

# UD BIA

U DISTRICT BUSINESS  
IMPROVEMENT AREA

## **BIA Ratepayer Advisory Board Meeting**

Thursday, June 27, 2019

U Heights Auditorium 4:00 – 5:30pm

### **AGENDA**

- |                                                |                    |         |
|------------------------------------------------|--------------------|---------|
| 1) Welcome/Introductions/Chair Comments        | Maureen            |         |
| 2) Public Comment                              | Maureen            |         |
| 3) May 2019 Minutes                            | Maureen            | VOTE    |
| 4) Financial Report                            | Mark/Phil          |         |
| a. May 2019 Close                              |                    | VOTE    |
| b. Year End Projection                         |                    | DISCUSS |
| 5) Committee Reports                           | Mark               | Q&A     |
| 6) 2018-19 Draft Work Plan Report              | Mark               | Q&A     |
| 7) Re-Election of Board Members                | Maureen            | VOTE    |
| 8) 2019-20 Work Plan and Budget Recommendation | Mark/Phil          | VOTE    |
| 9) 2019-20 Program Manager Recommendation      | Maureen            | VOTE    |
| 10) BIA Renewal Structure                      | Maureen/Aaron/Mark | VOTE    |
| 11) Adjourn                                    |                    |         |

#### **Upcoming Events:**

June 29th - Community Clean Up Day – 9:00 am at U Heights  
July 9th – UDP Urban Vitality Committee – 4:00 pm at UDP Office  
July 16th – UDP Board Meeting – 11:30 am at UW Tower Floor 22  
July 19th – BIA Walk – 9:00 am at UDP Office  
July 27th - Community Clean Up Day – 9:00 am at U Heights  
August 6th – U District Night Out – Evening at U Heights Park

**U District BIA Ratepayers Advisory Board**

**Minutes**

**Date: May 30, 2019**

**Time: 4:00 p.m. – 5:30 p.m.**

**Location: University Heights Auditorium**

**BIA BOARD MEMBERS**

**In Attendance:**

Nikole O'Bryan  
Lincoln Johnson  
Aaron Hoard  
Carlos Gonzalez

Andrew McMasters  
Lora Gastineau  
Maureen Ewing  
Randy Hodgins

Chris Giles  
Kate Barr  
David Cohanin  
Mary Kay Gugerty

**Excused:**

Maria Barrientos  
Scott Soules

Max Blume

Lily Hansen

**UDP STAFF**

Mark Crawford

Marcus Johnson

Phil Lloyd

**GUESTS**

Sally Clark  
Stephen Antupit

Miles Richardson

Doug Campbell

**Welcome**

The meeting was called to order with a quorum present at 4:07. Maureen acknowledged a very full agenda with a hard stop necessary at 5:30.

**Public Comment**

There was no public comment.

**March 2019 RAB Minutes**

Minutes were amended to include David Cohanin, as present.

**Motion:** Andrew moved to approve the March 2019 RAB minutes as amended.

Aaron seconded the motion.

*The motion passed with two abstentions*

**Financial Report**

**Motion:** Lincoln moved to approve the April 2019 financial statements as presented.

Mary Kay seconded the motion.

*The motion passed unanimously.*

Year End Projection – Staff presented a year end projection that continues to show a modest improvement of about \$9,300 over the original budget. This is in line with previous reports to the RAB.

**Program Updates**

Program activity reports were included in the packet.

**BIA Renewal**

Staff presented materials being used with stakeholders in Phase One of the renewal campaign. We have met with about 20 property owner stakeholders so far. We continue to dig for specific contact information for individual property owners.

Each interview asks about stakeholder interest in three major areas, looking for satisfaction levels and feedback:

- 1) The current scope of BIA programming for the assessment required.
- 2) Interest in supporting an increase of approximately 10% to 18% for expanding services.
- 3) Expanding the professional cleaning areas district wide.

Responses vary, as was expected. Overall, there is strong support for the work the BIA is currently doing and a general willingness to maintain current assessment costs. There are those stakeholders who have been and continue to be opposed to the BIA completely but the majority of respondents to date are pleased and appreciate the work – especially as it relates to keeping the district clean and attractive. Appetite for increasing the rate to expand programs varies. It is clear that anything over 20% is not going to be supported. Finally, respondents will support the increase in professional cleaning as long as they are convinced that the property owners in those expanded areas want it. Absent that assurance, the feedback is “neutral” to “oppose”.

Mark announced that the University of Washington has confirmed their continued support for the BIA and their willingness to increase their voluntary funding commitment by 10%. Mark thanked the UW for their continued support.

We have retained BDS for services related to the renewal.

A final presentation of significant structural elements for a renewed BIA will be presented to the RAB at the June Board meeting. These include term, boundaries, base assessment formula, base rate, and cleaning area maintenance and expansion. The RAB will then make a final determination about those elements to inform the creation and distribution of the petitions.

**2019-20 Budget DRAFT:**

Baseline – The RAB is supportive of the current draft of the baseline and will review final presentation in June.

Expansion Options – Significant discussion on both the merits of making a long term commitment to expanding BIA programs to include public relations/marketing for the district AND the best time to engage in that investment. No final decision was reached.

**The meeting was adjourned at 5:35pm**

**U District BIA**  
**Statement of Activities**  
July 2018 through May 2019

	Program Management	Cleaning & Public Safety	Urban Vitality	Economic Development	Marketing	Community Engagement	Events & Activatoin	TOTAL
<b>Ordinary Income/Expense</b>								
Income								
44500 · Government Grants and Contracts								
44430 · BIA Contract	174,533.33	355,667.45	28,799.05	119,409.69	40,357.22	66,657.51	22,622.95	808,047.20
44530 · Other Local Government Grants	0.00	9,000.00	0.00	0.00	0.00	0.00	0.00	9,000.00
Total 44500 · Government Grants and Contracts	174,533.33	364,667.45	28,799.05	119,409.69	40,357.22	66,657.51	22,622.95	817,047.20
47000 · Earned Income	0.00	0.00	0.00	0.00	0.00	0.00	14,000.00	14,000.00
Total Income	174,533.33	364,667.45	28,799.05	119,409.69	40,357.22	66,657.51	36,622.95	831,047.20
Expense								
60000 · Staffing	38,300.35	120,149.75	27,040.65	104,949.78	37,744.53	60,554.80	10,711.19	399,451.05
61000 · Professional & Contract Expense	73,062.50	0.00	0.00	0.00	0.00	457.99	0.00	73,520.49
62000 · Office and Overhead	63,060.48	4,392.73	0.00	2,284.91	493.95	5,594.86	0.00	75,826.93
70000 · Direct Program Expenses								
70100 · Clean and Safe Contracts	0.00	121,744.80	0.00	0.00	0.00	0.00	0.00	121,744.80
70200 · Community Beautification	0.00	33,812.92	1,758.40	0.00	2,118.74	0.00	0.00	37,690.06
70300 · Advertising and Marketing	0.00	0.00	0.00	175.00	0.00	49.86	337.29	562.15
70400 · Studies, Strategy & Implement.	0.00	0.00	0.00	12,000.00	0.00	0.00	0.00	12,000.00
70500 · Ambassador Program	0.00	74,567.25	0.00	0.00	0.00	0.00	0.00	74,567.25
70600 · Youth Employment - Contract	0.00	10,000.00	0.00	0.00	0.00	0.00	0.00	10,000.00
80000 · Event Expenses	110.00	0.00	0.00	0.00	0.00	0.00	25,574.47	25,684.47
Total 70000 · Direct Program Expenses	110.00	240,124.97	1,758.40	12,175.00	2,118.74	49.86	25,911.76	282,248.73
Total Expense	174,533.33	364,667.45	28,799.05	119,409.69	40,357.22	66,657.51	36,622.95	831,047.20
Net Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

## 2018-19 University District BIA

### Budget Tracker -May 2019

ACCOUNTS	Budget	TO DATE	Personnel	Non-Personnel	REMAINING	% Expended	Jul	Aug	Sep
Program Management	207,383	174,533.33	\$ 38,300.35	\$ 136,232.98	32,850	84.2%	\$ 9,495.42	\$ 9,953.44	\$ 21,568.81
Cleaning and Public Safety	425,966	355,667.45	\$ 120,149.75	\$ 235,517.70	70,299	83.5%	\$ 34,475.31	\$ 31,306.23	\$ 27,715.59
Urban Vitality	31,506	28,799.05	\$ 27,040.65	\$ 1,758.40	2,707	91.4%	\$ 1,410.75	\$ 1,343.86	\$ 2,872.26
Economic Development	112,227	119,409.69	\$ 104,949.78	\$ 14,459.91	-7,183	106.4%	\$ 4,265.63	\$ 10,453.43	\$ 10,752.58
Marketing	41,376	40,357.22	\$ 37,744.53	\$ 2,612.69	1,019	97.5%	\$ 3,417.78	\$ 3,350.88	\$ 3,522.39
Community Engagement	77,169	66,657.51	\$ 60,554.80	\$ 6,102.71	10,511	86.4%	\$ 8,089.87	\$ 5,231.08	\$ 6,322.73
Events and Activation	27,240	22,622.95	\$ 10,711.19	\$ 11,911.76	4,617	83.1%	\$ 4,157.80	\$ 5,182.80	\$ 2,141.59
<b>Total Requested</b>	922,867	808,047.20	\$ 399,451.05	\$ 408,596.15	114,820	87.6%	\$ 65,312.56	\$ 66,821.72	\$ 74,895.95

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management	\$ 13,490.78	\$ 13,067.37	\$ 10,840.74	\$ 9,600.78	\$ 19,902.91	\$ 22,808.11	\$ 22,430.24	\$ 21,374.73	
Cleaning and Public Safety	\$ 46,378.75	\$ 40,259.53	\$ 24,124.13	\$ 39,675.75	\$ 25,518.77	\$ 25,799.13	\$ 33,319.09	\$ 27,095.17	
Urban Vitality	\$ 4,668.00	\$ 2,735.54	\$ 2,780.74	\$ 2,861.55	\$ 1,591.15	\$ 2,863.74	\$ 2,815.01	\$ 2,856.45	
Economic Development	\$ 14,179.18	\$ 9,599.19	\$ 9,757.70	\$ 9,992.59	\$ 19,282.33	\$ 10,114.29	\$ 9,835.97	\$ 11,176.80	
Marketing	\$ 3,514.42	\$ 3,693.33	\$ 5,098.40	\$ 3,906.19	\$ 3,464.39	\$ 3,469.02	\$ 3,405.77	\$ 3,514.65	
Community Engagement	\$ 7,109.06	\$ 5,344.11	\$ 5,243.14	\$ 5,522.76	\$ 6,264.92	\$ 5,534.84	\$ 5,648.45	\$ 6,346.55	
Events and Activation	\$ 2,360.77	\$ 1,534.02	\$ 1,862.23	\$ 1,038.91	\$ 1,088.39	\$ 1,092.01	\$ 1,051.69	\$ 1,112.74	
	\$ 91,700.96	\$ 76,233.09	\$ 59,707.08	72,598.53	77,112.86	71,681.14	78,506.22	73,477.09	-

## 2018-19 Year End Results

June 30, 2019

### Budgeted

#### BIA

Reserves	\$210,000
Cash In Excess of Reserves	\$ 90,874

### Projected

#### BIA

Reserves	\$210,000
Cash In Excess of Reserves	\$137,741*

\*About \$28,000 of this relates to specific 2019 projects that are not finished and will be transferred to 2020 budget.

### Net

#### BIA

Reserves	\$ 0
Cash In Excess of Reserves	\$ 46,967*

\*About \$28,000 of this relates to specific 2019 projects that are not finished and will be transferred to 2020 budget. The adjusted available cash on hand is \$18,742.

- Marcus and Mark met with Captain Sano, SPD's North Precinct Commander. We brought him up to speed with our organization and our programs. We talked to Captain Sano about some of our concerns regarding public safety in our neighborhood and he was very receptive to our input. We look forward to a good, ongoing, working relationship with Captain Sano.
- At the Business Network meeting on May 30<sup>th</sup>, we launched the U District Business Block Watch. Like a traditional residential block watch, a business block watch is a group of businesses engaged in a commitment to reduce crime in their area. Businesses in the block watch are encouraged to report all crime to SPD and get to know, and keep an eye out for, their neighbors. We are using an online platform, Slack, for people to be able to communicate with fellow U District Businesses. Captain Sano came to the Business Network Meeting to speak to the importance of the Block Watch. The Block Watch is really taking off, people are regularly sharing things on the Slack page.
- Marcus has really made an emphasis of getting businesses and residents to report crime. In the wake of us not getting a summer emphasis from the City due, in part, to a lack of reported crime, we need to remember to all do our part and making sure crime is reported. The City puts extra resources into areas with need, it is up to us to show them what our needs are.
- Because of the May Annual Cleanup, we did not have an end of the month cleanup in May. Our next cleanup will be June 29<sup>th</sup>. We are excited to be able to host a team from the new Target at this month's cleanup.
- We had our Clean and Safe Committee Meeting on 6/13. This meeting was the last meeting until September. We heard from Tracy Gillespie from the Public Defenders Association. Tracy is the program manager for the North Precinct's Law Enforcement Assisted Diversion program. Tracy gave an awesome update about how the program is going since its launch last year and we had some great dialogue with her as a committee. We were glad to welcome a team from Starbucks for the first time. Reminder to board members, please share information about Clean and Safe meetings. They are a great resource for businesses looking for more information about cleaning and public safety in the neighborhood.
- We held our May BIA Walk on Friday 5/17. If you are interested in learning more about the day-to-day operations of our North and South Cleaning Areas, you are encouraged to come to our June BIA Walk on Friday, 06/21. We meet at 9:00 am in the UDP Conference Room.
- Marcus performed 6 CPTED reviews in the past month. If you know of anyone that could benefit from having an assessment done of their property, feel free to forward their information along to Marcus.

Upcoming Clean and Safe Events and dates:

BIA Walk June 21<sup>st</sup> (9:00-10:30am, meet @ the UDP Conference Room)

June Community Cleanup June 29<sup>th</sup> (9:00-12:00pm, meet @ U Heights Plaza)

National Night Out August 6<sup>th</sup> (Time TBD @ U Heights Plaza)

Next C&S Meeting September 12<sup>th</sup> (12:00-1:30pm @ U Heights, Room 108)

**REACH U District Outreach Program**
**Progress Report: May 2019**
**Data**
**Client Contacts:**

Month	Face-To-Face Contacts	Phone Contacts	Total Contacts	Unduplicated Clients
March/April	33	1	34	21
May	31	4	35	19

**Outcomes Achieved:**

	May	YTD
Food	11	24
Clothing	7	13
Transportation	7	12
Shelter	5	7
Naloxone Kit	1	4
Medical	2	3
Benefits: Financial or Medical	1	2
Long Distance Bus Ticket Home	2	2
Medication Assisted Treatment (Methadone/Buprenorphine)	2	2
Overdose Education	n/a	2
Other	3	4
Total	41	75

**Issues Addressed:**

	May	YTD
Food	10	24
Substance Use	7	17
Clothing	5	13
Transportation	6	12
Shelter	5	11
Mental Health	3	9
Medical	3	8
Benefits: Financial & Medical	2	4
Legal Assistance	3	3
Employment	n/a	2
Housing	2	2
Identification Assistance	1	1
Other	3	9



David's Outreach:

David shared an awesome example of neighbors helping those around them in need. We received a call from someone who works in an apartment complex that had heard we have an outreach worker. They had been talking to a person who was a chronic drug user that was living in their alley. On the day the employee called us, the person in the alley asked the employee if he knew how he could get into treatment. The employee called our office and we sent David to engage with them. A restaurant on the ground floor of the apartment gave the employee, David, and the man from the alley a free meal to sit down and talk about options. That person is now on their pathway to recovery and when he has finished drug treatment, the manager of the businesses has offered him a job.

At the May Clean and Safe Meeting, an apartment complex manager asked if David could give Christie Park some extra attention as they have noticed an increased in homeless living and loitering in the park. David has been spending more time in the park the last month. He has already helped three people move from the park into transitional housing. These really are the kind of successes we look to.

David did a three-day training in May to become a Diversion Specialist. David now has the training and resources available to him to be able to get people back home, same day. This could help with what we see every year with people getting stranded after the festival season. Last year, we had a large group of people that came for hemp fest and stayed for months afterwards.

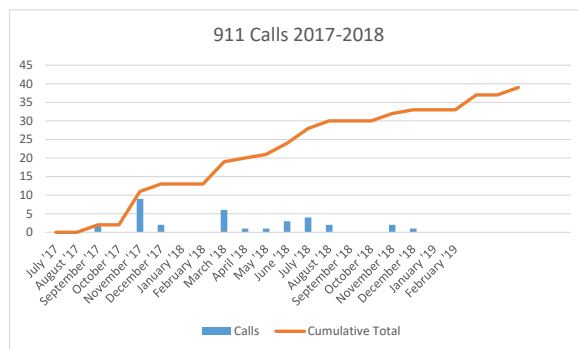
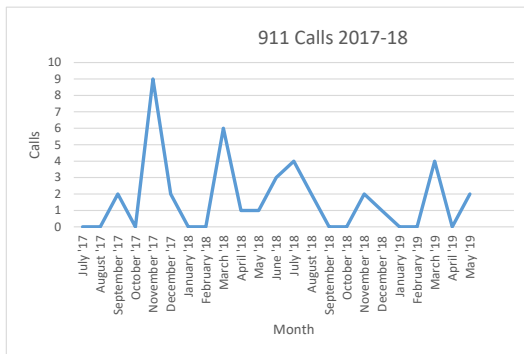
David has two people with extreme mental health issues living on 45th that he is working with. One of the two has accepted housing, but they must wait for a spot to open in a higher barrier housing facility because their mental health issues do not make transitional shelter an option. The other mentally ill individual has more severe mental health complications that David is trying to get him help with. The individual now has wrap around mental health case management and David meets with him daily. David has iterated that it will not be a fast process with him.

Ambassadors:

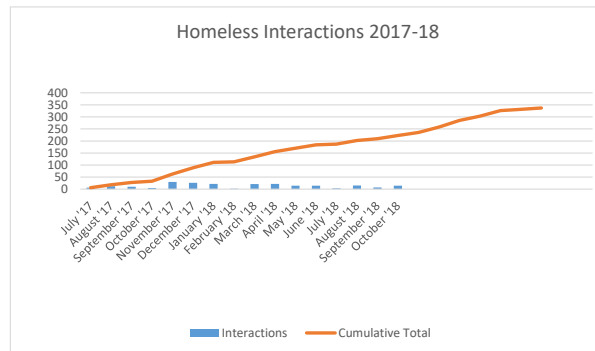
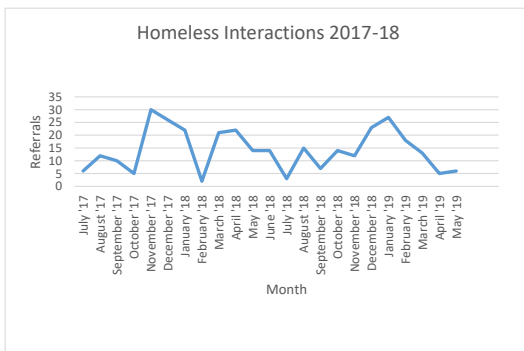
The local business community is utilizing the Ambassador program more. This has resulted in the Ambassador's checking into businesses that have had problems with shoplifters and are now calling us for help. We now have more businesses visits than emphasis spot checks. The two most shoplifted items are alcohol and laundry detergent. Tide laundry detergent is one of the most shoplifted items around the nation, being dubbed by some as "liquid gold". There is a large black market for stolen Tide laundry detergent that has been widely documented by the media over the last decade.

# Ambassador Data

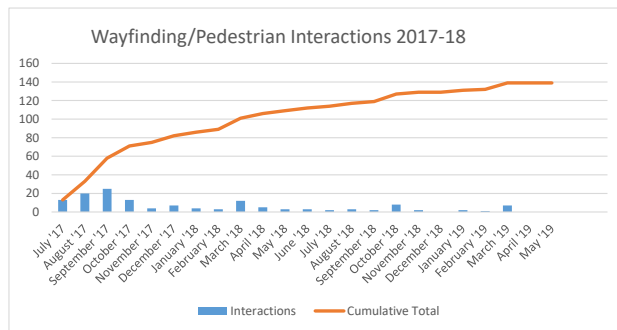
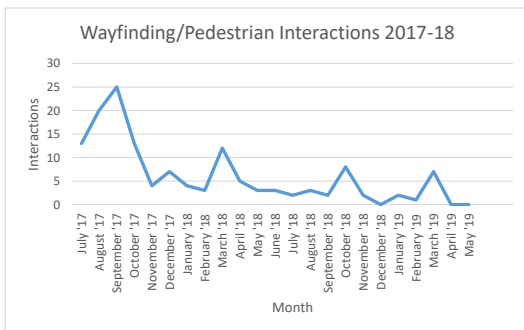
	Calls	Cumulative Total
July '17	0	0
August '17	0	0
September '17	2	2
October '17	0	2
November '17	9	11
December '17	2	13
January '18	0	13
February '18	0	13
March '18	6	19
April '18	1	20
May '18	1	21
June '18	3	24
July '18	4	28
August '18	2	30
September '18	0	30
October '18	0	30
November '18	2	32
December '18	1	33
January '19	0	33
February '19	0	33
March '19	4	37
April '19	0	37
May '19	2	39



	Interaction	Cumulative Total
July '17	6	6
August '17	12	18
September '17	10	28
October '17	5	33
November '17	30	63
December '17	26	89
January '18	22	111
February '18	2	113
March '18	21	134
April '18	22	156
May '18	14	170
June '18	14	184
July '18	3	187
August '18	15	202
September '18	7	209
October '18	14	223
November '18	12	235
December '18	23	258
January '19	27	285
February '19	18	303
March '19	13	326
April '19	5	331
May '19	6	337



	Interaction	Cumulative Total
July '17	13	13
August '17	20	33
September '17	25	58
October '17	13	71
November '17	4	75
December '17	7	82
January '18	4	86
February '18	3	89
March '18	12	101
April '18	5	106
May '18	3	109
June '18	3	112
July '18	2	114
August '18	3	117
September '18	2	119
October '18	8	127
November '18	2	129
December '18	0	129
January '19	2	131
February '19	1	132
March '19	7	139
April '19	0	139
May '19	0	139



	Approache	Cumulative Total
July '17	14	14
August '17	11	25
September '17	13	38

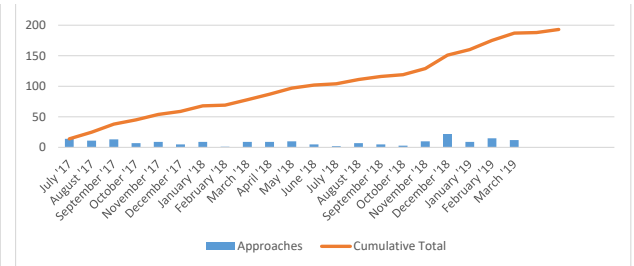
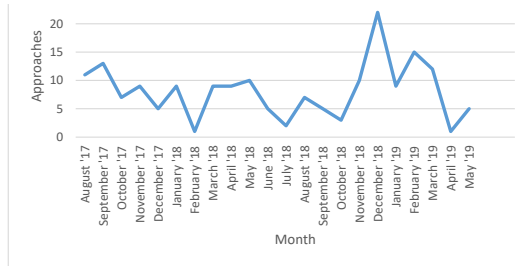
## CoE/Sit-lie Approaches 2017-18

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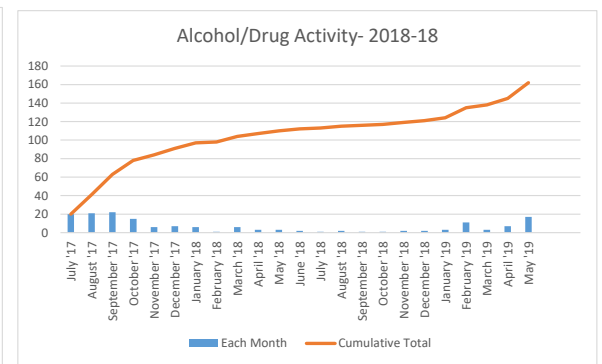
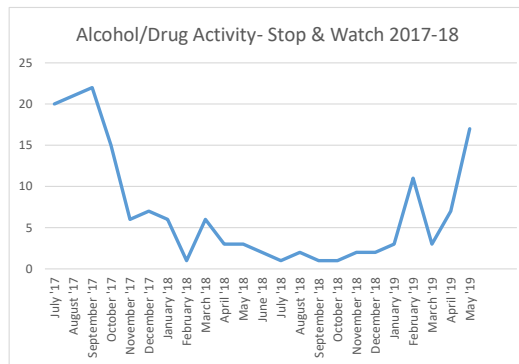
## CoE/Sit-lie Approaches 2017-18

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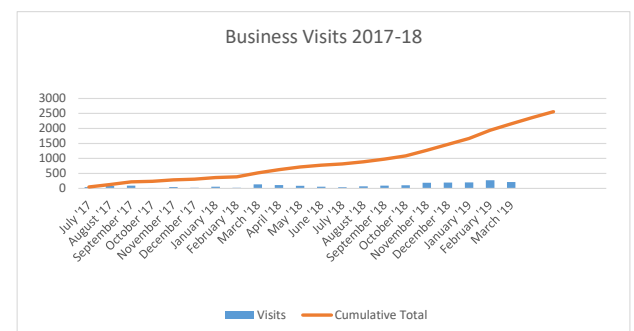
October '17	7	45
November '17	9	54
December '17	5	59
January '18	9	68
February '18	1	69
March '18	9	78
April '18	9	87
May '18	10	97
June '18	5	102
July '18	2	104
August '18	7	111
September '18	5	116
October '18	3	119
November '18	10	129
December '18	22	151
January '19	9	160
February '19	15	175
March '19	12	187
April '19	1	188
May '19	5	193



	Each Mont	Cumulative Total
July '17	20	20
August '17	21	41
September '17	22	63
October '17	15	78
November '17	6	84
December '17	7	91
January '18	6	97
February '18	1	98
March '18	6	104
April '18	3	107
May '18	3	110
June '18	2	112
July '18	1	113
August '18	2	115
September '18	1	116
October '18	1	117
November '18	2	119
December '18	2	121
January '19	3	124
February '19	11	135
March '19	3	138
April '19	7	145
May '19	17	162



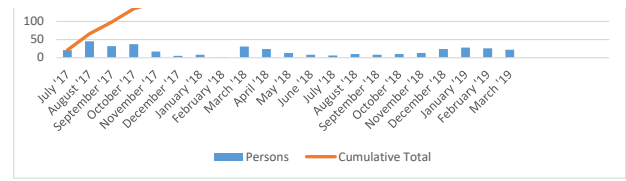
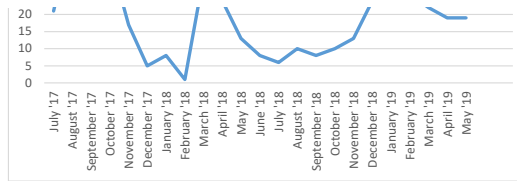
Business Visits	Visits	Cumulative Total
July '17	48	48
August '17	81	129
September '17	92	221
October '17	18	239
November '17	48	287
December '17	19	306
January '18	56	362
February '18	22	384
March '18	134	518
April '18	110	628
May '18	87	715
June '18	60	775
July '18	39	814
August '18	72	886
September '18	92	978
October '18	105	1083
November '18	186	1269
December '18	197	1466
January '19	200	1666
February '19	275	1941
March '19	212	2153
April '19	209	2362
May '19	199	2561



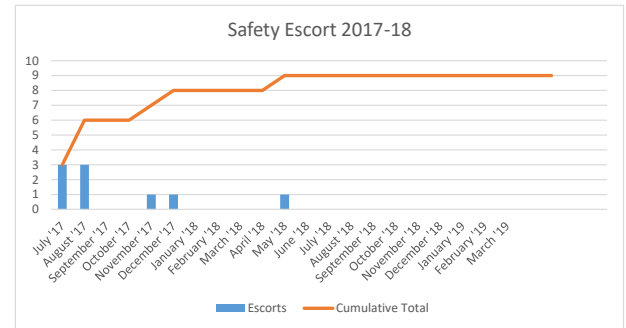
Suspicious Persons	Persons	Cumulative Total
July '17	21	21
August '17	45	66
September '17	32	98
October '17	37	135
November '17	17	152
December '17	5	157
January '18	8	165



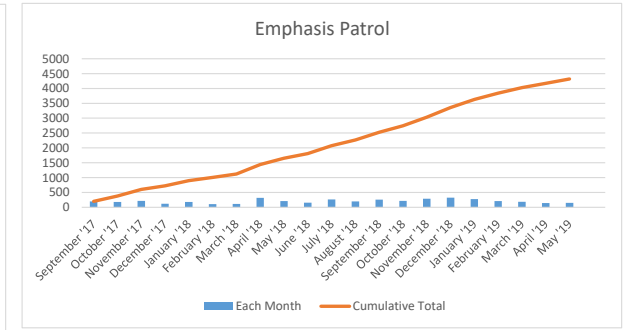
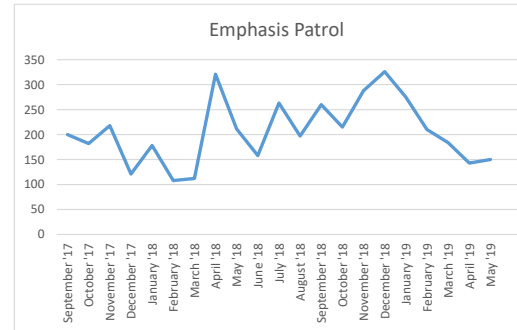
February '18	1	166
March '18	31	197
April '18	24	221
May '18	13	234
June '18	8	242
July '18	6	248
August '18	10	258
September '18	8	266
October '18	10	276
November '18	13	289
December '18	24	313
January '19	28	341
February '19	26	267
March '19	22	289
April '19	19	308
May '19	19	327



Safety Escort	Escorts	Cumulative Total
July '17	3	3
August '17	3	6
September '17	0	6
October '17	0	6
November '17	1	7
December '17	1	8
January '18	0	8
February '18	0	8
March '18	0	8
April '18	0	8
May '18	1	9
June '18	0	9
July '18	0	9
August '18	0	9
September '18	0	9
October '18	0	9
November '18	0	9
December '18	0	9
January '19	0	9
February '19	0	9
March '19	0	9
April '19	0	9
May '19	0	9



Emphasis Patrol	Each Mont	Cumulative Total
September '17	200	200
October '17	182	382
November '17	218	600
December '17	121	721
January '18	178	899
February '18	108	1007
March '18	112	1119
April '18	321	1440
May '18	211	1651
June '18	158	1809
July '18	263	2072
August '18	197	2269
September '18	260	2529
October '18	215	2744
November '18	288	3032
December '18	326	3358
January '19	275	3633
February '19	210	3843
March '19	184	4027
April '19	143	4170
May '19	150	4320



Shoplifting	
March '19	27
April '19	17
May '19	31



## **Economic Development Committee June 2019 Update**

### **Economic Development Committee**

The Economic Development Committee attended the Business Network Meeting on May 30th. The date of the next committee meeting is TBA.

### **Expanding the Business Network Membership & Connections – ON GOING**

The U District Business Network held their 2<sup>nd</sup> Quarter Meeting on May 30<sup>th</sup>. The agenda included a Q&A session with City Council Member Abel Pacheco, presentation from Seattle Police Department North Precinct Commander Capt. Eric Sano, launch of the U District Business Block Watch, and a recap of the Prolific Offenders Report. The 3<sup>rd</sup> Quarter Meeting will be in August. Getting the word out about the Business Network to business owners and operators is greatly appreciated. Information about the Business Network can be found at: [udistrictpartnership.org/biz-network](http://udistrictpartnership.org/biz-network).

### **Key Performance Indicators – IN PROCESS**

Staff is currently collecting data on vacancy rates and business & property owner satisfaction (survey Fall 2018). The Economic Development Committee has also requested an assessment of availability of data for additional KPIs. The KPIs will be used to track and measure 1) the economic health of the U District; and 2) the effectiveness of efforts to achieve economic development goals. Findings will be presented at the next committee meeting.

### **Business Recruitment Strategy – IN PROCESS**

Staff is developing business recruitment plans for presentation at the next Economic Development Committee Meeting.

### **Looking Ahead – Closeout Phase 3**

The Economic Development Committee greenlighted the start of Phase 3 at their April Meeting. During Phase 3, the focus was on making the resources and tools developed in Phases 1 & 2 more accessible, and cementing the business recruitment strategy. The committee will review the deliverables of Phase 3 at their next meeting.

### **Looking Ahead - Scorecard Assessment**

The 2018-19 Workplan calls for an assessment by the Economic Development Committee of work completed for the year. The assessment is scheduled to occur after the completion of Phase 3, which unofficially ended on May 31st.

Newsletter	Facebook	Twitter	Instagram
947	1,397	657	250

- Updates to our Website** – We are in the process of updating our websites. Thanks to funds related to the U District, Let's Go program through Transportation Choices Coalition and the Seattle Department of Transportation, we have been able to move forward with the developer DEI Creative on this project. They have a great understanding of the Seattle market and have previously worked with many great local clients such as Seattle Cider and Pike Place Market. In addition, they created the [Ballard Alliance](#) website which, along with the [Alliance for Pioneer Square](#) and the [Alliance for Downtown New York](#) we are using as inspiration. We will be working together to update and better bringing together the U District Partnership, U District BIA, and U District, Let's Go pages. The goal is to have a website where visitors can more easily reach our services without having to be knowledgeable of our org structure. To do this, staff will also be working as a team to tailor our wording and layout for our particular audiences. We will go live with the new website in July and will be reaching out to you in the next month for help with testing the usability of the site.
- StreetFair** – StreetFair weekend was amazing! The weather couldn't have been better and we had over 43,000 visitors join us in enjoying the U District that weekend. Nearly 250 vendors packed The Ave and side streets with their crafts and food and we had more U District businesses participating this year, thanks to a dedicated recruiting campaign. We were also joined by a small army of great volunteer photographers and information staff. Thank you all! To celebrate the historic 50<sup>th</sup> year of the event, we were honored to be joined by the Shiga family for a reading of a few words from founder Andy Shiga and the Mayor's official proclamation of the third weekend in May as StreetFair Weekend! A huge thank you to our Presenting Sponsor Sound Transit for their incredible support for another year. We were excited that the Graduate joined us this year as our Mainstage Sponsor and helped to bring 22 talented musical performers and groups to our event. We were very glad to be joined by American Campus Communities and WSECU once again as Supporting Event Sponsors. So, if you see them, make sure to thank them for contributing so very much to StreetFair! Finally, we couldn't have done it without the Bold Hat and Gigs4U teams working diligently on vendor and musician management and logistics. We're still crunching the numbers and going over responses to our surveys so you can look forward to receiving our full report in the July.





The Urban Vitality Committee did not meet this month. However, as reported earlier, the committee and staff have continued to work by employing several complementary overall strategies:

**Development Tracking:** to monitor, attend and share information about, provide input to or assistance to public and private development projects in the area.

AND

**Major Impact Projects:** to focus on specific larger scale projects and their impact on the district. The two major impact projects we are engaged with at this time are: the 43<sup>rd</sup> Street Task Force and Church Facility Transition Task Force.

1) **Development Tracking**

- a) 5504 University Way NE – [6/24 Early Design Guidance meeting](#) for 5 story, 77 unit apartment.
- b) 5251 University Way NE - [6/24 Early Design Guidance meeting](#) for 6 story, 88 unit apartment.
- c) [4530 12<sup>th</sup> Ave NE and 4536 Brooklyn Ave NE](#) – 6/25 Site Walk for two office buildings. Meets at 6pm at top of the stair case from 12<sup>th</sup> Ave at 4530 12<sup>th</sup> NE property.
- d) 5229 University Way NE – [7/15 Early Design Guidance meeting](#) for 6 story, 66 unit apartment.

2) **Major Impact Projects**

a) **43<sup>rd</sup> Street Task Force**

SDOT is planning to construct improvements in NE 43<sup>rd</sup> Street between the southeast corner of Link Station construction eastward to the intersection with 15 Ave NE.

SDOT has now reached and released their 30% design plans for 43<sup>rd</sup> Street. After reviewing community input, SDOT's team is planning the western segment of street to be redesigned to be one lane westbound to accommodate bus traffic to the station and a protected bike lane. While this option is not the preferred choice of our taskforce and would not allow cars as through traffic, they are also focusing on the need for local businesses to have access to nearby load/unload spaces. To emphasize this need, we coordinated another meeting between local business and property owners and the project team dedicated to this topic. Since that time, staff has helped to distribute surveys about load and delivery usage needs and has sat in on a meeting between adjacent businesses and the Mayor's Office and the Office of Economic Development to discuss what additional resources are available.

Track the project's progress at: [SDOT 43rd Street Project Page](#)

b) **Church Facility Transitions**

A task force has been formed and is being chaired by Andy Sharpe to survey the local church facilities.

The goal of this survey is to produce a briefing paper on the potential impact of planned transitions, such as sales and redevelopment, on the services that they provide and host. Surveys have gone out and almost all recipients have participated. Task force members are now analyzing the responses and considering what, if any, next steps should be taken to address this issue.

**Additional Items:**

**Christie Park Art**

Over this last year, we have been working with the Friends of Christie Park as a fiscal sponsor and supporter of the creation and installation of art work for the [Christie Park Addition](#). This art is being designed to reflect both Taiwanese and Native American cultural heritage and will be a centerpiece of the final design of the park. We will continue working with the Friends of Christie Park into the next year on this project and plan to coordinate together on a celebration for when the park opens up again to the public in 2020.

### **Pianos in the Parks**

The U District Partnership was one of 14 organizations selected to host a piano as a part of One Reel's [Pianos in the Parks program](#). Over the next several weeks we will work to select an artist to decorate the piano which will then be open for the performances in early August at U Heights Plaza Park. At the end of the program, we will select a local group or organization to be the recipient of the piano.

### **U Loo Project**

Stephen and UDP staff coordinated a meeting between SDOT, the Department of Neighborhoods, architects, Councilmember Pacheco's office, and community members to discuss finishing the project to bring a Portland style public restroom to the U District, called [the U-Loo](#). During the meeting, attendees reviewed previously the completed research and report on the loo and divided up tasks to gather more information for next steps.

### **Potential Upcoming Major Projects**

SDOT Parking Study around Light Rail Station – SDOT staff is taking an inventory of street parking in the blocks around the future light rail station to create strategies around preventing misuse of these spaces by light rail commuters and travelers.

Metro Restructure – King County Metro is planning a restructuring of their North Seattle routes to coincide with opening of the light rail stations. This coordination is critical to future usability

45<sup>th</sup> Transit Improvements – SDOT is in the early design process for speed and reliability improvements to the Market/45<sup>th</sup> street corridor. This could include RapidRide ([Work Plan](#) pg. 45-46)

Sound Transit Property Engagement – Sound Transit owns a key property on 45<sup>th</sup> between 11<sup>th</sup> and Roosevelt that will be vacated after construction of the light rail station is completed



June 24, 2019

To: Ratepayer Advisory Board

From: Mark Crawford, Interim Executive Director, UDP

Re: 2018-19 Program Manager Work Plan Report

Below, please find the summary 2018-19 work plan report. This format builds on the work plan proposal delivered to the RAB and ratepayers in June of 2018. First, I would like to share a few summary thoughts.

2018-19 was a period of stabilized and increased service provision to the University District – services funded by the U District Business Improvement Area. We maintained established programs in Clean and Safe, in Marketing, and in Events and Activations. We added programs. We built engagement and expanded advisory committees.

At every level and in concert with all Program Advisory Committees, we analyzed the current and future forces shaping the district and determined that **the U District is now in a period of transformational transition**. While the entire City and County are impacted by rapid growth with all of its concomitant opportunities and challenges, the U District is also being redefined because of the 2017 rezone with the development that has been unleashed and by the building of the light rail station due to open in 2021. The University of Washington has presented its Master Plan and the impacts of its projected growth on the district will be profound.

The University District is well into the process of change **right now** – this is not just a futuristic perspective. How these changes ultimately affect the district – what the district looks like five to ten years from now is still developing but the outlines are in place and the details are beginning to fill in. For the U District Business Improvement Area, paying attention to these changes and deciding where and how we can impact our evolving community is now a critical priority.

Of course, this also requires maintaining and building on the success and work of the past four years. The U District is a cleaner, safer and more vibrant neighborhood because of the work funded by the UD BIA.

In 2018-19:

The U District is a cleaner, safer and more vibrant neighborhood because of the work funded by the UD BIA. Our work in keeping our neighborhood clean and safe, both through the Special Cleaning Areas and our work district wide, our investments in flowers, lights, on-going teams removing graffiti and picking up trash and bio hazards throughout the district, our constant efforts to get appropriate City cleaning resources in “hot spots” for both cleanliness and safety, and our deployment of Ambassadors (to name some of our on-going programs) have all contributed to a better district. Yes, there are still problems and messes. There always will be. But the BIA investment has kept us ahead of many other neighborhoods and well ahead of what we would be experiencing without that work.

We also added the pilot program for the RFEACH worker – a huge, courageous step by the BIA and UDP to lead in addressing an enormous social challenge that our public officials have not yet addressed.

We hired Economic Development staff and re-established the Economic Development Program Advisory Committee. We launched the Business Network, the Business Block watch and through the work of the Committee, have articulated a vision for a robust, diverse, district wide economic ecology. We produced a major study on current and future retail opportunities in the district as the district is shaped by the change elements described above.

We reconfigured the scope of the previous “Urban Design Committee” and relaunched it with a broader mandate to ensure that the concerns and needs of the U District were represented to all parties impacting the greater public realm. We have engaged with developers and city agencies in constructive dialogue and provided a voice of the community in both private and public development and infrastructure improvement. We partnered with U District Let’s Go to provide low cost transportation education to businesses, create a wayfinding cart, and support community dialogue about transit issues with our Transit Talk series.

We partnered with other BIAs to raise awareness and demand action from City officials to address the extraordinary impact of recidivist criminals are having on our neighborhoods. We also partnered with other BIAs to share information about Clean and Safe Programs and Events and Marketing Programs.

We created activities and events throughout the district throughout the year. We piloted a new Halloween event in the Roosevelt corridor to bring greater awareness of local businesses to the residents who live in the area. We maintained our current events like Up Your Ave, Night Out, Park(ing) Day and Holiday Swag. We sponsored music activations all around the district.

All in all, 2018-19 was an action and service packed year. As you know, we were severely impacted (and still are) by a fire on January 19, 2019 which gutted our office space. Even though we lost all physical resources associated with an office and we lost access to data and files for a period of time, we maintained all service commitments we made to our community.

In closing, I want to extend our appreciation to the UD Ratepayers for their support and resources to fund this work – for helping make the U District a great place to live, work and play. Thank you to both the Ratepayer Advisory Board for your guidance on how those resources would be applied. Thank you to the Board of the U District Partnership for their year round engagement and participation at both the governance level and as passionate members of committees where the nuts and bolts of the work gets organized and supported.

And thank you to the staff for having met all of the challenges and opportunities that were placed in front of you. Your energy, intelligence and creativity are the foundation blocks for all of the successes that are described in this report. Thank you for making such a difference in the lives of so many.

## 2018-19 Program Manager Work Plan Report

### CLEAN AND SAFE

#### Clean

1. Clean and Safe Committee Meetings – Completed. Had multiple guest speakers including the City masonry reinforcement expert, LEAD representative, consistent police presence and reporting and consistent community attendance and support.
2. North and South Cleaning Areas – Completed with \$33,120 reduction in cost and added branding to cleaning services. Succeeded in replacing Recology with a vendor who agreed to co-brand so ratepayers and businesses know that the service is provided with assessment resources.
  - From July '18- May '19 in our cleaning areas we
    - Picked up 4,114 bags of trash
    - Removed 1,760 stickers and graffiti tags
    - Cleaned up 673 biohazardous messes
  - a. South Area (South of 52<sup>nd</sup>)
    - i. 7-days a week, 362-days a year
  - b. North Area (North of 52<sup>nd</sup>)
    - i. 2-days a week, 104-days a year
  - c. Monthly BIA Walks
    - i. 12 BIA Walks a year - Completed
3. Beautification Team
  - a. Two part-time team members - Have had one consistent team member. The second position has been vacated twice. Currently trying to fill second position.
4. Volunteer Community Cleanups – we have noticed the cumulative impact of our monthly clean ups – amounts of trash being cleaned up is decreasing as we are not maintaining a cleaner district.
  - a. 11 monthly cleanups planned and coordinated - Completed
  - b. 1 Annual Cleanup - Completed
- c. UW Facilities Cleanup – Did not happen this year due to turnover and change of leadership within UW Facilities. They are interested in doing a cleanup in fall of 2019.
5. Seasonal Cleaning
  - a. Fall leaf street sweeping – Completed.
  - b. Spring sidewalk pressure washing – 80-100 hours will be completed this fiscal year.

#### Safe

1. Clean and Safe Committee Meetings – Completed – see above.
2. Crime Prevention through Environmental Design (CPTED) Reviews – 15 reviews completed, most of these reviews were of multi-family properties
3. Ambassador Program – We moved from a “pilot” program to a fully funded on-going program. Ambassadors cover the entire district with a regular route and check in stations but are always responsive to immediate calls anywhere in the district.
  - From July-May our Ambassadors
    - Stopped into businesses 1,786 times
    - Checked on hotspots 2,511 times
    - Engaged with our homeless population 143 times
    -

#### Other

1. Homeless Youth Employment
  - a. Sponsoring youth internships with Sanctuary Art Center – Completed
2. Beautification Projects
  - a. 75 Spring/Summer Baskets - Completed
  - b. 75 Fall/Winter Baskets - Completed
  - c. 68 trees lit for the holidays – Completed
3. 2019 Launch of REACH program – Completed
  - From mid-March to May, our outreach worker David
    - Helped with transportation for where they wanted to go outside the U District 14 times
    - Helped 7 people get into shelter
    - Helped get 2 people into a drug treatment program
    - Helped get 3 people the medical attention they need
    - Helped people get food or clothing 27 times

## Economic Development

1. Rebuild data collection function.
  - Completed the Retail Saturation Study which includes a 2018-2018 U District Retail Market Outlook ([udistrictpartnership.org/biz-retail](http://udistrictpartnership.org/biz-retail)). The study also included an update of the local demographic data ([udistrictpartnership.org/demographics](http://udistrictpartnership.org/demographics)).
  - Began development of a database of all business and commercial properties (and pertinent information) in the UDBIA.
  - Identified potential KPIs to measure the economic health of the U District and the efforts of the economic development program. Currently tracking vacancy rate, net promoter score for business and property owners, and number of businesses in the UDBIA.
2. Initiate and support U District Business Network.
  - Launched the U District Biz Network and hosted the Q1 Meeting in February 2019.
  - Hosted the Q2 Meeting in May.
  - Based on business network feedback, partnered with UDP Clean & Safe Program to launch the U District Business Block Watch.
3. Provide support and resource access to individual businesses.
  - Established the Economic Development Committee to provide guidance on how to best serve the economic interests of local businesses.
  - Coordinated a Fall 2018 campaign to update contact information for all business and property owners in the U District. Increased contact information rate from 17%-39%, which has since grown to 43%.
  - Surveyed all businesses and property owners in the U District on 1) their baseline satisfaction and 2) which endeavors they want economic development staff to direct efforts.
  - Created the online Business Resource Center ([udistrictpartnership.org/biz-center](http://udistrictpartnership.org/biz-center)).
4. Serve as a resource for potential business interest in the district.
  - Created the online 'Reasons to Open a Business in the U District' ([udistrictpartnership.org/biz-reasons](http://udistrictpartnership.org/biz-reasons)) which includes the commonly requested information and tools for launching a business in the district.
  - Created the 'Retail and Office Space for Lease and Sale in the U District' ([udistrictpartnership.org/biz-vacancy](http://udistrictpartnership.org/biz-vacancy)) which includes a monthly updated list of all UDBIA commercial vacancies in addition to a tool for property owners to list their vacancies.

- Reached out to all commercial real estate agents brokers with active local listings and provided a copy of the Retail Saturation Study, links to the Business Resource Center and Space for Lease and Sale pages, and offer to provide support in filling UDBIA vacancies.
- Met with various developers on potential retail space options for future developments.
- Coordinated a low-cost pilot project to generate marketing collateral designed to educate potential businesses about the U District and begin them down the path on locating their business here.

#### 5. Economic Development Committee

- Established the Economic Development Committee to provide guidance on how to best serve the economic interests of local businesses.
- Developed foundational statement of a district wide economic development vision focused on the business for business sector; business of providing and meeting the needs of the leased/rented residential population; and the retail/transactional/entertainment economy.

### Urban Vitality

1. Staff and support a volunteer populated Urban Vitality Committee. This assumes any work of the committee is actually done by volunteers.
  - a. *Urban Vitality Committee was relaunched. The committee is made up of board and other community members*
  - b. *The committee has created three task force groups including additional community members on the Mobility Plan, Church Redevelopment, and the 43<sup>rd</sup> Street Projects.*
    - i. *Mobility Plan – staff and board members participated in Mobility plan process. Task force reviewed final proposed document and presented analysis and recommendations to UDP Board for limited approval of some items and encouraged further community engagement o others*
    - ii. *Church Survey Group – has competed survey process and is currently engaging community stakeholders in discussions about potential next steps.*
    - iii. *43<sup>rd</sup> Street Project -- Convened stakeholders and continues to support dialogue between property owners, businesses and SDOT on all phases of construction and post construction work.*
  - c. *The committee supported the outreach and adoption of the updated U District Design Guidelines.*
  - d. *Staff and committee leadership continues U District development tracking and engagement – meeting with developers on proposed projects, attending public presentation meetings and design review hearings.*
2. *Continued partnership with U District, Let's Go!*
  - a. *Completed pilot project with onsite staff to provide technical assistance to local businesses on transportation affordability options.*
  - b. *Created a thorough co-branded transit map to help visitors find their way to and around our business district.*
  - c. *Supported and participated in 3 Transit Talk events in the District.*
  - d. *Provided 1,600 people with wayfinding help during the Special Olympics USA Games*
  - e. *Supported and housed U District, Let's Go! Intern.*
3. *Began partnership with the Friends of Christie Park*

- a. *Acted as fiscal sponsor and advisor on the creation of an artwork installation for the expanded and redesigned Christie Park.*

## Events and Activations

### Events

1. Up Your Ave – Fall student passport event to introduce to U District businesses
  - a. *Over 800 Students Participated on September 31<sup>st</sup>.*
  - b. *53 businesses officially participated. Sponsorship income increased to \$14,000.*
  - c. *Partnered with Sound Transit to support 10 businesses impacted by station construction through space activation and both digital and physical marketing.*
2. Celebrate Roosevelt – Celebration of our Roosevelt businesses and residents.
  - a. *Collaborated with local businesses to create first ever Trick or Treat on Roosevelt on October 31<sup>st</sup>.*
  - b. *Estimated 60 children and their families participated. 14 businesses participated. Live family friendly music and a fire engine!*
  - c. *Broad support for continuation and expansion of the event in 2020.*
3. Alley Lights – Winter art installations in the Allegro Alley.
  - a. *Was not accomplished this year due to change in staff capacity*
4. Event Support for other Departments – Assistance of other departments' events with time, volunteer management, and equipment.
  - a. *Supported annual cleanups, monthly cleanups, U District Night Out and various Urban Vitality related meetings and talks.*
  - b. *Held community wide information public meeting in April.*

### Activations –

1. Popup and onetime events to activate the streetscape and contribute to neighborhood vibrancy.
  - Ex) U District Night Out and outdoor musical performers
    - a. *Produced YoU Find... Summer Music Series which provided over 90 total hours of live music from local musicians at 7 locations across the U District over 57 days.*
    - b. *Produced a co-branded mobile wayfinding cart with WSDOT funding through SDOT for use at pop ups and other engagements.*
    - c. *Revitalized all neighborhood kiosks with signage detailing UDBIA services, volunteer opportunities, major events, and wayfinding.*
    - d. *Transformed a parking spot to provide outdoor cafe seating and live music during Park(ing) Day in collaboration with U District, Let's Go!.*
    - e. *Partnered with Seattle Neighborhood Farmers Markets and U Heights Center on annual Holiday Swag event.*

### Marketing

1. Management of Events and Marketing Committee – Hosting and coordination of monthly meetings of an advisory committee on events and marketing for the U District.
  - a. *Supported and informed short term "YoU Find.." marketing campaign which over only 69 days won 4,299,772 positive impressions about the U District and earned 10,665 clicks to our test website about the neighborhood detailing lodging, food and beverage, retail, and entertainment opportunities.*

- b. Advised on creation of better UDP and UDBIA marketing signage to increase community awareness of services and the source of their funding. Including*
- c. Updated kiosks with new wayfinding and marketing messaging.*
- d. Created UDP – BIA canopy and support materials to explain work of the BIA impacting the community while also using space to share local business and community highlights with visitors.*

## **Community Engagement**

1. Attending Community Meetings – Identification of and attendance at important community meetings as a representative of the UDP and UDBIA.
  - a. Staff have increased attendance at various meetings around the community including annual celebrations and fundraisers to increase UDP/UDBIA presence including Rotary, Evergreen Treatment Centers, NAIOP, DSA, Farmers Market, Food Bank, and ROOTS.*
5. Organizing Community Meetings – Gathering and hosting community discussions around important topics.
  - a. Public Meeting on BIA work in April.
  - b. Collaborated with other BIAs to host two city wide meetings on public safety and crime response.

## **Social Media Management**

1. Facebook, Twitter and Instagram Engagement - Increase of regular posts on multiple platforms sharing stories and data about the work of the UDP and UDBIA.
  - c. Staff has increased our posting to approximately 678 times across all platforms. We have increased our followership across all platforms by 14%*
2. Information Nexus and Sharing – Utilization of social media to provide information about the U District to the community and important updates from local businesses, nonprofits, and community groups.
  - d. Staff has increased tracking and sharing of stories about and by local businesses, nonprofits, and community groups through strategic partnerships, information gathering and 3<sup>rd</sup> party calendar utilization.*
  - e. Staff has also supported the management, growth, and promotion of the U District Art Walk with U Heights and local business partners.*
3. Website Management – Maintenance of the UDP and UDBIA websites as landing pages for information about the organizations.
  - f. Redesigned the homepage for clearer communication of top stories, search functionality, and better mobile usability.*
  - g. Secured 3<sup>rd</sup> party funding for and began the process of completely redeveloping the UDP, UDBIA, and U District, Let's Go! pages to prioritize quick access to services.*

## **Communications**

- 1) Growing and Organizing Contacts – Gathering of additional contacts and organizing in useful groupings.

- i. *Extensive effort to gather business and ratepayer contacts through in person, web, mail, email, and phone engagements lead to significant increase in contact numbers and accuracy.*
- ii. *Began adoption of CMS and organization of contacts therein to better communicate with various individuals and business.*

2) Monthly Newsletters – Monthly email newsletter highlighting the stories and data about the work of the UDP and UDBIA and including information about events in and resources for the community.

- iii. *Sent 12 monthly newsletters and increased subscribers by 44%*
- iv. *Redesigned format for better mobile usability.*

3) Weekly Updates – Weekly email featuring brief updates of recent UDP and UDBIA work and upcoming events in the U District.

- v. *Sent 51 weekly updates and increased subscribers by 61%*
- vi. *Moved to more professional format through the use of inbound marketing platform and increased overall content amount.*

4) Issue Based Communications – Creation of specific email communications to self-identified groups in the community as the need arises. Ex) Event alerts and business opportunities and resources

- vii. *Addressed through creation of departmental sections in newsletters and updates. Additional topical specificity increased through expanded business network, committee, and task force communication.*

## **Community Presence**

1) Visiting with Community Members in the Neighborhood – Regular outreach on the street and availability for one on one meetings with community members.

- viii. *Most street outreach handled by Ambassadors and REACH program staff. Together they have made over 1,956 individual engagements.*
- ix. *One on one meeting availability underutilized by community members while partner organization meetings were requested and scheduled.*

2) Responding to Community Questions and Concerns – Prompt response over all channels questions and requests from community members.

- x. *Prompt responses made to community members through phone, email, and social media channels. Slight delay occurred around the time of the fire.*
- xi. *New phone system installed to better guide callers to the appropriate services and staff members.*

## **Administration**

## **Finance**

1. All regular accounting activity managed to GAAP.
2. Managed all payroll and benefit functions.
3. Provided monthly reports to boards and management.



4. Prepared Taxes – Submitted 990
5. Supported special 18 month audit. Received clean opinion.
6. Prepared fiscal year 2019-20 operating budget
7. Tracked all fire related expenses – submitted initial claims.

## **Operations**

1. An IT upgrade completed in 2018-19. Received in-kind donation of added laptops from ACC.
2. An HR compliance and policy review completed. New handbook written.
3. Found and managed temporary replacement office after fire.
4. Began historical file digitization.

## **Board Support**

1. Staff supported monthly and annual meetings of both of the RAB and UDP Boards.
2. Staff will support regular and special meetings of committees. Restarted Economic Development Committee. Established Urban Vitality Committee.
3. Held UDP Governance Retreat.
4. Held joint UDP – BIA planning retreat.
5. Recruited new members.

## **Ordinance Renewal**

1. As of June 27, 2019, will have completed Phase One of the renewal campaign. Ready to launch Phase 2 and petition drive.
2. Worked with City OED, Finance, and Legal to validate base assessment formula proposal.
3. Worked with City OED and Legal to confirm City requirement to continue including condominiums as part of the required ratepayer class.
4. Held a public meeting and on line survey in April to seek community input on BIA work and options for the future.
5. Extended invitations to meet with ratepayers and community groups about the renewal. Have met with approximately 20 ratepayers.
- 26 Retained BDS as consultant/contractor to assist with the process.



## Board Member Election Resolutions

Be it resolved that Max Blume is elected to a three year term on the U District Business Improvement Ratepayer Advisory Board beginning July 1, 2019 and ending June 30, 2022.

Be it resolved that Maria Barrientos is elected to a three year term on the U District Business Improvement Ratepayer Advisory Board beginning July 1, 2019 and ending June 30, 2022.

## **2019-20 PROPOSED UD BIA WORKPLAN**

**Submitted to the Annual Meeting of the Ratepayers**

**On June 27, 2019**

### **CLEAN AND SAFE**

#### **Clean**

1. Continue to hold Clean and Safe Committee Meetings – estimate 9 meetings.
2. North and South Cleaning Areas – Maintain professional cleaning.
  - a. South Area (South of 52<sup>nd</sup>)
    - i. 7-days a week, 362-days a year
  - b. North Area (North of 52<sup>nd</sup>)
    - i. 2-days a week, 104-days a year
  - c. Monthly BIA Walks
3. Beautification Team and projects – Maintain overall district appearance.
  - a. Two part-time team members
4. Volunteer Community Cleanups
  - a. Estimated 10 monthly cleanups planned and coordinated
  - b. 1 Annual Cleanup
  - c. UW Facilities Cleanup
5. Seasonal Cleaning
  - a. Fall leaf street sweeping
  - b. Spring sidewalk pressure washing

#### **Safe**

1. Clean and Safe Committee Meetings - estimate 9 meetings.
2. Crime Prevention through Environmental Design (CPTED) Reviews
3. Ambassadors – District wide patrolling for safety, security, and wayfinding. Use of Securitas as contractor.
  - a. Two people
    - i. 8-hour shifts, Thurs-Sun
    - ii. Beautification Projects
    - iii. 75 Spring/Summer Baskets
    - iv. 75 Fall/Winter Baskets
    - v. 68 trees lit for the holidays
4. **New** - Block Watch Program
  - Maintenance of the Block Watch Slack Group
  - Grow the member base of the Block Watch

5. **New** - Alley Safety Program

- Work with the stakeholders in the Allegro Alley to collaboratively fund an alley security position that would help to reduce crime in the alley and the surrounding area.

6. Continue work with other BIAs to influence City response to the problem of high impact recidivist criminal behavior.

## Other

1. Homeless Youth Employment - Sponsoring youth internships for job training with Sanctuary Art Center and deploying interns on cleaning projects throughout the district.

3. **Continuation of pilot** - Full time REACH Program

- Pilot launched in mid-March of 2019 and will continue through the 2019-2020 fiscal year

4. **New** - Maintenance Program

- New maintenance fund to be used for regular upkeep of our investments such as tree pits, art work, planters, etc.

## Economic Development

1. Continue the collection and communication of business data. Possible initiatives include:

- Formalize and regularly report key performance indicators on the economic health of the U District and the impact of economic development program efforts.
- Complete and publish a foot traffic study for all major intersections in the UDBIA.
- Expand the depth of the demographics data to include student spending levels.

2. Grow and support the U District Business Network.

- Expand the network from 2% to 10% active participation.
- Assist the Clean and Safe Program in expanding the Business Block Watch to 10% representation.
- Engage membership to identify and implement their agenda for economic activity stimulation.
- Create connections with exciting resources like OED and Mayor's Small Business Advisory Council.

3. Provide support and resource access to individual businesses.

- In Fall 2019, conduct a follow-up survey to measure satisfaction change since Fall 2018.
- Maintain and expand the content of the online Business Resource Center. Increase knowledge of the center and grow traffic.
- Develop an off-season (summer) tourism program to increase foot traffic at local businesses.

4. Serve as a resource for potential business interest in the district.

- Improve 'Reasons to Open a Business in the U District'.
- Strengthen relationship with real estate agents and increase the number that feed the vacancy page from 2 to 10.

- Continue to meet with developers to discuss and hopefully influence retail space recruitment.

## **Urban Vitality**

Staff and support a volunteer populated Urban Vitality Committee and task forces.

Serve the needs of the UDBIA ratepayers as an informed resource on all built environment related matters.

Continue to utilize UDBIA resources to benefit the U District in collaboration with the UDP's expanded Urban Vitality Programming.

Continue developer interactions.

U District, Let's Go! – Continue to update and maintain U District, Let's Go! resources and assets for the benefit of businesses, commuters, visitors, and residents.

Collaboration with Friends of Christie Park – Continue to act as fiscal sponsor and advisor on art installation for expanded and redesigned Christie Park and cohost celebration of park opening.

## **PR/Marketing and Community Engagement** **Events and Activations**

Up Your Ave Expansion – Expand to a weeklong celebration during first week of UW's fall quarter to welcome students back and invite people to visit and shop the entire U District.

Trick or Treat on Roosevelt – Celebration of our Roosevelt area businesses and residents on October 31<sup>st</sup>

Pilot Cherry Blossom Celebration – Weeklong celebration of cherry blossom bloom in the spring highlighting the vibrancy of our shopping district.

Activations - Produce smaller events and popups to activate the public realm and engage with the community Ex. Park(ing) Day and Pianos in the Park

Partner Events – Continue and expand support of community partner events. Ex. Holiday Swag and the U District Art Walk

Live Outdoor Music – Music at strategic times and places to support the shopping district, if budget allows.

Event Support for other Departments – Assistance of other departments' events with staff time, marketing, volunteer management, and equipment. Ex. U District Night Out

## **Marketing – Assumes no significant increase in Marketing or Public Relations Resources or Emphasis**

Support UDBIA events with digital and physical marketing to maximize attraction of visitors and patronage of U District businesses.

Promote positive narrative about the U District through earned media and acting as an informed point of contact about the neighborhood.

Using current resources to promote awareness of our diverse and vital businesses district through programs and digital campaigns.

## **Community Engagement**

Attending Community Meetings – Identification of and attendance at important community meetings as a representative of the UDP and UDBIA.

Organizing Community Meetings – Gathering and hosting community discussions around important topics.

Continue cooperative work with other BIA's to address shared concerns city wide.

## **Social Media Management**

Facebook, Twitter and Instagram Engagement – Grow engagement with posts on multiple platforms by sharing stories and data about the work of the UDP and UDBIA.

Information Nexus and Sharing – Utilization of social media to provide information about the U District to the community and important updates from local businesses, nonprofits, and community groups.

Community Partnerships – Creation of additional co-branded and cross posting plans with local partners, events, and businesses.

Website Management – Launch and maintain the UDP and UDBIA website as a landing page for information about services provided.

## **Communications**

Growing and Organizing Contacts – Continue campaign to grow contact list and information from people who live, work, and play in the U District

Monthly Newsletters – Monthly email newsletter highlighting the stories and data about the work of the UDP and UDBIA and including information about events in and resources for the community.

Weekly Updates – Weekly email featuring brief updates of recent UDP and UDBIA work and upcoming events in the U District.

Collateral – Creation of range of collateral about the UDBIA services for handing out during events and engagements for greater community awareness of available resources.

## **Administration**

### **Finance**

1. Manage all regular accounting activity
2. Manage all payroll and benefit functions.
3. Provide monthly reports to boards and management.
4. Prepare 2018-19 Taxes - 990
5. Support 2018-19 audit.
6. Prepare fiscal year 2020-21 operating budget

### **Operations**

1. Continue insurance claim process from fire.
2. Finalize long term office location.

### **Board Support**

1. Support monthly, quarterly and annual meetings of the UDP and RAB Boards.
2. Support regular and special meetings of committees.
3. Continue recruitment of new members.

### **Ordinance Renewal**

1. Manage Phase 2 and Phase 3 of renewal process.

## The U District BIA Fiscal 2020 Draft Budget Summary

	<i>2018-</i> FY 2019	<i>2018-</i> FY 2019	<i>FY 2019-</i> 2020
	Budget	Forecast	Baseline
Ordinary Income/Expense			
Income			
BIA Revenue	825,373	843,563	917,500
SPU Contract	12,000	12,000	12,000
Reach Funding	0	0	39,500
Earned Income	10,000	14,000	15,000
Interest and Other	0	100	0
Total Income	847,373	869,663	984,000
Gross Profit	847,373	869,663	984,000
Expense			
Staffing	457,722	448,840	487,832
Professional & Contract Expense	85,400	84,900	75,400
Office and Overhead	83,266	92,777	86,699
Direct Program Expenses	313,478	316,330	421,944
Total Expense	939,866	942,847	1,071,875
Net Income	(92,493)	(73,184)	(87,875)
City Cash Forecast at 6/30/2019			347,741
Reciepts			984,000
Disbursements			(1,071,875)
City Cash After Baseline Budget			259,866
Less: Reserves Per Policy			(210,000)
City Cash After Reserves			49,866



**U District BIA**  
**Baseline FY 2019-20 Budget Draft**

	FY 2020 Total	Program Management	Clean and Safe	Urban Vitality	Economic Development	Marketing	Community Engagement	Events and Activation
Ordinary Income/Expense								
Income								
BIA Revenue Collected FY2020	917,500	182,657	459,231	24,635	109,362	51,228	66,057	24,330
SPU Funding	12,000	0	12,000	0	0	0	0	0
REACH Funding	39,500	0	39,500	0	0	0	0	0
Event Income	15,000	0	0	0	0	0	0	15,000
Total Income	984,000	182,657	510,731	24,635	109,362	51,228	66,057	39,330
Expense								
Staffing	487,832	54,657	165,170	26,994	107,276	51,985	65,089	16,661
Professional & Contract Expense	75,400	75,400	0	0	0	0	0	0
Office and Overhead	86,699	70,095	6,050	0	4,860	400	5,294	0
Direct Program Expenses								
Clean and Safe Contracts	135,744	0	135,744	0	0	0	0	0
Community Beautification	74,750	0	74,750	0	0	0	0	0
Advertising and Marketing	3,750	0	0	0	0	3,750	0	0
Studies, Strategy & Implement.	9,700	0	0	0	7,700	0	2,000	0
Ambassador Program	92,000	0	92,000	0	0	0	0	0
Youth Employment Contract	10,000	0	10,000	0	0	0	0	0
Other Program Contract Services	71,000	0	71,000	0	0	0	0	0
Event Expenses	25,000	0	0	0	0	0	0	25,000
Total Direct Program Expenses	421,944	-	383,494	-	7,700	3,750	2,000	25,000
Total Expense	1,071,875	200,151	554,714	26,994	119,836	56,135	72,383	41,661
Net Income	(87,875)	(17,494)	(43,983)	(2,359)	(10,474)	(4,906)	(6,327)	(2,330)
Beginning BIA Available Cash	347,741							
Receipts	984,000							
Disbursements	(1,071,875)							
Ending BIA Available Cash **	259,866							
Less: Reserves per Policy	(210,000)							
BIA Cash After Reserve	49,866							

**U District BIA**  
**FY 2020-2021 Rough Forecast**

**Baseline Only**

	<i>2019-</i> FY 2020	<i>2020-</i> FY2021	FY 2021 Notes
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
Government Grants and Contracts	929,500	1,010,419	3% increase, \$45k est. MFTE Adjustment
Other Grants and Donations	39,500	30,000	Potential Reach Funding
Earned Income	15,000	15,600	4% increase
Interest and Other	-		
<b>Total Income</b>	<u>984,000</u>	<u>1,056,019</u>	
<b>Expense</b>			
Staffing	487,832	507,345	4% increase
Professional & Contract Expense	75,400	52,416	4% increase, no renewal
Office and Overhead	86,699	87,180	4% increase
Direct Program Expenses	396,944	405,542	4% increase
Event Expenses	<u>25,000</u>	<u>26,000</u>	4% increase
<b>Total Expense</b>	1,071,875	1,078,483	
<b>Net Income</b>	(87,875)	(22,464)	
<b>Beginning Cash</b>	347,741	259,866	
<b>Ending Cash</b>	259,866	237,402	
<b>Less: Reserves per Policy</b>	<u>(210,000)</u>	<u>(210,000)</u>	
<b>Ending Cash After Reserves</b>	<u>49,866</u>	<u>27,402</u>	



Resolution to Recommend the 2019-20- Budget, Work Plan, and Program Manager to the U District Business Improvement Area Ratepayers.

The U District Business Improvement Area Ratepayers Advisory Board recommends to the U District Business Improvement Area Ratepayers the approval of the 2019-20 Fiscal Year Work Plan, the 2019-20 Fiscal year Budget, and the continuation of the U District Partnership as the Program Manager for the 2019-20 fiscal year.



Whereas on April 27, 2015, the Seattle City Council passed Resolution #124761 establishing the current UD BIA, and

Whereas, on May 1, 2015, the Ordinance #124761 was approved by the Mayor of Seattle, and

Whereas, thirty days after May 1, 2015, Ordinance #124761 went into effect,

Whereas that same resolution established a five year period of special assessment to fund the activities of said new BIA, and

Whereas the authorization of the Seattle City Finance Department to collect additional assessments expires June 1, 2020, and

Whereas the Ratepayer Advisory Board intends to seek renewed approval of a continued BIA to serve the University District community, therefore

Be It Resolved that the Ratepayer Advisory Board approves the creation and distribution of petitions to the ratepayers of the U District Business Improvement Area for the purpose of renewing the current BIA under the following specific terms:

- 1) The boundaries shall be adjusted as presented at the June 27, 2019 RAB meeting
- 2) The term shall be for twelve (12) years
- 3) The base assessment formula shall continue to rely on the 2013 total appraised property values and the total taxable values on record with the King County Assessor's Office as of April 30, 2014 as adjusted for inflation or by New Benefit Area designation during and over the course of the current UD BIA and will assume that the total appraised values and total taxable values used in determining the first year assessment for each parcel and then adjusted for 2019-20 inflation as directed by the City shall be the same as those used in determining the assessment for the 2019-20 assessment
- 4) The base assessment rate shall be increased by ten (10) percent
- 5) The existing cleaning areas shall be continued with the current scope of service and that the base rate shall be reset to conform with current costs (those rates currently estimated at \$0.09 per square foot in the North Cleaning Area and \$0.16 per square foot in the South Cleaning Area) and the formula currently being used shall be maintained with the new rate applied
- 6) The areas not in the currently designated special cleaning areas shall be designated as a third cleaning area and be assessed at the rate of \$0.03 per square foot using the same formula that is currently being used



Be it further resolved that upon the receipt of affirmative petitions representing 60% or more of the total projected assessment for the new BIA, that those petitions shall be submitted to the Seattle City Council seeking approval of a Resolution (as provided for in RCW 35.87A.030) to ensure the ongoing operations and services of the UD BIA.

Be it further resolved, that the Ratepayer Advisory Board authorizes the U District Partnership to serve as manager of this process and to use such resources as deemed necessary and approved by the Ratepayer Advisory Board to accomplish the renewal of the BIA.