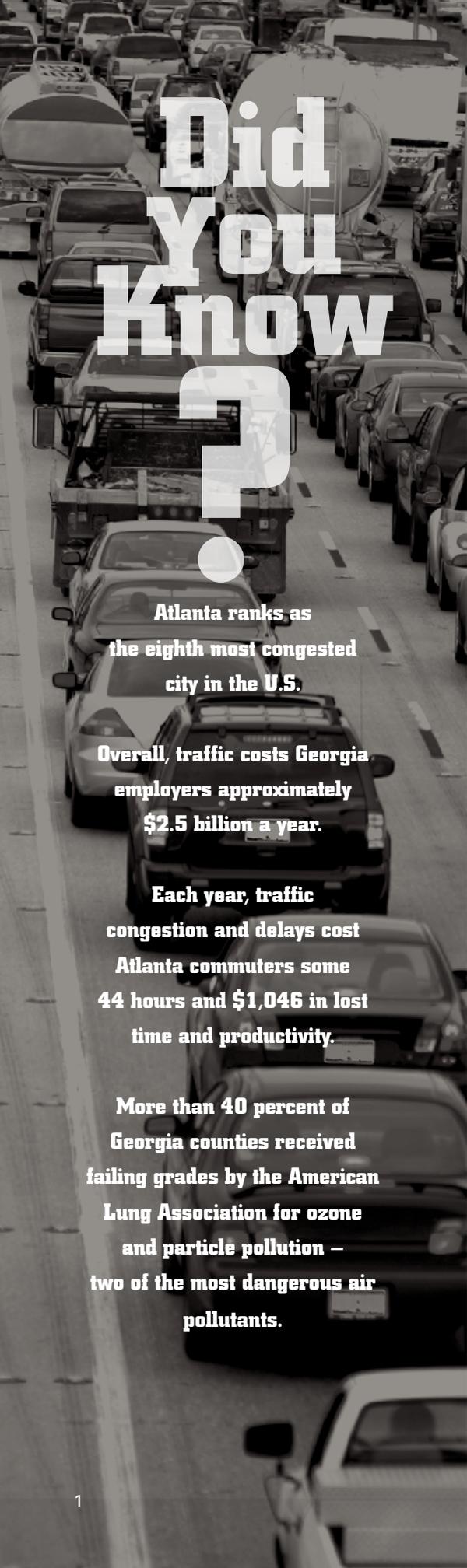


Business Electric Vehicle Charger Program

Driving Electric Across Georgia



Did You Know?

Atlanta ranks as the eighth most congested city in the U.S.

Overall, traffic costs Georgia employers approximately \$2.5 billion a year.

Each year, traffic congestion and delays cost Atlanta commuters some 44 hours and \$1,046 in lost time and productivity.

More than 40 percent of Georgia counties received failing grades by the American Lung Association for ozone and particle pollution – two of the most dangerous air pollutants.

Driving Electric Across Georgia

Electric vehicle (EV) ownership is on the rise. Whether consumers are inspired by the sustainable, “green” aspect of electric vehicles or motivated by the “red, white and blue” – less dependence on foreign oil and an increase in American jobs – the U.S. is leading the charge in adopting this clean and efficient alternative to gas-powered vehicles.

And no other state in the region has embraced plug-in electric vehicles (PEVs) more than ours. Georgia ranks in the top percentile of nationwide electric vehicle registration, while Atlanta is a leader in the sale of PEVs. We’re off to a great start!

The Road Ahead

While Georgia is a leader in the adoption of plug-in electric vehicles, PEVs make up just a fraction of vehicles registered in our state. The key to increasing the number of EVs in our region – and across the country – is addressing consumers’ fears about running out of charge and getting stranded, otherwise known as “range anxiety.”

One of the biggest obstacles to the purchase of electric vehicles is the lack of EV chargers for public use.

At Georgia Power, we’re excited about what the growing EV market offers our customers. Electric transportation can help our customers save money, save time and reduce their environmental impact. We encourage you to join us in our commitment to clean transportation by:

- Assessing employee demand for EV charging at your workplace.
- Providing workplace charging for your employees.
- Providing charging for your customers.
- Sharing progress on milestones and best practices.

Benefits of Electric Vehicle Charging

Installing electric vehicle chargers will:

Benefit Your Business

- Position your company as a leader in innovation
- Contribute to your corporate sustainability goals, including LEED® certification
- Pave the way to transition your gas-powered fleet vehicles to PEVs
- Use workplace charging as a recruitment tool to attract and retain new employees and customers
- Market your efforts and connect with peers regarding best practices

Empower Your Employees and Customers

- Save money on fuel and vehicle maintenance costs
- Reduce travel time and commute costs with free HOV/HOT access
- Take advantage of state and federal incentives and tax credits
- Save with lower electric rates for Time-of-Use charging
- Enjoy preferred or free parking at various retailers

Boost Our Economy

- Help create more new jobs
- Contribute to our nation's goal of energy independence
- Lower energy costs by charging during off-peak hours when it's less expensive for utilities to generate electricity

Protect the Environment

- Improve air quality
- Reduce noise pollution
- Lower greenhouse gas and toxic emissions
- Reduce the risk of environmental disasters from oil spills
- Limit the use of oil, transmission fluid and other such materials



EV Fun Facts

Electric vehicles have been around for more than 180 years – in fact, an EV held the vehicular land speed record until around 1900.

If 60 percent of U.S. vehicles were powered with electricity, there would be a one-third reduction in the amount of greenhouse gas emissions produced by U.S. transportation.

Transitioning to PEVs could reduce U.S. oil dependence by more than 80 percent.

The ability to charge at work can potentially double a PEV driver's all-electric daily commuting range.

Installing an EV charger can help your building earn points toward LEED® Silver, Gold or Platinum certification.

Georgia Power: Paving the Way for Clean Transportation

Georgia Power has a long history of commitment to our customers, our communities and the environment. From energy-saving programs and services to a greater reliance on clean energy resources, we're helping our customers save money, contributing to the economic development of our communities, and helping to protect our nation's natural resources. So, it's no surprise that, when it comes to electric vehicles, we're paving the way for clean transportation.

Georgia Power is committed to growing the EV infrastructure in the state for all Georgians. Some highlights of our commitment to our region's clean transportation transformation include:

- On Earth Day 2012, we launched our workplace charging program. Since then, Georgia Power accelerated from just a handful to nearly **300 EV-driving employees**. We installed **62 workplace chargers** at **20 different company locations**. And, to provide more charging options for employees, we installed two DC fast chargers and dedicated 10 EV spaces with 120-volt outlets.
- The daily commute for Georgia Power's EV-driving employees got easier due to the ability to drive in the HOV/HOT lanes for free with the alternative fuel vehicle tag.
- We're launching new programs to help build our state's PEV charging infrastructure in communities, workplaces and residences to accelerate the adoption of PEVs, while continuing to ensure the electric grid will continue to provide safe and reliable energy.
- We're helping our EV customers get the lowest-cost electricity possible when charging their cars through Time-of-Use (TOU) rates.
- We've invested in a public education campaign to help increase PEV awareness and adoption.
- Georgia Power is also collaborating with dealers across the state to provide automotive dealers with helpful energy-related information they can share with prospective buyers.
- Georgia Power is leading community EV efforts with the donation of two Nissan LEAF® electric vehicles – one to the Chamber of Commerce Membership Drive and another to the Atlanta Police Foundation to provide public safety to the Atlanta BeltLine, and its surrounding parks and neighborhoods.

To learn more about our commitment to the clean transportation movement – including on-road and non-road electric vehicle options, Time-of-Use rates and calculators, and charging location apps for smartphones and other devices – visit our website at georgiapower.com/ev.





Getting Plug-in Ready

Whether you run a neighborhood coffeehouse or manage a large corporation, there are a wide range of options to take into account when deciding to install workplace charging – including equipment type and location, how many chargers to install, billing costs and methods for controlling access. Here are some suggested steps to take when considering installing workplace charging:

- 1. Gain internal support** – *Before initiating a workplace charging program, first gauge the interest of company management – such as the sustainability manager, facility managers or the CEO and executive leadership.*
- 2. Take a poll** – *See how many employees have plug-in electric vehicles or are interested in purchasing PEVs.*
- 3. Explore your options** – *Learn about your options, including the types of plug-in vehicles and available charging technologies, at georgiapower.com/ev.*
- 4. List the challenges** – *Thoroughly research any challenges associated with your project, including, but not limited to, the property layout; existing rules in the property covenants, conditions and restrictions; available parking spaces to accommodate workplace charging; state and local regulations; accommodation of the Americans with Disabilities Act; and cost requirements.*
- 5. Define the scope of your project** – *The scope of your project should include charging technologies, suggested location(s) and estimated number of parking spaces.*
- 6. Choose a contractor** – *Georgia Power provides a list of EV charging solution providers for your consideration when choosing a contractor to provide site evaluations. You should consider the installer's experience, licensing, insurance and training.*
- 7. Schedule an-onsite evaluation** – *Your contractor will need to visit your site to conduct an assessment, learn your requirements and address your questions before designing your project and providing an estimate and recommendations for your specific site.*
- 8. Install your chargers** – *Your contractor will order the charging stations, obtain permits, and arrange for any utility and city inspections. Once you've obtained all approvals, the installation can begin.*
- 9. Develop charging guidelines and spread the news** – *Let your employees know where, when and how to use the new charging stations.*

We're helping Georgia get plug-in ready to support our nation's energy independence, help our customers save money and reduce their commute times, and contribute to our cities' ongoing goal to reduce greenhouse gas emissions.

To learn more, visit georgiapower.com/ev.

