



ATLANTA  
BETTER BUILDINGS  
CHALLENGE



ANNUAL REPORT 2018

# SUSTAINING POSITIVE IMPACT



# ENSURING A MORE SUSTAINABLE FUTURE FOR ATLANTA AND BEYOND

Since its inception in 2011, the Atlanta Better Buildings Challenge (ABBC) has catalyzed and sustained positive impact on our city. The objectives of ABBC were simple: reduce energy and water consumption in our buildings by 20 percent by 2020. After over seven successful years, the impact beyond just energy and water savings has been a key pillar in ensuring a more sustainable future for Atlanta and beyond. Savings generated by ABBC participants advance our economy, improve the health of our residents through pollutant reductions and contribute to reducing the demand on our waterways. In 2017, ABBC continued to grow, adding new participants and elevating the importance of investing in sustainability.



29

**BUILDINGS  
JOINED IN 2017**

Bringing our participant  
total to **652** buildings.



6.28

**MILLION SQUARE  
FEET REPRESENTED**

Bringing our participant  
total to **116 million**  
square feet.



# OUR SUCCESS STORY



“The Atlanta Better Buildings Challenge (ABBC) is a truly remarkable national success story of what can be accomplished when the public and private sectors join forces to work toward a common goal. What started out as a program to promote energy and water efficiency, has created jobs, improved public health and is paving the way for Atlanta to become a national leader in building efficiency. Since the inception of the ABBC, the City of Atlanta has continued to move the needle forward in sustainable building design, energy and water efficiency and clean energy transition. Our municipal buildings are required to earn LEED certification, we are collecting energy and water-use data to formulate more informed policies, and we have committed to a 100% clean energy transition. The progress we have made to date and the ambitious goals we continue to set, will serve as a legacy for future success in sustainable building design throughout Atlanta.”

**KEISHA LANCE BOTTOMS**

*Mayor, City of Atlanta*





## WATERWAYS IMPACT

Atlanta is a large, rapidly growing population center that relies on surface water for supply, creating a strong need for robust conservation to maintain this precious resource for all. ABBC participant savings generated through investments in energy efficiency result in reductions in the water required by the power sector in two ways: a reduction in the amount of water withdrawn, water that is removed from the source with a portion being returned and available for re-use, and a reduction in the amount of water consumed, water removed from the source that is not returned.



229

MILLION GALLONS  
OF WATER WITHDRAWAL  
REDUCED



44%

This is a savings equivalent to almost half **44% of the water** used by Metropolitan Atlanta in one year.



49

MILLION GALLONS OF  
WATER CONSUMPTION  
AVOIDED



x 7.8

This is a savings equivalent to the water it would take to **fill 7.8 Ocean Voyager Gallery tanks** at the Georgia Aquarium.



# ENERGY/WATER SAVINGS IMPACT

Energy and water efficiency remain the bedrock and foundation of the Atlanta Better Buildings Challenge, with participants voluntarily committing to reducing consumption by 20% or more by 2020. Since 2011, more than 650 buildings, representing over 116 million square feet across the City have committed to the Challenge.

ABBC continues to lead the nation in the amount of participating square footage.

**19.3%**

## ENERGY SAVINGS OVER BASELINE

Represents **319,304,302 kWh\***



**16**

Equivalent to the power  
it takes to fully charge  
**16 million electric cars**  
(20 kWh per car).

**15%**

## WATER SAVINGS OVER BASELINE

Represents **34.3 million gallons**



**52**

Equivalent to the water  
contained in **52 Olympic  
sized swimming pools.**

\* Represents electricity savings only



## ECONOMIC IMPACT

Since 2011, the Better Buildings Challenge has not only reduced our impact on the environment, but stimulated Atlanta's economy beyond expectations. ABBC programs and activities provide a significant contribution to Atlanta's economic development through additional employment, increased investments, income growth and expanded gross regional product (GRP).

**\$19**

MILLION IN ADDITIONAL  
INVESTMENT TO ACHIEVE  
2017 ABBC SAVINGS



**409**

This amount is equivalent to  
annual earnings from **409 jobs**  
at Atlanta's average salary.

Other benefits include:



**\$16**

MILLION ADDED TO THE  
REGIONAL ECONOMY



**\$8**

MILLION IN INCREASED  
LABOR INCOMES



**221**

JOBS CREATED





## SOCIAL AND PUBLIC HEALTH IMPACTS

Savings generated by ABBC participants have the added benefit of making Atlanta a healthier place for our residents to live and work. Reduced demand for electricity creates benefits that positively impact our society and public health through the corresponding reduction in emissions of the top 7 environmental pollutants. The public benefits are savings from avoided illnesses associated with pollutants – including reduced missed work days, decreased incidences of asthma exacerbations and upper and lower respiratory symptoms, especially in children and the elderly. The community at large benefits from avoided public health consequences as well as avoided economic damages from emissions like erosion of infrastructure or loss of agricultural productivity.



**\$2.5**

### MILLION IN SOCIETAL BENEFIT

associated with lower levels of CO<sub>2</sub> emissions due to ABBC participant savings.



This amount would buy you 113,895 tickets to the Atlanta Botanical Garden.

**513**

### INSTANCES OF ILLNESS AVOIDED

Public health impacts include a reduction in minor restricted activity days, work loss days, upper and lower respiratory symptoms and asthma exacerbations.



# JOIN US TODAY

Help Sustain Our Positive Impact on Atlanta



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