

August 30, 2019

Dear University District Property Owner,

Thanks to your support, the University District has become a cleaner, safer and more vibrant place to live, play and do business. Together we created the U District Business Improvement Area (BIA) in 2015, and now it's time to renew it! **Please sign and return page 2 of this packet immediately, before October 31, 2019 to tell the City you support renewing and expanding the BIA so our work together to create a vibrant and innovative U District can continue!**

The U District BIA, in collaboration with the U District Partnership, plans to continue our current efforts and provide additional services for the benefit of all in the University District. These efforts include cleaning, safety, marketing and events, urban activation, and economic development. Continued support will ensure that the District is safe and orderly for property owners, businesses, residents, employees, and visitors as the area continues to grow and change.

BIAs are special assessment districts that are established to maintain and enhance neighborhood business districts. BIAs are a self-help mechanism whereby property owners choose to assess themselves to fund cleaning, safety, and other programs designed to keep the entire district vibrant and increase the property values for each owner. The property owners continue to have control over how the funding is spent through their own ratepayer board. (For more information, refer to RCW Chapter 35.87A.)

Our BIA proposal will be submitted to City Council for approval as soon as we reach signatures for 60% of the total assessment, the minimum threshold required by state law. **You can make a difference by signing and returning page 2 of this packet today.** We'll continue to collect petitions of support beyond the 60% requirement to demonstrate our strong, shared commitment, but your signature **today** helps us move this process forward faster. If you have any questions, please contact Mark Crawford at the U District Partnership: 206-547-4417 or mark@udistrictpartnership.org.

URGENT: Sign page 2 of this petition packet immediately, before October 31, 2019 to renew the U District BIA.

For more information about the University District BIA, please visit our website: www.udistrictpartnership.org. There you will find our business plan, contact information and examples of our previous and ongoing hard work.

Here are your options for returning your signed petition:

- Mail to: P.O. Box #45073 Seattle, WA 98145, OR deliver in person during business hours (9am to 5pm) to:
U District Partnership
1415 NE 45th St
Seattle, WA 98105
- Scan your signed petition and email it to mark@udistrictpartnership.org
- Or call us at 206-547-4417 if you have any questions.

We look forward to representing and serving you.

Sincerely,



Maureen Ewing
University Heights Center
Co-Chair, U District BIA
Board of Directors



Sally Clark
University of Washington
Co-Chair, U District Partnership
Board of Directors



Miles Richardson
University VW Audi
Co-Chair, U District Partnership
Board of Directors

P.S. Please send back your petition today! Simply sign and return page 2 of this packet immediately, before October 31, 2019. For your convenience, a postage paid return envelope is included. Thank you for your continued support of our BIA!

RETURN THIS PAGE ONLY

PETITION TO ESTABLISH UNIVERSITY DISTRICT BUSINESS IMPROVEMENT AREA (UDBIA)

The University District BIA will be the primary source of sustainable funding for services to improve the economic development, neighborhood revitalization, and livability for the University District. The U District Partnership (www.udistrictpartnership.org) is a champion for the U District, and, as UDBIA Program Manager, has worked hard over the years to make and maintain improvements in the neighborhood. The U District BIA plans to continue its efforts for the benefit of all in the U District over the next twelve (12) years. **We are asking every ratepayer to sign a petition in support. Signed petitions are needed for City approval.**

Attached please find:

- ✓ The full **Petition** recommending that the City of Seattle establish the University District Fund for twelve (12) years, effective June 1, 2020; and
- ✓ The **U District BIA Work Plan** describing the proposed services.

The U District Business Improvement Area Ratepayer Advisory Board believes that this proposal will yield a **vibrant** and **innovative** district of entrepreneurs, major employers, talented workers, and **diverse** residents. More detailed service descriptions are in the U District BIA Assessment Budget Summary, but highlights may include:

Economic Development

- Business Attraction
- Retail Services
- Business Retention
- Housing
- Transportation and Mobility

Urban Vitality

- Urban Form
- Public Space Network
- Space Activation

Marketing

- Branding Program
- Business Development
- Competitive Advantage

Clean & Safe

- Safety Ambassadors
- Crime Hotspot Patrols
- Young Adult Programs
- Partnerships
- Cleaning Services
- Mental Health Outreach

Community Engagement

- Public-Private Relationship
- Culture of Collaboration
- Diverse Community Voices

Organization

- Collaboration
- Policy and Advocacy
- Leadership Development
- Organizational Sustainability

Please sign below and return your petition **immediately** in the envelope provided.

Property Identification Number (PIN)	Information Specific to Your Property Will Be Located Here
Name of Ratepayer (Taxpayer on Record)	
Property Address	
Base Assessment	
Cleaning Area Assessment	
TOTAL - Estimated 2020 Assessment Calculation Methodology is attached as Exhibit A	

Note: The assessment is billed at 50% twice a year approximately six (6) months apart. The first assessment billing will occur after City Council approval.

As an authorized representative of the property referenced here, I am in favor of the U District Business Improvement Area as described on the accompanying Petition and Assessment Budget Summary. I understand that if the City Council authorizes this district, all properties within the boundaries (except parcels designated as single-family, duplex, triplex, and townhouse) will be required to pay into the U District BIA as according to the terms described in the petition.

Signature of Authorized Property Representative: ~~Example Document~~

Name (print please): ~~Do Not Sign~~

Title: _____ Date: _____

For more information contact Mark Crawford

By mail: P.O. Box 45073, Seattle, WA 98145

OR

In person: 1415 NE 45th St, Seattle, WA 98105

OR

By phone or email: 206-547-4417 x 1, mark@udistrictpartnership.org

RETURN THIS PAGE ONLY

RENEW THE BIA!

Simply sign and return page 2 of this packet by October 31, 2019
For your convenience, a postage paid return envelope is included.
Thank you for your continued support of our BIA!

2018 WHAT WE'VE DONE TOGETHER - LET'S KEEP IT GOING



2,920
REMOVED
TRASH BAGS



2,785
REMOVED
GRAFFITI TAGS



1,160
BUSINESS
CHECK-INS



2,637
PATROLLED
HOT SPOTS



Cleaning:

- Deployed beautification staff around the district
- Led monthly volunteer cleanups
- Removed biohazards (1,600)



Safety:

- Deployed safety ambassadors around the district
- Held regular public safety meetings
- Conducted mental health and homeless outreach through REACH



Marketing & Events:

- Promoted local businesses through events ("Up Your Ave," Night Out)
- Provided resources during major district events (Special Olympics)



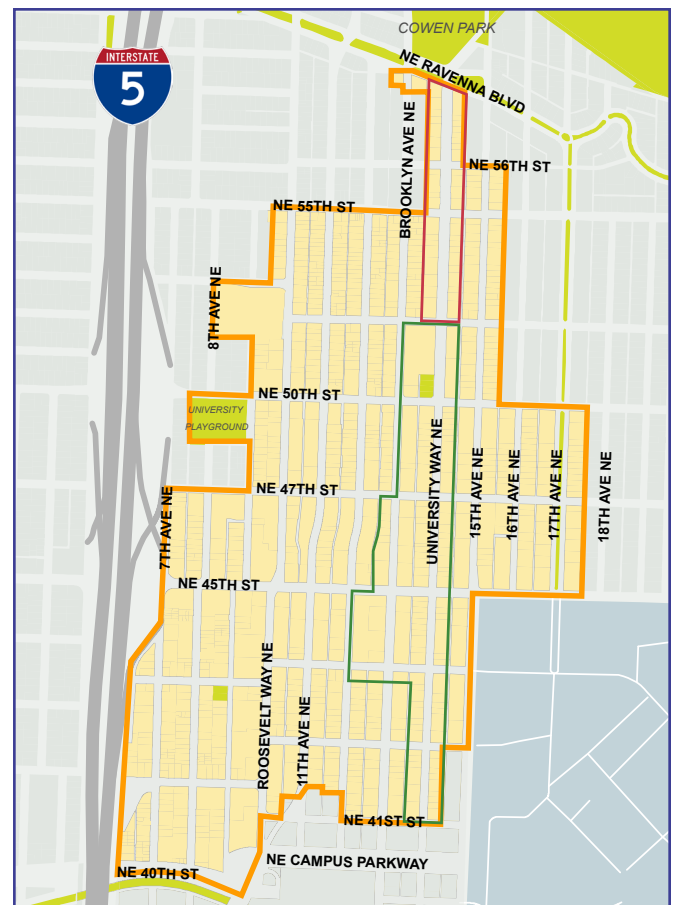
Urban Vitality & Activation:

- Convened design guidelines for development
- Partnered to improve urban landscape
- Hosted pop-up events and alley activation



Economic Development:

- Launched U District Business Network
- Released 2019 retail trend study
- Built online resources tool-box for businesses



Proposed New U District BIA Boundary

Proposed BIA Boundary

North Cleaning Area
South Cleaning Area

University of Washington Campus
City of Seattle Parks

0 .125 .25 Miles



WHAT WE'VE LEARNED

- U District is rapidly changing; light rail is coming
- Costs are rising; affordability is a challenge



The U District is evolving right in front of us. The BIA is our best vehicle for maximizing potential while protecting the U District we love now.

- Miles Richardson, University VW Audi

- Residents and small businesses are important and growing
- The street environment is an issue



The BIA is a positive force in the U District that is instrumental to the safety and cleanliness of the neighborhood. We need the BIA in the U District.

- Max Blume, Property Owner

WHAT WE NEED TO DO NEXT

- Keep it up, we can't go back!
- Expand cleaning to the entire U District BIA boundary
- Advocate more on behalf of the residents & small businesses



I value all of the services the BIA provides, especially keeping our community so much cleaner and safer than it would be otherwise.

- Don Schulze, Shultz's

- Increase promotions for the U District and its many businesses
- Improve communication with ratepayers and elected officials



Hurrah for all of the great events that the BIA hosts each year!

- Lois Ko, Sweet Alchemy

WHAT YOU NEED TO KNOW ABOUT THE U DISTRICT BIA RENEWAL

The district is evolving and growing. Let's make the most of it.

The U District is undergoing major changes, right now and for the foreseeable future. Our residential, student and business populations (both employees and customers) are growing and that growth is accelerating quickly. With growth comes the need to adapt or increase programs that address our new realities. We have accomplished an AMAZING amount over our last four years together. Let's keep up that great work and let's seize the opportunities that the future is offering us.

Cleaning works! Let's expand it.

We know that an entire U District BIA benefits from cleaning services in the designated cleaning areas. So many of you do a GREAT job cleaning and maintaining your properties but the district includes large public areas like sidewalks and street curbs. However, not all property owners are as good about cleaning their sidewalks. Litter goes untended and graffiti pops up. Biohazards are left out in the open. It doesn't take much to make a whole block look bad. We know we can make a difference by sending professional contractors through the entire district once a month to clean up and collect waste. The whole district will look better, be safer, and all properties will benefit. The cost is low when we do this together.

We are protecting ratepayers against the impacts of rising property values.

We are protecting ratepayers against the rapidly increasing property values impacting the U District. When a BIA renews, it is customary to reset the base property value to the most current year. The recent rezone of the U District resulted in rapidly rising and extremely varied property values. The U District BIA is protecting you against these increases: As long as your property does not trigger a "New Benefit Area" condition, we will continue to use 2013 tax values as the basis for future assessments that will be adjusted by the annual Consumer Price Index.

Exhibit A:
PETITION TO ESTABLISH:
University District Business Improvement Area

TO THE CITY COUNCIL OF SEATTLE:

We, the property owners of commercial, multi-family residential and mixed-use projects (collectively, "Ratepayers") located within the proposed District, hereby petition the City of Seattle to establish a twelve (12) year Parking and Business Improvement Area (BIA) as authorized by the RCW Chapter 35.87A, within the boundaries described in Figure 1 for the purpose of providing programs and other services which improve the general economic climate and enhance the environment of the University District in Seattle.

This proposal is intended to replace the existing BIA that was authorized by the Seattle City Council on May 1, 2015 with Ordinance Number 124761. The existing BIA has been doing business as the "University District BIA" since that time. This proposal has two parts: first, to adopt a new business plan for twelve years; and second, to revise the BIA's boundaries, cleaning areas, and rates.

Geographic Boundary

The proposed BIA includes three areas that are geographically depicted in Figure 1 (District Boundaries), and described within the following boundaries:

The U District Business Improvement Area

- From the southwest intersection of Brooklyn Ave NE and NE Ravenna Blvd, proceed
- West along the northern property line of Parcel #5226300235; then proceed
- South along the western property line of the same parcel (#5226300235); then proceed
- East along the southern property line of the same parcel (#5226300235); then proceed
- East across the centerline of Brooklyn Ave NE toward the southern property line of Parcel #5226300165; then proceed
- East toward the centerline of the alleyway between Brooklyn Ave NE and University Way NE; then proceed
- South along the centerline of the alleyway between Brooklyn Ave NE and University Way NE toward NE 55th St at the southeast corner of Parcel # 8714600155; then proceed
- West along the centerline of NE 55th St to the northwestern corner of Parcel #2862100600; then proceed
- South along the western property lines of Parcels #2862100600, #2862100590, #2862100585, 2862100580, #2862100575, #2862100570, #2862100560, #2862100550, toward NE 53rd St; then proceed

- West along the centerline of NE 53rd St toward the southeast corner of NE 53rd St and 8th Ave NE; then proceed
- South along the centerline of 8th Ave NE to the southwest corner of Parcel #2862100795; then proceed
- East along the southern property line of the same parcel (#2862100795) and Parcel #2862100750 toward 9th Ave NE; then proceed
- South along the centerline of 9th Ave NE toward the intersection of NE 50th and 9th Ave NE; then proceed
- West along the centerline of NE 50th St toward the northwest corner of Parcel #0889000005 (University Playground); then proceed
- South along the western property line of the same parcel (#0889000005); then proceed
- East along the southern property line of the same parcel (#0889000005) toward the intersection of NE 48th St and 9th Ave NE; then proceed
- South along the centerline of 9th Ave NE toward the intersection of NE 47th St; then proceed
- West along the centerline of NE 47th toward the intersection of 7th Ave NE; then proceed
- South along the centerline of 7th Ave NE toward NE 45th St; then proceed
- Southwest along the east edge of Interstate-5 toward NE 40th St; then proceed
- East along the centerline of NE 40th St toward the intersection of Eastlake Ave NE; then proceed
- Northeast along the centerline of Eastlake Ave NE toward the intersection of NE Campus Pkwy and Roosevelt Way NE; then proceed
- North along the centerline of Roosevelt Way NE to the intersection of NE 41st St; then proceed
- East along the centerline of NE 41st St toward the southeast corner of Parcel #1142001825; then proceed
- North along the centerline of the alleyway between 11th Ave NE and Roosevelt Way NE toward the southwest corner of Parcel #1142001810; then proceed
- East along the southern property line of the same parcel (#1142001810) toward 11th Ave NE; then proceed
- East toward the southwest corner of Parcel #1142001725; then proceed
- East along the southern property line of the same parcel (#1142001725) toward the alleyway between 11th Ave NE and 12th Ave NE; then proceed
- South toward the southwest corner of Parcel #1142001675; then proceed
- East along the southern property line of the same parcel (#1142001675) toward the centerline of 12th Ave NE; then proceed
- South along the centerline of 12th Ave NE toward the intersection of NE 41st St; then proceed
- East along the centerline of NE 41st St toward the centerline of the alleyway between University Way NE and 15th Ave NE; then proceed

- North along the centerline of the alleyway between University Way NE and 15th Ave NE toward the intersection of NE 42nd St; then proceed
- East along the centerline of NE 42nd St toward the intersection of 15th Ave NE; then proceed
- North toward the intersection of NE 45th St; then proceed
- East along the centerline of NE 45th St toward the alleyway between 17th Ave NE and 18th Ave NE; then proceed
- North along the centerline in the alleyway between 17th Ave NE and 18th Ave NE toward the intersection of NE 50th St; then proceed
- West along the centerline of NE 50th St toward the alleyway between 15th Ave NE and 16th Ave NE; then proceed
- North along the centerline of the alleyway between 15th Ave NE and 16th Ave NE toward the intersection of NE 56th St; then proceed
- West along the centerline of NE 56th St toward the alleyway between 15th Ave NE and University Way NE; then proceed
- North along the centerline of the alleyway between 15th Ave NE and University Way NE toward the intersection of NE Ravenna Blvd; then proceed
- West along the centerline of NE Ravenna Blvd to the point of origin at the southwest corner of Brooklyn Ave NE.

The South Ave Cleaning Area

- From the intersection of Brooklyn Avenue NE and NE 52nd Street, proceed east along the centerline of NE 52nd Street to the centerline of the alleyway between University Way NE and 15th Avenue NE; then proceed
- South along the centerline of the alleyway between University Way NE and 15th Ave NE to the centerline of NE 41st Street; then proceed
- West along the centerline of NE 41st Street to the centerline of the alleyway between Brooklyn Avenue NE and University Way NE; then proceed
- North along the centerline of the alleyway until the southern property line of the parcel on the southeast corner of NE 43rd Street and Brooklyn Avenue NE (Parcel #1142001140); then proceed
- West along the southern property line of Parcel #1142001140; then proceed
- Across Brooklyn Avenue NE and along the southern property line of the property on the southwest corner of the intersection of NE 43th Street and Brooklyn Avenue NE (Parcel # 1142000905); then proceed
- Along the southern property line of the property on the southeast corner of 12th Avenue NE and NE 43rd Street (Parcel #1142001020) to the centerline of 12th Avenue NE; then proceed
- North along the centerline of 12th Avenue NE until the centerline of NE 45th Street; then proceed
- East along the centerline of NE 45th Street to the centerline of the alleyway between 12th Avenue NE and Brooklyn Avenue NE; then proceed

- North along the centerline of the alleyway between 12th Avenue NE and Brooklyn Avenue NE to the centerline of NE 50th Street; then proceed
- East along NE 50th Street to the centerline of Brooklyn Avenue NE; then proceed
- North along the centerline of Brooklyn Avenue NE to the point of origin at the centerline of NE 52nd Street.

The North Ave Cleaning Area

- From the intersection of NE Ravenna Boulevard and the alleyway between Brooklyn Avenue NE and University Way NE, proceed east along the centerline of NE Ravenna Boulevard to the centerline of the alleyway between University Way NE and 15th Avenue NE; then proceed
- South along the centerline of the alleyway between University Way NE and 15th Avenue NE to the centerline of NE 52nd Street; then proceed
- West along the centerline of NE 52nd Street to the centerline of the alleyway between Brooklyn Avenue NE and University Way NE; then proceed
- North along the centerline of the alleyway to the point of origin at the centerline of NE Ravenna Boulevard.

Operations, Management, & Assessment Formulas

A general description of the programs and services to be provided by the University District BIA is set forth in the U District Partnership Business Plan (See enclosure).

Further, we request the City of Seattle, as set forth in this petition, to:

- Levy these special assessments based on the classifications of the businesses and multi-family residential or mixed-used properties detailed below, using the King County Assessor property information (including but not limited to appraised value, taxable value, lot size, and present use) upon Ratepayers within this area;
 - Contract with the U District Partnership to administer the operation of the District including the funds derived pursuant thereto as allowed in RCW 35.87 A.110; and,
 - Establish a Ratepayers Advisory Board to oversee University District BIA operations. This Ratepayers Advisory Board shall include representation from a broad range of sizes, geographic locations and classifications of Ratepayers. Its 10-16-member roster will include 4-5 representatives of the University of Washington and 6-11 non-University, U District Fund Ratepayers, 1-4 of which will be Ratepayers contributing less than 0.5% of the total assessment. No more than 35% of the seats shall be held by the University. Therefore, we hereby petition the Seattle City Council as follows:
- I. The City of Seattle would levy special assessments upon all Ratepayers — property owners of commercial, multi-family residential and mixed-use projects, excluding properties designated by the King County Assessor records as “Single Family (residential use/zone),” “Single Family (c/i zone),” “Single Family (c/i use),” “Vacant Single Family,” “Duplex,” “Triplex,” “Townhomes Plat,”

“Houseboats,” or “Mobile Home” — in the area shown in Figure 1 for the purposes of operating the BIA as described in the University District Business Plan.

- II. The City of Seattle would levy the special assessment by applying an assessment rate to each Ratepayer as described below. Records for the assessment calculation are based on information provided by the King County Assessor’s office. Due to widely varied property values resulting from the U District rezone, First Year Assessments will use the 2013 total appraised property values and total taxable values on record and adjusted by inflation over time unless a New Benefit Area is established. A New Benefit Area shall be based on the percentage of construction completed and new construction values determined by the King County Assessor. The base assessment rate will be increased by 10%; the South and North Cleaning Areas will be increased to \$0.16/sq ft and \$0.09/sq ft, respectively; and a new Greater District Cleaning Area (properties outside the North and South Cleaning Areas) will be assessed at \$0.03/sq ft.
 - A. University District BIA First Year Assessment = $(\$0.275 \times (\text{Total Taxable Value}/\$1,000))$. Total Taxable Value = Land + Improvements. This calculation is called the “Base Formula.”
 - B. South Cleaning Area First Year Assessment = $(\$0.16 \times (\text{Total Lot Square Feet}))$. This calculation is called the “South Cleaning Area Formula.”
 - C. North Cleaning Area First Year Assessment = $(\$0.09 \times (\text{Total Lot Square Feet}))$. This calculation is called the “North Cleaning Area Formula.”
 - D. Greater District Cleaning Area (all other properties outside the South and North Cleaning Areas) First Year Assessment = $(\$0.03 \times (\text{Total Lot Square Feet}))$.
 - E. Modifications or limitations to these assessments are described below.
 1. If the Total Appraised Value (Land + Improvements) and Total Taxable Value (Land + Improvements) in the King County Assessor’s records are not equal, tax exempt rates for nonprofits and churches may apply under the following rules:
 - i. If the Total Taxable Value is zero, then calculate the U District BIA First Year Assessment using the Total Appraised Value of the property at 25% of the Base Formula. $((\$0.275 \times (\text{Total Appraised Value}/\$1,000)) \times 25\%)$. If the property is located within either Cleaning Area, apply the corresponding Cleaning Area Formula at 25%.
 - ii. If the Total Taxable Value and the Total Appraised Value are not equal, then
 1. Apply the full rate of the Base Formula to the Total Taxable Value $(\$0.275 \times (\text{Total Taxable Value}/\$1,000))$ and apply 25% of the Base Formula to the difference between the Total Appraised and Taxable Values $((\text{Total Appraised Value} - \text{Total Taxable Value})/\$1,000) \times 25\%$. These two calculated amounts are then added together for the First Year Assessment. As an example, Building A has

a property tax exemption for a portion of its building. Its Total Taxable Value is \$700,000 and its Total Appraised Value is \$1,000,000. The full rate of the Base Formula will be applied to \$700,000 and then 25% of the Base Formula will be applied to the difference between the two values, or \$300,000. The assessment would be: $(\$0.275 \times (\$700,000/\$1,000)) + ((25\% \times (\$0.275 \times (\$300,000/\$1,000))) = \$192.5 + \$20.63 = \$213.13$

2. If the property is located within either of the Cleaning Areas, then apply the full Cleaning Area Formula to the percentage of the Lot Square Footage that is equivalent to $(\text{Total Taxable Value} / \text{Total Appraised Value})$ and apply 25% of the corresponding Cleaning Area Formula to the percentage of the Lot Square Footage that is equivalent to $(\text{Total Appraised Value} - \text{Total Taxable Value}) / \text{Total Appraised Value}$. For example, Building A is located in the North Cleaning Area, has a Lot Square Footage of 10,000, Taxable Value of \$700,000 and Appraised Value of \$1,000,000, The North Cleaning Area First Year Assessment would be $(\$0.09 \times 10,000 \times (\$700,000/\$1,000,000)) + (25\% \times \$0.09 \times 10,000 \times (\$300,000/\$1,000,000)) = \$630 + \$67.50 = \697.50 .

2. Properties owned by governmental entities will not be assessed, except as provided in Section II.E.

F. Multi-Family Tax Exemption. If a property is owned by a for-profit entity, the Base Year Assessment and Cleaning Area Formula will be calculated using the Total Appraised Value upon 100 percent completion of the building and/or authorization of the Multi-Family Tax Exemption (MFTE).

G. For the properties where the Taxpayer on record is “UNIVERSITY OF WASHINGTON,” special circumstances require an assessment reflecting the unique nature of the University’s presence in the District. This assessment supersedes sections A, B, C, D, E, and F above. The aggregate First Year Assessment for all properties owned by the University of Washington within the BIA area will be \$423,115. In subsequent years, the University of Washington’s BIA assessment will be subject to the same CPI Factor as other properties within the BIA.

III. Ratepayers will be assessed by the City for 24 semi-annual installments beginning with the year of the authorization (2020).

- A. In 2020, properties will be assessed using the First Year Assessments for the University District Business Improvement Area, Greater District Cleaning Area, South Cleaning Area, and North Cleaning Area as set forth in Section II.
- B. For each year following the first year of authorization, assessments will be calculated using a “CPI Factor” that is based on the Consumer Price Index for All Urban Consumers in Seattle-Tacoma-Bremerton (CPI-U-Seattle) as published monthly by the U.S. Department of Labor, Bureau of Labor Statistics (available at: http://www.bls.gov/eag/eag.wa_seattle_msa.htm). For

the University District Improvement Area Assessment, the CPI Factor will be the lesser of three percent per year or the percentage change in CPI-U-Seattle between September 2020 and September of the year prior to the assessment year. For the North, South and Greater District Cleaning Areas, the actual CPI shall be used and not limited to 3%.

- C. Annual BIA assessments will be determined by the CPI Factor as set forth in Section III.B, except in the case of new construction, as follows:
 - 1. Every year in October, current King County property data will be compared to previous year's King County property data.
 - 2. If there is an increase in Net Building Square Footage for a parcel, then the BIA assessment will be calculated using the new King County Assessor's values in the Base Formula multiplied by the annual CPI Factor in effect, and the corresponding Cleaning Area Formula factor (reflecting the updated Total Lot Square Footage) multiplied by the annual CPI Factor in effect. New BIA assessments will be billed at the next regularly scheduled billing period established by the City Finance and Administrative Services office.
 - 3. If there is no increase in Net Building Square Footage for a parcel, then BIA assessments will be calculated using the previous year's assessment multiplied by the annual CPI Factor in effect. New BIA assessments will be billed at the next regularly scheduled billing period established by the City Finance and Administrative Services office.

IV. Miscellaneous

- A. Government agencies owning property within the District may contribute to the funding of District services but are not directly charged. The U District Partnership will negotiate funding contributions and/or services with relevant governmental agencies, to supplement existing BIA services where appropriate.
- B. The City of Seattle will collect all funds and reimburse the managing organization for the District for all allowable expenses in accordance with an annual budget for the University District BIA. Subject to the continuing satisfactory performance of the U District Partnership, the City of Seattle will appoint the U District Partnership to manage the program on behalf of the Ratepayers Advisory Board for the 12-year term of the District.
- C. A Ratepayers Advisory Board shall be reauthorized by the City of Seattle (Director of the Department of Finance and Administrative Services), and shall be responsible for adopting bylaws, setting BIA policy guidelines, and recommending approval of budgets, expenditures, and programs.

Figure 1. University District BIA Boundaries



U District Business Improvement Area Assessment Workplan Summary

1. Public Safety Services – Making the U District Safe and Welcoming

- Partner with local patrol officers to respond to criminal and civil misbehavior hotspots.
- Deploy Safety Ambassadors district-wide for safety, security and wayfinding and responding to business calls for assistance.
- Conduct Crime Prevention through Environmental Design (CPTED) reviews for property and business owners.
- Expand newly launched U District Business Block Watch.
- Continue mental health outreach program.
- Convene monthly meetings of community members, police, mental health service providers to identify and respond to local respond to criminal and civil misbehavior hotspots.
- Partner with other BIAs throughout the City to demand better public safety in our neighborhoods.

2. Cleaning, Beautification and Maintenance Services – Keeping the U District Clean and Attractive

- Maintain professional contract cleaning of North (2x/week) and South (7x/week) Cleaning Areas
- Expand professional cleaning services throughout remaining U District (1x/month).
- Maintain 2-person part-time staff team and provide homeless youth employment training for continuous district wide graffiti removal, trash pickup, bio hazard removal, illegal poster removal, etc.
- Install and maintain flower baskets in the spring and fall and install holiday lighting in core commercial areas.
- Maintain current BIA capital improvements like tree pit restorations, planters, etc.
- Continue monthly district wide volunteer cleanups and annual May Clean Up.

3. Urban Vitality – Advocating for our public realm, keeping the voices and interests of or community in the public agency process

- Serve the needs of the U District property and business owners on all “built environment” related matters.
- Engage private developers and public agencies in project development.
- Convene our community when issues related to the public realm arise and provide their feedback to agencies.
- Activate public spaces.

4. Economic Development – Retaining, Supporting, and Attracting Business into the U District

- Grow the newly launched U District Business Network.
- Collect and communicate essential economic development data and key performance indicators to business and property owners.
- Continue to build business resource library and available resource connection portals.
- Serve as advocate to potential business interests.

5. Marketing/Events/Activation – Creating awareness and opportunities for all those who live, work and play in the U District

- Plan and produce major events throughout the U District supporting local businesses and residents
- Activate smaller community partner events and activations district wide
- Communicate U District events and activates to community through weekly and monthly newsletters

6. Program Management – Maintaining Fiscal and Operational Accountability

7. Programmatic Expansion – Meeting the growing and evolving needs of our stakeholders

Note: These U District Business Improvement Area services are not intended to replace or duplicate any obligations of the City or other local governments. Rather, by combining investments through assessments, property owners realize economies of scale in programs that they deem most important to the economic development, neighborhood vitality and livability of the U District.

U District Business Improvement Area Assessment Workplan Summary

Proposed Budget (FY July 2020 – June 2021)

Service Area	Description	Assessment	Percent of Total Assessment
Public Safety and Cleaning Services		654,301	55%
	Staffing - Coordination and Beautification Team	167,958	
	Cleaning Contracts (Net of Anticipated Grants)	233,240	
	Beautification Contracts	74,750	
	Safety Ambassador Contract	94,760	
	REACH Outreach Team (Net of Anticipated Grants)	43,130	
	Other	40,463	
Urban Vitality		27,352	2%
	Urban Vitality Staffing (Supplements UDP Staffing)	23,918	
	Other	3,434	
Economic Development		145,817	12%
	Economic Development Staffing	116,528	
	Studies, Strategies, Implementation	7,700	
	Other	21,590	
Marketing/Events/Activation		170,454	14%
	Staffing	130,302	
	Program Expenses	15,750	
	Other	24,402	
Program Management		107,041	9%
	Program Management Staffing	49,530	
	Accounting/Audit	37,500	
	Other	20,011	
Program Expansion		90,266	8%
Total BIA Assessment		1,195,231	100%

Note: These U District Business Improvement Area services are not intended to replace or duplicate any obligations of the City or other local governments. Rather, by combining investments through assessments, property owners realize economies of scale in programs that they deem most important to the economic development, neighborhood vitality and livability of the U District.