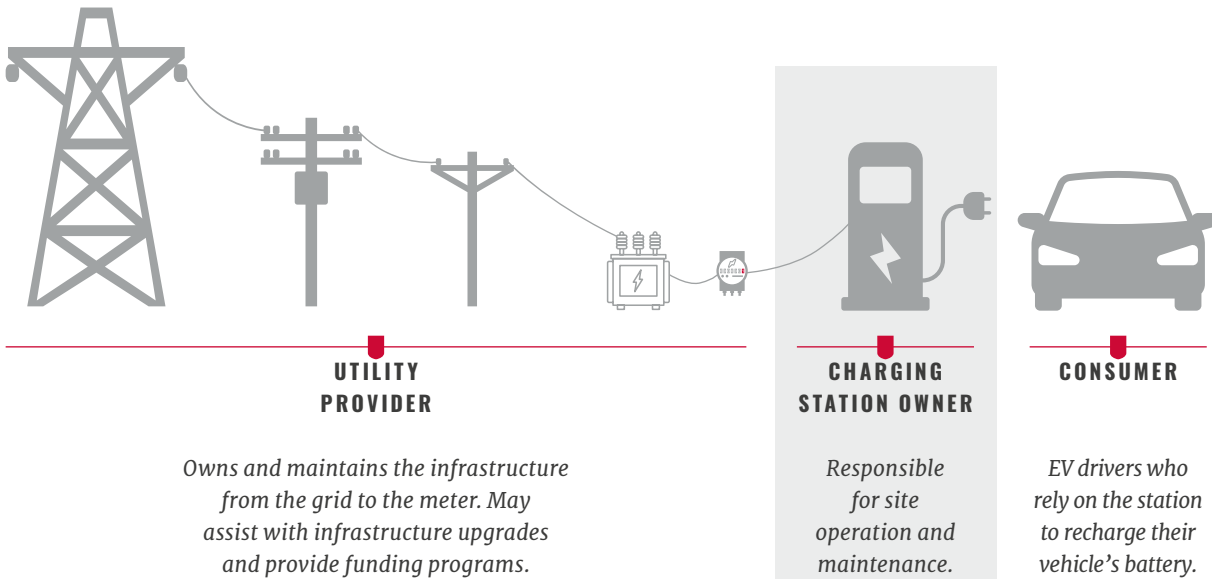
PHEVs typically use electric power until the battery is nearly depleted, at which point the vehicle automatically switches over to consuming gasoline through the combustion engine.

Battery Electric Vehicles (BEVs) run solely on electric power and use a rechargeable battery as the power source.

**Emerging technologies such as extended-range EVs (EREVs) and hydrogen fuel cell EVs (FCEVs) are rapidly advancing and could impact community charging strategy and needs.*

STAKEHOLDERS IN THE CHARGING PROCESS

There are three key players in a public charging transaction: the utility provider, the charging station owner, and the consumer. The utility provider usually owns all the infrastructure up to the meter. The charging station can be owned and operated by a local government, private entity, or a charging station company and may be publicly accessible or for private use. The consumer is the EV driver who uses the station. This guidebook focuses on assisting local governments with publicly installed charging stations on public land, which can occur with three types of ownership as described in the graphic at the bottom of this page.



HOW CAN A PUBLICLY ACCESSIBLE CHARGING STATION BE OWNED?

- PUBLICLY OWNED**
Local government owns, operates, and collects revenue from the station on public land.
- SHARED OWNERSHIP**
Local government and charging company share costs, revenue, and responsibilities.
- PRIVATELY OWNED**
A private company operates and collects revenue from the station through agreements to use public land.

THIS GUIDEBOOK FOCUSES ON ASSISTING LOCAL GOVERNMENTS WITH PUBLICLY INSTALLED CHARGERS ON PUBLIC LAND.



01 PAGES 6-7
CASE STUDY:
DOWNTOWN
BUENA VISTA

02 PAGES 8-13
ELECTRIC VEHICLES
AND CHARGING
INFRASTRUCTURE 101

03 PAGES 14-15
STRATEGIC PLANNING
FOR PUBLIC EV
INFRASTRUCTURE

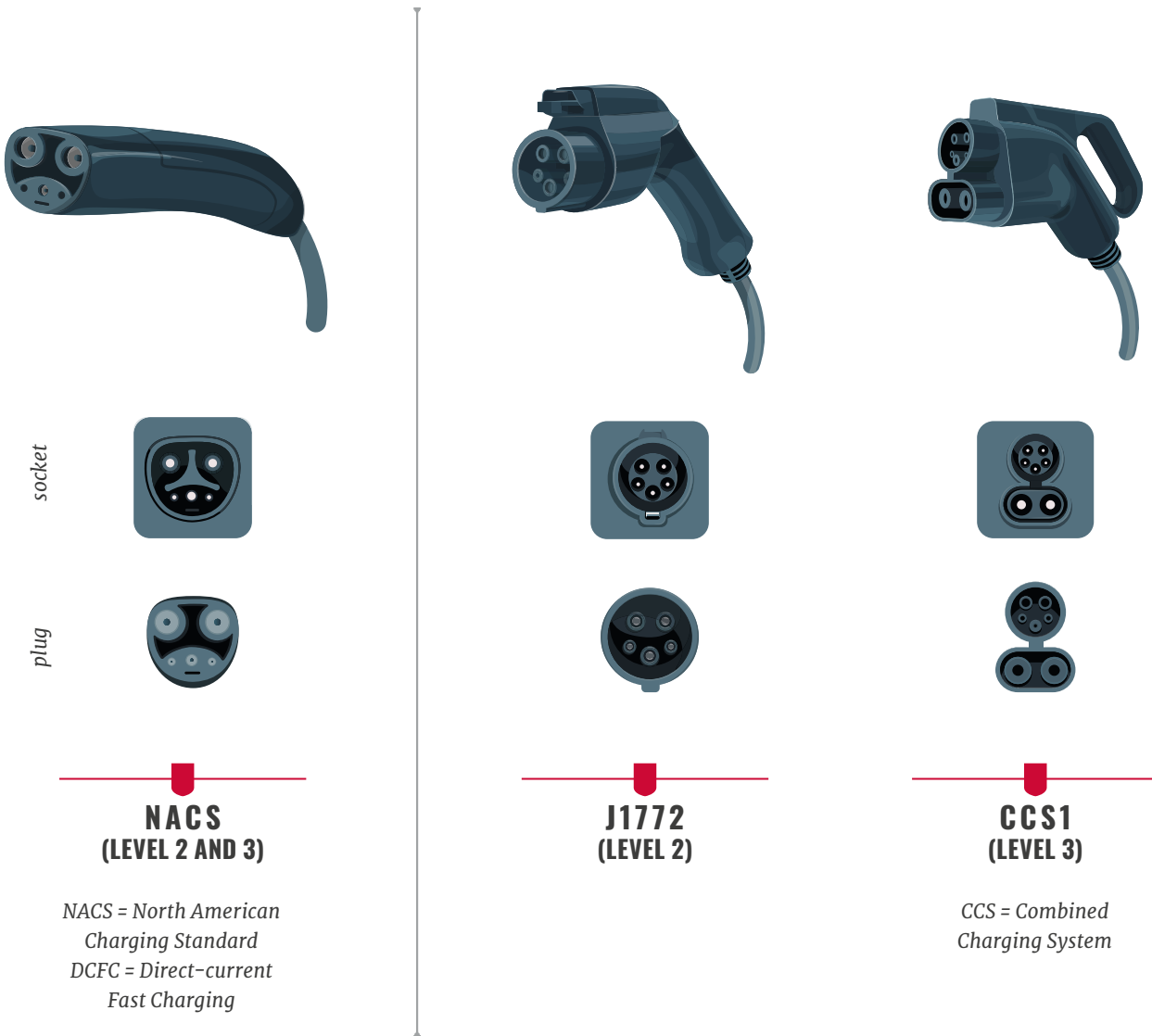
LEVELS OF CHARGING

Three types of EV chargers currently exist, commonly called “levels.” No one charger level is considered superior to the others; each is suited to specific applications.

FEATURE	LEVEL 1	LEVEL 2	LEVEL 3 (DCFC)
Cost	Low	Moderate	Significant
Electricity Requirements	Operates on Alternating Current (AC) at 120 volts, using standard household outlets. Provides low power output of approximately 1 kW and requires no special installation or modifications.	Operates on Alternating Current (AC) at 208-240 volts, requiring a dedicated electrical circuit. Typically offers moderate power output between 7 kW and 19 kW.	Operates on Direct Current (DC) with power levels typically ranging from 50 kW to 350 kW. Requires 3-phase infrastructure with voltage between 400V and 900V DC.
Estimated Electric Range per Hour of Charging	4-6 miles of range per hour	15-30 miles of range per hour	160-350 miles of range per hour
General and Public Charging Uses	Ideal for overnight home charging or emergency charging when low on range. Suitable for supplemental charging at public locations with extended parking times, like airports or residential garages.	Common for residential, workplace, and public charging stations. Best for locations where vehicles remain parked for extended periods, such as during work hours, dining, shopping, or leisure activities.	Optimal for highway corridors and high-traffic areas requiring rapid charging. Designed for quick top-ups during road trips or situations where reducing downtime is critical, such as transit hubs.
Installation	No modifications; uses existing outlet	Requires professional installation	Requires major infrastructure investment

CHARGING CONNECTORS

To accommodate a variety of EV models, it's important to ensure your charging station supports the industry standard and is compatible with other connector types or provides adapters. Tesla previously used a proprietary connector for both Level 2 and 3 charging, while most other U.S. EVs utilized J1772 for Level 2 and CCS for Level 3. As of late 2024, Tesla's connector, now standardized as the North American Charging Standard (NACS), is being adopted by almost all North American automakers. There will still be many vehicles on the road that use CCS and J1772 connectors, although most competitive models have NACS adapters.





01 PAGES 6-7
CASE STUDY:
DOWNTOWN
BUENA VISTA

02 PAGES 8-13
ELECTRIC VEHICLES
AND CHARGING
INFRASTRUCTURE 101

03 PAGES 14-15
STRATEGIC PLANNING
FOR PUBLIC EV
INFRASTRUCTURE



**Expanding Access:
THE EV CHARGING NETWORK**

THE EV CHARGING NETWORK

Public EV charging generally refers to the network of chargers available to the general public, regardless of ownership or location. Conversely, private EV charging includes private residential charging or charging “behind the fence” at multifamily residential housing, a business, or a government facility.

Public charging stations make EVs more convenient and accessible. According to the U.S. Department of Energy, approximately 80% of EV charging occurs at home, but this is expected to change as EV ownership and adoption grows, particularly for drivers without access to residential charging, such as those living in apartments, rental units without chargers, or homes with street parking only.

NOW

About 80% of EV charging happens at home, but this is expected to change as EV ownership and adoptions grows.



PRIVATE
80%



PUBLIC
20%

PUBLIC
CHARGING STATIONS
INSTALLED BY PRIVATE BUSINESSES



PUBLIC
CHARGING STATIONS
INSTALLED BY THE LOCAL GOVERNMENT



PRIVATE
CHARGING STATIONS
INSTALLED AT RESIDENTIAL HOMES



PRIVATE
CHARGING STATIONS
INSTALLED 'BEHIND THE FENCE' BY BUSINESSES

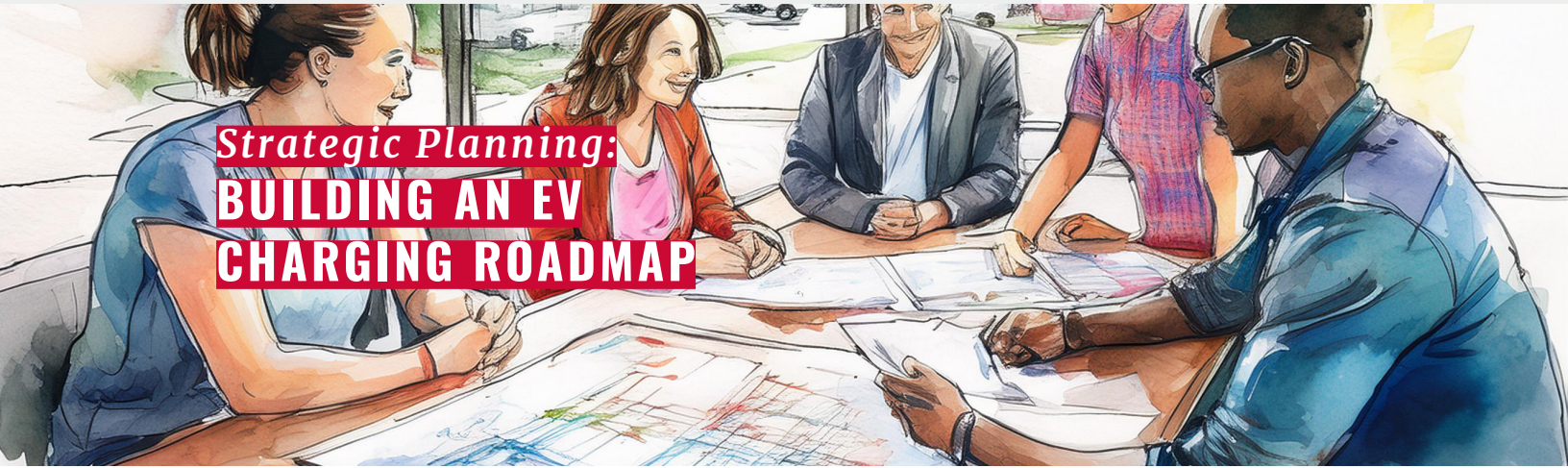




01 PAGES 6-7
CASE STUDY:
DOWNTOWN
BUENA VISTA

02 PAGES 8-13
ELECTRIC VEHICLES
AND CHARGING
INFRASTRUCTURE 101

03 PAGES 14-15
STRATEGIC PLANNING
FOR PUBLIC EV
INFRASTRUCTURE



**Strategic Planning:
BUILDING AN EV
CHARGING ROADMAP**

SECTION 03

STRATEGIC PLANNING FOR PUBLIC EV INFRASTRUCTURE

A best practice for local governments is to strategically plan for and prioritize public charging site locations. While a public EV charging site may be selected based on legislative or administrative direction—potentially without integration into a broader public EV charging plan—strategic planning for public EV infrastructure helps identify areas of greatest need and benefit to the community.

**WHEN THINKING THROUGH A PUBLIC EV CHARGING PLAN,
THERE ARE SEVERAL KEY STEPS TO SUCCESS:**

- Start Strong: Build a Team to Drive Success
- Know Your Needs: Plan Where Charging Matters Most
- Collaborate and Fund: Unlock Resources for EV Growth
- Think Regional: Partnerships Power Bigger Impact



**FORM A PLANNING
COMMITTEE AND
COLLABORATE**



**ASSESS COMMUNITY
NEEDS AND CHARGING
INFRASTRUCTURE**



**EXPLORE OPPORTUNI-
TIES, PARTNERSHIPS
AND RESOURCES**



**IDENTIFY AND
COLLABORATE WITH
REGIONAL PARTNERS**

1

START STRONG: BUILD A TEAM TO DRIVE SUCCESS FORM A PLANNING COMMITTEE

A planning committee can facilitate community input and involve decision-makers and those with a role in the installation process early on.

A well-rounded committee will have broad involvement, such as government staff (i.e., planning and zoning, transportation, office of sustainability, finance, economic development, the regional commission) and community representation (i.e., homeowners, business owners, chamber of commerce, utility providers, charging companies, and nonprofit organizations).

2

KNOW YOUR NEEDS: PLAN WHERE CHARGING MATTERS MOST ASSESS COMMUNITY NEEDS AND CHARGING INFRASTRUCTURE

The planning committee should consider conducting a needs assessment to determine community goals for EV charging including where, when, and what type of demand for electric charging exists, is anticipated, and could be beneficial for economic development, underserved communities, or environmental impacts.

After assessing current and planned EV public charging assets, the planning committee can identify priority areas for future charging.

3

COLLABORATE AND FUND: UNLOCK RESOURCES FOR EV GROWTH EXPLORE OPPORTUNITIES, PARTNERSHIPS AND RESOURCES

The planning committee can consider ways to recruit and leverage private investment in public EV charging, explore other funding sources such as federal or foundation-type grants, and understand the cost-benefit outcomes of publicly installed versus privately installed public EV charging. A strong partnership with a charging company can be critical to program success, providing expert guidance in market analysis, site selection and design, and grant navigation and application.

4

THINK REGIONAL: PARTNERSHIPS POWER BIGGER IMPACT IDENTIFY AND COLLABORATE WITH REGIONAL PARTNERS

Like many transportation projects, public EV charging is often best planned with a regional approach. Working with a regional commission, major commercial developments or employers, metropolitan planning organizations, and nearby military installations can facilitate more effective planning while also developing critical partnerships and stakeholder relationships. These partners can inform charging needs, invest in infrastructure, promote the network, and support funding applications.



01 PAGES 6-7
CASE STUDY:
DOWNTOWN
BUENA VISTA

02 PAGES 8-13
ELECTRIC VEHICLES
AND CHARGING
INFRASTRUCTURE 101

03 PAGES 14-15
STRATEGIC PLANNING
FOR PUBLIC EV
INFRASTRUCTURE

**Your Roadmap to Success:
PROVEN TIPS FOR EV
CHARGER INSTALLATION**



SECTION 04

EV INFRASTRUCTURE INSTALLATION BEST PRACTICES

Creating an implementation team is a critical first step in EV charger installation projects. Bringing stakeholders together early ensures everyone is aligned and involved at every stage. Since each community's needs are unique, a proactive team can keep the process on track, adapt to challenges, and ensure the right people are informed and engaged from start to finish.



**ASSEMBLING YOUR
TEAM FOR SUCCESS**

**PROJECT
CHAMPION**

**ELECTRIC UTILITY
PROVIDER**

**ZONING &
PERMITTING STAFF**

**EV CHARGING
COMPANY**

Other local government divisions may need to be involved as the installation proceeds.

04 PAGES 16-17
EV INFRASTRUCTURE
INSTALLATION
BEST PRACTICES

05 PAGES 18-21
STAGES OF THE
INSTALLATION
PROCESS

06 PAGES 22-23
COLLABORATION
FOR COMMUNITY
GROWTH

BEST PRACTICE #1
BUILD AN IMPLEMENTATION TEAM

PROJECT CHAMPION

One individual from the local government should be identified as the project champion. The project champion will shepherd the project through the process and serve as the single point of contact for stakeholders. This person should convene the implementation team and set routines for regular communication.

ELECTRIC UTILITY PROVIDER

Your local electricity provider will identify what infrastructure is available on identified site(s) and provide estimates for infrastructure upgrades to accommodate an EV charger. They may also have funding programs available to support installation.

ZONING & PERMITTING STAFF

The local permitting and/or zoning representatives will ensure the site design is compliant with federal, state, and local regulations. They also can advise on permit processes and timelines to be aware of to avoid unnecessary delays.

EV CHARGING COMPANY

The charging station equipment provider may or may not be identified at the beginning of the process. However, once selected they should be involved in the planning as soon as possible. Equipment providers can provide critical perspective and assistance with site design, grant opportunities, market analysis, and cost or pricing structures.

BEST PRACTICE #2
PLAN FOR A SMOOTH INSTALLATION

START WITH THE “WHY”

The implementation team will need to establish a primary objective for installing public EV charging station(s). Is it to meet demand for EV charging? Earn revenue from the charging station? Bring an economic boost to local businesses? Improve adoption opportunities in areas without residential charging? Meet organizational sustainability goals? Whatever the reason, having goals to guide planning, design, and implementation will make the project more successful.

DEVELOP A PROJECT TIMELINE

Installing a charging station is not a linear process, and each installation is unique. However, common elements and considerations should inform any installation plan. Work with your implementation team to set estimated timelines upfront and revisit these timelines to adjust action items accordingly. Planning and zoning staff and utility provider input are especially critical, as permitting and supply chain issues can significantly impact the project timeline.

PREPARE FOR THE UNEXPECTED

Even with careful planning, installing an EV charging station often takes longer than anticipated. The pre-planning stage is an excellent opportunity to explore alternative strategies for addressing potential delays. Proactively addressing these planning elements and maintaining regular communication with the implementation team can help minimize unnecessary setbacks and facilitate changes in strategy as needed.



01 PAGES 6-7
CASE STUDY:
DOWNTOWN
BUENA VISTA

02 PAGES 8-13
ELECTRIC VEHICLES
AND CHARGING
INFRASTRUCTURE 101

03 PAGES 14-15
STRATEGIC PLANNING
FOR PUBLIC EV
INFRASTRUCTURE

STAGES OF THE EV CHARGER INSTALLATION PROCESS

Installing EV chargers involves a series of key stages, offering local governments a clear roadmap to success. These steps – from forming a strong implementation team to evaluating results – provide practical guidance to navigate challenges, maximize resources, and meet community goals.

FLEXIBILITY IS KEY: While the process isn't always linear, this guide breaks it into manageable phases, helping you adapt to unique local needs and project conditions.

Whether you're assessing community needs, collaborating with regional partners, or raising awareness post-installation, these proven strategies will ensure your EV infrastructure serves both residents and local businesses effectively.



A STEP-BY-STEP GUIDE TO EV CHARGER SUCCESS

- STAGE 1:** Pre-Planning
- STAGE 2:** General Site Selection
- STAGE 3:** Utility And Charger Company Infrastructure Planning
- STAGE 4:** Site Construction and Charger Installation
- STAGE 5:** Community Awareness
- STAGE 6:** Post-Installation Evaluation

04 PAGES 16-17 EV INFRASTRUCTURE INSTALLATION BEST PRACTICES

05 PAGES 18-21 STAGES OF THE INSTALLATION PROCESS

06 PAGES 22-23 COLLABORATION FOR COMMUNITY GROWTH

STAGE 1 PRE-PLANNING

The project champion should lay the groundwork by assembling the implementation team and gathering information on how installation unfolds.

- FORM THE IMPLEMENTATION TEAM.** *If no relationship with a charging company exists, a formal procurement process such as an RFP may be needed.*
- DEVELOP** an inventory of potential sites for publicly installed EV charging.
- RESEARCH** current laws related to public EV charging including taxation, inspection, and rate setting.
- RESEARCH** funding sources, including grants and rebates made available through federal and state agencies, foundations, and utility partners.
- RESEARCH** broadband requirements and electricity load requirements for EV charging stations.
- EXAMINE** permitting requirements and applications relevant to the project.
- IDENTIFY** components such as supply chain issues, permitting processes, and funding windows that could delay or stall certain stages of the project and plan for those scenarios.
- DEVELOP** a potential project budget including infrastructure costs, charger types, site beautification, and expected funding sources.
- IDENTIFY AND PLAN** for long-term responsibilities related to the EV charger including maintenance, data and usage analysis, and rate evaluation.

STAGE 2 GENERAL SITE SELECTION

Site selection involves choosing the location that best serves the community's needs and is technically feasible; it also includes securing the necessary funding, navigating procurement processes, and negotiating contracts with utility providers and charger companies.

- SELECT** locations based on community priorities. *This provides a good opportunity for community and stakeholder engagement through workshops, focus groups, or targeted direct communication.*
- VERIFY** permitting requirements, right-of-way requirements, and utility (both electrical and broadband) access and infrastructure capacity. *It is not uncommon for a site to require infrastructure upgrades, however, that comes at a cost that needs to be factored in when choosing a site.*
- ENSURE** selected site(s) comply with zoning regulations.
- CONSIDER** whether the site can support future expansion.
- APPLY FOR FUNDING** sources including grants and rebates. *Your charging company may be able to assist with grant applications.*



STAGE 3

UTILITY AND CHARGER COMPANY INFRASTRUCTURE PLANNING

Often the most time-consuming stage involves planning for the necessary electrical infrastructure, selecting the charging equipment, securing permits, and contract negotiation and execution. Utilities and charging companies — experts in site layout and infrastructure planning — can lead design and installation, ensuring optimal integration of power supply and charging systems.

- THE UTILITY CAN DETERMINE** if any electrical system upgrades are necessary for current and future demand.
- WORKING WITH YOUR EV CHARGING COMPANY**, select the appropriate equipment for your site, considering factors like speed, design, cost, and connectivity.
- ADDRESS PERMITTING REQUIREMENTS** and ensure code compliance.
- FINALIZE SITE DESIGN**. Beyond infrastructure and utility planning, consider safety and accessibility such as ADA access, lighting, seating and signage, site beautification, and future scalability.
- OWNERSHIP, FINANCING, AND REVENUE** structures should be negotiated and finalized with the EV charging company.
- CONTRACTS** with the utility and EV charging company will need to be executed before moving to stage 4. The city or county legal team will review and negotiate contracts to ensure that responsibilities and ownership for equipment, installation, and ongoing support are clearly defined and cost-effective.
- WORK WITH** your EV charging company to ensure the charger will be featured in online databases for consumers to find.

STAGE 4

SITE CONSTRUCTION AND CHARGER INSTALLATION

Site preparation, charger installation, and compliance checks can be completed in as little as a week or two with proper coordination and favorable weather. The project champion can facilitate coordination, while the utility and EV charging company complete much of this work.

- PREPARE** the site (clearing, grading, etc.).
- COMPLETE** necessary utility upgrades (conduits, wiring, transformers).
- COORDINATE AND SCHEDULE** charger delivery with the utility construction team and charger installation crew.
- INSTALL EV CHARGERS** as per site layout and technical specifications.
- CONDUCT INSPECTIONS** and test chargers for functionality and safety compliance.
- FINALIZE SITE DETAILS** like lighting, signage, user instructions, and landscaping.

04

PAGES 16-17
EV INFRASTRUCTURE
INSTALLATION
BEST PRACTICES

05

PAGES 18-21
STAGES OF THE
INSTALLATION
PROCESS

06

PAGES 22-23
COLLABORATION
FOR COMMUNITY
GROWTH

STAGE 5 COMMUNITY AWARENESS

Once the chargers are installed, raising awareness in the community is critical to maximizing the use of the newly installed EV chargers. Effective community engagement builds trust and increases adoption of electric vehicles.

- LAUNCH** community outreach campaigns (e.g., social media, public events).
- PROVIDE** clear information to the public about using the chargers, their location(s), and their cost.
- HOST** in-person demonstrations or virtual events to educate residents on the use of chargers and EV charging and electric mobility in general.
- PARTNER WITH YOUR LOCAL CHAMBER OF COMMERCE**, directly with businesses within walking distance of the charger, and other community organizations to promote the charger.
- CONSIDER THE NEED FOR PUBLIC SAFETY TRAINING AND EDUCATION** related to EVs and EV charging station incident response.

STAGE 6 POST-INSTALLATION EVALUATION

Evaluating the EV charger installation process and learning from successes and challenges allows insight to improve future installations.

- CONDUCT A PROJECT DEBRIEF** with the implementation team to evaluate what worked well and what needs improvement.
- GATHER DATA** on charger usage and collect feedback from users to assess the effectiveness of the site locations and charger types.
- USE FINDINGS TO DEVELOP STRATEGIES** for scaling up and refining the process for future installations.

Building EV infrastructure isn't just about installing chargers; it's about connecting communities, driving innovation, and powering new economic opportunities for a stronger future, one step at a time.



Leading the Charge
**DRIVING GEORGIA'S
ECONOMIC FUTURE**

SECTION 06
COLLABORATION FOR COMMUNITY GROWTH

Development of this project was guided by faculty and staff from the University of Georgia Carl Vinson Institute of Government with support provided by the Southern Company.

As the parent company of Georgia Power, Southern Company is a leading energy provider committed to supporting the growth and prosperity of communities across Georgia. With deep roots in the Southeast, Southern Company has been a key player in driving economic development by expanding electric mobility infrastructure and ensuring that local communities are equipped to meet the energy needs of the future. Through strategic investments in electric vehicle (EV) charging networks and reliable energy solutions, Southern Company is helping foster economic opportunities through community support and the advancement of energy and transportation systems.

By partnering with local governments, businesses, and community organizations, Southern Company enhances connectivity, supports job creation, and contributes to the region's long-term economic success. Their leadership ensures that communities across Georgia, both urban and rural, benefit from the evolving energy landscape and are positioned for continued growth.



INSTITUTE OF GOVERNMENT'S MISSION

We inform, inspire and innovate so that governments, large and small, can be more efficient and responsive to citizens, address current and emerging challenges, and serve the public with excellence.

04 PAGES 16-17
EV INFRASTRUCTURE
INSTALLATION
BEST PRACTICES

05 PAGES 18-21
STAGES OF THE
INSTALLATION
PROCESS

06 PAGES 22-23
COLLABORATION
FOR COMMUNITY
GROWTH

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 education 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 sea-grant-based mission to make UGA knowledge work for Georgia.

ELECTRIC MOBILITY AND ENERGY

Government leaders across Georgia are facing critical infrastructure, policy, and funding decisions in the rapidly developing areas of electric mobility and energy. These areas are deeply interconnected, creating opportunities and challenges for local and state governments. The increased utilization of electric technologies, especially in the transportation sector, is placing new emphasis on energy systems and infrastructure planning, requiring governments to adapt quickly to ensure reliability, promote economic development, and manage the complexities of shifting energy demands. At the UGA Institute of Government, the Electric Mobility and Energy Team partners with governments to support informed, strategic decisions to meet their unique needs and goals.

GEORGIA NETWORK FOR ELECTRIC MOBILITY

The Carl Vinson 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.



PARTNER WITH US

SHANA JONES

Associate Director
Senior Public Service
Associate Faculty

ASHER DOZIER

Public Service
Assistant Faculty

JULIA DIETZ

Public Service
Assistant Faculty

NATALIE BOCK

Research
Professional

MCKENNA EAVENSON

Program
Coordinator

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

ENERGY@CVIOG.UGA.EDU



EV 101: A GEORGIA GUIDE FOR PUBLIC CHARGER SUCCESS



Carl Vinson
Institute of Government
UNIVERSITY OF GEORGIA



Southern Company

PRODUCED BY THE UGA CARL VINSON INSTITUTE OF GOVERNMENT'S PLUG INTO GEORGIA INITIATIVE