

FOR IMMEDIATE RELEASE

March 26, 2012

Contact: Peter Chapman 505.988.5309

chapman@architecture2030.org

Twitter Name: [@Arch2030](https://twitter.com/Arch2030)

To download a .pdf of this press release, click [here](#).



LUCID PARTNERS WITH SEATTLE 2030 DISTRICT TO DRAMATICALLY REDUCE COMMERCIAL BUILDING ENERGY USAGE IN DOWNTOWN SEATTLE

Seattle 2030 District leverages Building Dashboard® to track ongoing progress toward a 50 percent reduction in energy, water and transportation-related CO2 across Downtown Seattle's buildings.

Oakland, CA, (March 26, 2012) – **Lucid**, the pioneer provider of real-time energy monitoring and display systems for buildings, announced a partnership with the [Seattle 2030 District](#) to provide energy and water monitoring for commercial buildings in Downtown Seattle. Lucid's Building Dashboard® will empower managers and tenants to track performance and conserve resources.

The Seattle 2030 District is a public/private partnership of more than 60 members, including Architecture 2030, 19 property owners and managers, the City of Seattle, King County, and numerous professional and community stakeholders. Their aim is to enroll nearly 88 million square feet of buildings in Downtown Seattle and leverage a variety of resources to meet the energy, water and transportation CO2 reduction targets called for by Architecture 2030 in the [2030 Challenge for Planning](#). The target is to reduce energy use, water consumption and transportation CO2 emissions by 50 percent by 2030.

This marks the first time that a group of commercial buildings has voluntarily shared energy, water and transportation data with the public. A [Downtown Seattle Building Dashboard®](#) will serve as the central platform for tracking, aggregating and displaying building performance. By centrally tracking and communicating performance data, members are able to benchmark themselves against other participating buildings, as well as typical buildings, and use this information to evaluate progress toward reduction targets. In addition to measuring performance at the District level, Lucid will be monitoring and tracking performance for each participating building and organization through Building Dashboard. [FrontRunner](#), a Seattle-based software company and member of the 2030 District, is providing VehicleRunner – the transportation footprint solution that is incorporated and delivered through the 2030's Building Dashboard.

"It's critically important that we develop a community of buildings, owners and managers that are striving for a common goal, and leveraging actual performance data to challenge themselves to find creative ways to reduce the impact of these buildings," said Brian Geller, executive director for the Seattle 2030 District.

"District members can use Building Dashboard® to motivate their building managers to reduce consumption through management and facility improvements, and engage building tenants in making behavior changes that will reduce consumption further," said Lucid CEO, Michael Murray.

As of January 2012, Seattle 2030 District members have shared energy and water data for 64 individual properties, comprising more than 21 million square feet of real estate. This portfolio represents nearly 25 percent of the entire square footage of the Seattle 2030 District area. Based on actual performance data from these buildings, the founding members are performing roughly 26 percent better than the national average for similar buildings. As a whole, the 64 buildings have helped to reduce the energy consumption of the entire 2030 District area by approximately 5.6 percent.

Progress toward reduction targets is continually updated on Seattle 2030 District's Building Dashboard®:

<http://www.buildingdashboard.net/seattle2030district>

The Seattle 2030 District also includes Seattle City Light, the Clinton Climate Initiative, Virginia Mason Medical Center, and flagship property management companies such as CBRE, Kidder Mathews, and Vulcan. The District is open for members for any buildings in the District boundary who are committed to reduce energy and water consumption, reduce costs, improve tenant experience and reduce the impact of buildings on climate change.

###

About Architecture 2030

Architecture 2030, a nonprofit, non-partisan and independent organization, was established in response to the climate change crisis by architect Edward Mazria in 2002. 2030's goal is straightforward: to achieve a dramatic reduction in the climate-change-causing greenhouse gas (GHG) emissions of the building sector by changing the way buildings and developments are planned, designed and constructed. In 2006, Architecture 2030 developed and issued the widely adopted 2030 Challenge. Subsequent 2030 Challenges for Planning and Products have been issued and are now being implemented. Visit <http://www.architecture2030.org>, or follow Architecture 2030 [Twitter](#) and [Facebook](#).

About Seattle 2030 District

The Seattle 2030 District is an interdisciplinary public-private collaborative creating a groundbreaking, high-performance building district in downtown Seattle. With the [Architecture 2030 Challenge for Planning](#) providing our performance goals, we seek to develop realistic, measurable, and innovative strategies to assist district property owners, managers, and tenants in meeting aggressive goals that reduce environmental impacts of facility construction and operations. The Seattle 2030 District is a replicable model with tools and resources available for supporting similar efforts in other cities across the US. To learn more about the Seattle 2030 District or sign up to become a member, visit the District website at <http://www.2030district.org/seattle>.

Watch a video about the Seattle 2030 District at <http://www.2030district.org/seattle/multimedia>.

About Lucid

Founded in 2004, Lucid is a privately held cleantech software company and a pioneer in providing real-time information feedback to teach, inspire behavior change, and save energy and water resources in buildings. Over the past eight years, Lucid's team has made resource use visible, accessible, and engaging so that building occupants have the data visualization and communication tools to manage and reduce their consumption. Today, hundreds of thousands of people live and work in schools, companies, and organizations enhanced by Lucid's awardwinning Building Dashboard® technology. Visit <http://www.luciddesigngroup.com>, or follow on [Twitter](#), [Facebook](#), and [LinkedIn](#).