



# power to change

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ATLANTA'S CITYWIDE SUSTAINABILITY INITIATIVE

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# Power to Change is Atlanta's citywide sustainability initiative that unites us to make Atlanta a top-tier sustainable city in the United States.

Cities themselves are partnerships. An interconnected mix of economy, lives and lifestyles that form Atlanta's personality: at work, at home, at play. As Atlanta grows, our sustainability culture will continue to be built by our citizens and our interconnected actions. That's why the **Power to Change** plan is such an exciting step forward. The plan is based on a continuous inventory of wins across Ten Sustainability Impact Areas. From improving our Air Quality — to sustainable choices in Transportation & Mobility — to maximizing Community Health & Vitality we continue to discover new success each and every day.

Today Atlanta is achieving sustainability — as resident stakeholders and through hundreds of local organizations representing government, business, academics, non-profits and citizens. Each and every time we share our achievements and passions, we inspire more change. We win when we act together. You'll learn more about impacts, initiatives and innovations that define Atlanta's evolving sustainability story in the pages ahead. And we hope you too will be inspired to new action. And continued change for the better is what Atlanta is all about. Imagine what we can do together tomorrow as one city with one plan. **The Power to Change is in your hands. Ready. Set. Realize.**



# Growing Accomplishments Exponentially

Our citywide efforts are making Atlanta a more sustainable city each and every day. (during 2010-2013)

- More than **65 million square feet** committed to Better Buildings Challenge
- Added over **1300 Earthcraft homes** to our public housing stock
- Converted **54 shuttle buses & sanitation vehicles** to CNG
- Installed **solar panels** in a city park
- Avoided **4,364,500 lbs** of pollution from clean commuters
- Completed over **2,000 residential energy audits** at no cost
- Remediated **73 acres of brownfields** along the Atlanta Beltline
- Replaced over **300 pedestrian lights** with more efficient infrastructure
- Upgraded over **10,000 lighting fixtures** within municipal operations
- Added **14.9 miles** bicycle lanes, cycle tracks & shared
- Completed **100+ sustainable streetscape enhancements** and improvements
- Distributed **60,000 recycle carts** to residential community
- Led the development of the **first Southeast EV readiness manual**
- Added over **1,300 clean tech jobs** in metro Atlanta
- Achieved over **15,000 volunteer hours** annually throughout City parks
- Over **80,000 citizens** participated in Atlanta Street Alive bike event
- Completed the cities **first climate action plan**
- Achieved **15% decrease** in commercial natural gas consumption
- Increased from **50% to 64%** residents within ½ mile walk of park/green space
- Added a **LEED gold** international terminal to airport
- Planted over **23,000 trees** citywide
- Passed legislation to support **green infrastructure**

It is important to note that this is just a partial list and not meant to be comprehensive or detailed. The website will provide more information.



# A Vision For a Sustainable Future

## Letter from the Mayor



Atlanta is a great American city that recognizes its history while making progress toward the future. My vision for making Atlanta a top-tier city for sustainability is one that will endure beyond administrations, and live within the people and places that create the fabric of this urban metropolis.

I firmly believe that Atlanta has the power to realize this vision of becoming a national leader in sustainability. The people who live and work in this city all have a stake in its bright future. We will work together to empower residents, businesses and stakeholders of all kinds to mobilize our energy and resources to achieve this great goal. Our city has always demonstrated an innovative spirit when faced with challenges; working together, this community will once again tap into this spirit and transform Atlanta into a model city of conservation and clean energy. To realize this goal, my Office of Sustainability has developed Power to Change.

Atlanta's sustainability plan is the way forward, not only for our environment, but for our city to remain economically and socially responsible to this and future generations.

Addressing sustainability in our city is a complex undertaking, requiring an understanding and respect for the interconnected nature of sustainability issues. Long before our first sustainability plan, and our progress in reducing the energy and water footprint in government operations, Atlanta was making tremendous strides for the environment. Organizations like the

Southface Energy Institute, Chattahoochee Riverkeeper, and the Georgia Conservancy have educated and advocated for the preservation of our natural and man-made resources for over 90 years, collectively.

We are a community of stakeholders in sustainability, one where every individual's actions contribute to a healthier, cleaner future. All of these thousands of organizational and individual acts, together, forge a powerful momentum of change.

Today, we've embraced new challenges, including: making Hartsfield-Jackson Atlanta International Airport one of the busiest and most sustainable airports in the country; retrofitting our city's commercial properties through the Atlanta Better Buildings Challenge; and planning for climate change by implementing the city's first Climate Action Plan. Investing in sustainability is the right step, and we will continue to cover ground at a tremendous pace with your involvement. There will be many tangible benefits, including a cleaner, healthier city for the next generation, and a city that attracts more attention and investment from global business.

Through public/private partnerships, we will expand the capacity of our efforts. Working together, residents and businesses act powerfully to create relevant change in our city's future. This plan is a blueprint for achieving that change, and it is our mission to show each individual act contributes to the power needed to reach this goal.

As a vested part of our journey, I challenge you to join this collective effort to make our city a better, more sustainable place, and even more, a shining example of the right way to live and work. Now is the moment to seize this great opportunity. Working as one, all of our acts will fuel the Power to Change Atlanta.

**Kasim Reed**

Mayor of Atlanta



## THE PATH TO ACTION



**visit**  
[p2catl.com](http://p2catl.com) or  
email [sustainability@atlantaga.gov](mailto:sustainability@atlantaga.gov)

**commit**  
to an act of change

**tell**  
a friend to do the same



**share**  
your ideas

**become**  
a Sustainability Ambassador

**help**  
Atlanta become a top-tier  
sustainability city

# One City, One Plan

## Letter from the Director



What does it mean to act as one city — under one sustainability plan?

I believe sustainability leadership requires cities to address and deliver equally through two important lenses: progress and potential. As Director of Sustainability for the City of Atlanta, my core responsibility is working with all stakeholders to make measurable strides forward. I'm proud that Atlanta is now aligned under one shared

sustainability plan: Power to Change.

As a City, we are leading by example. As a municipality, we've already exceeded our original target of 15 percent energy savings by 2020 in several facilities. Stakeholder agencies have added 1,300+ EarthCraft homes to our public housing stock in less than two years — making them more resource efficient and providing residents with substantial utility cost savings. We've increased our city's recycling efforts. Government-led recycling has grown three-fold in just six short months, simply by adding infrastructure and educating our workforce on the importance of materials management.

In government operations, we've focused on strategic projects that mobilize multiple city departments — from lighting retrofits in our buildings, to alternative fuel vehicles at the airport, to storm water management policy changes that promote sustainable development.

Through partnerships, Atlanta Public Schools is also adding 40 learning gardens by year end 2014. And that's just part of the success story unfolding for our city. By connecting stakeholders, impact areas, measurable goals and 100+ initiatives, we will move from siloed progress to synergistic success. This approach allows us to maximize our collective impact on Atlanta's sustainability landscape, rather than relying solely on a piece-wise approach to greater sustainability.

Based on your input, we've aligned on common measurement. Short, medium- and long-term success metrics tie to Ten Sustainability Impact Areas (see page 11 of the plan for details). As a result, Power to Change becomes active, demonstrative and cumulative. And, most importantly, it creates an accessible and pragmatic framework for our stakeholders to embrace and leverage success from.

Midtown, Atlanta's — the Southeast's first EcoDistrict is just one example. The EcoDistrict movement is global in scope, but local in activation — with neighborhoods leading block-by-block change.

Atlanta is tackling Urban Heat Island (UHI) effect — one of the most important concerns urban cities face. In his State of the Union speech, President Obama highlighted the growing threat of climate change noting that 12 of the hottest years ever recorded have occurred since 1998. The dominant drivers of warming can be slowed at the city level, and accordingly extensive tree planting and preservation, parks and greenspace development, and widespread use of cool roofing and paving materials — are steadily growing in Atlanta.

Power to Change empowers us to address vast and varied issues in sustainability together...for today and tomorrow. What will you do help create a more sustainable Atlanta? Become an Atlanta Sustainability Ambassador. Commit to action as an individual or a group. Share your successes with us and continually use Power to Change, as a framework to maximize your effectiveness. Together we'll watch our wins multiply.

We look forward to remarkable achievements along our journey together.

To a sustainable future,

**Denise Quarles**  
Director of Sustainability

City of Atlanta, Mayor's Office of Sustainability Team Members



# ONE MISSION

## Atlanta's Full-Circle Commitment

Being a top-tier sustainable city means taking a complex issue and making it comprehensible, cohesive, and collaborative. Atlanta benefits the most when we amplify our individual successes to showcase our full-circle commitment to sustainability. After a thorough evaluation in partnership with hundreds of Atlanta sustainability advocates, we set Ten Sustainability Impact Areas that are:

- > Easy to articulate.
- > Globally, domestically and locally accepted.
- > Measurable ways Atlanta can lead by example — showing our strength in sustainability to audiences both inside and outside the city



## Collaborative Communication

The beauty of a full-circle approach is that we win faster because we have defined the win together. There are more than one hundred initiatives already moving in Atlanta that address our goals. The work being done is celebrated collectively. The work we need to do becomes a group effort and shared charge. By linking these momentum areas to a citywide narrative, everyone wins. And the potential is powerful.

**5**  
Stakeholder Groups

**10**  
Sustainability Impact Areas

**30+**  
Measures of Success

**100+**  
Initiatives for a more sustainable Atlanta

**1**  
Mission

**1**  
Action at a Time

# THE POWER TO CHANGE NOW & FOR THE FUTURE

## Accomplishments and Goals

**Growing Accomplishments Exponentially (2010 - mid 2013). Our efforts are making Atlanta a more sustainable city each and every day.**

**48%** urban tree canopy

**30,000 cleantech jobs** in Metro Atlanta

**64% of residents within 1/4 mile** walk of park/green space

**42000+ certified EarthCraft housing units**

**50%** of jobs in city within 1/2 miles walk of public transit

**4,777** acres of parks

**65 public** electric vehicle charging stations

**66 miles** of bike lanes and trails

**25** farmers markets

**385 LEED** facilities

*It is important to note that this is just a partial list and not meant to be comprehensive or detailed. The website will provide more information. [www.p2catl.com](http://www.p2catl.com)*

### TRANSPORTATION & MOBILITY

- Double the citywide alternative fuel infrastructure by 2015
- Increase the number of overall businesses participating in the Georgia Commute Options Partnership program year over year
- Increase existing and new employers individual mode shift to at least 20% alternative mode use or Platinum status
- Double the miles of bicycle lanes/cycle tracks by 2016

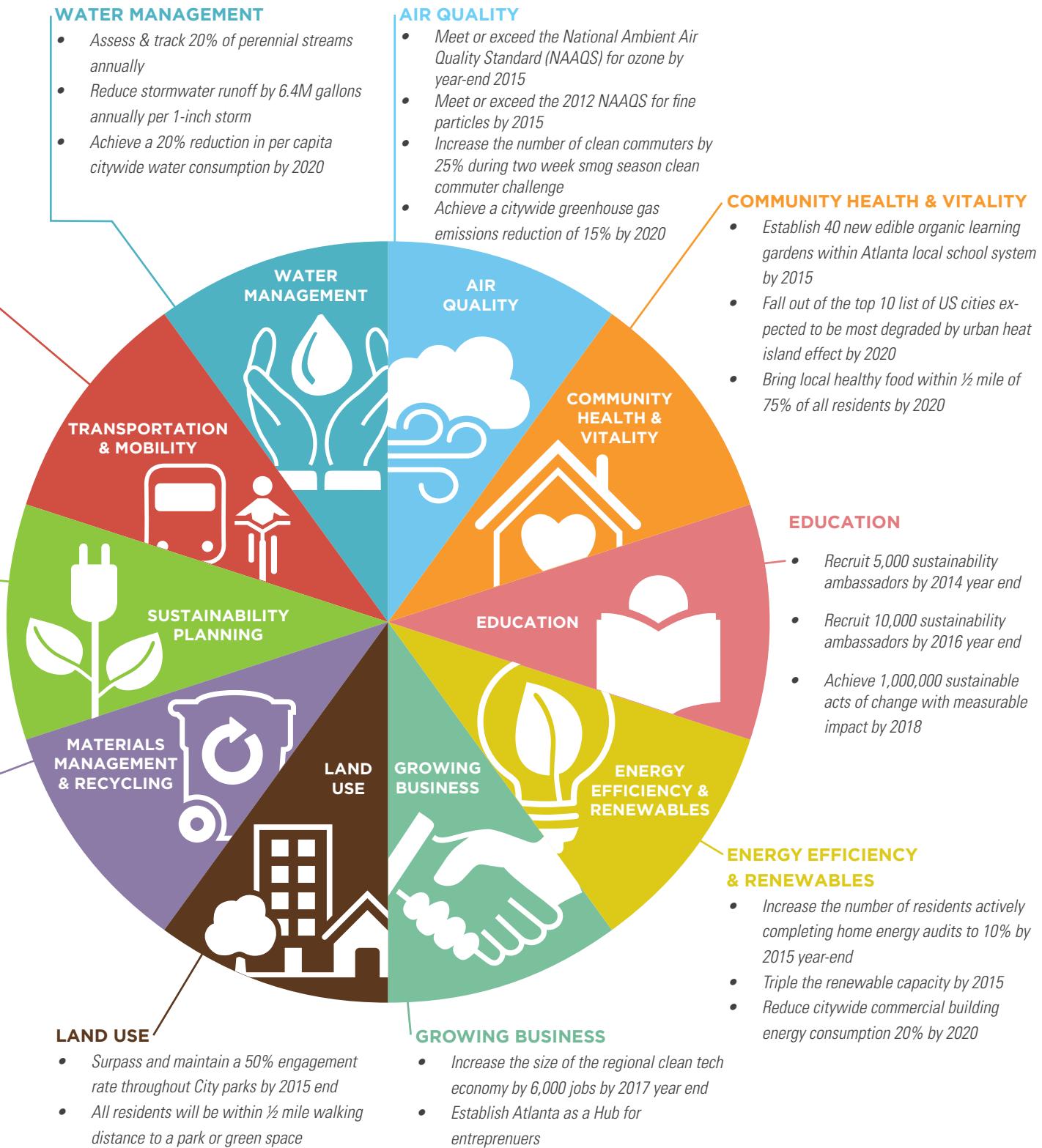
### SUSTAINABILITY PLANNING

- Grow and maintain citywide eco/environmental districts and livable center initiative projects
- Increase the number of businesses actively engaged in greening their operations year over year
- Cleanup 50% of the assessed city-owned brownfield acreage that is suitable for redevelopment

### MATERIALS MANAGEMENT & RECYCLING

- Develop a building deconstruction program for renovation and demolition projects by 2015
- Recruit 2500 businesses/organization to take the Recycle at Work pledge by 2015 year end
- Divert from the landfill stream 90% of municipal and residential waste by 2020

## Goals For Our Future





*The condition of the air is a quality-of-life issue.  
The strong link between transportation and air  
quality means we must educate individuals on  
the health impact of their commuting choices.*

*—Tedra Cheatham, The Clean Air Campaign*

# AIR QUALITY

Without clean, healthy air, a city — including its residents, businesses, visitors and industry — cannot thrive. To achieve and maintain good air quality requires comprehensive actions from all stakeholders, working in collaboration.

The greatest threat to Atlanta's air quality is our transportation situation. Most Atlantans are car-oriented and utilize single occupancy vehicles (SOVs). Unlike New York, Chicago, Washington, D.C. and other major urban centers, most residents drive to reach employment and activity centers for day-to-day necessities like food, day care and leisure activities. On any given day on Atlanta's transportation network, traffic congestion is a common occurrence, preventing us from reaching our destinations in a timely fashion. Traffic congestion in Atlanta results in longer commutes and increased tailpipe emissions. These dangerous emissions create excess air pollution and smog, exacerbated by the region's warm, humid climate.

Half of all smog-forming emissions come from vehicles, which is compounded when temperatures increase. Vehicle emissions mix with other air pollutants to form ground level ozone or smog. The resulting effect is poor air quality. This problem disproportionately affects those with existing health conditions such as decreased lung function. Particularly impacted are children and the elderly with these health concerns, as well as people with asthma. Coal-powered generation plants, oil refineries and industry, and non-mobile sources contribute additional, substantial amounts of harmful emissions as well. Regulated by the EPA through monitoring networks, regulations have helped reduce the amount of smog-forming Volatile Organic Compounds (VOCs) and particulate matter, but there's still work to be done to ensure that our citizens have high-quality air to breathe as the city grows.

Although often overlooked, indoor air quality is just as important

## Goal

*Improve our regional outdoor air quality and foster the improvement of indoor air quality throughout the city.*

## Our Vision

*Healthy, breathable air for outdoor and indoor environments, a decline in the incidences of asthma, especially in children and a decrease in the number of smog alert days.*

## Current Situation

- *The Atlanta region maintains a history of poor rankings from entities like the Asthma & Allergy Foundation and American Lung Association.*
- *The region faces pressure to attain the 2008 ozone standard by December 31, 2015.*
- *Expanding awareness and adoption of behavior-based air quality impacts like commuter transportation choices, and commercial green cleaning practices and procurement policies.*
- *Improved transportation infrastructure, including transit systems, an increase in energy efficiencies and adoption of alternative fuels are considered to be the key solutions for outdoor air quality.*

# Creating Cleaner Commutes:



Atlanta Gas Light owns and maintains nine compressed natural gas (CNG) stations in Georgia, and helps maintain 30 others. The Metropolitan Atlanta Rapid Transit Authority (MARTA), one of their largest customers, runs 350 natural gas-powered buses. Air quality improvement from natural gas buses is like parking 100,000 cars.



Stephanie Armistead took a pledge on Earth Day 2010 to live one year without a car. Now 3 years later, she is still taking full advantage of Atlanta's resources to get around town. Not only has Stephanie become more active, she also uses her commute time more productively than before.

## DID YOU KNOW?



ON AVERAGE, FOR EVERY MILE THAT YOU DRIVE,  
**YOU ARE PUTTING  
 ONE POUND OF CO<sub>2</sub>  
 DIRECTLY INTO THE AIR WE BREATHE.**

as outdoor air quality. People occupy buildings for hours on end, where time spent outside may only be a small fraction in comparison. The buildings procurement policies determine things like which carpets and cleaning practices we choose and helps determine the quality of indoor air. Tenants include everyone from infants in a hospital and the health providers that care for them, to the students on a college campus and the instructors and facility operators that ensure the building meets every-day needs. Employers pay an average of three times more in salaries and benefits to the workforce than is paid in rental fees to occupy the buildings. So investing in a healthy workforce and their work environment has multiple short and long term impacts, including fewer sick days, reduced insurance premiums and increased workplace productivity.

Metro Atlanta's population is expected to grow by 2.5 million people (the size of greater Denver, CO) by the year 2030. With a largely car-dependent population comprised of both city dwellers (only 540,000 residents) and the Metropolitan Statistical Area (MSA) populous (5,359,205), the increase in single-occupancy vehicles (SOV) that we could see on the roadways in the future will coincide with multiple public health impacts. These impacts are largely due to GHG emissions including carbon monoxide (CO<sub>2</sub>), mono-nitrogen oxides (NO<sub>X</sub>), hydrocarbons and ozone (O<sub>3</sub>). In order to accommodate growth of this kind, with more stringent federal regulations for fuel economy, Atlanta must encourage continued progress in the following area:

***"Clean transportation technologies reduce petroleum dependence and improve local air quality. Through strategic partnerships, we deploy 196 alternative-fuel vehicles in Atlanta, reducing 658,517 gallons of petroleum fuel, improving air quality."***

***—Don, Francis, Center for Transportation  
 and the Environment***

### **Collaborative Initiatives Driving Change**

- *Transportation infrastructure improvements*
- *Promotion of green cleaning technologies and practices*
- *Urban heat island mitigation planning*
- *Alternative fuel vehicle integration into city government and community fleets*
- *Increased electricity generation from renewables (solar, wind, biomass, etc.)*

### **Five Indicators For Progress**

- *Decrease in number of red/orange ozone days and asthma-related hospitalizations*
- *Increase in mode shifts to alternative commutes and public transportation utilization*
- *Increase in number of alternative-fueled, non-fossil fuel combustion vehicles on the road*
- *Increase in tree canopy, land use for urban agriculture and public greenspace acreage*
- *Decrease in greenhouse gas (GHG) emissions*

### **Potential Green Jobs**

- *Green cleaning product manufacturing and sales*
- *Air quality specialist*
- *Alternative fueling station construction and permanent staff*
- *GHG emissions auditors*
- *Policy analysts, researchers and outreach specialists*
- *Environmental quality/public health specialists*



*“My community impacts my food choices, daily activities, and access to everything Atlanta offers. A healthy community is a more sustainable community, enabling everyone to access existing resources.”*

*—Tina Arnold, East Lake Community*

# COMMUNITY HEALTH & VITALITY

Communities are the fabric of Atlanta. In order to ensure a resilient and sustainable future for our residents, we must ensure all of our neighborhoods are healthy. Healthy communities have access to healthcare services, parks and greenspace, healthy food and affordable and efficient housing choices. Such resources are the result of sustainable development, community engagement and education.

Quality of life and health are increasingly important issues to all Atlantans. In April 2013, the City of Atlanta released the results of a comprehensive study of quality of life and health in our city, conducted by experts at Georgia Institute of Technology. The study assessed levels of quality of life and health in various neighborhoods. The study's goal was to identify what neighborhoods score high on these important attributes, and what neighborhoods need more attention to improve quality of life and health for their residents and businesses.

The two-year study, Quality of Life and Health in Atlanta, was based on surveys with residents all over the city. Five key indicators were used to assess and measure the quality of life and health in the area: public safety, economy, transportation, amenities and housing. In the end, the study identified five priorities for people living and working in Atlanta: to be close to quality amenities and employment centers, to have the option of alternative modes of transportation, to live in areas with ample greenspace and trees, to be in safe surroundings, and to have fewer neighboring vacant properties and vigorous code enforcement. All of these elements of our environment and infrastructure contribute to a healthier, more livable and sustainable environment for everyone who lives, visits or works in Atlanta.

Results of the survey showed that neighborhoods with high rankings on quality of life also generally ranked high in health. In addition, core urban neighborhoods continue to be the most desirable locations when it comes to both quality of life and healthy living opportunities. Residents want clean, green, healthy, safe living spaces where jobs, shopping and

## Goal

*Maximize the health and well-being of the community, providing access to affordable sustainable housing choices, nutritious food and efficient transportation.*

## Our Vision

*A healthy, active Atlanta. Where every citizen understands the importance of healthy, affordable, locally grown food; where children receive the optimal dietary value daily; where each resident lives within walking distance to a grocer or market supplying fresh produce.*

## Current Situation

- *Atlanta faces epidemic health challenges such as obesity and diabetes.*
- *Many communities lack of access to healthy food choices and safe access to recreation and exercise areas.*
- *The city maintains an abundance of unused land parcels that could be redeveloped into new greenspaces, community gardens or urban farms.*
- *There is an increasing demand for public education on urban farming and food integrity.*

# Raising Awareness of Sustainability:

Coca-Cola Company



Coca-Cola is committed to improving sustainability. To increase recycling in Atlanta, the company donated 4,000 recycling bins to be placed at schools and other venues, and helped fund placement of curbside recycling carts citywide. Coca-Cola promotes recycling through its Give it Back campaign and fleet of Recycling Education Vehicles.

Westminster's students participated in the recent "Best of Green Schools" competition of the Center for Green Schools. Students in grades 3-12 organized assemblies on compassion and sustainability, madefleece blankets, painted rain barrels, prepared biodegradable laundry detergent and packaged medical supplies. Younger students decorated donor recognition cards for Trees Atlanta.

Westminster Schools



## DID YOU KNOW?

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# GEORGIA RANKS 2ND IN THE NATION IN CHILDHOOD OBESITY RATES,

WHILE ONLY 13% OF ADULTS AND 8% OF CHILDREN IN GEORGIA CONSUME THE RECOMMENDED AMOUNT OF FRUITS AND VEGETABLES EACH DAY.



recreational facilities are nearby. So quality of life and healthy living rank high on the list when people are choosing a place to live or work.

The City is proud of its work with the U.S. Department of Housing and Urban Development (HUD), the Atlanta Housing Authority and Invest Atlanta to provide affordable, energy-efficient housing choices across the city. To date, over 1,300 EarthCraft and Energy Star public housing units have been erected or retrofitted as part of these partnerships.

Atlanta has a budding local food movement, supplying over 25 farmers markets and a host of community gardens. Atlanta Public Schools has created one of the country's most robust farm-to-school programs, providing our youth with nutritional choices grown within the state of Georgia. Not only are residents gaining access to local food, but they are also learning about major local health issues, such as obesity and diabetes, through educational programs in the community gardens.

Our Office of Planning has instituted progressive zoning regulations that promote community vitality through greenspace, storm water management infrastructure, sidewalks, bike lanes and multi-use development requirements.

***"Atlanta's strength is its people. When we preserve our resources and examine new ways of service provision, we promote sustainability. The result is a city that sustains itself for generations."***

— CT Martin, District 10

### Collaborative Initiatives Driving Change

- Educational programs in community gardens focused on local health issues, such as diabetes
- School district and community gardening programs
- Sustainable design standards incorporated into new and renovated public housing
- Park access evaluation and improvement
- Educational campaigns on healthy food for municipal employees

### Five Indicators For Progress

- Increase in number of affordable, livable and green housing types
- Increase in number of farmers markets in underserved communities
- Creation of new urban farms and community gardens
- Number of new greenspaces with recreation/exercise equipment
- Miles of new sidewalks and bike lanes to encourage safe and active transportation choices

### Potential Green Jobs

- Community planners
- Urban farm managers and laborers
- Recreation managers/health and fitness instructors



*“Educating future leaders on sustainability requires more than institutional knowledge. Students must play an active role in conversations that shape Atlanta’s future. We must embed sustainability philosophy in everyone’s minds.”*

*—Dr. Sinead Young,  
Morehouse College*

# EDUCATION

Educated, well-informed residents and leaders are more empowered to identify challenges and opportunities, and take charge of the actions necessary to achieve greatness. So focusing on the area of education, and harnessing the incredible power that engaged, informed citizens can generate, is a vital element of this plan.

Atlanta is home to a diverse, highly skilled and educated population. A subset of that larger community exists that has quietly propelled Atlanta into the national spotlight for its sustainability achievements. This is an energized, issue-oriented group of practitioners. Each of these dynamic community visionaries is equipped with unique expertise in multiple Power to Change impact areas. These leaders each have the capabilities necessary to engage and mobilize their audiences to move the sustainability needle forward. Through education, community members' passions are fueled. Behavior changes become habits. Sustainability plans turn into actions that are ongoing, collaborative and impactful.

There is a need for increased collaboration that will allow stakeholders to impact change efficiently without duplicating efforts. Collaboration affords us the opportunity to celebrate successes and explore new ways to improve outcomes. In an effort to increase the city's collective understanding of sustainability and its call to action, we've made education fundamental to the plan's success.

Success is not just meeting incremental targets. We are working collectively and collaboratively to inspire all Atlantans and organizations — from every stakeholder group — to help educate and empower our citizens on how to take action now. We can work together to help our community reach short-term, mid-term and long-term goals to improve sustainability.

## Goal

*Provide educational opportunities for all residents that demonstrate sustainable best practices while providing platforms for learning and engagement.*

## Our Vision

*That all residents understand their relevance to collective sustainability efforts; that education and engagement opportunities exist to support those efforts; that smart pathways to wise action is available in many languages, and is translatable and impactful to all; and that research and innovation increases the stakeholder's knowledge.*

## Current Situation

- *There is a need for increased educational opportunities for sustainability both inside the classroom and in the broader community.*
- *Atlanta has many successes, but the broader community is unaware of all the useful tools available to become more sustainable.*
- *Most people have a limited understanding of positive and negative impacts of purchasing and consumption behaviors.*
- *Successful pipelines of grant procurements exist, but leveraging capacity beyond government, academia and NGOs is vital.*
- *Atlanta is a hub of sustainability professionals, willing to share their expertise and experience.*
- *Sustainable resources are readily accessible to all residents and visitors.*

# Propelling Change Through Education:



Delta Airlines leads the effort to boost Atlanta's sustainability. In 2012, Delta made operational improvements to flights, saving 19 million gallons of fuel. CO<sub>2</sub>e reduced emissions reduced by 189,154 metric tons, equivalent to removing 37,000 cars off the road for one year. The In-Flight Recycling Program recycled over 437,000 pounds of waste.



The Captain Planet Foundation funds and supports environmental projects that inspire youth to create environmental solutions in their homes, schools and communities. Grantees have recycled over 100 tons of waste, and CPF has established over 1,500 outdoor classrooms, organic gardens, pollinator gardens, learning trails, native habitats, and/or fruit orchards.

**DID YOU KNOW?**

# REGARDLESS OF AGE, ACCESS TO EDUCATION IS ONE OF THE GREATEST BARRIERS TO SUSTAINABILITY.



To achieve this, we must remain inclusive. Living and working more sustainably goes beyond any one impact area. Therefore we aim to match expertise with engagement in the broader community. One key mechanism that will enable this to happen is to create a contingency of sustainability ambassadors who will pledge to pursue sustainability and share information with others. Ambassadors are the leaders in the sustainability effort. These empowered, educated individuals go into every corner of our community to teach others, lead sustained and collaborative efforts, and inspire ongoing behavior changes that will make our city a global model of sustainability.

## **Collaborative Initiatives Driving Change**

- *Citywide sustainability ambassador program*
- *Monthly roundtables to inform and align resources to achieve local and regional sustainability initiatives*
- *Quarterly public events to educate and inform residents, businesses or visitors*
- *Training programs being offered by non-profit organizations by impact area*
- *Sustainability being incorporated into K-12 academic curricula and student activities to establish positive behaviors in our city's youth*

## **Five Indicators For Progress**

- *Increase in level of community involvement*
- *Rising attendance at sustainability education events*
- *Steady increase in number of sustainable acts from shared vision and goals*
- *Ongoing programming for each impact area across stakeholder groups*
- *Cross-sector collaboration with all stakeholders*

## **Potential Green Jobs**

- *Event planners and managers*
- *Multimedia and curriculum producers*
- *Sustainable product retailers*
- *Sustainable service providers*

***"Many of our issues exist not because we lack resources. We must mobilize our citizens with the power to change! By incorporating sustainability in our efforts, we can do just that."***

***— Joyce Sheperd, District 12***



***"Our city advances energy efficiency in both practices and innovative policies. Leadership by the city and the efficiency industry creates jobs, saves money on utility bills and enhances our environment."***

***—Dennis Creech, Southface Energy Institute***

# ENERGY EFFICIENCY & RENEWABLES

Factors such as population growth and warmer summers may increase Atlanta's demand for energy, but these changes don't have to create drastic spikes in our collective energy consumption. One of the major drivers of high energy consumption is the way we build residences, office buildings and other key structures. Simply put, traditional methods of constructing buildings lead to costly energy waste, both in financial terms and in sustainability.

By creating more energy-efficient buildings, we can limit consumption and protect other critical areas of sustainability such as indoor and outdoor air quality. Working collaboratively toward this important goal will create a city that consumes only the needed amount of energy while preserving existing resources and discovering more innovative ways to generate it.

Minimizing energy consumption starts by updating building systems and mitigating energy evaporation from these structures. By properly sealing buildings and updating HVAC systems, we can improve energy efficiency while greatly improving air quality for the people who live, shop and work in these buildings. Better ventilation and less dust, pollen and particulate matter lead to better indoor air quality. Building improvements should also include better metering, monitoring and systems to allow for even greater energy efficiencies.

Along with updating building systems, we need to find new, cleaner forms of renewable energy and better options for on-site, on-demand energy creation. Traditional methods for creating and extracting energy have damaging effects on the environment and can lead to smog, climate change and poor air quality. Innovative energy production will make Atlanta a healthier place for residents, business and visitors alike.

With the expected population growth in metro Atlanta, the timing is critical if we are going to set high standards for air quality and energy efficiency in our area. By working collaboratively and synergistically, we

## Goal

*Reduce energy use through conservation, efficiency best practices and through the deployment of renewable systems.*

## Our Vision

*A city that wastes no energy and builds a resilient infrastructure through a mix of renewable energies.*

## Current Situation

- Electricity used in buildings is the largest source of greenhouse gas emissions in Atlanta.
- Estimates for population growth in Georgia and in the Atlanta metropolitan region are for a 37% increase by 2030.
- Production and incentives for renewable energy in our region are low.
- Atlanta is a leader in green-certified buildings.
- Atlanta has over 50 million square feet of commercial building space committed to energy and water efficiency improvements.

# Pumping Up Efficiency Standards:



**Georgia Power**

Georgia Power finds ways to reduce energy usage without reducing service levels. Through energy efficiency education and incentive programs, customers learn ways to reduce energy usage and earn rebates. Georgia Power's Advanced Solar Initiative will acquire 210 megawatts of solar capacity to create the largest voluntary solar portfolio from an investor-owned utility.



**RM Clayton**

Atlanta's RM Clayton Wastewater Treatment Plant previously flared excess methane gas produced by its anaerobic digesters, wasting high-energy fuel. City agencies collaborated to create a new combined heat and power plant which now converts waste biogas into nearly 13 million kilowatt-hours of useful energy annually. This saves Atlanta \$1 million each year.

## DID YOU KNOW?



# LED LIGHT BULBS LAST 25 TIMES LONGER AND USE 84% LESS ENERGY THAN INCANDESCENT BULBS.

can make significant improvements that will create a cleaner, healthier, more affordable city for everyone.

When it comes to leading by example, the Atlanta municipal government has made great strides by reducing our own energy consumption. In September 2011, the Department of Watershed Management installed a variable-speed pumping system located at the Hemphill Water Treatment Plant, which has saved 68% of facility energy and more than \$1 million a year in costs. High-efficiency lighting conversions, the massive overhaul of the Atlanta Civic Center and programs including residential weatherization programs, have jumpstarted our municipal progress.

## Collaborative Initiatives Driving Change

- Community-wide energy awareness programs are offered by local utility providers including free residential energy audits.
- Commercial buildings are investing heavily in energy-saving measures.
- Local programs are accelerating the number of certified energy efficiency and weatherization professionals.
- Accelerated education, outreach and progress recognition programs exist for organizations investing in energy efficiency.
- Residential incentives for renewable energy projects as well as low/no-interest loan programs are available for energy and water efficiency.

## Five Indicators For Progress

- Reduction in energy consumption by sector
- Increase in energy efficiency jobs
- Increase in installed renewable energy capacity
- Increase in the percentage of City and community building designed to a sustainable building standard

## Potential Green Jobs

- Energy auditors
- Performance contracting management
- Renewable energy sales, installers, engineers
- Project managers, designers, engineers
- Policy analyst, researchers and outreach specialists

***"Atlanta must increase energy efficiency within buildings and examine new fleet fuel sources. The Atlanta City Council can support these goals through legislation and policies that create positive change for our future."***

***— Keisha Lance Bottoms, District 11***



*"Cities leading the transition to a clean, efficient economy will lead the world. Invest Atlanta supports the Atlanta Better Buildings Challenge and facilitates energy efficiency retrofits. These programs ensure environmentally sustainable growth."*

*—Brian McGowen, Invest Atlanta*

# GROWING BUSINESS

A sustainable city depends on a strong economy with jobs for people who have resources for common goods and services. Having the unique advantage of being a center for national and international commerce, Atlanta is striving to become more globally competitive and more attractive for businesses looking to relocate or expand their operations.

Embedding sustainability into business practices is a proven way to ensure economic vitality and resiliency while also protecting natural resources. Collectively, we will foster a continuum that encourages businesses to deliver products and services in and to our city responsibly.

Green building materials and techniques, installing efficient energy systems, establishing recycling programs and other aspects of sustainability not only preserve precious resources, they save businesses money. By creating a metropolitan area where sustainability standards are high, we will attract more top corporations and innovative small businesses to our city. However, we must all work together to establish those standards and implement them so we do not have mere pockets of sustainability. We have already made great strides in these areas, and now the task is to bring all types of businesses on board. Sustainability can fuel business growth in Atlanta for years to come; change is already happening.

Atlanta is gaining a reputation for clean technology development and deployment. The Georgia Department of Economic Development, and local colleges and universities are actively pursuing partnerships with the bioscience, pharmaceutical and agriculture industries. These innovations and key collaborations are not only bringing jobs to the city, but creating nationally recognized research and development pipelines. The collective work and commitment to energy efficiency practices on a residential and commercial level represent new job potential and a capacity to create a community-wide, replicable model for transformation.

## Goal

*Improve business knowledge of sustainable resource use while simultaneously accelerating job and economic growth to enhance the City of Atlanta's competitive position within the 21st century globalized economy.*

## Our Vision

*An Atlanta that is a globally economically dynamic and competitive city. Our vision is of revitalized underperforming commercial and industrial areas, businesses that purchase and utilize sustainable products and practices, and a strong, diversified local economy that includes green jobs.*

## Current Situation

- *The Atlanta Journal-Constitution reports that since August 2010, the Metro Atlanta region lost more than 50,000 jobs, while Dallas and Boston gained 20,000 and 30,000 jobs respectively. Atlanta experienced the highest job loss by any metro region in the country.*
- *Atlanta has a strong corporate presence that has embraced corporate responsibility and sustainability.*
- *Considering Atlanta's aged building infrastructure, improvements to reduce energy or water consumption has the potential to generate over 3,000 local construction jobs.*
- *While Atlanta attracts companies for its access to the airport, climate, low cost of living, talented workforce and quality of life, incentives to locate here must continue.*

# Sustainability Is Smart Business:

The Southface SWEET Center is one of the first training centers to be awarded accreditation from the Interstate Renewable Energy Council for our Energy Auditor training program. Since the SWEET Center opened in 2010, over 1,500 weatherization professionals have received industry-specific classroom and hands-on training at the downtown Atlanta facility.



Metro Atlanta Chamber of Commerce



The Metro Atlanta Chamber of Commerce's Sustainable Economic Growth Initiative seeks to boost regional job through three key steps: Recruit clean tech jobs, improve Atlanta's sustainability reputation and share best practices to improve local economies. Its Clean Tech Council hopes to recruit 6,000 additional clean tech jobs to the region.

## DID YOU KNOW? \_\_\_\_\_

**IF APPROXIMATELY 95,000 HOUSEHOLDS IN ATLANTA DEVOTED \$10 PER WEEK OF THEIR FOOD DOLLARS TO LOCALLY GROWN PRODUCTS, THERE COULD BE OVER \$49 MILLION FOOD DOLLARS REINVESTED BACK INTO THE STATE.**



Hit with the fourth-highest job losses nationally during the recent recession. Atlanta has rebounded well and now ranks second in job growth among major metropolitan areas. Growth in retail trade, professional services, education, health services and durable goods manufacturing all support this distinction. So the timing is critical. To take advantage of our momentum in job and business growth, and to ensure that we keep energy costs low and preserve precious resources for the next generation, we must collaboratively set and achieve high standards for the adoption of sustainability best practices. We must ensure that everyone involved in the decision-making process in organizations of all sizes knows the economic benefit of sustainable practices, products, materials and behaviors.

### Collaborative Initiatives Driving Change

- Entrepreneur Eco-System Interactive Map and Database
- Entrepreneurship/incubation support
- Existing businesses creating leaner, more innovative cultures
- Targeted small business/entrepreneurial outreach
- Green infrastructure design and construction

### Potential Indicators of Progress

- Growth in business attraction
- Growth in business creation and retention
- Increase in businesses with sustainability plans
- Customer satisfaction

### Potential Green Jobs

- Green building planners, designers, contractors, managers
- Energy and facilities managers
- Electrical, civil, remediation engineers
- Land-use planners
- Zero waste managers and outreach specialists
- Sustainability consultants, researchers and educators

***“Georgia Stand-Up/Trade-Up leads advocacy and policy innovation efforts for a sustainable workforce, targeting the long-term unemployed, women, youth, veterans and the formerly incarcerated to provide support services and apprenticeship-based training.”***

***— Deborah Scott, Executive Director,  
Stand-UP/Trade-Up***



***“Planning the city’s growth, preserving its history and implementing sustainable land use policies are priorities and challenges. We must ensure that sustainability is integral to becoming a model city for land use.”***

***—Commissioner James Shelby, City of Atlanta Office of Planning***

# LAND USE

One thing is certain: Atlanta is growing and will continue to grow. Our region is noted for its natural beauty, appealing climate and comparatively low cost of living. Our desirable neighborhoods will continue to be attractive to newcomers who are looking for a livable, exciting city to make their home. The challenges of growth are many: maintaining a high quality of life for residents, visitors and businesspeople; mitigating energy costs; and making the best use of the land resources we have to ensure that growth is sustainable, affordable and appealing for everyone. Atlanta has always been known as a “city in a forest.” To continue economic growth in a healthy way, we must protect our land resources and use them wisely.

Between 2000 and 2010 Atlanta added 37,000 new housing units. In 2012 alone, more than 20,000 of construction permits were filed. Every fall, roughly 100,000 students account for thirty percent of our transient population by settling in metro Atlanta schools for post-secondary education. Growth is assured, but smart growth is the path Atlanta has chosen. Today, in neighborhoods and business districts, collaborative planning is allowing for more diverse land use, thus, limiting unnecessary disturbances and affording urban centers access to greenspace and locally grown foods.

The Atlanta area has few natural borders to prohibit its growth and, like many large cities, it has undergone decades of expansive sprawl. Yet increased traffic and congestion is not our goal; we want to create a healthy environment with a high quality of life for everyone. In order to become more sustainable, the way in which we develop must maximize density. Neighborhoods must accommodate the needs of residents within a reasonable walking distance while providing access to a variety of alternative transportation modes.

Atlanta's Special Public Interest (SPI) districts are the region's most progressive zoning districts, and regulate development which supports and/or requires a variety of best practices of sustainable development. These districts support transit-oriented development by allowing the greatest densities and mix of uses near existing rail. They require accessible and

## Goal

*Develop land use policies and programs designed to protect greenspace, sustain our tree canopy, bring brownfields back into productive use, and enhance community livability.*

## Our Vision

*That Atlanta's landscape is enriched by parks, gardens and public use spaces, that walkability is realized along with housing and recreation choices that fit the needs of varied family demographics, and that brownfield sites are redeveloped to become functional.*

## Current Situation

- *While Atlanta is known for being a city in the forest, our tree canopy has declined in recent years largely from natural attrition and development.*
- *Infill development strategies are needed to reduce suburban sprawl, along with land use coordination underway focused on accessibility to public transit, trails and bike lanes.*
- *Atlanta's growth has caused many secondary problems related to pollution, congestion, quality of life and motor vehicle use.*

# Revitalizing Land for Multiple Uses:

**Atlanta Beltline**



**Atlantic Station**



The Atlanta BeltLine is one of the largest urban redevelopment projects underway nationwide. This sustainable project provides public parks, trails and transit by re-using 22-miles of historic railroad corridors, connecting 45 neighborhoods. With links to MARTA and other transit services, it's a critical option for long-term transportation that benefits everyone.

As the largest urban brownfield redevelopment in the United States, Atlantic Station offers an energy-efficient, pedestrian-friendly alternative. It was one of the first of its kind approved under the EPA's Project XL, a national initiative that tests innovative ways of achieving better and more cost-effective public health and environmental protection.

## DID YOU KNOW? \_\_\_\_\_



**AN URBAN ECOSYSTEM ANALYSIS CONDUCTED BY AMERICAN FORESTS REVEALED THAT IN ATLANTA, TREES REMOVE 19 MILLION POUNDS OF POLLUTANTS EACH YEAR, PROVIDING A SERVICE VALUED AT \$47 MILLION.**

secured bike parking, promote alternative fuel and car sharing spaces, and encourage sheltered areas for bus riders. Our Downtown, Midtown and Buckhead improvement districts all boast a wide array of sustainable zoning measures including: storm water management landscaping buffers, heat-reflective roofing, electric vehicle charging stations and bike storage accommodations. Incentives for implementing these measures include a reduction of open space requirements and expedited permitting.

The Department of Planning and Community Development regulates maximum parking counts and allowance of shared parking arrangements. In addition, there are minimum standards for landscaping buffering and regular trees plantings adjacent to sidewalks, adjoining adjacent sites and within the parking areas. The City's Quality of Life bond program has set aside \$150 million for sidewalks, streetscape, bicycle lanes and other multi-modal transportation improvements.

Like other urban areas, Atlanta has a number of brownfields, unhealthy, unsightly spaces which need to be transformed into greenspaces that residents and visitors may use and enjoy. The Brownfield Area-Wide Planning Pilot Program helps communities confront local environmental and public health challenges related to brownfields, in conjunction with funding procured from the U.S. Environmental Protection Agency for brownfields remediation.

***"In just 22 years, PATH has developed 180 miles of trail throughout Georgia. PATH's linear parks are part of the urban and rural landscape citywide, gathering people of all ages, income levels and backgrounds. Its Atlanta-area projects focus on building a trail network in neighborhoods across the metro region."***

***— PATH Foundation***

### Five Initiatives Driving Change

- *Greenspace restoration projects and trail development*
- *Tree planting and care programs*
- *Watershed protection projects*
- *Brownfield assessments and revitalization*
- *Reuse of already developed properties expanding infill versus sprawl*

### Five Indicators For Progress

- *Increase in greenspace acreage*
- *Increase in redeveloped brownfields*
- *Increase in acres of land used for urban agriculture*
- *Increase in the number of residents within half-mile walking distance to a park*
- *Increase in the miles of off-road trails in the city*

### Potential Green Jobs

- *Urban land development engineers*
- *Urban planners*
- *Brownfield remediation engineer*
- *Policy analysts, researchers and neighborhood outreach specialists*
- *Green infrastructure design and installation contractors*



*“A growing city must acknowledge the built environment as a tremendous economic and environmental resource. Deconstruction and material reuse will be critical as the city pursues aggressive waste diversion goals.”*

*—Shannon Goodman,  
Lifecycle Building  
Center*

# MATERIALS MANAGEMENT & RECYCLING

Waste is one of the most pressing problems of contemporary economic growth. As our city and region grow in population by several million residents in the coming decades, responsible management of our trash and other reusable materials becomes critical. Our city not only adds residents each year, more and more visitors to Atlanta for business or to attend major sporting and cultural events add to our waste stream. It is vital to establish high standards for managing materials and recycling so we can keep our city clean, healthy and globally competitive.

Americans send valuable material to the landfill every week, material that could otherwise be remanufactured for use while creating local jobs. Creating new products from previously used goods, a practice with years of history, has over the past twenty years become a sound sustainability practice and valuable commodities market. When handled properly, materials have a longer life and can be useful from cradle to grave; that is, from the time they are packaged and shipped to the point where they have served their intended purpose. The 'cradle to cradle' concept, which keeps the material in a continuous reuse loop, can be applied to anything from soft drink bottles, to a used piece of plywood in a newly renovated house, to old laptops that have become obsolete. Nationally and locally, manufacturers and entrepreneurs are innovating around waste by putting these materials back into the value chain, instead of dumping them into landfills.

The United States creates more trash per person than anywhere in the world; approximately 4.4 pounds of trash per person every day. In 2012, Atlanta set a goal and began the ambitious task of achieving zero waste to landfills. Diverting materials from landfills is good for the economy as well as the environment; every time we send waste to the landfill, we're also throwing money away. Georgia pays roughly \$100 million each year to landfills, an estimated \$300 million worth of recyclable materials.

In the fall of 2012, the city introduced an expanded residential recycling program, Cartlanta, that supplied 65,000 homes with free 96 gallon recycling bins. Just four months after the introduction of Cartlanta, residential recycling tonnage collection has increased by 30 percent while

## Goal

*Create environmental and economic value to residents and businesses by using less resources and diverting valuable materials from our landfills.*

## Our Vision

*That every material resource is recovered for reuse in local markets, and that every home, school, business or government, is making more responsible choices on how we purchase, preserve and discard materials.*

## Current Situation

- Atlanta's current recycling rate is 30% consistent with the national average of 34%.
- If Georgia recycled 10% of discarded recyclables, it would create approximately 1,200 new jobs.
- Composting organics (leaves, grass, food scraps) creates four times as many jobs as landfilling.
- Although Atlanta collects yard trimmings, the city does not offer food collection service.
- There is very little economic incentive in Georgia to recycle. The state has one of the lowest landfill tipping fees in the nation. Additionally, Georgia has enough permitted landfill space to accommodate current MSW disposal rates for approximately another 34 years (as of 2011).

# Recycling for a Cleaner Future:

Atlanta-based Novelis is the world's largest aluminum recycler, and integrates sustainability into its business strategy by finding innovative solutions to product design and performance. In 2011, Novelis set 10 Sustainability Targets for 2020, including 80% recycled content in its products, zero waste to landfill, and reducing water, energy and GHG levels.



Georgia State University is committed to sustainability. Two GSU cafeterias don't use trays or straws, use Ecologo certified napkins, manage and reduce food waste, recycle cooking oil, and compost food waste. Students have also worked with Sustainable Energy Tribe to develop a second organic garden plot to be located in Hurt Park.

## DID YOU KNOW?



**IF GEORGIA RECYCLED 10% OF ITS RECYCLABLES, IT WOULD POTENTIALLY CREATE ROUGHLY 1200 JOBS.<sup>1</sup>**

while internal recycling rates in City Hall and other municipal buildings has increased six-fold. This increase marks a clear opportunity for job creation in the city as recycling creates nearly five times as many jobs than waste disposal. If the State of Georgia recycled 10% of discarded recyclables, it would create approximately 1,200 new jobs.

A key component of Atlanta's sustainability efforts includes educating community stakeholders on materials management and recycling options, expanding on the economic and environmental power of "reduce, reuse and recycle." Georgia has strong end-use markets for recyclables, the second largest in the nation. Sorting recyclables alone sustains 10 times the amount of jobs than landfilling on a per-ton basis. The deconstruction market has proven to have realized value as well. The Lifecycle Building Center, a local retail building material reuse center, has donated more than \$400k in valuables to local non-profit organizations since 2010, all while keeping those materials out of our landfills.

*"Recycling has been a pillar in my district, allowing everyone to play an active role in creating a more sustainable Atlanta as we continue to practice responsible government."*

*— Carla Smith, District 1*

### **Collaborative Initiatives Driving Change**

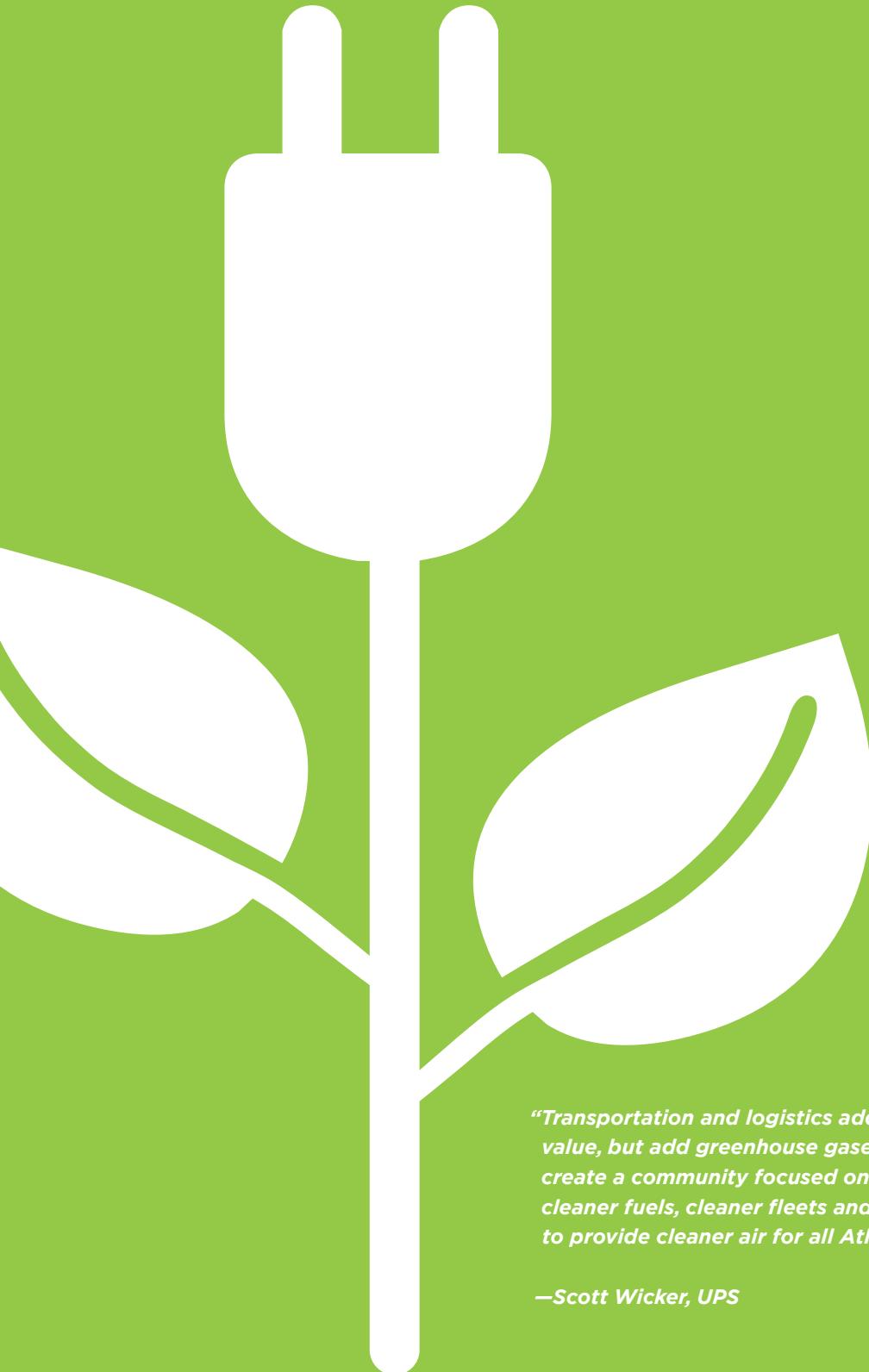
- *Expanded city and residential recycling carts and container programs*
- *Incentivized recycling pilot*
- *Promotion of construction and demolition materials diversion*
- *Community recycling events for non-traditional recyclables and hazardous waste*
- *Sustainable Food Court Initiative to bring zero waste initiatives to food courts*

### **Five Indicators For Progress**

- *Increase in municipal and residential waste diversion rate*
- *Increase in percentage of organizations with zero waste practices*
- *Reduction in total waste generated*
- *Access and use of recycling centers or services for buildings tenants*
- *Increase in the total composting volume*

### **Potential Green Jobs**

- *Material recovery facility managers, mechanics, technicians and sorters*
- *Drivers and route managers*
- *Recycling manufacturing sales representatives*
- *Recycling/compost collectors and producers*
- *Policy analysts, researchers and outreach specialists*



***“Transportation and logistics add economic value, but add greenhouse gases. We must create a community focused on assessing cleaner fuels, cleaner fleets and technology to provide cleaner air for all Atlantans.”***

*—Scott Wicker, UPS*

# SUSTAINABILITY PLANNING

Sustainability planning is an overarching, long-term framework for our plan. This effort enables us to facilitate a community-wide plan that engages a broad range of stakeholders while helping them to understand their relevance. Power to Change can be effective only if it includes action-oriented targets by which it can be measured and tracked. This is true for any system-wide, corporate or community-wide sustainability plan. As we move forward toward our ultimate goal of Atlanta being a top-tier city in sustainability, we must track ongoing progress in each impact area against the overall plan targets, and identify what actions we must take individually and collectively to get there.

Broad-range planning allows everyone involved in this process to know where we stand in so many vital key elements of making Atlanta a top-tier city in sustainability. The planning process must consider the measures at the very outset by identifying a baseline. Sustainability planning includes metrics and tracking, reporting, best practices implementation and milestone markers where we observe achievements across our stakeholder groups. Alignment and transparency with our stakeholders is critical for success.

In our collective effort to attain sustainability, every action has the ability to positively influence our city's future. When we act together, we solve together. Power to Change provides the framework for our efforts, but this ambitious plan can only be effective if it includes action-oriented measures, and stakeholders who both understand their relevance and are willing to act.

As with other key impact areas in Power to Change, sustainability planning includes invigorating initiatives that are already underway. In this collective effort to make progress, community-wide initiatives and synergistic collaborations are in place and thriving. Successful sustainability planning requires stakeholder groups to work together, breaking through silos to embrace progress. Atlanta's leaders — from business to government to residents and others — are determined to maintain synergies so all of these impact areas may thrive and prosper well into the future.

## Goal

*Institute sustainable development through participatory planning, learning from experiences and collaborating with a wide range of stakeholders to balance growth with environmental stewardship.*

## Our Vision

*Stakeholders working on projects that have a positive spillover effect, collaborative planning for growth, and a network of informed communities where businesses and residents make complementary, continuous actions toward our sustainable future.*

## Current Situation

- *Industry, non-governmental organizations, and colleges and universities are making meaningful progress on educating their employees, donors and customers, and students on sustainability progress. That education needs to also happen in tandem, at a community level.*
- *Atlanta is a hotbed for innovation in sustainability and national subject matter expertise. Citizens and business need readily available access to this information.*
- *An increasing number of stakeholders have established sustainability metrics in place and progress recorded. This information needs to be synthesized and made readily available to the public.*

# Creating a More Livable City:

PLAN 2040 is the Atlanta Regional Commission's blueprint to sustain metro Atlanta's livability and prosperity. The plan focuses on sustainability of the economy, environment and people. Key issues include mobility, environmental preservation and economic growth. While planning sustainable growth for the built environment and infrastructure, the plan focuses most on our people.

**Atlanta Regional Comission, Plan 2040**



EcoDistricts offer transformative ways to engage communities, protect the environment, and attract innovative, impactful investment. Sustainable Atlanta leads local efforts to create EcoDistricts, convening a taskforce of community and economic development leaders to plan sustainability efforts to benefit metro Atlanta communities.

**Sustainable Atlanta**



## DID YOU KNOW?

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**THERE IS NO "ONE SIZE FITS ALL" MODEL FOR DEVELOPING A SUSTAINABILITY PLAN, THAT EACH PLAN SHOULD RESPOND TO THE UNIQUE NEEDS OF THE CITY AND COMMUNITIES.**



With Power to Change, the city's many stakeholder groups now have the ability to collectively leverage resources through collaboration where strategic perspectives are offered, tools and resources shared, and dialogue is open to everyone involved in the process. As a community, we understand that it is the collective impact of our decisions that shapes our city, and our shared participation in this effort will ultimately sustain the quality of life of our community.

City government is leading by example by modifying the way it operates to balance economic, environmental and social impacts, while others in the community do the same to achieve these important goals. Continuous intercommunication will fuel these collaborative efforts to attain sustainable growth. Every group has a stake in this effort to achieve a healthier, dynamic city for future generations to inherit and cherish.

### Collaborative Initiatives Driving Change

- Atlanta's community improvement districts (CID) are working to develop collaborative growth strategies that incorporate sustainability.
- Creating mixed use, multi-purpose communities that house critical needs and services in the same radius
- Evaluation of sustainable measures in partnership with hundreds of Atlanta sustainability leaders
- Collaborative cross-sector partnerships intended to provide place-based and systems-level understanding of urbanized regions

### Five Indicators For Progress

- The establishment and expansion of community specific plans across the city
- Progress and implementation of measures identified in Power to Change
- New policies created that support sustainable growth
- Recognition, locally, domestically and globally, for sustainability practices and progress
- Increase in cross-sector partnerships

### Potential Green Jobs

- Green building certification and operations managers
- Policy analysts and researchers
- Sustainability consultants
- Lifecycle cost analysts
- Green events specialists

*"When we create sustainable systems across government, we account for resources, plan for change, and gather the right stakeholders to tackle challenges or begin new endeavors, and everyone wins."*

— Alex Wan, District 6



***"We all need efficient transportation. Continuous reinvestment boosts opportunities, access and growth. The city's vision for sustainability includes initiatives like PLAN 2040 and the Connect Atlanta Plan to promote community vitality."***

***—Dan Reuter, Atlanta Regional Commission***

# TRANSPORTATION & MOBILITY

Atlanta is a city where traffic congestion is a daily challenge. One of the most impactful aspects of sustainability is creating access to multiple options for transportation and mobility. Reducing the number of vehicles on our roads will improve quality of life for our residents and visitors, and make Atlanta a more desirable investment opportunity for large corporations and organizers of global events in the future. Without alternative methods for getting around our large city, Atlanta cannot grow in a sustainable, healthy way.

Transportation also is a key factor in sustaining Atlanta's economy. An abundance of single occupancy vehicles (SOV) causes roadway congestion, consuming time and productivity. This problem limits the competitiveness of our city. Atlanta's goal is to connect neighborhoods through a diverse transportation network comprised of multiple modes which will reduce the need for single occupancy vehicles. A large majority of the region's jobs are located in Atlanta, which provides the impetus for a diverse transportation network. Innovations like Georgia 511 provide commuters with up-to-the-minute traffic and travel information, and the Highway Emergency Response Operators (HERO) are helping to reduce traffic congestion on our roads by swiftly responding to stranded motorists with assistance.

During peak travel times, a ripple effect occurs. The workforce commutes onto our roads as early as 6:00 a.m., and subsequently, congestion begins at the city's perimeter and main arteries – Georgia 400, I-75, 85 and 285. Construction delays and accidents increase this congestion. Cars idle as traffic slows. The unhealthy results? Productivity is lost as commuters spend unnecessary hours in their cars while harmful greenhouse gas emissions are released into the air that then combine with particles and heat to form smog. Traffic congestion is not only a burden for our residents and visitors; it discourages corporations from selecting Atlanta as a potential headquarters location, and global organizers from choosing Atlanta as the site of sports or entertainment events.

## Goal

*Provide access to safe, efficient and sustainable transportation choices for Atlantans to reach employment, goods and services, and recreational activity centers.*

## Our Vision

*That all Atlantans and visitors are more efficiently connected to job and activity centers through widely available transit, walkable and bikeable streets, and less congested roadways.*

## Current Situation

- *More than 75 percent of the workforce in the city commutes daily from suburban areas, supporting the need for improved transportation infrastructure.*
- *The average daily commute for Atlantans is 35 miles a day, or 17.5 miles one way.*
- *Our current transportation situation negatively impacts our air quality.*
- *Bike paths and lanes are scarce in some areas, have missing pieces in others; bike-sharing is still new.*
- *Walking trails and sidewalks need continued expansion and improvement.*
- *Carpooling is not widely practiced and mass transit underutilized.*
- *Transportation and mobility plans and initiatives exist, but need stronger financial support.*

# Delivering Efficient Transportation:



The UPS Atlanta delivery fleet uses a proprietary system of telematics that combines data about behavioral and mechanical variables affecting fuel efficiency. In 2011, UPS domestic drivers in telematics-equipped vehicles eliminated 98.0 million minutes of idling time, saving 653,000 gallons of fuel and reducing 6,470 metric tons of CO<sub>2</sub>.

## Atlanta Streets Alive



Atlanta Streets Alive holds street celebrations promoting active transportation, art and culture, and a proactive community. Last year, local events gathered more than 35,000 participants — encouraged to arrive on foot, bike or transit — to walk the Atlanta BeltLine and other trails, and offered food composting and recycling.

## DID YOU KNOW?

**IF TRANSIT DID NOT EXIST IN ATLANTA,  
ANNUAL DELAY WOULD INCREASE BY  
10,520,000 HOURS**



Numerous alternatives to single occupancy vehicle transportation exist in Atlanta. Alternatives include carpooling, employer-based vanpool programs, cycling and commuter buses, and our underutilized MARTA bus and rail system. MARTA is the only public transit system in the country that receives no state funding. Measures like transportation special purpose local options sales tax (TSPLOST) have attempted to fix a comprehensive problem with localized solutions. Although defeated, city leaders continue to work with regional leaders and subject matter experts to find comprehensive transportation solutions. In the meantime, behavior change continues to play one of the most critical roles in tackling the city's transportation challenges. It is critical to educate people about the importance of alternative transportation options, and why reducing dependence on single occupancy vehicles will have a positive impact on air quality, congestion and economic viability.

While rapid change is unlikely, the city's leaders will continue to make progress introducing legislation that encourages smart growth while discouraging sprawl, and redeveloping communities in a sustainable manner that allow residents to live, work and play in closer proximity. Our stakeholders should continue to promote alternative commutes to their workforce, and instill logistics service and delivery plans that reduce their carbon footprints. Flexible work schedules, compressed work weeks and telework are behaviorally based options that require little to no investment, while providing countless environmental and quality-of-life benefits.

***"Atlanta is growing at a tremendous pace. Sustainability serves as the foundation for smart growth in transportation, and preserves and protects our natural resources for business innovation and social equity."***

***— Kwanzaa Hall, District 2***

### **Collaborative Initiatives Driving Change**

- *New mass transit/clean mode infrastructure including the Atlanta Streetcar*
- *Smart growth and neighborhood connectivity*
- *Pedestrian enhancements that make walking safer, more convenient and enjoyable*
- *Bicycle improvements that make biking safer and more convenient*
- *Synchronization of traffic signals to better manage traffic congestion*

### **Five Indicators For Progress**

- *Increase in density and accessibility of public transit infrastructure and ridership*
- *Increase in cleaner modes of transportation used by city and community*
- *Increase in average daily bicycle commutes*
- *Increase in pedestrian corridor improvements*
- *Reduced VMT (vehicle miles traveled)*

### **Potential Green Jobs**

- *Mass transit construction and operators*
- *Component manufacturers*
- *Computer programmers and IT specialists*
- *Bike sales and mechanics*
- *Infrastructure construction*
- *Policy/data analyst*
- *Commute coordinators*



*“Atlanta recognizes that water is a precious resource. Sustainability planning leverages current progress, and educates and empowers the community so every citizen and business helps manage our finite water resources.”*

*—Sally Bethea,  
Chattahoochee  
Riverkeeper*

# WATER MANAGEMENT

Water is a precious resource globally, and with some of the highest municipal water rates in the country; Atlanta treats it as such. The Chattahoochee River and Ocmulgee River watersheds that encompass the Atlanta metropolitan area provide water to 15 million people. These resources are important not just to the city, but to the state of Georgia, including its residents, businesses and visitors to our region.

The Atlanta Regional Commission projects that water demand in metro Atlanta will exceed one billion gallons of water per day in 20 years. Part of the reason for this tremendous increase in the water resources necessary to meet our needs is the projected population growth in the metropolitan Atlanta area. While our region embraces economic growth, we realize that with that growth comes the need for responsible management of our most precious natural resources.

In just the past few years, unprecedented weather phenomena, including extreme droughts and floods, have shown us just how valuable water management can be. Ongoing negotiations with neighboring states over rights to the vital water of the Chattahoochee River also highlight the importance of collaborative, cohesive action on the issue of water management. Fortunately, there are innovative strategies available to us now to increase our available, usable water supply, including rainwater harvesting.

Clean and healthy rivers and streams are vital to the quality of life enjoyed by all metro Atlantans. Maintaining the health of the Chattahoochee River, which, along with drinking water, provides wastewater, assimilation, power generation and agriculture cultivation, is one of the city's highest priorities. Atlanta is also replacing old and deteriorating water mains to improve water pressure and quality through its Critical Mains repair project. These important, ongoing efforts will make our city a more livable environment, and reduce costly water waste.

## Goal

*Increase watershed protection and conservation practices so that all Atlantans have access to a sufficient supply of clean, healthy water.*

## Our Vision

*A city where gray water recycling and rainwater harvesting are used to reduce water demand; green infrastructure strategies like green roofs and rain gardens are commonplace; creeks and rivers are safe for fishing, swimming and boating; homes and businesses implement efficient outdoor watering practices; and sewer and water main leaks are minimized.*

## Current Situation

- *In light of tri-state water conflict, there's uncertainty over how much of the Chattahoochee River will be available to meet future water supply needs.*
- *Atlanta has the third highest water/sewer rates of any major municipality.*
- *Atlanta's older housing stock is comprised of homes and apartments that are in need of plumbing retrofits.*
- *The city faces increasingly stringent water quality and water conservation regulations from the U.S. EPA, Georgia Environmental Protection Division and the Metropolitan North Georgia Water Planning District.*
- *The city carries a heavy debt burden to pay for water infrastructure improvement programs, which results in some of the highest water/sewer rates of any major municipality in the country.*

# Creating More Livable Communities:

Coca-Cola is committed to conserving local water resources. In partnership with Chattahoochee Riverkeeper, we have provided more than 4,000 rain barrels to various organizations and individuals around Atlanta to capture and re-use rain water. The Coca-Cola rain barrel program started right here in Atlanta and now, more than 36,000 rain barrel drums have been donated by plants across the U.S. and Canada since 2008.



South Fork Conservancy is reclaiming Peachtree Creek banks. Volunteers are creating a new hiking trail underneath an I-85 access ramp and another mile of hiking trail on land unusable due to kudzu and neglect. Contaminated dirt was removed at Zonolite, and 1,000 native trees and bushes were planted in its place.

## DID YOU KNOW?

**IF A FAUCET DRIPS AT A RATE OF ONE DROP PER SECOND, YOU CAN WASTE 2,700 GALLONS OF TREATED WATER OR \$50 PER YEAR.**



Not only is the City reducing water waste by fixing leaks in the infrastructure, but the City is also installing water efficient fixtures in all City buildings. These fixtures in both commercial and residential buildings will help reduce the demand on the watershed while also reducing water treatment costs.

Energy represents the largest controllable cost of providing water or wastewater services to the public. By reducing the amount of water we consume on a residential and business level, the less we depend on the energy intensive treatment and delivery mechanism. To that end, every city water and wastewater treatment plant has undergone energy efficiency upgrades, including the R.M. Clayton Water Reclamation Center (WRC) where a co-generation project eliminates open air gas flaring and produces up to 20 percent of the plant's electricity needs, and saves the city over \$1 million annually. Responsible, efficient water management will save residents and businesses money, and help ensure that our precious water resources are protected for future generations to inherit and enjoy.

***"Recent provisions now require green infrastructure techniques to manage storm water runoff on projects, helping to improve water quality in streams, reduce flooding impact, and promote water conservation citywide."***

***— City of Atlanta, Department of Watershed Management***

### **Collaborative Initiatives Driving Change**

- Residential and commercial rainwater harvesting and gray water recycling for irrigation
- Green infrastructure for streetscapes
- Watershed mitigation bank
- Water conservation rebate programs
- Plumbing retrofits for both city facilities and the community

### **Five Indicators For Progress**

- Reduction in per capita water demand
- Water savings from leak repairs
- Green infrastructure metrics, such as square footage of green roofs or number of new rain gardens
- Expansion of retrofits undertaken by business and residential segments
- An increase in rainwater harvesting in residential and business sectors

### **Potential Green Jobs**

- Project managers and planners
- Rainwater system designers/installers/sales
- Water resources manager/specialist
- Policy analysts, researchers, and outreach specialists
- Plumbers/plumbing retrofit installers

# STAKEHOLDER WINS

## RESIDENTS



### Gen Y: Sustainable Home

*Impact Areas:*



This homeowner is a shining example of how young professionals in Atlanta are taking the initiative to promote sustainable living. This Grant Park home was purchased in 2011 with ambitious goal of making the older, dilapidated home a model of green sustainability. Since his purchase, the 30 year-old homeowner has installed 21 solar panels that add 5.1 kW of electric capacity to his roof, installed an electric vehicle charging station that is open for public use, and has received \$3,000 in federal rebates for weatherization beyond a personal investment of \$40,000 for new HVAC, insulation and solar energy system.



### EcoManor

*Impact Areas:*



Ecomanor is an excellent example of how, according to its owners, a green home can be both “super-efficient and healthy” and “aesthetically pleasing beyond your imagination.” As the first LEED certified home in the Southeast, EcoManor is the first residence in the region to combine advanced insulating and air-sealing techniques, Energy Star appliances and lighting, and a ground-source heat pump system and photovoltaic solar panels that will power one third of the home’s energy needs. The home also demonstrates to builders, architects, designers, vendors, landscapers and teachers the benefits of earth-friendly, energy-efficient residential construction. [www.ecomanor.com](http://www.ecomanor.com)



### Park Pride: Friends of the Park

*Impact Areas:*



Friends of the Park is a program designed to improve and maintain the quality of Atlanta’s neighborhood parks. Each Friends of the Park group consists of local park users — often neighbors and community leaders — who actively work to improve at least one nearby public park. Park Pride, a local nonprofit organization founded to help local residents improve their parks, organizes the groups and offers guidance for rescuing these parks. Last year, Atlantans donated 15,000 volunteer hours through 102 Friends of the Park groups, beautifying parks and making them viable public green spaces. [www.parkpride.org/get-involved/friends-of-the-park](http://www.parkpride.org/get-involved/friends-of-the-park)

# BUSINESS



## Perkins + Will

*Impact Areas:*



Atlanta hosts the greenest office building in the Northern Hemisphere. Originally built in 1985, Atlanta architecture firm Perkins + Will tackled the reinvention of the structure to achieve extremely high sustainability goals in 2009. The results exemplify the firm's commitment to sustainability. The renovated building is powered by on-site trigeneration, a natural gas-based, roof installation to minimize grid loss and avoid using electricity from coal-fired power plants. Its design also features daylight harvesting, microturbines, active and passive sun shading, a radiant heating and cooling system — which provides cleaner air with less noise and lower cost than traditional systems — energy-efficient exterior glazing and a garden.



## Ted's Montana Grill

*Impact Areas:*



Ted's Montana Grill leads sustainability efforts in the hospitality industry. Its parking lot in downtown Atlanta's Luckie Street location is a prime example. The parking lot is covered with Tuffseal, an overlay material cooling the surface an average of 10-20 degrees Fahrenheit. The lot also features downtown's first large solar array, saving the restaurant 20% on annual energy costs. All Ted's locations maintain energy-efficient, low-voltage lighting. The restaurants re-use cooking oil to reduce impact on air quality and carbon emissions. They recycle over 370 tons of plastic, glass and aluminum annually. Ted's Montana Grill aims to become 99% plastic-free, hence, offering paper straws.



## Philips Arena

*Impact Areas:*



Downtown Atlanta's Philips Arena is a model of sustainability and the first LEED-certified NBA arena for an existing building. Its low-flow fixtures and green cleaning processes reduce water consumption. The arena also installed energy-efficient compact fluorescent and LED lamps. The cooling and heating system uses outside air on temperate days to reduce chiller and boiler use, saving energy and water. Philips also eliminated VOC-emitting paints, cleaning chemicals and adhesives, and installed HEPA filters to improve indoor air quality. Renovated with recycled materials, the facility has an extensive recycling and composting waste-management plan. The arena sends over 12 tons of food waste annually to be composted.

# ACADEMIA



## Spelman College

*Impact Areas:*



Spelman College, led by its President Dr. Beverly Daniel Tatum, encourages student collaboration to increase awareness and action on campus. Spelman's Strengthening the Core Strategic Plan for 2015 includes goals for campus sustainability, operational excellence, accountability, leadership opportunities and community engagement. Spelman's accomplishments include decreasing GHG Emissions by 13.5% from Fiscal Years 2009-2011: From 24,525 metric tons of CO<sub>2</sub>e to 21,223. The college has other aggressive sustainability strategies. Other significant goals include reducing natural gas use by 30% and electricity use by 9%; recycling to reduce landfill waste by 18%, and reducing sewage treatment by 20% to conserve water.



## Georgia Tech

*Impact Areas:*



Georgia Tech's strong sustainability commitment has placed it on the Princeton Review Green Honor Roll for five straight years. Its recycling and alternative transportation programs, energy-efficient composting dining halls and green buildings are notable reasons why. Tech's innovations include the largest grid-attached rooftop photovoltaic solar system; the largest university residence hall to achieve LEED Gold status; and a 140,000 gallon rain water and condensation collection system used for flushing and irrigation. Along with 30 research centers focusing on sustainability and participating in the Atlanta Better Building Challenge, Tech offers 264 courses with a sustainability focus, and its waste management program both recycles and composts.



## Atlanta Public Schools

*Impact Areas:*



Atlanta Public Schools' Springdale Park Elementary is committed to improving student and community health through its Farm to School program. The Druid Hills school's program encourages kids to choose healthy, locally produced foods. This emphasis creates jobs for local farmers and reduces demand for non-local food which must be shipped, thus improving air quality. Farm to School program activities include serving local, fresh food in school meals, arranging farm field trips, student cooking classes and taste testing, and standards-based experiential learning in the classroom to boost awareness of nutrition and the benefits of locally sourced food.

# NON-PROFIT ORGANIZATIONS



## Green House Foundation

*Impact Areas:*



Entertainer CeeLo Green's Green House Foundation adopted three schools to teach students how to grow food and make healthy food choices. The project focuses on urban agriculture and local sustainable food production. The Greenhouse Foundation's mission is to educate, inspire and influence school-aged children in disadvantaged areas to become responsible stewards of their environment, communities and futures. Southwest Atlanta Christian Academy is Atlanta's first Green House School Partner. The foundation donated a "teaching" greenhouse to the school in recognition of its ongoing commitment to providing quality green education to empower children to be good stewards of the environment.



## Atlanta Bicycle Coalition

*Impact Areas:*



The Atlanta Bicycle Coalition's Atlanta Streets Alive is a regular event raising awareness and participation in active transportation, physical activity, and cultural and artistic endeavors. It encourages participants to enjoy Atlanta from a new perspective: the city's streets. In May 2012, 13,000 people participated in Atlanta Streets Alive. The October 2012 event attracted 25,000 people. Participants were encouraged to arrive on foot, bicycle or public transit, and to follow a route connecting five city neighborhoods and the Atlanta BeltLine. Atlanta Streets Alive events also featured food composting and recycling programs.



## PATH

*Impact Areas:*



In just 22 years, PATH has developed more than 180 miles of trail throughout Georgia and is nationally recognized for trail-building success. PATH's linear parks have become part of the landscape in urban and rural areas, in affluent and impoverished communities. PATH trails are bringing people together from all races, ages, income levels and cultural backgrounds. Significant progress toward building Atlanta a network of trails includes: The Silver Comet, Stone Mountain, Lionel Hampton, Westside, Arabia Mountain, Chastain Park, South Decatur Trolley, Northwest Atlanta and Freedom Park Trails.

# GOVERNMENT



## Centers for Disease Control and Prevention (CDC)

*Impact*

*Areas:*



The CDC has initiated many sustainability programs that are designed to benefit both public and environmental health while remaining cost-effective. During 2012, CDC's newly constructed Building 24 received LEED Gold certification, and the Agency exceeded a 50% diversion rate for non-hazardous solid and C&D waste. CDC currently boasts a 42% employee participation rate in its telework program, and it continuously encourages employees to maintain healthy lifestyles by biking or walking to work or participating in Agency wellness programs. Recent efforts have also focused on greening CDC's many laboratories as well as its fleet. Find us at [www.cdc.gov/sustainability](http://www.cdc.gov/sustainability) or on Twitter @CDCGreenHealthy



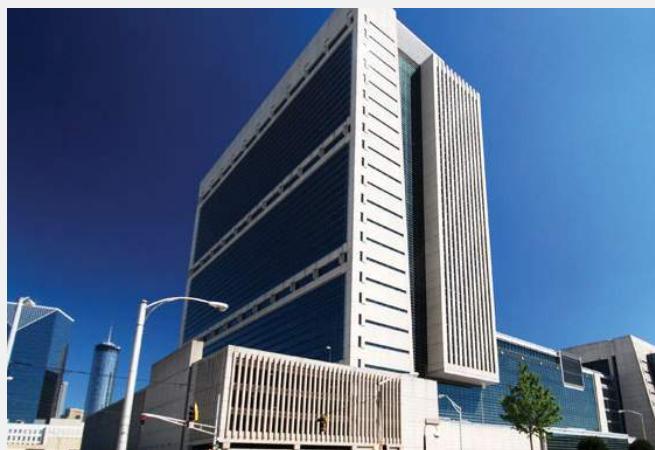
## City of Atlanta - RM Clayton Combined Heat & Power Project

*Impact*

*Areas:*



The RM Clayton Wastewater Treatment Plant in Atlanta, Georgia, previously flared excess methane gas produced by the anaerobic digesters — wasting a high-energy fuel — but the city's Office of Sustainability and the Department of Watershed Management collaborated to solve this problem. Finished in 2012, a combined heat and power plant was constructed to convert waste biogas into nearly 13 million kilowatt-hours of useful energy annually. The project brings Atlanta very close to providing renewable sources for 5% of municipal energy and will save around \$1 million every year.



## U.S. Environmental Protection

*Impact*

*Areas:*

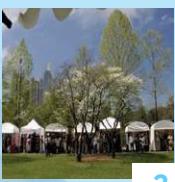


EPA Region 4 is "walking the talk" to promote sustainability Atlanta. The Sam Nunn Atlanta Federal Center, home to EPA's Region 4 office, received the EnergyStar award in 2010 and won a 2009 Pollution Prevention Partner of the Year Award for waste diversion. EPA offsets 100 percent of the electricity its offices consume with renewable energy certificates. Telework and public transit programs helped employees avert 425 metric tons of carbon dioxide emissions in Atlanta over the past 18 months. EPA strives to ensure the buildings we occupy and our work practices reflect our mission to protect human health and the environment, and we help others do the same.

# Atlanta's Award Winning Reputation Grows



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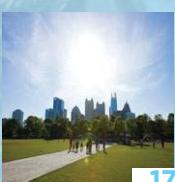
14.



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16.



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19.



20.



21.

- 1. Perkins+Will Building – Achieved Greenest LEED Bldg. in U.S. status (2012)**
2. Gold For The Best Environmental Program – International Festivals & Event Association for Annual Dogwood Festival (2011-2013).
- 3. Atlanta Office of Sustainability testifies in White House Clean-Tech panel (2013)**
4. DM Therrell Highschool - Merit Award AIA South Atlantic Region
- 5. Atlanta Ranks 3rd for ENERGY STAR buildings (2013)**
6. Atlanta named most diverse clean economy in U.S. (Brookings)
- 7. Better Buildings Challenge – Metro Atlanta Chamber E-3 Award (2013)**
8. Office of Sustainability Featured in Business World Magazine (2013)
- 9. Atlanta Public School District, Georgia High Performance Healthy Schools – Leadership Award for Sustainable Schools**
10. Old Historic Fourth Ward Park won Urban Land Institute Award (2013)
- 11. IKEA, Atlanta – Southeast's largest solar installation**
12. Southface Awarded \$1.9mil for small commercial bldg. program (2013)
- 13. GA Tech Enterprise Innovation Institute Wins National Manufacturing Award**
14. COA/TOTO Best in Business Class – CRK Award (2012)
- 15. Southfork Conservancy - Grassroots Initiative Awards (2012)**
16. Emory University - #1 Green University (2013)
- 17. Atlanta featured in The Guide to Green Cities publication (2013)**
18. Grant Award to support Riverwalk Atlanta \$275,000
- 19. Landscape Architects and Restoration Ecologist**
20. Southface received largest Hanley sustainability award \$50k in (2013).
- 21. Selected as one of two U.S. cities as prototype region for Food Commons model (2012).**

# CITY LEADERSHIP

## ADMINISTRATION AND ATLANTA CITY COUNCIL

**Mayor:**

Kasim Reed

**COO:**

Michael Geisler, Interim

**Chief of Staff:**

Candace Byrd

**City Council:**

Caesar Mitchell, President

Carla Smith, District 1

Kwanza Hall, District 2

Ivory Lee Young, District 3

Cleta Winslow, District 4

Natalyn Archibong, District 5

Alex Wan, District 6

Howard Shook, District 7

Yolanda Adrean, District 8

Felicia Moore, District 9

C. T. Martin, District 10

Keisha Bottoms, District 11

Joyce Sheperd, District 12

Michael Julian Bond, Post 1 at Large

Mary Norwood, Post 2 at Large

Andre Dickens, Post 3 at Large

**Cabinet Members:**

Pat Labat, Corrections, Chief

Jim Beard, Finance, Chief Financial Officer

Kelvin J. Cochran, Fire Rescue Department, Fire Chief

Yvonne Cowser, Human Resources, Commissioner

Michael Dogan, Information Technology, Chief Information Officer

Cathy Hampton, City Attorney

George Dusenbury, Parks, Recreation & Cultural Affairs, Commissioner

James Shelby, Planning and Community Development, Commissioner

George Turner, Chief of Police

Adam Smith, Chief Procurement Officer

Richard Mendoza, Public Works, Commissioner

Jo Ann Macrina, Watershed Management, Commissioner

**City of Atlanta Mayor's Office of Sustainability Staff:**

Denise Quarles, Director

Aaron Bastian, Communications and Project Manager

Ruthie Norton, Senior Project Manager

Juanmanuel Garcia-Sanchez, Project Manager

Jules Toraya, Zero-Waste Manager

# SUMMARY OF INITIATIVES



## Air Quality

- Cycle Atlanta
- Improved No-Idle Legislation
- Clean Air Schools
- Improved Congestion Management
- Community Climate Action Plan
- Alternative Fuel Infrastructure for Vehicles



## Land Use

- Livable Centers Initiative
- Tree Canopy Analysis
- Greenspace preservation
- Brownfields Redevelopment Program
- Atlanta BeltLine
- Mixed Use & Transit Oriented Neighborhoods



## Community Health & Vitality

- Green Grand Program for Housing Developers
- Lead Safe Initiative
- Urban Agriculture Education Program
- Healthier You Initiative
- Grow Atlanta
- Community Enrichment Program



## Materials Management & Recycling

- Deconstruction & Re-use
- Citywide Clean Ups
- Zero Waste Zone
- Zero Waste Event Planning
- Cartlanta
- Composting



## Education

- Success with Energy Code Curriculum
- Local gardening and food workshops
- SWEET Center Programming
- Good Tree Maintenance
- Community Enrichment Workshop
- Stormwater Design Manual



## Sustainability Planning

- Metropolis Initiative
- Plan 2040
- Ambassador Program
- Ecodistrict Task Force
- Green Communities
- Sustainable Landscaping



## Energy Efficiency & Renewables

- Atlanta Better Buildings Challenge
- PowerWise
- Summit & Energy Community Forum
- Energy Retrofits to City Infrastructure
- LEED accreditation and training for appropriate City staff
- Incentives for Green Development



## Transportation & Mobility

- Connect Atlanta Plan
- Atlanta Streets Alive
- Safe Routes to School
- Last mile connectivity projects
- Atlanta Streetcar
- Silver Comet Connector



## Growing Business

- Small Business Incubator
- Business Accelerator
- Mingle Green
- Comprehensive Economic Development Plan
- Startup Atlanta
- Clean Tech Task Force



## Water Management

- Care & Conserve
- My Drop Counts
- Stormwater Control and Stream Restoration Projects
- Rainwater Harvesting Workshops
- Urban Wildlife Management
- Greenscaping Initiative

City of Atlanta  
Mayor's Office of Sustainability  
55 Trinity Ave. SW  
Atlanta, GA 30303



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