

CASE STUDY BROOKHAVEN, GA

PLUG INTO GEORGIA



PUBLIC CHARGING AND FLEET ELECTRIFICATION

A FAST-GROWING ATLANTA SUBURB USES POLICY AND PARTNERSHIPS TO BECOME A STATE LEADER IN EV ADOPTION

Just northeast of downtown Atlanta, the City of Brookhaven is known for its community-focused atmosphere, welcoming residents and visitors alike to local restaurants, green spaces, and shops. The city also leads the State of Georgia in electric vehicle (EV) registrations per capita. With a community-oriented mindset and early support from city leadership, Brookhaven began making strategic investments in both public EV charging infrastructure and fleet electrification nearly a decade ago. The city's EV strategy has continued to evolve with the lessons learned but remains consistent with well-informed policy implementation and strategic partnerships to continue advancing the electrification of transportation in the region.

BUILDING A PUBLIC CHARGING NETWORK

STARTING FROM ZERO: Prior to 2014, Brookhaven had no public charging stations, but by 2018, the city had installed 19 public charging ports, two at City Hall and 17 across city parks, providing free charging to residents and visitors.

EARLY CHALLENGES: As EV adoption continued to grow, free charging led to overuse, with drivers leaving vehicles plugged in long after they were fully charged. This limited access for others and created bottlenecks.

POLICY RESPONSE: To improve charger turnover, Brookhaven implemented idle fees and time restrictions, creating access and utilization.

SHIFTING MARKET TRENDS: As EV registrations grew and private developers invested in charging infrastructure, Brookhaven shifted its focus to strategies that encouraged further private investment. The City began including public charging in development requirements and adopted ordinances requiring EV charging in new multifamily development and pre-wiring for a Level 2 charger in new single-family homes

NEXT GENERATION STRATEGY: As the private EV charging market continues to mature, Brookhaven is exploring a transition from its publicly operated charging network to management by a private company, freeing the City to focus on policy, planning, and economic development, while leveraging private sector growth.

FLEET ELECTRIFICATION STRATEGY

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 sustainability goals. One of the largest planning and implementation challenges to this integration is charging accessibility for city vehicles. Brookhaven has implemented several solutions including:

- **PARTNERSHIP:** Worked with Georgia Power for installation and operation of a Level 3 fast charger on city property for public use.
- **BEHIND THE FENCE SOLUTIONS:** Installation of 10 behind-the-fence charging ports and advanced planning to incorporate electrical infrastructure for an additional 60 future charging ports on city property.
- **LEVERAGING PRIVATE INFRASTRUCTURE:** Collaborating with private entities to install Level 3 fast chargers that are available to city vehicles, while considering priority charging times or rates.
- **INNOVATIVE POLICY SOLUTIONS:** Adapting to unique challenges for take-home vehicles, for example: Police officers need to arrive to shifts with sufficiently charged vehicles. As a solution, Brookhaven covers the cost of home electrical upgrades (average \$800 per home) and loans EV chargers to officers during their employment.



18 FULLY ELECTRIC VEHICLES
30 HYBRID VEHICLES

PARTNERSHIPS DRIVE PROGRESS

Brookhaven's success demonstrates how local leadership, paired with the right partnerships and resources, can drive meaningful progress in electric mobility. Strategic relationships with Georgia Power and private developers have allowed the city to install public charging at little to no cost to taxpayers. These partnerships have supported Brookhaven's fleet and public charging goals, and they also offer a model for other communities. Brookhaven's approach offers a replicable model for communities to follow as they develop their own electric mobility strategies.

The city also recognizes the role of statewide institutions in expanding access to EV planning resources. As City Manager Christian Sigman noted:



“Brookhaven has the internal expertise to lead our EV strategy, but we've benefited from the state's broader commitment to electric mobility, including resources and insights from UGA. Their work is helping communities across Georgia navigate this evolving space without having to reinvent the wheel or spend significant local dollars.

—Christian Sigman, Brookhaven City Manager

