



## Board Meeting Agenda

Time: 11:30AM – 1:00PM

Date: November 20, 2018

### UW Tower, 22 Floor Boardroom

- |   |               |        |
|---|---------------|--------|
| <b>1. Welcome and Introductions</b>           | Miles/Sally   |        |
| <b>2. Public Comment</b>                      | All           | 10 min |
| <b>3. Approval of October Minutes</b>         | Miles         | VOTE   |
| <b>4. Committee Reports</b>                   |               |        |
| a. Finance                                    | Rob/Phil/Mark | VOTE   |
| i. UDP 2017-18 Audit                          |               | 20 min |
| <i>We will be joined by Petersen/Sullivan</i> |               |        |
| ii. October Financials                        |               | 5 min  |
| b. Clean & Safe                               | Don/Marcus    | 5 min  |
| c. Events & Marketing                         | Andrew/Chase  | 5 min  |
| d. Urban Vitality                             | Stephen/Chase |        |
| i. Presentation – Mobility Project Analysis   |               | 20 min |
| ii. U Connect Update – Miriam Castro          |               | 5 min  |
| e. Economic Development                       | Miles/Evan    | 5 min  |
| f. Governance                                 | Louise/Mark   | 10 min |
| g. Executive                                  | Sally         | 5 min  |
| <b>5. Adjourn</b>                             |               |        |

### Upcoming Meetings and Events:

11/27/18	Events & Marketing Committee	UDP Office	9:00 – 10:00 am
12/01/18	Holiday Swag	U Heights	9:00 am – 12:00 pm
12/04/18	Urban Vitality Committee	UDP Office	4:00 – 5:30 pm
12/05/18	Governance Committee	UDP Office	10:00 – 11:00 am
12/08/18	Monthly Cleanup	U Heights Plaza	9:00 – 11:00 am
12/11/18	Executive Committee	UDP Office	1:00 – 2:00 pm
12/13/18	Clean and Safe Committee	U Heights #109	12:00 – 1:30 pm
12/14/18	Finance Committee	UDP Office	10:00 – 11:00 am
12/18/18	UDP Board Meeting	UW Tower	11:30 am – 1:00 pm
12/21/18	BIA Walk	UDP Office	9:00 – 10:30 am

The U District Partnership (UDP) serves all who work in, live in, and visit the U District by fostering and sustaining a vibrant, diverse, and healthy neighborhood for the common good.



## Board Meeting Minutes No. 9

Time: 11:30 AM – 1:00 PM

Date: October 16, 2018

Location: UW Tower Boardroom

### IN ATTENDANCE:

#### UDP Board Members

Miles Richardson, Co-Chair  
Andy Sharpe  
Louise Little  
Stephen Antupit

Don Schulze  
Alfred Shiga  
Pat Simpson  
Lois Ko, Secretary

Doug Campbell  
Eric Lawson  
Theresa Doherty  
Jeanette Henderson

#### Excused

Sally Clark, Co-Chair  
Andrew McMasters

Barbara Quinn

Rob Lubin, Treasurer

#### UDP Staff

Mark Crawford, IED  
Evan Morse, Econ Dev.

Marcus Johnson, C&S

Jennifer Astion

#### Guests

Phil Lloyd  
Gregg Petrie  
Season Moran

Miriam Castro  
Naomi Tilford

Ruedi Risler  
Steve Wilkerson

Sally called the meeting to order at 11:35 a.m.

### Public Comment

Steve Wilkerson commented on the theft of shopping carts and asked about enforcement. Marcus responded that Ambassadors are not enforcement officers, they engage individuals and share information. Marcus suggested individual can call RAMCO to report carts for pickup and will report the number.

### Approval of September 18, 2018 Meeting Minutes

**Motion: Don** moved to approve the September 18, 2018 meeting minutes as amended to include Jennifer Astion and Barbara Quinn as present. Resolution FY2019#009.

**Jeanette** seconded the motion.

*The motion was approved with one abstention.*

### Committee Reports

#### Finance

Mark presented the September financials. He reported that the Finance Committee is tracking year to date variances. The Finance Committee will, over the remainder of the fiscal year, review current financial management policies and that the auditors would be presenting their findings at the November UDP board meeting.

**Motion: Doug** moved to approve the August financial report. Resolution FY2019#008.

**Don** seconded the motion.

*The motion was unanimously approved.*

### **Clean and Safe**

Don presented the Clean and Safe report.

Marcus reported on the project to hire a REACH outreach worker for the U District, to begin on January 1, 2019. We are working on the contract and seeking additional funding from the City and from private philanthropic sources.

The Mayor has included re-introducing the Community Support Officer program in her budget. The UDP Board informally expressed its support of that inclusion.

Doug suggested that staff engage in some additional coaching of business about maintaining the public garbage cans in front of their stores.

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### **Events and Marketing**

Mark presented the Events and Marketing report. General feedback on Up Your Ave was that the attempt to extend the event up to Ravenna Park was well intentioned but that the students did not want to walk that far. Businesses north of 50<sup>th</sup> appreciated the effort.

This year, UDP will test a Halloween event on several blocks on Roosevelt.

Marketing Committee provided good support and ideas on how to better brand UD BIA Dollars At Work for our programs.

### **Urban Vitality**

Stephen presented the Urban Vitality report. The first meeting was held and the committee discussed the broad scope of potential projects. Stephen reported that the committee is comprised of an excellent group of Board and non-Board members representing a broad set of expertise and experience. The committee will review the Mobility Group report and let the Board know its recommendations. The 43<sup>rd</sup> Street project is also considered a high priority. The next meeting will be scheduled.

### **Economic Development**

Miles presented the Economic Development report. Staff is using a rolling phase approach to projects. A key initiative is the new property owners and business operators contact update. Evan is updating the Economic Development section of the website and reframing it as a Business Resource Center. The Economic Development Committee will hold its next meeting on October 24<sup>th</sup> and continue its discussion about updating the economic development vision.

### **Governance**

Louise presented the Governance report. The Board retreat will actually be a two day retreat with the first retreat focusing on governance issues and the second retreat focusing on strategic visioning. The first retreat will be on November 29<sup>th</sup> from 1-5 with the location to be determined. The committee will be looking for a facilitator and Board members are encouraged to send any candidate's names and contact info to Mark.

### **Executive Committee**

Miles reported on Executive Committee which previewed the committee reports that have already been shared. No other substantive discussions were held.

### **Executive Director Report**

Mark, Miles, Lois and Pat reported on the BIA – Public Official Meeting on criminal behavior and its impacts on our businesses, residents and guests that was held on Monday, October 15<sup>th</sup>. The meeting began with BIA presentations (Lois and Marcus were both presenters and did outstanding jobs.) followed by official statements, and concluded with public comment. All who attended are waiting to see if the public officials are actually responsive to the issues raised. The Board encouraged the BIA leadership to continue to put effort into demanding a response to the outcry.

Doug and Pat reported on the Can the Ave Be Saved meeting which was called to discuss city wide zoning issues that would impact the Ave. Special note of the opportunity to characterize the “Ave” as a historically important element of the district’s appeal was made.

Mark reported that the office building we are now in is up for sale and may be closing soon. Mark met with the prospective buyer and updated him on the UDSP and BIA.

Mark let the Board know that he and Marcus were attending the International Downtown Association conference October 23-October 26<sup>th</sup>. Marcus will extend his time off through November 4<sup>th</sup>.

### **Ordinance Renewal**

Theresa reported that she is asking Board members to participate in a project to update our property owner list.

Miles adjourned the meeting.

**NEXT BOARD MEETING: November 20th, 11:30am – 1:00pm, UW Tower Boardroom**

**UNIVERSITY DISTRICT SERVICE FUND**

FINANCIAL REPORT

JUNE 30, 2018

## C O N T E N T S

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## **INDEPENDENT AUDITORS' REPORT**

The Board of Directors  
University District Service Fund  
Seattle, Washington

We have audited the accompanying financial statements of University District Service Fund, which comprise the statement of financial position as of June 30, 2018, and the related statements of activities, functional expenses, and cash flows for the period from January 1, 2017, through June 30, 2018, and the related notes to the financial statements.

### **Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

### **Auditor's Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### **Opinion**

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of University District Service Fund as of June 30, 2018, and the changes in its net assets and its cash flows for the period from January 1, 2017, through June 30, 2018, in accordance with accounting principles generally accepted in the United States.

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# UNIVERSITY DISTRICT SERVICE FUND

## STATEMENT OF FINANCIAL POSITION

June 30, 2018

### ASSETS

#### Current Assets

Cash and cash equivalents	\$ 263,020
Government contracts receivable	117,712
Prepaid expenses and other assets	<u>11,317</u>

Total assets	<u><u>\$ 392,049</u></u>
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### LIABILITIES AND NET ASSETS

#### Current Liabilities

Accounts payable	\$ 77,516
Accrued payroll and related liabilities	<u>10,428</u>

Total current liabilities	87,944
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Unrestricted Net Assets	<u>304,105</u>
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Total liabilities and net assets	<u><u>\$ 392,049</u></u>
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See Notes to Financial Statements



## UNIVERSITY DISTRICT SERVICE FUND

### STATEMENT OF ACTIVITIES

For the Period from January 1, 2017, through June 30, 2018

Support and Revenue	
Government contracts - BIA	\$ 1,244,251
Government contracts - other	57,259
Contributions	2,086
Event revenue	<u>449,485</u>
Total support and revenue	1,753,081
Expenses	
Programs	1,552,514
General and administrative	<u>173,526</u>
Total expenses	<u>1,726,040</u>
<b>Change in net assets</b>	<b>27,041</b>
Unrestricted Net Assets, beginning of period	<u>277,064</u>
Unrestricted Net Assets, end of period	<u><u>\$ 304,105</u></u>

See Notes to Financial Statements

# UNIVERSITY DISTRICT SERVICE FUND

## STATEMENT OF FUNCTIONAL EXPENSES

For the Period from January 1, 2017, through June 30, 2018

	Program Expenses							Total Programs	General and Administrative	Total
	Community Engagement	Clean and Safe	Events and Marketing	Economic Development	Urban Design	Street Fair	Other Programs			
Personnel expenses	\$ 53,737	\$ 180,532	\$ 52,555	\$ 67,428	\$ 72,075	\$ 47,862	\$ -	\$ 474,189	\$ 77,680	\$ 551,869
Contractors	432	392,934	9,255	19,899		220,244	80,390	723,154	17,605	740,759
Beautification		167,858						167,858		167,858
Professional fees	821	2,003	975	1,001	668		4,995	10,463	46,521	56,984
Rent and parking	4,892	16,434	4,784	6,138	6,561	2,016		40,825	7,071	47,896
Office support	3,694	7,939	3,088	6,139	5,590	2,278		28,728	11,864	40,592
Equipment rental						34,896		34,896		34,896
Permits and registration		509				26,723		27,232	21	27,253
Taxes						12,752		12,752		12,752
Travel and meetings	95	2,174	44	3,091	1,365			6,769	3,837	10,606
Supplies	1,207	4,032	640	483	100	653		7,115	2,411	9,526
Insurance	563	1,892	551	707	755	3,517		7,985	814	8,799
Printing and publications	2,737					229		2,966	4,247	7,213
Banking fees						6,081		6,081		6,081
Technology and software	845	20	303	224	109			1,501	1,455	2,956
Total expenses	\$ 69,023	\$ 776,327	\$ 72,195	\$ 105,110	\$ 87,223	\$ 357,251	\$ 85,385	\$ 1,552,514	\$ 173,526	\$ 1,726,040

See Notes to Financial Statements

## UNIVERSITY DISTRICT SERVICE FUND

### STATEMENT OF CASH FLOWS

For the Period from January 1, 2017, through June 30, 2018

Cash Flows from Operating Activities	
Change in net assets	\$ 27,041
Adjustments to reconcile change in net assets to net cash flows from operating activities	
Changes in assets and liabilities	
Government contracts receivable	(69,113)
Prepaid expenses and other assets	(3,935)
Accounts payable	60,407
Accrued payroll and related liabilities	<u>(9,564)</u>
Net cash flows from operating activities and change in cash and cash equivalents	4,836
Cash and Cash Equivalents, beginning of period	<u>258,184</u>
Cash and Cash Equivalents, end of period	<u><u>\$ 263,020</u></u>

See Notes to Financial Statements

## NOTES TO FINANCIAL STATEMENTS

### Note 1. Organization and Significant Accounting Policies

#### Organization

The University District Service Fund doing business as The U District Partnership ("the Organization") is a nonprofit organization incorporated in the State of Washington in 2002. The Organization assumed the charitable activities of the Greater University Chamber of Commerce on January 1, 2014, at which time the Organization also received its assets and liabilities.

The Organization's purpose is to promote and enhance the business community and to further the growth, development, and health of the greater Seattle University District community. The Organization's activities include organizing community events (namely the University District Streetfair), marketing the district to attract and retain businesses, cultivating a clean and safe environment, and engaging with the community.

Specifically, the Organization's principal services include recruitment of volunteers, developing community leadership, facilitating organizational partnerships, forming and sustaining business district improvement programs, and leading the district's strategic branding and communication efforts.

The Organization's primary source of support and revenue is a contract through 2020 with the University District Business Improvement Area ("the BIA"), an agent of the City of Seattle, to provide services that are funded by a Business Improvement Area assessment. During the period from January 1, 2017, through June 30, 2018, the Organization earned \$1,244,251 under this contract.

BIAs are funding mechanisms for business district revitalization and management. BIAs charge assessments on businesses and/or properties within defined boundaries that are used to provide services for the mutual benefit of the businesses and properties being assessed.

The BIA authorizes a special assessment that is levied and collected by the City of Seattle on all properties within the University District's boundaries, except for single-family houses, duplexes, triplexes, or townhouses. The assessment is based upon benefits received related to these improvements and services. The City of Seattle reimburses the Organization for expenses related to these improvements and services. The BIA is governed by a Ratepayers Advisory Board, which meets monthly and contracts with the Organization to manage its day-to-day operations.

Each May, the Organization also organizes the "University District Streetfair" event, the longest running street fair in the United States, to celebrate neighborhood peace, culture, and community. Event revenue is generated through the rental of vendor booths and through business sponsorships.

The Organization changed its fiscal year end from December 31 to June 30 and, therefore, these financial statements are presented for the period from January 1, 2017, to June 30, 2018. During this period, the Organization organized two University District Streetfairs.

## **Financial Statement Presentation**

The Organization reports information regarding its financial position according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets. The Organization has no temporarily or permanently restricted net assets, so these classes of net assets are not shown on the financial statements.

## **Use of Estimates**

The preparation of financial statements in conformity with accounting principles generally accepted in the United States requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Actual results could differ from the estimated amounts.

## **Cash and Cash Equivalents**

Cash and cash equivalents include cash held at a bank. The Organization considers all short-term securities with an original maturity of three months or less to be cash equivalents. At times, cash balances can exceed federally insured limits.

## **Government Contracts Receivable**

Government contracts receivable consist of revenue earned under contracts administered by various state and local government agencies but not yet received. Management reviews contracts receivable, estimates the amount of uncollectible accounts, and records an allowance for doubtful accounts (if required). Management determined that an allowance for doubtful accounts was not required at June 30, 2018.

At June 30, 2018, 92% of government contracts receivable were due from the City of Seattle under the BIA contract.

## **Revenue Recognition**

Revenue from government contracts is earned when a qualified expense is incurred. Revenue from these contracts is subject to audit, which could result in adjustments to revenue. The adjustments are recorded at the time that such amounts can first be reasonably determined, normally upon notification by the government agency. During the period from January 1, 2017, through June 30, 2018, no adjustments were made.

Event revenue, including booth fees and sponsorships, is recognized when the event takes place.

## **Allocation of Functional Expenses**

The costs of providing the various programs and other activities have been summarized on a functional basis in the statement of activities. Accordingly, certain costs have been allocated among the programs and supporting services benefited. The Organization incurred an immaterial amount of fundraising expense in the period from January 1, 2017, through June 30, 2018; therefore, this classification of expenses is not presented.

## **Federal Income Taxes**

The Organization is exempt from federal income taxes under Section 501(c)(3) of the Internal Revenue Code.

### **Subsequent Events**

The Organization has evaluated subsequent events through the date these financial statements were available to be issued, which was \_\_\_\_\_.

### **Note 2. Lease Obligation**

The Organization leases its facilities under a noncancelable operating lease, entered into in February 2018 and expiring in January 2021. Rent expense under this lease (and other operating leases) was \$57,338 for the period from January 1, 2017, through June 30, 2018.

Future minimum payments under this lease are as follows for the years ending June 30:

2019	\$	33,883
2020		34,894
2021		20,706
		<hr/>
	\$	89,483
		<hr/>

# The U District Partnership

## Balance Sheet Prev Year Comparison

As of October 31, 2018

	Oct 31, 18	Oct 31, 17	\$ Change
<b>ASSETS</b>			
Current Assets			
Checking/Savings			
10100 · Operating Bank Accounts	237,915.90	244,227.63	-6,311.73
Total Checking/Savings	237,915.90	244,227.63	-6,311.73
Accounts Receivable	99,095.43	60,397.32	38,698.11
Other Current Assets	5,108.24	7,507.64	-2,399.40
Total Current Assets	342,119.57	312,132.59	29,986.98
Fixed Assets	4,425.10	0.00	4,425.10
Other Assets	3,358.32	400.00	2,958.32
<b>TOTAL ASSETS</b>	<b>349,902.99</b>	<b>312,532.59</b>	<b>37,370.40</b>
<b>LIABILITIES &amp; EQUITY</b>			
Liabilities			
Current Liabilities			
Accounts Payable	31,962.50	22,574.67	9,387.83
Credit Cards	3,882.45	898.24	2,984.21
Other Current Liabilities	20,857.24	21,464.86	-607.62
Total Current Liabilities	56,702.19	44,937.77	11,764.42
Long Term Liabilities	0.00	74.87	-74.87
Total Liabilities	56,702.19	45,012.64	11,689.55
Equity			
32000 · Unrestricted Net Assets	304,103.26	265,400.21	38,703.05
Net Income	-10,902.46	2,119.74	-13,022.20
Total Equity	293,200.80	267,519.95	25,680.85
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>349,902.99</b>	<b>312,532.59</b>	<b>37,370.40</b>

# The U District Partnership

## Budget Report

October 2018

	Jul - Oct 18	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
44500 · Government Grants and Contracts	301,637.66	314,707.96	-13,070.30	934,866.10
47000 · Earned Income	14,510.00	10,000.00	4,510.00	260,000.00
46400 · Interest and Other	39.66	0.00	39.66	0.00
<b>Total Income</b>	<b>316,187.32</b>	<b>324,707.96</b>	<b>-8,520.64</b>	<b>1,194,866.10</b>
<b>Gross Profit</b>	<b>316,187.32</b>	<b>324,707.96</b>	<b>-8,520.64</b>	<b>1,194,866.10</b>
<b>Expense</b>				
60000 · Staffing	149,788.33	157,624.05	-7,835.72	500,757.64
61000 · Professional & Contract Expense	22,015.00	25,750.00	-3,735.00	85,400.00
62000 · Office and Overhead	27,655.75	29,304.42	-1,648.67	89,966.36
70000 · Direct Program Expenses	127,630.70	123,351.60	4,279.10	520,977.72
<b>Total Expense</b>	<b>327,089.78</b>	<b>336,030.07</b>	<b>-8,940.29</b>	<b>1,197,101.72</b>
<b>Net Ordinary Income</b>	<b>-10,902.46</b>	<b>-11,322.11</b>	<b>419.65</b>	<b>-2,235.62</b>
<b>Net Income</b>	<b>-10,902.46</b>	<b>-11,322.11</b>	<b>419.65</b>	<b>-2,235.62</b>



## 2017-18 University District BIA

### Budget Tracker -October 2018 2018

ACCOUNTS	Budget	TO DATE	Personnel	Non-Personnel	REMAINING	% Expended	Jul	Aug	Sep
Program Management	207,383	55,659.92	\$ 12,797.70	\$ 42,862.22	151,723	26.8%	\$ 9,495.42	\$ 9,953.44	\$ 22,393.81
Cleaning and Public Safety	425,966	138,630.88	\$ 44,572.29	\$ 94,058.59	287,335	32.5%	\$ 34,475.31	\$ 31,306.23	\$ 26,890.59
Urban Vitality	31,506	9,018.01	\$ 7,259.61	\$ 1,758.40	22,488	28.6%	\$ 1,410.75	\$ 1,343.86	\$ 2,872.26
Economic Development	112,227	40,927.68	\$ 36,056.28	\$ 4,871.40	71,299	36.5%	\$ 4,265.63	\$ 10,453.43	\$ 10,752.58
Marketing	41,376	17,405.47	\$ 13,805.47	\$ 3,600.00	23,971	42.1%	\$ 3,417.78	\$ 6,200.88	\$ 4,272.39
Community Engagement	77,169	26,752.74	\$ 22,293.62	\$ 4,459.12	50,416	34.7%	\$ 8,089.87	\$ 5,231.08	\$ 6,322.73
Events and Activation	27,240	10,242.96	\$ 3,836.22	\$ 4,157.80	16,997	37.6%	\$ 4,157.80	\$ 2,332.80	\$ 1,391.59
<b>Total Requested</b>	922,867	298,637.66	\$ 140,621.19	\$ 155,767.53	624,229	32.4%	\$ 65,312.56	\$ 66,821.72	\$ 74,895.95

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management	\$ 13,817.25								
Cleaning and Public Safety	\$ 45,958.75								
Urban Vitality	\$ 3,391.14								
Economic Development	\$ 15,456.04								
Marketing	\$ 3,514.42								
Community Engagement	\$ 7,109.06								
Events and Activation	\$ 2,360.77								
	\$ 91,607.43	\$ -	\$ -	-	-	-	-	-	-

Variance Questions on DRAFT October close

11-12-18

## **Balance Sheet**

### Receivables

No real change – Saw one past due fair vendor payment in November, so that will clear next month. Lime Bike still in arrears. Continue to invoice remaining overdue vendors.

### Other Current Assets

Prepaid Other – \$2,940.85 – extra payment to Fidelity for retirement fund – will balance in November.

### Accounts Payable

Mark Crawford – reimbursement for trip. \$1,118.45

Holiday Spirit Lighting -\$13,579

City of Seattle SDOT - \$585

Gigs for You – final payment concert series

Elm Grove – \$9520 - regular cleaning bill

Securitas - \$6,851 – regular Ambassador bill

Seattle CFO - \$2,000 – regular contactor bill

Accrued Vacation – has remained the same as last month – will adjust at year end.

## **Budget Report**

Sponsorships - \$510 payment from 2017 sponsor who found an un-cleared check.

### Direct Program Expenses

Clean and Safe – we are seeing a monthly saving of \$\$3,256.83 from vendor change.

Studies Strategy Implementation –\$4,000 comes from the economic development Retail Saturation study vendor down payment

- Due to cancellations from prospective guest speakers, the Clean and Safe Committee did not meet in October. In lieu of a regular committee meeting, the leadership from UDP and RAB met to discuss the vision for the Clean and Safe Committee going forward and into the renewal. The Clean and Safe Leadership is going to begin meeting regularly to further discuss and formulate this vision.
- Several more utility boxes were retrofitted with artistic vinyl wraps as a part of our Utility Box Project. We have 11 more of the 23 total boxes to complete over the next week. Below are a couple examples of the wraps.



- We will be having all the leaves on the streets of the BIA picked up between November 19-21. In lieu of our BIA Walk this month, Marcus met with Oliver from Elm Grove and our contractor for street sweeping to plan out the logistics of the project. If you are interested in learning more about the day-to-day operations of our North and South Cleaning Areas, you are encouraged to come to our December BIA Walk on Friday, 12/21. We meet at 9:00 am in the UDP Conference Room.
- We held our community cleanup on November 10<sup>th</sup> to accommodate the Thanksgiving weekend. We were able to clean Brooklyn, 7<sup>th</sup>, 45<sup>th</sup>, and 50<sup>th</sup>. Thank you to American Campus Communities for providing a great team to join UDP staff and other volunteers in beautifying our neighborhood. We hope you can join us on December 8<sup>th</sup> for next month's cleanup.
- Following the Board conversation in the September meeting, we had the street poles along University Way and Roosevelt wrapped with lights for the holidays. We are currently retrofitting the shooting stars to LED and will be having them installed on the week of the November 26<sup>th</sup>. We encourage feedback on how this changed worked for when we plan for next year.

- We had 69 flower baskets installed on University Way for the Fall/Winter. They will remain until May of 2019 when they are swapped out for the Spring/Summer baskets. Thank you to our hard-working Beautification staff for maintaining our baskets.



- Our Ambassador Teague is leaving the UDP. He has both joined the Air Force Reserve and accepted a job with Sound Transit Security. We are thankful for his time here in the U District and wish him all the best on his future endeavors, he will be missed



- We welcome our new Ambassador, Arsenio, and look forward to working with him.



- We continue to work with REACH in preparing for our January launch of our 18-month Mental Health Outreach Program. Staff continues to search for fundraising opportunities to help with funding the program.

Staff out and about

- Marcus participated in the Regional Crime Prevention Meeting on November 7<sup>th</sup>. This meeting is great opportunity to find out the great public safety programs and strategies organizations are deploying around Washington State.
- Marcus attended the Mayor's signing of the SPD Contract.
- Mark and Marcus went to the International Downtown Association Annual Conference in San Antonio in October. Both learned a lot and were able to come back with a lot of ideas and strategies for our organization.
- Marcus spoke to the North of 45<sup>th</sup> Group about the UDP's response to the move-in/move-out season.
- Marcus met with the C&S Managers from SODO and Ballard for the first of what is to become a regular meeting of the C&S Staff. These meeting are a great way to learn from the work other BIAs are doing regarding C&S issues.

Current Awareness Issues

- Allegro Alley – The Allegro Alley has had safety concerns that we continue to communicate with effected stakeholders about.
- SPD Leadership – Mark and Marcus are meeting with the command staff of SPD's North Precinct on 11/20.
- 4700 Block – We have been having increased illegal activity on the 4700 Block of University Way that we are working to stay ahead of.
- SPU Enforcement – We are looking into how we can advocate for better tools for SPU to be able to enforce solid waste related issues around alleys and dumpster.
- Follow-up to BIA hosted Public Officials Meeting – Parting BIAs co-authored an op-ed in the [Seattle Times](#) as a follow-up.

Upcoming Clean and Safe Events and dates:

Community Clean Up Event	December 8 <sup>th</sup> (9:00-11:00am, meet @ U Heights Plaza)
Next C&S Meeting	December 13 <sup>th</sup> (12:00-1:30pm @ U Heights, Room 108)
BIA Walk Room)	December 21 <sup>st</sup> (9:00-10:30am, meet @ the UDP Conference

## Urban Vitality Committee Report

November 2018

The Committee met on November 5<sup>th</sup>. As reported earlier, the committee and staff are employing several complementary overall strategies:

1. **Development Tracking:** to monitor, attend and share information about, provide input to or assistance to public and private development projects in the area AND
2. **Major Impact Projects:** to focus on specific larger scale projects and their impact on the district. The three major impact projects we are engaged with at this time are: Mobility Plan Review and Recommendations Task Force; 43<sup>rd</sup> Street Task Force; and Church Facility Transition Task Force.

### 1. Development Tracking

5229 University Ave Project – Staff attended Community Meeting to introduce project.

4202 12<sup>th</sup> Ave Project – Staff attended Community Meeting to introduce project.

University Way Paving Project – Complete. Staff attended ribbon cutting – Chase made remarks.

4746 20<sup>th</sup> Ave Project – Upcoming Community Meeting December 1<sup>st</sup>.

4727 12th Ave NE - Upcoming Design Review Meeting December 10th.

### 2. Major impact Projects

#### a. Mobility Plan Recommendations

The Mobility Group finished its work and has produced their report. They asked the UDP to consider endorsing the plan they have proposed. Their request was forwarded to the Urban Vitality Committee which created a Task Force to review and recommend actions. The task force met and reviewed the Mobility Plan, looking at each of the 25 recommendations in the final document. The Task Force ultimately grouped their responses into three categories – items in the report that they felt had immediate merit and the UDP could endorse; items in the report that are not yet defined or detailed enough to endorse at this time; and items in the report that are either so long range or far-reaching in their scope or require significant additional community input that they did not suggest endorsement. These recommendations were presented to the Urban Vitality Committee which made some modifications to the task force recommendations and will now present the findings to the full UDP Board.

#### b. 43<sup>rd</sup> Street Task Force

SDOT is planning to construct improvements in NE 43<sup>rd</sup> Street between the southeast corner of Link Station eastward to the intersection with 15<sup>th</sup> Ave NE. They are considering four alternatives:

- 1) Maintain current street operation for general purpose traffic (i.e., cars, trucks, and buses) with some pedestrian improvements
- 2) Convert to pedestrian only
- 3) Convert to buses only and only one way westbound
- 4) Convert to buses only both directions

This street project will potentially have enormous consequences on the business and property stakeholders, and therefore UDP Urban Vitality wants to ensure that those stakeholders are aware of the project, have the opportunity to provide meaningful input in a timely fashion, and are kept in the loop throughout SDOT's design and construction processes.. A task force of business and property owners has been formed for this purpose.

Staff and Stephen Antupit (who is also chairing this task force) met with SDOT representatives to review the current status of the project. In addition to gaining information about the project scope and timeline, we introduced our task force concept and got agreement from SDOT to meet with the task force as a "focus group" before they start general community engagement. We reported those results to the full committee and are now working to gather the task force to discuss this project before hosting the first meeting between them and SDOT.

### **c. Church Facility Transitions**

As we have discussed with the full Board, there are a number of churches in the district who are transitioning the use of their facilities, either through remodel or redevelopment. These churches, in addition to serving their own congregations, provide low cost or free space for many social service organizations supporting our community and they provide access to their facilities for other community based groups. While we are aware of some of those developments, we are not aware of a comprehensive inventory that captures at the complete picture. We believe this is necessary to understand the larger impact of these transitions and we believe that making such a report available to the community is timely, appropriate, and necessary.

A task force is being formed and is being chaired by Andy Sharpe. The goal is to survey the local churches, determine their resident and nonresident community usage and determine the potential impact of those services and the community given what can be gathered of planned transitions. Our target is to organize the task force and conduct the actual survey in the next 30-60 days.

### **Other**

We have completed the refurbishment of the five kiosks on University Way with new panels. These include a detailed map of the district including bus routes, information about the weekly farmers market and information about the clean and safe programs. Our next step will be to create a five panel history of the U District to give a "walking history" tour of the district on the kiosks. This is in initial planning and a date has not yet been set.



## U District, Let's Go Program Highlights

**Background:** U District, Let's Go (UDLG) is a year-long transportation demand management (TDM) pilot project that kicked off in January 2018 and will end on December 2018. The program is a collaboration with Transportation Choices Coalition (TCC), Seattle Department of Transportation (SDOT), and U District Partnership (UDP), supported by a Washington State Department of Transportation project using Congestion Mitigation & Air Quality funds. The Seattle Department of Transportation projects that the U District will grow into one of Seattle's major urban centers by 2030<sup>1</sup>. To help prepare for this growth, the program's goals are to connect people working, living, and visiting the U District with transportation resources. An overarching goal is to build organizational capacity in the neighborhood for programming beyond the pilot phase.

### Programmatic Elements:

- Monthly ORCA LIFT enrollment opportunities, in partnership with local organizations and businesses
- Community-focused events: Bike Everywhere Month, University Street Fair, Ride Transit Month, Park(ing) Day, Neighborhood Night Out, etc.
- Capacity-building events and opportunities: Neighborhood Transit Talks, pre-tax workshop and materials
- Transportation-focused communications: website, social media, newsletters, flyers, maps, etc.
- Quarterly stakeholder meetings convening U District small businesses (via UDP), transportation service providers, public agencies, local organizations, and neighbors
- Access to resources, new employee on-boarding toolkits, incentives to support behavior change

### Highlights:

- **200** ORCA LIFT enrollments
  - Monthly events, drop-ins, and partnerships
- **4,327** people engaged with at events
  - Original and partner events, community meetings, and presentations
- **66** employer commute benefits toolkits distributed to small businesses
  - **45 ORCA** cards with funds loaded given to small businesses to assist with onboarding
- **Two** Neighborhood Transit Talks
  - First Transit Talk: How Could Link Light Rail Impact the U District? 49 in attendance, 6 speakers, (2 public agencies, 1 community organization - staffing info tables)
  - Second Transit Talk October 4: We're In It Together. 66 in attendance, 10 speakers from 3 neighborhoods.
- **4 of 4** stakeholder meetings held, 70 members on distribution list
  - 21 members average attendance
- **One** ORCA Business Passport enrolled - "Yes on 1631"
- **1600** Special Olympics Games USA visitors (July 2-5) provided personalized transportation information via mobile wayfinding efforts



## Website, social media, and newsletter

Online outlet	Followers/subscribers
<a href="#">Facebook</a>	174
<a href="#">Twitter</a>	185
<a href="#">Instagram</a>	67
<a href="#">Newsletter</a>	242

### Successes:

- UDLG has demonstrated a successful and replicable model for approaching equity-based TDM programming in neighborhoods.
- UDLG's backbone of programming is the numerous partnerships built with public agencies, service providers, and organizations as a way to bring value and maximize efforts.
- Convening neighborhood stakeholders has instituted a tradition and expectation for continuing conversations and collaboration on mobility in the U District.

### Data/ Survey

Benchmark data was taken from the [U District Survey of Small Businesses](#).

1. How do the majority of your employees get to work?
  - Drive alone = 48.78%
  - Program goal: 2% decrease in the number of people driving alone
2. Are you aware of the reduced transit fare program, ORCA LIFT?
  - No = 60%
  - Program goal: 100% of U District businesses know what ORCA LIFT is for and how to use it.
3. Do you offer any kind of transportation benefit to your employees?
  - None = 62.30%
  - Program goal: increase of 2-3% more small businesses offering a transportation benefit.

\*Post data will be reported soon. Data was collected from U District Partnership's Business Satisfaction survey conducted in October.

**Program Prioritization:** Feedback was collected from program partners and stakeholders and was used to help guide future programming and identify how to best incorporate future efforts. Scaling was 1-5 (least to most valuable)

Overview	
Program Area	Rating Average (Responses to Data)
Monthly ORCA LIFT & Regional Reduced Fare Pass Enrollment	4.43 (16)
Partner Events	4.26 (15)
Wayfinding for Businesses District Visitors	4.1 (15)
U District Stakeholder Meetings	4.06 (15)
Business Outreach	3.84 (16)
Communications	3.85 (14)
Neighborhood Leadership Outreach	3.85 (12)
Transit Talks	3.65 (16)
Community Outreach	3.33 (15)
Commute Planning	2.73 (15)

### Light Up Your Commute



*Partners: Commute Seattle, UW Transportation Services*

### Community LIFT: ORCA LIFT & Regional Reduced Fair Pass Enrollment



*Partners: University Foodbank, ORCA-to-Go, Within Reach, King Co. Coalition on Homelessness, Trailhead Direct, Department of Neighborhoods Ambassadors*

### Monthly Farmers Market Outreach



*Partners: CM Johnson's Office, Farmers Market*

### We're In It Together



*Partners: Councilmember Rob Johnson's office, Ravenna Bryant Community Association, Share the Cities, University District Food Bank, U District Partnership, North Seattle College, Roosevelt Neighborhood Association, King County Metro Transit, Sound Transit, Seattle Department of Transportation & City of Shoreline.*

### Bike Everywhere Month: Registering bikes on BikeIndex





***TCC's Ride Transit Month, promoting Night Owl***



*Partners: TCC, SDOT, King Co. Metro, Trader Joes, Starbucks.*

**Special Olympics Games USA, Mobile Wayfinding Team**



*Partners: King Co. Metro, SDOT, UW Transportation Services, Lime Bike, Special Olympics Games USA.*

**Transit Talk: How could Link light rail impact the U District?**



*Partners: University Book Store, Seattle Channel, Rachel's Ginger Beer, Office of Economic Development, Seattle Chinatown International District PDA, Downtown Tacoma on the Go! Commute Seattle, CM Johnson's Office, KC Metro, Sound Transit, U District Mobility Plan effort.*

***Parking Day***



*Partners: UDP, SDOT*

<sup>i</sup> <https://www.seattle.gov/Documents/Departments/SDOT/TransitProgram/TMPSupplmntALL2-16FINAL.pdf>



## Economic Development Committee November 2018 Update

### Economic Development Committee

The Economic Development Committee held their regular meeting on November 6<sup>th</sup> and continues to make progress achieving workplan objectives. The next meeting will be on November 28<sup>th</sup>, when the Committee will review Phase 1 (Sep-Nov) deliverables and (hopefully) greenlight the start of Phase 2.

### Satisfaction Baseline Survey – COMPLETE

The online Satisfaction Baseline Survey was emailed to 340 Property and Business Owners, 20% of whom responded. The results provide a measure of satisfaction today (baseline), stakeholder priorities, and how future actions will affect attitudes. There is clear opportunity to improve satisfaction in 2019.

#### PROPERTY OWNERS

Would you recommend the U District as a place to invest in residential or commercial real estate?

- 24% - Definitely Recommend
- 18% - Very Likely Recommend
- 12% - Likely Recommend
- 24% - Neutral
- 24% - Likely Not Recommend
- 0% - Very Likely Not Recommend
- 0% - Definitely Not Recommend

Economic development service most beneficial to YOU?

- 31% - Increase 1 on 1 support (research, advocacy) for existing and potential land owners
- 23% - More advocating for incentives for property investment (preservation or development)
- 23% - Increase active recruitment (face-to-face) of potential tenants
- 14% - More marketing the U District as a place to invest in property
- 9% - Increase passive recruitment (list of vacancies) of potential tenants

#### BUSINESS OWNERS

Would you recommend the U District as a place to operate a business?

- 14% - Definitely Recommend
- 23% - Very Likely Recommend
- 21% - Likely Recommend
- 23% - Neutral
- 14% - Likely Not Recommend
- 0% - Very Likely Not Recommend
- 5% - Definitely Not Recommend

Economic development service most beneficial to YOU?

- 23% - Strengthen business network for a more unified and effective voice
- 20% - Increase recruitment of businesses that complement existing businesses
- 20% - Increase support for storefront improvements (signage, façade, etc)
- 17% - Improve access to information on resources for businesses (federal, state, and city programs)
- 11% - Other
- 9% - Increase 1 on 1 support (research, advocacy) for individual businesses.

**Business Resource Center Launch – COMPLETE**

The Business Resource Center webpage is another tool in developing the Communication Network. The online center was launched on November 15<sup>th</sup>. The expectation is to continue shaping content to meet stakeholder needs. Please take a look at the Business Resource Center and send any feedback to [economicdevelopment@udistrictpartnership.org](mailto:economicdevelopment@udistrictpartnership.org). The center can be found at: [udistrictpartnership.org/biz-center](http://udistrictpartnership.org/biz-center).

**Foot Traffic Sanity Check - COMPLETE**

On October 19<sup>th</sup>, staff conducted a one-day, low cost verification of the foot traffic study completed some years ago. Foot traffic data will become increasingly important in the coming months, so it was important to verify the count. Good news: The old study traffic counts are not only plausible, they're probable. The foot traffic data is posted on the Business Resource Center under the Data Library section.

**Commercial Vacancy Project - COMPLETE**

The Commercial Vacancy Information Project is intended to provide a constantly up-to-date list of commercial vacancies and key information to businesses interested in potentially locating in the U District. If you know of someone with a commercial vacancy, please direct them to [udistrictpartnership.org/biz-vacancy](http://udistrictpartnership.org/biz-vacancy). Also, please take a peek yourself and provide feedback.

**Communication Network – IN PROCESS**

The intent of the Communication Network is to have a scalable, two-way communication network necessary to efficiently serve the community. The email list is now at 41% and continues to grow weekly. Launching the Business Resource Center and procuring Language Translation Resources will further improve communication.

**Language Translation Resources – IN PROCESS**

Staff have met with Seattle Office of Economic Development, Pioneer Square BIA, and UW to identify translation resources for outreach materials. This is very much a work in progress.

**Updating the Long-Term Economic Development Vision – IN PROCESS**

The Economic Development Committee at their November 6<sup>th</sup> meeting continued the discussion on updating the long-term economic development vision and the U District environment and opportunities in 2018/19. The discussion will continue at the November 28<sup>th</sup> meeting.

**Retail Saturation Study – IN PROCESS**

The U District Retail Saturation Study is intended to calculate the amount of square footage that can be supported in each of the general retail categories. Therefore, by determining the mix of retail square footage that can be supported, we will determine the U District's healthy business mix. This data can be used to 1) inform property owners on the retail categories most likely to have sustained success, 2) recruit targeted retail categories, and 3) support existing businesses by attracting complementary businesses to the U District.

**Looking Ahead – Phase 2**

The second 90-day phase of the Economic Development 270 Day Framework is scheduled to begin on December 1<sup>st</sup>. Phase 2 will include readying the Market Expansion Potential Checklist, developing a business recruitment strategy, determining Key Performance Indicators (KPIs), building the Self-Managed Resources Process, launching of the U District Business Network and more.