



BOARD MEETING AGENDA

11:30 a.m. – 1:00 p.m.

July 19, 2022

ZOOM Virtual Meeting

| | | | |
|-------|---|--------|-------------------|
| I. | Welcome & Introductions | Rob | 11:30 a.m. |
| II. | Public Comment | Public | 11:35 a.m. |
| III. | Approval of June Meeting Minutes | Rob | 11:40 a.m. (Vote) |
| IV. | Finance Committee Report <ul style="list-style-type: none">● Acceptance of Draft FY22 Close | Sally | 11:45 a.m. (Vote) |
| V. | Governance Committee Report <ul style="list-style-type: none">● Joint-Board Social 8/11, 4:30 p.m. | Miles | 12:00 p.m. |
| VI. | Council Redistricting Letter | Don | 12:05 p.m. |
| VII. | UDP Branding Update | Polly | 12:10 p.m. |
| VIII. | Clean, Safe & Outreach Update | Marcus | 12:20 p.m. |
| IX. | Guest Speaker: City Councilmember Alex Pedersen <ul style="list-style-type: none">● Preview for the City budget process this fall● City's effort to hire police and explore public safety alternatives● U District alley policy work with UDP/SPU | | 12:30 p.m. |
| X. | New Business <ul style="list-style-type: none">● Fritz Hedges August Move Series● Arts & Culture Initiative● \$4 Food Walk | Rob | 12:55 p.m. |
| XI. | Adjourn | Rob | 1:00 p.m. |

***Note, the August joint-board social will replace the board meeting next month. We will return to meeting in September, but on a new date (9/27 at 11:30 a.m.) to accommodate an in-person meeting.**



Board Meeting Minutes

Time: 11:30 AM – 1:00 PM

Date: June 21, 2022

Location: Zoom Meeting

UDP Board Members in Attendance

Lois Ko, Sweet Alchemy – Co-Chair
Rob Lubin, UW Housing – Co-Chair
Stephen Antupit, Resident – Secretary
Jeremy Eknoian, UW Real Estate
John Hix, Seattle Vinyard Church
Kristine Kenney, UW Planning

Anson Lin, Astora Construction
Santhi Perumal, UW School of Education
Miles Richardson, Audi Seattle/University VW
Don Schulze, Shultzzy's, Chair, Clean & Safe
Alfred Shiga, Shiga's Imports

UDP Board Members Not in Attendance

Rick Jones, University Business Center
Moe Kahn, Cedars Restaurant
Anson Lin, Astora Construction

Trevor Peterson, UW Bookstore
Ana Sorokina, WSECU
Joshua Stabenfeldt, University Y

UDP Staff

Don Blakeney, Executive Director; Marcus Johnson, Clean, Safe & Outreach Manager; Phil Lloyd, Financial Manager; Daniel Lopic, Economic Development Manager; Katy Ricchiuto, Urban Vitality Manager; Polly Yokokawa, Marketing & Communications Manager

Guests*

No guests attended the meeting.

**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

Lois welcomed people to the meeting.

Public Comment

There was no public comment.

Approval of May 2022 Meeting Minutes

Motion: Jeremy moved to approve the May 2022 meeting minutes.

Second: Miles seconded the amended motion.

The motion was approved unanimously.

Executive Director Report

Clean Alleys Advocacy: Don offered an update about some of the team's recent work to address the issues in the alleys. This spring, Katy led a partnership with the Evans School to identify issues and policy considerations related to the mess that accumulates in the U District alleys. Katy and Marcus have been meeting with SPU and the City Council to look at these issues and a range of potential solutions that include requirements to lock dumpsters, enforcement for bad-actors, and better oversight of Recology, whose missed pickups regularly have a major impact on the district.

Public Safety Advocacy: Don also reported out on UDP's effort to inform city leaders about safety and behavioral health issues in the U District. Over the winter UDP [met with City Council](#) and led a walk with City leaders to speak with small businesses experiencing impacts from people suffering from behavioral health issues. This spring, UDP partnered with other neighborhood business districts to ask for [a series of policy interventions](#) to address these compounding impacts. The City has begun to implement several initiatives including a broken windows grant program, a public safety hub coordinator program and new low-barrier ways for stakeholders to report crimes to authorities. More work is still being done to explore alternatives for crisis response (including the idea of civilian foot patrol) and to also look at the challenges that small businesses face with insurance for vandalism and damaged property.

Program Reports

Homelessness: Marcus shared information about the updated census of people experiencing homelessness in the U District. As of June, the team counted 43 tents with an estimated population of around 60 people sleeping outside on any given night. The majority of folks are sleeping in the Pasadena area below the ship canal bridge.

Cleaning: Marcus also updated the Board about the upcoming changes to UDP's cleaning contract. UDP has ended the contract with Black Mountain and has engaged Seattle Surface Cleaners to take on graffiti abatement going forward. In addition to this, UDP has brought on another full-time employee to manage litter abatement in-house. With the new technology and this new configuration of UDP's clean team, the goal is to address graffiti in the South Cleaning Area within 24 hours. The Board underscored the need to stay on top of graffiti and was excited to hear about this new approach. There was discussion about the need to have a plan for vacant buildings.

Safety Ambassadors: Marcus offered an update on the expanded ambassador hours, who are now in the field from 7:30 a.m. to 11 p.m. on weekdays, and 3 p.m. – 11 p.m. on weekends. The program expansion has been very well received.

Economic Development: Daniel shared an update about the disbursement of broken window grants to small businesses in the U District. He also talked about commercial vacancy tracking and how UDP is now able to connect interested businesses with available spaces by using the fulcrum program. Fulcrum also allows UDP to map-out all of the district's small businesses by category or even hours of operation. This supports Daniel's work to attract new businesses to the district. UDP is also continuing to invest energy into getting small businesses registered on udistrictseattle.com.

Development Snapshot: Katy offered a brief development snapshot of some of the neighborhoods major developments including the Standard, the Accolade, Viola Apartments, the Chapter Building 1, Oliv, Theory U District and the new Safeway building. Sound Transit also announced the findings of [a recent survey](#) to determine the future of their surplus parcel on NE 45th Street at Roosevelt Way. If Sound Transit goes before City Council to vacate the alley, there could be an opportunity for UDP to weigh in to support.

Physical Improvements: Katy shared that the catenary lights on NE 43rd are finally installed and functional. A second phase will be an effort to dim some of the 'cobra head' lights that service the roadway.

Mobility: King County Metro will launch bus service on NE 43rd before the end of June.

Events: Polly shared all of the earned media that Boba Fest garnered in its first year this spring. Street Fair also generated a lot of interest and coverage of the district. Both events brought tens-of-thousands of people to the district. Daniel spoke about the work that UDP did to engage small businesses in the Street Fair—over 15 businesses participated in the outdoor component of the fair—some with beer gardens and some with interactive booths. UDP is also preparing to launch a summer movie series on Fridays in August: Summer Movies By The Bay. It's co-presented by UDP, Scarecrow Video, and Agua Verde.

Marketing & Communications: Polly spoke to the work happening at UDP to continue to update both the UDP and U District websites with event and neighborhood information.

Finance Committee Report

Don offered an update from the Finance Committee. With the Street Fair event, the cash on hand is fluctuating. UDP expects to end the year with an underspend on the BIA side. Grant income is driving variances that we have discussed and continue to track. The full Finance Committee narrative is available in the June Board packet. The Board expressed gratitude for all of the work that UDP has done to secure grant funding this year, which totaled close to \$500,000 in Fiscal Year 2022.

Motion: The Finance Committee moved to accept the May 2022 financial as presented at the June 21st, 2022 Board Meeting.

Second: No second was required.

Motion was approved unanimously.

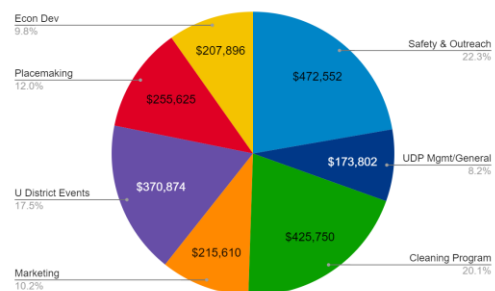
2022-2033 Budget

Don walked through the timeline for the budget development approvals in June 2022. Both the BIA and UDP Board participated in a visioning process last winter. UDP staff worked this spring to develop a proposed work plan and budget. At this Board meeting the UDP Board will approve a budget to propose to the BIA Ratepayer Advisory Board at the end of the month for an advisory vote, in advance of the fiscal year starting on July 1.

Don spoke about the context of the budget. There are surplus BIA dollars above the required reserves, and how the UDP will see a \$50-75K jump in new benefit dollars. Near-term priorities include: safer streets, cleaner district, homeless support, enhanced public realm, small business support, signature events, more advocacy and raising the U District/UDP profile. A full outline of the proposed budget and work plan can be found in the June Board packet.

Proposed 2022-2023 Budget: \$2.12 Million

The Board was supportive of the budget and talked about the evolution of the events to include and focus on Asian-American culture.



Motion: The Board approves submitting the proposed work plan and budget to the UDBIA Ratepayer Advisory Board for their recommendation to the ratepayers at the 2022 Annual Meeting on June 30, 2022.

Second: No second was required.

Motion was approved unanimously.

Governance Committee Report

Lois led the vote to renew standing board members whose terms were ending: Don Schulze, Andon Lin, and Kristine Kenney. She also led the vote elect new UDP Board officers: Lois Ko (Co-Chair), Rob Lubin (Co-Chair), Trevor Peterson (Treasurer), Stephen Antupit (Secretary).

Motion 1: The Board approves the slate of new officers, as proposed by the Governance Committee: Lois Ko (Co-Chair), Rob Lubin (Co-Chair), Trevor Peterson (Treasurer), Stephen Antupit (Secretary).

Second: No second was required.

Motion was approved unanimously.

Motion 2: The Board approves the renewal of Board members Anson Lin, Don Schulze and Kristine Kenney for another three year term.

Second: No second was required.

Motion was approved unanimously.

New Business

The Annual Meeting will be on June 30th at 4 p.m. and Board members are encouraged to attend.

Adjournment

The meeting was adjourned at 12:58 p.m..

UDP FINANCE COMMITTEE NARRATIVE

Finance Committee Meeting 7/15/22

New fiscal year, new horizons. The 2022 fiscal year is closed out with a balanced budget. Thanks to the generous support of grants, donations and sponsorships, UDP also has a healthy nest egg for the 2023 fiscal year, which is reflected in the budget that was unanimously passed by the UDP Board, and unanimously accepted by the Ratepayer Advisory Board and ratepayers at the annual meeting.

Balance Sheet Report

The grant dollars still play a role in the variations on the balance sheet. UDP's checking account balance is up last July, while the savings account balance is down. With the grant invoicing, UDP has \$225K in receivables that will be coming in soon, bringing the current net assets up from last year at this time.

Budget Report

The comments below add context and details to variances seen in the budget report. The numbers along the left side of the page correspond with the numbers on the budget report:

Income:

43400 & 44530 – Business Contributions & Government Grants: *These numbers grew substantially last year, largely because of grants that UDP received from Seattle's Office of Economic Development.*

47210 – Street Fair: *This year UDP completely reconfigured the income streams for this year's event for a variety of reasons. First, fewer vendors participated this year, due to the pandemic. Second, UDP didn't bring back the commercial exhibitors, in response to feedback from the community, but did go after corporate sponsors, which brought-in over double the income. Third, UDP received a \$50K grant from King County. The income looks substantially lower, but was in fact backfilled by grant dollars and other event income. Budget reports in fiscal year 2023 will report out on this differently, to make it easier to track.*

47260 – BIA Events: *We saw a significant bump in event income from an additional \$40K sponsorship of last fall's light rail station opening, which left UDP with a surplus.*

Expense:

62700 – Technology and Software: *UDP subscribe to a new issue/staff tracking app that allows for much greater accountability with our clean and safe programs.*

63600 – Staff Development: *The Board had set aside money for a retreat, but with COVID, it hasn't been possible.*

70200 – Community Beautification: *Grant money secured by UDP allowed for additional spending on beautification projects.*

70300 – Advertising & Marketing: *With new events this year, UDP was able to leverage sponsorship and event dollars to leverage media and promotional attention on the district, in lieu of paid advertising.*

70400 – Studies, Strategy & Implementation: *UDP hired an Economic Development Specialist to carry out the work that was calculated in this category, so the spending took place up on the staffing line. That position was subsequently funded by OED, so there was an underspend here that can be applied to next year.*

70500 – Ambassador Program: *With generous support from UW, UDP was able to add to existing service levels, which is reflected in this increased spending.*

70600 – Youth Employment Contract: *This is the funding that was set aside for an ongoing partnership with Sanctuary Art Center that ended.*

70650 – REACH Program: *The contract for this position moved from the City of Seattle to the King County Regional Homeless Authority (KCRHA). In the move, KCRHA is now fully funding the contract, as of January 1, 2022, leaving UDP with a surplus.*

70700 – Other Program Contract Services: *This is a combination of things that were initially unbudgeted, but subsequently grant-funded—including the broken windows fund.*

70999 – Placemaking: *This reflects the tree lights on the Ave, which were added after receiving new money from the BIA and OED. Also, this includes spending on a consultant to lead an arts conversation with U District stakeholders—funded by City grant dollars. Because of the grant and donation dollars, we decided to curtail the previously projected fundraising/spending on additional murals.*

80000 – Event Expenses: *This represents increased event expenses associated with Station Opening Festival sponsorship dollars mentioned above. The Street Fair expenses are still in the process of landing.*

BIA Budget Tracker

BIA spending landed mostly on track. UDP has some under spending in Marketing and in Economic Development (due to grants) that can be pulled forward into 2023. The underspending was offset by overspending in other categories, to front-load cost of programs to be reimbursed at a later date through grants and sponsorship.

The U District Partnership
 Balance Sheet Prev Year Comparison
 As of June 30, 2022

| | Jun 30, 22 | Jun 30, 21 | \$ Change |
|--|--------------------------|--------------------------|--------------------------|
| ASSETS | | | |
| Current Assets | | | |
| Checking/Savings | | | |
| 10100 · Operating Bank Accounts | | | |
| 10110 · WSECU Checking | 100,592.33 | 36,295.32 | 64,297.01 |
| 10103 · UDP WF Checking 0122 | 0.00 | 33,470.09 | -33,470.09 |
| 10111 · WSECU Savings | 110,187.74 | 160,066.64 | -49,878.90 |
| Total 10100 · Operating Bank Accounts | 210,780.07 | 229,832.05 | -19,051.98 |
| Total Checking/Savings | 210,780.07 | 229,832.05 | -19,051.98 |
| Accounts Receivable | 224,845.40 | 62,599.72 | 162,245.68 |
| Other Current Assets | 7,883.39 | 3,197.61 | 4,685.78 |
| Total Current Assets | 443,508.86 | 295,629.38 | 147,879.48 |
| Fixed Assets | 0.00 | 1,620.92 | -1,620.92 |
| Other Assets | 3,235.87 | 3,235.87 | 0.00 |
| TOTAL ASSETS | <u>446,744.73</u> | <u>300,486.17</u> | <u>146,258.56</u> |
| LIABILITIES & EQUITY | | | |
| Liabilities | | | |
| Current Liabilities | | | |
| Accounts Payable | 151,050.83 | 26,085.92 | 124,964.91 |
| Credit Cards | 6,679.28 | 1,155.25 | 5,524.03 |
| Other Current Liabilities | | | |
| BIA Payable | 0.00 | 5,495.84 | -5,495.84 |
| Deferred Revenue | 10,000.00 | 0.00 | 10,000.00 |
| 24000 · Payroll Liabilities | 32,041.54 | 9,272.02 | 22,769.52 |
| Total Other Current Liabilities | 42,041.54 | 14,767.86 | 27,273.68 |
| Total Current Liabilities | 199,771.65 | 42,009.03 | 157,762.62 |
| Total Liabilities | 199,771.65 | 42,009.03 | 157,762.62 |
| Equity | | | |
| 32000 · Unrestricted Net Assets | 258,477.14 | 215,769.51 | 42,707.63 |
| Net Income | -11,504.06 | 42,707.63 | -54,211.69 |
| Total Equity | 246,973.08 | 258,477.14 | -11,504.06 |
| TOTAL LIABILITIES & EQUITY | <u>446,744.73</u> | <u>300,486.17</u> | <u>146,258.56</u> |

The U District Partnership

Budget Report

June 2022

| | Jul '21 - Jun 22 | YTD Budget | \$ Over Budget | Annual Budget |
|---|---------------------|---------------------|-------------------|---------------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 43400 · Direct (Grants) Public Support | 10,500.00 | 0.00 | 10,500.00 | 0.00 |
| 44500 · Government Grants and Contracts | 1,625,116.87 | 1,471,377.65 | 153,739.22 | 1,471,377.65 |
| 47000 · Earned Income | 206,274.31 | 250,000.00 | -43,725.69 | 250,000.00 |
| 46400 · Interest and Other | 2,165.19 | | | |
| Total Income | 1,844,056.37 | 1,721,377.65 | 122,678.72 | 1,721,377.65 |
| Gross Profit | 1,844,056.37 | 1,721,377.65 | 122,678.72 | 1,721,377.65 |
| Expense | | | | |
| 60000 · Staffing | 666,262.59 | 664,011.40 | 2,251.19 | 664,011.40 |
| 61000 · Professional & Contract Expense | 42,400.00 | 43,900.00 | -1,500.00 | 43,900.00 |
| 62000 · Office and Overhead | 103,395.09 | 106,820.24 | -3,425.15 | 106,820.24 |
| 70000 · Direct Program Expenses | 1,008,636.05 | 895,854.00 | 112,782.05 | 895,854.00 |
| Total Expense | 1,820,693.73 | 1,710,585.64 | 110,108.09 | 1,710,585.64 |
| Net Ordinary Income | 23,362.64 | 10,792.01 | 12,570.63 | 10,792.01 |
| Other Income/Expense | | | | |
| Other Income | | | | |
| Fiscal Sponsor Expenses | -34,866.70 | 0.00 | -34,866.70 | 0.00 |
| Total Other Income | -34,866.70 | 0.00 | -34,866.70 | 0.00 |
| Net Other Income | -34,866.70 | 0.00 | -34,866.70 | 0.00 |
| Net Income | -11,504.06 | 10,792.01 | -22,296.07 | 10,792.01 |

2020-21 University District BIA

Budget Tracker -May 2022

| ACCOUNTS | Budget | TO DATE | REMAINING | % Expended | Jul | Aug | Sep | Oct |
|----------------------------|------------------|---------------------|---------------|--------------|---------------------|----------------------|----------------------|----------------------|
| Program Management | 170,820 | 162,285.30 | 8,534 | 95.0% | \$ 16,200.50 | \$ 10,789.81 | \$ 11,613.91 | \$ 11,000.75 |
| Cleaning and Public Safety | 580,857 | 584,228.11 | -3,371 | 100.6% | \$ 47,284.03 | \$ 44,514.16 | \$ 48,347.50 | \$ 44,137.88 |
| Urban Vitality | 164,209 | 192,019.09 | -27,810 | 116.9% | \$ 14,296.09 | \$ 42,882.20 | \$ 47,713.15 | \$ 18,247.79 |
| Economic Development | 190,542 | 180,707.81 | 9,834 | 94.8% | \$ 13,644.81 | \$ 13,576.04 | \$ 16,581.25 | \$ 11,245.25 |
| Marketing | 192,510 | 150,929.64 | 41,580 | 78.4% | \$ 3,624.78 | \$ 7,287.29 | \$ 10,476.11 | \$ 30,290.77 |
| ST Opening | 16,046 | 16,915.77 | -870 | 105.4% | \$ - | \$ 1,091.37 | \$ 13,028.98 | \$ 971.27 |
| Cherry Blossom | 15,378 | 5,888.58 | 9,489 | 38.3% | \$ - | \$ 13.76 | \$ 13.76 | \$ 16.78 |
| Other Events | 0 | 17,651.44 | -17,651 | | | | | |
| Street Fair | 19,018 | 19,018.00 | 0 | 100.0% | \$ - | \$ - | | |
| Total Requested | 1,349,378 | 1,329,643.74 | 19,734 | 98.5% | \$ 95,050.21 | \$ 120,154.63 | \$ 147,774.66 | \$ 115,910.49 |

| | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
|----------------------------|--------------|--------------|---------------|--------------|---------------|--------------|----------------|--------------|
| Program Management | \$ 14,607.63 | \$ 17,780.37 | \$ 18,221.37 | \$ 13,269.98 | \$ 12,288.06 | \$ 12,639.33 | \$ 11,997.49 | \$ 11,876.10 |
| Cleaning and Public Safety | \$ 31,282.56 | \$ 46,258.45 | \$ 48,129.08 | \$ 41,342.10 | \$ 49,331.33 | \$ 56,080.77 | \$ 65,286.27 | \$ 62,233.98 |
| Urban Vitality | \$ 9,942.61 | \$ 8,655.54 | \$ 18,495.43 | \$ 36,594.97 | \$ (7,534.04) | \$ 12,613.85 | \$ (12,254.93) | \$ 2,366.43 |
| Economic Development | \$ 11,957.10 | \$ 11,365.20 | \$ 12,011.63 | \$ 16,030.81 | \$ 16,792.95 | \$ 18,564.02 | \$ 23,532.55 | \$ 15,406.20 |
| Marketing | \$ 9,651.19 | \$ 10,815.31 | \$ 10,378.43 | \$ 10,397.22 | \$ 10,837.00 | \$ 15,885.77 | \$ 10,553.52 | \$ 20,732.25 |
| ST Opening | \$ 2,766.31 | \$ 218.98 | \$ (1,286.69) | \$ 18.15 | \$ 52.95 | \$ 18.15 | \$ 18.15 | \$ 18.15 |
| Cherry Blossom | \$ 16.78 | \$ 16.78 | \$ 16.78 | \$ 16.78 | \$ 1,732.24 | \$ 4,011.36 | \$ 16.78 | \$ 16.78 |
| Other Events | | | | | \$ 2,250.00 | \$ 15,011.48 | \$ 35.10 | \$ 354.86 |
| Street Fair | \$ - | | | | \$ - | | \$ 19,018.00 | |
| | \$ 80,224.18 | \$ 95,110.63 | 105,966.03 | 117,670.01 | 85,750.49 | 134,824.73 | 118,202.93 | 113,004.75 |

MEMO

From: Don Blakeney, Executive Director
To: U District Partnership Board of Directors
Re: City Council Redistricting
Date: July 13, 2022

Context

The Seattle City Council is the nine-member legislative branch of the City of Seattle. For years, the nine seats of this body were elected every four years by citywide vote. Elections were staggered so that turnover wouldn't be absolute in a given year.

A decade ago, a ballot initiative passed that amended the City Charter to establish a mixed district and at-large system for electing City Councilmembers—two at-large positions, and seven elected by a geographic specific area representative of one-seventh of the total city population.

This year, the City will be adjusting the boundary lines of the seven Council districts to respond to the last decade of population growth and to ensure that each district has the same amount of people. The redistricting process requires a commission of five appointed Seattle residents, who will be working with the most recent census data, a set of rules, technical mapping expertise and public input to create new City Council district maps.

The Issue

The U District is currently represented by Alex Pedersen, the Councilmember for District 4. By updating Seattle's City Council district boundaries, there is a reasonable chance that the U District will become chopped up into two separate districts, with two councilmembers representing different portions of the neighborhood. There is a possibility that in a future scenario like this, the community's voice would become diluted, and a smaller consideration for elected officials who also have to represent the interests of entire communities like Laurelhurst or Capitol Hill.

Recommendation

The U District Partnership should send a concise letter to the Redistricting Commission raising concerns about any proposed maps that bifurcate the U District community, as defined by the area from Ravenna Boulevard, to Portage Bay and 25th Avenue NE to Interstate 5.

Key Questions for Consideration:

As with all issue considerations, UDP reviewed this issue in relation to an established set of policy questions:

- **Are the constituencies impacted primarily U District constituencies?**

This is a city-wide issue, but could uniquely impact the U District insofar that several of the proposed maps significantly change the boundaries of District 4. In fact, in one option, the U District would be cut in half.

- **Does this issue primarily, uniquely, or exclusively impact the U District?**
 Yes, there are a couple of neighborhoods that are most likely to be cut in two or three as a result of this redistricting. The boundaries of District 4 will likely change significantly and could ultimately bifurcate the U District.
- **Are other organizations working on this?**
 Yes, other neighborhoods are speaking out with calls to keep neighborhoods and communities in one council district. However, only the U District Community Council has officially weighed-in to ask that the U District not be chopped up in the future map.
- **Should the UDP lead on this issue or is it more appropriate to support the work of another organization?**
 There is no coordinated campaign around this issue. UDP only needs to write a letter, so that the Redistricting Commission considers the importance of keeping the U District as one neighborhood in the future map.
- **Can we make a difference?**
 Yes, other neighborhoods and organizations are weighing-in, asking for the new maps to not bifurcate their neighborhoods in the new map. All in all, there are not a lot of people paying attention to the issue. By speaking out, our perspective would likely be considered.
- **Where does this fit when compared to our other priorities?**
 While electoral politics is outside of our traditional work plan, the mechanics of government are important to the work that we do—and includes having a clear and accountable relationship with a district councilmember to facilitate advancing U District issues in the future.
- **What is the potential fallout from taking a position?**
 Very little, our position could be largely consistent with the objectives of the Redistricting Commission and those of other communities.
- **What is the potential fallout from not taking a position?**
 While it's difficult to predict how the Redistricting Commission will interpret their charge, with respect to District 4, by not speaking out, our perspective would not be considered, and we could end up bifurcated, with councilmembers representing only portions of our district.
- **Is there a general consensus among our constituencies on this issue?**
 We haven't gone out to talk to the larger community, but have heard from a few stakeholders who are concerned about a scenario where the U District is cut into parts.

PROGRAM REPORTS

JULY 2022

URBAN VITALITY

U District Arts and Culture Initiative

The U District Partnership will be launching a new Arts and Culture Initiative this summer, beginning with a stakeholder meeting on Wed. July 20 at the U Heights Auditorium. Approximately 25-30 representatives from diverse U District creative organizations and UW departments will be in attendance. The group will hear presentations on the context of the U District and snapshots from other creative districts across the country. They will discuss in breakout groups and as a whole what kind of support the U District arts and culture community needs. Following the meeting, UDP will convene a smaller steering committee composed of interested and engaged individuals from the creative sector. A second large group meeting will be held in Fall of 2022. This initial phase of stakeholder engagement will wrap up in December 2022.

New Mural on Crossroads Building

A new mural has been installed on the Crossroads building at 43rd and the Ave! The process was led by UW and the Bookstore, who owns the property. They worked with Urban Artworks and artist Stevie Shao. Stevie is the sister of Tori Shao, who installed the Magpies and Magnolias mural on the Sweet Alchemy building across the street!



Tracking the U District's Bike Network

UDP has been mapping the current U District bike network in an effort to identify gaps and long-term objectives for improvements. The goal is successful advocacy to the City of Seattle to improve the bike network while managing the many competing needs of this quickly changing neighborhood. These improvements could include better connections to the Burke Gilman Trail and other east-west passages, safe connections to the University Bridge and Eastlake, connections to and through UW campus, and a sensible and safe north-south couplet of bike lanes.

ECONOMIC DEVELOPMENT

Support for Outdoor Dining Upgrades & Expansions

In a collaborative effort with [Boomslang Creatives](#) and local businesses, the UDP is working to help small businesses infuse their branding into their outdoor dining in the public realm. Coming this summer, outdoor dining options will be re-imaged, adding lighting, eclectic seating, and art into the sidewalks and streets of the U District.

Businesses that may enhance their outdoor seating areas include Boba Up, Big Time Brewery, and Kai's Thai Street Food & Bar. Businesses implementing new outdoor dining experiences may include Boba Gem, Mama's Viet Kitchen, Pho Shizzle, My Favorite Deli, and Araya's Place Vegan Thai.



Hiring Now! Economic Development Specialist

The UDP is searching for its next [Economic Development Specialist](#) - tasked with engaging business owners, collecting important information and data, and working collaboratively to understand the "on-the-ground" reality of the U District economy. Between August 2022 and June 2023, the Economic Development Specialist will:

- Support the launch and management of a façade improvement pilot program to assess current facades and develop strategies to realize positive improvements in the public realm.
- Support the expansion of outdoor dining options to support small businesses and enhance the public realm
- Manage a database of existing spaces for sale/lease and new development with ground floor retail to assist in the relocation of businesses facing displacement and those looking to expand into the U District. Utilize data to understand trends in size, \$/sqft, and sector distribution.
- Update the U District Business Database to uncover new businesses, business closures, and contact information for businesses within the UDBIA and Greater U District.
- Support the ongoing programs of the organization in relation to economic development.

If you know of someone with a strong interest in community and economic development, small businesses, and urban planning, please have them contact daniel@udistrictpartnership.org.

Businesses continue to receive grants to replace windows/doors

The UDP continues to disburse broken glass grants to support businesses and property owners throughout the community. Since launch, the UDP has awarded 21 businesses/property owners, distributing over \$20,000 and committing an additional \$7,000+ to 8 more applicants working through the application process.

UDP Ambassadors and staff continue to monitor the streets to ensure businesses who experience vandalism are notified of this grant opportunity. If you know of a business that is eligible for these funds, please contact daniel@udistrictpartnership.org.

CLEAN, SAFE & OUTREACH

Cleaning Contract Change

On June 27, UDP launched a new partnership with Seattle Surface Cleaners, a cleaning contractor doing work in neighborhoods throughout Seattle. In addition to this change in service providers, UDP brought an additional clean team member in-house. After three weeks of this new program, UDP is making progress toward eradicating graffiti from the South Cleaning Area. Ultimately, the goal is to get to a baseline in which UDP can address all graffiti this zone within 24 hours to dissuade future would-be taggers. The in-house UDP Clean Team is taking care of all the non-graffiti cleaning with a heightened eye toward detail.

Ambassador Program

Businesses in the U District have grown to rely on the support of the ambassadors and the expanded hours. Several businesses have reached out to extend their praise and gratitude for the support the Ambassadors have provided them. In June, UDP ambassadors were called to assist small businesses 271 times. The Ambassadors also had 94 interactions with homeless individuals, several of which resulted in referrals for support from our outreach worker, JJ.

Outreach

JJ continues to work with homeless people in the U District to renew their Washington State ID and Social Security Cards. Both of these cards are critical components in the effort to connect people with the services that homeless people need including housing, food programs, and other behavioral health services. This process can take a lot of time effort as JJ works to overcome the lack of existing documentation or individuals' ability to remember key information.

Summer Refresh for NE 43rd Street

The NE 43rd Street Plaza has received a facelift this season with refurbished blue tables and brand new upgraded red umbrellas. UDP expanded the hours that the umbrellas are up by having the Clean Team put them in place in the mornings and the ambassadors remove them

after sunset. UDP has also increased the number of blue picnic tables on NE 43rd Street to support the heavily trafficked lunch rush during the summer.

Homeless Census

| LOCATION | Pasadena | I-5 @ 45 th | I-5 @ 50 th | University Playground | The Ave | Other | TOTAL Tents |
|----------|----------|------------------------|------------------------|-----------------------|---------|-------|-------------|
| January | 26 | 11 | 17 | 1 | 0 | 0 | 55 |
| February | 25 | 16 | 13 | 5 | 0 | 0 | 59 |
| March | 25 | 11 | 19 | 0 | 0 | 0 | 55 |
| April | 20 | 4 | 13 | 0 | 0 | 0 | 41 |
| May | 20 | 4 | 14 | 0 | 0 | 0 | 38 |
| June | 25 | 2 | 15 | 1 | 0 | 0 | 43 |
| July | 30 | 12 | 7 | 0 | 0 | 0 | 49 |

UDP goes out with REACH once a month to count people experiencing homelessness in the U District. When counting tents, it's not always easy to see inside. As with other homeless counting efforts, UDP used a projected formula to calculate the average number of people associated with a given tent: 1.5 people per tent. If UDP receives information directly from an encampment about the number of people residing there, the numbers are adjusted.

MARKETING & COMMUNICATIONS

Email Marketing Updates

UDP continues to promote the work and advocacy of the organization to a growing number of stakeholders who open and read communications. Below is a sample of recent opening and click-through rates (CTR) for UDP newsletters:

- [Newsletter \(6/14\)](#) - Summer Movies, Bus Lane Open Rate: 31% / CTR: 3%
- [Newsletter \(6/24\)](#) - Summer Movies, Flower Baskets Open Rate: 39% / CTR: 4%

UDP Brand Integration

In 2021, the UDP invested in a process to update the U District's branding and messaging, which is now reflected on udistrictseattle.com. During this process a recommendation was made to refresh the U District Partnership brand. The first phase of this project happened in the fall of 2021 to take steps toward refreshing the organization logo and messaging. Over the past few months, UDP worked with Pyramid Communications to carry out this work which will soon be reflected on the UDP website.



New Position - Marketing & Events Specialist

UDP is hiring for two part-time temporary positions, including the new [Marketing & Events Specialist](#). This position will report to the Marketing & Communications Manager and support the U District community by carrying out the goals of UDP. The Specialist will help realize major public events hosted by UDP throughout the year in addition to helping grow awareness, maintain engagement, and drive growth for U District events and promotions.

UDP is seeking an organized, thoughtful team member who enjoys working within our diverse and developing community to amplify stories and grow the audience for the neighborhood.

Applications will be accepted until the position is filled. Please direct any candidates to Polly Yokokawa at pollyanna@udistrictpartnership.org.

EVENTS

U District \$4 Food Walk

The U District Food Walk is returning for its second year on Saturday, October 1, 2022 from 11am-6pm. In 2021, this event was launched in tandem with the Station Opening Festival, drawing crowds of 50k+ to the neighborhood. We look forward to welcoming this event back and drawing upon the popularity of last year's success. The date of the Food Walk was chosen in alignment with the University of Washington's return to campus and annual Dawg Daze week of programming and celebration.



This year's Food Walk will also feature an after hours event, held from 6pm-10pm. Entertainment will continue on the main stage and \$4 drink promotions from local bars and breweries will add to the energy of the U District nightlife.

New event layout! Food Walk will consist of two closed blocks on the Ave between NE 42nd to NE 45th, with a Main Stage with day-long entertainment located in front of the University Book Store. NE 43rd will be open to through-traffic.

Business Recruitment: Local U District restaurants are invited to participate, with a **deadline of August 1, 2022**. For more details, businesses can visit our [online registration page](#) or contact Daniel Lopic at daniel@udistrictpartnership.org. As of July 15:

- 35 businesses have signed up to participate in the \$4 Food Walk
- 5 businesses have signed up to participate in the after hours event

Sponsorship: UDP is also accepting sponsorship for Food Walk and all of the upcoming events in 2022-23. For more information about sponsorship opportunities, please contact Polly Yokokawa at pollyanna@udistrictpartnership.org.

University District Summer Movies by the Bay

Presented by U District Partnership, Scarecrow Video, and Agua Verde Cafe.

Movies will be shown Fridays in August

- 08/05 - Surf's Up
- 08/12 - Whale Rider
- 08/19 - Moana
- 08/26 - Dolphin Tale

Music and festivities begin at 7pm, with movies shown at dusk (8:30/9:00pm). (udistrictseattle.com/summermovies)

The Summer Movies by the Bay poster design was created by [Sarah Robbins](#), with an illustration of the view from the Fritz Hedges Waterway Park, along with an outdoor movie screen, paddleboards, kayaks, and the iconic yellow chairs from the park itself.



Recent Media:

- Port of Seattle: [Summer Nights in Seattle](#)
- Seattle Met: [Seattle Outdoor Movie Guide 2022](#)
- SEAToday: [Friday Highlights Email](#)