UNIVERSITY OF
GEORGIA
Carl Vinson
Institute of Government

GEORGIA ELECTRIC MOBILITY SNAPSHOT

PLUG INTO
GEORGIA

ELECTRIC MOBILITY INVESTMENTS POWER ECONOMIC GROWTH

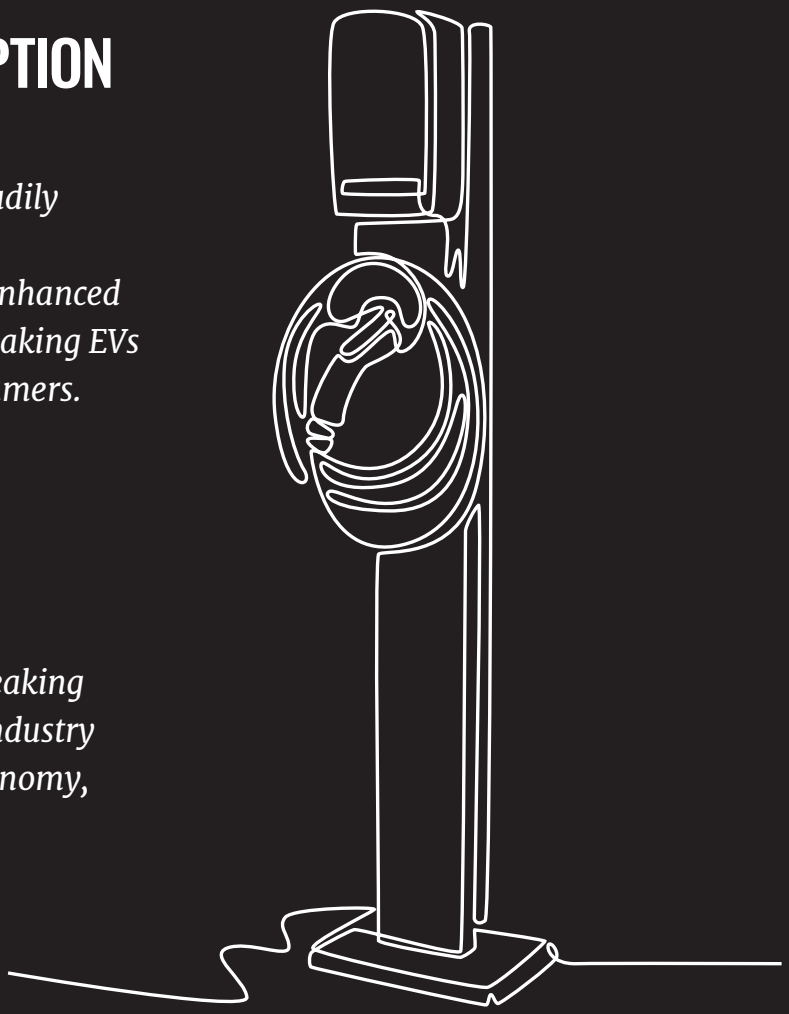
From electric vehicle and battery manufacturing to downtown development, to economic mobility through career opportunities, Georgia's leadership in electric mobility is projected to drive significant economic growth and innovation, solidifying the state's position as a key player in the advanced transportation sector.

RISING CONSUMER ADOPTION OF ELECTRIC VEHICLES

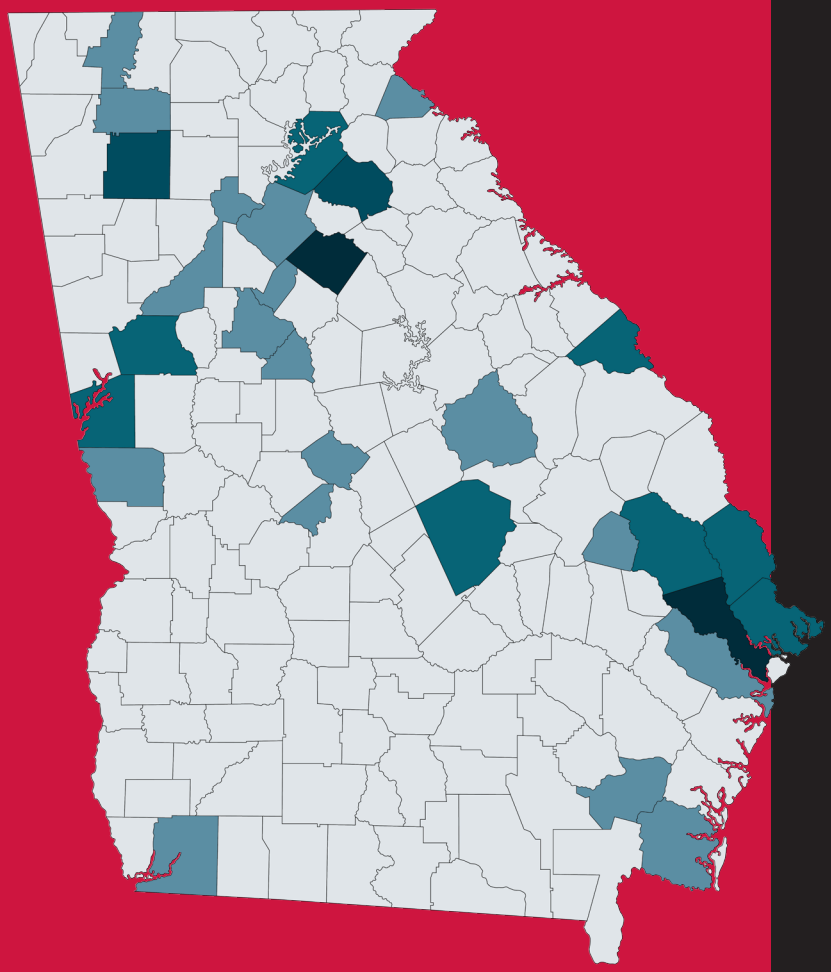
The adoption of electric vehicles is steadily increasing in Georgia, propelled by advancements in model availability, enhanced range, and more affordable pricing, making EVs an increasingly viable choice for consumers.

INNOVATIONS IN ELECTRIC MOBILITY

As electric mobility evolves, groundbreaking innovations are set to transform the industry and significantly impact Georgia's economy, infrastructure, and energy landscape.



GEORGIA IS LEADING THE NATION IN ELECTRIC VEHICLE AND BATTERY MANUFACTURING PROJECTS



E-MOBILITY JOB ANNOUNCEMENTS IN GEORGIA, 2018-2024

5k – 10k | 2k – 5k | 501 – 2k | 1 – 500

Map from E-Mobility Manufacturing Workforce Needs Snapshot, Carl Vinson Institute of Government, 2024.

- *Georgia is a national leader in electric transportation manufacturing, driving unprecedented economic growth for the state.*
- *Electric mobility is diverse and high-paying career opportunities exist across industries and the state.*
- *These EV related projects have created over 36,000 jobs across 31 counties, touching every region of the state.*

$29B+
in investment
60+ PROJECTS

GDEcD Electric Mobility related projects announced since 2018

MORE THAN MANUFACTURING – EVs *power prosperity* ACROSS GEORGIA

Powering up with Georgia-made electricity boosts our economy, creating jobs and keeping energy dollars local.

Currently, it is estimated that 73% of consumer spending at the gas pump in Georgia leaves the region and goes to states and countries where oil reserves and petroleum processing plants are located. In a fully electrified transportation scenario, 71 % of consumer spending on EV charging would stay in the state – supporting jobs and powering the Georgia economy.[1]

Energy and charging careers will create opportunities and drive economic prosperity across skilled trades and professional fields.

The rapid growth of careers in charger installation, maintenance, and energy distribution highlights the economic benefits of the EV industry. From high-tech engineering roles to lineworker positions, the increasing demand for skilled workers to install and maintain EV charging infrastructure fuels economic growth, supports local businesses, and ensures sustainable job creation for decades to come.

EV charging stations drive local business growth by increasing nearby customer spending.

2.7% - 3.2%
INCREASE IN CONSUMER SPENDING WHEN CHARGING IS NEARBY[2]

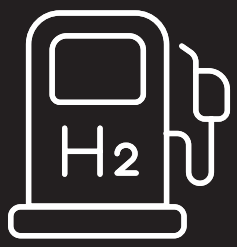
[1] Southern Alliance for Clean Energy. *Retained Transportation Fuel Spending in the Southeast.* 2023.
[2] *Effects of Electric Vehicle Charging Stations on the Economic Vitality of Local Businesses.* MIT, 2018.

INNOVATION ON THE HORIZON

As electric mobility evolves, groundbreaking innovations are set to transform the industry and significantly impact Georgia's economy, infrastructure, and energy landscape:

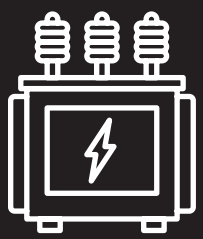
BATTERY RECYCLING

Many companies, including Georgia's Ascend Elements, are leading efforts to recycle and repurpose EV batteries, reducing waste and creating a circular economy for critical materials such as lithium and cobalt. These innovations will lower manufacturing costs, secure a domestic supply chain, and drive job creation in Georgia's recycling and materials sectors.



HYDROGEN-POWERED VEHICLES

Hyundai is exploring hydrogen fuel cell technology as a complementary alternative to battery electric vehicles, particularly for long-haul transportation and heavy-duty applications. This technology has the potential to diversify energy options and expand Georgia's leadership in advanced vehicle manufacturing.



BATTERY TO GRID TECHNOLOGIES

Battery to Grid connections enable EVs to act as mobile energy storage units, feeding power back into the grid during peak demand or emergencies. Programs like EV managed charging and second life battery applications to optimize grid interaction pave the way for V2G capabilities that enhance grid resilience, aid disaster management, and offer new revenue opportunities for EV owners and utilities.

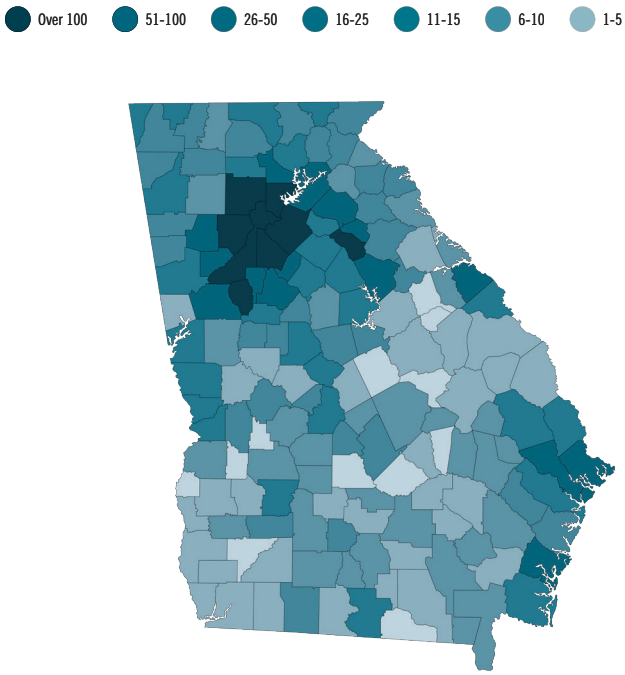
ELECTRIC AVIATION

Innovation in air travel is accelerating with advancements in electric vertical takeoff and landing (eVTOL) aircraft, promising quieter, more efficient urban air mobility. Georgia's own Archer Aviation is at the forefront of this revolution, building cutting-edge eVTOL vehicles to redefine regional transportation.

TRENDS IN ADOPTION

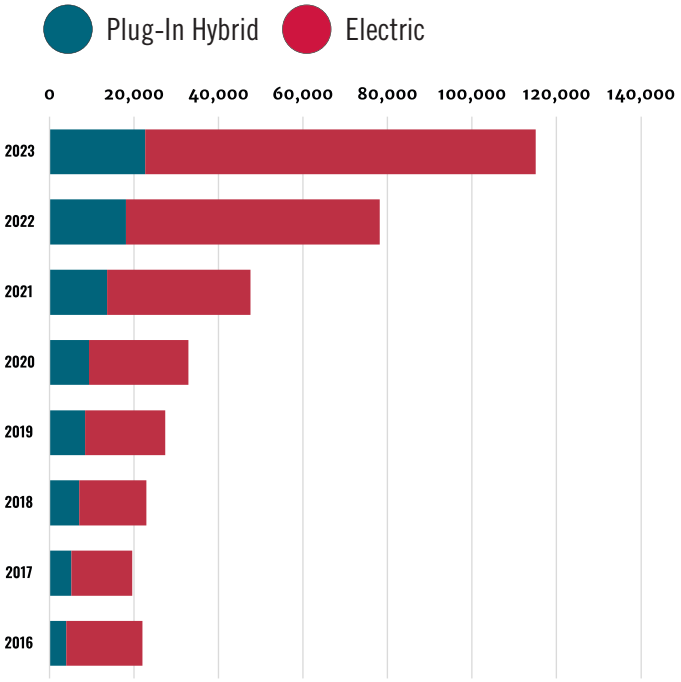
EV Registrations by Ratio Density

EVs registered per 10,000 total vehicles registered



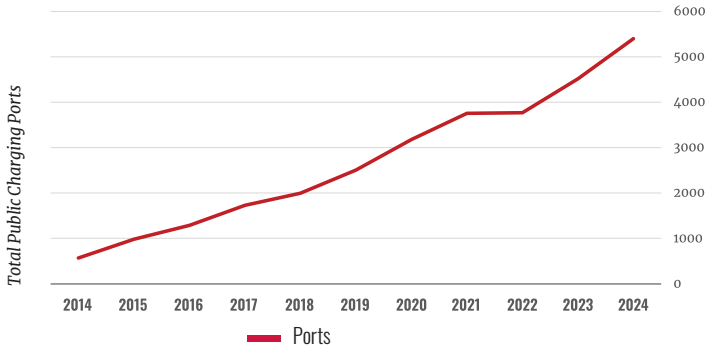
EV Registrations in Georgia

EVs registered from 2016-2023

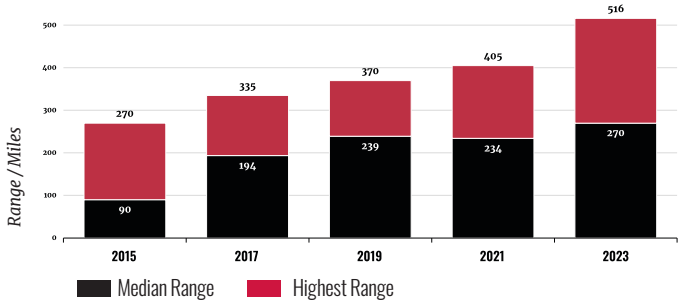


EV Adoption Growth is Driven by Several Factors

Expanding Charging Infrastructure



Improving Range



Expanding Charging Infrastructure: Georgia has added over 5,000 public charging ports since 2014, supporting continued EV adoption.

Improving Range: Advances in battery technology have increased median EV range from 90 miles in 2015 to 270 miles today.

Falling Vehicle Prices: EV prices are dropping with further declines projected, in part due to battery costs being 33% lower than in 2019.

Broader Market Availability: More EV makes and models are entering the market, meeting diverse needs for vehicle use and price points.

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 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 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

Carl Vinson Institute of Government
UNIVERSITY OF GEORGIA

Southern Company

This Snapshot was developed by Asher Dozier, Julia Dietz and Eleonora Machado of the Carl Vinson Institute of Government at the University of Georgia. Support and funding for Plug Into Georgia provided by Southern Company.