



Dear Future Better Buildings Challenge Participant:

Atlanta has committed to becoming one of the country's 10 most sustainable cities, but of course, City government cannot make this happen on its own. In June, Atlanta was fortunate to have been selected by the U.S. Department of Energy to participate in the Better Buildings Challenge. To meet this challenge successfully, we are asking that you join us as a Building Participant of the Atlanta Better Buildings Challenge (Atlanta BBC).

The Atlanta BBC is part of the Better Buildings Initiative launched by President Barack Obama in February 2011 to catalyze private sector investment in making America's commercial buildings more energy efficient. The instrumental partners in the Better Buildings Challenge include private sector companies, financial institutions, and local governments, with the City of Atlanta being in the vanguard.

Starting with Downtown Atlanta, the Atlanta BBC will unite the public sector with the business and nonprofit communities to implement substantive building upgrades toward the goal of improving participating buildings' energy and water performance a minimum of 20 percent by 2020. The effort is already underway with a benchmarking initiative for Atlanta's Downtown Improvement District, including the Civic Center and other landmark facilities.

The Better Buildings Challenge aims to support President Obama's goal of helping businesses save nearly \$40 billion annually in energy costs, enabling them to grow, invest in new technology, and create American jobs. Financial savings and improved building efficiency are just a few of the benefits to property owners and building operators involved in the effort. Atlanta is proud to be one of the three first-mover cities selected for this important initiative.

As a Building Participant, your demonstrated leadership, expertise, and commitment to the goals of the project are crucial to the success of the Atlanta BBC. Should you agree to join us, you and your firm will be identified among the visionary leaders that propel Atlanta to a top ten sustainable city.

We hope you will join us in this milestone initiative for our city.

Sincerely,

A handwritten signature in black ink, appearing to read "AJ Robinson", written over a white background.

AJ Robinson
President
Central Atlanta Progress

ATLANTA BETTER BUILDINGS CHALLENGE

www.AtlantaBBC.com

OVERVIEW

- Initiated by Mayor Kasim Reed's Office of Sustainability and in support of the City's *Power to Change* sustainability plan, the Atlanta Better Buildings Challenge ("Atlanta BBC") is a nation-leading public-private initiative. The goal of the Atlanta BBC is to reduce energy and water consumption by at least **20%** in participating buildings across Atlanta by **2020**, with a primary focus on a 400-block area in the city's Downtown central business district.
- The Atlanta BBC will utilize substantive energy and water efficiency (collectively "EE") upgrades of municipal, university, hospital, and commercial buildings 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.
- Buildings participating in EE upgrades will initially exceed 2 million square feet, with broader participation expected over the next few years.
- The Atlanta BBC was launched in June 2011 at the Clinton Global Initiative as one of the inaugural projects of President Obama's and the Dept. of Energy's Better Buildings Challenge program. Atlanta will compete with Los Angeles and Seattle in the national initiative.

PUBLIC-PRIVATE PARTNERSHIP

Achieving the goals of the Atlanta BBC will result from the collective efforts of a growing public-private partnership.

Founding members include:

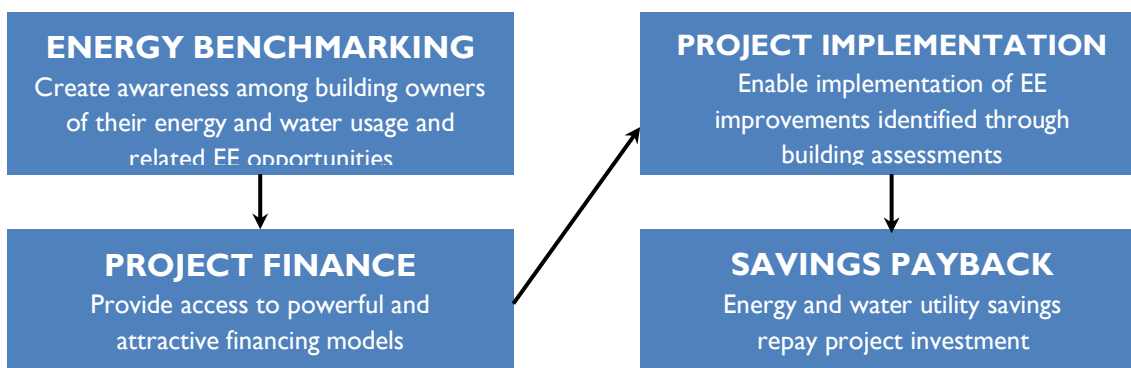
- **Public** – City of Atlanta; US Department of Energy; White House Council for Environmental Quality; General Services Administration; the Georgia Environmental Finance Authority
- **Private** – Central Atlanta Progress and the Atlanta Downtown Improvement District; Sustainable Atlanta; Southface; AGL Resources; Davis, Pickren, Seydel & Sneed; Georgia Power; Kendeda Fund; Turner Foundation; Energy Future Coalition; US Green Building Council of Georgia; International Knowledge Research Center for Green Building; JR Hipple & Co. Reputation Management; Emerald Cities of Atlanta; Heery International; The University Financing Foundation; Atlanta Development Authority

VALUE PROPOSITION

The Atlanta BBC's strength centers on its ability to convene a team of top-qualified partners to maximize upgrades of participating buildings.

- **Access to Capital / Emerging Finance Models** – Via Atlanta BBC and traditional channels
- **Access to Education, Data and Technical Support** – Via partners, local to national
- **Access to Public Recognition** – Marketing and PR exposure identifying your organization as a leader in energy and water efficiency

PROGRAM MODEL



Atlanta Better Buildings Challenge

The Atlanta Better Buildings Challenge (Atlanta BBC) is a nation-leading public/private initiative. The goal of the ATL-BBC is to reduce energy and water consumption by at least 20% in participating buildings across Atlanta by 2020, with a primary focus on a 400-block area in the city's Downtown central business district. The Atlanta BBC will utilize substantive energy and water efficiency upgrades of municipal, university, hospitals and commercial buildings as a means of fostering new business opportunities, and creating more sustainable footprints. Participants are asked to support this initiative by advocating for energy efficiency and developing innovative partnerships and approaches.

As a Building Participant, your organization agrees to the following:

- ✓ Select one property (or, if applicable, multiple properties) to participate in the Atlanta BBC – Note: Property will be used as a case study for future Building Participants
- ✓ Identify a building energy savings project (current or planned)*
- ✓ Publicly pledge a building-specific energy savings goal and develop a plan and schedule
- ✓ Agree to share building utility data with the Atlanta BBC for required Federal reporting purposes, as well as public promotion of the Atlanta BBC and its progress – Note: Unless the Building Participant agrees otherwise, its utility data will be treated confidentially and reported anonymously

*For those participants who do not have a current or planned energy efficiency project at the selected property:

- ✓ Participate in a FREE Building Assessment designed by the Atlanta BBC to measure the building's present energy and water consumption as well as to make a preliminary assessment of opportunities for energy and water savings
- ✓ When the Building Assessment reveals opportunities for energy or water savings, agree to perform one or more recommended property improvement projects

The Atlanta Better Buildings Challenge agrees to provide:

- ✓ FREE Building Assessment, including final report outlining suggested energy conservation measures
- ✓ Guidance from a dedicated Atlanta BBC team on energy efficiency project topics including financing and implementation
- ✓ National and local recognition for your organization

Agreement:

My organization, _____, is committed to continuous improvement in energy and water efficiency. We agree to become a **Building Participant** and agree with the Atlanta BBC General Terms below.

Organization Leader/Executive _____

Date _____

Contact/Title: _____

Phone: _____

Email: _____

Please return form to info@atlabbbc.com or fax to 404-658.1919

General Terms:

- Both parties concur that this agreement is wholly voluntary and may be terminated by either party at either time, and for any reason, without penalty.
- Ally will not construe, claim or imply that its participation in the Atlanta BBC constitutes Federal or local government approval, acceptance or endorsement of anything other than the Participant's commitment to the program.
- Participant understands that its participation in the Atlanta BBC does not constitute Federal or local government endorsement of Participant or its buildings, homes, products, services or facilities.
- Participant understands that the activities it undertakes in connection with the Atlanta BBC are voluntary and not intended to provide services to the Federal or local government. Participant will not submit a claim for compensation to any Federal or local government agency.
- The Atlanta-BBC will honor all requests to keep the Participant's information and data confidential.



Atlanta Better Buildings Challenge

Building Assessment Summary

✓ Need help identifying opportunities for energy and water savings?

For Building Participants of the Atlanta Better Buildings Challenge (Atlanta BBC), a targeted energy and water assessment will be performed at no cost to the building owner or manager. If an energy audit has already been completed, our team can review the results, provide detail on the identified energy conservation options and provide recommendations for project implementation.

Assessment Goals

1. Assess building energy performance and identify where your building ranks against similar buildings
2. Provide actionable information, including energy/water saving opportunities, costs, and payback
3. Identify quickly implementable operational improvements (low/no cost) and retrofit opportunities for building systems
4. Identify a clear path to 20% or greater energy and/or water use reduction

Assessment Process Overview

1. Utility data release and entrance questionnaire – provided by building owners along with signed Atlanta BBC Phase One Participant Agreement at time of commitment
2. Kick-off meeting – Atlanta BBC representatives, building owners and facility management will review process and conduct a high level analysis on energy data
3. Energy and water assessment – performed by the Atlanta BBC assessment teams staffed by Georgia Power, AGL Resources, and Southface
4. Final report presentation – details of energy and water efficiency opportunities presented to Participant, along with next steps and financing options (sample assessment report attached)

Assessment Scope:

- Building Envelope
- Heating, Ventilation, and Cooling
- Interior and Exterior Lighting
- Domestic Hot Water
- Plug Loads/Office Equipment



Audit Summary: Sample Office Building

Size: 40,000 Sq Ft

Annual Energy Costs: **\$103,424**

Your Ranking: **14/100** 0 is worst, 100 is best. 75 = Energy Star

Low/No Cost Saving Opportunities = 16% (\$16,740)

These are low/no cost energy saving opportunities that do not require equipment or envelope upgrades.

For example, 51% of your power usage is when you are closed!

Opportunity	Annual Savings	Estimated Cost	Estimated Payback	Energy/Water Savings
Set HVAC schedule and setpoints to match typical operating schedule	\$9,450	\$1,000	9 Months	85,905 kWh
Determine other after hours usage and reduce	\$3,800	\$0	0 Months	34,545 kWh
Computer Sleep Mode	\$447	\$0	0 Months	4,918 kWh
Computer Monitor Power Save	\$194	\$0	0 Months	2,139 kWh
	\$13,891	\$500	0 Months	127,507

Retrofit/Upgrade Opportunities = 18% (\$18,135)

These are opportunities that achieve energy/water savings by upgrading existing equipment with newer, more efficient technologies.

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
Retrofit HID Lights with CFL	\$4,400	\$9,680	2.2 Years	41,669 kWh
Control parking garage lights with photocell	\$2,205	\$3,969	1.8 Years	20,826 kWh
Add Motion Sensors to appropriate areas	\$1,060	\$4,452	4.2 Years	9,115 kWh
Low flow faucets (0.5 GPM)	\$1,024	\$922	9 Months	42,522 gal
Install Drink Machine vending miser	\$229	\$360	1.6 Years	2,525 kWh
	\$18,135	\$47,034	2.5 Yrs	198,107 kWh 42,522 gal

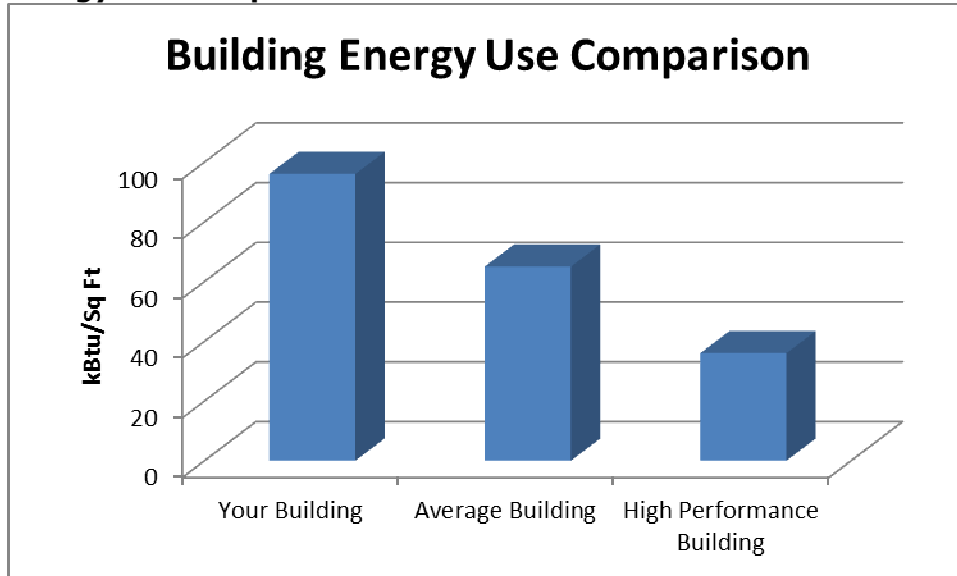


Utility	Cost		Consumption		Resource Consumption and Emissions	
	Last 12 Months	Average Month	Last 12 Months	Average Month	CO2 tons	Coal lbs
Electric	\$103,424	\$8,619	1,128,082 kWh	94,007 kWh	1,685,355	958,870
Water	\$1,218	\$102	298 CCF	25 CCF	0	0
Total	\$104,642	\$8,720	1,128,380	94,032	1,685,355	958,870

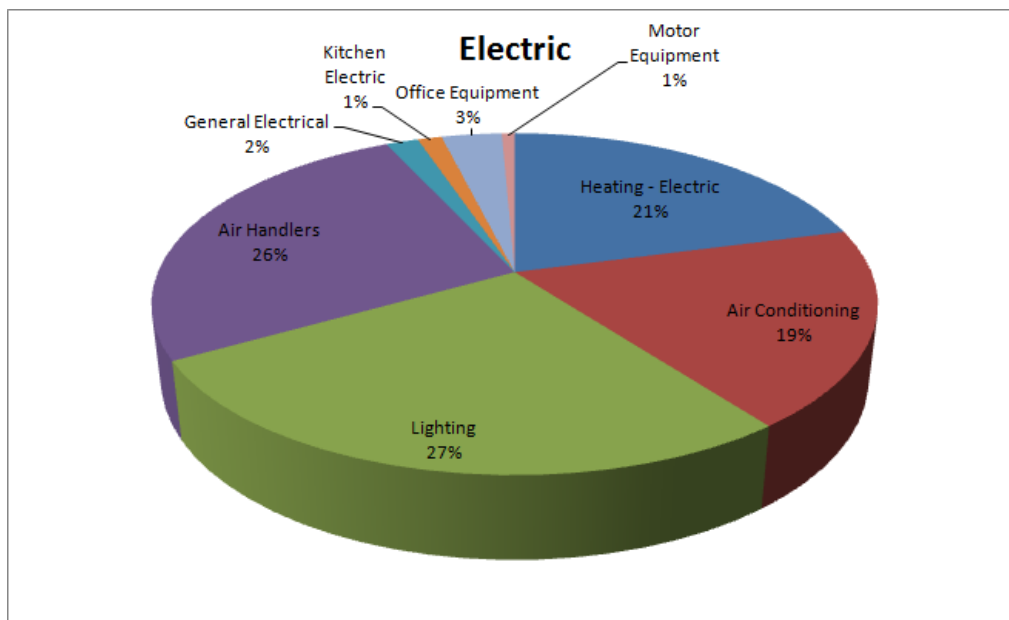
Energy Star Rating: 14/100

The rating of 14/100 means that 86% of similar buildings are more energy efficient than this facility. An average rating would be 50/100, and an extremely efficient building would be in the 90's. To pursue an Energy Star label for a commercial building, a ranking of 75 or higher must be achieved.

Energy Use Comparison



Where Does the Energy go?

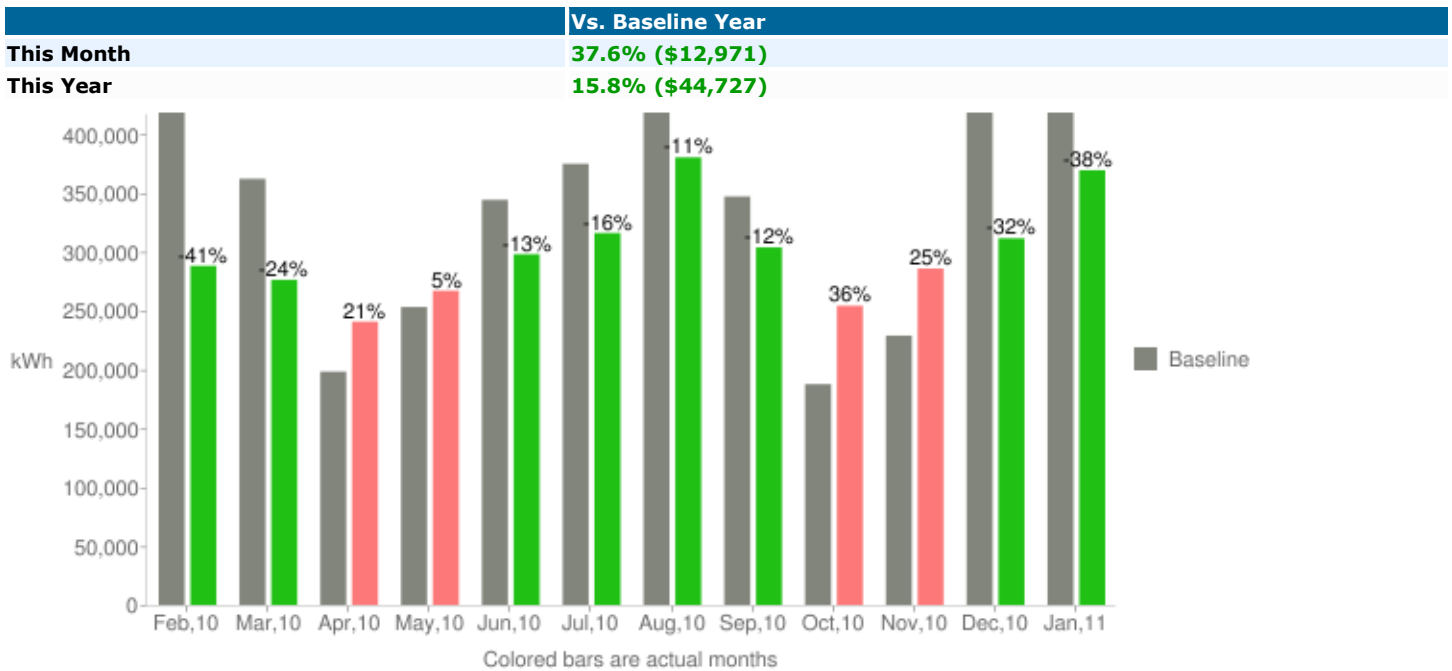


After Hours Usage: 51%

Approximately 51% off all the consumption over the past 12 months is used outside of the typical operating hours. Some of this usage is needed, like the refrigeration equipment, servers, security lighting, or special events in the facility that are after hours. A good target for a building might be **15% or less** after hours, though that will vary based on the building type and operations.

Monthly Results Reporting

Southface will provide up to 6 months of "results reporting", meaning if you try to pursue and implement any of the opportunities found in this report, we can evaluate your progress on lowering your energy usage. An example chart is shown below, highlighting the comparison to the baseline we have set up for you.



Opportunity Detail

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Atlanta Better Buildings Challenge

Building Participant Questionnaire

CURRENT & FUTURE STATE

1. Has your facility undergone any major energy efficient upgrades/renovations in the past 5 years?
2. Do you have plans to begin any major energy efficient retrofits/renovations on your facility:
 - a. In the next 24 months. Project funding in place? (Yes/No)
 - b. In the next 3 – 5 years. Project funding in place? (Yes/No)
 - c. We have desires to do so, but lack planning resources.
 - d. We have desires and funding, but lack planning resources.
 - e. We have plans but lack funding.
 - f. We have no plans to begin any major energy efficiency retrofits/renovations
3. Is your facility:
 - a. Energy Star® Certified? (Yes/ No)
 - b. Leed Certified? If yes, what level? (please describe)
 - c. Certified by any other energy efficient organization/criteria: (please list)
4. What is the total square footage of the facilities you would be interesting in taking part of the Better Buildings Challenge? Please list the name, address, and respective square footage on your select buildings below.

EXISTING DATA

5. Do you currently track and analyze utility data from your service provider? (Yes/ No)
6. Do you currently utilize the Department of Energy's Portfolio Manager on a recurring basis? If so, is there a dedicated position for this task.
7. Does your organization have a sustainability plan? Explicit energy reduction/water conservation goals? [If so, please share in an attachment]
8. Is your property(s) currently collecting, analyzing, and reporting energy consumption data? (answer all that apply)
 - a. If so, what system do you use to report:
 - b. What is the purpose for your process:

DATA COLLECTION & ANALYSIS

9. Do your facilities utilize a utilities management system (UMS)? (Yes/No)

10. Are you willing to provide information about your building(s) in order to enter it into the Department of Energy's Energy Star Portfolio Manager database? (Yes/No)
11. Are you willing to provide 12 months of billing histories for all major utilities? (Yes/No)
12. Are you willing to provide several hours of time from either your lead engineer or maintenance person to accompany Atlanta Better Buildings Challenge personnel on an assessment of your building? (Yes/No)
13. Would you be willing to share your building(s) Energy Star rating and energy & water use characteristics in a public geographic information system (database)? (Yes/No)
14. Would you be interested in obtaining digital model output (BIM) of your building(s) for use in facility and property management and energy use analysis? (Yes/No)

FINANCE & RESOURCES

15. Does your organization take part in any ESCO/Energy Services Contracts? If so, please describe the following in more detail:
 - a. Contract origination date:
 - b. Terms:
 - c. Service provider:
16. Have you procured any federal, state, or local awards (Stimulus, ARRA, DOE, Grants to Green, or others) for energy efficiency projects? If so please list.
 - a. What is the duration of this award(s)?
17. What are your financial requirements for energy projects (payback, IRR, etc.)?
18. Do you internally fund all projects or are you willing to consider 3rd parties if the annual energy savings exceeds the annual project financial costs?
19. Would you require an energy reduction guarantee, or would conservative calculations be adequate?
20. If an energy project meeting your financial criteria was developed, would you act on it?
21. How soon would or could you act on an attractive energy project?

GOING FORWARD

22. Would you be interested in academic degree programs, classes, certificate programs and continuing education credits for management and/or operations personnel in current and future energy conservation techniques, measurements and implementations? (Yes/No)
23. If you complete a successful energy project would you be willing to share the results with others in the business community (i.e. serve as a case study)? (Yes/No)

GOALS

- 24. Are you interested in cost savings, energy savings, carbon savings, or LEED & Energy Star certification? (Yes/No)
- 25. Does your company currently have any mandate and or energy reduction targets? (Yes/No)
- 26. Would you be interested in technical assistance and resources from the Department of Energy? (Yes/No)

DECISION DRIVERS

- 27. How did you find out about the Buildings Challenge?
- 28. As the BBC was explained to you, have you fully grasped the purpose and goals of this program?
 - a. No
 - b. No, but I do have a high level understanding of its significance.
 - c. Yes
- 29. Do you own the building? If you lease the building for how long and where are you in the lease cycle?
- 30. If you were to engage in energy efficiency projects, please rank the criteria in order of importance? [1 most important – 5 least important]
 - a. ___ Energy Savings
 - b. ___ Environmental Responsibility
 - c. ___ Tenant Comfort
 - d. ___ Cost Savings
 - e. ___ Other (please describe)

Release of Billing History to Third Party

I am currently a customer of Georgia Power. I authorize Georgia Power to release to the individual and company listed below a copy of the most recent 12-month billing history for the account(s) also listed below. I understand that my signature releases Georgia Power from any legal action resulting from the release of this information.

The choice of optional rates rests solely with the customer, and I acknowledge that I must give my approval of any changes proposed as a result of the analysis done by the rate consultant or Georgia Power.

I further understand that Georgia Power will make recommendations concerning appropriate rates or rate audits upon request. I understand that this is one of many services offered by Georgia Power at no cost to the customer.

NOTE: THIS AUTHORIZATION IS GOOD FOR 12 MONTHS FOR THE RELEASE OF ONE BILLING HISTORY REQUEST, TO BEGIN ON THE DATE SHOWN BELOW. ANY SUBSEQUENT INFORMATION WITHIN THE 12-MONTHS PERIOD MUST BE PROVIDED BY THE CUSTOMER.

Effective Date:

CUSTOMER INFORMATION

Company Name	Type of Business
Authorized Signature	
Printed Name	Title
Phone No.	Fax No.

THIRD PARTY INFORMATION

Release Information to:

Signature	Printed Name
Company Name	Address
Phone No.	Fax No.

ACCOUNT IDENTIFICATION

Account Number	Service Address
1.	
2.	
3.	
4.	
5.	
6.	

MAIL OR FAX THIS FORM TO:

Georgia Power
Business Call Center
BIN# 90000
2500 Patrick Henry Parkway
MCDONOUGH, GA. 30253
Phone: 1-888-655-5888, Fax: 678-623-6116



Release of Water Consumption to Third Party

I am currently a customer of The City of Atlanta Department of Watershed Management. I authorize The City of Atlanta to release to the individual and/or company listed below a copy of the most recent three (3) year billing history for the account(s) listed below. In addition, I authorize the release of additional consumption data that may be gathered during the two-year period beginning with the effective date below.

I understand that my signature releases The City of Atlanta from any legal resulting from the release of this information.

Effective date: _____

CUSTOMER INFORMATION

Company Name	Type of Business
Authorized Signature	
Printed Name	Title
Phone No.	Fax No.

THIRD PARTY INFORMATION

Release Information to:

Signature	Printed Name
Company Name	Address
Phone No.	Fax No.

ACCOUNT IDENTIFICATION

Account Number	Service Address
1.	
2.	
3.	
4.	

MAIL, FAX OR E-MAIL THIS FORM TO:

Melinda Langston
 Department of Watershed Management
 72 Marietta Street, 7th floor
 Atlanta, GA 30303
 Phone: (404) 546-1259 Fax: (404) 546-8553
 mlangston@atlantaga.gov