

CFL mini Technical Assistance Panel (mTAP)

Final Client Presentation

[LIVABLE BUCKHEAD / BUCKHEAD ECAP]

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WHAT WE HEARD

Client wishes to obtain advice and recommendations on the following:



BRING AWARENESS

Bringing awareness and education on embodied carbon to the Buckhead community.

PROVIDE RESOURCES

Identifying tools and benchmarks that developers and contractors can use to gauge their performance in reducing embodied carbon in commercial development.

CREATE ACTION PLAN

Developing an actionable plan to facilitate developers' and contractors' reduction of embodied carbon in the built environment.

DIFFERENTIATE DISTRICT

Differentiate Buckhead amongst other commercial districts in Atlanta through a sustainability initiative focused on reducing embodied carbon.

[BUCKHEAD ECAP]

MEETING THE OBJECTIVES



VISION STATEMENT

'To create for Livable Buckhead and its stakeholders an understanding of embodied carbon in commercial development and provide a path towards an actionable reduction plan – leveraging Buckhead's commitment to innovation and making its neighborhoods even more livable'

EDUCATION

Embodied Carbon 101
Consulted the experts
Researched Case Studies

DELIVERABLES

1. Embodied Carbon Action Plan (ECAP) – plan for integrating embodied carbon goals for commercial development into the district.
2. Embodied Carbon Guidebook – provides readily available resources for education, benchmarking, and tools for lowering embodied carbon.

MEETINGS

Weekly team meetings
Bi-weekly client meetings
Stakeholder engagement

- March: Education & Intro
- April: Feedback / Discussion

[BUCKHEAD ECAP]

SUMMARY OF APPROACH



ESTABLISH A TIMELINE

Short Term

Near Term
Medium Term
Long Term



STAKEHOLDER ENGAGEMENT

Educate first.
Listen next.
Need buy-in prior to
incentivising
participation.



A PHASED APPROACH...

"is best practice to
creating coalition and
ultimately a successful
long-term
implementation"



ACTION PLAN VS GUIDELINES

ECAP -
implementation
timeline & process
recommendations.
Guidebook -
education, tools,
benchmarking.

ESTABLISH A TIMELINE

Timeline

"Sustainable development is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs."
- Gro Harlem Brundtland.

Start



Near Term

Awareness and Education

Engaged ULI Center for Leadership mTap to bring awareness of Embodied Carbon to Livable Buckhead's community

(Year 1 and 2)



Short Term

Continued Education and Advocacy, Establishing a Baseline

- Broaden stakeholder engagement through the Livable Buckhead Sustainability Committee
- Provide education for benchmarking materials and products
- Engage third-party consultant to establish a baseline measurement of Embodied Carbon for existing buildings in Buckhead
- Update DRC Sustainability Checklist to improve Embodied Carbon

(Year 3 and 4)



Mid Term

Incorporation

- Create / promote awards programs
- Generate pilot project
- Establish voluntary Life Cycle Assessment reporting program
- Implement Yearly ECAP updates
- Recommend list of alternative materials

(Year 5+)



Long Term

Policy

- Socialize the impact by incorporating into SPI-9 and SPI-12 (City of Atlanta zoning and building code revisions, incentives)
- Update Buckhead Strategic Sustainability Action Plan to incorporate Embodied Carbon goals
- Align with Central Atlanta Progress (CAP) and Midtown Alliance



March 2023 Steering Committee Meeting at Terminus Commons



April 2023 Steering Committee Meeting at Piedmont Center

Stakeholder Engagement

Livable Buckhead will continue to...

- provide education, resources, and tools for embodied carbon reduction, including targets, baselines, and benchmarks
- share compelling reasons for implementing carbon reduction strategies in commercial development
- invite feedback and participation from the broader Buckhead community
- guide conversations to reduce embodied carbon, where it becomes a performance standard in Buckhead
- listen to Buckhead stakeholders' needs to evolve and shape the agendas for the future meetings



AGENDA

Stakeholder Meeting #1

Goal: Education / Intro

- Project Overview
- Embodied Carbon Education
- Discussion

[BUCKHEAD ECAP]



AGENDA

Stakeholder Meeting #2

Goal: Feedback / Discussion

- 00 What is Embodied Carbon? Why should we care? (quick recap)
- 01 City of Atlanta and Livable Buckhead's Sustainability Goals & Commitments
- 02 Development Authority and Regulatory Processes
- 03 Policy Case Studies
- 04 Next Steps

[BUCKHEAD ECAP]

ECAP

Embodied Carbon and Sustainability Advisors



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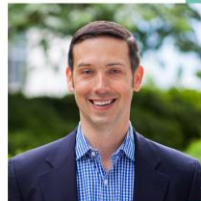
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As part of the **ULI Atlanta** Center for Leadership Class of 2023, we provide small group advisory services to non-profits or public agencies to improve the Atlanta community, with this year's efforts focused on the sustainability initiative of Embodied Carbon reduction. Our team - **Alice Chang, Brad Chambers, Daniel Maloon, Reeti Gupta**, and myself - is working with **Livable Buckhead**, lead by **Denise Starling**. Our collective vision is to create for Livable Buckhead and its stakeholders an understanding of embodied carbon in commercial development and provide a path towards an actionable reduction plan - leveraging Buckhead's commitment to innovation and making its neighborhoods even more livable. We held our first development community meeting yesterday, which included an education session lead by industry experts **Kelly Roberts, Stanton Stafford, PE, LEED Fellow, Amanda Atkinson**, and **Paul McKeever**, followed by a discussion including key stakeholders **Cousins Properties, Jamestown**, representatives from the City of Atlanta, and others. Thank you to all those who participated. We look forward to continuing the conversation!



ULI-CFL mTap Project
Stakeholder Meeting #2 Notes - April 18, 2023

Question from John McCall (JM)

- What is the total baseline per square foot of the project for Embodied Carbon in a project.
- There is a baseline provided by ULSD, is there some benchmark we can use to understand a project's current Embodied Carbon.
- First educate those who are making financial decisions

Reply from Kelly Roberts (KR)

- There are benchmarks from CFI - Carbon Leadership Forum - Ratings for Materials.
- ULFI - Zero Carbon is setting a threshold, example: 500kg CO2/m2 as a starting threshold for an office building of 5+ number of floors
- We have baselines for all materials, we multiply that with your building quantity
- For current buildings too, you can run an LCA

JM

- We would like to know and get a general idea on what the total embodied carbon is for a typical building in Buckhead - based on building type

KR

- There is regionality to building types that we have to take into account to calculate a WBLC.

Denise (DS)

- Can we start a baseline for Buckhead?

KR

- For concrete used in Southeast region-specific mixes. It is a little more nuanced.
- As an LCA practitioner, we figure out how to move the Carbon around on a project
- It is not prescriptive
- We optimize the performance of materials used for their buildings
- It is the overall percent reduction of EC per project and it will be different for different projects

Jonathan Rodbell (JR) - Atlanta Property Group

- Commented on similarity between doing Energy analysis and providing an EUI - comparing it to a baseline number per project.
- What's the baseline for EC?

JM

- Let's understand and care about Buckhead, use this as a platform to come up with a baseline
- Create data in a way to inform people to move the needle
- What are we trying to attack and how close are we to create an impact?

judgement on strategies

having Red Tape, without

very building and strategies

formance setting, after performance

ding

knowledge is needed.

es more impactful, several Office

ice space for a long time. it is most impactful.

aster and higher leases vs minimum care for reduction

sole job - concrete is such a big

ok at the viability of new types

n, there is a limit to reducing

approval process

ent types of materials and new and create an Awards program

s, not required by code but avoided now, start talking about ding housing and multi-family able housing.

of Atlanta

misses in the market to talk

s where developers create the higher standard in Austin than higher standard.

achieving that higher standard

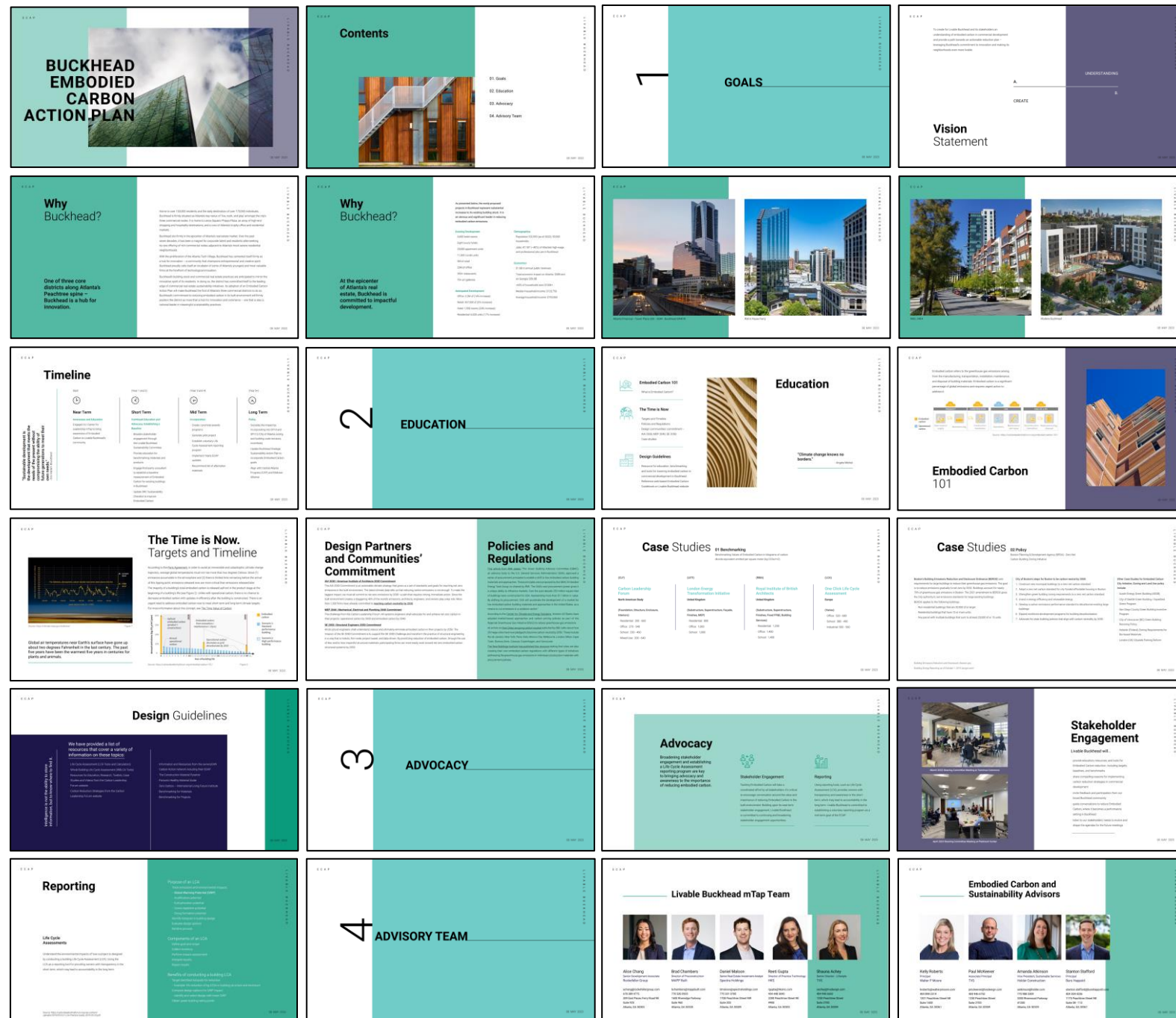
ustainability improvements at a ding to come to a better

and how a project can set up a ions. There is not much rigor in

can we differentiate our ding that has a reduced EC as it

BUCKHEAD ECAP

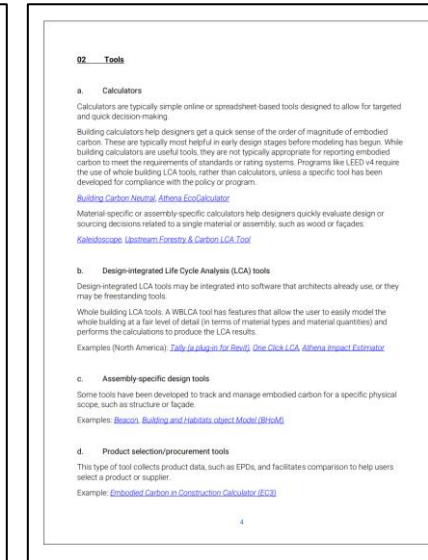
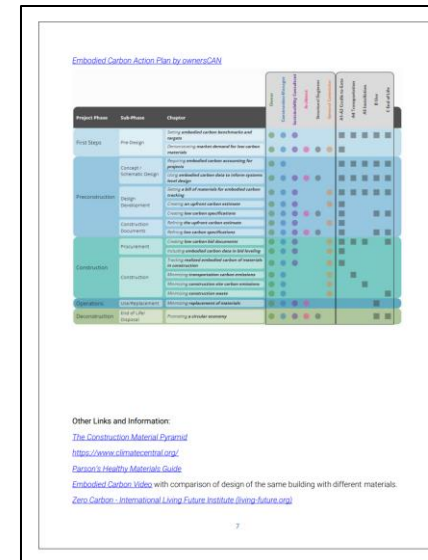
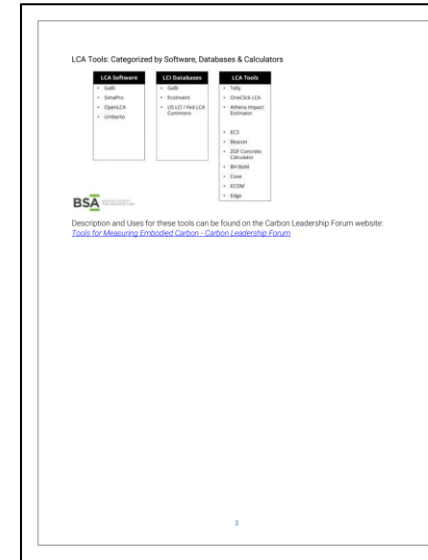
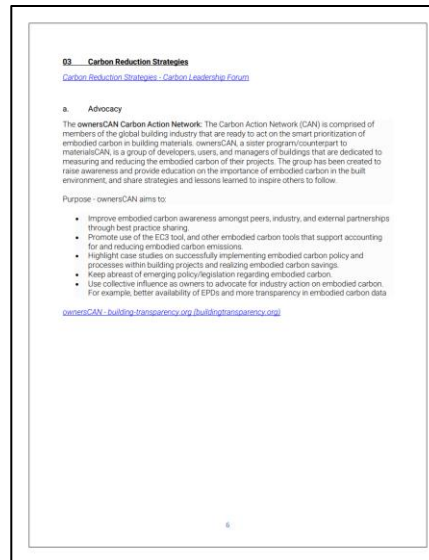
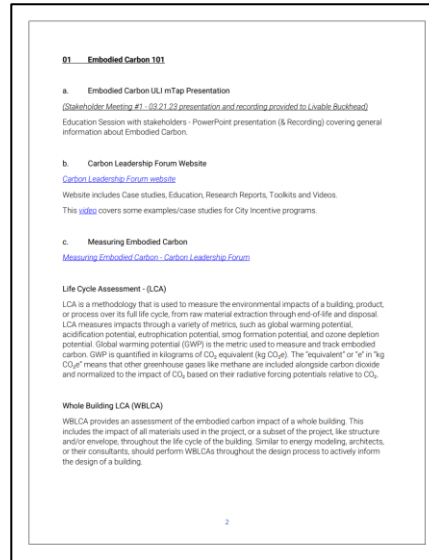
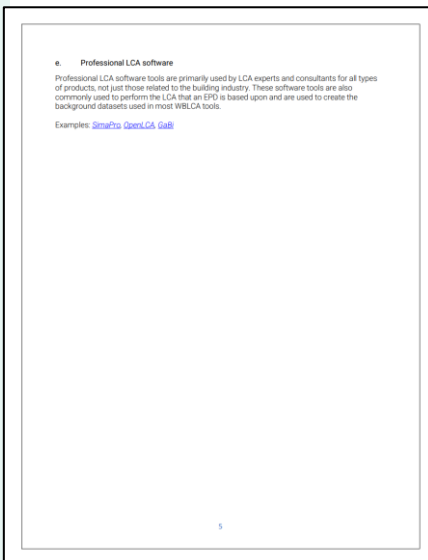
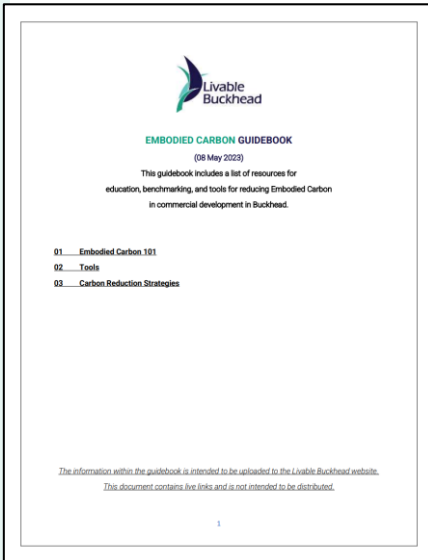
Deliverable 1)
Develop an Embodied Carbon Action Plan for Livable Buckhead for integrating embodied carbon goals for commercial development into the Buckhead district. The plan will include a vision statement, an implementation timeline with milestones, process recommendations, and resources such as case studies.



EMBODIED CARBON GUIDELINES

Deliverable 2)
Create an Embodied Carbon Guidebook for developers, which provides resources for education, benchmarking, and tools for lowering embodied carbon in commercial development in Buckhead.

The information within the guidebook is intended to be uploaded to the Livable Buckhead website.





FOLLOW-UP STEPS

DELIVERABLES

Turnover Buckhead ECAP and Embodied Carbon Guidelines to Livable Buckhead.

ENGAGEMENT

Stay connected with Livable Buckhead.
Join Livable Buckhead's Sustainability Committee.

3RD PARTY CONSULTANT

mTap team recommended Livable Buckhead engage ULI Tap team (or other outside consultant.)

FOLLOW-UP STEPS

Any thoughts?

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Thank you!

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