



**TOWN
CENTER
COMMUNITY**

AtkinsRéalis

the COLLABORATIVE



Electrification Livable Centers Initiative (LCI) Study

Executive Summary

Town Center Community Improvement District (TCCID)

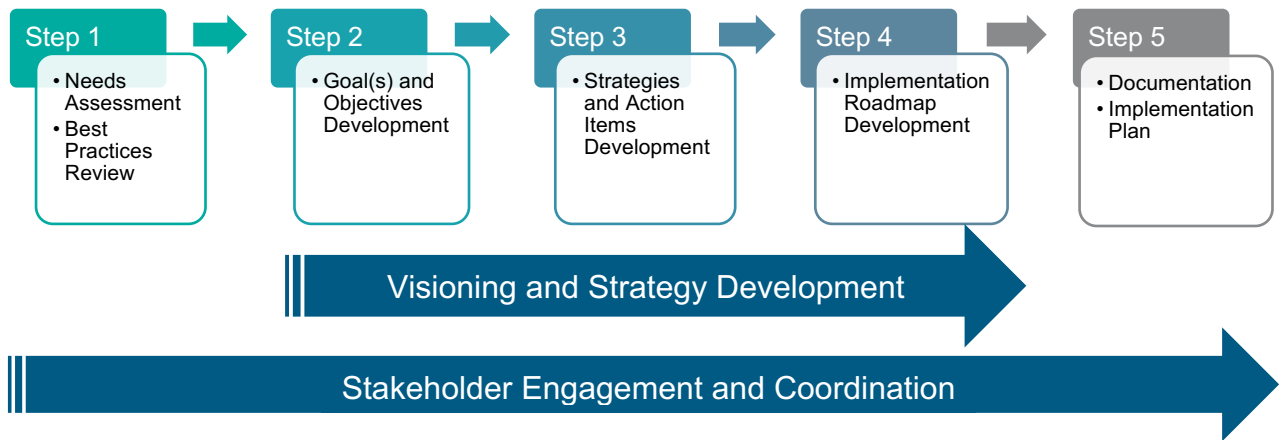


December 2023

Deliverable

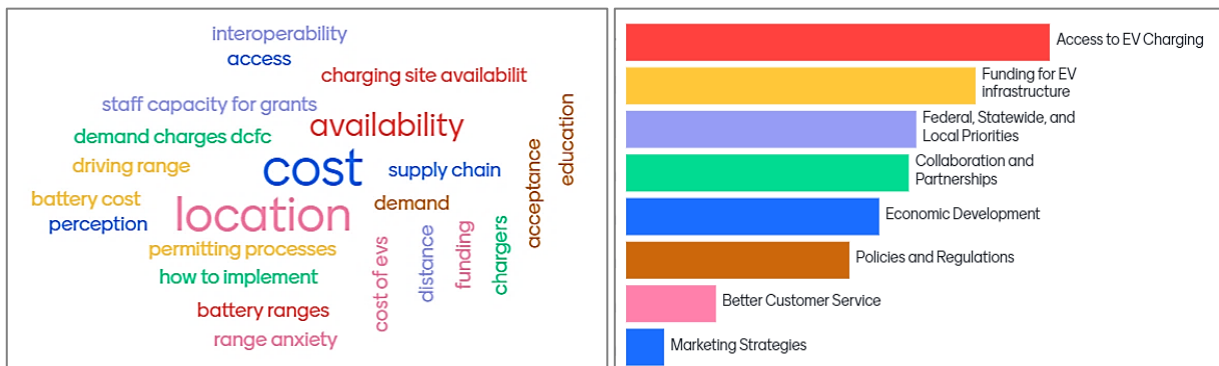
Executive Summary

The purpose of this Electrification Livable Centers Initiative (LCI) Study was to determine the Town Center Community Improvement District’s (TCCID) readiness and priority actions to support the development of a national and regional Electric Vehicle Charging Infrastructure (EVCI) network. To accomplish this purpose, the project team conducted comprehensive stakeholder engagement throughout the study process, identified current and future needs in EVCI planning and deployment, developed EVCI vision/goals and implementation strategies, and outlined an implementation roadmap. The following steps were undertaken in the process of completing the study and developing an Implementation Plan.

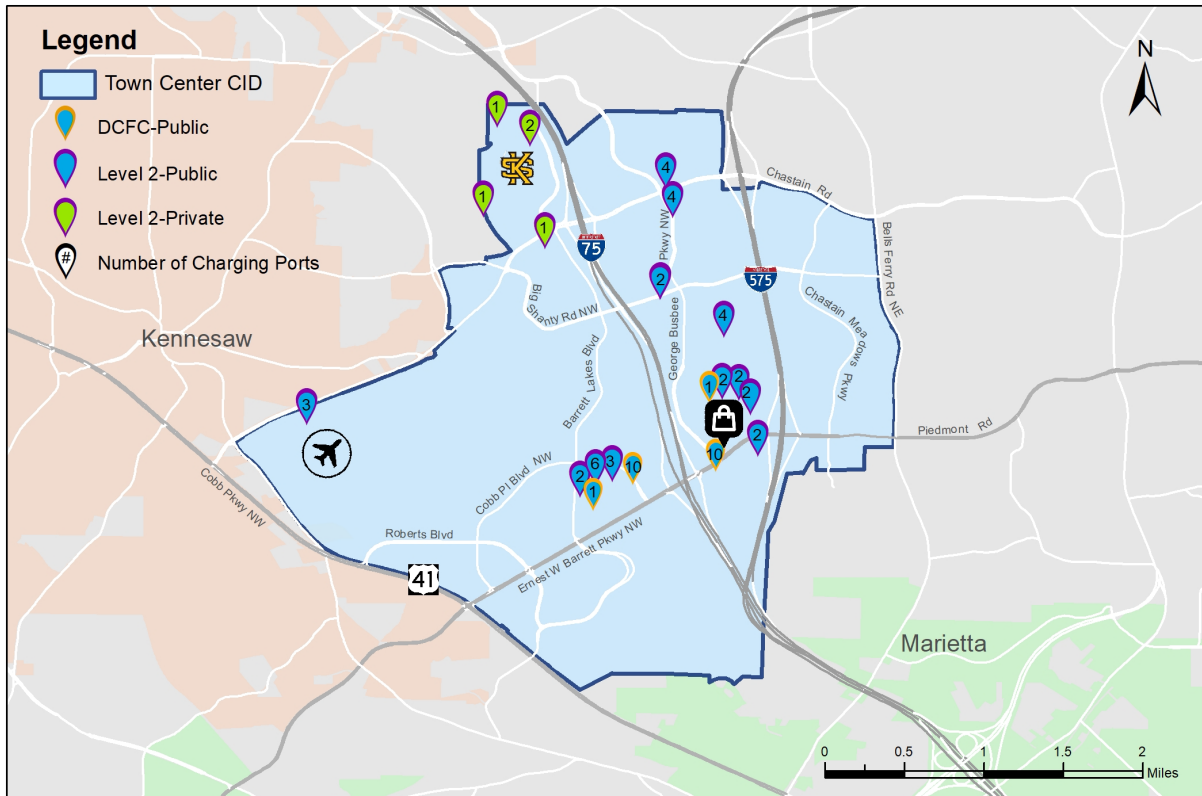


In this process, the TCCID actively engaged a diverse group of stakeholders, including, but not limited to, local agencies, universities, utility companies, and EV charging equipment vendors. Stakeholders’ feedback was obtained through engagement and coordination at every critical phase of the project, which allowed the project team the opportunity to synthesize needs, priorities, opinions, and views of the stakeholders into the plan development process.

In close coordination with stakeholders, this study identified the following top 3 challenges to tackle (**cost, location, and availability of EVCI**) and top 3 priorities to address (**promoting access to EVCI, identifying funding for EVCI, and alignment with federal, statewide, and local EVCI goals**):



Currently, TCCID contains approximately 79 charging supply ports in approximately 20 different locations (see the figure below). Existing charging coverage is moderate for today’s demand with higher coverage near the Town Center Mall, Cobb County International Airport, Kennesaw State University (KSU), and north of Big Shanty Road. The needs assessment review concluded that **without any improvement, existing EVCI will not be enough to serve the future demand, and future coverage will be less than 25% in most portions of the TCCID study area.**



Following the identification of top challenges and priorities, the primary project goal was developed as a strategic aspect of the Implementation Plan and to identify “**what**” the TCCID seeks to achieve. Following the identification of the primary goal, supporting objectives and strategies were developed to answer questions of “**how**” the plan operates, including internal and external coordination and collaboration requirements; workforce and resource needs; roles and responsibilities; and tools to guide decision-making. Action items were then developed and documented to address the specific programs and services that support the primary project goal and objectives.



The following items represent a summary of TCCID Electrification LCI Study's objectives and EVCI implementation strategies identified in the order of priority:

<p>Objective 1: Improve connectivity and quality of life by promoting equitable access to EVCI</p> <p><u>Implementation Strategies:</u></p> <ul style="list-style-type: none"> 1A. Install EVCI at high-demand areas and low coverage areas 1B. Promote expanded EVCI at or near transportation hubs and activity centers 1C. Promote EVCI at multi-family dwellings 1D. Conduct marketing and public outreach to improve equitable access to EVCI 1E. Promote collaboration with micro-mobility companies (Uber and Lyft) to establish micro-mobility hubs at EV charging stations
<p>Objective 2: Identify funding support for EVCI expansion in the TCCID</p> <p><u>Implementation Strategies:</u></p> <ul style="list-style-type: none"> 2A. Identify funding opportunities for TCCID 2B. Identify funding opportunities for individual businesses within the TCCID 2C. Identify public-private partnerships with the intention of steering resources/funding toward TCCID EVCI expansion 2D. Conduct marketing and public outreach to identify funding support for EVCI 2E. Utilize carbon reduction program funding from Infrastructure Investment and Jobs Act (IIJA) for deploying zero-emission delivery zones
<p>Objective 3: Maximize coordination with government agencies to clearly identify policies that support EVCI implementation</p> <p><u>Implementation Strategies:</u></p> <ul style="list-style-type: none"> 3A. Work with Cobb County and other permitting authorities to streamline permitting processes, policies, and guidelines for expansion of EVCI 3B. Maximize alignment with state and regional priorities 3C. Encourage government agencies to maximize electric fleet adoption 3D. Promote greenhouse gas (GHG) emissions reduction and EVCI in partnership with Cobb County
<p>Objective 4: Define opportunities to leverage EVCI to promote TCCID's economic development</p> <p><u>Implementation Strategies:</u></p> <ul style="list-style-type: none"> 4A. Promote discussions of EV incentives for public-private partnerships 4B. Understand and coordinate with existing and contemplated economic development initiatives/policies of Cobb County 4C. Conduct public outreach and education to inform the public of EVCI opportunities 4D. Streamline utility interconnection for charging stations to leverage developer investments into the TCCID