



MEMORANDUM

DATE: November 5, 2013

TO: Atlanta Better Buildings Challenge Partners and Sponsors

FROM: Central Atlanta Progress/Atlanta Downtown Improvement District

SUBJECT: Atlanta BBC Monthly Activity Report – October 2013

A summary of activities for the Atlanta Better Buildings Challenge for the month of **October 2013** is outlined below.

ATLANTA PARTICIPANT STATUS

The chart below indicates the total number of facilities and square feet that have signed on to the program to date. Please note that not all of these facilities have met the data reporting guidelines, so the numbers reported to US DOE are different, as noted later in this report. The Technical/Benchmarking Subcommittee continues to advise participants on reporting processes and deadlines to reach 100% reporting status.

Total	Number of Facilities	127
	Square Feet	67,576,230
Downtown	Number of Facilities	50
	Square Feet	37,667,139
Midtown	Number of Facilities	25
	Square Feet	10,817,109
Other	Number of Facilities	11
	Square Feet	4,360,420
Buckhead	Number of Facilities	41
	Square Feet	14,731,562



Central Atlanta Progress
Atlanta Downtown Improvement District

PARTICIPANT AUDIT STATUS¹

		ABBC Audits Complete	ABBC Audits In Progress	ABBC Audits In Queue
Total	Number of Facilities	36	25	3
	Square Feet	23,188,978	14,282,698	756,180
Downtown	Number of Facilities	21	16	2
	Square Feet	16,512,169	9,290,576	731,180
Midtown	Number of Facilities	10	7	1
	Square Feet	3,129,585	4,310,186	25,000
City of Atlanta (Other)	Number of Facilities	5	1	-
	Square Feet	3,547,224	72,000	-
Buckhead	Number of Facilities	-	1	-
	Square Feet	-	609,936	-

EDUCATION AND TRAINING

October Lunch & Learn:

“Going Beyond the Physical: Tenant Behavior Change as Conservation Strategy”

Speakers:

Tabitha Crawford, Global SVP, Sustainability & Innovation, Balfour Beatty Investments
 Kelly Weisinger, Program Coordinator, Office of Sustainability Initiatives, Emory University
 Trey Gibbs, Director, Business Development, Sterling Planet, Inc.

Attendees: 23

Facility Owner Forum

“Actively Engaging in Water Reduction”

The second quarterly ABBC Facility Owner’s Forum was held at Bank of America Plaza on Friday, October 18. With the event’s focus, “Actively Engaging in Water Reduction,” ABBC participants shared their stories about innovations and challenges in working to meet the goal of 20% water savings by the year 2020.

Attendees of the forum had the opportunity to mix and mingle over breakfast and panoramic views of the city followed by a panel discussion on strategies, success stories, and some lessons learned from ABBC participants Bank of America Plaza, The Fox Theater, and the Atlanta Federal Reserve Bank. While each of these neighboring buildings has a unique set of opportunities and challenges in reducing their water consumption, some common themes were benchmarking and monitoring use, water-saving retrofits (such as low-flow toilets and urinals, sink and showerhead flow restrictors, and sensors), and the link between water and energy savings. New innovations, such as automated readings and condensate re-use, were also part of

¹ A participant’s audit status is marked complete based on two requirements: (1) building audit (if performed by ABBC team) and/or (2) sharing their portfolio manager. The “In Progress” buildings are all receiving audits. Chart does not include unoccupied properties or those that do not qualify for an audit.

the discussion. The financial attractiveness and rapid payback on water conservation strategies was highlighted as well.

The Bank of America Plaza recently completed a substantial water fixture upgrade, replacing pre-1993 toilets and urinals with high-efficiency models and sensor valves. This project alone is projected to save over 5 million gallons of potable water per year. An upgrade to the irrigation system with a controller and soil moisture system was also installed. The new controls will show an estimated 90% reduction in outdoor water use. Water meter readings are being tracked over time to measure actual results. A condensate capture project is scheduled for the coming year, which will save approximately 15% on the building’s cooling tower make-up water. The consensus following the forum was that the participants all learned something new and valuable to take away with them and it was inspiring to hear about the initiatives that Atlanta properties are taking to help conserve our water resources.

Attendees: 33

****Lunch and Learn and Facility Owner Forum events are for ABBC property employees and sponsors ONLY***

MARKETING & COMMUNICATIONS

New lobby banners and window decals were delivered for the 2013 Top Performers. Updated banners indicate achievement of 20% savings in water, energy or both. Original (“We Took the Challenge”) banners will be collected and rotated among newly registered participants.

The Atlanta BBC Marketing Subcommittee has engaged BLT Sustainable Energy in partnership with Milepost Consulting for an update of the 2012 Annual Report (for 2013 activity) as well as leasing and marketing collateral for new participants. Expected delivery of participant marketing collateral is November 2013. Updated Annual Report will be delivered in February 2014.

DIGITAL MARKETING (Website & E-newsletters)

Website Stats

	Today	Last 24 hours	Last 7 days	Last 30 days	Total
Hits	148	233	774	2614	4978
Pages views	51	112	429	1397	2632
Unique visitors	42	63	207	684	1155

Monthly Newsletter

	Delivered	Open Rate	Click-Through Rate	Unsubscribe Rate
August	151	31.1%	4.6%	0.0%
September	149	30.2%	1.3%	0.0%
October	149	29.53%	1.3%	0.0%

In October, the open rate of all Atlanta BBC campaigns was 29.53 percent, which is above the industry standard of 20-25%. The average click-through rate was 1.3% and the industry standard is 2.8 -3.5%. The Marketing Subcommittee is currently exploring ways to increase interest in the newsletter.

BETTER BUILDINGS CHALLENGE - NATIONAL STATUS

There are currently 25 Community Partners in the national Better Buildings Challenge. This chart represents our standing among the most comparable partners participating in the program. Data was obtained from the US DOE Better Buildings Challenge website and represents **only the public commitments to US DOE for the first reporting period** (June 2013). Atlanta’s public commitment was 33million square feet, but we exceeded our goal by reporting on 35 million square feet, representing 50 facilities (3 M square feet of public facilities and 32 M square feet of private buildings). The next data reporting deadline is January 31, 2014.

City	Total SF Reported	Cumulative Reported Energy Savings v. Baseline*
Washington, DC	90,000,000	N/A
Atlanta, GA	33,000,000	9%
Houston, TX	30,000,000	N/A
Los Angeles, CA	30,000,000	N/A
Chicago, IL	24,000,000	N/A
Seattle, WA	23,000,000	N/A
Boston, MA	16,000,000	N/A
Sacramento, CA	12,000,000	N/A
Denver, CO	6,640,000	6%
Fort Worth, TX	5,700,000	N/A
Milwaukee, WI	5,000,000	N/A
Cleveland, OH	4,500,000	1%

*N/A - utility data has not been provided to DOE for the reported square feet
 *Source: <http://www4.eere.energy.gov/challenge/>

Atlanta BBC data Display now live on the web:

<http://www4.eere.energy.gov/challenge/energy-performance/atlanta>

Invest Atlanta Westside TAD Grant Program

Please find attached fact sheets for the first two buildings that have received grant funding for project implementation. Two additional buildings remain in the queue for the remainder of the funds. Invest Atlanta will determine a strategy for deployment of any remaining funds after all eligible projects have been approved.