



# City of Atlanta

# Sustainability Plan

# Mayor Kasim Reed

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Division of Sustainability

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October 25, 2010



# Mayor's Charge

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- To ensure that the City of Atlanta becomes one of the top ten sustainable cities in the US
- To motivate and support community efforts that improve the quality of life of the citizens of Atlanta by enhancing the quality of their environment while supporting jobs and long term economic growth
- To create and encourage a community dedicated to environmental sustainability through innovative leadership
- To commit to continual improvement in sustainability practices
- To lead by example through the development and implementation of policies and activities that support environmental sustainability



# Guiding Principles

***Sustainability is improving the quality of human life while living within the carrying capacity of supporting ecosystems\****

**Economic Development Rationale\*\*:** Use sustainability leadership to increase Atlanta's "Competitive Advantage" by positioning Atlanta as a magnet for talent and a model for the country

## **Quality of Life Rationale:**

- Energy security: Ensure multiple reliable, affordable, local, and renewable energy sources.
- Air & climate quality: Enhance citizens' health, maintain clean air, and stabilize contributions to climate change.
- Water security: Ensure availability of high quality water
- Land quality: Preserve and maintain plentiful natural lands and green spaces
- Resource security: Eliminate wasteful resource uses

\*IUCN, UNEP, WWF (1991): Caring for the Earth. A Strategy for Sustainable Living. Gland, Switzerland

\*\*Prepared for the City of Atlanta by the Rocky Mountain Institute



# Sustainability Goals

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- **Transportation:** Promote the expansion of public transit, including the continued development of the Atlanta BeltLine and the implementation of the Atlanta Streetcar projects and focusing on improving neighborhood connectivity
- **Fleet Fuels:** Reduce petroleum fuel consumption by 10% by 2015 by those municipal departments with the greatest levels of fuel usage and have a city fleet composed of 15% alternative fueled vehicles in 2012
- **Climate Change:** Reduce greenhouse gas emissions within the City of Atlanta's jurisdiction by 25% by 2020, 40% by 2030, and 80% by 2050
- **Water Conservation:** Reduce system leakage by 50% by 2015
- **Water Quality:** To restore and maintain water quality standards by enforcing regulations, complying with federal, state and local laws and coordinating watershed protection strategies throughout City government
- **Air quality:** Improve Atlanta's air quality such that over 50% of days qualify as good according to the EPA's Air Quality Index by 2015, 60% by 2020, 75% by 2030, and 100% by 2050.
- **Waste:** Reduce, reuse and recycle 30% of the city residential waste by 2013, 50% by 2015, 90% by 2020
- **Greenspace:** Provide a minimum of 10 acres of greenspace per 1,000 residents, protect and restore the City's tree canopy in order to meet a target to 40% coverage, create and maintain a park system that promotes and supports sustainable development, implement landscaping and facility renovations that reduce energy demand and maintenance costs
- **Energy:** Reduce the total energy use for existing municipal operations by 15% by 2020, 40% by 2030, and 80% by 2050; renewable energy 5% of total municipal use by 2015
- **Local Food Systems:** Bring local food within 10 minutes of 75% of all residents by 2020



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# **2010 SUSTAINABILITY INVENTORY AND BEST PRACTICE RESEARCH HIGHLIGHTS**



# Major Sustainability Trends

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- There is growing recognition across all sectors that sustainability makes business sense, helps drive financial savings and efficiency, and creates jobs.
- Many cities are making great strides in their programs and competition to be in the top tier is more fierce.
- Some cities are using infusion of federal funding for one time projects. Atlanta and other leading cities are using funding for catalytic activities and enabling leapfrogging of other cities efforts.
- Metropolitan Atlanta's leadership position as determined by the number of green buildings is decreasing due to other cities' growth in green building construction and renovation.
- Atlanta's sprawl growth pattern and dependence on cars continue to be our most significant obstacles to top tier sustainability ranking.
- Leading cities like NYC, Seattle, and Chicago are implementing cutting edge policies (i.e. green building ordinances; electric vehicle infrastructure) and programs (i.e. urban agriculture; pedestrian-only zones). They are also raising the profile of their sustainability offices.
- 1,044 mayors signed onto US Mayors Climate Protection Agreement, 141 have climate action plans, 56 cities have sustainability plans, and about 300 have sustainability offices. The robustness of Atlanta's sustainability policy and dedicated staffing make Atlanta more competitive.
- Increased business and community support make it easier to implement sustainability policy but the recession has created some road blocks up.



# Inventory and Peer City Research Shows Poise for Reaching Top 10 in 2012 Rankings

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- The City of Atlanta formal sustainability initiative began in February 2008 with a program focus on internal operations only.
- Substantial progress has been made by City departments in all environmental areas such as energy use reduction at City Hall, water pipe leak repairs, recycling at Hartsfield-Jackson, reduction in gasoline use by municipal fleet.
- The City has successfully completed research and plans on greenspace and transportation options. It now needs to focus on securing resources for implementing these plans.
- The Mayor's Division of Sustainability catalyzes the realization of green programs throughout the City of Atlanta.
- Used our progress and plan as roadmap to obtain 4 federal and state grants- \$28M leveraged up to \$164M in impact in city and community. Generating over 25 new projects.
- 14 new projects are ready to be announced publicly this fall and support strong debut of the new Sustainability Plan.
- Wins needed to get us in top 10 are possible because initiatives are set to be moved into implementation mode and we have increased knowledge and capacity.
- Sustainability needs continued leadership, support, and cultural change.
- Employees need additional education and engagement opportunities to support departmental programs and projects and be more sustainable when making job decisions.
- Projects and programs must receive continued evaluation and monitoring to achieve the optimally sustainable outcome.



# We are having great success. Over 50% of 2007 recommendations complete.

Accomplished,  
projects in good standing

**Wins**  
**55%**

- **\$28M in grants funding leveraged to \$164M in impact**
- **12.5% ghg reduction**
- **23% fossil fuel reduction**
- **16% natural gas reduction**
- **25% reduction in energy use at City Hall**
- **13% decrease in water use at airport**
- **25 new projects**

Plans developed.  
Assembling people and  
money

**Progress**  
**18%**

- **Project Greenspace**
- **Removal of barriers for private onsite renewable energy**
- **Water conservation retrofits in municipal facilities**

Investigation and  
incubation stage

**Opportunities**  
**27%**

- **Solar PV installation at airport**
- **Electric vehicle infrastructure**
- **Construction and Demolition Waste Ordinance**





# Successes Across All City Departments Setting Up Future for Greater Advancement \*

Focus Area	Key Depts.	Overview
Energy Efficiency	OEAM, Aviation, Public Works	Lighting retrofits in facilities; LED lighting in traffic lights & outdoor lights
	AWDA	Community light bulb exchange program through AMPS Program
	Sustainability	Residential energy efficiency incentives (SHINE Program)
	Sustainability	Green Loan Fund for municipal facilities
Green Buildings & Design	Planning	Construction of green affordable housing
	Aviation, OEAM	Construction of new LEED facilities
Renewable Energy	Watershed, Public Works	RM Clayton Wastewater Treatment Plant Methane Gas to Energy Project
Greening Transportation	Aviation	New transit (SkyTrain)
	Aviation, Public Works	Alternative Vehicles Program
	HR	Commute alternatives program
Water Conservation	OEAM, Planning, Aviation, Parks	Xeriscaping & native planting on grounds & parks
	Watershed	Community Retrofitting programs
Water Quality	Public Works	Streambank engineering & stabilization plan
	Watershed	Greenway management & development



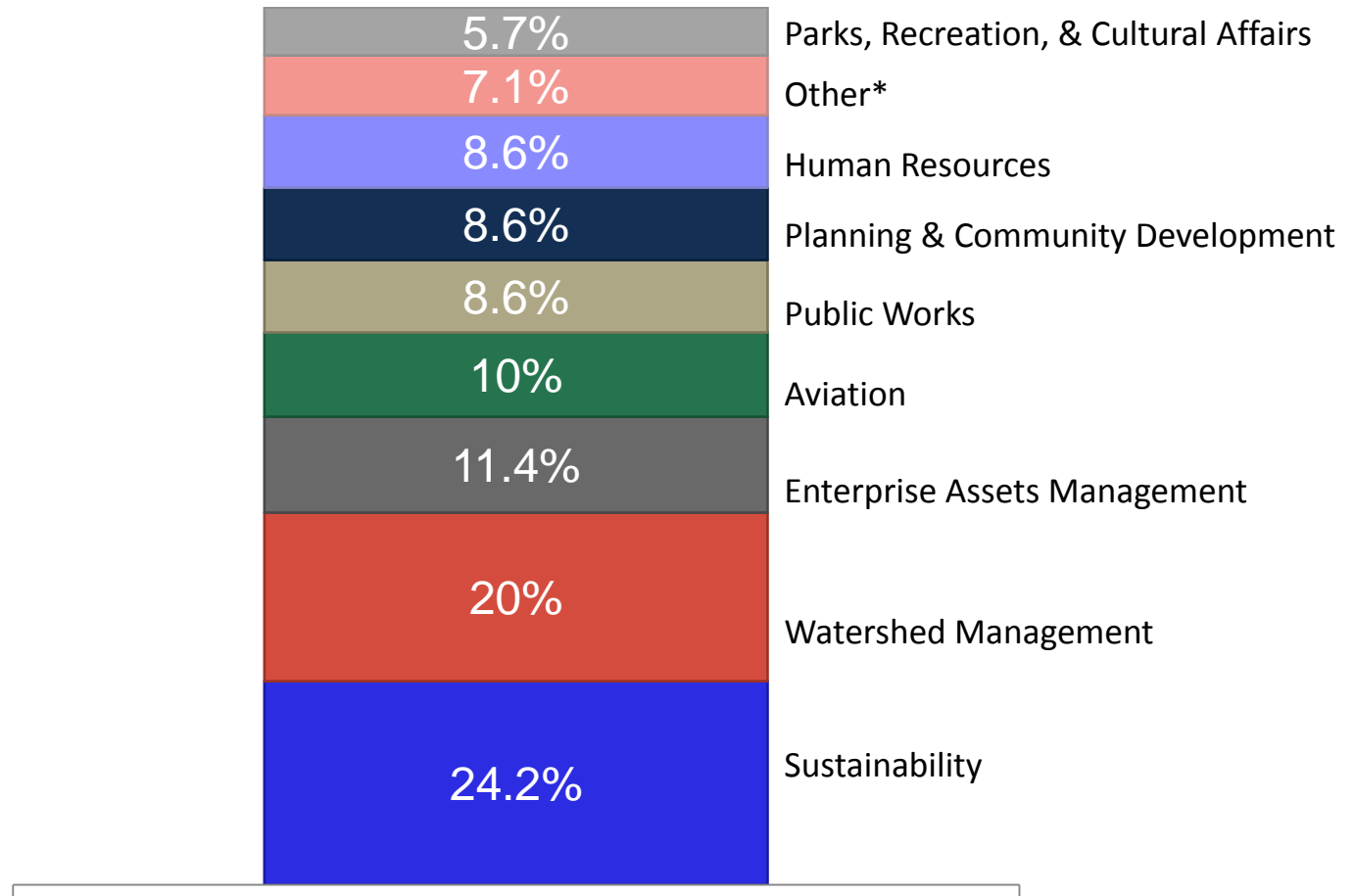
# Successes Across All City Departments Setting Up Future for Greater Advancement\* (cont'd)

Focus Area	Key Depts.	Overview
Solid Waste Management	All	Recycling in municipal buildings
	Sustainability	Zero Waste Plan Study
	Public Works	RE-CART Pilot Program
		Residential recycling
Land Management	Parks, Sustainability	Community gardens in City parks
	Parks, Planning, Watershed	Urban forestry & tree conservation
	Planning, ADA, Beltline	Brownfield restoration program
	Aviation, Watershed	Streambank restoration & wetland mitigation
Green Procurement	OEAM	Use of green cleaning products & cleaning staff training
Education, Communication, & Change Management	HR, Sustainability	Website & other communication materials
	Watershed	Water efficiency education
Administrative	HR, Mayor's Office	Employee education /engagement programs

\*Full project lists in appendix



# Current (“Win”) Sustainability Projects by City Departments



Projects by Department

\* Other includes the Department of Information Technology, Atlanta Development Authority, Atlanta Workforce Development Agency, and Atlanta Beltline, Inc.



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# CURRENT SUSTAINABILITY RANKINGS



# 2008 Sustainlane Rankings

**Atlanta moved from 38 in 2006 to 19 in 2008. We believe we will move further up in 2010 and reach top 10 in 2012.**

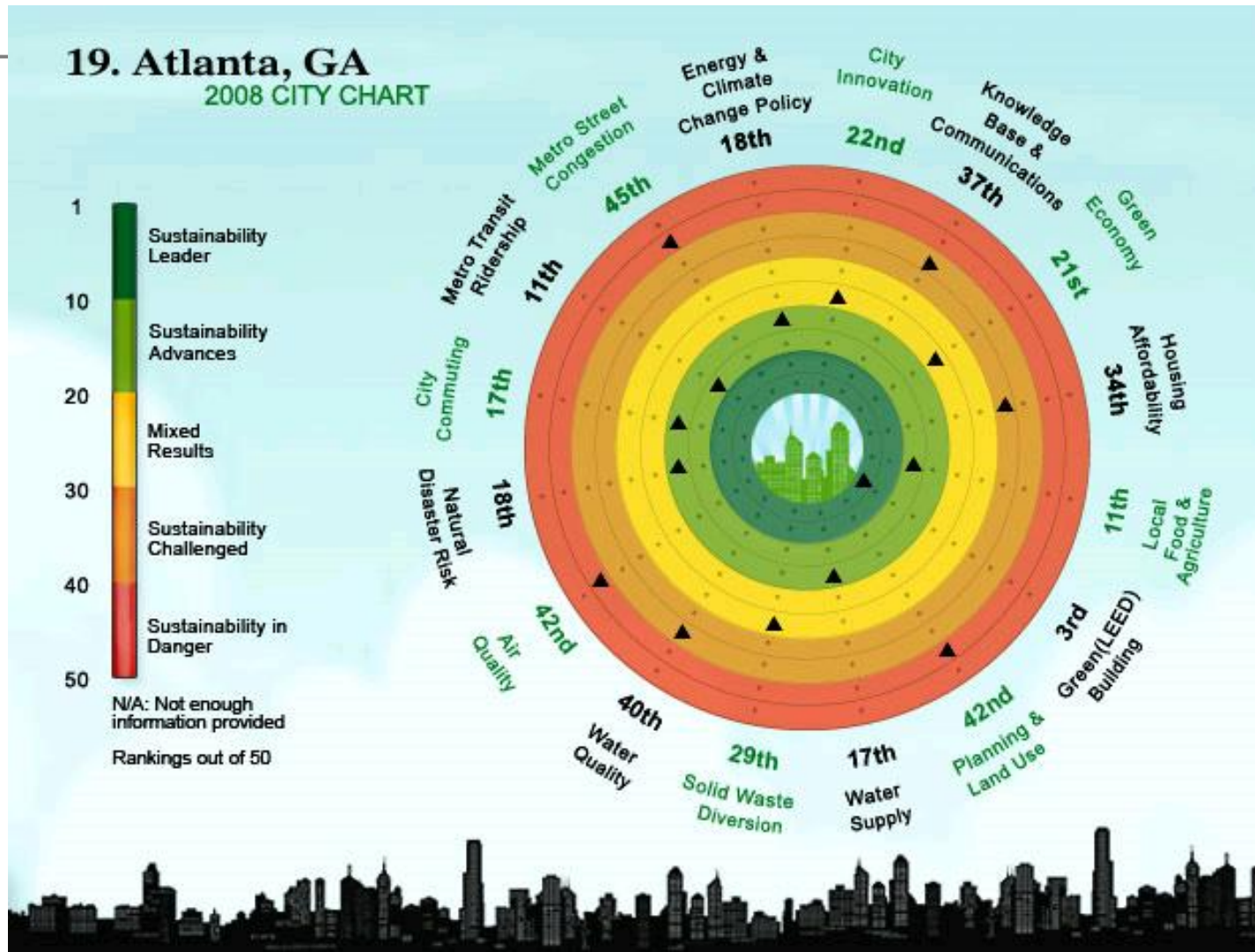
1. [Portland, OR](#) (1)
2. [San Francisco, CA](#) (2)
3. [Seattle, WA](#) (3)
4. [Chicago, IL](#) (4)
5. [New York, NY](#) (6)
6. [Boston, MA](#) (7)
7. [Minneapolis, MN](#) (10)
8. [Philadelphia, PA](#) (8)
9. [Oakland, CA](#) (5)
10. [Baltimore, MD](#) (11)
11. [Denver, CO](#) (9)
12. [Milwaukee, WI](#) (16)
13. [Austin, TX](#) (14)
14. [Sacramento, CA](#) (13)
15. [Washington, DC](#) (12)
16. [Cleveland, OH](#) (28)
17. [Honolulu, HI](#) (15)
18. [Albuquerque, NM](#) (19)
19. [Atlanta, GA](#) (38)
20. [Kansas City, MO](#) (18)
21. [San Jose, CA](#) (23)
22. [Tucson, AZ](#) (20)
23. [Jacksonville, FL](#) (36)
24. [Dallas, TX](#) (24)
25. [Omaha, NE](#) (37)
26. [San Diego, CA](#) (17)
27. [New Orleans, LA](#) (32)
28. [Los Angeles, CA](#) (25)
29. [Louisville, KY](#) (35)
30. [Columbus, OH](#) (50)
31. [Detroit, MI](#) (43)
32. [Phoenix, AZ](#) (22)
33. [San Antonio, TX](#) (21)
34. [Miami, FL](#) (29)
35. [Charlotte, NC](#) (34)
36. [Houston, TX](#) (39)
37. [Fresno, CA](#) (33)
38. [El Paso, TX](#) (31)
39. [Fort Worth, TX](#) (46)
40. [Nashville, TN](#) (42)
41. [Arlington, TX](#) (41)
42. [Long Beach, CA](#) (30)
43. [Colorado Springs, CO](#) (26)
44. [Indianapolis, IN](#) (45)
45. [Virginia Beach, VA](#) (48)
46. [Memphis, TN](#) (43)
47. [Las Vegas, NV](#) (27)
48. [Tulsa, OK](#) (40)
49. [Oklahoma City, OK](#) (49)
50. [Mesa, AZ](#) (47)

\*Cities are listed by their 2008 Rankings order. Numbers in parentheses ( ) denote [2006 Rankings](#).

Source: <http://www.sustainlane.com/us-city-rankings/overall-rankings>



# Atlanta in the 2008 Sustainlane Rankings



Source: Sustainlane (<http://www.sustainlane.com/us-city-rankings/cities/atlanta>.) Data was collected on a city-basis except for four categories, due to availability. Regional public transit ridership, roadway congestion, and metro area sprawl (a subcomponent of the planning category) data were collected on a metropolitan area basis. Air quality data was gathered on a county-wide basis.



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# ACTION PLAN



# Highlights of Cohesive Plan to Move Atlanta to the Top Tier of U.S. Cities

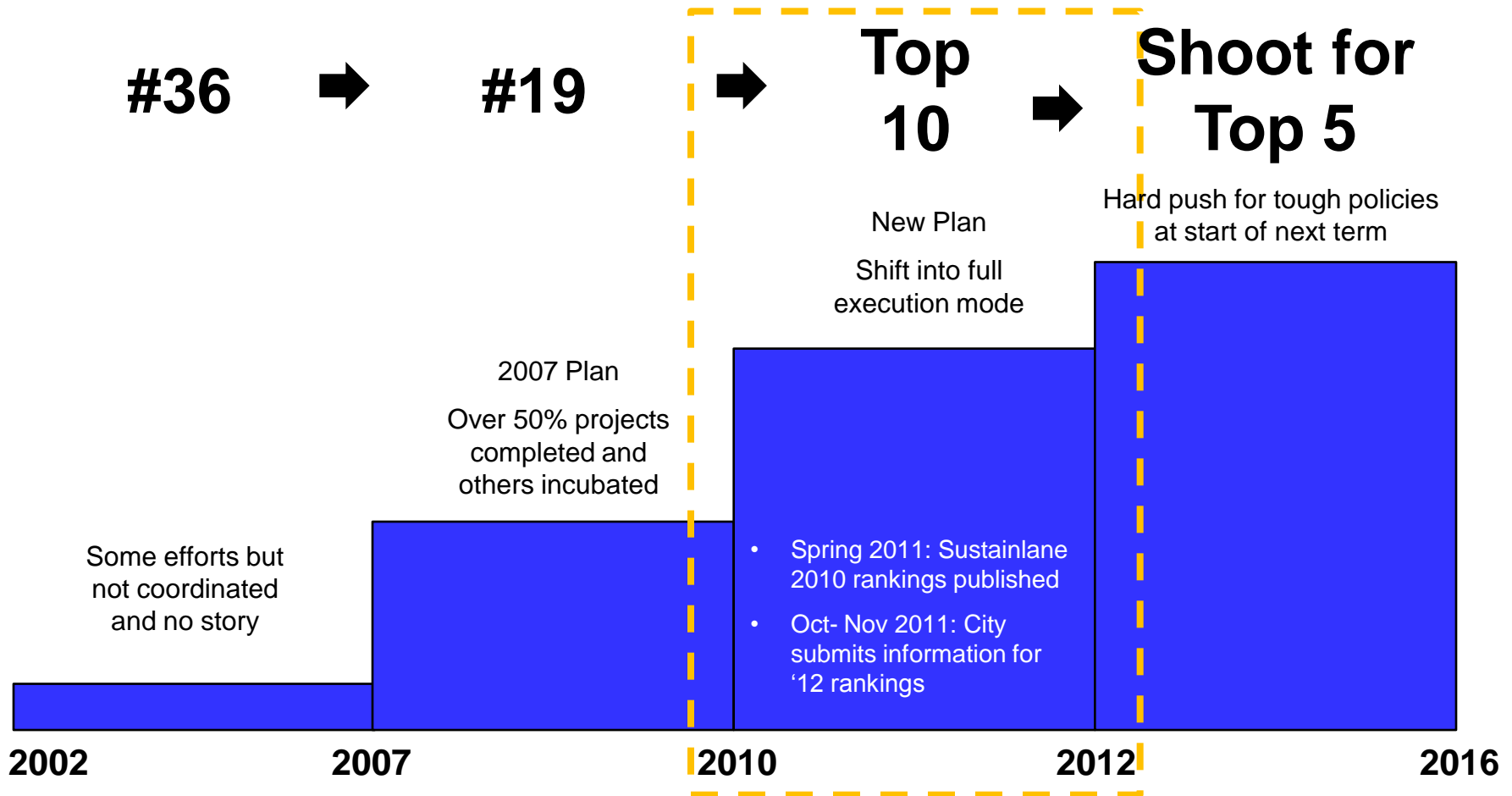


\*[ATLStat](#) is the City of Atlanta's performance management program.





# Timeline to Top 10



*To achieve Top 10 we must.....*

- ↑ Public Transit
- ↓ GHG, Energy & Water Use
- ↑ Water quality
- ↑ Local food access
- ↑ Greenspace
- ↑ Recycling



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# NEW CITY POLICY AND PROJECTS



# 15 Projects to be Launched in Year 1

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1. SHINE- Residential Energy Efficiency Rebate Program
2. Multifamily Water Conservation Rebate Program
3. Energy Performance Contract for City Facilities (~\$50M contract)
4. 2 renewable energy projects on City facilities- RM Clayton Combined Heat and Power Project, Demonstration Wind Turbine
5. Community Climate Action Plan, including community ghg inventory (baseline, 1<sup>st</sup> step)
6. Childhood Obesity and Sustainable Food Initiative including new legislation to give greater protection to farmers' markets and community gardens and City Hall Edible Garden
7. Zero Waste Goals and Plan + Plastic and Paper Bag Fee Legislation
8. Rainwater Harvesting for Potable Use in Residential legislation + 2 demonstration homes in city residences
9. Private Sector Environmental Leadership Awards
10. Green Business Directory
11. Green Jobs Task Force including #s of people already trained through stimulus funds
12. Alternative Fuels Goals and Plan + Electric Vehicle Task Force
13. Power to Change Campaign- employee engagement plan
14. AIA Green Building Challenge + low hanging fruit green building legislation
15. Upgraded public private partnerships (Clean Air Campaign, Sustainable Atlanta, Atlanta Bicycle Campaign, Advanced Technology Development Center)



# Mayor Reed's New Sustainability Initiatives that will Improve City Ranking

Rank	Issue Area	New Projects for Ranking Improvement	'10	'11	+
42	Air Quality	<ul style="list-style-type: none"> <li>Push new state renewable energy and energy efficiency policy</li> <li>Work with Georgia Power to make shifts away from coal powered electricity production</li> </ul>		✓	✓
17	City Commuting Metro Transit Ridership	<ul style="list-style-type: none"> <li>Work with Atlanta Bike Campaign and vocalize support for bike, walk, transit culture</li> </ul>	✓		
11		<ul style="list-style-type: none"> <li>Encourage more businesses to become Clean Air Campaign members</li> </ul>	✓		
22	City Innovation	<ul style="list-style-type: none"> <li>Environmentally preferable purchasing programs followed and promoted by Procurement</li> <li>Issue City commercial green building incentives</li> </ul>	✓	✓	✓
18	Energy & Climate Change	<ul style="list-style-type: none"> <li>Community Climate Action Plan (Mitigation and Adaptation)</li> </ul>		✓	✓
		<ul style="list-style-type: none"> <li>Over 3% energy powering City facilities is renewable (ex. CHP at RM Clayton)</li> </ul>	✓	✓	✓
		<ul style="list-style-type: none"> <li>Over 12% city fleet AFV</li> </ul>		✓	✓
		<ul style="list-style-type: none"> <li>ADA &amp; Sustainability develop a PACE program or alternative financing for commercial buildings</li> </ul>		✓	✓
3	Green Building	<ul style="list-style-type: none"> <li>Promote/incent LEED building certification (new &amp; existing)</li> <li>Pass</li> </ul>	✓	✓	✓
21	Green Economy	<ul style="list-style-type: none"> <li>Partner with and promote ATDC's clean tech incubator</li> </ul>	✓		
		<ul style="list-style-type: none"> <li>Publish green business director (community group)</li> </ul>		✓	
		<ul style="list-style-type: none"> <li>Launch Green Workforce Development Policy and Program</li> </ul>	✓		
34	Housing Affordability	<ul style="list-style-type: none"> <li>Unaddressable -solely based on avg housing prices &amp; avg income levels</li> </ul>		n/a	
37	Knowledge & Communications	<ul style="list-style-type: none"> <li>Highlight public outreach campaigns &amp; community grants</li> </ul>	✓		
		<ul style="list-style-type: none"> <li>Pledge to continue education &amp; outreach grants past stimulus funding</li> </ul>	✓		
		<ul style="list-style-type: none"> <li>Pledge to fund Sustainability office post stimulus funding</li> </ul>	✓		
11	Local Food & Agriculture	<ul style="list-style-type: none"> <li>Launch Childhood Obesity &amp; Local Food Initiative</li> </ul>	✓		
		<ul style="list-style-type: none"> <li>Pass new farmers' market and community gardening ordinances</li> </ul>	✓	✓	
		<ul style="list-style-type: none"> <li>Commit to build community garden &amp; urban agriculture plot in all city parks</li> </ul>			
45	Metro Street Congestion	<ul style="list-style-type: none"> <li>Upgrade traffic signalization system in high congestion areas</li> </ul>	✓		
18	Natural Disaster Risk	<ul style="list-style-type: none"> <li>Unaddressable -solely based on insurance company rankings (watch for new ranking criteria)</li> </ul>		n/a	
42	Planning & land use	<ul style="list-style-type: none"> <li>City &amp; regional TOD along MARTA</li> </ul>		✓	
		<ul style="list-style-type: none"> <li>Keep pushing Atlanta BeltLine &amp; Peachtree Streetcar.</li> </ul>	✓		
40	Tap Water Quality	<ul style="list-style-type: none"> <li>Unaddressable - using 2005 national database(watch for new ranking criteria)</li> </ul>		n/a	
29	Waste Management	<ul style="list-style-type: none"> <li>Work with corporations to develop take back electronics programs</li> </ul>		✓	
		<ul style="list-style-type: none"> <li>Complete Zero Waste Plan and undertake food composting, localizing yard trimming compost, &amp; other creative solution</li> </ul>		✓	
17	Water Supply	<ul style="list-style-type: none"> <li>Rainwater harvesting for potable use and carwash water recycling mandate</li> </ul>	✓		
		<ul style="list-style-type: none"> <li>Multifamily retrofit rebate program</li> </ul>	✓		



# Viable Options

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- The Division of Sustainability has surveyed a wide range of options\* and ranked the options by environmental issue and by level of innovation, as follows:
  - **Status Quo**: Common across most cities, Atlanta doesn't have a strong program, creates negative score on rankings
  - **Best Practice**: Common across top ranked cities, important to address to improve in rankings
  - **Cutting Edge**: Common across a few cities, action in a couple areas would greatly improve our place in rankings
- The Division of Sustainability does not recommend undertaking all available options because of a lack of resources (\$, man power, etc) but rather has prioritized a set of options that we believe can be achieved and will make a measurable difference in our position.
- Many new initiatives that have been funded by stimulus and other funds are ready to be announced publically and will kick start new sustainability efforts.



# Progress Areas

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- Transportation Infrastructure
- Transportation Options
- Fleet
- Climate Change
- Energy Efficiency & Green Building
- Renewable Energy
- Water conservation
- Water quality
- Waste
- Greenspace
- Sustainable, Local Food Systems
- Economic & Workforce Development



# New Department Led Initiatives

Category	Status Quo	Best Practice	Cutting Edge
Transportation Infrastructure	<ul style="list-style-type: none"> <li>★ Continue conversion to LEDs in traffic lights</li> <li>★ Maximize efficiency of existing transportation infrastructure (roadway connectors, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>★ Complete conversion to LEDs in traffic lights</li> <li>★ Proper signal timing in high congestion areas</li> <li>★ Develop “complete streets” that facilitate safe biking, walking &amp; driving</li> </ul>	<ul style="list-style-type: none"> <li>★ Convert to LED streetlights</li> </ul>
Transportation Options	<ul style="list-style-type: none"> <li>★ Better sidewalk facilities</li> <li>★ More aggressive commute alternative program for city employees</li> <li>★ Promote community options -partner with Clean Air Campaign</li> </ul>	<ul style="list-style-type: none"> <li>★ More extensive bike paths throughout the City</li> <li>★ Increase subsidization of employee transit options</li> <li>★ Reduce level of parking subsidization for City employees</li> </ul>	<ul style="list-style-type: none"> <li>★ Atlanta BeltLine &amp; Peachtree Streetcar</li> <li>★ Community bikeshare program</li> <li>★ Pass a Commuter Tax</li> </ul>
Fleet	<ul style="list-style-type: none"> <li>★ Right sizing &amp; typing of fleet</li> </ul>	<ul style="list-style-type: none"> <li>★ Over 12% of city fleet is composed of alternative fueled vehicles</li> </ul>	<ul style="list-style-type: none"> <li>★ Electric Vehicles Partnership</li> </ul>
Climate Change	<ul style="list-style-type: none"> <li>★ Publish most recent audit of carbon footprint &amp; GHG emissions of City</li> </ul>	<ul style="list-style-type: none"> <li>★ Community Climate Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>★ Climate Adaptation Plan</li> <li>★ Green Business Challenge</li> </ul>
Energy Efficiency & Green Building	<ul style="list-style-type: none"> <li>★ Sign onto Governor's Energy Challenge-pledge 15% reduction in energy use in city facilities by 2020</li> <li>★ Enforce Energy Star purchasing policy</li> </ul>	<ul style="list-style-type: none"> <li>★ Major audits &amp; retrofits of municipal facilities funded through performance contracting</li> <li>★ Financial incentives to City depts for energy conservation</li> <li>★ Incentives for Green Building</li> </ul>	<ul style="list-style-type: none"> <li>★ State REPS</li> <li>★ Require all new affordable housing to be green</li> <li>★ Residential Energy Efficiency Incentive &amp; Rebate Program</li> <li>★ Sign up for AIA 2030 Challenge</li> <li>★ Green Building Ordinances</li> <li>★ Up law to require LEED Gold or Platinum for City buildings</li> </ul>
Renewable Energy	<ul style="list-style-type: none"> <li>★ Renewable Energy on City Facility (1 Flagship, ex. City Hall)</li> </ul>	<ul style="list-style-type: none"> <li>★ Renewable Energy on City facilities (3 substantial projects)</li> <li>★ Harvest all methane from landfills &amp; wastewater treatment plants</li> </ul>	<ul style="list-style-type: none"> <li>★ Renewable energy powers 50% of city facilities</li> <li>★ All Atlanta BeltLine parks carbon neutral using solar PV energy</li> </ul>



# New Department Led Initiatives(cont.d)

Category	Status Quo	Best Practice	Cutting Edge
Water conservation	★ Water conservation retrofits in municipal facilities	★ Expansion of City rainwater capture & use in City parks <ul style="list-style-type: none"> <li>• Retrofit on reconnect ordinance</li> <li>• Storm Water Utility</li> </ul>	★ Rainwater harvesting for potable use in single family residential <ul style="list-style-type: none"> <li>★ Commercial toilet rebate</li> <li>★ Removal of stream floatables</li> <li>• Acquire watershed land to protect water quality</li> </ul>
Water quality	★ Continue buffers & rehabilitation of all natural waterways	★ Maintain strict, tight water quality in treatment processes	★ Re-CART Program city wide <ul style="list-style-type: none"> <li>★ Residential food composting</li> <li>★ Plastic &amp; paper bag fee</li> <li>• Bottled water tax or ban</li> <li>★ Corporations &amp; big box retailers take back electronics</li> </ul>
Waste	★ Recycling in all City facilities <ul style="list-style-type: none"> <li>• Enforcement multi-family residential recycling ordinance</li> <li>• Mandatory commercial recycling</li> <li>• Hazardous waste disposal program</li> </ul> ★ Increase E-waste recycling of city electronics	★ Zero Waste Plan <ul style="list-style-type: none"> <li>★ Construction &amp; Demolition Ordinance</li> <li>★ Use recycled content materials in paving projects</li> <li>• Pay-as-you-throw program</li> </ul>	★ One million tree initiative <ul style="list-style-type: none"> <li>• All residents within 10 minute walk of a park</li> </ul>
Greenspace	<ul style="list-style-type: none"> <li>• 20% of City's land area as greenspace</li> <li>• 10 acres of public land per 1000 residents</li> </ul>	★ Implement Project Greenspace	★ Comprehensive local foods plan <ul style="list-style-type: none"> <li>• Convert City cafeteria to model "green cafeteria"</li> <li>★ Community garden in every park</li> </ul>
Local Food Systems	★ Vocal support of local foods	★ Stronger legislation to protect farmers' markets & community gardens	★ Green Jobs Plan <ul style="list-style-type: none"> <li>• Eco-industrial Park</li> <li>★ PACE Program for commercial buildings</li> <li>• Model City Green District</li> </ul>
Economic & Workforce Development	★ Publish local green business directory ★ Develop public message on ADA's green financing & incentive programs ★ Charge ACVB to develop green marketing program ★ Promote ATDC clean tech incubator	★ Green Building Operator Certification ★ More LEED AP city staff ★ Host private sector environmental leader awards	
Administrative and Reporting	★ Funding of Division of Sustainability past community grants post stimulus ★ Release sustainability status report & plan	★ Performance reporting by department (ATLStat)	★ Align with the Star Community Index ★ Sustainable Atlanta Dashboard





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# COMMUNITY SUSTAINABILITY



# Creating a Sustainable Atlanta Depends on Strong Community Involvement

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It will take the hard work and cooperation of many groups, organizational leaders, and thousands of ordinary citizens to be successful.

**“I believe the City of Atlanta should be a leading example of how a major urban municipality can take greater responsibility for efficient energy and water use, the conservation of green space, and the promotion of a healthier, cleaner and greener environment. It is vital we take concrete, measurable actions around sustainability now to protect the future of our city.”**

**Mayor Kasim Reed**

## New Community Engagement Initiatives

- Community Climate Action Plan
- Green Workforce Development Program
- Childhood Obesity and Local Food Initiative
- Zero Waste Plan

*New community engagement initiatives will continue to be evaluated and released over the course of the Reed Administration. We seek your help throughout.*



# How will you help us Envision Atlanta?





# 5 Ways to Help Us Make Atlanta More Sustainable

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1. Make your voice heard on important sustainability issues

**Environment Georgia:** *This citizen-based environmental advocacy organization works to protect Georgia's clean air, clean water, and open space.*

2. Volunteer with a local organization that addresses issues you are passionate about

**West Atlanta Watershed Alliance:** *Since its inception in 1995, WAWA has partnered with members of the West Atlanta community to protect greenspaces and water quality in West Atlanta, while educating the public about environmental issues that affect their community.*

3. Start your own initiative in your neighborhood, at your church, in your school, or at your business

**Park Pride's Community Gardens Program:** *Community Gardens are a great way to build relationships with your neighbors, revitalize public spaces, have access to healthy, affordable foods and create an enjoyable activity for people of all ages.*

4. Figure out ways you can be more sustainable in your own life

**SHINE:** *The City of Atlanta and Georgia Power offer financial incentives to single family homeowners that want to make their homes more energy efficient*

5. Continue learning about sustainability challenges, issues and opportunities

**Southface Sustainable Atlanta Roundtable:** *Monthly public meeting that overviews what's going on across our community on so many important issues -transportation, building ordinances and water*

How wonderful it is that nobody need wait a single moment before starting to improve the world. Anne Frank

**Start by doing what's necessary; then do what's possible; and suddenly you are doing the impossible. Francis of Assisi**

You must be the change you want to see in the world.  
Mahatma Gandhi

**INSERT  
YOUR  
IDEA  
HERE**

*In every community there is work to be done. In every nation, there are wounds to heal. In every heart there is the power to do it.*  
Marianne Williams

**The hope of a secure and livable world lies with disciplined nonconformists who are dedicated to justice, peace and brotherhood.**  
Martin Luther King Jr.

*A thing is right when it tends to preserve the integrity, stability and beauty of the biotic community. It is wrong when it tends otherwise.*  
Aldo Leopold

*The true meaning of life is to plant trees, under whose shade you do not expect to sit.* Nelson Henderson



## Special Thanks to the Following Community Partners

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- Rutherford Seydel and his team at Davis, Pickren & Seydel, LLP
- The staff at the Southeast Regional Office of ICLEI – Local Governments for Sustainability
- Park Pride and Sustainable Atlanta
- ATLStat Team



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**Acknowledgement:**

*This material is based upon work supported by the Department of Energy under Award Number(s) EE0000801 and EE0003575.*

**Disclaimer:**

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# APPENDIX





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# SUPPORTING RESEARCH



# Sustainability “Defined”

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- “Society that lives within the self-perpetuating limits of its environment”
- “Development with a high level of consumption maintainable in perpetuity”
- “Economic growth, environmental protection, and social justice”
- “Reconciliation of society’s developmental goals with the planet’s environmental limits over the long term”
- “Meeting the needs of the present without compromising future generations’ ability to meet their own needs”

**Sustainability can mean a lot of different things to different people – but what does it mean to us?**



# Scope Framework- How To Improve

## City of Atlanta's Options for Addressing Sustainability

Inward Looking ← → Outward Looking

### Lead By Example

Internal Changes to  
City Government

- Capital Expenditures Policy
- Operations Policy

### Carrots

City Sponsored Programs

City Incentives

City Guidelines Attached to  
Receiving City Funds

General Education &  
Advocacy

Lobbying at the  
Metro, State & Federal  
Level

### Sticks

Required Citywide Policy

- Ordinances (e.g. new required building standards)
- Fees & Taxes (e.g. new fee for excess water usage)
- Enforcement (e.g. new tougher penalties for violating a law that impacts sustainability)

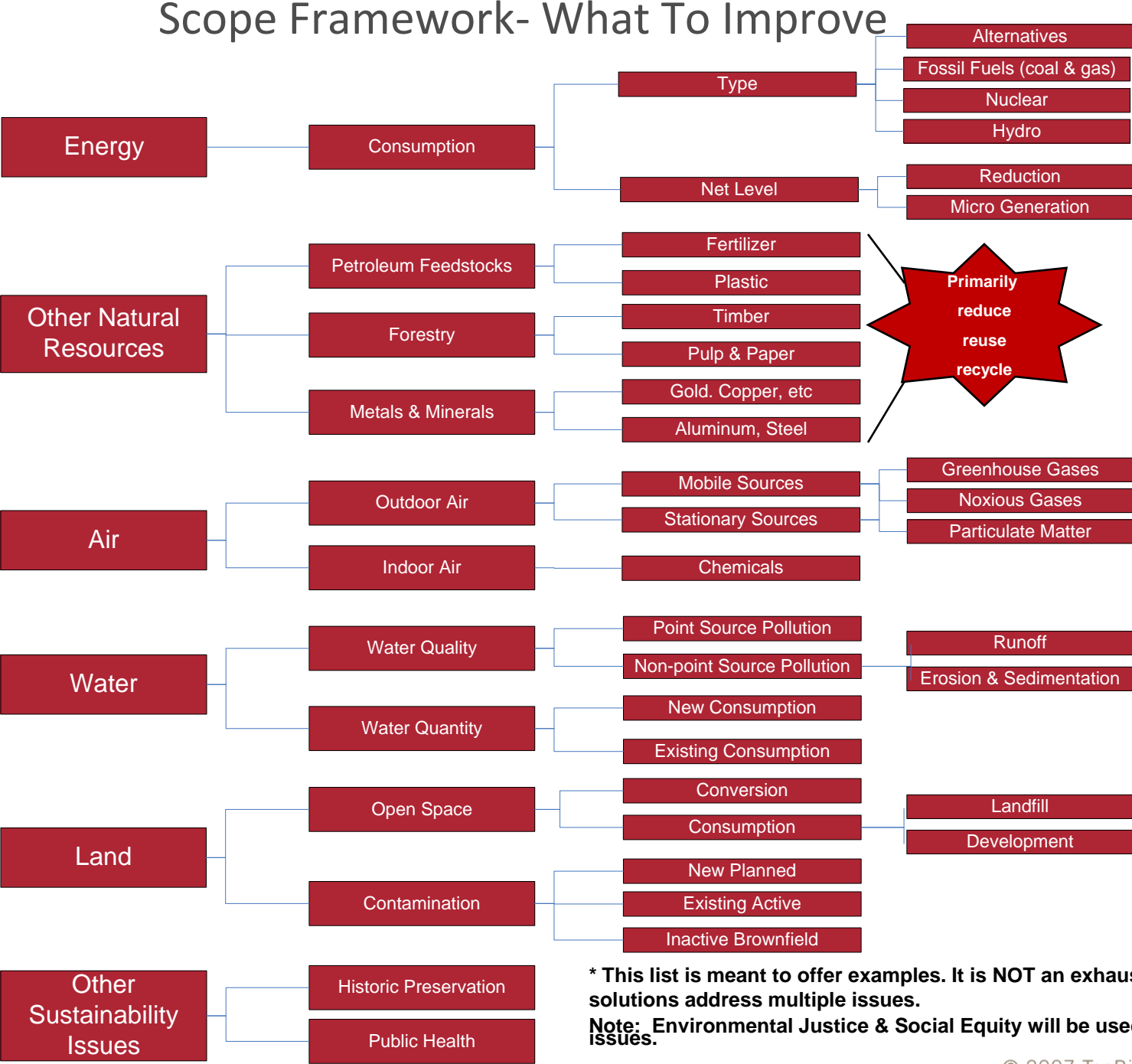
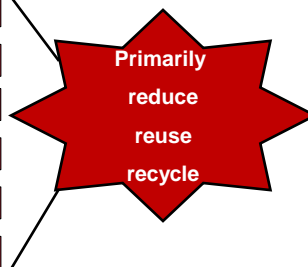
2007-present focus

2010 Expansion

# Scope Framework- What To Improve

## Examples of Solutions\*

- Offsets
- Efficiency
- Energy management
- Conservation
- Clean technology
- GHG reduction
- LEED/green buildings
- Land use planning
- Smart growth principles
- Transportation alternatives
- Minimum buffers
- Greenspace/open space
- Native landscaping
- Urban forestry
- Brownfield redevelopment
- Sustainable purchasing
- Local food
- Recycling
- Consumption reduction
- Toxics reduction
- Organics
- Emergency preparedness
- Local business development

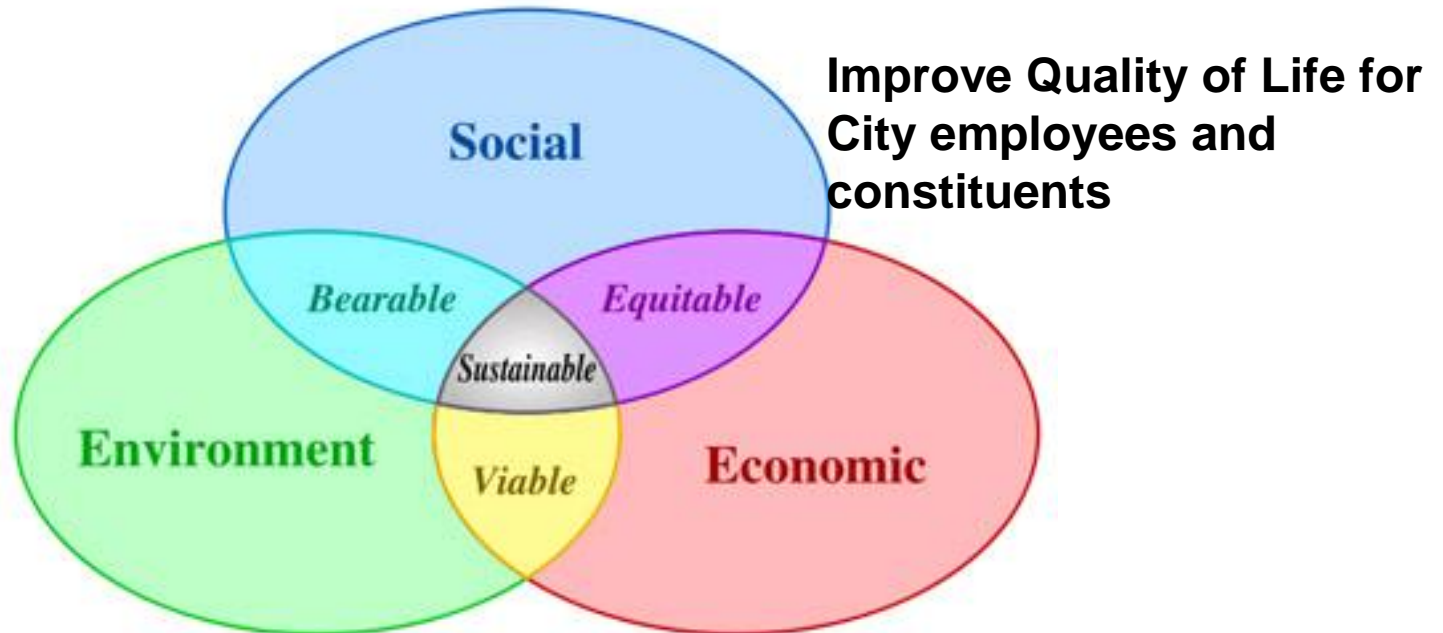


\* This list is meant to offer examples. It is NOT an exhaustive list. Many of the solutions address multiple issues.

Note: Environmental Justice & Social Equity will be used as lens for screening ALL issues.



# “the why”



- Reduce GHG emissions
- Reduce energy and water use
- Support green space expansion and improvement
- Reduce City operations costs
- Reduce energy bills for residents and businesses
- Support green business development



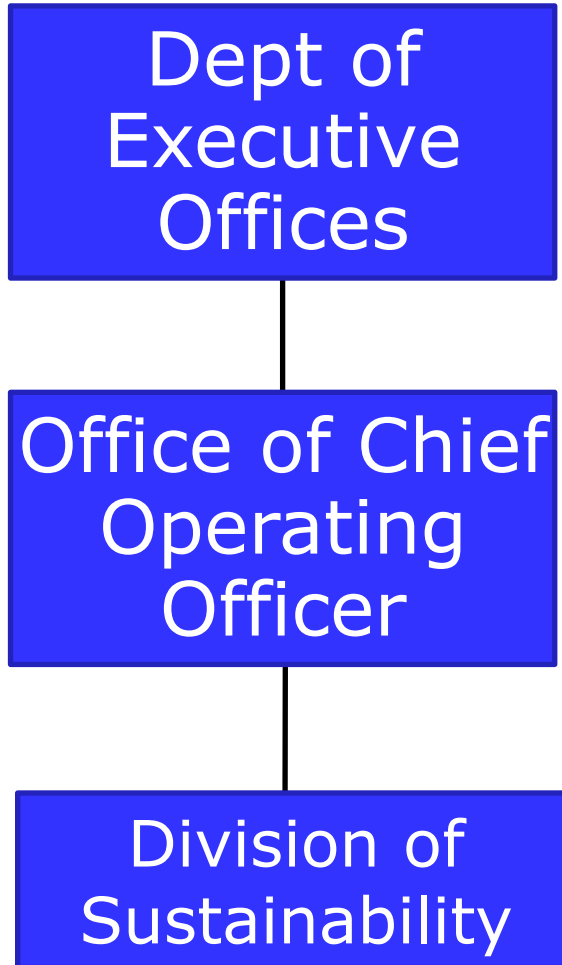
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# DIVISION OF SUSTAINABILITY



# Sustainability Organization Structure

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# Division of Sustainability

<b>Core Positions</b>	<b>Function</b>
<b>Director of Sustainability</b>	<ul style="list-style-type: none"><li>•Key link between administration, city departments, and external stakeholders</li><li>•Public figure of the Division</li></ul>
<b>Senior Project Manager / Assistant Director of Sustainability</b>	<ul style="list-style-type: none"><li>•Coordinates pursuit of grant funding opportunities</li><li>•Oversees Division operations and manages relationships with funders</li><li>•Researches and implements new initiatives</li></ul>
<b>Communications Manager</b>	<ul style="list-style-type: none"><li>•Manages Division communications with internal and external stakeholders</li><li>•Assists with program implementation</li><li>•Manages employee engagement &amp; telework programs</li></ul>
<b>Executive Assistant</b>	<ul style="list-style-type: none"><li>•Assists with administrative functions</li></ul>
<b>Energy Engineer</b>	<ul style="list-style-type: none"><li>•Assists with City carbon footprint analysis</li><li>•Supports department analysis of energy use and EE/RE opportunities</li></ul>





# DoS Plays a Role Throughout Project Lifecycles

