

CASE STUDY

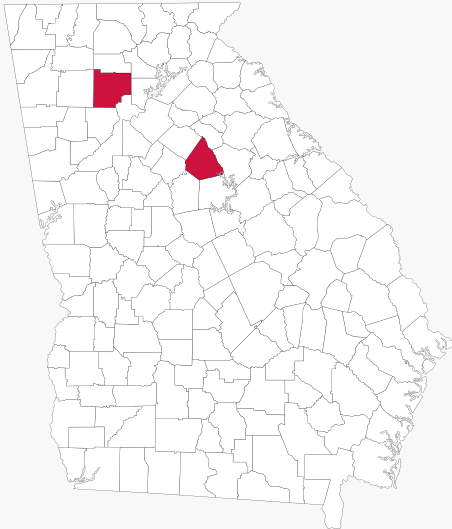
CANTON AND MADISON, GA

PLUG INTO GEORGIA



TWO APPROACHES TO PUBLIC CHARGING

Two Georgia cities, Canton and Madison, decided to install public EV charging stations. Although each community is unique, both projects met local goals, including regular charger utilization, supporting downtown tourism, and strengthening partnerships with utilities and charging providers.



LOCALLY DRIVEN SOLUTIONS

Charging station plans must be tailored to fit the individual community. Canton and Madison vary in their EV adoption rates. Each chose a different ownership and operations model for the chargers informed by local needs and preferences.

Canton owns and operates the chargers at no cost to the user, while Madison's chargers are privately owned and charge users a fee. In both cases, strong leadership and responsiveness to community needs formed the foundations of success.

The Carl Vinson Institute of Government has produced *EV101: A Georgia Guide for Public Charger Success* as a resource for local governments who want to install public charging like Canton or Madison.

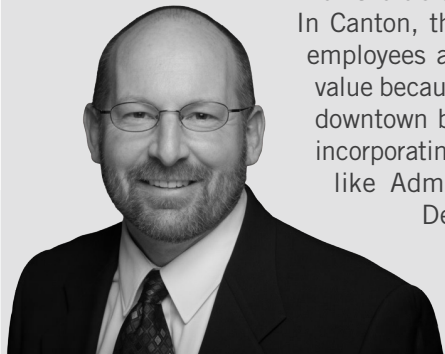


COMPARING EV CHARGING IN GEORGIA CITIES

CANTON	MADISON
32,000 city residents	4,500 city residents
Cherokee County	Morgan County
290,000 county residents	21,000 county residents
#7 County for EV adoption*	#40 County for EV Adoption*
Charger Features	
City-owned, privately managed	Privately owned and managed
10 Level 2 charging stations	5 Level 2 charging stations
Top of parking deck behind City Hall	On-street parking on downtown square
Infrastructure upgrades paid for by Georgia Power Make Ready program	Infrastructure upgrades paid for by Georgia Power Make Ready program
Charger purchased and owned by city	Charger privately owned and provided by EnviroSpark
Charger Operation	
Charger online in January 2024	Charger online in October 2024
Free charging	Charging costs \$0.40/kWh**
Charger Use	
In the first 14 months... 1,400 charging sessions 123 unique drivers 7,000 total hours of charging	In the first 5 months... 70 charging sessions 47 unique drivers 140 total hours of charging

*Ranking out of 159 Georgia counties for number of EVs registered compared to total vehicles registered in the county as of 2024

** Most modern EVs average 3-5 miles per kWh, depending on vehicle and driver efficiency



Our experience shows that public EV charging works when there's community interest and strong partnerships. In Canton, the chargers are being used regularly, some employees are switching to EVs, and residents see the value because it helps cut commuting costs and supports downtown businesses. Additionally, the City has begun incorporating EVs into various public service departments like Administration, Engineering, and Community Development, further demonstrating our commitment to sustainable initiatives.

Nathan Ingram, Canton Assistant City Manager

City of Madison
Morgan County

4.5K
CITY RESIDENTS

DEFINING SUCCESS:

Success for these projects is not measured by the number of chargers alone, but by whether they deliver on community goals. In both Canton and Madison, public charging has:

- MET UTILIZATION TARGETS:** Chargers are regularly used by residents and visitors.
- SUPPORTED DOWNTOWN TOURISM:** While charging, drivers spend time in local shops, restaurants, and cultural attractions.
- STRENGTHENED COMMUNITY PARTNERSHIPS:** Cities worked with utilities and charging companies to install and operate the stations.

As a result, although the cities are very different in size and demographics, both projects are considered successful.

CHEROKEE COUNTY

32K
CITY RESIDENTS

City of Canton
Cherokee County