



2014 ANNUAL REPORT

BUILDING A BETTER ATLANTA

STRENGTHENING A COMMUNITY

THE ATLANTA BETTER BUILDINGS CHALLENGE

was launched in June 2011 as an inaugural project of President Obama and the Department of Energy's Better Building Challenge program. Competing with other cities across the country, Atlanta's goal is to increase energy and water efficiency in participating buildings 20% by 2020.

PARTICIPATING BUILDING OWNERS AND MANAGERS COMMIT TO:

DECLARE their resolve to join the Challenge by publicly pledging building-specific water and energy savings goals and developing a plan and timetable for improvements.

PREPARE by identifying a building energy savings project then taking the steps needed to implement it.

SHARE their utility data with the DOE, as well as information about the tools, technologies, and processes used to implement projects and reach their pledged goals.

THE VALUE OF PARTICIPATION:

The Atlanta Better Buildings Challenge participants receive access to tools and resources that help them achieve their goals, saving them money and resources while preserving the community's natural and historical features.

EDUCATION: Free training sessions educate participants on potential solutions to the challenges they are facing by helping them identify opportunities and connecting them with other industry professionals.

EXPOSURE: Sponsors who donate products and financing receive generous exposure and opportunities for networking, and buildings receive recognition for their efforts.

ECONOMIC VALUE: Participants are helping to make Atlanta a better place to work, live, and visit while creating new jobs, saving their tenants money on energy and water bills, and increasing their own net operating income and asset value.

A DIVERSE COMMUNITY:

Building participants are widely diverse, encompassing a variety of property types, ages, and uses. More information on the Atlanta Better Buildings Challenge initiative, our participants, and their performance data can be found at: www.atlantabbc.com

GAINING MOMENTUM:

We have made substantial progress this year and are well on our way to win! Projects currently underway are making our buildings more efficient, creating jobs and fostering the growth of a stronger, more resilient community.

 **374** Buildings committed to date

 **93.5M** Total square footage

 **11.3%** Energy savings, compared to 2020 goal

 **20.7%** Water savings, compared to 2020 goal

 **100k** Metric tons CO₂ avoided

 **78** Average ENERGY STAR® score

OUR SUCCESS IS NO SECRET:

The Atlanta Better Buildings Challenge owes its success to the commitment of its participants. Led by a public-private partnership with strong convening power, the City offered participants incentives such as free building assessments, technical assistance, education and training, access to project financing opportunities and public recognition.

“ For the past three years, the Better Buildings Challenge has positioned Atlanta as a national leader in energy and water efficiency best practices. Thanks to strong public-private partnerships, we continue to meet our energy and water use reduction goals in our commercial buildings and the country has taken notice. Over the coming years, we will strengthen our focus on benchmarking and implementation to ensure that the Atlanta portfolio exceeds the 2020 goals for the Challenge. ”

Kasim Reed,
Mayor of Atlanta

5 Years
JUST 5 YEARS LEFT TO ACHIEVE OUR ENERGY AND WATER REDUCTION GOALS!

It is clear that we have made progress towards our goals; with just five years left, the program provides participants with the opportunity to revitalize efforts and pick up the momentum needed to achieve our energy and water reduction goals.

TIME TO TAKE ACTION!

The sooner you take action, the sooner you'll see savings! With access to tools, resources and financing, there's no excuse not to - contact the Atlanta Better Buildings Challenge to find out what you can do today!


LEARN MORE at
www.atlantabbc.com
info@atlantabbc.com

MINIMIZING OUR IMPACT

ENERGY SAVED:



Equivalent to the annual emissions from 21,989 passenger vehicles

GHG EMISSIONS REDUCED:



Equivalent to flying from Atlanta to Sydney Australia 91,625 times

WATER SAVED:



Equivalent to 247 Olympic-sized swimming pools

WHY BUILDINGS?

1

Facilities such as schools, hotels, retail stores, office buildings, and hospitals account for nearly **17% of publicly-supplied water use** and more than **18% of energy use** in the United States.

- Buildings that use efficient fixtures and water-conserving landscaping can consume 50% less water than standard buildings.
- Energy efficient building design and operations can lead to a 40% reduction in energy consumption over standard buildings.

2

Stormwater runoff can collect pollutants and dump them into the streams and rivers we depend on as our main source of drinking water.

In Atlanta, the Chattahoochee and Ocmulgee rivers collect drainage from 12 watersheds in the city; protecting these from pollutants from building use is vital to protecting our principle source of water.

3

Well-constructed, operated and maintained buildings are more **durable**, see **improved occupant health** and **productivity**, and tend to have greater **occupant satisfaction** than standard buildings.

While energy efficiency upgrades may cost more up front, they can save money over the life of the building through lower operating and maintenance costs.

ENVISIONING A SUSTAINABLE ATLANTA

Supporting Mayor Kasim Reed’s long-term vision to make Atlanta one of the nation’s leaders in sustainability, the Atlanta Better Buildings Challenge goes hand in hand with the Mayor’s “Power to Change” sustainability plan. We are providing the tools and resources that empower building owners, managers, and engineers to take action while boosting economic activity, enhancing environmental health, and making Atlanta a more beautiful, livable city.

DELIVERING ENERGY EFFICIENCY TO ATLANTA:

Atlanta is embracing energy efficiency, and it shows – with help from the Atlanta Better Buildings Challenge, the City’s average ENERGY STAR® score is up by eight points, from 68 to 76. With a score of 75 required to become eligible for certification, Atlanta is becoming more ‘certifiably’ energy efficient every day.

QUICK TIPS TO SAVE:

ENERGY

- Swap old bulbs for LEDs
- Turn computers OFF when you go home
- Open the blinds – let natural light in
- Install motion detector light switches

WATER

- Install or replace aerators in faucets
- Upgrade to low-flow faucets and toilets
- Irrigate landscaping in the early morning to avoid evaporation
- Consider native and drought-tolerant plants

CASE STUDY: BANK OF AMERICA PLAZA

An icon in the southeastern skies, the LEED certified Bank of America Plaza is the tallest building outside of Chicago and New York City. An ASHRAE Level II Audit was conducted for the building to identify areas for improvement – both for capital investments and ongoing operations and maintenance – and an investment-grade water audit was performed.

ENERGY: Conservation measures were implemented, including upgrades to the building automation system, new chiller panels, and air handling variable frequency drives, resulting in a reduction of GHG emissions equivalent to the carbon emissions generated by 96 homes for one year.

WATER: WaterSense fixtures were installed, reducing indoor water use for flush and flow fixtures by 50% and saving approximately 5,000,000 gallons of drinking water in one year. The existing irrigation system was upgraded and a soil moisture monitoring system was installed; the Plaza now uses 64% less water compared to conventional irrigation systems.

PROPERTY TYPE:
Office

ADDRESS:
600 Peachtree St. NE,
Atlanta, GA 30308

TOP PERFORMER:
Water (2014)

MANAGER:
Onyx Equities

BUILDING BETTER LIVES

To attract investments and stay competitive, cities need modern, efficient infrastructures with abundant skilled labor, access to quality housing and education as well as basic services such as water and electricity. Sustainable urban development helps our City retain and enhance these qualities, promoting a higher quality of life while at the same time reducing operating costs and creating new jobs and industries. Increasingly, sustainability is an important factor in attracting and retaining people with the knowledge and skills needed to drive innovation and economic growth. Energy efficiency projects create jobs and continue to support jobs year after year.

SUPPORTING THE LOCAL WORKFORCE:

62 Audits Completed

37.6M Square Feet of Audited Space

13 Sponsors (2014)

35 Total Sponsors

10 Education and Training Sessions (2014)

\$46,207,062

in savings to date

With this, you could hire **2,407 full-time entry-level employees** at \$10/hour for one year.

ENERGY = \$\$\$

If you are just starting now, consider lighting retrofits! With rapidly improving technology, lighting is the 'low hanging fruit' of energy savings.



A CFL uses about 1/3 the energy of a halogen incandescent and lasts 10x longer.



LEDs use 25%-30% of the energy and last 8-25x longer than halogen incandescents.

Other ways to save money by conserving energy include:



At the beginning of each heating and cooling season, calibrate temperature, humidity, and pressure sensors on all major HVAC systems.



Consider upgrading to energy-efficient windows.



Install lighting controls including photo-sensors, vacancy sensors, and timers.



Conduct regular preventative maintenance on heating and cooling equipment.

NUMBER OF BUILDINGS THAT HAVE MET THEIR GOALS

48

83

\$22,762

the average annual savings of buildings that have met their goals

\$9,241,412

the overall average annual program savings

THE **SOONER** YOU START,
THE **MORE** YOU'LL **SAVE**

SUPPORTING HEALTHY COMMUNITIES

SMALL CHANGES can make a world of difference. By saving energy and water, the projects brought on by the Challenge are creating jobs, boosting local economies, and helping participants save money on their bills.

However, our mission is not simply about making buildings better – we aim to permanently improve our communities by overcoming barriers to building efficiency and creating a self-sustaining market for building upgrades. We do this by improving financing; growing awareness and demand for energy and water efficiency; increasing confidence in the end result; and supporting economic growth while we do it - and **we are making an impact.**

PARTNERSHIPS MAKE IT POSSIBLE:

The alliances and collaborations that have formed as a result of the Atlanta Better Buildings Challenge are a huge part of what has made this initiative so successful. Collaborations around waste diversion, transportation, and green space development have helped promote the health and well-being of Atlanta's citizens and the City, building a better community for all.



The Kendeda Fund had enjoyed much success with Grants to Green, an earlier effort to provide environmental assessments, and retro-fit funds, for non-profit facilities in the region. The Better Buildings Challenge, by focusing on substantially larger commercial and government facilities, provided an opportunity to impact the built environment at significant scale. Further, the owners, occupants, and visitors of these buildings would incorporate greater environmental sensitivity into their everyday lives. From a funder's perspective, Grants to Green, and the ABBC, provide a win/win/win scenario that's hard to beat. And, by partnering with CAP, and Southface, we knew the program would be successful.

- Barry Berlin, advisor to the Kendeda Fund

SPONSORSHIP STORIES

A large part of our efforts come from leveraging the public-private partnership that creates access to project financing, building assessments, education, technical assistance, and public recognition. Organizations who donate financial and in-kind services support keep our participants moving forward. Sponsorship is a critical element of the Challenge, allowing us to meet our goals, educate the community and support traditionally underserved organizations that have limited resources, such as schools, historic districts, and non-profit organizations.

THE VALUE OF SPONSORSHIP:

We offer a wide variety of sponsorship opportunities and levels, allowing you to select the level of sponsorship that works best for your organization. **Benefits include:**

- 1 RECOGNITION** for supporting the Atlanta BBC - a leading voluntary efficiency program in the Southeast
- 2 BUILD LASTING RELATIONSHIPS** with a quality audience that will promote their work for years to come
- 3 MARKETING SUPPORT** including promotional opportunities and media exposure

HELP US WIN THE CHALLENGE

BECOME A SPONSOR

SELECT SPONSORSHIP LEVEL

Fill out a form found at atlantabbc.com/partners

SUBMIT FORM

Fax or email Shelby Busó sbuso@atlantadowntown.com
Fax: 404-658-1919

SHOWCASE YOUR COMMITMENT

Utilize the supplied sponsor items and marketing materials

GET RECOGNIZED

Show your customer that you are a forward-thinking company with your community's best interest in mind!

OUR 2014 SPONSORS:

PRESENTING: The Turner Foundation | Kendeda Fund

GOLD: TOTO USA | McKenney's

SILVER: The Brogdon Group | The University Financing Foundation
| Recycling Management Foundation

BRONZE: Atlanta History Museum | Affairs to Remember
| Center for Civil and Human Rights

EXPO: Consensus Energy | Georgia Recycling Coalition | EcoZohm

OUR PARTICIPANTS ARE MAKING GREAT PROGRESS

ENERGY GOAL ACIEVED (20%+)

- Administration Center, Fulton County Schools
- Atlanta History Center, Parking Deck
- Atlanta Tech Village
- Autrey Mill Middle School
- Brookview Elementary School
- Campbell Elementary School
- City of Atlanta Fire Rescue Department - Station 8
- City of Atlanta Fire Rescue Department - Station 18
- City of Atlanta Fire Rescue Department - Station 22
- City of Atlanta Fire Rescue Department - Station 23
- City of Atlanta Fire Rescue Department - Station 31
- Coca-Cola North Avenue Tower
- Crabapple Middle School
- DOA - City of Atlanta Fire Rescue Department - Station 24
- DPRCA-Adair Park Warehouse
- DPRCA-Adamsville Recreation Center
- DPRCA-Anderson Park Rec Center
- DPRCA-Atlanta Civic Center
- DPRCA-Bessie Branham Recreation Center
- DPRCA-Collier Park-Recreation Center
- DPRCA-Donald Lee Hollowell
- DPRCA-Oakland Cemetery, Sexton Building
- DPRCA-Piedmont Park Bath House
- DPRCA-Pittman Park Recreation Center
- DPRCA-Rosel Fann Recreation Center
- DPRCA-Thomasville Heights Recreation Center
- Dunwoody Springs Elementary School
- Emory University, B. Jones Center
- Emory University, Bowden Hall
- Emory University, Cannon Chapel
- Emory University, FM Building D
- Emory University Hospital Midtown - Summit
- Emory University, MacMillan-Gambrell Hall
- Emory University, Math & Science Center
- Emory University, North Decatur Building
- Emory University, Rich Memorial Building
- Emory University, Rita Anne Rollins Building Parking Deck
- Emory University, Student Health Services
- Emory University, Williams School of Medicine
- Emory University, Woodruff School of Nursing
- Findley Oaks Elementary School
- Georgia-Pacific Center
- GSA - Richard B. Russell Federal Building
- GSA - Sam Nunn Atlanta Federal Center
- Harriett Tubman Elementary School
- Hartsfield Jackson International Airport, North Terminal Parking Deck
- Hartsfield Jackson International Airport, South Terminal Parking Deck
- Hillside Elementary School
- Jerusalem House - Briarcliff Program for Adults
- Jerusalem House Decatur
- Margaret Mitchel House, Commercial Row
- Meadows Operations Center

- Medlock Bridge Elementary School
- North Maintenance, Fulton County Schools
- North Springs High School
- Northview High School
- Northwood Elementary School
- Oakley Elementary School
- Ocee Elementary School
- One Atlantic Center
- Palmetto Elementary School
- Parklane Elementary School
- Paul D. West Middle School
- Peachtree Center - Marquis Two
- Police Zone 3 - Cherokee Ave
- Promenade
- Ridgeview Charter School
- Saint Luke's Episcopal Church
- Sandtown Middle School
- South Transportation, Fulton County Schools
- Spalding Drive Elementary
- State Bridge Crossing Elementary School
- Summit Hill Elementary School
- Technology Square Research Building
- The Edge
- The Georgia Trust - Rhodes Hall
- The Turner Building
- Two Live Oak
- Webb Bridge Middle School
- Woodland Elementary School
- Woodland Middle School
- WSB TV
- 400 Colony Square

WATER GOAL ACIEVED (20%+)

- AmericasMart Building 1
- AmericasMart Building 2
- Atlanta History Center, McElreath Hall
- Bank of America Plaza
- Buckhead Tower at Lenox Square
- DPRCA-Adams Park Recreation Center
- DPRCA-Southside Sports Complex Recreation Center
- Emory University, Burlington Road Building
- Emory University, Cox Hall
- Emory University, Hugh F. MacMillan Library and Gambrell Hall
- Emory University, Math & Science Center
- Emory University, North Decatur Building
- Emory University, Psychology and Interdisciplinary Sciences
- Emory University, Woodruff Memorial Research
- Emory University, Woodruff Physical Education Center
- Federal Reserve Bank of Atlanta
- Georgia-Pacific Center Tower
- Georgia World Congress Center
- GSA - Peachtree Summit Federal Building
- GSA - Sam Nunn Atlanta Federal Center
- Hyatt Regency Atlanta
- Inman Middle School
- Jerusalem House - Decatur Family Program
- Margaret Mitchel House, Commercial Row
- Metro Atlanta Chamber Of Commerce
- One Atlantic Center
- One Live Oak
- One Midtown Plaza
- Peachtree Center - Marquis One
- Peachtree Center - South Tower
- Piedmont 14
- Promenade
- Saint Luke's Episcopal Church
- Salvation Army Fuqua Boys & Girls Club
- Southface - Main Campus
- The Fox Theatre
- The Georgia Trust - Rhodes Hall
- The Westminster Schools
- Two Midtown Plaza
- T3 Labs
- Wesley Woods - Asbury Harris Epworth Towers
- Wesley Woods - Branan Towers
- Woodruff Arts Center Memorial Arts Building
- WSB TV
- 34 Park Tower
- 100 Colony Square
- 400 Colony Square
- 1180 Peachtree



ATLANTABBC.COM



JOIN THESE BUILDINGS

TO HELP US WIN



ACHIEVE YOUR SAVINGS GOALS
current members



SIGN UP YOUR BUILDING
prospective members