

# ATLANTA IS TRANSFORMING

THROUGH THE COMMITMENT OF OUR PARTICIPANTS



2013 ANNUAL REPORT



**ATLANTA:**  
COMMITTED TO  
SUSTAINABILITY



**ATLANTA IS A LEADER IN THE NATIONAL  
CHALLENGE TO MAKE COMMERCIAL BUILDINGS  
20% MORE ENERGY & WATER EFFICIENT BY 2020.**

# WE ARE ON OUR WAY TO THE TOP!



*"In just two years, the Better Buildings Challenge has exceeded every expectation envisioned and has given*

*our community and businesses something to truly be proud of. The public-private partnerships that have emerged as a result of the BBC will serve as a model for municipalities to make measurable impacts on their energy and water footprints. Atlanta is in this challenge to win and will remain steadfast in our pursuits for even greater sustainability within city assets and across the community."*

**Kasim Reed,**  
Mayor of Atlanta

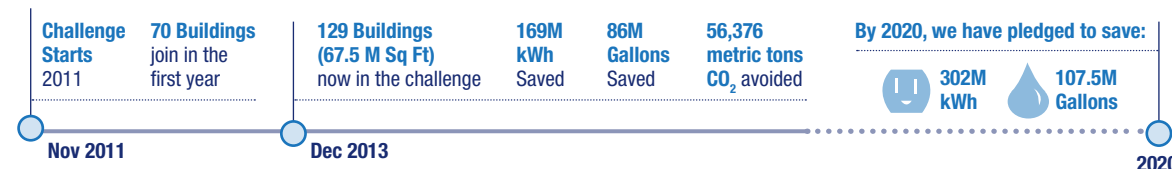


## 2013 - A YEAR OF GREAT PROGRESS

### WE ARE ALMOST HALF WAY TOWARDS OUR 2020 GOALS

Supporting Mayor Kasim Reed's vision to make Atlanta one of the top-tier sustainable cities in the nation, the Atlanta Better Buildings Challenge (Atlanta BBC) provides the City's commercial building professionals avenues to invest in their own and their community's future while facilitating Atlanta's participation in the National Better Buildings Challenge. United under the Mayor's vision, and sharing concerns over the rising demand and costs for water and energy, Atlanta BBC participants have sprung into action taking advantage of the tools offered through the program, launching us 45 percent of the way toward our 2020 goals in just over two years. The Atlanta BBC can proudly boast that we are the first city to achieve the program milestones required by the US Department of Energy and have served as an example of a successful program model for other cities aspiring to join the National BBC.

### A LOOK IN TIME: OUR PROGRESS TO DATE\*



### HOW WE ARE ACHIEVING SUCCESS\*:

#### 1. INCREASED SPONSORSHIPS

We could not accomplish all that we have without the generous support of our sponsors. Without them, our events and offerings would not be possible.



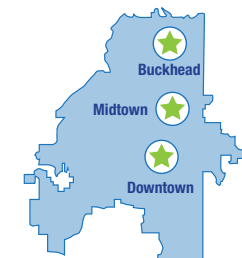
**18 Sponsors**  
joined in 2013, a 20% increase over 2012



**\$8M**  
has been earmarked for project funding through a grant from Invest Atlanta

#### 2. EXPANDED TERRITORY

Originating in 2011 in the City's 400-block Downtown district and later expanding to Midtown, 2013 marked the Atlanta BBC's expansion into Buckhead, a major commercial and financial center in the Southeast. Nearly 60% of Buckhead's office market has committed to reducing their energy and water use by 20% in the next six years.



#### 3. COMMUNITY EDUCATION

The Atlanta BBC holds educational and networking sessions to provide participants with information and tools to reach their 20% reduction goals.



**9 Lunch & Learn**  
educational training seminars offered in 2013



**162 participants**  
have attended in 2013



**38M Sq. Ft.**  
has been audited to date.  
15M Sq. Ft. in 2013



**18 Buildings**  
have already hit their 20% energy or water reduction goals

### HELP US REACH OUR 2020 GOALS! JOIN - SPONSOR - PARTICIPATE

# PROVIDING VALUE TO ATLANTA THAT EXTENDS BEYOND THE CHALLENGE

## ATLANTA BBC EFFORTS TODAY WILL IMPACT TOMORROW

The Atlanta BBC's collaborative approach to making buildings more energy and water efficient is enhancing the City's environmental health and economic vitality. Just as important as improving building performance is strengthening the network of businesses and public entities that will serve our city for decades to come. These relationships will help existing buildings compete and even outperform newer buildings, while serving as visible symbols to the community that progress does not have to leave anyone, or any building, behind.

### OUR EFFORTS TODAY:

#### 1. SUPPORT ATLANTA'S LONG-TERM SUSTAINABILITY GOALS BY:

-  Reducing waste, emissions, water & energy use
-  Creating economic opportunities
-  Increasing the amount of high-performance buildings
-  Enhancing the City's reputation as a leader in innovation & sustainability
-  Improving awareness of Atlanta's forested surroundings
-  Inspiring greener, vibrant urban communities

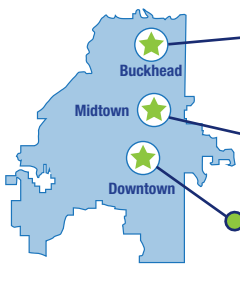
#### 2. BUILD RELATIONSHIPS

Rallying around common interests and goals, the public and private sectors of Atlanta are demonstrating that the pace of positive change rapidly increases when working together. The Atlanta BBC's success has been in large part due to the partnership of local businesses, utilities and the following organizations:



#### 3. HELP EXISTING BUILDINGS COMPETE WITH NEW BUILDINGS

We are now a city-wide program, offering all existing buildings the opportunity to join the Challenge. Increasing the operational income and asset value of existing buildings makes them an attractive alternative to new builds. Every city's building stock needs gradual turnover, with new buildings bringing fresh ideas on design and efficiency, but the most sustainable buildings are the ones that are already built.



- Buckhead:** In the National Challenge, Buckhead is now surpassing the participating sq. footage of Denver & Fort Worth
- Midtown:** Midtown was established as the first urban EcoDistrict in the Southeast
- Downtown:** Downtown contains some of Atlanta's oldest office properties providing an important opportunity to improve existing structures

#### 4. EDUCATE OUR COMMUNITIES

While buildings are monuments to our city's past and present, the future lies with the people that build, operate, and work in them. Without a collective understanding of our individual roles and responsibilities in a building's performance, we will continue to look at bricks and steel as the problem, and fail to solve this challenge for good. To help change this, the Atlanta BBC hosts networking events and free educational sessions that target Challenge participants. **Our program provides a forum to:**

-  Identify collaboration opportunities
-  Attend on-site case studies led by building owners
-  Promote new water & energy efficiency technologies
-  Share solutions for similar challenges
-  Share best practice solutions

# OUR RISE TO THE TOP





## ASTOUNDING COMMITMENT FROM OUR PARTICIPANTS

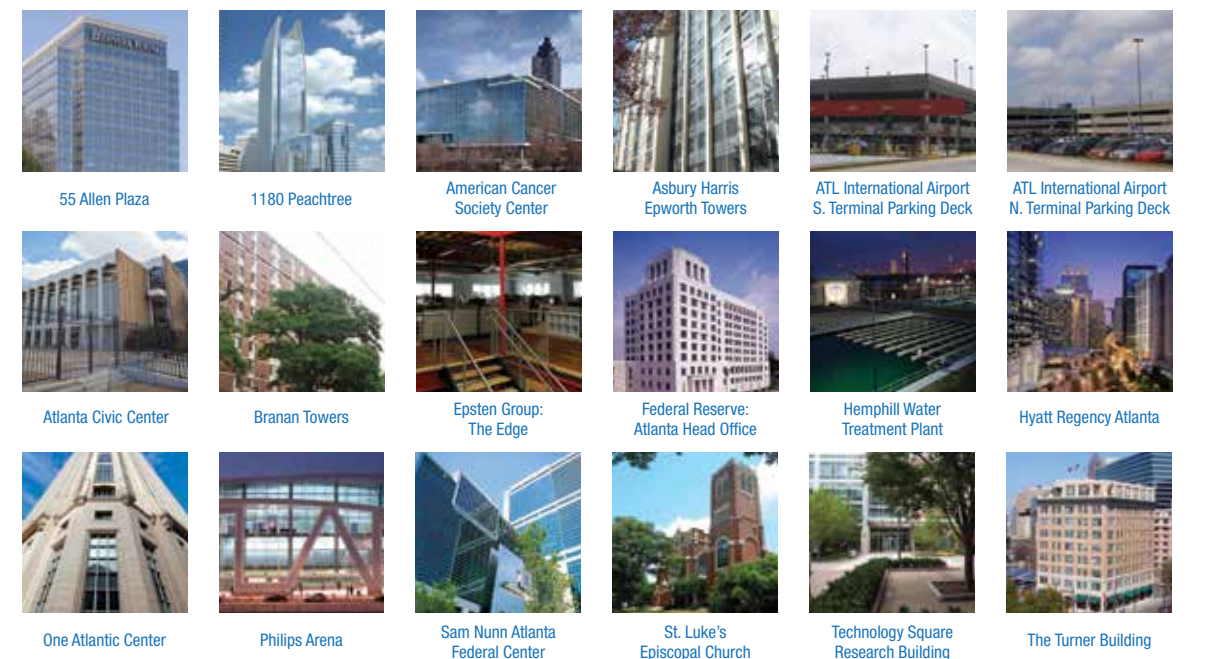
The Atlanta BBC presents a steep hill to climb for building owners and operators, and asking them to go it alone would not get us to our goals. By collaborating with participants, sponsors, and service providers, the Atlanta BBC is able to provide Challenge participants with a roadmap to achieve their 20% reduction goals, through:

- **Building Assessments:** Measure buildings' current water and energy consumption, and opportunities for savings.
- **Free Education & Training Sessions:** Provide participants with potential solutions.
- **Access to Innovative Project Financing:** Help participants overcome obstacles and reach their goals.
- **Networking Opportunities:** Build relationships to discuss challenges and offer solutions.
- **Marketing Materials & Media Support:** Provide promotion opportunities for sponsors and marketing tools for buildings to share their successes.

### 18 BUILDINGS HAVE ACHIEVED THEIR 20% REDUCTION GOALS\*

Several of our members have taken full advantage of our offerings and in just over two years of joining the Challenge, have already achieved their 20% reduction goals for either energy, water or both. **In fact, if you combine this group of 18 buildings' savings to date...**

-  **5,236 Homes** could be powered for one year from the 28% energy reduction (54M kWh)
-  **10 Georgia Aquariums** could be filled from the 40% reduction in water usage (103M Gallons)
-  **\$9M** has been saved on energy and water bills
-  **7,928 cars'** annual greenhouse gas emissions have been offset with the 46% reduction in CO<sub>2</sub> (35,945 Metric tons CO<sub>2</sub>e)



# THANK YOU

## TO OUR MANY GREAT PARTNERS

### YOUR SUPPORT IS VITAL TO OUR SUCCESS

#### SPONSORS:



#### AUDITORS:



*"Atlanta Gas Light has benefited from its participation in ABBC in a couple of ways. First and foremost, our participation validates our dedication to energy conservation and sustainable building practices. It also has helped us strengthen relationships with existing customers and it creates dialogue with potential customers about the benefits of using high-efficiency natural gas equipment."*

Toby Chandler, Developer,  
Energy Services, Atlanta Gas Light

#### GRANTS:



#### BUILDING PARTICIPANTS\*:

- 100 Midtown Student Apartments
- 100 Peachtree Street
- 1100 Spring Street
- ★ 1180 Peachtree
- 260 & 270 Peachtree Street
- 330 Marietta Street
- 3344 Peachtree
- 3630 Peachtree
- ★ 55 Allen Plaza
- ★ American Cancer Society Center
- AmericasMart - Buildings 1, 2, 2-West Wing, & 3
- ★ Asbury Harris Epworth Towers - Wesley Woods
- AT&T - Lenox Park Campus
- ★ Atlanta Civic Center
- Atlanta Financial Center - East, North & South Towers
- Atlanta History Center
- Atlanta Housing Authority
- Atlanta REALTORS Center
- Atlanta Tech Village
- Atlanta-Fulton Public Library System - Central Library
- Bank of America Plaza & West Wing
- Big Brothers Big Sisters of Metro Atlanta
- Biltmore House
- ★ Branan Towers - Wesley Woods
- Buckhead Tower
- Centennial Place Apartments I, II, III & IV
- Centennial Tower
- Clark Atlanta University - Cornelius L. Henderson Student Center
- CNN Center / Omni Hotel at CNN Center
- COA - Ben Hill Recreation Center
- COA - Chattahoochee Water Treatment Plant
- COA - Grove Park Recreation Center
- ★ COA - Hemphill Water Treatment Plant & Pumping Station
- COA - Rosel Fann Recreation Center
- Coca-Cola North Avenue Tower
- Colony House Condominiums
- Colony Square – 100 & 400 Buildings
- Embassy Suites Atlanta at Centennial Olympic Park
- Emory University Hospital Midtown
- English Avenue Yards
- ★ Epstein Group - The Edge
- ★ Federal Reserve Bank of Atlanta
- Frazer Center
- Fulton County Courthouse
- Fulton County Government Center
- Georgia Dome
- Georgia Power Company Headquarters
- Georgia State University - One Park Place
- Georgia Tech - Centennial Research Building
- Georgia Tech - Lamar Allen Sustainable Education Building
- ★ Georgia Tech - Technology Square Research Building
- Georgia World Congress Center
- Georgia-Pacific Center
- Grady Memorial Hospital
- Grand Hyatt Atlanta in Buckhead
- GSA - Peachtree Summit Federal Building
- GSA - Richard B. Russell Federal Building
- ★ GSA - Sam Nunn Atlanta Federal Center
- ★ Hartsfield-Jackson Atlanta International Airport
- ★ Hyatt Regency Atlanta
- Lenox Square
- Metro Atlanta Chamber
- Monarch Plaza
- Monarch Tower
- Morehouse School of Medicine - Hugh Gloster Building
- One Alliance Center
- One and Two Midtown Plaza
- ★ One Atlantic Center
- One Buckhead Plaza
- One Capital City Plaza
- One Live Oak
- One Ninety One Peachtree Tower
- Peachtree Center - Harris, International, North, South, Marquis One & Marquis Two Towers
- Peachtree Lenox Building
- Peachtree Lofts
- ★ Philips Arena
- Phipps Plaza
- Piedmont 14
- Piedmont Center - Buildings 1-4 & 15
- Ponce City Market
- Promenade
- Prominence in Buckhead
- Regency Suites Hotel
- Rhodes Hall - The Georgia Trust
- Southface Main Campus
- Spelman College - Albro-Falconer-Manley Science Center
- ★ St. Luke's Episcopal Church
- SunTrust Plaza Tower & Garden Offices
- Ten Peachtree Place
- Terminus 100 & 200
- The Fox Theatre
- The Hurt Building
- The Lovett School
- The Pinnacle
- The Plaza
- The Walton Building
- The Westminster Schools
- Tower Place 100 & 200
- ★ Turner Building
- Two Alliance Center
- Two Buckhead Plaza
- Two Live Oak Center
- W Atlanta Downtown
- Windsor Over Peachtree
- WSB TV Headquarters - Cox Communications

★ MEMBERS WHO HAVE ACHIEVED THEIR 20% REDUCTION GOALS IN WATER AND/OR ENERGY



**HELP US WIN THE CHALLENGE! Join - Sponsor - Participate**

[info@atlantabbcc.com](mailto:info@atlantabbcc.com) • [www.atlantabbcc.com](http://www.atlantabbcc.com)



\* Analysis includes only participants who have reported their building data through ENERGY STAR's Portfolio Manager. In addition to this, although some buildings may be reporting through ENERGY STAR's Portfolio Manager, they may not have entered data as of 12/31/13.