



Seattle, a Climate of Change: Meeting the Kyoto Challenge

# Seattle Climate Protection Initiative

City of Seattle  
Office of Sustainability and Environment  
[www.seattle.gov/climate](http://www.seattle.gov/climate)



# Seattle's Climate Protection Initiative

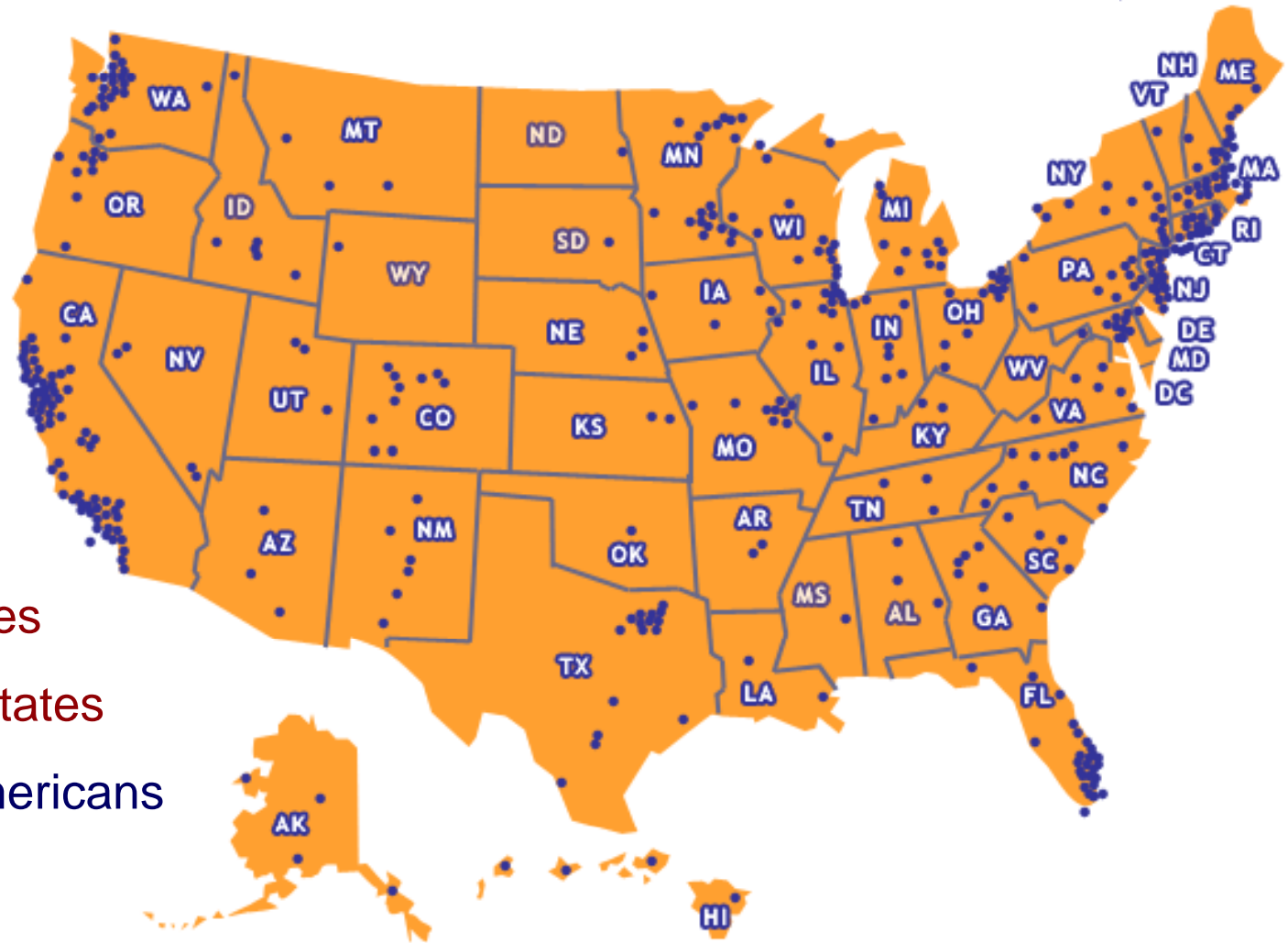
- Two core components
  - US Mayors Climate Protection Agreement
    - To inspire a movement...
  - Seattle Climate Action Plan
    - To get it done at home...



- Started in 2005 by Mayor Nickels out of concern over climate change **impacts** and **federal inaction**
- Mayor pledged that Seattle would **meet the Kyoto Protocol** targets for United States' 2012 greenhouse gas emissions (7% below 1990 levels)
- He challenged mayors around the country to **pledge the same**, and set a target of 141 US mayors



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As of today:

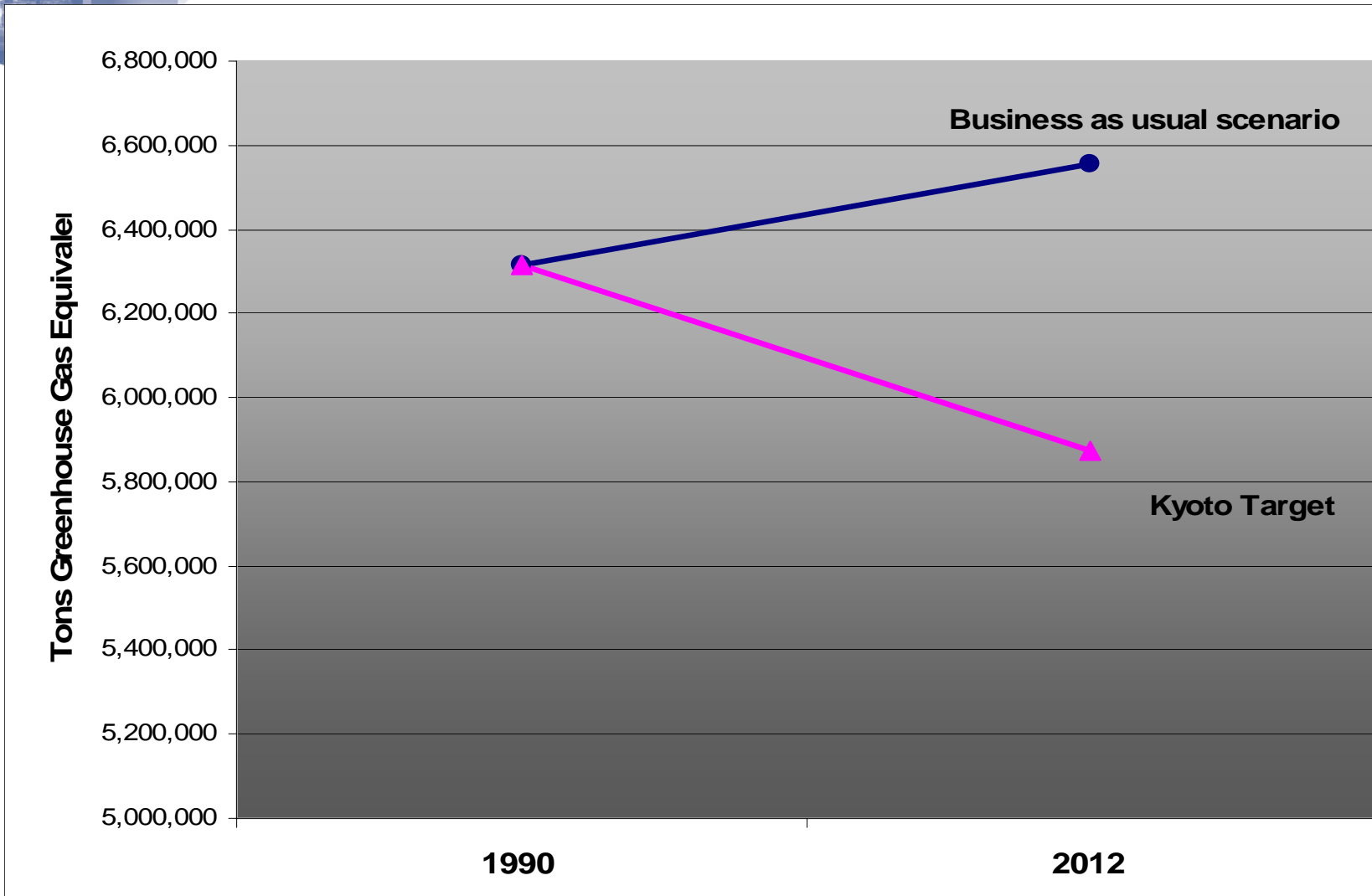
- Over 530 cities
- From all 50 states
- 66 million Americans

## US Mayors' Pledge

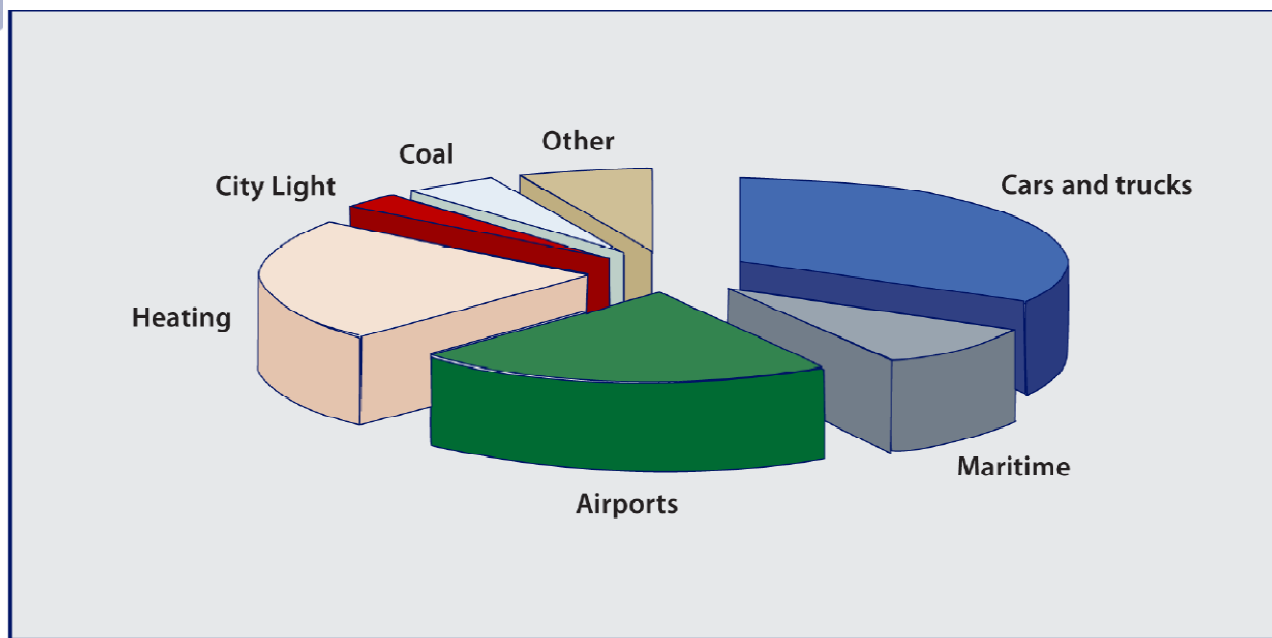
- Take **actions** to reduce community global warming pollution to 7% below 1990 levels by 2012
- Promote strong state and federal climate change **policies**
- Advocate for federal **legislation** to create a cap-and-trade system for CO2 emissions



# The 2012 Goal



# Seattle's Carbon Footprint



PROJECTED 2012 SEATTLE EMISSIONS SOURCES

**Cars and trucks:** trucking and passenger transportation, including gasoline, diesel, and natural gas vehicles; **Maritime:** Ships, trains, ferries, construction equipment; **Airports:** air travel; **Heating:** natural gas (including commercial and industrial uses), heating oil, and propane heat; **City Light:** Seattle City Light emissions; **Coal:** coal from various Seattle-based industries; **Other:** closed landfills, non-road gasoline, distillate oil, liquid propane gas, fireplaces.

# Green Ribbon Commission

- Appointed by Mayor Nickels to provide **roadmap to 2012 goal**
- **18 leaders** from business, labor, nonprofit, government, and academic communities
- Recommended **18 actions** to meet 2012 goal

# Seattle Climate Action Plan

- Two year plan (2007-2008)
- Actions City will take to reach 2012 goal
- Highlights over \$41 million of City investment in climate-related actions
- Five core strategy areas

**Sea-CAP Strategy:**  
**Transportation Choices,  
Compact Communities**

Develop transportation alternatives and compact neighborhoods

Examples of Planned Actions:

- Purchase new transit service from Metro
- Add bike lanes to city streets
- Develop Transit-oriented communities around lightrail
- Eliminate parking minimums for new development
- ‘Sustainable Infrastructure’ Pilot Projects

**Sea-CAP Strategy:**  
**Transportation Choices,  
Compact Communities**

Develop transportation alternatives and compact neighborhoods

Action to Date:

- Completion of City-wide Bicycle Master Plan
- Link Light Rail Line construction underway
- Parking demand management
  - Commercial parking tax instituted
  - Business district parking minimums eliminated for new development

**Sea-CAP Strategy:**  
**Clean Fuels, Clean Vehicles**

Increase fuel efficiency, new vehicle technology,  
and use of biofuels

**Examples of Planned Actions:**

- Transition City’s diesel fleet to B40
- Provide “clean & green” technical assistance to private fleets
- Transition non-pursuit police vehicles to hybrids
- Issue new licenses for green taxis

**Sea-CAP Strategy:**  
**Clean Fuels, Clean Vehicles**

Increase fuel efficiency, new vehicle technology,  
and use of biofuels

Since 2003 when the City issued its “Clean  
and Green Fleet Plan:”

- City-wide fuel use down 12% (1990 levels)
- Increased use of biodiesel in City fleet
- 78% of the City’s new light-duty vehicle purchases have been hybrid or biodiesel vehicles

## **Sea-CAP Strategy:** **Clean Energy, Efficient Buildings**

Promote climate-friendly energy, materials, design, and operations for our homes and businesses

### Examples of Planned Actions:

- Increase energy efficiency in existing buildings
- Adopted Architecture 2030 Challenge: Carbon Neutral Buildings by 2030
- Support green affordable housing projects
- Use climate-friendly materials in City capital projects
- Meet load growth with renewable energy and conservation, offset the rest

## Sea-CAP Strategy: Clean Energy, Efficient Buildings

Promote climate-friendly energy, materials, design, and operations for our homes and businesses

### Action to Date:

- Nationally acclaimed green building program:
  - LEED Silver standard for City facilities
  - Downtown density bonus for new development
  - Seattle Green Factor
  - BuiltGreen Residential standard
- Support green affordable housing projects
- Use climate-friendly materials in City capital projects
- Electricity conservation equating to 415,277 tons of CO<sub>2</sub>e avoided

## **Sea-CAP Strategy: Leadership, Leverage**

**Advocate strong climate policy, share lessons learned, and lead by example**

### **Example Actions:**

- Lobby state and federal climate legislation for 80% by 2050
- Host Climate Conference for MCPA signatories
- Investigate opportunities for regional road pricing
- Be an early adopter of new technology

Sea-CAP Strategy:  
**Community Mobilization**

## How do we mobilize?

- Focus on the **solutions**, not the problem
- Identify and reduce **barriers to action**
- Provide opportunities for **collective action**
- Advertise **collective impact**



## **Sea-CAP Strategy:** **Community Mobilization**

**Engage residents and businesses in climate solutions**

### **Example Actions:**

- Neighborhood Matching Fund
- Seattle Climate Partnership
- Grassroots Community Campaign



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# Questions?

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