



# ATLANTA RISING

TO THE CHALLENGE

2012 ANNUAL REPORT

**ATLANTA** IS A LEADING CONTENDER  
IN THE NATIONAL CHALLENGE TO MAKE  
COMMERCIAL BUILDINGS 20% MORE  
**ENERGY** AND **WATER** EFFICIENT BY 2020

20%  
2020



*"We are on track for Atlanta to become a top tier city for sustainability, and our commitment to the Better Buildings Challenge reflects that. The partnership between our businesses, universities, neighboring governments, and non-profits will keep Atlanta in the lead. While our first year is marked by exponential growth, this initiative will focus on the importance of energy and water efficiency across our community."*

Kasim Reed,  
Mayor of Atlanta

JOIN US &  
**SAVE**



 **Better Buildings  
CHALLENGE**  
U.S. DEPARTMENT OF ENERGY

# ATLANTA

## WE TOOK THE CHALLENGE 20% WATER & ENERGY REDUCTION BY 2020



**70 Buildings**  
or 50M SF joined the  
challenge in the first year



**11.2M Gallons\***  
could be saved - this is  
enough to fill 303,000  
bathtubs



**34M KWH\***  
could be saved - this is  
enough to power 3,500  
homes for one year



**\$4.95M\***  
combined annual savings  
from potential water and  
energy reduction

*Pursuing sustainability will keep money in our pockets, secure our watershed, and mitigate future risk as energy and water prices continue to rise.*

Over the past three decades Atlanta has seen incredible growth emerging as one of the largest and most recognizable metropolitan areas in the US. It has experienced wave after wave of new business followed by the arrival of new residents and a booming economy. With this growth comes new challenges that require new ways of thinking and behaving. New businesses will continue to eye Atlanta as a home, but it will be essential to ensure that as a city we are managing our natural resources effectively, ensuring a consistent water and energy supply. A mindful approach to managing these resources will drive innovation, spur new technology, create new jobs, and help keep Atlanta competitive with other leading cities around the globe.

*Atlanta Better Buildings Challenge formed to provide resources and tools to make it easier for building owners to transform their buildings from business as usual to running high performance structures that are great places to work and live.*

In 2011 the federal government announced the Better Buildings Initiative, challenging the private and public sectors to make buildings 20% more energy and water efficient by 2020 while accelerating investment in new technology along the way. Here in Atlanta, the **Mayor's Office of Sustainability, Central Atlanta Progress** and the **Atlanta Downtown Improvement District (CAP/ADID)** partnered to create the Atlanta Better Buildings Challenge (Atlanta BBC). Together with his "Power To Change" sustainability plan for the city, the Atlanta BBC is part of Mayor Kasim Reed's plan to help Atlanta become one of the top-tier cities for sustainability in the nation, providing tools for city leaders and businesses to become more competitive in the global landscape. Beginning with Downtown, the Atlanta BBC is guiding a massive reinvestment in the redevelopment of our city's existing buildings. After all, the most sustainable building is the one you don't need to build.



Mayor Reed

\*Estimates are based on building assessment findings and assume participants will implement all recommendations.





Building: Centennial Tower

# GET INVOLVED

## EVERYONE'S INVITED

### BUILDING OWNERSHIP AND MANAGEMENT

Join the challenge and commit to the 2020 goals via building retrofits and use benchmarking to begin:

- increasing net operating income
- increasing the life of building systems and machinery
- increasing asset value
- decreasing maintenance costs

### INDUSTRY PROFESSIONALS

Add your product or service to the growing list of donated support to building owners, or host an educational workshop to:

- generate opportunities for exposure and networking
- deepen your relationship with the Atlanta BBC community

### TENANTS

Encourage your building to join or consider locating your office within a participating building. Healthier buildings lead to healthier tenants and a more productive work environment while also:

- saving money on energy and water bills
- supporting businesses that, like you, care about the environment and our community

### COMMUNITY LEADERS & FOUNDATIONS

Help our communities and neighborhoods become known as one of the nation's top tier sustainable cities in order to:

- attract further investment and new businesses
- secure our city's future
- make Atlanta a better place to live, work and visit



#### 3%-8% Higher Occupancy Rates\*

high performance buildings tend to maintain higher occupancy rates



#### 19% Lower Operating Costs\*

high performance buildings aggregate operations costs are lower than the industry average



#### 34% Less CO<sub>2</sub>\*

high performance buildings have lower CO<sub>2</sub> emissions than typical buildings

# WE'RE THE TEAM TO BEAT

## 2012 - A YEAR OF GREAT PROGRESS



### 23 Building Assessments Completed

provided participating buildings with a 20% water & energy reduction strategy for 2020



### 340 Saving Opportunities Identified In The Assessments

28% were lighting change opportunities, 12% were upgrades to controls systems for HVAC systems and 19% for things such as kitchen equipment and vending machines



### 10% Improvement Already Achieved

participating buildings are already improving their energy performance over their baseline

*The excitement over the Atlanta BBC could not have been predicted; we surpassed our annual goal within our first month.*

Despite only being a little more than one year underway significant strides have already been made. The Atlanta BBC and its partners such as Georgia Power, Skye Energy, and Southface have helped benchmark a significant portion of the participating buildings to guide and track their progress toward achieving their 20% water and energy reduction. Already the average ENERGY STAR® Portfolio Manager rating has improved 3 points over the average baseline.



Building: Georgia World Congress Center

### SIZE & AGE OF BUILDING NOT INDICATIVE OF RESOURCE SAVING POTENTIAL

- 58% of the opportunities found in our assessments were in buildings constructed in the past 30 years (post-1983).
- 52% of the opportunities found in our assessments were found in buildings smaller than 200,000 square feet.

### TURNING POTENTIAL SAVINGS TO ACTUAL SAVINGS

The Atlanta BBC and the city are stepping up even further to help make these savings estimates a reality. The **Invest Atlanta Westside Tax Allocation District Grant** has put forth \$8 million in matching funding that is eligible to fund up to 40% of water and energy savings retrofits. And if this weren't a big enough step forward, the city is on track to approve **Property Assessed Clean Energy (PACE)** financing with a loan pool of \$500 million to support property owners in making long term energy performance investments.

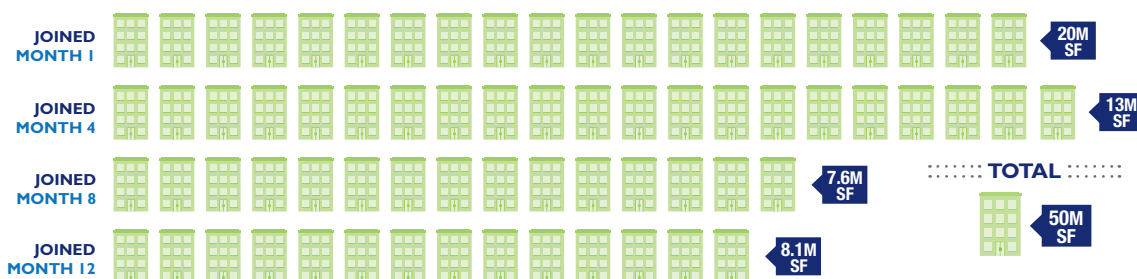
# INVESTMENT PAYS OFF

## RETURN ON INVESTMENT IS A REAL POTENTIAL

*Buildings of all ages, sizes & uses are joining the challenge & saving water, energy & money.*

Of the 70 buildings that have joined the challenge to date, 23 buildings have received their assessment. If all 23 of these buildings implemented every recommended measure, over \$18 million would flow into our local economy, netting an annual total savings of \$4.95 million for a payback of just over three years. Many more assessments for participating buildings are scheduled to take place in 2013. Imagine the potential savings from every building that has joined the challenge, or from every building in Atlanta.

### NUMBER OF BUILDINGS THAT JOINED THE CHALLENGE IN 2012



### 55 ALLEN PLAZA

YEAR BUILT: 2007 SQUARE FEET: 341,965 FLOORS: 14 STRUCTURE: STEEL & GLASS



55 Allen Plaza joined the challenge seeking opportunities to reduce energy while pursuing LEED Gold status and investing in the community. The Atlanta BBC assessment provided huge value for the building in being able to move towards its goals and implement projects. The assessment provided a clear, concise summary of savings opportunities, each with a projected return on investment. Together, this info provided a clear path to their goal with no out of pocket costs.

#### Assessment Yielded:

- 10 opportunities for upgrade
- Upgrade costs = \$247,000
- 2 years for ROI

#### EXPECTED SAVINGS\*



#### 130 Bath Tubs\*\*

filled each year from the 20% water reduction



#### 567 Homes

powered for one year from the 20% energy reduction



#### \$117,000

saved annually from the 20% reduction



## TECHNOLOGY SQUARE RESEARCH BUILDING

### EXPECTED SAVINGS\*

YEAR BUILT: 2002 SQUARE FEET: 200,459 FLOORS: 5 STRUCTURE: STEEL, GLASS & CLADDING



#### 31 Bath Tubs\*\*

filled each year from the 20% water reduction



#### 644 Homes

powered for one year from the 20% energy reduction



#### \$100,000

saved annually from the 20% reduction

Georgia Tech Research Institute has had a long commitment to high performance buildings and sustainability, and joined the Atlanta Better Buildings Challenge in November 2011. Joining the Atlanta BBC was a commitment not only to the University's performance, but also to the community as a good citizen helping to carry Atlanta forward. Georgia Tech Research Institute hopes to lead other universities to join the Atlanta BBC and support the effort to help Atlanta become a top-tier sustainable city.

#### Assessment Yielded:

- 15 opportunities for upgrade
- Upgrade costs = \$61,293
- 1.4 years for ROI



## 100 PEACHTREE

### EXPECTED SAVINGS\*

YEAR BUILT: 1968 SQUARE FEET: 622,000 FLOORS: 32 STRUCTURE: GLASS, CONCRETE & STEEL



#### 305 Bath Tubs\*\*

filled each year from the 20% water reduction



#### 474 Homes

powered for one year from the 20% energy reduction



#### \$248,255

saved annually from the 20% reduction

America's Capital Partners acquired this iconic building in downtown Atlanta, in July 2011. The new ownership realized that the building had significant potential for energy and water performance and wanted to make this 40-year-old building a model and showcase of sustainability. They understood that an efficient building that is saving money and resources is a value that can create economic opportunity in downtown as well as attract new tenants. With Atlanta not being known for building energy retrofit programs nationally, the new building owners recognized that joining their efforts with the ABBC could help Atlanta become nationally recognized.



\*Projected savings were determined using [www.epa.gov/cleanenergy/energy-resources/calculator.html#results](http://www.epa.gov/cleanenergy/energy-resources/calculator.html#results)

\*\*based on a 42 gallon tub



Building: 55 Allen Plaza

# WE MAKE IT EASY

## A MODEL FOR THE REST OF THE COUNTRY

### 1 RECOMMEND WAYS TO REACH THE 20% REDUCTION TARGET

Atlanta BBC provides building assessments that chart a clear path to savings. Our Skye Energy tool allows participants to find vendors to help them implement the measures.

### 2 PEER TO PEER SUPPORT

Atlanta BBC hosts several networking events annually to encourage collaboration between building owners, managers and vendors to share methods and solutions for building retrofits.

### 3 EDUCATION & TRAINING SEMINARS

Atlanta BBC puts on monthly lunch and learn education seminars to provide participants with a broader understanding of the opportunities and solutions available to them.

### 4 FINANCIAL SUPPORT

Atlanta BBC understands that one of the largest obstacles to joining the challenge is capital to invest. This is why we help buildings identify financing opportunities.

### 5 MARKETING & SALES OPPORTUNITIES FOR SPONSORS

Atlanta BBC continuously recognizes sponsors for their donations by featuring them on our website, marketing collateral and event promotional materials. By donating vendors are matched with participants whom may not otherwise know about your product.

*Atlanta BBC is recognized along with Seattle and Los Angeles as a first mover and national model for other cities to emulate.*



**250 Participants  
Have Attended  
Our Education  
Seminars**

with an average of 30  
building owners and  
operators per lunch session



# OUR PLAN TO WIN

## WHAT WE WANT TO ACHIEVE IN 2013



### 40% Of Retrofit Costs Will Be Covered By Grants

Invest Atlanta has put forth \$8 million in funding for eligible water and energy savings retrofits in 2013



### 3,404 Jobs Supported Or Created

the grant money and PACE financing being put toward building retrofits will be put into the local economy to create jobs



### 100 Lighting Fixtures Donated

one building received a product donation worth \$25,000 for their lighting retrofit from Acuity Brands

*We still have quite a bit of work to do to win this challenge Atlanta; let's keep up the great work.*

Atlanta BBC plans to expand the challenge city-wide beyond the downtown area where the challenge originated. Now imagine, with all the commercial buildings in Atlanta, the impact and financial savings if all eligible buildings committed to the challenge. We can do this Atlanta!



Building: Georgia Dome

## DON'T GET LEFT BEHIND - KEEP YOUR BUILDING COMPETITIVE

Buildings like yours have joined the competition and are seeing results. Sign up today and find out what resources Atlanta BBC has to help you start saving water, energy and money.

- STEP 1** Publicly pledge to save 20% on your building's water and energy use by 2020 and develop a plan and schedule to achieve your goal
- STEP 2** Identify a building energy savings project with the help of Atlanta BBC and implement the project
- STEP 3** Share utility data with the US Department of Energy, as well as information about the tools, technologies, and processes you use to implement projects and reach your pledge goal

[www.atlantabbc.com](http://www.atlantabbc.com) | [info@atlantabbc.com](mailto:info@atlantabbc.com)

# MEET THE PLAYERS

## 2012 & 2013 WINNING STARTING LINE-UP

### PRESENTING SPONSORS



### PLATINUM SPONSORS



### GOLD SPONSORS



### SILVER SPONSORS



### BRONZE SPONSORS



CONSULTING ENGINEERS

### PATRON



## FOUNDING PARTNERS

- AGL Resources
- Atlanta Chapter of IFMA
- BLT Sustainable Energy, Inc.
- BOMA Atlanta
- Central Atlanta Progress / Atlanta Downtown Improvement District
- City of Atlanta
- Davis / Pickren / Seydel & Sneed
- Emerald Cities Collaborative
- Energy Future Coalition
- GEFA
- Georgia Energy Services Coalition
- Georgia Power
- GSA
- HEERY
- Hipple & Co.
- IFMA Atlanta
- International Knowledge And Research Center For Green Building
- Invest Atlanta
- Livable Buckhead
- Midtown Alliance
- Southface
- The Kendeda Fund
- The University Financing Foundation, Inc.
- Turner Foundation Inc.
- Skye Energy
- Sustainable Atlanta
- U.S. Council For Environmental Quality
- U.S. Department of Energy
- U.S. Green Building Council, Georgia Chapter
- Weston Solutions

## 2012 BUILDING PARTICIPANTS

- 55 Allen Plaza\*
- Technology Square Research Building\*
- Centennial Research Building\*
- 330 Marietta Street\*
- Hartsfield Jackson International Airport\*
- AmericasMart\*
- CNN Center/Omni Hotel\*
- Embassy Suites Centennial Olympic Park\*
- Epsten Group Campus - The Edge\*
- GSA Summit Building\*
- Morehouse School of Medicine Hugh Gloster Building\*
- Ponce City Market\*
- Georgia World Congress Center\*
- Georgia Dome\*
- Philips Arena\*
- Spelman College Science Building\*
- Fulton County Government Center\*
- Fulton County Central Library\*
- Turner Building - Luckie Street\*
- 10 Peachtree Place\*
- Georgia Power HQ\*
- Georgia Tech Allen Lamar Sustainable Education Building\*
- Georgia State - 1 Park Place\*
- Georgia Pacific Center
- Coca-Cola North Avenue Tower
- Centennial Tower
- 100 Peachtree Street\*
- Centennial Park West
- 260/270 Peachtree
- Clark Atlanta University - Henderson Student Center
- Peachtree Center
- Grady Memorial Hospital
- SunTrust Plaza
- SunTrust Plaza - Garden Offices
- St. Luke's Episcopal Church
- Hyatt Regency Atlanta
- Emory Midtown Hospital
- Atlanta Housing Authority
- 1100 Spring Street
- Biltmore House
- 100 Colony Square
- Colony House
- One Atlantic Center
- 100 Midtown Student Apartments
- 1180 Peachtree
- Hemphill Water Treatment Plant
- RM Clayton Water Reclamation Center
- Chattahoochee Water Treatment Plant
- Atlanta City Hall
- Adamsville Rec Center
- Ben Hill Rec Center
- Grove Park Rec Center
- Rosel Fan Rec Center
- Thomasville Rec Center
- Atlanta Civic Center\*
- American Cancer Society Center
- English Avenue Yards
- Centennial Place Apartments
- The Walton Building
- Peachtree Lofts
- Fox Theater
- Regency Suites Hotel
- Metro Atlanta Chamber of Commerce
- GSA - Sam Nunn AFC
- GSA - Richard B. Russell FB
- 400 Colony Square
- Bank of America Plaza

\*Phase One participants. Data in this report represents findings from Phase One buildings.



