

# EV Study Committee

Testimony on behalf of Georgia's EMCs

Jeff Pratt, President, Green Power EMC



# Strategy



**EDUCATION AND  
AWARENESS**



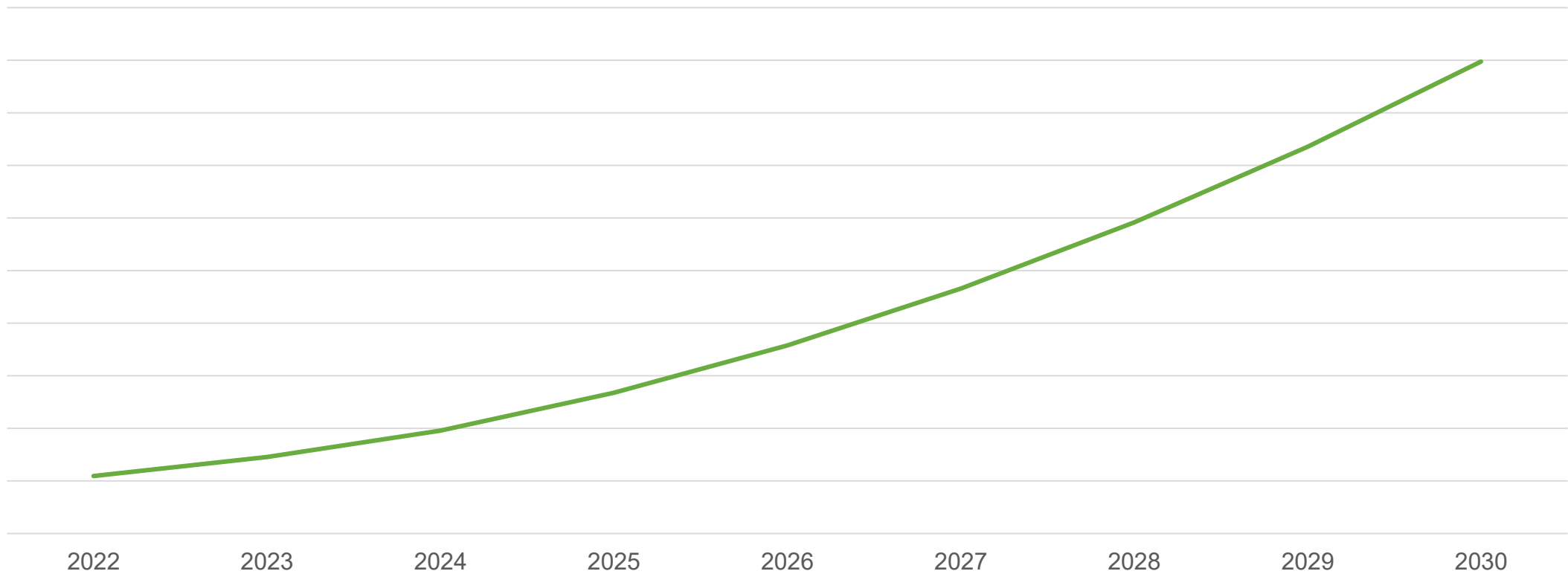
**EXPERIENCE**



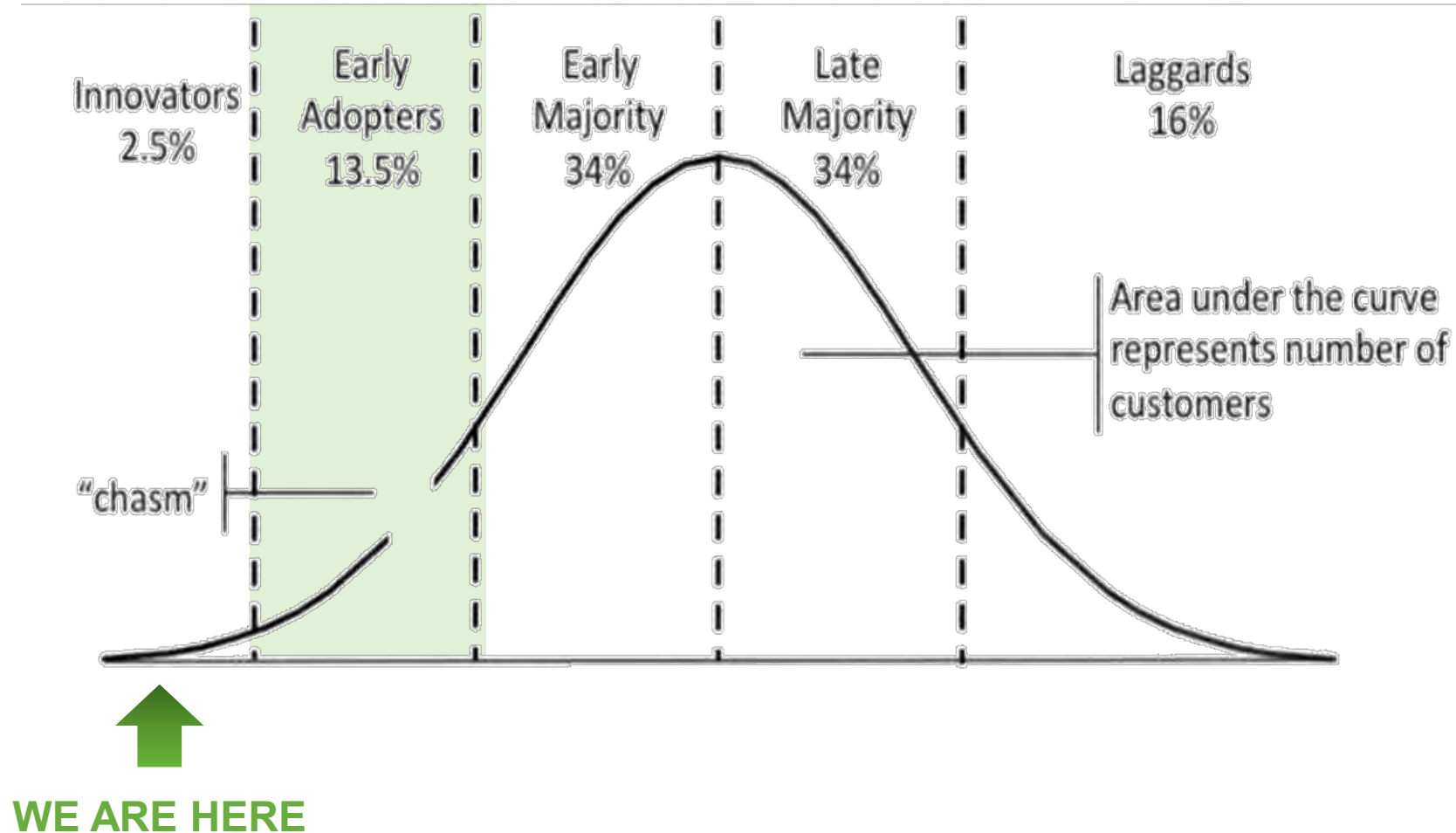
**ENGAGEMENT**

# Is the Grid Ready?

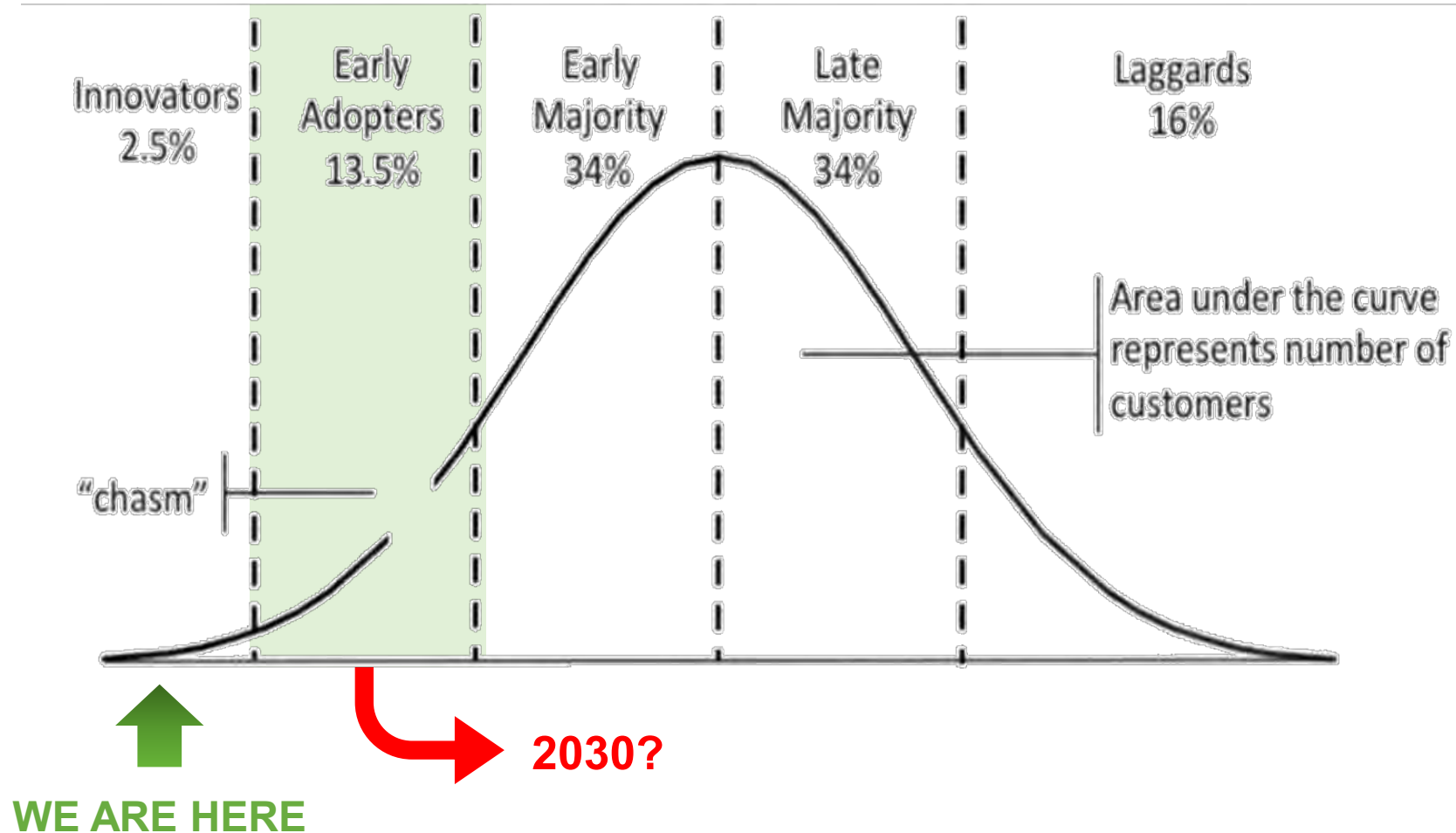
## EV ADOPTION BY 2030



# Is the Grid Ready?

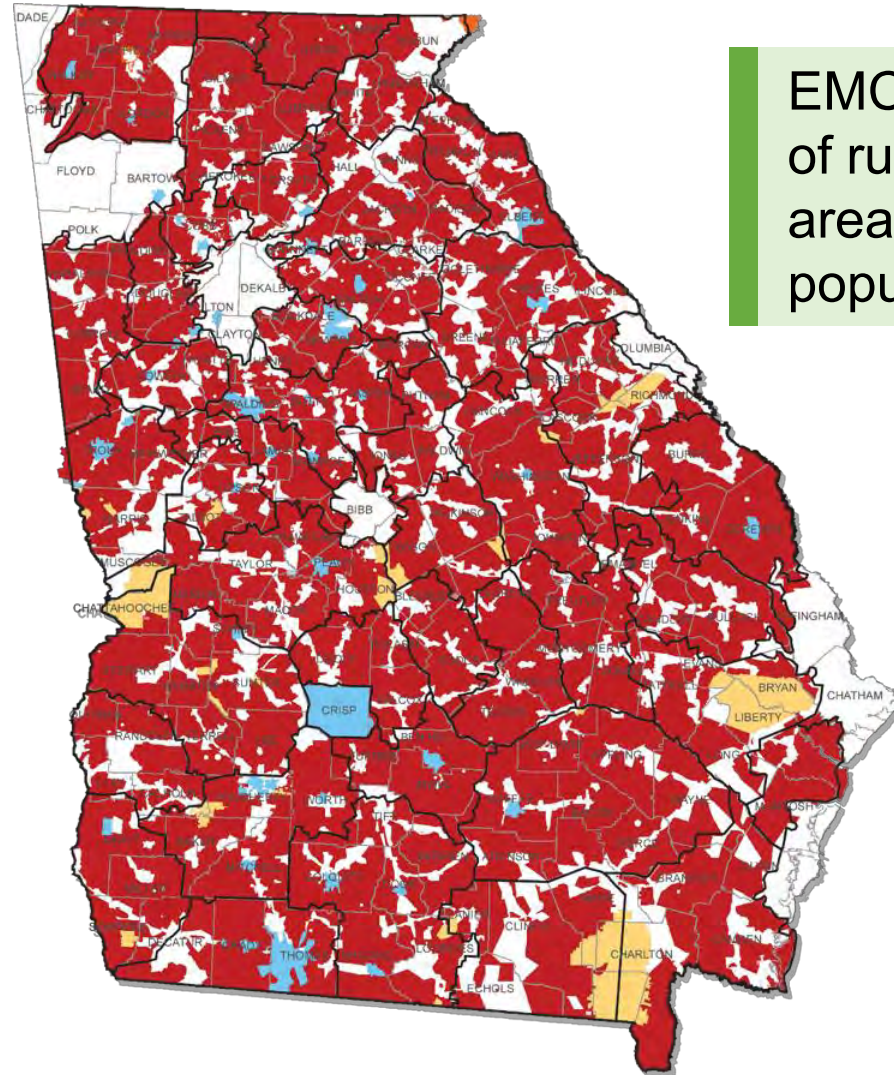


# Is the Grid Ready?



# EMC-sponsored Public Charging

- Helps educate member-consumers/  
EV Drivers
- Helps accelerate market maturity
- EMCs are prepared to provide  
charging service to rural/  
underserved areas



EMCs serve much of rural Georgia – areas with low population densities.

# Embracing Change

## PUBLIC EV CHARGING UNCERTAINTY

- Unknown rate of adoption
- Uncertain customer behavior
- Evolving technology — rapidly changing car technology/charging technology

## HOW GEORGIA'S EMCS ARE RESPONDING

- Actively following technology changes
- Working with likely public charging service providers to:
  - Forecast and monitor rate of adoptions and resulting electrical load
  - Identify win-win rate structures for charging service providers
  - Implement and test new rate structures

# What Early EV Adopters Want



Public chargers that are **reliable**

**Interoperability** between public charging service providers

Pay for charging **by volume of energy**, not time