



BOARD MEETING AGENDA

Time: 11:30 a.m.–1:00 p.m.

Date: July 20, 2021

ZOOM Virtual Meeting

I.	Welcome and Introductions	Rob/Lois	11:30 a.m.	
II.	Public Comment	Public	11:35 a.m.	
III.	Approval of June 2021 Meeting Minutes	Rob/Lois	11:40 a.m.	(Vote)
IV.	Branding & Communications Update	Pyramid Communications	11:45 a.m.	
V.	Finance Committee Report	Sally	12:15 p.m.	
	• 2022 Surplus			
	• Acceptance of June Close			(Vote)
VI.	Sound Transit TOD Site Letter	Stephen	12:25 p.m.	(Vote)
VII.	Governance Committee Report	Miles	12:35 p.m.	
	• New Board Resources			
	• Board Nomination: Anna Sorokina			
	• Executive Session Discussion			
	• Election			(Vote)
VIII.	New Business	Rob/Lois	12:55 p.m.	
IX.	Adjourn	Rob/Lois	1:00 p.m.	



Board Meeting Minutes

Time: 11:30 AM – 1:00 PM

Date: June 18, 2021

Location: Zoom Meeting

IN ATTENDANCE:

UDP Board Members

Alfred Shiga

Anson Lin

Don Schulze

Eric Lawson

Jeanette Henderson

John Hix

Josh Stabenfeldt

Lois Ko

Miles Richardson, Co-Chair

Moe Khan

Rob Lubin

Sally Clark, Treasurer

Stephen Antupit

Trevor Peterson

UDP Staff

Don Blakeney, ED

Jennifer Cao, Econ Dev

Marcus Johnson, Clean/Safe

Phil Lloyd, Finance

Daniel Lokic, Econ Dev

Guests*

Troy Carter, Sanctuary Arts; Anna Sorokina, WSECU; Sean Long, EnviroIssues

**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 May 2021 Meeting Minutes

Motion: Sally moved to approve the May 2021 meeting minutes.

Second: Don seconded the motion.

The motion was approved by all.

Finance

Sally reported on behalf of the Finance Committee. The report consisted of three parts, a standard monthly UDP finance report, an updated resolution to approve new signers on all UDP bank accounts, and a presentation of the proposed 2022 workplan and budget.

With respect to the monthly financials, Sally reported that we are still working to spend-down the balance in the City's BIA coffers. Marketing has ramped up and will see a lump of spending

associated with the Pyramid marketing work this month. We are still working to close-out a grant for work in Christie Park.

The BIA account at the city still has a cushion, but we are working to achieve our planned spend-down for FY 2021. We got a second PPP, which will give us a bigger cushion into fiscal year 2022—after which it will fall off our books.

Motion: The committee recommend the acceptance of the May draft close.

Second: No second required.

Motion was approved unanimously.

Secondly, Don reviewed a resolution to update the signature authorization for current board members and staff on all UDP accounts. A previous approved resolution had fallen short of the requirements at Wells Fargo. The updated resolution stated the following:

- Don Blakeney is authorized as a signer on all existing UDP accounts, and
- Mark Crawford is removed as a signer on all existing UDP accounts, and
- Theresa Doherty, Louise Little, and Alfred Shiga are removed as authorized signers on all UDP accounts, and
- Rob Lubin, Lois Ko and Sally Clark are authorized as signers on all existing UDP accounts, and
- Marcus Johnson will remain as an authorized signer on all accounts he is presently authorized for.

Motion: Sally moved to approve the resolution as read by Don Blakeney.

Second: John seconded the resolution.

Motion was approved unanimously.

Lastly, Don reviewed the proposed budget and workplan [please find associated materials included in the board packet]. Once shaped and approved, this workplan and budget will be presented to the UDBIA Ratepayer Board and general ratepayers for approval at the Annual Meeting on June 24th. Don reviewed the context of COVID, and priorities for the organization going into 2022—including support for small businesses, relaunching events, beautification efforts and continued work on homelessness.

The UDBIA assessment will increase slightly from \$1.215M to \$1.271M because an increase to the Consumer Price Index (CPI), and a few new buildings that have come online and are now paying into the BIA.

Motion: The committee recommend the approval of the proposed 2022 workplan and budget.

Second: No second required.

Motion was approved unanimously.

Governance

Eric welcomed two visiting prospective board members—Troy Carter from Sanctuary Arts and Anna Sorokina from Washington State Employees Credit Union.

Eric reviewed the slate of new committee chairs:

- Executive Committee: Rob Lubin & Lois Ko; Co-Chairs
- Finance Committee: Sally Clark, Chair
- Clean & Safe Committee: Don Schulze, Chair
- Economic Development Committee: Moe Khan, Chair
- Urban Vitality Committee: Stephen Antupit, Chair
- Marketing Committee: [TBD]
- Ratepayer Advisory Board: Maureen Ewing & Aaron Hoard, Co-Chairs

Eric also shared information about upcoming board resources including a share drive, a board welcome packet and some onboarding training.

Eric offered kind words of thanks to Andrew McMasters who is rolling off the board and has served on the U District Partnership for many years.

Don and Rob offered additional kind words about Eric, who is also rolling off the board. His leadership on the Governance Committee will be missed.

Executive Director Report

Don spoke about the physical improvements coming to the district in advance of the light rail opening. He also spoke about how the big focus this month has been about FY 2022 budget development. Board members should attempt to participate in the budget workshop on Thursday, May 20th at 5pm.

UDP Program Reports

Economic Development

Daniel talked about some funding opportunities for small businesses through the Working Washington Grant. Because of his outreach, UDP was able to secure over \$150,000 for small businesses in the District this month.

Daniel has also been working with restaurants to assist them with outdoor seating applications to join the more than 30 businesses who have set up outdoor dining. Some businesses are reporting higher sales around the NE 43rd Street Plaza.

Daniel also spoke about using Fulcrum to track retail vacancy and small business information.

Clean & Safe

Marcus elaborated on the capabilities of the Fulcrum app, which would allow us to consolidate paper reports, text messages, Slack and phone calls into one geo-tagged, time-stamped system that can track work orders in real time and map our impact in the district. Fulcrum is an affordable web-based app used by the Downtown Seattle Association that will only cost us a few hundred dollars a month.

Marcus also offered an update on a recent shooting at Olga Park, associated with a new resident of the encampment there. Because of the shooting, the city cleared the encampment with little notice.

Amber is back on the Ave and still creates issues for Shiga's and nearby businesses. Marcus has worked to post conditions of entry and a trespass warning, but Amber simply moves to the planted strip across the sidewalk. We need a coordinated solution with appropriate resources to help Amber.

The Husky Neighborhood Clean-Up was lighter than normal, likely due to a reduced on-campus presence.

The wall along Campus Parkway continues to be a chronic problem with rampant graffiti. Marcus is working with SDOT/SPU to implement an ivy/green-wall there to discourage graffiti. The area is no longer in the BIA and is very resource intensive to address.

Marketing

Polly is out on maternity leave, Don offered an update on the branding work with Pyramid, who is holding two focus groups regarding the branding in the week ahead. We are also updating the UDP and U District Seattle websites.

Urban Vitality

Don offered the update because Katy was out for a fellowship program this week. The flower baskets were installed this month and we anticipate new U District banners along the Ave before July. Katy is working with the Peha and Soules properties on NE 43rd to hang catenary lights above the outdoor dining tables. Stephen shared that the Urban Vitality Committee is working with UW to envision what might be possible with the Post Office. Don talked about his effort to secure a construction hub coordinator from SDOT to oversee street closures and permitting in the U District in the years ahead.

New Business

Miles encouraged people to attend the Annual Ratepayer Meeting on June 24th at 4:30 p.m. and will be virtual. UDP mailed invites to all ratepayers earlier in the month. Anyone who wants to vote should registered ahead of time with Don. Each property portfolio may vote once.

Rob offered a few kind words about Miles as this was his last meeting as Co-Chair of the UDP. Miles will transition out of the Co-Chair role and into the Chair of Governance.

The meeting adjourned at 12:14 p.m.

JULY 2021 FINANCE NARRATIVE

As we closed out the year, we found an underspend for 2021 can be attributed to three areas: planned underspending that we have been tracking since January, delayed spending/timing for elements that are going to land in July or August instead of June, and changes to grants and programs associated with COVID.

Below is a budget narrative that breaks these areas out in greater detail to show how they added up across the budget sheet.

All in all, this gives us a little boost to start fiscal year 2022, which we may want to invest in the currently unfunded beautification and clean and safe efforts we had planned to fundraise for in advance of the light rail opening.

Underspending

Staffing & Youth Employment (\$60K in underspend)

This has been apparent since the reforecast in January. While we had an increased cost of overlapping executive directors for a few weeks in January, we were delayed in hiring Polly and did not fill the second beautification staff position (which was eliminated in the 2022 budget and replaced with increased hours for Justin, our current employee). Polly was on maternity leave this summer and Don didn't take advantage of the healthcare benefit—both of which had an impact on this spending.

Events (cancelled, no income, lighter expense)

COVID prohibited us from hosting public events, so we saw a decrease in income and event related expenses, including:

- *Insurance (\$5K in underspend)* – Without events, we didn't incur some of our planned insurance expense.
- *Ambassadors (\$7K in underspend)* – Without events, we didn't need to have extra ambassador support this year.
- *Event Support (\$7k)*

Staff & Board Development (\$25K in underspend)

UDP had planned to hire a DEI consultant to guide the Board and staff in diversity, equity and inclusion, which was pushed out and now is budgeted for 2022. With COVID restrictions, staff did not travel to the IDA conference in 2020.

Outreach (\$3K in underspend) – REACH asked to renew their contract, but never completed the process, so we are operating on a month-to-month at the original lower rate.

Delayed Spending

Marketing Expenses (delayed implementation and timing issues)

With Polly coming on later than anticipated, and then leaving to have a baby for May and June, some of the planned expenses have had to pause until fiscal year 2022. These include:

- *New District Photography (\$2K in delayed spending)* – With new brand guidelines just around the corner, we are sliding this into July and August so we don't find ourselves in a situation where our photography doesn't fit our brand.
- *Website Remapping & Branding Implementation (\$30K in delayed spending)* – This is two things: one, a bandwidth issue, and two, a branding/timing issue. We had to hit pause changes to our websites when Polly went out on maternity leave, and some of this work includes adding a new skin to the online marketplace that reflects the neighborhood brand, which we will have in less than a month.

Replacing Flower Basket Infrastructure (\$7k in delayed spending)

Marcus had to find a new vendor for this work this summer and will not implement until August or this fall.

Grand & Contract Adjustments

Contract Services, Studies, Strategies & Implementation (\$44K in underspend)

With shifting priorities for COVID and winning new grants, we had to switch strategies—meaning that some spending didn't end up happening, and other spending was covered by new grants. This included our UDistrictSeattle.com work and the Mural Program.

The U District Partnership Budget Report June 2021

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
43400 · Direct (Grants) Public Support	0.00	0.00	0.00	661.38	0.00	661.38	0.00
44500 · Government Grants and Contracts	110,439.37	240,156.11	-129,716.74	1,270,907.90	1,389,508.91	-118,601.01	1,389,508.91
47000 · Earned Income	0.00	284,800.00	-284,800.00	5,996.00	290,800.00	-284,804.00	290,800.00
46400 · Interest and Other	12.61			155.87	0.00	155.87	0.00
Total Income	110,451.98	524,956.11	-414,504.13	1,277,721.15	1,680,308.91	-402,587.76	1,680,308.91
Gross Profit	110,451.98	524,956.11	-414,504.13	1,277,721.15	1,680,308.91	-402,587.76	1,680,308.91
Expense							
60000 · Staffing	45,876.06	55,716.79	-9,840.73	581,778.77	637,221.97	-55,443.20	637,221.97
61000 · Professional & Contract Expense	2,450.00	4,665.00	-2,215.00	81,239.00	82,900.00	-1,661.00	82,900.00
62000 · Office and Overhead	6,636.34	34,559.17	-27,922.83	73,641.84	114,022.43	-40,380.59	114,022.43
70000 · Direct Program Expenses	55,476.39	405,911.05	-350,434.66	584,236.31	903,055.92	-318,819.61	903,055.92
Total Expense	110,438.79	500,852.01	-390,413.22	1,320,895.92	1,737,200.32	-416,304.40	1,737,200.32
Net Ordinary Income	13.19	24,104.10	-24,090.91	-43,174.77	-56,891.41	13,716.64	-56,891.41
Other Income/Expense							
Other Income							
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
Total Other Income	0.00	0.00	0.00	-10,237.00	0.00	-10,237.00	0.00
Net Other Income	0.00	0.00	0.00	-10,237.00	0.00	-10,237.00	0.00
Net Income	13.19	24,104.10	-24,090.91	-53,411.77	-56,891.41	3,479.64	-56,891.41

The U District Partnership
Balance Sheet Prev Year Comparison
 As of June 30, 2021

	Jun 30, 21	Jun 30, 20	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
10100 · Operating Bank Accounts			
10110 · WSECU Checking	36,295.32	69,690.48	-33,395.16
10103 · UDP WF Checking 0122	33,470.09	43,946.28	-10,476.19
10111 · WSECU Savings	160,066.64	160,600.52	-533.88
Total 10100 · Operating Bank Accounts	229,832.05	274,237.28	-44,405.23
Total Checking/Savings	229,832.05	274,237.28	-44,405.23
Accounts Receivable	64,405.30	88,652.25	-24,246.95
Other Current Assets	3,377.29	2,714.16	663.13
Total Current Assets	297,614.64	365,603.69	-67,989.05
Fixed Assets			
15000 · Furniture and Equipment	3,566.02	3,566.02	0.00
Total Fixed Assets	3,566.02	3,566.02	0.00
Other Assets	3,235.87	3,235.87	0.00
TOTAL ASSETS	304,416.53	372,405.58	-67,989.05
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	26,085.92	48,093.91	-22,007.99
Credit Cards	1,155.25	835.17	320.08
Other Current Liabilities	114,817.62	107,706.99	7,110.63
Total Current Liabilities	142,058.79	156,636.07	-14,577.28
Total Liabilities	142,058.79	156,636.07	-14,577.28
Equity	162,357.74	215,769.51	-53,411.77
TOTAL LIABILITIES & EQUITY	304,416.53	372,405.58	-67,989.05

2020-21 University District BIA

Budget Tracker -June 2021

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	199,739	185,803.09	13,936	93.0%	\$ 11,483.15	\$ 23,431.04	\$ 24,803.95	\$ 11,509.29
Cleaning and Public Safety	665,569	579,300.21	86,269	87.0%	\$ 41,246.70	\$ 47,916.38	\$ 42,272.05	\$ 47,456.51
Urban Vitality	95,243	93,092.70	2,150	97.7%	\$ 5,694.51	\$ 6,357.96	\$ 6,357.82	\$ 6,357.78
Economic Development	220,178	152,271.80	67,906	69.2%	\$ 11,783.37	\$ 14,106.01	\$ 22,459.19	\$ 1,857.13
Marketing	196,780	117,724.36	79,056	59.8%	\$ 3,214.61	\$ 3,088.10	\$ 3,087.84	\$ 3,087.75
Total Requested	1,377,509	1,128,192.16	249,317	81.9%	\$ 73,422.34	\$ 94,899.49	\$ 98,980.85	\$ 70,268.46

	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	\$ 13,814.52	\$ 10,920.00	\$ 11,599.53
Cleaning and Public Safety	\$ 51,878.58	\$ 72,290.94	\$ 48,943.20	\$ 33,532.21	\$ 39,654.70	\$ 46,676.07	\$ 61,427.68	\$ 46,005.19
Urban Vitality	\$ 6,322.09	\$ 7,606.04	\$ 13,518.80	\$ 1,405.39	\$ 1,186.29	\$ 10,995.26	\$ 13,703.09	\$ 13,587.67
Economic Development	\$ 15,254.66	\$ 15,220.64	\$ 20,558.09	\$ 4,386.23	\$ 4,912.97	\$ 18,998.93	\$ 12,798.53	\$ 9,936.05
Marketing	\$ 3,351.96	\$ 7,300.22	\$ 11,665.16	\$ 204.88	\$ 1,186.27	\$ 18,493.17	\$ 33,943.47	\$ 29,100.93
	\$ 88,346.44	\$ 123,317.30	113,483.44	60,939.07	52,534.68	108,977.95	132,792.77	110,229.37

MEMO

From: U District Partnership Executive Committee
To: U District Partnership Board of Directors
Re: Recommended Input on Development of Sound Transit Parcel
Date: July 20, 2021

Context

Sound Transit has officially begun outreach to the broader community to seek input on priorities for the future use of their surplus parcel at 1000 NE 45th Street in the U District. This parcel represents a rare opportunity to create significant benefit for our neighborhood, including affordable housing and other community uses, as well as critical public realm enhancements to accommodate the increased pedestrians we will soon see from our growth.

The U District Partnership, as a community-based non-profit organization that engages in service, leadership, and advocacy on behalf of the University District, plays a critical role as an unbiased convener, ensuring community members are aware of local issues and have an authentic avenue to express their voices. In November of 2020, the U District Partnership submitted a letter to Sound Transit calling for robust community outreach and engagement in their planning and deliberation regarding what to do with this surplus site. UDP also cited the need for affordable housing and thoughtful urban design.

Eight months later, Sound Transit is now engaging the community to hear our thoughts on how they should develop the site, which is why we are proposing a new letter that spells out the following priorities.

Recommendation

The U District Partnership Executive Committee recommends to the UDP Board of Directors that the U District Partnership go on the record again to articulate a framework of priorities for the Sound Transit site. These priorities are listed below and would be presented to Sound Transit in the form of another letter. This letter would underscore the UDP's perspective that the following items should be prioritized as Sound Transit disposes of the surplus property parcel at 1000 NE 45th Street:

- **An active ground floor with small-scale retail** - The Sound Transit site should be developed with exceptionally high-quality pedestrian-focused ground floor uses and design elements. The development should encourage human-scale interaction and activity at the street-level, with clear and porous connections to the building (beyond simple glazing), small-scale ground floor retail, generous sidewalk (beyond Seattle Code requirements), and welcoming and safe streetscape.
- **Affordability** - Consistent with Sound Transit's TOD mandate to significantly expand production of permanently-affordable multifamily housing, development at the site should prioritize low income apartments, including large family units. Of the 30+ new buildings and 3,750 residential units under construction and planned for the neighborhood, none include a significant number of affordable units, though nearly 64 percent of U District residents are below the federal poverty level.

- **Community spaces** - Attendant with accelerating private development in the neighborhood, the vast majority of below-market, non-commercial space for community organizations and human service providers has been lost. This ST surplus site represents a rare opportunity to incorporate space for community benefit expressly into a new development. The site, and the ST TOD portfolio's overall financial capacity to accommodate below-market users, presents a unique opportunity to proactively plan for and accommodate community-oriented services and organizations, such as day care, community gathering space, organizations that serve the BIPOC community, small business incubators, and similar uses. Uses on the ground floor should be compatible with walk-in activity, otherwise these uses should be allocated off of main retail stretches or on non-ground-floor levels.
- **Open space** - Residents, visitors, and employees in the University District have long expressed the desire for more spaces within the public realm to accommodate the range of needs for the growing population. Many residents live in the district's dense, smaller dwellings without access to usable open space. The development of the Sound Transit surplus site should add to the neighborhood's network of pedestrian-priority outdoor spaces that provide a new "front yard" for the University District community.
- **An east-west alleyway will improve the pedestrian network** - The University District's long north-south blocks make pedestrian routes circuitous and hamper access to many neighborhood destinations. As articulated by the City Of Seattle's Neighborhood Design Guideline (PL1 - Connectivity), incorporating an east-west mid-block connection can provide more pedestrian routes through long blocks. This site lies within the guidelines' "Mid-block Pedestrian Pathway Priority Area" and the development process should prioritize an alley modification to provide a mid-block connection between Roosevelt Way NE and 11th Ave NE. Doing so will also create a more developable, contiguous ST surplus site for development. UDP stands ready to support this effort, knowing that the Seattle City Council has great discretion in granting alley modifications.
- **Environmental performance** - New construction in the U District's can increase the neighborhood's emissions of greenhouse gases, the effects of which disproportionately affect low-income, BIPOC, and dense urban communities with disproportionate public health impacts (e.g., heat islands, noise, glare, poor air quality, etc.). The Sound Transit parcel development must meet stringent environmental performance and natural systems integration.
- **Community partnership with the UDP** - Sound Transit's TOD development processes for the Capitol Hill, Roosevelt and Rainier Valley surplus properties provide precedents and lessons learned for authentic community engagement. Sound Transit should prioritize collaboration with the U District Partnership as the neighborhood's leadership organization to ensure an authentic and inclusive community engagement process in the U District. In addition, Sound Transit should explore opportunities to partner with the U District Partnership to sustain ongoing community support through this development by providing much needed office, operations and gathering space for community-focused organizations.

July Program Updates

ECONOMIC DEVELOPMENT

Expanding Outdoor Dining

Outdoor dining options in the U District continue to expand as the UDP works with businesses and community groups to enhance the public realm. Thus far, over 15 restaurants and/or cafés have implemented public right-of-way outdoor seating, and 5 more have applied for permits to do so in the coming weeks. The UDP continues to support businesses by offering technical assistance, providing recommendations for sourcing furniture/fencing, and helping owners/operators apply to outdoor seating permits.



In the coming weeks, the UDP will also release an outdoor seating guide, designed to assist businesses in making informed decisions about where to place seating in the public right-of-way, best practices for preventing graffiti, and places to source attractive seating options that are inviting to potential customers.

New Changes to [UDistrictSeattle.com](https://www.udistrictseattle.com)

UDP staff continue to work on enhancing the UDS website, adding more community businesses and developing new content to attract new and returning visitors. This month, the UDP created a [SummerStreets landing page](#) and a homepage that markets



EXPLORE UNIQUE OUTDOOR DINING DESTINATIONS

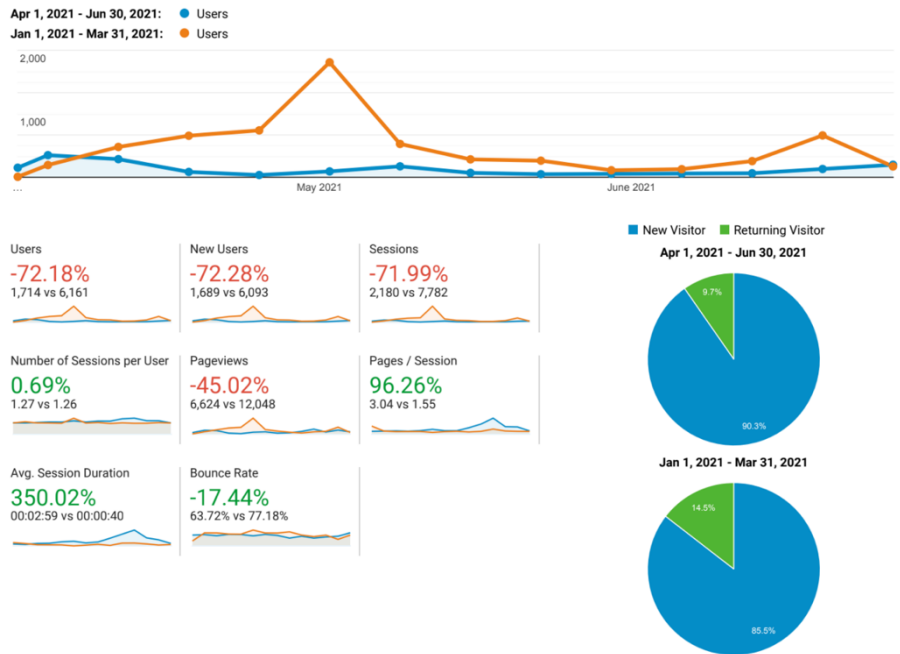
From brunch classics at Portage Bay to mouth watering beers at Big Time Brewery, the U District has over 30 restaurants, cafes, and bars boasting unique outdoor dining destinations

[LEARN MORE](#)



outdoor dining in the community. Daniel and Polly are also working on finalizing a blog section which will provide stories and articles focused on neighborhood guides, U District in the news, and upcoming events.

While we look forward and continue to improve the content on the UDS website, the UDP is also tracking and analyzing the number of users the website attracts. The line graph on the right, compares the websites traffic between Q1 and Q2 of 2021.



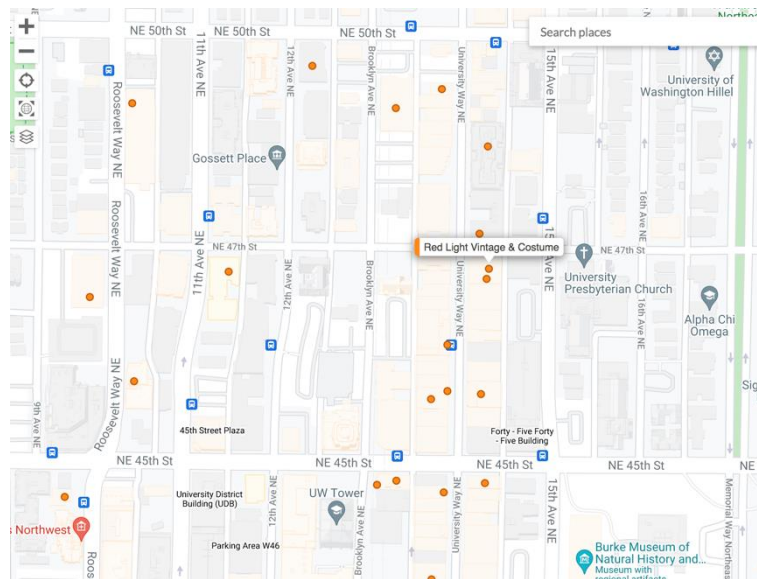
Q1 offers a glimpse of the number of users UDS was attracting while running Facebook, Instagram, and Google ads. Q2 shows the number of users UDS has attracted with no ad spend and organic searches only.

Although the number of users has dropped significantly between Q1 and Q2, other key metrics show that users are engaging with the website in a more meaningful way. As compared to Q1, Q2 shows that the UDS website bounce rate dropped by 17% and the pages per session for users increased by 96%!

Tracking Business Engagement

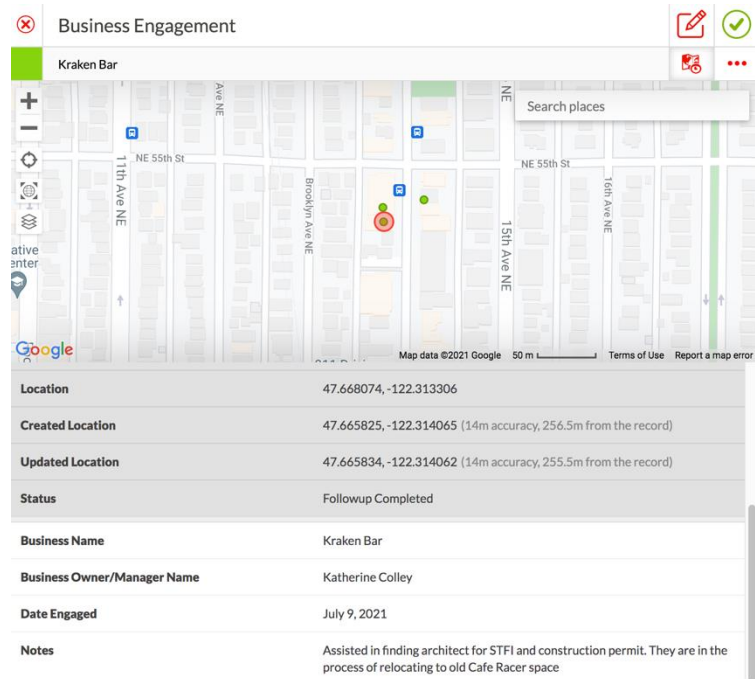
As UDP staff continue to integrate a variety of projects into the new online tracking software (Fulcrum), Daniel has begun to accurately track the business engagement he conducts every month.

As shown on the right, this platform geographically highlights the businesses that were engaged, and allows Daniel to take notes and save



the variety of assistance he has offered (or still needs to offer) to a specific business. It also allows Daniel to communicate the business support he provides to community stakeholders in a more effective way.

Most importantly, it allows Daniel to organize his on-the-ground business assistance - understanding their current needs, whether they need follow-up assistance, and the last topic that was discussed with a particular business owner.



MARKETING & COMMUNICATIONS

Polly is now back part-time, one day per week, during her maternity leave to support programs and events. She returns to full-time in September.

District Brand Development & Marketing Strategy Project

After conducting two focus groups with the first round of brand concepts in June, Pyramid Communications compiled feedback from affiliated and non-affiliated participants, the Task Force, and UDP Staff to make revisions. This included brand color palette, logo typography, and suggested use layout/photo treatments. A second round of brand concepts was presented to the Task Force and Staff for another round of feedback.

During the July board meeting, the team at Pyramid will present the final brand identity for the U District.

Pyramid will continue to be engaged for branding rollout, in addition to collateral for the light rail station opening festival.

Email Marketing

07/14 Newsletter – Mural Volunteers & Food Walk Sign-Up
In progress

07/01 Newsletter – Summer Streets & Mural Volunteers
Open Rate: 30.5% / Click Rate: 5.3%

06/03 Newsletter – Mural Artists and Compassion Seattle
Open Rate: 27.3% / Click Rate: 4.8%

Press

Summer Streets has received a variety of press in the last few weeks that highlights the 43rd Street Outdoor Dining Plaza, the Outdoors on the Ave partial street closure, and outdoor dining throughout the neighborhood.

- [University District builds new outdoor-dining spaces with great food options close by](#) | Seattle Times
- [Seattle's U District neighborhood gears up for summer with new outdoor dining activities](#) | Seattle PI
- [University District opens outdoor dining plaza as light rail inches closer](#) | My Northwest

URBAN VITALITY

Development Projects

Sound Transit Surplus Parcel Statement

Sound Transit has officially begun outreach to the broader community to seek input on priorities for the future use of their surplus parcel at 1000 NE 45th Street in the U District. This parcel represents a rare opportunity to create significant benefit for our neighborhood, including affordable housing and other community uses, as well as critical public realm enhancements to accommodate the increased pedestrians we will soon see from our growth. The website the Urbanist has written a piece with additional information about the parcel [here](#).

A proposed position statement [included in this Board packet] developed by the UV Committee was approved by the Executive Committee and will be recommended to the Board for a possible vote at the July Board meeting.

MORE new development projects planned for district

A number of new projects have started the process of getting design approval to be built in the neighborhood. Here's a few major projects planned for the U District:



700 45TH ST – VICTORY AT THE U STUDENT RESIDENCES

A 23-story, 110-unit apartment building with office. Parking for 15 vehicles is proposed. UDP has already met with Champion, the developer of the property, about their design.

4522 ROOSEVELT WAY NE – OneX Towers

A 24-story, 336-unit apartment building with retail, a 22-story office building, and three retail buildings. Parking for 222 vehicles is proposed. The UDP will meet with Onelin, the developer of the property, before its early design guidance meeting at the end of July.

1013 45TH ST

A 25-story, 420-unit apartment building with retail and office. Parking for 30 vehicles is proposed. UDP has met with Onelin, the developer of the property, and the architect to discuss the early project design.

Mobility and Transportation

NE 43rd Improvement Project

Construction has restarted on 43rd between 15th and the light rail station after about a month pause. Crews are getting ready to take out old traffic signals at the intersection of 43rd and the Ave, which will happen at the end of July. They will also be planting trees and plants in the planter beds starting the second week of August.

Route 44 Paving and Striping on 15th and 45th

To accommodate improvement for the Route 44 bus that runs through the district to Ballard, SDOT will be repaving and “rechannelizing” (changing the layout of lanes on a road) NE 45th and 15th Ave NE through the U District. This work will begin at the end of this month and is scheduled to be completed prior to the light rail station opening in October.

Seamless Seattle Maps

As a part of the Route 44 project, the City of Seattle is installing new wayfinding signage along NE 45th St. and 15th Ave NE. The project is the second phase of a city-wide pilot called Seamless Seattle, which was launched downtown. Urban Vitality is working with the City program manager and the Urban Vitality Committee to identify important built environment assets that should be included in the map. The City will also hold a public outreach meeting about the maps. Finally, we are coordinating with the City on the placement of the maps, as part of a broader conversation about signage clutter on our sidewalks.

Montlake Bridge Closure

The Montlake Bridge will be closed for repairs for a month starting this August. UDP has communicated the upcoming closure to our network through the newsletter. One important impact from the closure is that much of the traffic from east of the University will be redirected down NE 45th St to the University Bridge and I5, so we can expect traffic impacts through the late summer months. More information about the closure can be found [here](#).

Public Realm

U District Mural Program – Installation Completed!

On Saturday, July 17, UDP worked with local artists and Urban Artworks to install two more murals in the district, and to finish the mural already installed at the Jack Straw building. Community members helped paint parts of the murals, and we hired a photographer and videographer to document the day. We'll be releasing an e-blast with photos of the finished projects and information about our artists in the coming days!

District Beautification and Lighting Efforts

- Summer banners have been hung along the Ave, and will stay up for the summer months.
- We are moving forward with implementing overhead café lights on both sides of NE 43rd Street, between the Ave and the light rail station. We have received permission from property owners, and are working with the City to understand permitting requirements. This lighting will be hung before the station opens, and will create a brighter and more welcoming environment for pedestrians and customers of area restaurants.

Light Rail Station Opening Event Planning

The U District Light Rail Station opens Saturday, Oct. 2. UDP plans to hold a station opening event for the neighborhood. Current planning activities include:

- Successfully submitted a Special Events permit to the City of Seattle on July 2
- Contracting with Bold Hat Productions to manage a main stage. Working with Big Time Brewery to host a beer garden.
- Finalized a sponsorship opportunities packet and begun outreach to potential sponsors.
- Outreach to businesses to participate in the \$3 food walk. Our goal is to have 50 businesses participate, and we currently have a dozen signed on.
- Conversations with Pyramid Communications on collateral and branding design for the event, and tying it in to our new U District brand
- Coordination with UW's Ad Hoc back to campus committee. This includes working with the UW HUB to recruit student groups to perform at the event.

CLEAN & SAFE

Committee Update

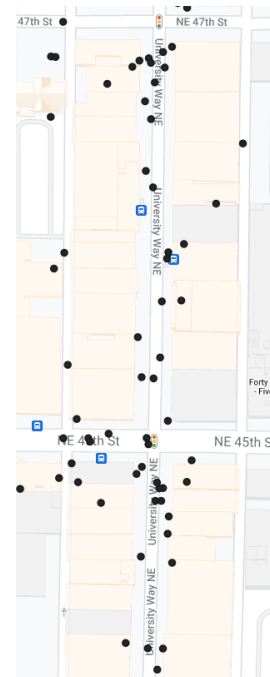
Summer Hiatus

The Clean and Safe Committee is taking our usual summer hiatus. Our last scheduled meeting was in June, we will resume meetings in September.

Cleaning Update

Fulcrum App

UDP went live with the new digital reporting system, Fulcrum, on July 1st. Beginning in August, the reporting for our cleaning and safety issues in these reports will look different and will be capable of tracking more detail. To the right is a look at a map of cleaning done on one block between July 1st-14th as is seen in our Fulcrum data.



Clean Cities Initiative Funding

We received a second round of Clean Cities Initiative (CCI) funding for July-September. The first round of CCI funding was for \$22,000, this round we received \$13,750 from the City. This will allow us to provide three, 8-hour shifts a week of special cleaning for the next 11-weeks as well as some funds to provide additional cleaning materials.

NORTH AND SOUTH CLEANING AREAS

	June 2020	July 2020	Aug* 2020	Sept. 2020	Oct. 2020	Nov. 2020	Dec. 2020	Jan. 2021	Feb. 2021	March 2021	April 2021	May 2021	June 2021
Hours of Cleaning	276	284	390	272	284	276	284	280	256	284	276	284	272
Bags of Trash Removed	925	800	1,150	750	775	724	750	750	625	810	575	620	480
Dumpster Overflow Cleanu	76	180	220	150	165	122	141	120	85	105	102	88	29
Graffiti Tags Removed	1040	875	950	840	639	584	620	368	325	395	325	380	290
Biohazards Removed	770	735	860	695	605	489	625	365	310	375	255	295	209
Pressure Washing Hours	55	4	4	4	4	4	4	4	4	4	4	33	64

*Included the General Cleaning Area for the month of August 2020

GENERAL CLEANING AREA

	Sept. 2020	Oct. 2020	Nov. 2020	Dec. 2020	Jan. 2021	Feb. 2021	March 2021	April 2021	May 2021	June 2021
Hours of Cleaning	160	156	156	156	156	156	156	156	156	156
Bags of Trash Removed	550	595	567	526	610	725	365	580	475	390
Dumpster Overflow Cleanup	125	115	93	84	135	87	62	15	53	2
Graffiti Tags Removed	616	375	357	291	310	243	365	290	325	210
Biohazards Removed	785	730	672	609	565	437	480	425	435	280

CLEAN CITIES INITIATIVE CLEANING

	Feb.	March	April
REPORT TYPE	2021	2021	2021
Hours of Cleaning	160	176	168
Bags of Trash Removed	256	289	270
Graffiti Tags Removed	568	760	615
Biohazards Removed	155	175	142

Safety Update

Vacant Buildings

On Monday, 7/13 we had a major fire in a vacant building at 5247 University Way NE. This building has been vacant for more than 5-years pending a future development. We have been working with SPD and SDCI to secure this building regularly over the years, but it has been difficult to keep it sealed. Thankfully, no one was injured in the fire. We monitor vacant buildings and work with SDCI to keep the buildings sealed as illegal occupancy of these buildings pose a fire danger and can increase crime in an area such as was the case with the Seven Gables and other vacant buildings.

AMBASSADOR DATA

	June	July	Aug.	Sept	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
REPORT TYPE	2020	2020	2020	2020	2020	2020	2020	2021	2021	2021	2021	2021	2021
911 Calls	2	9	6	2	5	0	2	1	2	2	5	1	3
Homeless Interactions	106	100	82	55	89	70	71	111	103	102	113	107	92
Wayfinding/ Pedestrian Interactions	54	28	32	33	36	56	38	86	52	51	78	89	63
Conditions of Entry/ Sit-Lie	7	5	7	2	0	0	3	8	0	5	7	10	15
Drug and Alcohol Activity	3	3	12	11	15	2	4	8	3	23	41	8	6
Business Visits	176	279	232	196	184	142	185	304	230	229	216	342	279
Suspicious Persons	45	64	60	41	63	40	50	83	84	68	77	90	51
Emphasis Patrols	43	52	54	47	37	81	56	35	25	67	53	63	59
Shoplift	20	37	48	40	42	34	28	62	61	51	37	65	37
Calls and Text for Service During Hours	55	41	59	52	92	46	70	83	81	99	98	159	107

Outreach Update

High-Impact Individuals

David has been working with other service providers to get some of the high-impact individuals in the U District connected to LEAD. Getting these people referred into LEAD provides them with more resources than what David can do on his own.

Shelter Availability

Unfortunately, recently there have been very few shelter spots available. Many times shelter spots are held for sweeps and are not available to outreach workers like David when he finds someone wanting to go inside. David continues to make requests for beds to the HOPE Team and occasionally they will get one of David's clients a shelter spot.