Seattle 2030 District formed to provide one place to access building energy, water and transportation management resources for organizations committed to creating a more sustainable city.

With the costs of energy and water rising and the impact of carbon emissions pervasive, the efficiency of the built environment plays a pivotal role in the future of our cities. Pledging carbon neutrality by 2050, Seattle is well-equipped to tackle this challenge with progressive building codes, innovative industry professionals, and visionary building owners, managers, and service providers who are consistently looking for new approaches to address the rising costs of building construction and operation.

The Seattle 2030 District (S2030D) is uniting local efforts by providing a framework that channels a collective vision for the city’s future, fueling the spirit of collaborative competition with a path to a higher and more vibrant quality of urban life. By moving the conversation to a new focus on high-performance buildings at a district level, and uniting diverse market actors around common goals, S2030D is moving our community in the same direction – by setting bold goals to cut energy, water, and transportation emissions in half by 2030, we are helping to firmly set our city on a path towards carbon neutrality.

Carrying this mantle of innovation and progressive thinking, the District’s commitment to performance-based district standards is reducing our collective emissions, while helping our city to bring in new business, new revenue, new jobs and new talent. It is accelerating Seattle’s competitive position in the global market for technology and innovation, from strategic energy management programs to public-private partnerships such as the High Performance Building Project between the City, Microsoft and Accenture.
The 2030 District’s model arises from a shared vision of what we want the future of our cities to look like.

133 Buildings, a total of 38 Million sq. ft. have joined the challenge since the District formed in 2011. This is 37% of total square footage of the District (38,000,000 sq. ft. out of 95,960,465 sq. ft.)

It is about being more than a sum of our parts; these synergistic opportunities are being led by the private sector and are made up of individual members pursuing shared goals of the community as a whole.

This community approach provides a new model for collaborative competition as property owners, managers, professional stakeholders, local governments and community stakeholders leverage shared resources for both individual and collective gain.

It is about intentionally shaping our future by leveraging the collaborative strength of our communities, businesses, and governments to achieve common environmental, economic, and social goals.

Our efforts here in Seattle have not gone unnoticed; the 2030 District model is being emulated across the country in Cleveland, Pittsburgh and Los Angeles with interest shown from 20+ other cities.

A High-Performance Building District

Performance compared to baseline*

198 Million Rotations of the Space Needle could be powered by the energy savings achieved (216,791,098 kWh/yr)

95,082 Homes could be provided with water for one day with the water savings achieved (28,524,676 gal/yr)

3 Thousand times the weight of the Seahawks Team is equivalent to the reduction in CO₂ from transportation (27,160,956 Kg/yr)

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133 Buildings, a total of 38 Million sq. ft. have joined the challenge since the District formed in 2011. This is 37% of total square footage of the District (38,000,000 sq. ft. out of 95,960,465 sq. ft.)

* Based on numbers generated by buildings that reported their savings - 98% reported energy use, 18% reported water use & 32% reported transportation use.
The Seattle 2030 District challenges its members to unite toward aggressive, yet attainable, goals which are specific to either existing buildings or new construction. Pursuing these goals as a district sets us on a path to carbon neutrality while benefiting local businesses and creating jobs.

**District Goals for Existing Buildings**

- **Energy Use**: 10% by 2015
- **Water Use**: 50% by 2030
- **CO₂ of Auto & Freight**: 50% by 2030

**District Goals for New Construction**

- **Energy Use**: 60% by 2015
- **Carbon Neutral by 2030
- **Water Use**: 50% Immediately
- **CO₂ of Auto & Freight**: 50% Immediately

### How Each Building Helps the District Meet these Goals

1. **Assess**: Compare your building to similar buildings to figure out what you should be using.
2. **Target**: Set your target.
3. **Deliver**: Use the district resources to improve your building’s performance.
4. **Save**: Save time, money & resources!

### How We Set your Targets

- **For Example: Energy Use for an Existing Building**

  - **The Method**: S2030D determines an energy, water and transportation use baseline for your building based on what other similar existing buildings are using.
  - **Your Building (Existing or New)** compared to **Similar Buildings**
  - **Congratulations!** Your building uses 8% less than the national median. Therefore to reach the 2015 goal of 10% reduction below the national median you would need to make a 2% reduction in your building’s energy use.

### For Building Owners, Managers and Developers

- **Utilize special financing programs**
- **Improve competitive positioning**
- **Receive comparative analysis reports**
- **Access exclusive incentives, discounts & programs**

### For Professional Stakeholders

- **Bring the cutting edge of building performance to your customers**
- **Interact with market-leading clientele**
- **Get recognized**
- **Connect to new ideas, education & opportunities for your customers**

### For Community Stakeholders

- **Extend your organization’s influence**
- **Connect with building owners/operators & like-minded organizations**
- **Expand your outreach**
- **Gain access to new thought leadership**

The Seattle 2030 District brings together the strength of Seattle’s regional economy, providing a one-stop shop for information, resources, collaborative opportunities and financial support. By connecting members with one another, S2030D empowers them to help each other improve operational income and asset value by saving money on energy, water and transportation. The District also plays a role in overcoming market barriers, facilitating projects by attracting incentive funding, providing new technology for pilot projects and other research, and decreasing the time, effort, and risks involved for individual building owners and managers.

**Looking Ahead**

Let the S2030D provide the forward thinking and pathway to new resources while you focus on improving your building’s competitive position, operating income, and reputation in the market.
Our Programs

The Seattle 2030 District is a resource center and partner to help you and your building reach your performance and reduction goals, and to support you when things get challenging. Our services are diverse and growing, addressing access to programs and incentives, collaborative opportunities, training and education, access to cutting edge technology pilots, and potential in-kind services and contributions from other members. You can learn more about our popular education and training sessions on the Member Resources page of our website.

EXISTING BUILDINGS

For existing buildings, S2030D provides energy management guidance through our Assess > Target > Deliver framework. This framework allows you to choose the right resources at the right time from our variety of programs and offerings. Other programs include:

Energy Programs

High Performance Building Project: Partnering with Microsoft, Accenture, Seattle City Light and the City of Seattle we are testing a cloud-based data platform to help identify and implement energy saving opportunities. Incentives available.

Switch Automation Building Data Visualization System: This cloud-based building monitoring and analytics platform is free to members for one year and provides an aggregated view of progress for the whole district.

WeGoWise: Provides free utility tracking and analytics for the first year.

Better Buildings Challenge: Connects District members with Better Building Challenge financial, technology and service allies that help with evaluation, technology, and best practices.

Strategic Energy Management (SEM): Aims at improving energy performance through enhanced organizational practices. Funded by the Northwest Energy Efficiency Alliance (NEEA).

Water Programs

High Performance Building Project: Partnering with Microsoft, Accenture, Seattle City Light and the City of Seattle, we are testing a cloud-based data platform to help identify and implement energy saving opportunities. Incentives available.

Switch Automation Building Data Management System: This cloud-based building monitoring and analytics platform is free to members for one year and provides an aggregated view of progress for the whole district.

Transportation Programs

Commute Seattle’s Transport Audit: Gain access to Commute Seattle services which help support workplace sustainability initiatives, promote worksite amenities and services, reduce drive-alone rate and earn LEED points, as well as complying with Transportation Management Plan (TMP) and Commute Trip Reduction (CTR) regulations.

NEW CONSTRUCTION

For New Construction projects in the District, it all begins with the City’s Streamlined Permitting with Targets service which is designed to reduce land use and building permit time by 25% and to provide assistance with permitting, performance goals, incentives, grants and rebates. Other New Construction programs include:

Energy Programs

District Energy Programs: Examines opportunities for member buildings to share resources (mostly waste heat and water); where opportunities exist, the S2030D facilitates dialogue between parties to discuss options.

Energy Modeling: Climate analysis and early design modeling tools to optimize local climate performance and make informed decisions.

Technical Advisory Groups (TAGs): Provides design guidance to reduce building energy use.

Facilitated access to SCL and PSE technical assistance such as:

- Site visits
- Energy analysis assistance
- Lighting design lab assistance
- Prescriptive rebates
- Standard incentives
- Custom incentive programs

Transportation Programs

Transportation TAG: Provides design guidance to reduce parking.

Switch Automation Building Data Visualization System: This cloud-based building monitoring and analytics platform is free to members for one year and provides an aggregated view of progress for the whole district.
JSH Properties: Strategic Energy Management

Maximizing the Use of SEM

Wanting to increase the emphasis on sustainability and energy efficiency in their portfolio, JSH Properties joined the Seattle 2030 District in 2012 to build some muscle behind their efforts. By collaborating with other members and taking advantage of the S2030D’s programs, events, rebates and training programs they have been able to successfully provide building owners with no/low cost energy efficiency solutions.

JSH chose to be a pilot for the Strategic Energy Management (SEM) program offered by the Seattle 2030 District, through support from Northwest Energy Efficiency Alliance, aimed at improving energy performance through enhanced organizational and operational practices. As part of this program, JSH has set a short-term energy savings target, developed its action plan to achieve those savings, and is implementing innovative programs such as building scoping training and tenant engagement programs.

BUILDING SPECS

Buildings: 6
Building Types: Office Building, Parking Structure, High-Rise Apartments, Condominium
Total Square Feet: 821,288
All Built Between: 1929 - 1999
Structures: Reinforced concrete, structural steel
Buildings:
• 1000 Denny Building • First Hill Plaza
• First & Stewart Building • Market Place I & II
• Waterfront Place (renovated 2008)
• First & Stewart Building realized 15.7% energy use reduction

Sheraton Hotel: High Performance Building Project

Integrating Smart Building Technologies

The largest hotel in Seattle, the Sheraton Hotel joined the 2030 District motivated by energy and water efficiency targets and the competitive advantage that our resources would provide. Working towards aggressive targets with the Smart Buildings Program, they received funding and assistance to develop predictive smart building analytics that will help them achieve ambitious energy and water savings goals.

BUILDING SPECS

Owner: Starwood Hotels & Resorts
Building Type: Skyscraper
Location: 1400 6th Avenue
Built / Renovated: 1979 / 2002
Total Square Feet: 994,000
Number of Floors: 35
Structure: Steel

Anticipated Reductions

Energy

23%*

*As estimated by Accenture and the High Performance Building Project team

“Through the Strategic Energy Management program...we’ve been able to reduce energy consumption in all our portfolio buildings... as well as setting goals and really working towards these goals. Our Seattle team has come together in a great way, they have been able to work together, set goals together and that’s how we’ve been able to move this effort forward.”

EMMA KARLSSON
Sustainability Director, JSH Properties

“Using Smart Buildings technology that we've been working with...the forecast for savings over the next five years is 23% energy savings. That would be a wonderful achievement to make that goal in energy savings... and we are looking for this to really put us over the top and if we approach 20% I would be tickled pink.”

RODNEY SCHAUFF
Director of Engineering, Sheraton Hotel
400 Fairview Tower: Building of the Future

High Performance New Construction

With a focus on long-term building value, Skanska was first to incorporate the S2030D construction goals into the design approach for all new developments. At 400 Fairview, a new mixed-use office and retail development in the South Lake Union district, the S2030D goals are integrated into their already rigorous internal requirements - such as targeting for LEED Gold certification, integrating an ISO14001 Environmental Management System, and stringent energy efficiency standards.

Pushing the envelope even further, 400 Fairview will be the first market-rate commercial office to use chilled beams, and the building will feature bicycle facilities with a locker room and sauna, a community-based Market Hall, rooftop greens and gardens, daylighting, and a convertible indoor/outdoor space for activities and events.

BUILDING SPECS
Owner: Skanska USA Commercial Development Inc.
Building Type: Office/Residential/Retail High-Rise
Architect: SkB Architects and Kendall/Heaton Associates
Location: 400 Fairview Ave N.
Square Feet: 337,000 (predicted)
Number of Floors: 13 (predicted)
Structure: Masonry

Sunset Electric: Innovative Mixed Use

High Performance Multifamily Residential

Expanding on an existing building in the heart of Capital Hill, this mixed-use development preserves the original building’s historic brick façade while integrating the rigorous requirements of the 2030 Challenge. The goal of the project is to be one of the most energy efficient apartment buildings in the nation, promoting natural daylighting and passive cooling, an innovative chiller system and energy-efficient, low-flow fixtures and appliances. The building anticipates LEED Platinum and Built Green 5 Star certification.

BUILDING SPECS
Owner: The Wolff Company
Building Type: Residential/Retail
Architect: Weber Thompson
Location: 11th Ave E. & E. Pine St.
Square Feet: 86,500
Number of Floors: 7
Structure: Wood Frame Over Concrete

Anticipated Reductions

Energy

65%
from 2030 Challenge baseline

Water

69%
through drought-tolerant landscaping, efficient irrigation systems, and low-flow fixtures and appliances

“Along with the other members, we just want to be a part of something that’s bigger than the work we are doing alone. As the District evolves we see how it can benefit us both in the work that we do privately as well as publically with our clients.”

JEFF REIBMAN
Principal, Weber Thompson

Along with the other members, we just want to be a part of something that’s bigger than the work we are doing alone. As the District evolves we see how it can benefit us both in the work that we do privately as well as publically with our clients.

JEFF REIBMAN
Principal, Weber Thompson
Community Power Works: In August of 2012, the Seattle 2030 District partnered with the City of Seattle to manage Community Power Works for Large Commercial Buildings, an ambitious incentive program aimed at stimulating energy efficiency retrofits in the Large Commercial sector. Together, the Seattle 2030 District and Community Power Works generated the following activity:

Seattle 2030 District buildings retrofitted: 10
Whole-building retrofits: 5
Percent energy reduction in whole-building retrofits: 17%
Total incentive dollars provided: over $600,000
Total energy savings: Over 8.2 million kWh

Brandon Morgan, Development Manager, Vulcan, speaking about the benefits of District membership.

...Getting information or being made aware of programs we were previously ignorant of such as CPW which we are implementing at the 505 Building, our headquarters. It’s the oldest of our fleet and therefore wasn’t designed with much of a green program in mind. We are looking at a retrofit that will save us 15% or more of our energy usage in that building.

Brandon Morgan, Development Manager, Vulcan, speaking about the benefits of District membership.

Get Involved: Everyone’s Invited

In order to provide the most accurate and relevant information on building and district performance, each member property is asked to share its energy and water use data with the S2030D. By entering this information into ENERGY STAR® Portfolio Manager, building owners and managers ensure that the performance comparison reports you receive from the District give an accurate reflection of your building against that of its peers. All data is kept anonymous; your data will never be shared publicly in marketing or messaging without your explicit permission.

Join us today!
Visit www.2030district.org/seattle

There are NO FEES associated with joining the Seattle 2030 District. Members are asked to ATTEND TWO TASKFORCE MEETINGS per year to maintain membership status.

For more information on membership requirements, or if you are interested in joining, visit http://www.2030district.org/seattle/join-2030-district or email us at info@2030district.org.

Dec 2009
A moment of inspiration. Brian Geller has a moment of inspiration. First concept meeting held at ZGF Seattle's office.

May 2010
First 5 property owners share building performance data for comparison.

Oct 2010
BOMA Seattle/ King County and its members pledge their support.

Feb 2011
EPA announces seed funding of the Seattle 2030 District.

June 2011
Seattle 2030 District represents Seattle in Better Buildings Challenge launch.

Sept 2011
Official launch party at the Pan Pacific Hotel to announce founding members.

April 2012
2nd Seattle 2030 District hire. Matthew Combe starts part time.

Jan 2013
Matthew becomes full time employee.

Oct 2013
Our Savings. As a group we are using 21.43% less energy, 4.11% less water and emitting 21.78% less CO2 from transportation than the baseline.

Nov 2013
1st annual Vision Awards Dinner.

June 2010
EPA Climate Showcase: Communities Grant application submitted.

May 2011
Brian starts as the Seattle 2030 District first Executive Director.

Jan 2012
21.3 million sq. ft. represented by 63 buildings.

May 2012
Cleveland launches 2030 District... first additional 2030 District.

Sept 2013
38 million sq. ft. represented by 133 buildings. This is 37% of the square footage in the District.
District Members: A Community Leading Change

Seattle’s 2030 District started with modest beginnings and an audacious goal, relying primarily on volunteer efforts while operating as a planning committee in 2010. Since then it has secured more than $1,000,000 in funding from foundations, corporations, the City and the EPA, combined with another $225,000 in donations to fund operations through 2013. Further funding has been secured from the DOE to help small commercial buildings save money through energy efficiency, with service offerings beginning in 2014.

Donors & Supporters

District Members

- 1521 2nd Avenue
- 2020 Engineering
- AIA Seattle
- Architecture 2030
- Bellwether Housing
- Bentall Kennedy
- BOMA Seattle - King County
- Bullitt Foundation
- Capital Review Group
- Capitol Hill Housing
- Cascade GBC
- CB Richard Ellis
- City of Seattle
- Clinton Climate Initiative
- Clise Properties
- Collins Woerman
- CommonWealth Partners
- Commute Seattle
- DLR Group
- Downtown Seattle Association
- ECOS
- Ecotope
- Emerald Cities Seattle
- Fairmont Olympic Hotel
- Fred Hutchinson Cancer Research Center
- Frontrunner
- GeoEngineers
- GGLO
- Glumac
- Horizon House
- Hunters Capital
- Interface Engineering
- Jonathan Rose Company
- JSH Properties
- Kidder Mathews
- King County
- LMN Architects
- MacDonald Miller
- McKinstry
- Milepost Consulting
- Miller Hull
- Mithun
- NBBJ
- New Buildings Institute
- Northwest Energy Efficiency Council
- Northwest Energy Efficiency Alliance/BetterBricks
- OAC Services
- O’Brien & Company
- Optimum Building Consultants
- Optimum Energy
- PACE Engineers
- Pacific Science Center
- Paladino and Company
- Pan Pacific Hotel
- Partnership for Water Conservation
- Perkins + Will
- Plymouth Housing Group
- Port of Seattle
- Powers Economics
- Preservation Green Lab Research Center
- Schemata Workshop
- Seattle Academy
- Seattle Aquarium
- Seattle Climate Partnership
- Seattle Steam
- Seattle University
- Sellen Sustainability
- Sheraton Hotel
- Silliker + Partners
- Skanska
- STAVE Arch
- Stephen Grey & Associates
- SvR Design
- Tishman Speyer
- Town Hall Seattle
- Unico Properties, LLC
- Univerty Mechanical
- University of Washington Integrated Design Lab
- Urban Renaissance Group, LLC
- Urban Visions
- U.S. General Services Administration (GSA)
- Vance Corporation
- Virginia Mason Medical Center
- Vulcan
- W Hotels
- Washington Athletic Club
- Washington Holdings
- Washington State Convention Center
- Watermark Tower
- Weber Thompson Architects
- Westin Hotel
- Wright Runstad
- ZGF Architects

The Seattle 2030 District Board of Directors mirrors its membership; large, diverse and engaged.

The Board of Directors helps keep the mission and goals of the 2030 District grounded in the realities of day-to-day business while bridging gaps in the built environment supply chain.

Board of Directors

- Andy Flodin (Virginia Mason Medical Center)
- Brandon Morgan (Vulcan)
- Brian Geller (Seattle 2030 District)
- Brett Phillips (Unico)
- Betsy Southerland (Bentall Kennedy)
- Catherine Stanford (BOMA)
- Cassandra Delaune (IAIA Seattle)
- David Walsh (Sellen Construction)
- David Cutler (GGLO)
- David Easton (Seattle Steam)
- Dave Low (Kidder Mathews)
- Jared Silliker (Silliker + Partners)
- Jessica Szegal (Commute Seattle)
- Joshua Curtis (Downtown Seattle Association)
- Josh Keene (Washington Holdings)
- Joel Sisolak (Capitol Hill Housing)
- Kurt Sarchet (CB Richard Ellis)
- Lyn Krizanich (Clise Properties)
- Mark Franklin (New Buildings Institute)
- Perry England (MacDonald Miller)
- Vincent Martinez (Architecture 2030)

Our Board of Directors Consist of:

- 9 property owners
- 6 community stakeholders
- 6 professional stakeholders