



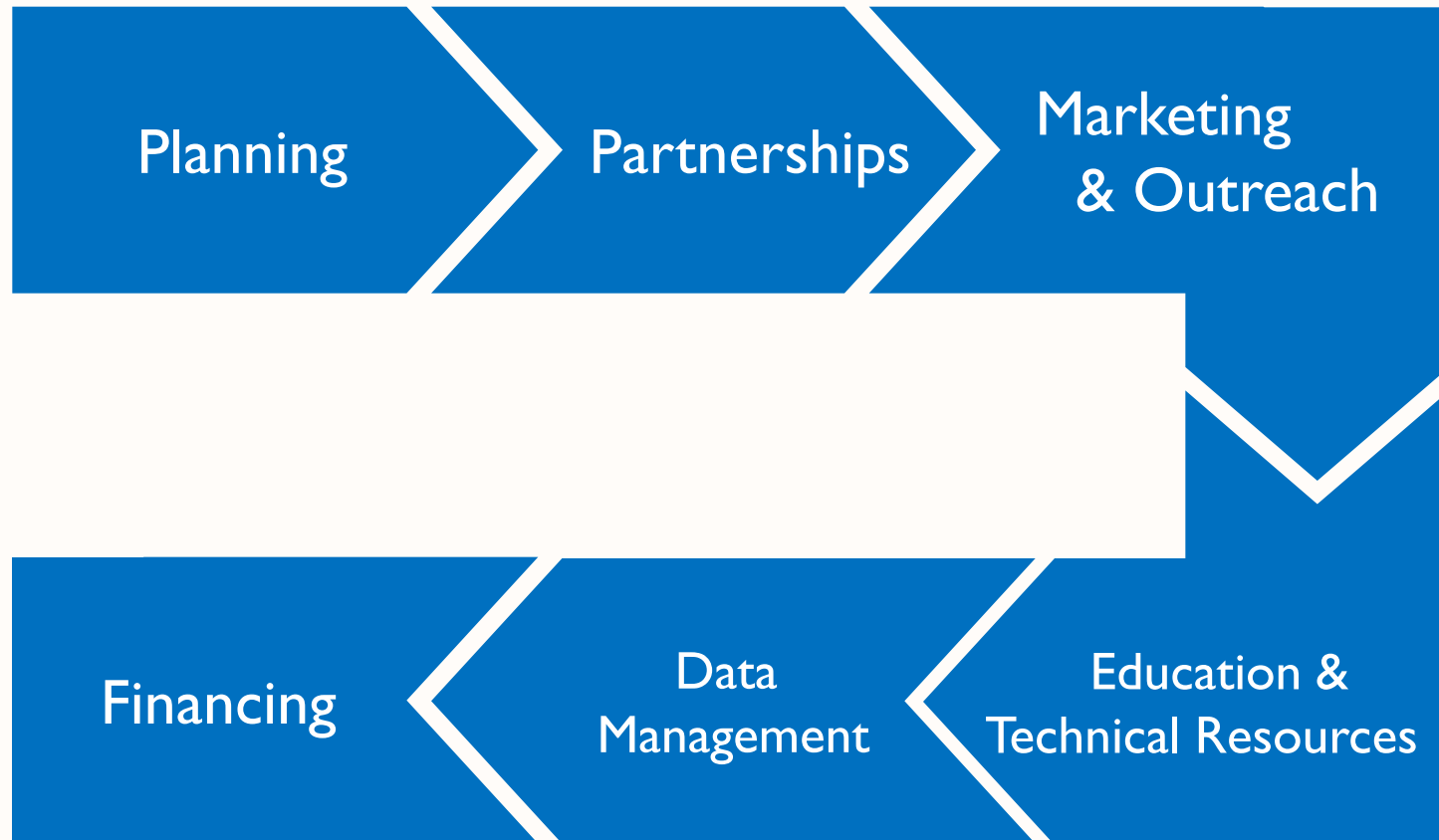
20% BY 2020

Atlanta's Goal:

To engage the local community to reduce **energy and water** consumption by at least **20%** in participating buildings across Atlanta's central business district by **2020** and become one of the country's top sustainable cities.



Atlanta Better Buildings Challenge: Keys to Implementation



Atlanta Better Buildings Challenge: Planning

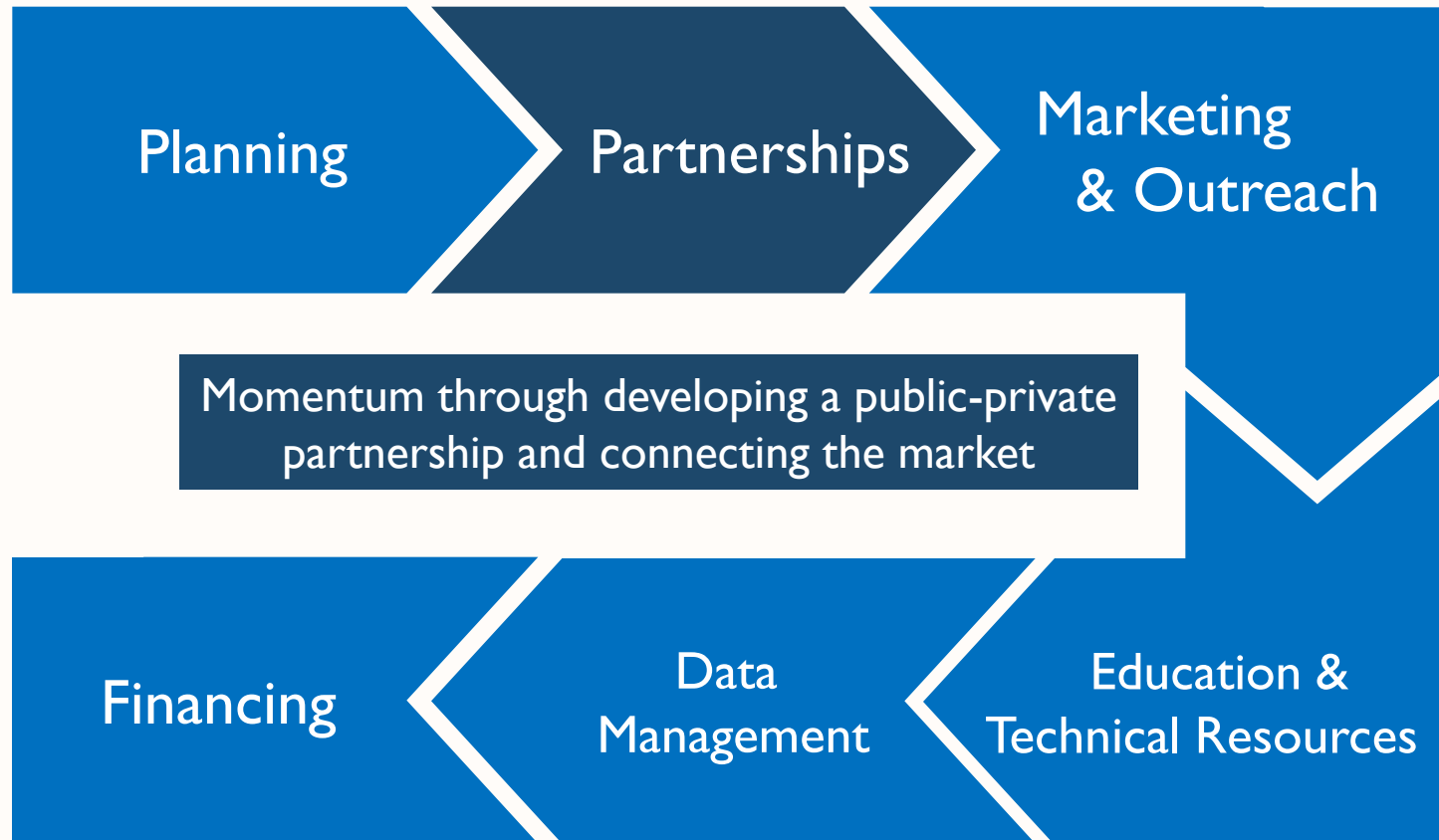


Atlanta Better Buildings Challenge: Planning

- The Atlanta BBC will utilize **substantive energy and water efficiency upgrades of municipal, university, hospital, and commercial buildings** in the central business district as a means of freeing up business capital for more productive uses, stimulating growth for communities, fostering new business opportunities, and creating more sustainable footprints.
- The Atlanta BBC was **initiated at the Clinton Global Initiative (CGI)** and **launched locally in November 2011**. Along with Los Angeles and Seattle, Atlanta was among the first cities to join the initiative.
- The Atlanta BBC is a means to implement Atlanta Mayor Kasim Reed's **Power to Change** sustainability plan.



Atlanta Better Buildings Challenge: Partnerships



Atlanta Better Buildings Challenge: Partnerships

Public



Non-Profit



Private



Atlanta Better Buildings Challenge: Partnerships - Sponsors

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Atlanta Better Buildings Challenge: Marketing & Outreach



Atlanta Better Buildings Challenge: Marketing & Outreach



- Building advertising including lobby signage
- Atlanta BBC branding images for property owner website or other publications
- Print and broadcast advertisements



Atlanta Better Buildings Challenge: Marketing & Outreach




The screenshot shows the homepage of the Atlanta Better Buildings Challenge website. At the top left is the logo, and to its right is a navigation menu with links for Home, Partners, About, FAQs, Media, and Contact Us. Below the navigation is a large banner image of the Atlanta skyline at night. Overlaid on the left side of the banner is the text: "Reducing energy and water consumption 20% by 2020". Below the banner is a green navigation bar with three sections: "Resources" (Support Information), "Events" (What's happening in Atlanta), and "Projects" (Case Studies and Highlighted Successes). Below this bar is a main content area with the heading "Welcome to the Atlanta Better Buildings Challenge National Better Buildings Overview". The text below the heading reads: "Last year, the buildings in which we work and live used roughly 40% of the energy in the U.S. economy at a cost of over \$400 billion. Through a variety of efficiency improvements (e.g. new lighting, greater insulation, more efficient heating and cooling) and proven approaches (clear information, access to financing, energy efficiency investment criteria), we can make these buildings more energy efficient and better places to live and work while creating jobs and...". To the right of this text is a "Latest News" section with a "View All News" link. A smaller version of the logo is positioned at the bottom center of the main content area.

www.AtlantaBBC.com



Atlanta Better Buildings Challenge: Marketing & Outreach

Participants



Atlanta Civic Center

AmericasMart

GSA Summit Building

Georgia Dome

Georgia World Congress Center

330 Marietta Street

Partners

Participants ▶

Sponsors ▶

Get involved today!

[Sign Your Building Up](#)

Would you like to receive future notices from the Atlanta Better Buildings Challenge?

[Register now](#)



Atlanta Better Buildings Challenge: Marketing & Outreach



MEET YOUR MATCH!
JUNE 20th, 2:30 - 5:30 p.m.
Hyatt Regency Atlanta

An exclusive networking event to connect service providers, vendors and other industry professionals with building owners participating in the Atlanta Better Buildings Challenge.

www.AtlantaBBC.com



Atlanta Better Buildings Challenge: Education & Technical Resources



Atlanta Better Buildings Challenge: Education & Technical Resources

- **FREE** actionable building energy and water assessment by a team specifically assigned to the participating building
- Partnership between Georgia Power, Southface, and Georgia Energy Services Coalition and local private sector engineering firms
- Final assessment report outlining suggested energy conservation measures, including implementation guidance



Atlanta Better Buildings Challenge: Education & Technical Resources

Opportunity Summary (e.g., lighting)

Opportunity	Annual Savings	Estimated Cost	Estimated Payback	Energy/Water Savings (CO2 Savings)
Replace T8 fluorescent lighting with high performance T8 lighting	\$9,217	\$27,651	3.0 Years	83,763 kWh

Detailed analysis (e.g., lighting)

Assigned	Current Equipment	Area	Original Qty	Current Fix. Watts	New Equipment	New Fix. Watts
Kitchen T8	T8 - 4 Lamp Fix, Std. Ballast, 32w Lamp	Activity Room	10	119 W		67 W
T8 Activity Room Lights	T8 - 4 Lamp Fix, Std. Ballast, 32w Lamp	Activity Room	11	119 W		67 W
T8 4ft	T8 - 3 Lamp Fix, Std Ballast, 32w Lamp, Std Fix	Bread Room	4	89 W		52 W
T8 4ft	T8 - 3 Lamp Fix, Std Ballast, 32w Lamp, Std Fix	Food Pantry	4	89 W		52 W
Office T8 Lights	T8 - 3 Lamp Fix, Std Ballast, 32w Lamp, Std Fix	Offices	16	89 W		52 W
Hallway T8 Lights	T8 - 3 Lamp Fix, Std Ballast, 32w Lamp, Std Fix	Back Main Office	19	89 W		52 W
T8 8ft	T8 - 2 Lamp 8ft Fix, Std. Ballast, 84w Lamp	Thrift Store	21	154 W		103 W

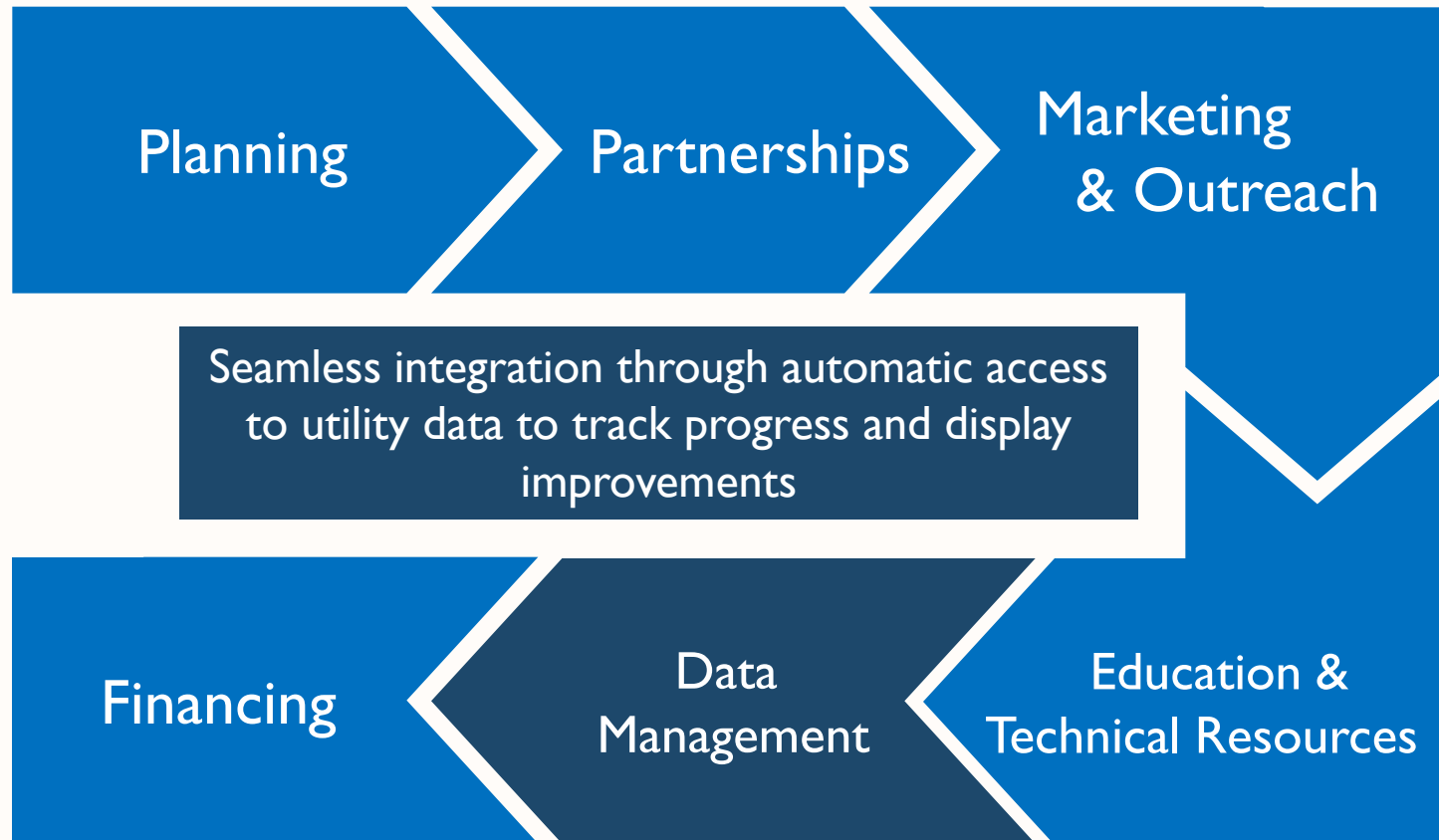


Atlanta Better Buildings Challenge: Education & Technical Resources

- **FREE** training for building owners and facilities staff
- Program administered by USGBC Georgia
- Scholarship program through sponsorship



Atlanta Better Buildings Challenge: Data Management



Atlanta Better Buildings Challenge: Data Management

Access through Utility Companies

- Automatic access to facility-level water and electricity usage for seamless data retrieval

Energy Star Portfolio manager

- Energy usage information input and communication with DOE

Public-Facing Dashboard

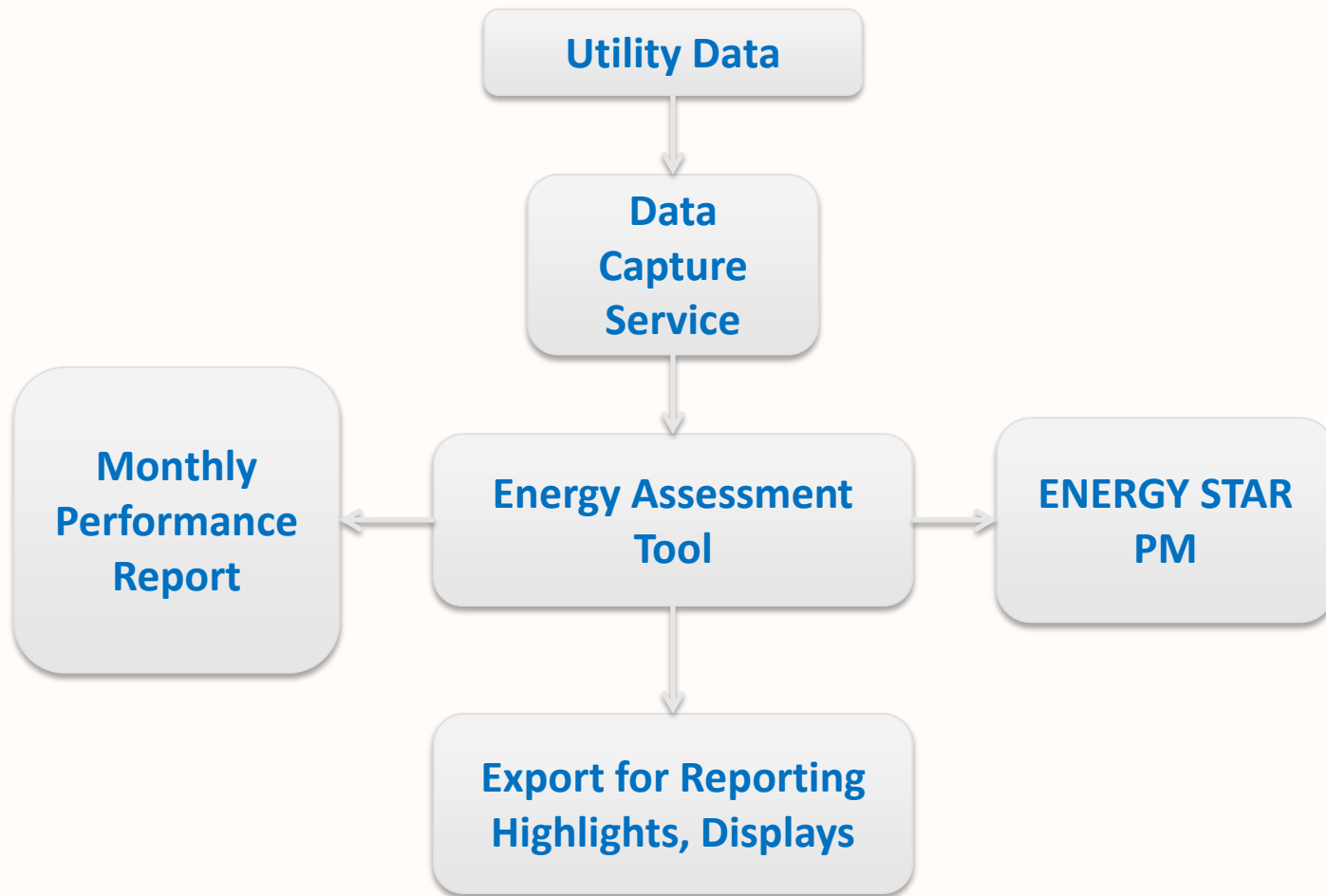
- Aggregate reporting
- If participants agree to share their information, website will highlight building-level energy usage improvements.

Creating Market Demand

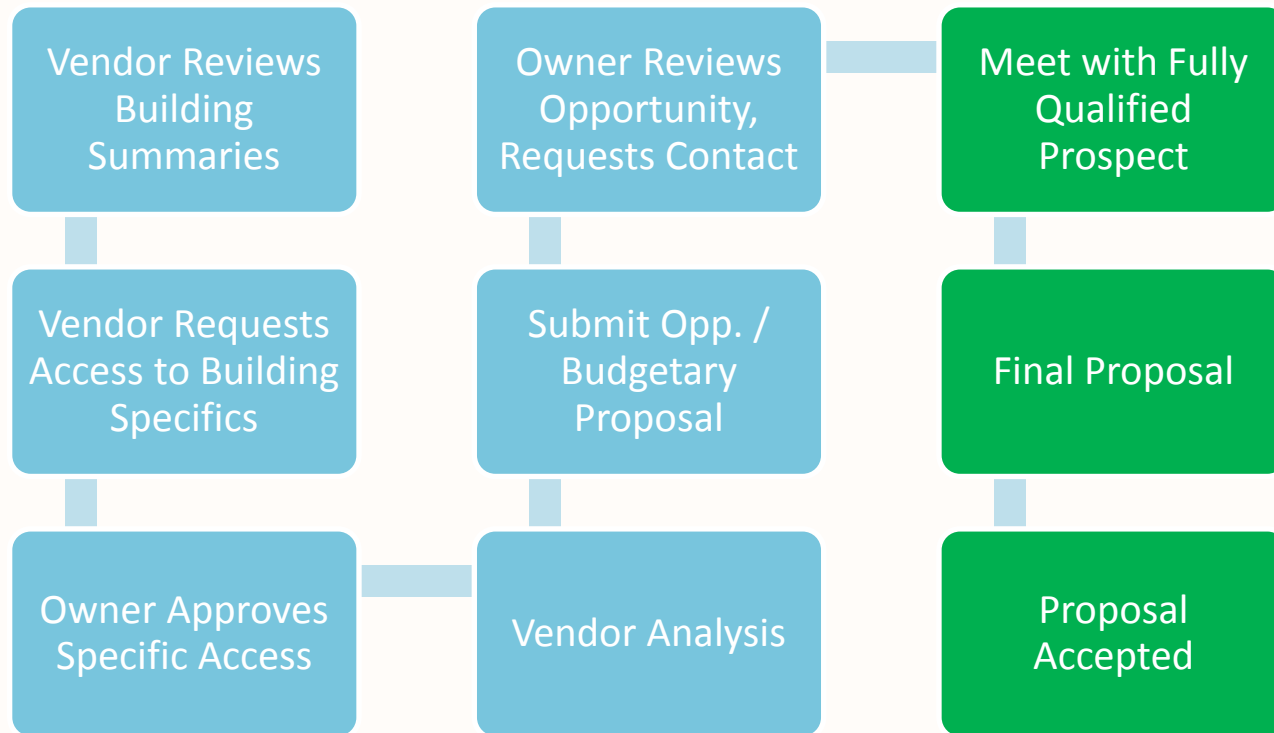
- Sharing data with vendors and service providers (voluntary)



Atlanta Better Buildings Challenge: Data Management



Atlanta Better Buildings Challenge: Data Management



Connects Building Owners with Vendors and Service Providers; Saves Time; Builds Demand

Atlanta Better Buildings Challenge: Financing



Atlanta Better Buildings Challenge: Financing

Access to Capital / Emerging Finance Models

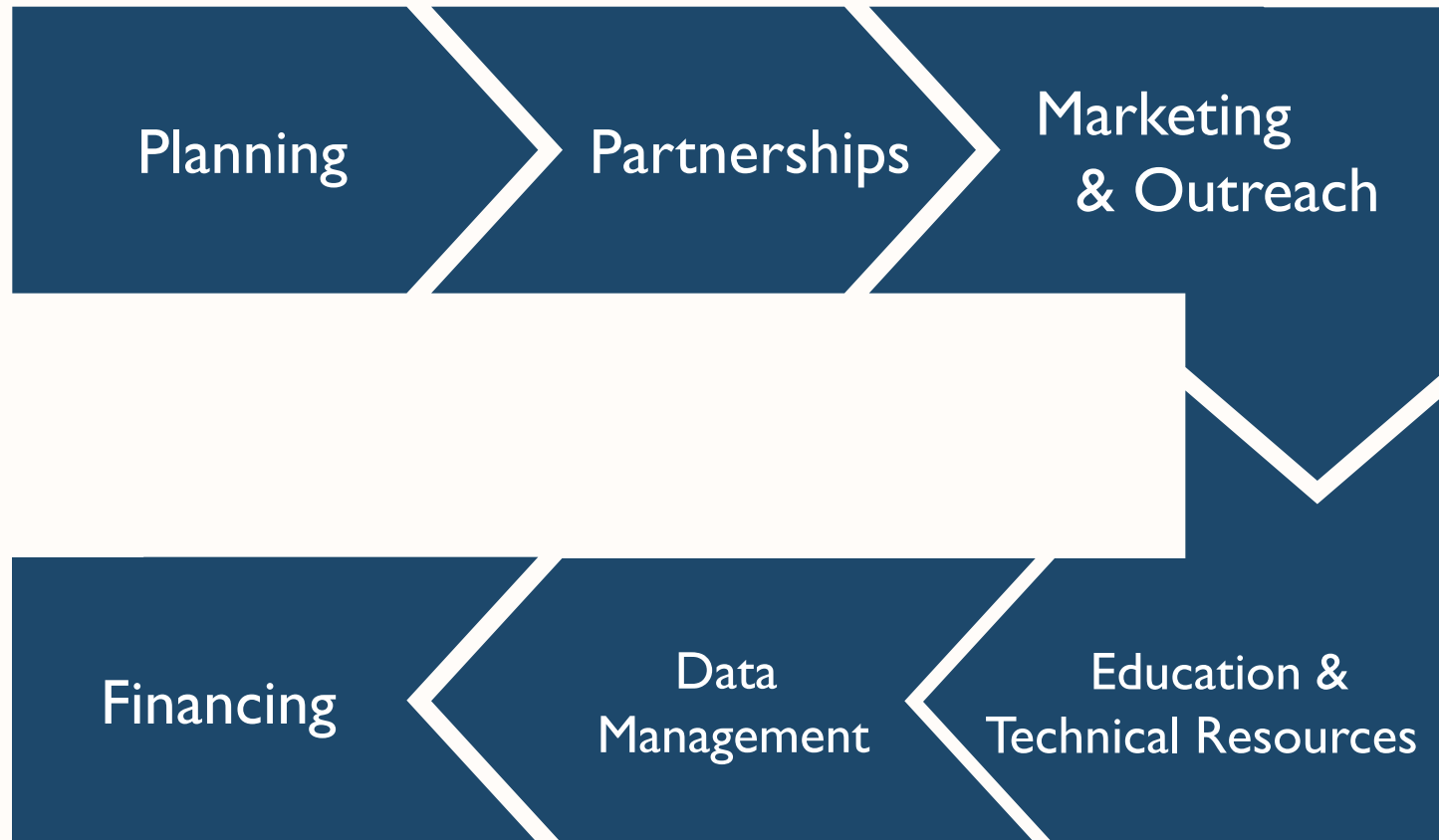
- Via traditional channels: Performance Contracting, private capital, ARRA funding
- Creating new channels: Commercial PACE, Invest Atlanta Grant opportunity

Access to Suppliers

- Creating economies of scale with efficiency products suppliers, supporting economic development in Georgia



Atlanta Better Buildings Challenge: Keys to Implementation



Atlanta Better Buildings Challenge: Contacts

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