



## DRAFT BOARD MEETING AGENDA

**Time: 11:30 a.m.–1:00 p.m.**

**Date: April 20, 2021**

**ZOOM Virtual Meeting**

- |   |                |            |
|---|----------------|------------|
| 1. Welcome and Introductions              | Miles/Rob      |            |
| 2. Public Comment                         | Public         |            |
| 3. Approval of March 2021 Meeting Minutes | Rob/Miles      | Vote       |
| 4. Governance Committee Report            | Eric           | Discuss    |
| 5. Homelessness Update                    | Marcus         | Update     |
| 6. Finance Committee Report               | Sally/Phil/Don |            |
| • Acceptance of March Close               |                | Vote       |
| • FY 2022 Budget Preview                  |                | Discussion |
| 7. Executive Director Report              | Don            |            |
| 8. UDP Program Updates                    |                |            |
| • Clean & Safe                            | Marcus         |            |
| • Urban Vitality                          | Katy           |            |
| • Economic Development                    | Daniel         |            |
| • Marketing & Communication               | Polly          |            |
| 9. New Business                           |                |            |
| 10. Adjourn                               |                |            |



## Board Meeting Minutes

Time: 11:30 AM – 1:00 PM

Date: March 16, 2021

Location: Zoom Meeting

### IN ATTENDANCE:

#### UDP Board Members

Alfred Shiga  
Andrew McMasters  
Anson Lin  
Eric Lawson  
Jeanette Henderson

John Hix  
Lois Ko  
Kristine Kenney  
Miles Richardson, Co-Chair  
Moe Kahn

Rob Lubin  
Sally Clark, Treasurer  
Stephen Antupit  
Trevor Peterson

#### UDP Staff

Daniel Lopic, Econ Dev  
Don Blakeney, ED

Katy Ricchiuto, Public Realm  
Polly Yokokawa, Marketing

Phil Lloyd, Finance

#### Guests\*

Sean Long, Envirolssues

*\*Please note, there may have been other guests but due to the zoom format and people entering and leaving at different times, we were unable to track all guests.*

### Welcome and Introductions

#### Public Comment

There was no public comment.

### Approval of December 2020 Meeting Minutes

**Motion: Trevor** moved to approve the January 2021 meeting minutes.

**Second: Stephen** seconded the motion.

*The motion was approved by all, with abstentions from **Rob, Alfred and Moe**, who weren't at the February meeting.*

### Finance

Sally and Don reported on behalf of the Finance Committee. A specific note was made on the PPP loans and how they would remain on our books until the loan is officially forgiven. BIA collections are coming in a little higher than expected but we are still spending toward an assumed 92% collection this semester, which is consistent with the reforecast from January. Don

outlined the anticipated 2021/2022 budget approval process and flagged that the Finance Committee will be bringing back a draft budget in April for discussion.

**Motion:** The committee recommend the acceptance of the February draft close.

**Second:** No second required.

*Motion was approved unanimously.*

## **Governance**

Eric offered the Committee update:

*Retreat* – Governance Committee will look at a possible retreat in 2021, date TBD. Topics could include, but are not limited to ongoing UDP impact for stakeholders (RE: public safety/homelessness) and/or strategic planning.

*Board Member Recruitment* – With Andrew and Eric rolling off the UDP Board, there will be six open slots in July. The bylaws require at least nine board members and allow for up to twenty. The Board discussed recruitment priorities, including adding a representative from the human services community, the arts community and adding more racial diversity to the Board. Don listed a few people under consideration by the Governance Committee including: Josh Stabenfeldt—the Executive Director of the U District Y, Troy Carter—the Executive Director of Sanctuary Arts, Senada Hejric—the GM of the Graduate Hotel, Jennifer Antos—the Executive Director of Seattle Neighborhood Farmers’ Markets, Anna Sorokina—the GM of WSECU Bank’s U District branch, Chasten Fulbright—with Blanton Turner, a property management group. All Board members were encouraged to participate in a committee. Those who are interested, or have ideas for board members, should reach out to Eric or Don.

*RAB Recruitment* – Chris Petersen was approached to join the RAB last fall and Don will follow up to confirm his participation in the year ahead.

*RAB/UDP Board & Staff Race, Restorative Econ. Training* – A smaller task force will convene to explore what a training or a process for UDP staff and board. Katy Ricchiuto spoke about a City-led process for Only in Seattle Grant recipients conducted by Equity Matters Northwest and looks at white supremacy, racial equity and has additional resources.

*Board Member Acknowledgement* – As UDP Board members roll off in July, the Board discussed finding a way to thank people.

## **Light Rail Opening**

Don presented the latest thinking around how the UDP will plan to leverage the Light Rail Opening this fall to draw positive attention and visitors to the district.

Don reviewed key 2021 dates related to the opening:

- **Jan-Sept** – Sound Transit is testing trains
- **May** – UDP opens NE 43<sup>rd</sup> Street Plaza for outdoor seating
- **Aug** – Metro tests new bus service on NE 43<sup>rd</sup> (some seating removed from plaza)
- **Sept 29** – UW instruction begins
- **Late Sept [we now know Oct 2<sup>nd</sup>]** – U District Station opens!

Don illustrated some of the thinking around UDP programming—this included placemaking, cleaning/maintenance, business promotions, opening events and activities, and partnerships.

Board members talked about enhanced cleaning, and advertising on transit with the new branding to promote the U District for people. Don offered to bring the planning back to this table over the summer for continued feedback from the Board.

### **UDP Program Reports**

#### *Executive Director Report*

The Mayor, the Chief of Police, and the North Precinct Commander came for a walk in the U District in February. Lois Ko, Miles Richardson, and Trevor Peterson joined the meeting to speak to the issues that included homelessness, public safety, and economic impacts of Covid and the construction on NE 43<sup>rd</sup>.

The North Precinct Commander noted that he was deploying two officers several days a week in the mornings to replace the role of the CPT from last year.

Councilmember Pedersen also took a walk with Don to talk about sanitation issues in the alleys, the impacts to small businesses. He offered to be helpful with SDOT/ST regarding the opening of Brooklyn to pedestrians and vehicles.

We had the RAB meeting and presented the outdoor dining research. Joe Gruber will be joining the RAB for FY22.

Miles and Anson brought up the street racing issues in the district on recent weekends. This has happened at the intersection of 11<sup>th</sup> and NE 47<sup>th</sup>. This has led to life-threatening injuries. The SPD is involved and tracking. This activity has been happening in downtown and other cities. They do doughnuts in the intersections, sometimes late at night, sometimes earlier.

#### *Urban Vitality*

In addition to the planning around the light rail opening that Katy is leading, she reported out on the mural selection process. The UDP has a grant to pay for the implementation of three new murals and has received interest from over thirty groups. The mural committee as narrowed the group down to nine finalists that they will hire to further develop their proposals. The murals will hopefully be selected and installed in May.

Katy offered updates on several developments in the district, which can be found in the board packet from the March meeting.

Katy reported out on the Sound Transit TOD site at 45<sup>th</sup> and Roosevelt. The Low-Income Housing Institute (LIHI) Tiny House Village will be going into the site. The future of the site is still an open question, and there is an alley that bifurcates the site. The UDP may develop a framework or set of principles for what we would hope to see from such a site.

#### *Economic Development*

Daniel presented findings from a recent qualitative research report conducted by UDP staff at the request of the RAB in October to explore the potential for outdoor seating for food services businesses in the U District. Daniel talked about the context of the pandemic and the compounding impacts at play in the neighborhood. He also talked about the various programs that the U District Partnership has been leading over the past year to help small business, including technical assistance, promotions, limited events, the sustaining of the BIA and the development of the online neighborhood marketplace, [UDistrictSeattle.com](http://UDistrictSeattle.com).

Daniel then described the research conducted by UDP this winter, in which UDP staff engaged over 70 food service businesses across the district to understand their interest in outdoor seating. UDP also conducted outreach to city and county public agencies to understand the context in which outdoor seating permits can be issued and which geographic areas in the U District would be most suitable from a demand and permitting perspective.

Daniel said that in talking with businesses across the neighborhood, it is clear that there is ample interest in exploring more outdoor dining in the U District. As of early February, 18 businesses had some form of outdoor dining already. Nearly 30 additional businesses expressed interest in having some form of outdoor dining in 2021. 30 didn't have any interest in outdoor dining. There did not appear to be a consensus to support a street closure in any area of the district, although the highest concentration of support for some sort of street closure was on the southern portion of University Way NE (The Ave).

In addition to the other economic development initiatives underway, UDP will work in the weeks and months ahead to assist interested businesses in implementing a variety of outdoor dining solutions throughout the U District that include but are not limited to:

- Providing continued technical assistance to businesses in submitting permits to SDOT for outdoor sidewalk, parklet and streetery dining;
- Working with interested businesses on the Ave and N.E. 43rd to implement a temporary public seating plaza, closed to vehicular traffic from April until August 2021;
- Actively promoting outdoor dining opportunities in the U District and developing an online outdoor seating map to inform consumers where to dine safely outdoors in the district;
- Exploring ways to slow down vehicular traffic, especially on University Way, to provide a safe and welcoming environment for businesses interested in outdoor seating for their customers; and
- Working with businesses and community members to continue to examine opportunities for additional outdoor dining or even traffic reconfiguration and temporary/partial street closures to facilitate outdoor dining in the year ahead. Any major changes to street access would need to be supported by those impacted with appropriate accommodations to ensure access and continued operation for stakeholders.

The Board discussed the findings and asked about permitting and the duration of the outdoor dining structures and Daniel explained that the fees are waived until October 31<sup>st</sup>, 2021. UDP may engage in multi-neighborhood advocacy to extend the fee grace period. Some raised concerns about the friction between those experiencing homeless and outdoor dining—something the UDP will monitor closely in the months ahead.

#### *Clean & Safe*

Don offered a series of updates on the clean and safe work, as Marcus was out on vacation. Don spoke about the two new officers who are backfilling some of the work that the Community Police Team did—Officer David Gordon and Officer Michael Cruzan.

Don also spoke about the Clean Cities work. UDP received a \$22,000 graffiti abatement grant through the Clean Cities initiative, which runs through April 2021, and also includes enhanced SPU litter and debris removal routes.

Don also offered updated cleaning stats which can be found in the March UDP Board packet, and some solid waste issue identification that Marcus is spearheading.

### *Marketing*

Polly spoke about the District Brand and Marketing Strategy. The task force had met with six agencies and will be selecting a firm in the week ahead. Polly will report back in the next meeting.

Polly is leading an effort to remap the UDP website and add new components to both the UDP website and the U District Seattle site.

Polly is developing a content calendar and will continue to grow the UDP newsletter audience.

### **New Business**

The Board asked about the alleys along the Ave and the issues at play—from graffiti to poorly managed waste. Don explained some of the complexities at play, from lack of accountability of service providers, to people with inadequate/non-existent service, to dumpsters that are unlocked. Don is working with Marcus to document these issues and elevate them with City officials.

The Board expressed concerns about a couple of individuals experiencing homelessness who are sleeping in alcoves in front of stores, specifically Amber who sleeps and hoards in front of Shiga's Imports.

The meeting was adjourned at 12:28 p.m..

## UDP Finance Narrative

*Finance Committee Meeting 4/9/21*

### **Budget Report Notes**

Below you will find a numbered list of variances that correspond to the numbers in the budget report spreadsheet. We've distilled the narrative down to four notes, mostly because we keep talking about the same things each month.

1. *Income Variances* – We've received a second round of PPP funding, which will shore-up UDP for the loss of the StreetFair in 2021, with a small surplus that will roll into FY2022, based on the current trajectory. We also received grant funding for the U District Marketplace and the Clean Streets Programs, both of which have increased expenses associated with them.
2. *Staffing Variances* – Staffing is slightly down from delayed hire of the Marketing Manager (hired in December) plus a vacancy in the beautification team.
3. *Overhead Variance* – Overhead is running under because we're not spending as much on supplies, travel and trainings during the pandemic.
4. *Program Expense Variance* – Direct program expenses should end up over due to additional expenses related to the grants but with some movement between the various lines. There's quite a bit of marketing dollars left to spend but we have signed a contract with Pyramid, and the branding work is underway. We knew that this spending was going to be concentrated at the end of FY2021. The other a couple of variances that are generally timing issues.

All in all, there's going to be some modest savings (we put a \$25k slug in the beginning FY 22 BIA cash balance in next year's budget as a placeholder).

### **Balance Sheet Report**

There has been a deliberate spend down on the UDP front plus AR is higher and AP is lower year over year so that magnifies the year over year drop in cash.

*WSECU Checking* – We continue to see the difference in balances from the previous year as discussed in previous months.

*WF Checking* – This is mostly the remaining Christie Park project funds. We are working to get this off the books as the project team wraps up their work.

*PPP Forgivable Loan* – restated on balance sheet per auditor direction.

*BIA Payable* – Remaining insurance proceeds for BIA. Targeted for marketing position computer/technology purchase, new executive director, equipment, and office refurbishment.

**The U District Partnership**  
**Balance Sheet Prev Year Comparison**  
 As of March 31, 2021

	Mar 31, 21	Mar 31, 20	\$ Change
<b>ASSETS</b>			
<b>Current Assets</b>			
<b>Checking/Savings</b>			
<b>10100 · Operating Bank Accounts</b>			
10110 · WSECU Checking	52,748.89	127,026.82	-74,277.93
10103 · UDP WF Checking 0122	33,470.09	73,498.73	-40,028.64
10111 · WSECU Savings	160,028.01	160,540.69	-512.68
<b>Total 10100 · Operating Bank Accounts</b>	<b>246,246.99</b>	<b>361,066.24</b>	<b>-114,819.25</b>
<b>Total Checking/Savings</b>	<b>246,246.99</b>	<b>361,066.24</b>	<b>-114,819.25</b>
<b>Accounts Receivable</b>	63,234.68	97,843.73	-34,609.05
<b>Other Current Assets</b>	271.38	397.10	-125.72
<b>Total Current Assets</b>	<b>309,753.05</b>	<b>459,307.07</b>	<b>-149,554.02</b>
<b>Fixed Assets</b>	3,566.02	5,511.12	-1,945.10
<b>Other Assets</b>	3,235.87	3,235.87	0.00
<b>TOTAL ASSETS</b>	<b>316,554.94</b>	<b>468,054.06</b>	<b>-151,499.12</b>
<b>LIABILITIES &amp; EQUITY</b>			
<b>Liabilities</b>			
<b>Current Liabilities</b>			
<b>Accounts Payable</b>	38,123.64	110,965.74	-72,842.10
<b>Credit Cards</b>	519.49	3,367.86	-2,848.37
<b>Other Current Liabilities</b>			
<b>PPP Forgivable Loan</b>	86,201.26	0.00	86,201.26
<b>BIA Payable</b>	6,545.72	10,136.12	-3,590.40
<b>24000 · Payroll Liabilities</b>	22,814.30	14,380.67	8,433.63
<b>Total Other Current Liabilities</b>	<b>115,561.28</b>	<b>24,516.79</b>	<b>91,044.49</b>
<b>Total Current Liabilities</b>	<b>154,204.41</b>	<b>138,850.39</b>	<b>15,354.02</b>
<b>Total Liabilities</b>	<b>154,204.41</b>	<b>138,850.39</b>	<b>15,354.02</b>
<b>Equity</b>			
<b>32000 · Unrestricted Net Assets</b>	215,769.51	375,281.00	-159,511.49
<b>Net Income</b>	-53,418.98	-46,077.33	-7,341.65
<b>Total Equity</b>	<b>162,350.53</b>	<b>329,203.67</b>	<b>-166,853.14</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>316,554.94</b>	<b>468,054.06</b>	<b>-151,499.12</b>



The U District Partnership  
**Budget Report**  
 March 2021

	Mar 21	Budget	\$ Over Budget	Jul '20 - Mar 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
43400 · Direct (Grants) Public Support	0.00	0.00	0.00	661.38	0.00	661.38	0.00
44500 · Government Grants and Contracts	108,130.55	96,048.36	12,082.19	911,777.81	926,756.16	-14,978.35	1,389,508.91
47000 · Earned Income	0.00	0.00	0.00	5,996.00	6,000.00	-4.00	290,800.00
46400 · Interest and Other	0.00	0.00	0.00	117.24	0.00	117.24	0.00
<b>Total Income</b>	<b>108,130.55</b>	<b>96,048.36</b>	<b>12,082.19</b>	<b>918,552.43</b>	<b>932,756.16</b>	<b>-14,203.73</b>	<b>1,680,308.91</b>
<b>Gross Profit</b>	<b>108,130.55</b>	<b>96,048.36</b>	<b>12,082.19</b>	<b>918,552.43</b>	<b>932,756.16</b>	<b>-14,203.73</b>	<b>1,680,308.91</b>
<b>Expense</b>							
60000 · Staffing	51,699.92	55,716.59	-4,016.67	435,496.25	470,072.06	-34,575.81	637,221.97
61000 · Professional & Contract Expense	2,450.00	2,450.00	0.00	73,889.00	73,335.00	554.00	82,900.00
62000 · Office and Overhead	5,945.40	6,759.17	-813.77	54,455.54	62,639.96	-8,184.42	114,022.43
70000 · Direct Program Expenses	48,051.23	37,100.17	10,951.06	397,893.62	390,444.53	7,449.09	903,055.62
<b>Total Expense</b>	<b>108,146.55</b>	<b>102,025.93</b>	<b>6,120.62</b>	<b>961,734.41</b>	<b>996,491.55</b>	<b>-34,757.14</b>	<b>1,737,200.02</b>
<b>Net Ordinary Income</b>	<b>-16.00</b>	<b>-5,977.57</b>	<b>5,961.57</b>	<b>-43,181.98</b>	<b>-63,735.39</b>	<b>20,553.41</b>	<b>-56,891.11</b>
<b>Other Income/Expense</b>							
<b>Other Income</b>							
Fiscal Sponsor Income	0.00	0.00	0.00	19,960.00	0.00	19,960.00	0.00
Fiscal Sponsor Expenses	0.00	0.00	0.00	-30,197.00	0.00	-30,197.00	0.00
<b>Total Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>-10,237.00</b>	<b>0.00</b>	<b>-10,237.00</b>	<b>0.00</b>
<b>Net Other Income</b>	<b>0.00</b>			<b>-10,237.00</b>	<b>0.00</b>	<b>-10,237.00</b>	<b>0.00</b>
<b>Net Income</b>	<b>-16.00</b>	<b>-5,977.57</b>	<b>5,961.57</b>	<b>-53,418.98</b>	<b>-63,735.39</b>	<b>10,316.41</b>	<b>-56,891.11</b>

**2020-21 University District BIA**

**Budget Tracker -March 2021**

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	200,033	149,469.04	50,564	74.7%	\$ 11,483.15	\$ 23,431.04	\$ 24,803.95	\$ 11,509.29
Cleaning and Public Safety	674,250	425,191.27	249,059	63.1%	\$ 41,246.70	\$ 47,916.38	\$ 42,272.05	\$ 47,456.51
Urban Vitality	96,023	54,806.68	41,216	57.1%	\$ 5,694.51	\$ 6,357.96	\$ 6,357.82	\$ 6,357.78
Economic Development	241,872	110,538.29	131,334	45.7%	\$ 11,783.37	\$ 14,106.01	\$ 22,459.19	\$ 1,857.13
Marketing	197,331	36,186.79	161,145	18.3%	\$ 3,214.61	\$ 3,088.10	\$ 3,087.84	\$ 3,087.75
<b>Total Requested</b>	<b>1,409,509</b>	<b>776,192.07</b>	<b>633,317</b>	<b>55.1%</b>	<b>\$ 73,422.34</b>	<b>\$ 94,899.49</b>	<b>\$ 98,980.85</b>	<b>\$ 70,268.46</b>

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management	\$ 11,539.15	\$ 20,899.46	\$ 18,798.19	\$ 21,410.36	\$ 5,594.45			
Cleaning and Public Safety	\$ 51,878.58	\$ 72,290.94	\$ 48,943.20	\$ 33,532.21	\$ 39,654.70			
Urban Vitality	\$ 6,322.09	\$ 7,606.04	\$ 13,518.80	\$ 1,405.39	\$ 1,186.29			
Economic Development	\$ 15,254.66	\$ 15,220.64	\$ 20,558.09	\$ 4,386.23	\$ 4,912.97			
Marketing	\$ 3,351.96	\$ 7,300.22	\$ 11,665.16	\$ 204.88	\$ 1,186.27			
	\$ 88,346.44	\$ 123,317.30	113,483.44	60,939.07	52,534.68	-	-	-

## **UDP Draft FY 2022 Budget Narrative**

*Finance Committee Meeting 4/9/21*

### **General Notes**

With the receipt of the PPP loan in FY2020 and FY 2021, we will have accumulated a small surplus of BIA dollars for FY2022 that will cover some of the increased program costs we have started to incur with the addition of our marketing program. Both the RAB and UDP Board have expressed great interest in leaning into programs to have a noticeable impact for the light rail station opening in the fall. There will be an opportunity to secure outside funds to expand program spending in the areas of marketing, cleaning, safety and placemaking.

Below are a series of notes to guide our initial conversation about budget priorities.

- We are assuming the BIA assessment will grow by 5% (better collection rate, new buildings online, CPI increase across the board). We will confirm this number in the weeks ahead with Community Attributes.
- We are assuming roughly \$20K of income from StreetFair, but a \$20K subsidy for the Light Rail Opening and the Cherry Blossom Festival (\$10K each). This BIA subsidy could shrink with additional sponsorship, which is likely.
- Staffing costs are higher this year with the Marketing position filled.
- Contracted services are less, because last year we incurred a one-time cost for the ED search.
- No material changes to our clean and safe program in FY22 without outside funding.
- Much of the placemaking activities associated with the light rail opening will need outside financial support (tree lights, building lights/wraps, decorative crosswalks). Staff is already strategizing on where to secure these funds--happy to share early thinking.
- There is \$15K set-aside for the DEI training in FY22.

Again, this is an early draft, and you will have ample time to shape this budget in the months ahead and several meetings to discuss as a committee and as a board. Our schedule is as follows:

***April 9 - Finance Committee***

***April 20 - UDP Budget Conversation***

***May 14 - Finance Committee***

***May 18th - UDP Board Meeting***

***May 20 - Joint-RAB/UDP Budget Workshop***

***June 11 - Finance Committee***

***June 15 - UDP Meeting (approve budget)***

***June 24 - RAB Annual Meeting (formal vote on the UDP workplan/budget)***

## The U District Partnership Fiscal 2021 Draft Budget Summary

	FY 2021		2022 Draft Budget		
	Budget	Forecast	Total	UDP	BIA
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
BIA Revenue Collected	1,176,204	1,139,061	1,235,000	0	1,235,000 <i>Assessment will be updated in FY22 - Assuming 5% increase for now.</i>
SPU Contract	12,000	12,000	12,000	0	12,000 <i>Ongoing contract.</i>
Other Grant Funding	0	172,425	5,000	0	5,000 <i>City grant for placemaking.</i>
Reach Funding	50,000	50,000	50,000	0	50,000 <i>City support for REACH contract</i>
Earned Income	290,800	25,497	305,000	240,000	65,000 <i>UDP/BIA event sponsorship; Urban Vitality grant income.</i>
Interest and Other	0	0	0	0	0
<b>Total Income</b>	<b>1,529,004</b>	<b>1,398,983</b>	<b>1,607,000</b>	<b>240,000</b>	<b>1,367,000</b>
<b>Expense</b>					
Staffing	637,222	605,299	670,480	38,404	632,076 <i>Higher in FY22 because of marketing position; 38K in UDP staffing is 5% of Katy and 10% of Don.</i>
Professional & Contract Expense	82,900	82,900	43,900	0	43,900 <i>The FY22 number doesn't include the executive director search, which was roughly \$40K.</i>
Office and Overhead	114,022	104,717	109,885	0	109,885
Direct Program Expenses	739,145	771,675	681,154	0	681,154
Street Fair Expenses	163,911	0	204,700	204,700	0
<b>Total Expense</b>	<b>1,737,200</b>	<b>1,564,591</b>	<b>1,710,119</b>	<b>243,104</b>	<b>1,467,016</b>
<b>Net Income</b>	<b>(208,196)</b>	<b>(165,608)</b>	<b>(103,119)</b>	<b>(3,104)</b>	<b>(100,016)</b>
<b>Net Assets / City Cash Forecast at 6/30/2021</b>			525,768	193,690	332,078 <i>We plan to use BIA cash reserves above the required \$210K, which will be roughly \$120K.</i>
<b>Receipts</b>			1,607,000	240,000	1,367,000
<b>Disbursements</b>			(1,710,119)	(243,104)	(1,467,016)
<b>Net Assets / City Cash End of Year</b>			422,649	190,586	232,062
<b>Reserves Per Policy</b>			(370,000)	(160,000)	(210,000)
<b>Net Assets / City Cash After Reserve</b>			<b>52,649</b>	<b>30,586</b>	<b>22,062</b>

## April Program Updates

### URBAN VITALITY

#### Private Development

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##### *Sound Transit Surplus Property at 45<sup>th</sup> and Roosevelt*

- This month, Katy and Don met with a Sound Transit team working on Transit Oriented Development about the surplus property at 45th and Roosevelt.
- While the property is currently being used for a tiny house village (see below), Sound Transit has yet to decide the long-term use of the site.
- UDP's conversation with Sound Transit centered around the agency's outreach and engagement efforts for the parcel. We provided them with ideas for stakeholders to reach out to and how to engage.

#### Mobility and Transportation

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##### *Brooklyn Ave NE is Open!*

- This month, UDP worked with D4 Councilmember Alex Pedersen and Sound Transit's Abel Pacheco to get Brooklyn Ave NE re-opened ahead of schedule for pedestrians, bikes, and vehicles and NE 43rd St open to pedestrians around the new light rail station.
- UDP and Councilmember Pedersen heard from surrounding businesses, residents, and property owners that the reopening of the streets was very important to them, especially give the extended impacts small businesses had faced for many years in that area.
- [Here's a link](#) to the press release (with Don quoted!).

##### *NE 43<sup>rd</sup> St Improvement Project Mostly Complete*

- Construction on NE 43rd Street is nearly finished. The project is scheduled to wrap up at the end of this month. The street has been paved and painted, trolley and light polls have been installed, and landscaping is being completed.
- There will be a pause in construction for several months before signal boxes and trolley wires are installed this summer.
- This project was the first time that UDP was invited to participate in weekly construction calls. It was a successful goal in that we were able to advocate for businesses on multiple occasions and ensure that the coordinating agencies were

responding to concerns. We formed positive relationships with the project team, who we will be working with on other area infrastructure projects in the near future.

- Information on the NE 43<sup>rd</sup> Street Improvement Project [can be found here](#).

### NE 12<sup>th</sup> Ave and NE 43<sup>rd</sup> St Paving Project Beginning



- [NE 12<sup>th</sup> and 43<sup>rd</sup> Paving Project](#) – At the end of this month, SDOT will begin the repaving, bike lane installation, and sidewalk reconstruction of NE 43<sup>rd</sup> Street and 12<sup>th</sup> Ave NE. This work is in anticipation of the new Light Rail Station opening and buses that will be laying over on 12<sup>th</sup> Ave NE.. The work is scheduled to be completed in August.
- [UDP participated in the pre-construction kick off call for this project](#). We have also been invited to participate in weekly construction meetings. Our main goal is to monitor impacts to businesses, properties, and residents, and ensure that SDOT and Metro are providing appropriate responses to any issues that arise.
- [Here's a video that goes over the project](#).

## Public Realm

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### U District Mural Program – Design Proposals Submitted

- In March, the U District Mural program released a Call for Artists. After hearing from 43 applicants, submissions were ranked by the mural program's leadership committee based on a rubric.
- Nine artists were selected to submit up to two design proposals each for the murals. The artists were compensated \$200 each for their early designs. The proposals were received on April 16, and the committee is currently reviewing and deliberating the final artists/groups to be selected to paint murals.
- The murals are scheduled to be painted in late May or early June, weather pending. We will be working with Urban Artworks to coordinate safe community engagement during the installation weekends.

### ***Low Income Housing Institute (LIHI) Tiny House Village Begins in May***

- LIHI's U District Tiny House Village, is now called "Rosie's Village" (to honor our main corridor Roosevelt Way) and will begin the construction process imminently. Right now, the village is scheduled to open sometime in May.
- UDP has shared information through our newsletter and social media about the village. We have met with LIHI several times. LIHI also held a community meeting on Thursday, April 15, where community members asked questions about the operation plans for the community.
- UDP has been formally invited to participate in the Community Advisory Council, which will include members of the U District community to provide feedback on Rosie's Village.
- The flyer from LIHI with more information on the village is included in this Board packet.

### ***Light Rail Station Opening Planning***

- The U District Light Rail Station will open on October 2, 2021 as a part of the Northgate Link Extension. Here's a [press release](#).
- UDP is in the process of planning for the U District Station opening event and neighborhood promotion, which will take place the same weekend.
- Current efforts include finalizing the scope of our placemaking, cleaning, ambassador, business promotion, and event activities; connecting with potential partners; developing a sponsorship prospectus; and meeting with the Roosevelt and Northgate neighborhoods on their plans.

### **Urban Vitality Committee**

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- Next committee meeting is Tuesday, April 27, at 4pm, virtual.

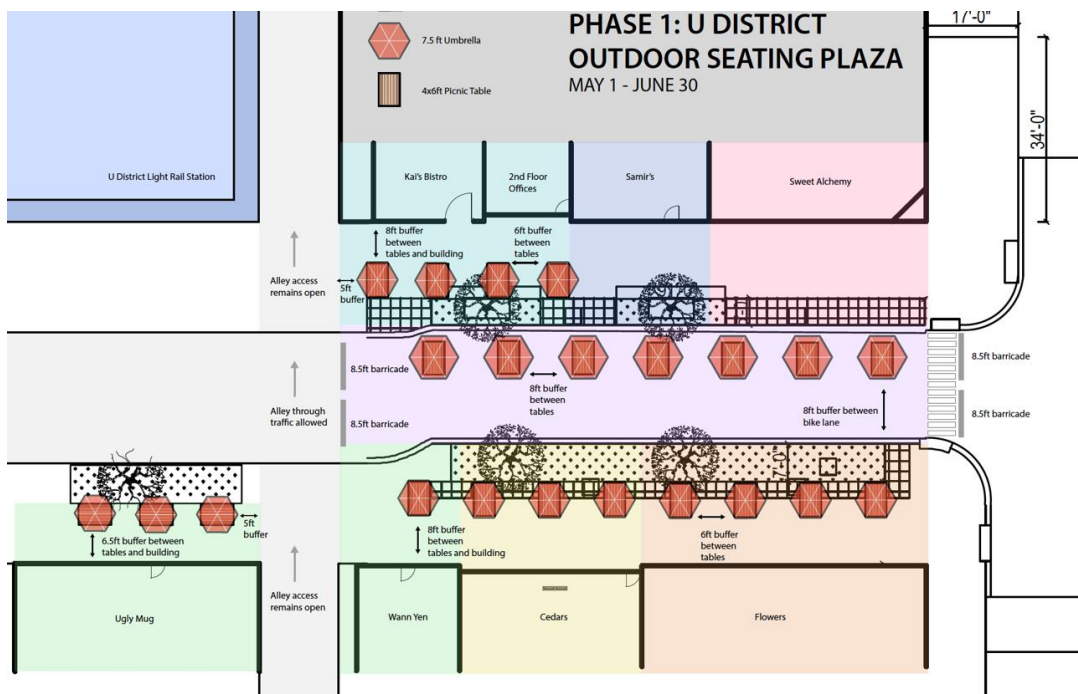
# ECONOMIC DEVELOPMENT

## Economic Development Committee

- The Economic Development Committee met on March 25th. The meeting agenda focused on a recap of UDP support for small businesses in 2020 and planned support and programming for 2021. The discussion spanned multiple subjects including actively recruiting diverse businesses for UDP events, building awareness for more participation, and leveraging relationship to encourage businesses to “clean up” in preparation of the light rail opening and return of UW students. The committee also discussed recruiting new members to the committee as well as ways to engage more businesses in the U District. The next committee meeting will take place in late June.

## U District Outdoor Seating

- The UDP continues to work with businesses, SDOT, KC Metro to implement an outdoor seating plaza on NE 43rd Street/The Ave. Phase I of the outdoor seating plaza will encompass a street closure on NE 43rd, and is expected to be fully implemented the first week of May. The UDP is assisting businesses by applying for permits on their behalf, implementing beautification efforts like window and façade lighting, and coordinating the purchase umbrellas and picnic tables. The UDP is also managing safety infrastructure including barriers and sanitation stations, and developing a marketing plan that promotes this outdoor seating plaza and in the neighborhood.





- Although the Phase I street closure will need to end in July (because of Metro trolley line installation), the UDP is exploring a Phase II plan which would retain seating on sidewalks in front of each business, and relocate tables from the bus lane to other nearby sidewalk spaces. Ideally, outdoor seating will remain on NE 43rd through the light rail station opening.
- The UDP is also continuing its collaborative effort with the Together on the Ave Committee, providing feedback on their community engagement survey design and coordinating umbrella colors and communications messaging if University Way stakeholders reach consensus about outdoor seating on The Ave (between 42nd and 43rd).

### **Business Network Webinar**

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- Daniel continues to collaborate with Jennifer Cao, to engage businesses in the District. Jennifer is currently engaging Vietnamese speaking businesses to collect contact information and assist them in registering for UDistrictSeattle.com. This outreach also ensures that businesses are able to receive important grant resources and take advantage of the customers driven to UDistrictSeattle.com.
- In March, Jennifer assisted in creating an inventory of commercial spaces and categorized business contacts into specific sectors (food/beverage, shops, services, etc.). This approach now allows the UDP to distribute sector-specific resources more efficiently and effectively.

## CLEAN & SAFE

### Clean & Safe Committee

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- The Clean and Safe Committee convened on April 8<sup>th</sup>, where we heard from Katy about the upcoming LIHI Tiny Home Village that will be coming to Roosevelt Way and NE 45th Street sometime next month. This Tiny Home Village will house up to 65 residents and provide security, case management, and restroom facilities onsite.
- SPD was also in attendance at the Clean and Safe Meeting. Lt. Osborne with SPD have us an update on crime in the U District. Compared to last year, some types of criminal activity are up significantly. We had 13 aggravated assaults through February 2021 compared to 7 the same time last year. We have had 76 burglaries through February 2021 compared to 42 the same time last year. Other categories saw no increase.

### Cleaning Update

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- April will be our last month of the Clean Cities Initiative funded cleaning which has helped to fund hundreds of hours of dedicated graffiti removal and additional cleaning crews. This program has been instrumental in getting ahead of the massive amounts of graffiti we have seen over these last twelve months. We are working with the City to see if we can extend this funding through the rest of the year.
- We are working with the Washington State Department of Transportation to get the freeway on- and off-ramps at 45th and 50th as clear of debris as possible under current protocols. Don and Marcus surveyed the encampments along the freeway with David Delgado who helped explain the current conditions. The encampments along the freeways have seen a significant reduction in population in the last couple of months which has resulted in a large amount of abandoned refuse. David will be working at making the abandoned refuse easily identifiable to WSDOT crews for pickup at the end of this month. We will continue to monitor this area and where possible help individuals find housing.

### North & South Cleaning Areas

	March	April	May	June	July	Aug*	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March
REPORT TYPE	2020	2020	2020	2020	2020	2020	2020	2020	2020	2020	2021	2021	2021
Hours of Cleaning	284	276	280	276	284	390	272	284	276	284	280	256	284
Bags of Trash Removed	900	725	950	925	800	1,150	750	775	724	750	750	625	810
Dumpster Overflow Cleanups	135	100	90	76	180	220	150	165	122	141	120	85	105
Graffiti Tags Removed	300	1025	1096	1040	875	950	840	639	584	620	368	325	395
Biohazards Removed	250	1104	898	770	735	860	695	605	489	625	365	310	375
Pressure Washing Hours	4	16	78	55	4	4	4	4	4	4	4	4	4

\*Included the General Cleaning Area for the month of August

### General Cleaning Areas

### Clean Cities Initiative

	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March
REPORT TYPE	2020	2020	2020	2020	2021	2021	2021
Hours of Cleaning	160	156	156	156	156	156	156
Bags of Trash Removed	550	595	567	526	610	725	365
Dumpster Overflow Cleanup	125	115	93	84	135	87	62
Graffiti Tags Removed	616	375	357	291	310	243	365
Biohazards Removed	785	730	672	609	565	437	480

	Feb.	March
REPORT TYPE	2021	2021
Hours of Cleaning	160	176
Bags of Trash Removed	256	289
Graffiti Tags Removed	568	760
Biohazards Removed	155	175

## Safety Update

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- Street racing in the University District recently made news when a large crowd gathered at NE 47th Street and 11th Ave NE for what is called a "sideshow event". After spinning out in the intersection, the participants flipped over a car in the intersection, lit off fireworks and then fled the scene. This group appears to be active along the I-5 corridor in Tacoma and Everett in addition to Downtown Seattle, where last year several people were hit by a car participating in one of these events near the Space Needle. We are currently gathering information and will be working with the Washington State Patrol and the Seattle Police Department to see what their plan is to keep these gatherings from happening again here in the University District.

## Ambassador Data

	Mar	April	May	June	July	Aug.	Sept	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
REPORT TYPE	2020	2020	2020	2020	2020	2020	2020	2020	2020	2020	2021	2021	2021
911 Calls	5	4	5	2	9	6	2	5	0	2	1	2	2
Homeless Interactions	80	70	181	106	100	82	55	89	70	71	111	103	102
Wayfinding/ Pedestrian Interactions	32	18	79	54	28	32	33	36	56	38	86	52	51
Conditions of Entry/ Sit-Lie	5	0	0	7	5	7	2	0	0	3	8	0	5
Drug and Alcohol Activity	3	1	43	3	3	12	11	15	2	4	8	3	23
Business Visits	233	207	205	176	279	232	196	184	142	185	304	230	229
Suspicious Persons	70	24	147	45	64	60	41	63	40	50	83	84	68
Emphasis Patrols	53	21	63	43	52	54	47	37	81	56	35	25	67
Shoplift	28	42	32	20	37	48	40	42	34	28	62	61	51
Calls and Text for Service During Hours	58	52	70	55	41	59	52	92	46	70	83	81	99

## Outreach Update

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- David has been doing assertive outreach in University Playground and Ravenna as these two locations have larger encampments. He is working at getting many of these people referrals into tiny house locations.
- David is working with LIHI and HOST to try and get as many U District homeless into the LIHI Tiny Home Village that will be opening next month.
- David addressed two fire safety concerns along I-5, and reports that population along the highway is down to less than 20 people at this time.
- Marcus continues to work with David to identify people experiencing homelessness who exhibit deep behavioral health issues along the Ave and in other high-traffic locations. Unfortunately, it is not uncommon for an individual with these issues to fall through the cracks and not get the proper services they need for stability. In order to ensure that these individuals get the coordinated care they need, we are working with LEAD and REACH to identify these individuals and their needs and if they have a case manager, etc. We will advocate within the proper channels to get them the resources they need so their situation doesn't continue in an unending cycle or escalate to the point where they or someone is injured.
- One of these individuals had been sleeping in the doorway in front of Shiga's and began lashing out at community members in March. While working with this individual, David was assaulted and sent to the hospital. Thankfully David is okay now, but took a few days off of work. This person was arrested and has recently been released because they were found incompetent to stand trial but not sufficiently mentally ill to fit the requirements for compelled treatment. We are monitoring the district to see if she returns and have continually alerted the City to the situation.
- There are several neighborhood business districts that are seeing the same situation with one or more individuals exhibiting deep behavioral health issues that are going unaddressed and resulting in dangerous situations.

## MARKETING & COMMUNICATIONS

### District Brand Development & Marketing Strategy Project

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- UDP has contracted with Pyramid Communications for the project. We held a Kickoff Meeting with the Task Force in early April to set the goals for the project and Pyramid is now building out the research methodology. Don and Polly have weekly check-ins with Pyramid and are excited to get to work!
- The UDP and BIA boards can look forward to participating in a survey to provide foundational feedback as messaging and positioning are analyzed.

### Website Updates UDistrictSeattle.com

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- Phase I of the UDistrictSeattle.com marketing campaign is ending this month. Since November of 2020, the campaign reached over 160,000 consumers and attributed to almost 5,500 site visits. Daniel and Polly continue to work on search engine optimization and the development of a new in-house marketing plan for the 2021-22 fiscal year.
- Polly is also leading site enhancements which include a new blog feature that will allow the UDP to post business and event specific content. Neighborhood guides like U District "Boba Tea Guide" or "10 best coffee shops" are examples of the type of content that could live on the blog page. As the website continues to evolve, Daniel is ensuring more and more businesses continue to join the free platform to build brand awareness and provide a marketing tool for their business.
- Aside from the UDP website remap mentioned in March, we look forward to adding blog/news sections to both the U District Seattle and U District Partnership websites. We are currently in design review and are connecting with our SEO specialist to analyze best practices for layout/configuration.
- Timeline Goals: UDP remap completed by June, Blogs on respective sites by end of April/May

### Email Marketing

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Next Newsletter will go out 03/17

- 03/17**     **Newsletter** – Clean Cities Report, Tweedy & Popp Opening, U District News  
Open Rate: 24.8% / Click Rate: 6.8%
- 04/01**     **Newsletter** – Vaccine for Restaurant Workers, JYS Bubble Tea Opening, LIVE  
Cherry Blossoms  
Open Rate: 26.9% / Click Rate: 6.3%
- 04/15**     **Newsletter** – 43<sup>rd</sup> Street Reopening, Outdoor Dining Plaza, Health One Expansion

Open Rate: 31% / Click Rate: 7.4%

## Recent UDP Media Announcements

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- **City of Seattle Press Release:**  
[As the City of Seattle Reimagines Public Safety, Mayor Durkan and Fire Chief Scoggins Announce the Launch of Second Health One Unit Extending Service to University District and Ballard](#)  
*UDP Executive Director, Don Blakeney quoted and present at press event*
- **Sound Transit Press Release:**  
[Streets around U District Station are re-opening as Northgate Link construction progresses](#)  
*UDP Executive Director, Don Blakeney quoted*

# Rosie's Tiny House Village



Construction will start May 2021

Join us for a virtual community conversation on Thursday, April 15th, 6:00 - 7:30 PM.

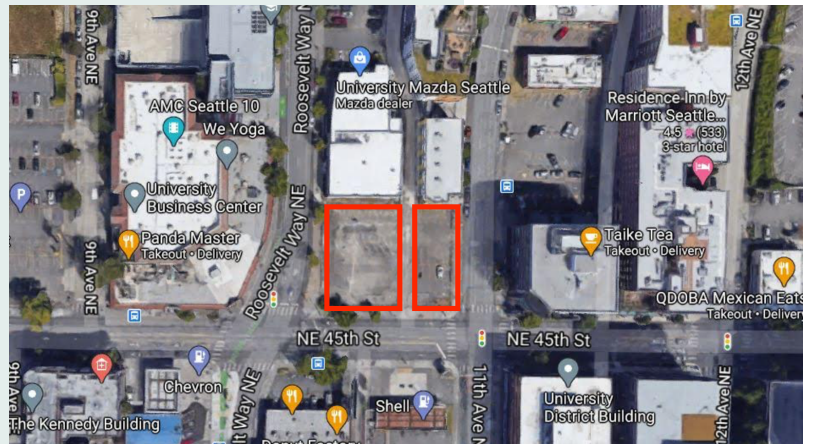
To register/for more information, click:

<https://seattle.webex.com/seattle/onstage/g.php?MTID=eb43ec703afdb99ae59a1c78b70bf59f5>

For help, email: [homelessness@seattle.gov](mailto:homelessness@seattle.gov)

## Rosie's Tiny House Village

1000 NE 45th St,  
Seattle, WA 98105



## New Tiny House Village to Provide Safe, Attractive Alternative for People Living Outside

The Low Income Housing Institute (LIHI) in partnership with the City of Seattle will be opening a new tiny house village at 1000 NE 45th Street providing shelter and case management for up to 65 people. The City has identified this property, owned by Sound Transit, as suitable for a tiny house village. The City's outreach team will offer places in the village to single adult women, men, couples, and people with pets who are currently living unsheltered outside. On-site services will be available to help villagers secure permanent housing. LIHI will develop and operate the village.



## The Village program will include:



- 24-hour on-site staffing
- Code of conduct villagers abide by
- Common kitchen, bathrooms & showers
- Hot meals delivered daily
- On-site wrap-around services including case management, housing search support, employment and health resources
- Community Advisory Committee

# Rosie's Tiny House Village

## Questions and Answers

### Who will live here?

Villagers will be adult women, men, couples, and people with pets who are currently living unsheltered outside. The program is based on the Housing First principle: meeting people where they are and providing safe housing, before addressing other issues. Villagers may need physical and mental health services and substance use disorder treatment.

### Who makes referrals?

The City contracts with social service agencies such as REACH and other community service organizations to provide outreach to people living unsheltered. Outreach workers will make referrals to the City's HOPE team, which works to match people with the most appropriate level of services.

### What services will be available?

24-7 on-site staff will provide day-to-day supervision. Each villager is required to meet with his or her caseworker, who will assist the villager to obtain services. Those services can include health, mental health, and substance use disorder treatment. The goal of the program is for caseworkers to help each villager secure stable, long-term housing as quickly as possible.

### Who do I call if I have a question or concern?

Rosie's Tiny House Village is committed to being good neighbors. While the village is being developed, you can contact George Scarola at [George.scarola@lihi.org](mailto:George.scarola@lihi.org) / 206-409-5096. Once the village is opened, there will be a direct contact line to on-site staff.

### Will there be on-going community input?

A Community Advisory Committee (CAC) will be formed to provide advisory input on operations and address concerns raised by community members. The CAC will meet monthly and members will include representatives from immediate neighbors, businesses, community and faith groups, and service providers. All meetings are open to the public. Meeting notes will be posted at [Seattle.gov/homelessness](http://Seattle.gov/homelessness). If you would like to become a member and serve on the CAC contact Josh Castle at [josh.castle@lihi.org](mailto:josh.castle@lihi.org).

### Questions?

Kevin Mundt / City of Seattle Human Services Department / 206-580-8754 / [homelessness@seattle.gov](mailto:homelessness@seattle.gov)

George Scarola / Low Income Housing Institute / 206-409-5096 / [george.scarola@lihi.org](mailto:george.scarola@lihi.org)