



# Southface

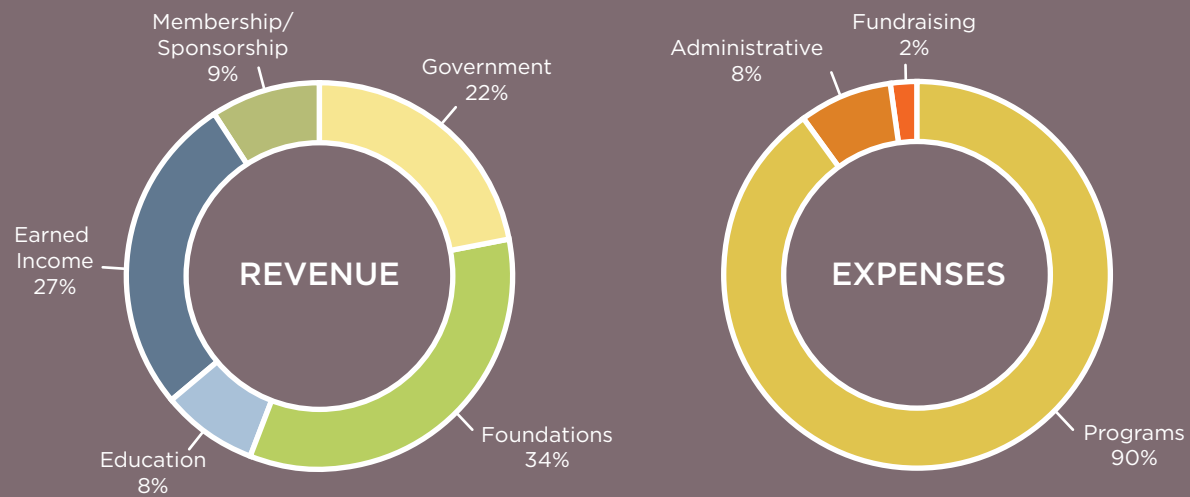
ANNUAL REPORT 2015



# SOUTHFACE IS RESOURCEFUL WITH ITS FINANCES

Southface continues to be an exemplary steward of the funds entrusted to us.

Our programs leverage public and private funding and industry relationships to enhance the market for sustainable solutions.



2015 REVENUE AND EXPENSES

## **VISION**

A regenerative economy, responsible resource use and social equity  
through a healthy built environment for all.

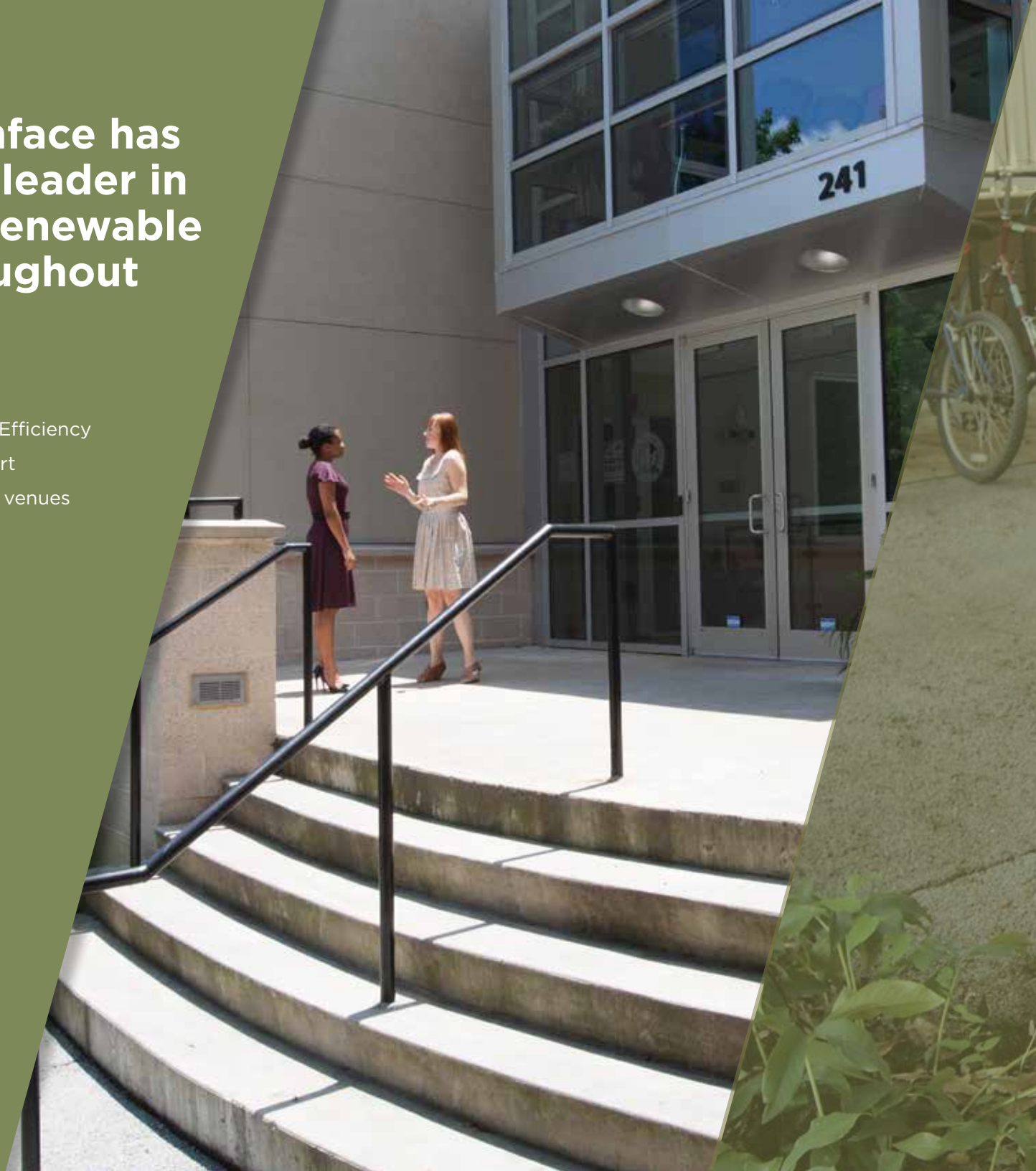
## **MISSION**

To promote sustainable homes, workplaces and communities through  
education, research, advocacy and technical assistance.



**For 38 years, Southface has been a recognized leader in sustainability and renewable energy policy throughout the Southeast.**

The Southface Eco Office, Resource Center and Southeast Weatherization and Energy Efficiency Training (SWEET) Center are state-of-the-art demonstration, training and green meeting venues located in the heart of Atlanta, Georgia.









# THE ROLE OF CONVENER


We play a vital role in convening organizations and individuals in thought leadership around environmental issues of the day. Such forums include:

- › The Sustainable Atlanta Roundtable (SART)
- › Greenprints Conference
- › Visionary Dinner
- › Frequent, informal thought leader and policy maker conversations

# ADVOCATE

We serve as an advocate for clean energy and sustainability in a variety of networks, including:

- › SaportaReport Thought Leaders
- › Leadership Involvement Networking Knowledge (LINK)
- › Institute for Georgia Environmental Leadership (IGEL)
- › TransFormation Alliance
- › Energy Efficiency for All



Southface's July 2015 SART served as a forum for ideas on best management practices for Proctor Creek. Since 1999, SART has convened community discussions on a variety of topics about resilience, responsible resource use and urban development.

# RESIDENTIAL PROGRESS

As a thought leader and valued technical partner, Southface impacted thousands of single family and multifamily homes and mixed-use developments.

- › Served on the board of directors of the Building Performance Institute (BPI) and Residential Energy Services Network (RESNET).
- › Collaborated with the Southeast Energy Efficiency Alliance on a regional study of residential energy code compliance.
- › Assisted state and local governments in assessing energy and water efficiency and green building policies.

## 2015 GREEN BUILDING CERTIFICATION STATISTICS:

- › 3,961 EarthCraft homes
- › 82 LEED for Homes
- › The first 10 LEED v4 Homes to be certified within the USGBC system.

Southface certified the first LEED v4 affordable homes in the world in 2015





# AFFORDABLE HOUSING RESEARCH AND ANALYSIS

Completed “The Impact of Green Affordable Housing” study of multifamily housing based on industry data that showed green developments:

- › Spend **12 percent** less on energy in common areas per square foot, saving owners \$5,000 annually.
- › Use **14 percent** less energy per square foot of resident area.
- › Are nearly **5 percent** less expensive per square foot of construction cost.





# COMMERCIAL PERFORMANCE

From EarthCraft to LEED to DECLARE, our tool box offers clients a variety of options to achieve their high performance building and sustainability goals.

## ATLANTA BETTER BUILDINGS CHALLENGE

- › Launched in 2011 and was the first city to include both energy and water.
- › Leading the nation with more than 100 million square feet pledged.
- › Committed to reducing building energy and water consumption by 20 percent by 2020.
  - Savings measured since 2009 = 11.3 percent reduction in energy use and 20.7 percent reduction in water use - achieving our goal five years ahead of schedule.



# COMMERCIAL PERFORMANCE

## GRANTS TO GREEN

*Partnership between Southface, the Kendeda Fund and The Community Foundation for Greater Atlanta*

- › Provided 166 building-level assessments and 117 implementation grants totaling over \$5 million.
- › Cumulative savings on energy and water bills exceed \$2.5 million, and continue to grow!

Woodruff Arts Center in Atlanta





# COMMERCIAL PERFORMANCE

## NONPROFIT ENERGY & WATER EFFICIENCY INITIATIVE

*Partnership between Southface, The JPB Foundation and Boys & Girls Clubs of America*

- › Provided building-level assessments to 15 clubs and invested over \$800,000 to implement energy and water upgrades.
- › After only 7 months, the Carl Rollins Boys & Girls Club boasts actual savings of \$4,745 – 21 percent energy savings and 43 percent water savings.

## XL CATLIN

- › XLCatlin, an international insurance company with a strong Corporate Social Responsibility program, has enlisted Southface to provide LEED certification support for its offices in the US and Canada. In 2015 we certified the 6th office, helping the company realize a 12 percent decrease in its carbon footprint.

Salvation Army FUQUA  
Boys & Girls Club in Atlanta



# ADVANCING CAREERS

We offer professionals the opportunity to take classes and achieve certifications to keep their technical knowledge current, and push the boundaries on their skills.

Several of our staff members are at the forefront of training accreditations in the nation as recognized by the Interstate Renewable Energy Council (IREC).

- › Steve Herzlieb holds certifications as a Quality Control Inspector and Energy Auditor – the only person to hold these two certifications concurrently.
- › Amelia Godfrey holds a certification as an Energy Auditor – the only female who currently holds this certification.
- › John Kane holds certifications as a Quality Control Inspector, Crew Leader and Retrofit Installer – the only person to hold these three credentials concurrently.

John Kane





# ADVANCING CAREERS

## SOUTHFACE PROVIDED 101 TRAININGS TO ALMOST 1,200 STUDENTS

- › Many trainings provide building professionals with certifications necessary to advance their careers and create industry recognition for energy efficiency and green building.
- › Offsite trainings took place in Alabama, California, Florida, Louisiana, Missouri, Pennsylvania, South Carolina, Washington DC, U.S. Virgin Islands and across Georgia.
- › Our education and technical assistance team developed new technology guidelines and served on several national and regional advisory committees.

At the SWEET Center, John Kane conducts an EPA lead renovation and repair certification workshop.



# COMMUNITY IMPACT

Our Communities Team works with local governments and private developers to promote sustainable, community-scale development and energy and water efficiency policies.

## TRANSFORMATION ALLIANCE

- › Facilitated a partnership dedicated to finding innovative solutions for transit-oriented development (TOD).
- › Southface and Alliance members created a tool to evaluate the economic and equity impact of transit-oriented developments.

PHOTO: JoeBoris.com





# COMMUNITY IMPACT

## EMORY POINT

- › Unique mixed-use development of homes and retail; Emory Point saw the addition of nearby bike lanes, crosswalks and other road improvements for a more walkable community.
- › First project to have three EarthCraft certifications—Light Commercial, Multifamily and Communities.
- › On-site cisterns are projected to collect 124,000 gallons of water annually. This water is used for irrigation and reduces the use of potable water for the entirety of Emory Point.

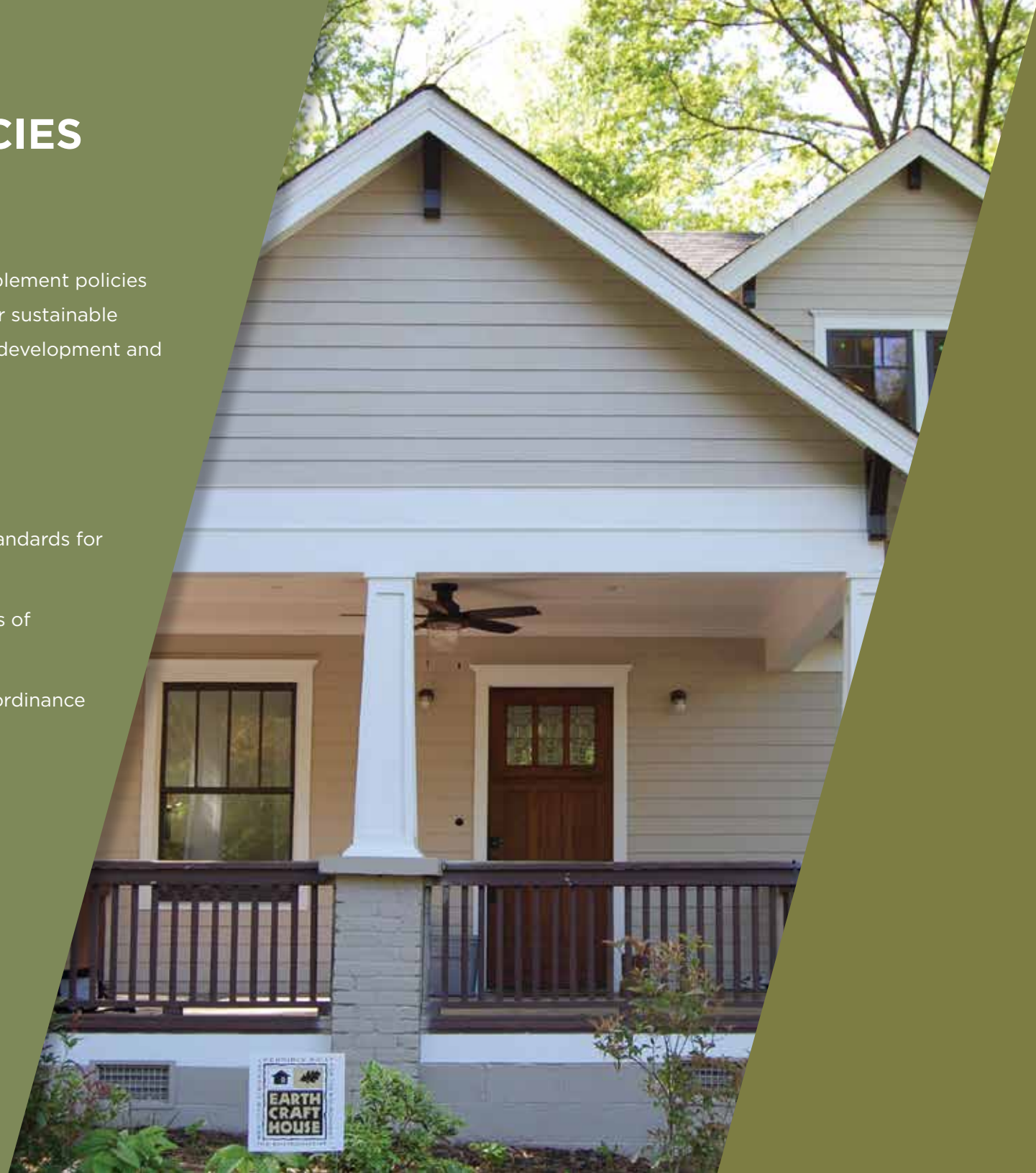


# PROMOTING POLICIES THAT IMPROVE COMMUNITIES

Assisting local governments adopt and implement policies is critical to creating a level playing field for sustainable strategies that create jobs, spur economic development and protect the environment.

## CITY OF DECATUR UNIFIED DEVELOPMENT ORDINANCE

- › Establishes high efficiency building standards for new buildings.
- › The city is conducting ongoing studies of residential renovations.
- › Southface is holding trainings on the ordinance for builders and architects.





# PROMOTING POLICIES THAT IMPROVE COMMUNITIES

## CITY OF ATLANTA COMMERCIAL ENERGY EFFICIENCY ORDINANCE

Requires all commercial buildings over 25,000 square feet and all city-owned buildings over 10,000 square feet to submit energy and water usage for benchmarking.

- › Created a help desk to assist building owners and managers with navigating the compliance and benchmarking processes.
- › Provided advice via over 300 phone calls and 100 emails and completed more than a dozen site visits.

City Energy Project - a unique collaboration between Southface and the City of Atlanta to develop best practices for responsible energy use.



# CREATING A FAIR MARKET FOR SOLAR

In collaboration with nonprofit, industry, utility and government partners, Southface has worked to advance policies to encourage solar and other renewable energy resources.

- › Developed *GeorgiaEnergyData.org*, which had more than 8,000 page views in 2015 and continues to be the most accurate database of solar installations in Georgia.
- › Supported the Solar Power Free-Market Financing Act of 2015.
  - Passed unanimously by both chambers of the Georgia Legislature and signed by Governor Deal in May, 2015.
  - Allows homeowners, businesses, nonprofits and local government to use free-market tools to finance solar installations.

A solar installation at  
Agnes Scott College





# ENVIRONMENTAL PROTECTION AGENCY CLEAN POWER PLAN

The Clean Power Plan sets state-level CO2 emissions goals for existing power plants. Southface facilitated a consortium of nonprofit organizations to advocate for fair treatment of energy efficiency and renewable energy.

- › Collaborated with Georgia Tech and Climate@Emory to hold a Town Hall, exploring key decisions to be made in the plan's development, which was attended by 100 individuals representing various stakeholders.
- › Developed an analysis of the plan's Clean Energy Incentive Program to demonstrate its potential for Georgia.

A snapshot of our Clean Power Plan Town Hall, with Georgia Tech and Climate@Emory.



# CLEAN ENERGY INDUSTRY CENSUS

Southface has worked with the clean energy industry to quantify the economic impact of clean energy in Georgia. Census results can be found at [CleanEnergyIndustry.org](http://CleanEnergyIndustry.org), which garnered over 13,000 page views during 2015.

Georgia has at least 801 clean energy firms.

- › Increase from 678 in 2014
- › Provides 19,231 full-time equivalent jobs
- › Generates over \$3.3 billion gross revenue annually

Georgia's solar firms directly provide 2,956 full-time equivalent jobs.

- › 10.2 percent increase from 2014

Georgia's energy efficiency sector directly provides 11,858 full-time equivalent jobs.

- › 9.8 percent increase from 2014





# SOUTHFACE COMMUNITY OUTREACH AND INVOLVEMENT

We host educational and community outreach events for audiences ranging from design and construction professionals to k-12 students.

## 2015 EVENT BREAKDOWN

- › More than 700 people attended Sustainable Atlanta Roundtables, including “on the road” trips and tours
- › More than 270 people attended Greenprints
- › 86 campus tours educated more than 600 people on high performance building and responsible resource use
- › Membership rose from 800 to 1,300 in 2015



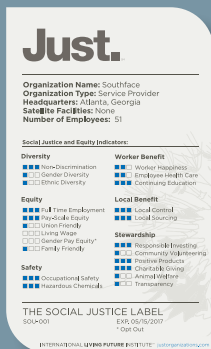
# IN-HOUSE

## SOUTHFACE REFRESH

- › Collaborated with leading product manufacturers to add innovative products to our campus by leveraging more than \$75,000 in donations.

## SOCIAL JUSTICE & EQUITY

- › First nonprofit in the Southeast to earn the JUST certification.



Allsteel<sup>®</sup>

 **BOSCH**  
Invented for life

**ECOS**  
PAINTS

 **EUTREE**

**Interface<sup>®</sup>**

**GAF**


**Greyter**  
Water Systems

Johnsonite<sup>®</sup>

 Johnson  
Wholesale  
Flowers, Inc.

 **Mohawk Group**

 **OCCUPIED RENOVATIONS<sup>®</sup>**

 **ROMA<sup>®</sup>**

**Steelcase**



# A LOOK AHEAD—WHAT WILL 2016 BRING?

## **THE GREEN INFRASTRUCTURE AND RESILIENCE INSTITUTE (GIRI)**

GIRI will educate practitioners and policymakers on cost effective green infrastructure strategies and technologies.

## **ENERGY EFFICIENCY AND RENEWABLE ENERGY FOR UNDERSERVED MARKETS**

Advocate to ensure the benefits of energy efficiency and renewable energy flow to all, especially small businesses, nonprofits and low-income communities.

## **EXPANDING THE NONPROFIT ENERGY AND WATER EFFICIENCY INITIATIVE**

The JPB Foundation has given \$2.7 million in funding to expand the initiative nationwide, allowing us to:

- › Grow the partnership with Boys & Girls Clubs of America.
- › Launch a partnership with Feeding America, a network of 200 food banks nationwide.



SOUTHFACE.ORG