The Seattle 2030 District breaks down market barriers to developing, and operating high performance buildings by transforming the way buildings are designed, constructed, and maintained. To this end, the organization plays a unique role in Seattle’s built environment by:

- **TRANSFORMING OUR BUILDINGS**
  - Working directly with real estate owners, managers and tenants, Seattle 2030 District promotes game-changing, innovative solutions to transform the built environment. Priorities focus on facilitating innovative, pragmatic and economically viable measures that reduce environmental impacts, increase resilience to current and future challenges, lower operating costs, and improve property values.

- **TRANSFORMING OUR MARKET**
  - To succeed in meeting the 2030 Challenge, members require a favorable business and regulatory environment. Seattle 2030 District will inform and advocate for market-based solutions and public policies that support its members’ ability to meet the 2030 Challenge building design, and economic viability.

- **OUR ROLE**
  - The Seattle 2030 District is a nonprofit organization whose mission is to accelerate high performance building solutions that improve the built environment.

- **OUR DISTRICT**

- **OUR STRATEGIC PRIORITIES**
  - **ENERGY EFFICIENCY**
    - SMART BUILDINGS INITIATIVE
    - INNOVATIVE SMART BUILDING TECHNOLOGIES USES SEATLE'S WEALTH OF INFORMATION TO LEAD INNOVATION.
  - **WATER & STORMWATER**
    - GREEN STORMWATER INITIATIVE
    - THE GREEN STORMWATER INITIATIVE PROMOTES THE USE OF NATIVE VEGETATION, CONSERVATION, AND OTHER STRATEGIES TO MANAGE STORMWATER AND REDUCE CARBON EMISSIONS.
  - **CLEAN TRANSPORTATION**
    - ELECTRIFY SEATTLE
    - CREATE A NETWORK OF ELECTRIC VEHICLES TO UTILIZE SEATTLE'S CLEAN HYDROELECTRIC POWER.
  - **PRIVATE SECTOR FINANCING**
    - SUPPORT THE DEVELOPMENT OF CAPITAL AND DEBT MARKETS THAT ENABLE BUILDING OWNERS AND OPERATORS TO ACHIEVE SEATTLE 2030 DISTRICT GOALS.
  - **OUR PERFORMANCE INDICATORS**
    - ENERGY:
      -energy efficiency
    - WATER:
      -stormwater
    - TRANSPORTATION:
      -electric vehicles
    - CLEAN TRANSPORTATION:
      -buses, heavy rail, light-rail, streetcars, electric vehicles, bicycles and walking.

- **INTEGRATING OPPTIMIZATIONAL OPPORTUNITIES IN BUILDING DESIGN AND OPERATIONS**

- **OUR PERFORMANCE INDICATORS**
  - **ENERGY**
    - Energy use (kiloBtu) saved in new and existing buildings.
  - **WATER**
    - Volume of water saved in new and existing buildings.
  - **TRANSPORTATION**
    - Electriﬁcation rate of transportation sector.

- **PUBLIC POLICY & ADVOCACY PRIORITIES**
  - **PUBLIC SECTOR FUNDING SOLUTIONS**
    - SUPPORT AND ADVOCATE FOR POLICIES THAT INCREASE ECONOMIC INCENTIVES FOR BUILDING OWNERS AND OPERATORS TO ACHIEVE SEATTLE 2030 DISTRICT GOALS.
  - **DEVELOPMENT AND REINNOVATION INNOVATIONS**
    - ADVOCATE FOR STRONG, PERMISSIVE, AND PROGRESSIVE POLICIES THAT TRANSFORM THE BUILT ENVIRONMENT.
  - **PRIVATE SECTOR FINANCING**
    - SUPPORT THE DEVELOPMENT OF CAPITAL AND DEBT MARKETS THAT ENABLE INVESTMENT IN CLEAN AND EFFICIENT ENERGY, WATER, STORMWATER, AND LOW-CARBON TRANSPORTATION.

- **OUR PERFORMANCE INDICATORS**
  - **ENERGY**
    - Energy use (kBtu) saved in new and existing buildings.
  - **WATER**
    - Volume of water saved in new and existing buildings.
  - **TRANSPORTATION**
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NEW CONSTRUCTION
A minimum of 20% reduction in energy efficiency in the built environment below the National median reaching carbon neutral by 2030.

WATER
Conserve Seattle water use, and stormwater runoff which pollutes Puget Sound through effective management of pollutants.

50% NOW
An immediate 50% reduction below the current District average, reaching 50% by 2030.

50% BY 2030
An accumulation of 20% reduction below the current District average by 2030 with incremental targets, reaching a 50% reduction by 2030.

TRANSPORTATION
Promote efficient, affordable and safe transportation options.

50% BY 2030
A minimum of 20% reduction below the current District average by 2030 with incremental targets, reaching a 50% reduction by 2030.

50% NOW
An immediate 50% reduction below the current District average.

ENERGY
Increase Seattle capacity for clean, clean and green development by advancing energy efficiency in the built environment.

50% BY 2030
A minimum of 20% reduction below the National median by 2030 with incremental targets, reaching a 50% reduction by 2030.

70% NOW
An immediate 70% reduction below the National average with incremental targets, reaching carbon neutral by 2035.

OUR COMMUNITY OF LEADERS
The Seattle 2030 District is a membership organization consisting of real estate owners, managers, developers, industry professionals, and community stakeholders whose mission is to support the built environment in Downtown Seattle and surrounding neighborhoods.

Members aim to meet the 2030 Challenge for Planning by creating a high performance urban area that dramatically reduces environmental impacts of building construction and operations while contributing to the growth of Seattle’s robust economy.

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