



U DISTRICT BUSINESS
IMPROVEMENT AREA

BIA Rate Payer Advisory Board Meeting

May 28, 2020 4:00 – 5:30 pm

ZOOM Meeting

DRAFT Agenda

Welcome/Introductions/Chair Comments	Maureen
Public Comment	Maureen
Review/Acceptance of January 2020 RAB Meeting Minutes	Chris/Mark
Review/Acceptance of April Financial Statements	Kate/Mark
Notice of Upcoming Elections	Maureen/Aaron
Program Reports Q@&A	Staff
Renewal Update	Maureen/Aaron
2020-21 Workplan and Budget Discussion	Mark

Adjourn

<https://us02web.zoom.us/j/85453665950?pwd=Vm9VbnFQY2s0RUNOTG5KeWtqWjhoUT09>

Meeting ID: 854 5366 5950 (Please contact mark@udistrictpartnership.org for the password and to sign up for public comment if you wish to speak)

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U District BIA Ratepayers Advisory Board

Minutes

Date: January 23, 2020

Time: 4:00 p.m. – 5:30 p.m.

Location: University Heights Auditorium

BIA BOARD MEMBERS

In Attendance:

Lincoln Johnson
Mike Polzin
Maureen Ewing
Maria Barrientos

Andrew McMasters (phone)

Kate Barr
David Cohanin
Randy Hodgins

Aaron Hoard
Chris Giles

UDP STAFF

Mark Crawford
Jennifer Astion

Marcus Johnson
Daniel Lolic

Katy Ricchiuto
Phil Lloyd

GUEST

Cara Vallier

Phillip Sit

Louise Little

Welcome

The meeting was called to order at 4:03 pm.

Renewal Update

Aaron announced the hiring of Kjristine Lund of Lund Associates. She will provide consultative guidance on working through the council process. It will go through Community Economic Development Committee chaired by Councilmember Morales and Councilmember Pedersen sits on the committee.

Maureen announced next week’s meeting with OED and FAS.

She asked for a willingness of REAB members to send messages of support.

Maureen acknowledged the tight timeline and the need to move forward in the final phase. RAB members may be asked to join in meetings with councilmembers and they will receive notice as quickly as possible and materials. Randy suggested reaching out to ensure student representatives speak to the importance of the quality of life off campus. Lincoln offered to follow up on that reach out.

Maureen noted that the effort and cost of renewal is enormous and that a longer 12 year term is critical to extended service provision.

Public Comment

There was no public comment.

October 2019 RAB Minutes

Motion: Aaron moved to approve the October 2019 RAB minutes.

Kate seconded the motion.

The motion passed with one abstention

Financial Report

Mark presented the December 2019 close financials. Board recommends no adjustments at this time with a more complete review at the January 2020 RAB meeting.

Budget tracker shows overall adherence to expectations. Expenditures are less than expected because of staff vacancies over time.

Kate noted that Program Manager costs are mostly impacted by renewal costs and audit. Mark noted that Up Your Ave was under budget for both expenses and revenues. We expect to spend those funds for the Cherry Blossom Festival.

A reforecast shows a year end projection of \$16,000 improvement in bottom line. In addition to the \$15,000 being reserved for the Cherry Blossom Festival, we are also including half the costs of the expected search for a new Executive Director.

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

Randy seconded the motion.

The motion passed unanimously.

Mark reported on the UDP audit - there were no surprises, it was a clean opinion with management letter. The auditor suggests further documentation of the Executive Director approving journal entries.

Program Committee Reports

Program activity reports were included in the packet. Staff was asked to highlight significant items for RAB.

Clean and Safe – Marcus

Switched from Securitas to Aries Security (who worked in the Allegro Alley). They did a great job and built excellent relationships with the service providers. They agreed to maintain the current cost basis for service through the fiscal year.

Baskets were installed.

The fall leaf pickup was completed. We hired a street sweeper to come through periodically to pick up excess.

Looking forward, we are adding cleaning and Ambassador hours during major events, the annual spring cleanup, and power washing. Marcus invited all RAB members to Clean and Safe meetings and the BIA walk.

Marcus reported about REACH – the program has been highly successful. There is coordination between our Ambassadors, cleaning crews, and David (our REACH worker). Mark announced that the City has committed to \$50,000 a year for two years. He thanked Maureen and Pat Simpson for their advocacy with Council on the funding. Randy asked about formalized evaluation. Mark responded that there is not currently a formalized evaluation. Mark has submitted all reports to Councilmember Pedersen's office. Phillip Sit reported that they are studying and evaluation process that is sensitive to different BUJA programs. Staff just met with Evergreen Treatment Centers to do a six month evaluation. They feel that our model of collaboration between our teams is a best practice model.

Economic Development

Mark introduced Daniel Lokic., the new Economic Development Manager. Because of his past experience with BDS, he has a strong understanding of BIA issues. Daniel is also a small business owner in his own rights.

Daniel reported on his priorities for the remainder of the fiscal year. He reiterated the following priorities.

- 1) Data Gathering and Interpretation– including key performance metrics, data on businesses, business mapping compared to our retail saturation studies
- 2) An entrepreneurs' survey
- 3) A resident survey
- 4) Connecting with real estate representatives to track current and future vacancies.
- 5) Build on the Business Network – Add Value
 - a. Building size.
 - b. Expanding block watch
 - c. Establish sector round tables
- 6) Launch Cherry Blossom Festival
- 7) Reaching out to property owners and developers to best understand their needs/perspectives.

Marketing and Events

Jen Astion is serving as Interim Manager. She reported that we are moving into StreetFair planning. We are looking for sponsors and are running a poster contest. While it is not BIA funded, it is such a critical tool for economic stimulus and awareness of our retailers.

We are updating the website and have launched that.

Maureen complimented Jen on the current social media approach. It is attractive and fun to read.

Randy talked about the UW desire to improve the visiting experience for campus guests who come to the cherry blossoms peak blooming period. He endorsed the idea of a business district effort to provide an expanded experience off campus.

Urban Vitality

Mark introduced Kay Ricchiuto, the New Built Environment Community Relations Manager. She previously worked for the Eco-Districts national campaign. She did her Master's at the University of Washington and is very familiar with the community. Mark acknowledged that the UDP funds will pay for any of Katy's work that is associated with land use. The rest of that work is appropriate and germane to the BIA interests.

Katy reviewed her priorities for the remainder of the fiscal year.

- 1) Private and public development tracking – what is happening and what is the impact to property owners and businesses.
- 2) Transportation related development – 43rd Street redevelopment – keeping the earlier task force informed and engaged, and providing metro bus rerouting plan inputs.
- 3) Public Realm – open and green space concerns, space activations
- 4) Land Use – monitoring the historic district discussion. UDP provided letters for property owners₄

on the process and how they can engage. We take no specific position at this time, we are just working to ensure engagement by major stakeholders. Maria noted potential programs like TDP's and transfer of rights for development become possible. Katy did include those references in our letters to property owners.

- 5) Every day responses to property owners needs

Next Urban Vitality meeting will be held January 28th at 4 pm at UDP.

General Staffing and Organizational Philosophy

Mark emphasized that while the RAB gets reports that are “departmental” in their presentation, it is the expectation and work mode of the UDP as program manager to approach all significant projects or community interests as a full team, holistically engaging each department and its constituency. He related the example of a food truck permit we became aware of on the corner of 43rd and University Way – right where our work on behalf of small businesses resulted in a new loading dock assigned area. Responding to the permit request required the engagement of Clean and Safe, Economic Development, and Public Realm.

No new business

Meeting adjourned – 4:47

DRAFT

U District BIA
Statement of Activities
July 2019 through April 2020

	Program Management	Cleaning & Public Safety	Urban Vitality	Economic Development	Marketing	Community Engagement	Events & Activation	TOTAL
Ordinary Income/Expense								
Income								
44500 · Government Grants and Contracts								
44430 · BIA Contract	182,086.96	416,693.81	41,667.35	79,557.69	29,387.68	49,524.01	11,043.83	809,961.33
44530 · Other Local Government Grants	0.00	9,000.00	0.00	0.00	0.00	1,306.33	0.00	10,306.33
Total 44500 · Government Grants and Contracts	182,086.96	425,693.81	41,667.35	79,557.69	29,387.68	50,830.34	11,043.83	820,267.66
47000 · Earned Income	0.00	0.00	0.00	0.00	0.00	0.00	10,800.00	10,800.00
Total Income	182,086.96	425,693.81	41,667.35	79,557.69	29,387.68	50,830.34	21,843.83	831,067.66
Gross Profit	182,086.96	425,693.81	41,667.35	79,557.69	29,387.68	50,830.34	21,843.83	831,067.66
Expense								
60000 · Staffing	48,239.13	137,769.55	41,217.35	73,363.93	28,983.64	48,940.38	7,924.89	386,438.87
61000 · Professional & Contract Expense	72,480.08	0.00	0.00	0.00	0.00	0.00	0.00	72,480.08
62000 · Office and Overhead	57,317.75	3,231.48	0.00	1,683.65	0.00	1,889.96	154.81	64,277.65
70000 · Direct Program Expenses								
70100 · Clean and Safe Contracts	0.00	100,815.10	0.00	0.00	0.00	0.00	0.00	100,815.10
70200 · Community Beautification	0.00	41,172.50	0.00	0.00	0.00	0.00	0.00	41,172.50
70300 · Advertising and Marketing	0.00	0.00	0.00	0.00	404.04	0.00	0.00	404.04
70500 · Ambassador Program	0.00	81,038.48	0.00	0.00	0.00	0.00	0.00	81,038.48
70600 · Youth Employment - Contract	0.00	2,500.00	0.00	0.00	0.00	0.00	2,497.50	4,997.50
70700 · Other Program Contract Services	4,050.00	59,166.70	450.00	0.00	0.00	0.00	0.00	63,666.70
80000 · Event Expenses	0.00	0.00	0.00	4,510.11	0.00	0.00	11,266.63	15,776.74
Total 70000 · Direct Program Expenses	4,050.00	284,692.78	450.00	4,510.11	404.04	0.00	13,764.13	307,871.06
Total Expense	182,086.96	425,693.81	41,667.35	79,557.69	29,387.68	50,830.34	21,843.83	831,067.66

2019-20 University District BIA

Budget Tracker - April 2020

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	200,151	182,086.96	18,064	91.0%	\$ 18,979.65	\$ 25,273.71	\$ 14,576.12	\$ 31,760.30
Cleaning and Public Safety	503,214	416,693.81	86,520	82.8%	\$ 40,243.87	\$ 40,827.24	\$ 35,281.16	\$ 36,715.08
Urban Vitality	26,994	41,667.35	-14,673	154.4%	\$ 2,218.90	\$ 2,265.37	\$ 2,169.61	\$ 2,440.95
Economic Development	119,836	79,557.69	40,278	66.4%	\$ 3,621.01	\$ 2,859.67	\$ 2,653.90	\$ 2,551.01
Marketing	56,135	29,387.68	26,747	52.4%	\$ 4,131.95	\$ 4,220.95	\$ 3,730.07	\$ 1,442.86
Community Engagement	72,383	49,524.01	22,859	68.4%	\$ 5,542.61	\$ 5,058.64	\$ 5,952.26	\$ 7,577.94
Events and Activation	26,661	11,043.83	15,617	41.4%	\$ 1,382.65	\$ 1,435.98	\$ (1,596.10)	\$ 4,077.93
Total Requested	1,005,374	809,961.33	195,413	80.6%	\$ 76,120.64	\$ 81,941.56	\$ 62,767.02	\$ 86,566.07

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management	\$ 14,876.86	\$ 13,102.99	\$ 14,788.92	\$ 12,046.83	\$ 19,433.12	\$ 17,248.46		
Cleaning and Public Safety	\$ 61,221.05	\$ 36,149.51	\$ 44,366.37	\$ 37,965.57	\$ 38,637.39	\$ 45,286.57		
Urban Vitality	\$ 2,128.84	\$ 2,255.07	\$ 2,277.91	\$ 2,273.77	\$ 11,809.82	\$ 11,827.11		
Economic Development	\$ 4,964.69	\$ 9,860.70	\$ 10,867.50	\$ 11,113.38	\$ 17,395.54	\$ 13,670.29		
Marketing	\$ 3,549.78	\$ 2,352.15	\$ 2,382.58	\$ 2,373.17	\$ 2,828.00	\$ 2,376.17		
Community Engagement	\$ 5,242.94	\$ 6,204.52	\$ 4,567.93	\$ 4,281.44	\$ 2,607.00	\$ 2,488.73		
Events and Activation	\$ 2,029.52	\$ 255.42	\$ 110.47	\$ 3,153.03	\$ 112.04	\$ 82.89		
	\$ 94,013.68	\$ 70,180.36	79,361.68	73,207.19	92,822.91	92,980.22	-	-

April Urban Vitality Updates

UDP's Urban Vitality program is playing an important role in supporting Clean and Safe and Economic Development efforts during the COVID-19 pandemic, as well as filling gaps in support, for example for our social service organizations. It's also important to understand how careful activation of the public realm (in conjunction with Clean and Safe and Economic Development) in the present and future will keep every safe, while creating vibrancy at a crucial time as the economy opens. Moreover, major development and construction in our district continues to move forward, and Urban Vitality is working hard to plan now for the significant impacts these projects will have on the district beginning this summer.

1. COVID-19 Response:

- a. *U District Social Services Steering Committee* – In early April, in close partnership with Maureen Ewing at U Heights, UDP set up a U District Social Services Steering Committee. The committee consists of representatives from U Heights, the U District Food Bank, Roots, and Karen Ko, who was formerly with the Department of Neighborhoods. The immediate purpose of the steering committee is to organize social services organizations in the U District during the COVID-19 crisis. The committee also hopes to continue meeting beyond the pandemic as a strong advocating body on behalf of the U District.
 - i. The steering committee quickly determined the most immediate need in the district was hygiene services for the district's unsheltered community, specifically:
 - That the city work with existing service providers and facilities in the U District to increase staff, and offer daily hygiene services
 - That the city temporarily provide comfort and handwashing stations in several locations across the U District.
 - ii. The committee took the following actions:
 - Listened to a City Council Homelessness Committee meeting focused on the Hepatitis A outbreak and COVID-19 crisis and hygiene needs across the city.
 - Drafted and sent a letter to City Council and the Mayor's Office advocating on behalf of the U District as a priority neighborhood for additional hygiene services for our unsheltered population. Signatories to the letter included UDP, U Heights, U District Food Bank, Roots, Reach, U Temple United Methodist Church, LIHI, U District YMCA, and Karen Ko and Ruedi Risler (community members).
 - Held a meeting with Councilmember Alex Pedersen and sent follow up communication after our conversation
 - iii. Individual committee members U Heights and Roots have also been working separately with different stakeholders. The city has agreed to locate a

temporary Porta Potty and handwashing station at U Heights, and an additional station on NE 45th near the I-5 highway entrance. The United Methodist Church and Roots have secured an additional Porta Potty and handwashing station for the alley between NE 42nd and 43rd Street.

- iv. The committee will continue to meet on a regular basis to address these needs and identify additional district needs in the short and long term.
- b. *Storefront Plywood Art Project* – In early April, UDP launched a Storefront Plywood Art pilot to beautify temporarily closed storefronts during the COVID-19 pandemic. Several other neighborhoods, including Ballard, Pioneer Square, and Chinatown-ID have had great success building goodwill among their community by beautifying shuttered storefronts. Katy coordinated with U Heights to activate their artist collective. Six visual artists expressed interest, and one photographer will document the process. The artists were paid a fee based on the number of boarded sections they paint. UDP also receive a paint donation from the Sherwin Williams in U Village (if you are in Sherwin Williams in U Village in the near future, please thank them for the support of our district and efforts)! Katy coordinated with Daniel and Marcus to reach out to business owners with boarded up storefronts, and an additional call for participation went out in several newsletters. The storefronts that were painted were Innversations, Deep Roots Tattoo, Buffalo Exchange, and Mark Thai/Wanna Yen.

We also collaborated with the city’s Office of Economic Development and Office of Arts and Culture to provide artists with additional compensation from city funding. We’re grateful for support from the city for the artists who’ve worked to beautify the district.

2. *Development Tracking:*

- a. *U District Station Building Site Conversation* – Katy, Stephen Antupit, and Mark Crawford met with representatives from Lincoln Property Company (Developer), Perkins + Will (Architect) and UW to learn more about the building that will be constructed above the U District light rail station, referred to as the UDSB site. The developer will also be designing a pocket park across Brooklyn and south of the UW tower. The project is scheduled to be completed in 2023. UDP was able to provide context of the U District, future development, and potential sensitive community group issues. We particularly highlighted the need for safe, accessible design of the park space, and its potential to become part of a network of open space that connects with the concepts put forth by Touchstone and the Barrientos Ryan project north of 45th. The UDSB team will meet with us again regarding future planning for the park site and community use of the building, especially ground floor retail.
- b. *Neighborhood Design Review Responses* – In-person neighborhood design reviews are an important way for community members to express their opinions to the city’s design reviewers on proposals for pending construction projects. In-person reviews have been suspended as a result of the COVID-19 pandemic. Projects that are permitted to go

through administrative design reviews are open for written public comment, and UDP is responding to proposals in writing on a regular basis.

3. *Mobility and Transportation:*

- a. *NE 43rd Street Construction* – Construction on the NE 43rd Street Redevelopment project is scheduled to begin in late July or early August. SDOT released a bid for construction contractors in early April and selected a contractor in May. Katy had a conversation with SDOT on Monday, March 30, in which SDOT agreed to write into the construction contractor RFP a weekly construction meeting throughout the duration of the project, a pre-construction community meeting in late June or early July, and an onsite Resident Engineer (standard for all projects) to respond to immediate needs. UDP will serve as the community liaison between businesses and the contractor for the duration of the project. UDP will also participate in the pre-construction internal SDOT meeting.
 - b. *NE 12th and 43rd Street Paving Project* – In addition to the street redesign of NE 43rd St between NE 15th St and the new Light Rail station, SDOT will also be repaving the section of 43rd from Brooklyn Ave to Roosevelt Ave and 12th Ave NE between NE 43rd St and NE 45th St. The streets will need to be repaved to handle the load of buses that will travel along the streets once Metro finishes their new bus route and schedule. The project is on a very tight schedule with a goal of being completed before the opening on the light rail station next year. UDP was invited to participate in a stakeholder kickoff meeting on April 14, and will participate in monthly meetings through the duration of the design and construction phases. Katy also met with SDOT’s community outreach representative to give feedback and guidance on the community engagement approach for the project. This close communication with SDOT is necessary to minimize public concerns and confusion over multiple projects that will affect the area, businesses, and residents surrounding the new light rail station.
4. *2020-2021 Work Planning* – Katy, in collaboration with UDP staff members and the Urban Vitality Committee, has spent the last week of April and first half of May developing a draft budget and work plan for the 2020-2021 fiscal year, beginning in July 2020. The major program areas included in next year’s budget are:
- a. *Events* – A major summer and fall series of events in collaboration with Economic Development and Clean and Safe. Support of the Cherry Blossom Festival and Street Fair, and several other small events to activate the district’s public spaces.
 - b. *Beautification* – Several projects to incorporate public art into the district.
 - c. *Engagement* – Continued monthly meetings of the Urban Vitality Committee. Planned convening of U District community members for important local conversations.
 - d. *Reports and Research* – Data collection and studies to provide important information on probable/potential residential, open space, and adaptive reuse projects in the U District.

- e. *Development Tracking* – Working with city agencies and private developers to track public and private development in the district. Planning for the Sound Transit light rail station opening in 2021
5. *Communications* – Katy continues to manage the UDP’s Mailchimp newsletters.
- a. Much of the focus of our newsletters since March have been in response to the COVID-19 pandemic. Through the months of March and April, we sent an average of 2 newsletters per week. In May, we began sending one newsletter per week.
 - b. Newsletters included resources on public health and hygiene, economic development resources and funding opportunities, and relevant updates from UDP program areas.
 - c. Average open rate is 22% (standard for industry/non-profit)
 - d. Average click rate is 12%

Economic Development

Committee Meeting

The Economic Development Committee met on May 7 and welcomes three new members including Andrew McMasters (Jet City Improv); Moe Khan (Cedars Restaurant) and; Ivana Orlovic (Sugar + Spoon). The committee reviewed the workplan items completed between November 2019-May 2020, and provided input about the response to COVID-19 and strategies for the new normal.

COVID-19 Response

Daniel is engaging with businesses during the COVID-19 pandemic to ensure: (1) they understand that the UDP is here to support them; (2) they are aware of the city, state, and federal resources available to them; and (3) they have the resources and one-on-one assistance needed to utilize these critical resources. After reading through the CARES Act, Daniel created a YouTube tutorial to help businesses through the application process for the \$10,000 Emergency Injury Disaster Loan Advance (grant). The video has 950+ views, received praise and appreciation from multiple business owners, and has been utilized by OED, the Central Area Collaborative, and Everett Station District Alliance. Daniel has also conducted business outreach to 125+ businesses, one-on-one support for 25+ businesses, and marketing assistance for 37 businesses.

COVID-19 Business Support

Interacting with business owners and helping them navigate through city, state, and federal resources (including the Emergency Injury Disaster Loan and Paycheck Protection Program).

- Assisted Ron Boze and Richard Burnet, College Inn, with PPP and EIDL information.
- Shared real-time updates and reminders to 125+ businesses for the U.S Chamber of Commerce Foundation Save Small Business Grant and Facebook Small Business Grant Program.
- Helped Kekoa Chin-Hidano, Morsel, sign up for the GoFundMe restaurant list, and confirmed he received the PPP loan.
- Communicated with Steven Tran, owner of Mr. Lu's Seafood and Burger to join the UW Medical staff restaurant list.
- Collaborated with Lillian Young, community liaison, to strategize ways to communicate and engage with Chinese speaking businesses.
- Helped Gayle Nowicki, Gargoyles, with questions regarding the PPP question.
- Sent out additional PPP and EIDL information on April 27 to 125+ businesses.
- Answered questions from Kim Trimmer, Inside Out Yoga, about the EIDL advance.
- Answered questions from Aiko Kinoshita, Open Flight Studio, about EIDL advance.
- Assisted Eva Lindholm, business owner from San Francisco, on EIDL Advance.
- Sent out information about the Salesforce Grant to 125+ businesses.
- Sent out information about free legal clinics to 125+ businesses.
- Connected Ivana Orlovic, Sugar + Spoon, to Marcus because of storefront vandalism
- In-depth assistance, including personal Zoom meeting with Lily Wu, Xi'an Noodles, to apply for Salesforce grant.

Marketing Assistance

Providing increased marketing opportunities, community reach, and brand awareness by sharing posts on Instagram and Facebook for businesses.

- Floating Bridge Brewing
- Allegro Cafe
- Magus Books
- Sweet Alchemy
- Cedars
- Gargoyles
- Artist & Craftsman Supply
- Al's Music and Games
- U Book Store
- Mamma Melina
- Oasis Tea Zone
- Woolly Mammoth
- Ugly Mug Cafe
- Portage Bay Café
- Buffalo Exchange
- GoodWill
- Boba Up
- Lucky Dog
- Oh! Bear Cafe
- Araya's Place
- Jet City Improv
- Crossroads Trading
- Core Power Yoga
- The Kraken
- Sugar + Spoon
- Jet City Improv
- Big Time Brewing
- Wann Yenn / Mark Homemade Thai
- Lucky Dog
- Pink Gorilla Games
- University Heights Center
- Earl's on the Ave
- Bulldog News
- Cafe Solstice
- Boba Up
- Woolly Mammoth
- University VW
- University Business Center

Business Taskforce

The Business Taskforce met on March 20, March 26, and April 8. It played a critical role in providing direct input on near- and long-term priorities. The purpose of the taskforce is slowly shifting from COVID-19 response, to the planning and implementation of strategic initiatives which increase the visibility and revenue of businesses. Individuals that have participated and the input provided is shown below:

1. Dawn; Floating Bridge Brewing
2. Miles; University VW Audi
3. Ivana; Sugar + Spoon
4. Lois; Sweet Alchemy
5. Rick; Big Time Brewing
6. Gayle; Gargoyles
7. Hanna; Magus Books
8. Kelsey; Pink Gorilla Games
9. Emily; Schultzy's Bar & Grill

Near-term Priorities:

- Creation of fundraiser, allowing community members to donate funds to purchase lunches for UW medical staff directly from U District businesses.
- Increased focus on safety & cleanliness.
- Continued one-on-one business support.

Long-term Priorities:

- Beautification and community improvements throughout the summer.
- Major Fall events to increase traffic and revenue once things return to normal.
- U District Marketplace replicating [Ballard Alliance model](#).

Supporting U District Medical Staff & Local Businesses

The U District is full of amazing individuals working around the clock to provide care at the UW Medical Center. During the COVID-19 pandemic, local restaurants have been donating their time and resources to deliver fresh meals to the hard-working doctors, nurses, and medical staff at the UW.

Daniel is coordinating an effort to feed the heroes on the frontline while supporting local U District businesses. With a targeted GoFundMe page, community members, businesses, and ratepayers have donated over \$3,000 of our \$5,000 goal to purchase lunches for the UW medical staff directly from U District businesses. With input obtained from UW staff, and a generous offer from Audi Seattle to deliver these lunches, we've successfully supported Cedars Restaurant, Morsel, and Taike Kitchen.

State Policy and Funding Suggestions

Noel Frame, a member of the Washington House of Representatives, reached out to BIAs in April requesting input on economic recovery efforts. After careful consideration and input from U District businesses, Daniel suggested the following strategies to support a diverse set of businesses:

Direct Business Support

Businesses in the U District have communicated the need for emergency grant programs to help cover expenses and lost revenue. The following strategies can provide immediate relief to businesses with perishable inventory, mid-term relief for costs associated with the Emergency Injury Disaster Loan and Paycheck Protection Program, and long-term economic stimulus with employment expansion programs.

- Create a business inventory relief grant program to cover the cost of perishable inventory, purchased between Jan. 1 - Mar. 31, 2020
- Subsidize the principal and interest for portions of the Emergency Injury Disaster Loan and Paycheck Protection Program that are unforgivable.
- Create a business employment expansion program to incentivize growth in employment opportunities in exchange for forgivable loans.

Support through Community Organizations

Community-based organizations like BIAs provide critical services which support businesses in ways individual private entities cannot. The following strategies can ensure BIAs have the funds necessary to continue current services and provides opportunities to expand services that support businesses and the community as a whole.

- Distribute loans to BIAs which offset the increased delinquency of BIA ratepayers. Portions of loans become forgivable equating to the remainder of payments not received after Jan. 1, 2021.

- Create a community enhancement program which provides grants to BIAs to increase services within the realm of (1) economic development; (2) entrepreneurship & innovation (3) cleaning & safety; (4) marketing & events; (5) urban vitality & beautification; and (6) mental health & homelessness

OED Community Liaisons

Daniel is collaborating with Lillian Young, a Mandarin-Chinese speaking OED community liaison. Her focus is targeting hard-to-reach POC/minority-owned businesses and informing businesses of the local, state, and federal resources available to them in response to COVID-19. She is also assisting the UDP by collecting contact information for an English-speaking individual that can speak on behalf of each POC/minority-owned business. Recent success of this pilot program includes the relationships built with Lily Wu, owner of Xi'an Noodles, and the in-depth assistance provided to her in applying for a \$5,000 Salesforce grant. Lillian is continuing her engagement efforts with:

- China First
- Taste of Xi'an
- Zen Noodles & Café
- Red Pepper
- Café O' Dessert
- BCZhang
- DL BBQ
- Panda Noodles
- Mr. Brian Dumplings
- Mei Mei Café
- Panda Master
- Little Duck
- Sichuan Hot Pot

Zeacon Boxes

Bellevue-based startup, Zeacon, is working with local businesses to curate and deliver Experience Boxes for people stuck at home. Their quickly growing Zeacon Box program is offering businesses an easy, no-risk way to bring their products and offerings to eager customers. Daniel has been assisting Zeacon with the coordination of a "U District Experience Box", a unique bundle of gift cards and products that allow consumers to experience the U. Thus far, businesses contacted about this program include:

- | | |
|----------------------------|----------------------|
| • Laughs Comedy Club | • Danaca Design |
| • Neptune | • Gargoyles |
| • U Heights Center | • Jet City |
| • Scarecrow | • Shigas Imports |
| • Lucky Dog | • Artist & Craftsman |
| • Four Corners Art & Frame | • Sugar + Spoon |
| • Woolly Mammoth | • Floating Bridge |
| • U Book Store | • Jack Straw |
| • Studio Life | • Magus Books |

University Business Center

Daniel met with Rick Jones, owner/operator of the University Business Center in May. This critical facility houses 80+ tenants including lawyers, doctors, therapists, counselors, accountants, and more. Rick Jones expressed gratitude with the UDP's response to the COVID-19 and communicated the need to expand the business network.

Fall Festival (Fall for the U)

The UDP team continues to plan for a major event this fall. The current iteration of this week-long event includes various activities to strategically target multiple audiences. Events tentatively include:

- Up Your Ave
- Sidewalk sales for retailers
- Annual community cleanup
- Music and alley activation
- Improv, comedy, and theatre
- Art, beer, and wine walk
- Food specials for restaurants
- Move night
- Gameday event during UW football

UDBIA Support

Daniel is currently focusing on communicating with business owners throughout the district to gather support for the UDBIA renewal. Relationships created from his work in the previous 6-months have helped in the effort to highlight the importance of the UDBIA to City Council.

Moving Beyond the Immediate Crisis

With critical mechanisms in place to support businesses in response to COVID-19, Daniel is planning forward-thinking initiatives to enhance business engagement, create a more diverse business network, and develop large business revenue-building events. Although he is paying consistent attention and responding rapidly to evolving local, state, and federal economic stimulus packages, he has created the following plan, in response to UDP's organizational framework, to lead the U District economy into the future.

Current Activities (April-May)

Supporting the community during the COVID-19 pandemic and beyond

- GoFundMe Donations (Implementation in progress)
Feeding the UW medical staff and raising revenue for U District businesses.
- One-on-one Business Support (Implementation in progress)
Engaging and supporting the business community.
- POC Business Outreach (Implementation in progress)
Targeting and supporting minority-owned businesses that have historically been under represented.

- Zeacon Box (Implementation in progress)
Coordinating innovative ways to build revenue and brand awareness for businesses.
- Policy Suggestions (Implementation in progress)
Utilizing feedback from the business community and providing ideas for state-wide economic recovery tools.
- BIA Renewal Support (Implementation in progress)
Relying on relationships with business owners to gather renewal support.

Restrictions Lifted (May – September)

Adapting to the new normal with creative approaches to build relationships and engage the community.

- Marketing Campaign (Planning in May; Implementation May-September)
Distributing strategic and targeted social media ads to entice spending in the U District
- Summer Series Events (Planning in May; Implementation June-September)
Creating multiple events that activate the public realm and drive business traffic and sales
- Business Network Meeting (Planning in May; Implementation July and September)
Building relationships and creating district-wide networking opportunities
- Round Table Discussions (Planning in May; Implementation July-September)
Facilitating informal group discussions to build relationships and share ideas between businesses
- District Wide Marketing/Branding (Planning in July; Implementation September-December)
Supporting the re-brand and marketing strategy for the entire district

UW Students Return (September)

Leveraging the purchasing power of UW students, faculty, and staff.

- Major Fall Event
Kicking off the season with a week-long welcoming event that encompasses the entire community and caters to all who live, work, and play in the U District.

Return to Normalcy (September – December)

Implementing innovative strategies to improve business awareness and revenue.

- U District Marketplace
Utilizing lessons learned from the Ballard Alliance and creating a bigger and better U District marketplace.
- UW Gameday Series
Harnessing the purchasing power of thousands of UW Husky fans with events, business specials, and unique experiences.

INTRODUCTION:

The current situation has radically changed our streetscape and has led us to make adaptations in service in direct response. While Clean and Safe has always been a priority for the UDP work plan, our role in maintaining our neighborhood has NEVER been more important. With stores closed and shelter at home orders in place, we have fewer residents and customers on our streets. We all know that highly activated communities are the safest communities and without that sense of activity and enterprise, a neighborhood can feel less safe. Those individuals who have always engaged in either uncivil or criminal activities feel more emboldened. Graffiti and garbage proliferate. Those individuals in our community who need social services are facing difficulties we cannot even imagine.

Marcus and Mark have been doing a walk through throughout the district almost every day (and sometimes several times a day) at different times to make sure we are identifying areas of need for the immediate deployment of resources. We also report back to Katy and Daniel on what is happening on the street to help them with their COVID response programs. Special efforts are made to do these “walk through” during the lunch and dinner “pick up” periods so we can be evaluating our environment in the same real time as when most people are visiting us.

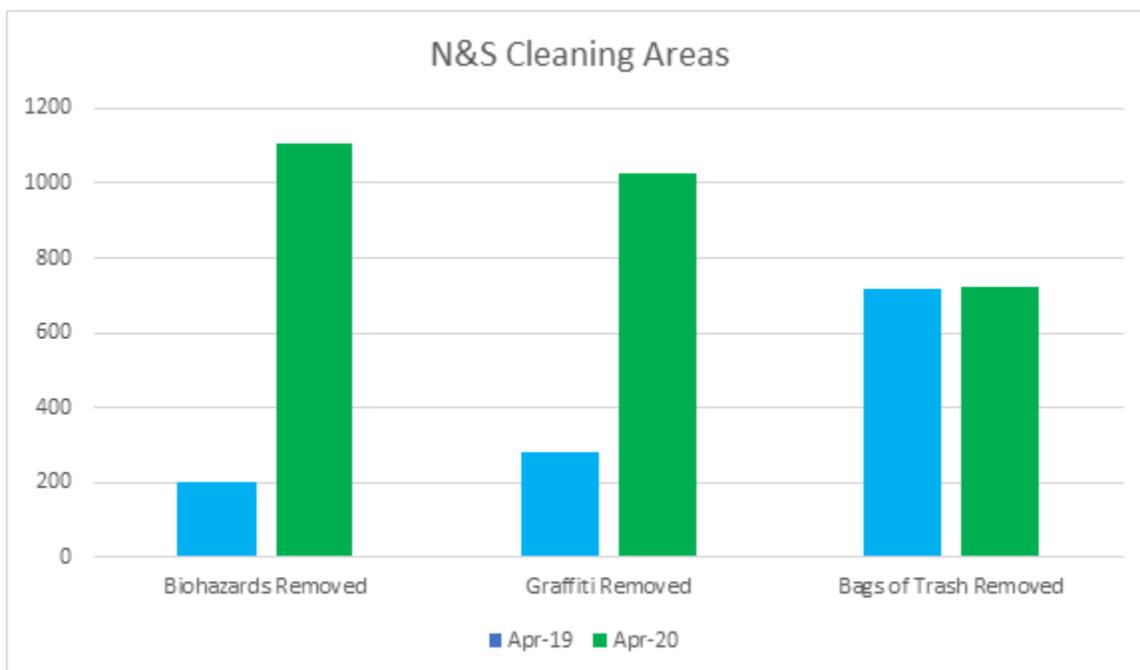
Our regular operations, like Ambassadors, Cleaning Area Crews and REACH are all being maintained. As a reminder, Ambassadors are on patrol Thursday, Friday, and Sunday from 11-7 AND Saturday from 9-5. Their number is 206-422-2918. Below, you will find more detailed reports for each.

CLEANING UPDATE:

April Cleaning Numbers from Black Mountain:

REPORT TYPE	January	February	March	April
Hours of Cleaning	284	232	284	276
Bags of Trash Removed	800	775	900	725
Dumpster Overflow Cleanup	120	80	135	100
Graffiti Tags Removed	175	220	300	1025
Biohazards Removed	200	185	250	1104
Pressure Washing Hours	4	4	4	16

In our Cleaning Areas, we have seen an explosion in the number of biohazards and graffiti tags our crews have cleaned. In April of 2019, we cleaned up 200 biohazards and in April of 2020, we cleaned 1,104 for an increase of 452%! In April of 2019 our cleaning contractor removed 280 graffiti tags and in April of 2020 they removed 1,025 for an increase of 266%! In addition to our cleaning contractor removing graffiti, we have assigned our Beautification staff to spend most of their time removing graffiti so that number is over 2,000 tags removed district-wide when we factor in their efforts.



This massive increase in biohazards creates a public safety risk and the removal done by our team is of the utmost importance. Our crews work hard to make sure that they are out here in the early morning to make sure that our storefronts and sidewalks within the cleaning areas remain clean and sanitized to reduce the risk of disease such as the recent outbreak of hepatitis-A in Ballard.



We have begun our annual pressure washing of the North and South Cleaning Areas. We do 4-hours of pressure washing every month but every spring we pressure wash all the sidewalks in the North and South Cleaning Areas. This is important because it keeps our sidewalks both looking sharp but also cleans off mold, mildew, moss, and algae.



When many of the businesses closed their doors due to the Stay Home, Stay Healthy mandate, many people lost their access to semi-public and public restrooms. We are a part of a team of stakeholders in the U District that have been advocating for more public restrooms in the neighborhood to help combat the massive influx of biohazards in our public spaces. This group has successfully had three porta-potty sanitation centers open at 45th and I-5, 50th and I-5, 50th and University, the Café Allegro Alley, and hopefully one down by the Wall of Death soon. These stations, in addition to the reopening of the Library's restroom and University Playground, we hope, will reduce the number of biohazards in our public spaces.

While our BIA Walks are currently cancelled, we continue to meet with Black Mountain to go over what needs to be done and adjusted to meet the cleaning needs of our neighborhood.

AMBASSADOR UPDATE:

We are currently maintaining our normal Ambassador hours to help keep our neighborhood safe. Their hours are Thursday, Friday, and Sunday from 11am-7pm and 9am-5pm on Saturdays. If anyone is in need their services, they can call their direct line at 206-422-2918.

April Ambassador Data:

REPORT TYPE	January	February	March	April
911 Calls	6	1	5	4
Homeless Interactions	100	106	80	70
Wayfinding/ Pedestrian Interactions	25	32	32	18
Conditions of Entry/ Sit-Lie	10	7	5	0
Drug and Alcohol Activity	9	3	3	1
Business Visits	319	382	233	207
Suspicious Persons	55	84	70	24
Emphasis Patrols	45	61	53	21
Shoplift	21	24	28	42
Calls and Text for Service During Hours	31	4	58	52

Nighttime Security and Wellness Patrols

We recognize the concern that people have for their businesses as they are closed and they're away from them. The level of passive-surveillance from people on the streets and in businesses has been drastically affected. To help with the impact, at the beginning of April, we began a temporary nighttime wellness and safety patrol. These patrols are for 5-hour random intervals between the hours of 10pm and 6am in order to reduce the predictability of the time for those who may be up to no good. To keep their mode of patrol also random, they patrol both by car and on foot. We have extended these patrols for an additional four-weeks to take us through June 11th and will again evaluate whether to continue them. In their first four-weeks of patrolling, they did the following:

Stopped people who were car prowling	37
Stopped people who were graffiti tagging	59
Performed wellness checks	341
Intervened in an assault	12
Located missing persons	2
Intervened in a burglary	6
Shoplifter intervention	7
Responded to a crisis at the ROOTS shelter	9
Crisis intervention elsewhere	11
Vandalism intervention	11
Caught people on top of buildings	8
Medical aid (911 involved)	5
Medical aid (911 NOT involved)	14

U District Business Block watch:

We passed 100 participants in our Business Block Watch! Our Business Block Watch is currently at 103 members. If anyone has any questions on how to use Slack, let Marcus know. Please continue to spread awareness about the program.

Implication of jail release programs and reduced arrests:

All the BIAs are watching the release of prisoners from our jail system with some degree of caution. We understand the need driving these policy decisions, but we all share a concern that habitual offenders are released and conduct themselves in criminal or uncivil ways that threaten property and individual safety. In the U District, we have seen several habitual offenders released. One person was arrested for lighting dumpsters on fire and released the next morning. He is in clear mental health crisis, but the system has returned him to the street for lack of better solutions. Mark and Marcus have been raising this issue with other BIAs.

OUTREACH UPDATE:

David Delgado is working hard to ensure people living on the streets can shelter in place. In order to help people effectively, David is working tirelessly to provide people with the things they need such as medical aid, food, hygiene products, etc. so that they don't need to move around to tend to their needs. David is working with local volunteers which are helping him by preparing meals for our neighbors on the streets

David's Narrative:

As the COVID crisis continues, so does my work in the U-District providing basics supplies. I continue to support both encampments by 45th and the highway and the encampments by "The Wall of Death". The foodbank, two young woman in middle school, and a group of musicians from a record label have been providing food for those who are unhoused. The wash station by the highway seems to be working out well. The camp on the side of 45th opposite of Petco is working with me in keeping the area clean and respecting the space they are occupying. The other side of the street is doing the same, yet that side of the street gets more foot traffic and is harder to clean than the other side of the street.

The Wall of Death is cleaning at both locations and is utilizing the Purple Bag Program, a program that supplied homeless encampments with trash bags to keep their area clean. I also worked with the campers to stop setting fires in their tents at night to stay warm. We agreed that I will try to keep the cops from sweeping them if they stay clean, no fires, and they have no needles on the ground. For the most part, the agreement has been respected. There are a handful of people using needles in the area, but they have been given sharps containers to use. One big social change I have noticed is that there are less unhoused people coming on and off the Ave. We might experience more foot traffic this coming month though since the city removed a large encampment in Ballard.

Two big struggles this month are:

1) Lack of food and bathroom access. I'm providing one meal a day four times a week. Teen Feed and Roots are also providing food but it's still not enough to give adequate support for everyone in the U-District. Despite this, things seem to be getting better. The two encampments by the freeway and the U Heights Center received wash stations which is helpful for the people in those areas. Last week there was someone from the city walking around the Wall of Death and he reported to me that he was looking for a flat ground space to put in two porta potties. I think the city is planning on providing the Wall of Death a porta potty which would mostly solve this issue.

2) Shelter access. Most of the people I run into on the Ave are typically youth that are already using the shelter at Roots, people struggling with mental illness to the point where they can't go to a shelter, or elders that are regulars and prefer to stay away from the shelter system.

I continue to check on people reporting sickness. There is a very sick person at one of the encampments. I brought medics to check on her and according to the medics her vital signs are poor, yet she refuses to go to the hospital. Between efforts from public health and myself, this young woman is being checked on daily. She is also being monitored by her campmates who have phones.

The highlight of this month was helping someone on the Ave that didn't seem to be taking care of his own basic needs. This person is well known and has been sleeping on the Ave since before I started this position. This person had decompensated to the point of grave

disability and was running into oncoming traffic. I worked with SPD and a social worker from UW hospital to get him to a program that he can stay at for up to 90 days to receive medication to stabilize his mental health. This intervention will give this person a safe place to stay while doctors adjust his medication.

Another highlight for the month was when SPD asked me to help a young person who turned out to be a missing person from out of state. This person's family was contacted, and I am now working with his mother to get him off the street.

Progress Report: April 2020

Data

Encounter Counts and Outcomes

#	Staff	Month	Face To Face	Telephone	Indirect	No Contact	Other	Total Encounters	Total Outcomes	Unique Clients
1	David Delgado	2020/04	67	0	2	4	0	73	79	8

Issues Addressed and Referrals Made

Advanced											
All 6 records											
Totals:					127	23	0	0			
#	Issue	Staff	Month	Addressed	Clients Addressed	Referrals	Clients Referred				
1	Identification Assistance	David Delgado	2020/04	1	1						
2	Clothing	David Delgado	2020/04	7	3						
3	Food	David Delgado	2020/04	67	8						
4	Other Medical	David Delgado	2020/04	32	5						
5	Other	David Delgado	2020/04	18	4						
6	Substance Use	David Delgado	2020/04	2	2						
Totals:					127	23	0	0			

Outcome Types by Staff

<u>Advanced</u>						
All 5 records						
Totals:				79	16	
#	<u>Staff</u>	<u>Month</u>	<u>Outcome Type</u>	<u>Outcomes</u>	<u>Clients</u>	
1	<u>David Delgado</u>	2020/04	Naloxone kit	2	2	
2	<u>David Delgado</u>	2020/04	Clothing	7	3	
3	<u>David Delgado</u>	2020/04	Food	67	8	
4	<u>David Delgado</u>	2020/04	Other Medical	1	1	
5	<u>David Delgado</u>	2020/04	Other	2	2	
Totals:				79	16	

May 25, 2020

To: Ratepayer Advisory Board

From: Mark Crawford

Re: UD BIA Renewal

Following, you will find two documents. The first is the current version of the Ordinance being reviewed by Council Committee and the second is a letter written by Maureen Ewing to Council on April 22nd.

In terms of process, we are currently in the second week of Community Economic Development Committee hearings. The first committee meeting was on May 20th and thank you to those RAB members who testified on behalf of the renewal.

The next hearing is on Wednesday, May 27th at 9:30 am. This meeting serves as the required “public hearing” and will be the first meeting where specific amendments to the proposed ordinance are made. Then, there is an additional committee meeting scheduled for June 3rd at 2:00 where the committee will consider a final form of the ordinance to recommend to the full Council. If that happens, the full Council will meet on June 8th and consider the ordinance. They may vote on the ordinance at that meeting.

The ordinance draft in this packet includes the updated language from Central Staff and it includes a number of proposed amendments from Councilmember Pedersen. Councilmember Pedersen is proposing:

- 1) To reduce the proposed term of twelve years to ten years.
- 2) To require the Office of Economic Development to conduct a competitive process to select a Program Manager one year after the reauthorization goes into effect.
- 3) To limit the number of BIA Advisory Board seats held by the University of Washington to 35% or five members, whichever number is lower.

The renewal team will report to you, at the RAB meeting, the current thinking about the proposed ordinance and the amendments proposed by Councilmember Pedersen.

May 22, 2020

MEMORANDUM

To: Community Economic Development Committee
From: Yolanda Ho, Analyst
Subject: CB 119779 – University District Business Improvement Area

On May 27, 2020, the Community Economic Development Committee (Committee) will hold a public hearing and discuss potential amendments to [Council Bill \(CB\) 119779](#), which would establish a new University District Business Improvement Area (U. District BIA).¹

This memorandum describes: (1) CB 119779 and (2) potential amendments.

CB 119776

CB 119779 would establish a new U. District BIA. Among other things, the bill:

- Establishes the geographic boundaries of the U. District BIA;
- Describes the assessment schedule (the annual rates assessed for various property use categories);
- Describes the programs that would be funded by the assessments;
- Establishes an Advisory Board; and
- Authorizes the Office of Economic Development to contract for program management.

Amendments

There is a proposed substitute bill as well as three amendments. The proposed substitute (Attachment 1), sponsored by Councilmember Pedersen, would make technical corrections and clarifications described in Table 1.

Table 1. Description of technical corrections and clarifications to CB 119779

Location	Amendment
Page: 4 Line: 14	Add “remote”
Page: 5 Lines: 3 - 17	Add additional Council findings regarding the COVID-19 civil emergency
Page: 6 Lines: 2 - 4	Remove Section 2; renumber subsequent sections and cross-references

¹ See Central Staff memorandum from the [May 20, 2020](#) meeting of the Community Economic Development Committee for more background information.

Location	Amendment
Page: 6 Lines: 5 - 9	Remove “The U. District BIA shall be within the following boundaries as shown on the map attached to this ordinance as Exhibit A”; add “Area established. As authorized by Chapter 35.87A RCW , there is established a University District Parking and Business Improvement Area (“U. District BIA”) within the following boundaries as shown on the map attached to this ordinance as Exhibit A”
Page: 9 Lines: 22 - 23	Clarify description of the base assessment calculation
Page: 10 Lines: 1 - 3	Define “Established Base Year” and add definition for “Total Taxable Value”
Page: 10 Line: 5	Change U. District Fund Area Base Formula to align with description
Page: 10 Line: 6	Change “Established Base Year” to “Updated Base Year”
Page: 10 Lines: 7 - 8	Remove “of property” and “Total Taxable Value = Land + Improvements. This calculation is called the New Benefit Formula.”
Page: 10 Line: 16	Add “and other exempt properties”
Page: 12 Line: 8	Change “entities” to “agencies”
Page: 12 Line: 17	Clarify that assessments will be calculated based on the cleaning area (Greater District, North, or South) within which each property is located
Page: 13 Lines: 8 - 9	Define “Updated Base Year”
Page: 14 Lines: 5 - 6	Remove responsibility to contract with BIA Program Manager from FAS’s duties
Page: 14 Lines: 11 - 18	Change Program Manager contracting responsibility from FAS to OED
Page: 16 Lines: 9 - 10	Remove “of the Office of Economic Development (“OED Director”)”; add “OED”
Page: 17 Lines: 1 - 3	Consolidate business tenant membership on the BIA Advisory Board to at least three members, including at least two tenants subject to a triple net lease
Page: 18 Line: 13	Change Program Manager contracting responsibility from FAS to OED

Table 2 describes the proposed amendments to CB 119779. All amendments assume adoption of the substitute bill and incorporate the technical corrections and clarifications therein.

Table 2. Proposed amendments to CB 119779

No.	Sponsor	Description
1	Pedersen	BIA Term (Attachment 2) would reduce the term of the BIA from 12 years to 10 years.
2	Pedersen	<p>a. Program Manager Option 1 (Attachment 3) would allow the initial Program Manager (the U District Partnership) to act in that capacity for one year before the Office of Economic Development is required to conduct the competitive process to select a Program Manager, and makes adjustments to subsequent contract terms for the 10-year duration of the BIA. This amendment should only be considered if Amendment 2, reducing the BIA term from 12 to 10 years, is adopted.</p> <p>b. Program Manager Option 2 (Attachment 4) would allow the initial Program Manager (the U District Partnership) to act in that capacity for one year before the Office of Economic Development is required to conduct the competitive process to select a Program Manager, and makes adjustments to subsequent contract terms for the 12-year duration of the BIA.</p>
3	Pedersen	Board Composition (Attachment 5) would limit the number of BIA Advisory Board (Board) seats held by the University of Washington to 35 percent of the Board or 5 seats, whichever number is lower.

Next Steps

The Committee will meet again on June 3 to possibly vote on amendments and CB 119779, as amended. If Councilmembers want additional amendments available at the meeting on June 3, please contact me by noon on Friday, May 29.

Attachments:

1. CB 119779 Substitute 1
2. Amendment 1 to CB 119779
3. Amendment 2a to CB 119779
4. Amendment 2b to CB 119779
5. Amendment 3 to CB 119779

cc: Kirstan Arestad, Executive Director
Aly Pennucci, Supervising Analyst

Phillip Sit/Yolanda Ho
OED U. District BIA ORD
D2946

CITY OF SEATTLE

ORDINANCE _____

COUNCIL BILL _____

..title

AN ORDINANCE establishing a new University District Parking and Business Improvement Area (BIA); levying special assessments upon owners of commercial, multifamily residential property, and mixed-use property within the BIA; providing for the deposit of revenues in a special account and expenditures therefrom; providing for collection of and penalties for delinquencies; providing for the establishment of a BIA Advisory Board; providing for an implementation agreement with a Program Manager; providing for the continuity of services and the transfer of any remaining funds from the current U. District BIA account that was established in 2015 by Ordinance 124761; and ratifying and confirming certain acts related thereto.

..body

WHEREAS, Chapter 35.87A RCW authorizes The City of Seattle (“City”) to establish business improvement areas to provide special benefits to business and property owners within a defined geographic area through the imposition of special assessments; and

WHEREAS, the current University District Parking and Business Improvement Area (“2015 U. District BIA”), which was established in 2015 by Ordinance 124761 to provide services and amenities for ratepayers paid through a levy of special assessments, is set to expire on May 31, 2020; and

WHEREAS, to gauge the percentage of special assessments that were reflected in signed petitions, City staff followed RCW 35.87A.010, and calculated the dollar amount of the special assessment that each commercial, multifamily residential, or mixed-use property would pay, and compared the dollar amount represented by signed petitions and letters of support to the estimated total for the entire proposed University District Parking and Business Improvement Area (“U. District BIA”), and the result was nearly 65.4 percent, which exceeds the threshold of 60 percent stated in RCW 35.87A.010; and

Attachment 1 – CB 119779 Substitute 1

Phillip Sit/Yolanda Ho
OED U. District BIA ORD
D2014

1 WHEREAS, the City Council adopted Resolution 31943, initiating a new U. District BIA via the
2 resolution method instead of the petition method as provided for in RCW 35.87A.030;
3 and

4 WHEREAS, pursuant to RCW 35.87A.040, the City Council on April 27, 2020, adopted
5 Resolution 31944 entitled “A RESOLUTION of intention to establish a University
6 District Parking and Business Improvement Area and fix a date and place for a hearing
7 thereon,” which stated its intention to establish the new U. District BIA, the proposed
8 boundaries, and the proposed programs, and which set the date and time for a public
9 hearing; and

10 WHEREAS, the purpose of the new U. District BIA is to enhance conditions for the commercial,
11 multifamily residential, and mixed-use properties by performing activities that go beyond
12 the basic services provided by the City; and

13 WHEREAS, as provided by Resolution 31944, the City Council, through its Community
14 Economic Development Committee, held a remote public hearing at 9:30 a.m. on May
15 27, 2020; and

16 WHEREAS, the testimony received at that hearing resulted in the City Council determining that
17 establishing a new U. District BIA is in the best interest of the owners of commercial,
18 multifamily residential, and mixed-use properties within the U. District BIA’s
19 boundaries; NOW, THEREFORE,

BE IT ORDAINED BY THE CITY OF SEATTLE AS FOLLOWS:

Section 1. The City Council finds and declares that:

A. On February 29, 2020, Governor Inslee proclaimed a State of Emergency for all counties throughout the State of Washington as a result of the confirmed person-to-person spread of COVID-19 in Washington State.

B. The COVID-19 disease, caused by a virus that spreads easily from person to person and which may cause serious injury and death, has spread throughout King County and Seattle.

C. On March 3, 2020, Mayor Durkan issued a Proclamation of Civil Emergency, declaring a civil emergency within Seattle based on the confirmed spread of COVID-19 in King County and resulting deaths.

D. In recognition of the danger that hospitals may become overwhelmed with COVID-19 patients unless the spread of the disease is slowed, on March 23, 2020, Governor Inslee imposed a stay-home order throughout Washington State, prohibiting all people in the State from leaving their homes or participating in gatherings with only limited exceptions for participating in essential activities or essential business services. The order is currently in effect through May 31, 2020.

E. Governor’s Proclamation 20-28 prohibits agencies from taking action (as defined in RCW 42.30.020), unless the matter is (1) necessary and routine; or (2) necessary to respond to the COVID-19 public health emergency.

~~F.~~ This legislation is necessary because allowing Parking and Business Improvement Areas (BIAs) to expire would result in the loss of much needed funding for business district management and improvement, and may also result in staff layoffs.

Phillip Sit/Yolanda Ho
OED U. District BIA ORD
D2a4

1 ~~GE~~. The City Council routinely reviews and approves BIAs.

2 ~~Section 2. The City Council of The City of Seattle (“City”) declares its intention to~~
3 ~~establish a University District Parking and Business Improvement Area (“U. District BIA”) in~~
4 ~~accordance with Chapter 35.87A RCW.~~

5 **Section 23.** Area established. As authorized by Chapter 35.87A RCW, there is
6 established a University District Parking and Business Improvement Area (“U. District BIA”)
7 within the following boundaries as shown on the map attached to this ordinance as Exhibit A.
8 ~~U. District BIA shall be within the following boundaries as shown on the map attached to this~~
9 ~~ordinance as Exhibit A,~~ including three additional benefit zones within the U. District BIA
10 boundaries (when a street or alley is named, the area boundary is the centerline of the right-of-
11 way including vacated portions unless otherwise specified in the description):

The U. District Business Improvement Area

12 From the southwest intersection of Brooklyn Ave NE and NE Ravenna Blvd, proceed
13 West along the northern property line of Parcel #5226300235; then proceed
14 South along the western property line of the same parcel (#5226300235); then proceed
15 East along the southern property line of the same parcel (#5226300235); then proceed
16 East across the centerline of Brooklyn Ave NE toward the southern property line of
17 Parcel #5226300165; then proceed
18 East toward the centerline of the alleyway between Brooklyn Ave NE and University
19 Way NE; then proceed
20 South along the centerline of the alleyway between Brooklyn Ave NE and University
21 Way NE toward NE 55th St at the southeast corner of Parcel # 8714600155; then proceed
22 West along the centerline of NE 55th St to the northwestern corner of Parcel
23 #2862100600; then proceed
24 South along the western property lines of Parcels #2862100600, #2862100590,
25 #2862100585, 2862100580, #2862100575, #2862100570, #2862100560, #2862100550,
26 toward NE 53rd St; then proceed
27 West along the centerline of NE 53rd St toward the southeast corner of NE 53rd St and
28 8th Ave NE; then proceed
29 South along the centerline of 8th Ave NE to the southwest corner of Parcel #2862100795;
30 then proceed
31 East along the southern property line of the same parcel (#2862100795) and Parcel
32 #2862100750 toward 9th Ave NE; then proceed
33 South along the centerline of 9th Ave NE toward the intersection of NE 50th and 9th Ave
34 NE; then proceed
35

Attachment 1 – CB 119779 Substitute 1

Phillip Sit/Yolanda Ho
OED U. District BIA ORD
D2a4f

1 West along the centerline of NE 50th St toward the northwest corner of Parcel
2 #0889000005 (University Playground); then proceed
3 South along the western property line of the same parcel (#0889000005); then proceed
4 East along the southern property line of the same parcel (#0889000005) toward the
5 intersection of NE 48th St and 9th Ave NE; then proceed
6 South along the centerline of 9th Ave NE toward the intersection of NE 47th St; then
7 proceed
8 West along the centerline of NE 47th toward the intersection of 7th Ave NE; then
9 proceed
10 South along the centerline of 7th Ave NE toward NE 45th St; then proceed
11 Southwest along the east edge of Interstate-5 toward NE 40th St; then proceed
12 East along the centerline of NE 40th St toward the intersection of Eastlake Ave NE; then
13 proceed
14 Northeast along the centerline of Eastlake Ave NE toward the intersection of NE Campus
15 Pkwy and Roosevelt Way NE; then proceed
16 North along the centerline of Roosevelt Way NE to the intersection of NE 41st St; then
17 proceed
18 East along the centerline of NE 41st St toward the southeast corner of Parcel
19 #1142001825; then proceed
20 North along the centerline of the alleyway between 11th Ave NE and Roosevelt Way NE
21 toward the southwest corner of Parcel #1142001810; then proceed
22 East along the southern property line of the same parcel (#1142001810) toward 11th Ave
23 NE; then proceed
24 East toward the southwest corner of Parcel #1142001725; then proceed
25 East along the southern property line of the same parcel (#1142001725) toward the
26 alleyway between 11th Ave NE and 12th Ave NE; then proceed
27 South toward the southwest corner of Parcel #1142001675; then proceed
28 East along the southern property line of the same parcel (#1142001675) toward the
29 centerline of 12th Ave NE; then proceed
30 South along the centerline of 12th Ave NE toward the intersection of NE 41st St; then
31 proceed
32 East along the centerline of NE 41st St toward the centerline of the alleyway between
33 University Way NE and 15th Ave NE; then proceed
34 North along the centerline of the alleyway between University Way NE and 15th Ave NE
35 toward the intersection of NE 42nd St; then proceed
36 East along the centerline of NE 42nd St toward the intersection of 15th Ave NE; then
37 proceed
38 North toward the intersection of NE 45th St; then proceed
39 East along the centerline of NE 45th St toward the alleyway between 17th Ave NE and
40 18th Ave NE; then proceed
41 North along the centerline in the alleyway between 17th Ave NE and 18th Ave NE
42 toward the intersection of NE 50th St; then proceed
43 West along the centerline of NE 50th St toward the alleyway between 15th Ave NE and
44 16th Ave NE; then proceed
45 North along the centerline of the alleyway between 15th Ave NE and 16th Ave NE
46 toward the intersection of NE 56th St; then proceed

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1 West along the centerline of NE 56th St toward the alleyway between 15th Ave NE and
2 University Way NE; then proceed
3 North along the centerline of the alleyway between 15th Ave NE and University Way NE
4 toward the intersection of NE Ravenna Blvd; then proceed
5 West along the centerline of NE Ravenna Blvd to the point of origin at the southwest
6 corner of Brooklyn Ave NE.

7 **The South Ave Cleaning Area**

8 From the intersection of Brooklyn Avenue NE and NE 52nd Street, proceed east along
9 the centerline of NE 52nd Street to the centerline of the alleyway between University
10 Way NE and 15th Avenue NE; then proceed
11 South along the centerline of the alleyway between University Way NE and 15th Ave NE
12 to the centerline of NE 41st Street; then proceed
13 West along the centerline of NE 41st Street to the centerline of the alleyway between
14 Brooklyn Avenue NE and University Way NE; then proceed
15 North along the centerline of the alleyway until the southern property line of the parcel
16 on the southeast corner of NE 43rd Street and Brooklyn Avenue NE (Parcel
17 #1142001140); then proceed
18 West along the southern property line of Parcel #1142001140; then proceed
19 Across Brooklyn Avenue NE and along the southern property line of the property on the
20 southwest corner of the intersection of NE 43th Street and Brooklyn Avenue NE (Parcel
21 # 1142000905); then proceed
22 Along the southern property line of the property on the southeast corner of 12th Avenue
23 NE and NE 43rd Street (Parcel #1142001020) to the centerline of 12th Avenue NE; then
24 proceed
25 North along the centerline of 12th Avenue NE until the centerline of NE 45th Street; then
26 proceed
27 East along the centerline of NE 45th Street to the centerline of the alleyway between 12th
28 Avenue NE and Brooklyn Avenue NE; then proceed
29 North along the centerline of the alleyway between 12th Avenue NE and Brooklyn
30 Avenue NE to the centerline of NE 50th Street; then proceed
31 East along NE 50th Street to the centerline of Brooklyn Avenue NE; then proceed
32 North along the centerline of Brooklyn Avenue NE to the point of origin at the centerline
33 of NE 52nd Street.

34 **The North Ave Cleaning Area**

35 From the intersection of NE Ravenna Boulevard and the alleyway between Brooklyn
36 Avenue NE and University Way NE, proceed east along the centerline of NE Ravenna
37 Boulevard to the centerline of the alleyway between University Way NE and 15th
38 Avenue NE; then proceed
39 South along the centerline of the alleyway between University Way NE and 15th Avenue
40 NE to the centerline of NE 52nd Street; then proceed
41 West along the centerline of NE 52nd Street to the centerline of the alleyway between
42 Brooklyn Avenue NE and University Way NE; then proceed
43 North along the centerline of the alleyway to the point of origin at the centerline of NE
44 Ravenna Boulevard.

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1 In case of a conflict between the descriptions of the areas and the map, the descriptions
2 shall control.

3 **Section 34.** Programs. Special assessment revenues shall be used for the following
4 component programs:

5 A. Cleaning and Public Safety;

6 B. Events and Marketing;

7 C. Policy and Advocacy, but not related to land use or zoning changes;

8 D. Economic Development, including efforts to prevent small businesses within the
9 district area from being displaced;

10 E. Urban Vitality, Public Realm, and the Built Environment;

11 F. Planning; and

12 G. Program Management.

13 All such activities are supplemental to street maintenance and law enforcement provided
14 by the City and are not intended to displace any services regularly provided by municipal
15 government.

16 **Section 45.** To finance the programs authorized in Section 34 of this ordinance, there is
17 proposed a 12-year special assessment to be levied and collected from the owners of business
18 property, multifamily residential property (buildings containing four or more residential units),
19 and mixed-use property (multifamily residential and commercial) located within the boundaries
20 of the U. District BIA described in Section 23 of this ordinance. The U. District BIA will
21 annually update records based on data and information from King County and the City. The ~~base~~
22 ~~assessments~~ “First Year Base Assessments” in 2020-2021 will be based upon the base year used
23 to calculate the 2019-2020 U. District BIA Assessments from the Department of Finance and

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1 Administrative Services (FAS) (~~“Established Base Year”~~), plus an inflation factor of 2.375
2 percent and a one-time 10 percent increase for program expansion. The “Total Taxable Value” is
3 the value of the land plus the value of improvements.

4 A. U. District Fund Area Base Formula = $(\$0.25 \times (\text{Established Base Year Total Taxable}$
5 $\text{Value}/\$1000 + \text{2016-2020 CPI Factors}) \times 2.375 \text{ percent inflation factor} \times 10 \text{ percent increase}$).

6 B. U. District Fund Area New Benefit Formula = $(\$0.275 \times (\text{Established Updated Base}$
7 $\text{Year Total Taxable Value of Property}/\$1,000))$. ~~Total Taxable Value = Land + Improvements.~~
8 ~~This calculation is called the “New Benefit Formula.”~~

9 C. South Cleaning Area First Year Assessment = $(\$0.16 \times (\text{Total Lot Square Feet}))$.

10 D. North Cleaning Area First Year Assessment = $(\$0.09 \times (\text{Total Lot Square Feet}))$.

11 E. Greater District Cleaning Area (all other properties outside the South and North
12 Cleaning Areas) First Year Assessment = $(\$0.03 \times (\text{Total Lot Square Feet}))$.

13 F. Modifications or limitations to these assessments are described below.

14 1. If the Total Appraised Value (Land + Improvements) and Total Taxable Value
15 (Land + Improvements) in the King County Assessor’s records are not equal, tax-exempt rates
16 for nonprofits, ~~and~~ churches, and other exempt properties may apply under the following rules:

17 a. If the Total Taxable Value is zero, then calculate the U. District BIA
18 First Year Assessment using the Total Appraised Value of the property at 25 percent of the Base
19 Formula $(\$0.275 \times (\text{Total Appraised Value}/\$1,000)) \times 25 \text{ percent}$. If the property is located
20 within either Cleaning Area, apply the corresponding Cleaning Area Formula at 25 percent.

21 b. If the Total Taxable Value and the Total Appraised Value are not equal,
22 then:

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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 percent of the Base Formula to the difference between the Total Appraised and Taxable Values ($(\text{Total Appraised Value} - \text{Total Taxable Value})/\$1,000 \times 25$ percent). 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 percent of the Base Formula will be applied to the difference between the two values, or \$300,000. The assessment would be: $(\$0.275 \times (\$700,000/\$1,000)) + ((25 \text{ percent} \times (\$0.275 \times (\$300,000/\$1,000))) = \$192.5 + \$20.63 = \$213.13$.

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 percent 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 \text{ percent} \times \$0.09 \times 10,000 \times (\$300,000/\$1,000,000)) = \$630 + \$67.50 = \697.50 .

G. Multifamily Tax Exemption (MFTE). If a property is owned by a for-profit entity and qualifies for the MFTE exemption from the City, 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 MFTE.

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1 H. For the properties where the Property Taxpayer on record is “UNIVERSITY OF
2 WASHINGTON,” unique circumstances require an assessment reflecting the unique nature of
3 the University’s presence in the District. This assessment supersedes subsections ~~45~~.A through
4 ~~45~~.E above. The aggregate First Year Assessment for all properties owned by the University of
5 Washington within the BIA area will be \$423,115. In subsequent years, the University of
6 Washington’s BIA assessment will be subject to the same CPI Factor as other properties within
7 the BIA.

8 1. Properties owned by governmental ~~entities~~ agencies will not be assessed,
9 except as provided in this subsection ~~45~~.H.

10 2. Government agencies owning property within the District may contribute to the
11 funding of District services but are not directly charged. The Program Manager may negotiate
12 funding contributions and/or services with relevant governmental agencies, to supplement
13 existing BIA services where appropriate.

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

16 1. In 2020, properties will be assessed using the First Year Base Assessments for
17 the U. District BIA, and, depending on which cleaning area the property is located in, an
18 assessment for the Greater District Cleaning Area, South Cleaning Area, ~~and or~~ North Cleaning
19 Area as set forth in this Section ~~45~~.

20 2. For each year following the first year of authorization, assessments will be
21 calculated using a “CPI Factor” that is based on the Consumer Price Index for All Urban
22 Consumers in Seattle-Tacoma-Bellevue (“CPI-U-Seattle”) as published monthly by the U.S.
23 Department of Labor, Bureau of Labor Statistics (available at: <http://www.bls.gov/eag/>)

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1 eag.wa_seattle_msa.htm). For the U. District Fund Area Base Assessment, the CPI Factor will be
2 the lesser of three percent per year or the percentage change in CPI-U-Seattle between
3 September 2020 and September of the year prior to the assessment year. For the North, South,
4 and Greater District Cleaning Areas, the actual CPI shall be used and not limited to three percent.

5 J. “New Benefit Area” shall be added to the assessment roll on an annual basis, and will
6 supersede the previous assessment for that parcel. A New Benefit Area is created when a parcel’s
7 Net Building Square Footage increases as a result of either a new building or significant
8 expansion of an existing building, as recorded by the King County Assessor’s Office (“Updated
9 Base Year”). The Base Formula for a New Benefit Area will be calculated using the new King
10 County Assessor’s values in the Base Formula multiplied by the annual CPI Factor in effect, and
11 the corresponding Cleaning Area Formula factor (reflecting the updated Total Lot Square
12 Footage) multiplied by the annual CPI Factor in effect. New BIA assessments will be billed at
13 the next regularly scheduled billing period established by the Department of Finance and
14 Administrative Services.

15 K. Rate Changes. Changes in assessment rates other than as described in this section shall
16 only be authorized by ordinance consistent with RCW 35.87A.140 and with the approval of the
17 BIA Advisory Board and shall not occur more than one time per year.

18 **Section 56.** Administration. The Director of Finance and Administrative Services (“FAS
19 Director”) shall administer the program for the City with authority to:

20 A. Collect the special assessments; refund special assessments when overpaid or
21 otherwise improperly collected; extend the deadline for payment; and waive delinquency
22 charges, processing fees, and interest whenever the delinquency results from extenuating
23 circumstances beyond the ratepayer’s control, such as a casualty loss causing premature closure

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1 of the business or bankruptcy, or the total payment due to the City (exclusive of delinquency
2 charges and interest) is \$10 or less;

3 B. Calculate and collect the interest, delinquency charges, and processing fees for late
4 payments; and

5 ~~C. After receiving the recommendation of the Board, execute a program management~~
6 ~~contract with a Program Manager as described in Section 7 of this ordinance; and~~

7 CD. Accept and deposit advance payment of assessments by ratepayers; accept donations
8 from governmental agencies, the public, and owners and operators of businesses on property that
9 is developed or redeveloped during the existence of the U. District BIA for U. District BIA
10 programs.

11 **Section 67.** The Director of the Office of Economic Development (“OED Director”) ~~FAS~~
12 ~~Director~~ is authorized to contract with any local non-profit entity to act as the Program Manager.
13 The Program Manager’s duties, subject to the approval of the ratepayers at each annual meeting,
14 will be to manage the day-to-day operations of the U. District BIA and to administer the projects
15 and activities.

16 The ~~FAS~~OED Director shall contract with the U District Partnership or other local non-
17 profit entity to serve as the initial Program Manager.

18 The ~~FAS~~OED Director shall establish and follow a competitive process to select a
19 Program Manager every five years. The selection process shall include outreach to viable
20 candidates, publication of requests for proposals; and a selection process that takes into
21 consideration criteria designed to find a qualified and effective Program Manager.

22 Meetings of the Program Manager’s board or committee at which U. District BIA-funded
23 activities are anticipated to be discussed shall be open to the public, with at least five days’

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1 advance notice posted by the Program Manager(s) on its website and also disseminated by any
2 other means that the Program Manager(s) generally uses to communicate.

3 **Section ~~78~~**. Special assessments shall be billed on a semi-annual basis. The FAS Director
4 may change the billing frequency by directive to an interval no more frequent than quarterly. The
5 FAS Director shall mail a copy of a directive issued under this section to all ratepayers not less
6 than 90 days before the new billing due date is to take effect.

7 **Section ~~89~~**. If an assessment has not been paid within 30 days after its due date, the FAS
8 Director shall send a reminder notice and add a \$5 processing fee. If the assessment is not paid
9 within 60 days after its due date, a delinquency charge shall be added in the amount of ten
10 percent of the assessment. All assessments that are not paid within 60 days of the due date shall
11 also bear interest from the due date at 12 percent per annum. The FAS Director is authorized to
12 refer any unpaid assessments to a collection agency or to bring an action to collect any unpaid
13 assessments in any court of competent jurisdiction in King County.

14 **Section ~~949~~**. Notices of assessment, installment payments, or delinquency, and all other
15 notices contemplated by this ordinance may be sent by ordinary mail or delivered by the City to
16 the address shown on the records of the FAS Director, and, if no address is shown there, to the
17 address shown on the records of the King County Assessor's Office. Failure of the ratepayer to
18 receive any mailed notice shall not release the ratepayer from the duty to pay the assessment on
19 the due date and any interest, delinquency charges, and processing fees.

20 **Section ~~104~~**. Any ratepayer aggrieved by the amount of an assessment or delinquency
21 charge may on request obtain a meeting with FAS. If not satisfied, the ratepayer may appeal the
22 matter to the City's Hearing Examiner in the manner provided for a contested case under Seattle

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1 Municipal Code Chapter 3.02. The ratepayer has the burden of proof to show that the assessment
2 or delinquency charge is incorrect.

3 **Section 112.** The City may conduct random audits of ratepayers to ensure that
4 assessments are being properly calculated and reported.

5 **Section 123.** Expenditures from the Account shall be made upon demand and
6 presentation of documentation of allowable expenses to the FAS Director by the program
7 manager and shall be used exclusively for the programs as defined in Section 34 of this
8 ordinance.

9 **Section 134.** The OED Director ~~of the Office of Economic Development (“OED~~
10 ~~Director”)~~ shall, within 30 days of the effective date of this ordinance, appoint an interim BIA
11 Advisory Board comprised of ratepayers representative of the entire geography and variety of
12 sizes in the U. District BIA, and residents and business tenants from within the U. District BIA.
13 The OED Director shall solicit recommendations from the ratepayers and shall appoint the
14 interim board from that list. The interim BIA Advisory Board will, within 90 days of the
15 effective date of this ordinance, recommend an inaugural BIA Advisory Board (“Board”). The
16 composition of the Board shall be representative of the varying sizes and types of property
17 owners, residents, and businesses tenants within the geographic area of the U. District BIA, and
18 may include public agencies.

19 For both the interim, inaugural, and permanent Boards:

- 20 1. No more than 35 percent of the members shall represent the University of Washington;
- 21 2. At least one member shall be a resident (owner);
- 22 3. At least one member shall be a resident (tenant);

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1 4. At least ~~one other~~three members shall be ~~a~~ commercial tenants, including at least two
2 tenants subject to a triple net lease; and

3 ~~5. At least two members shall be commercial tenants subject to a triple net lease; and~~

4 56. At least 80 percent of all the members shall be ratepayers. At least one member shall
5 be a ratepayer contributing less than 0.5 percent of the total assessment.

6 The OED Director shall appoint the inaugural Board members from the list recommended
7 by the interim BIA Advisory Board. The OED Director may appoint additional members to the
8 Board beyond those recommended by the interim BIA Advisory Board to ensure a broad
9 representation of ratepayers, provided that the additional members so appointed do not exceed
10 one-third of the entire membership of the Board.

11 As a prerequisite to serving on the Board, each member shall sign an acknowledgment,
12 prepared by the OED Director, that they will abide by City ordinances related to business
13 improvement areas and exercise fiduciary responsibility to collect and spend the special
14 assessment revenues exclusively for the programs identified in Section 34 of this ordinance.

15 The Board shall be responsible for adopting bylaws and policy guidelines; recommending
16 approval of budgets, expenditures, and programs; and providing advice and consultation to the
17 OED and FAS Directors and to the Program Manager. The bylaws shall establish staggered
18 terms for Board members, with no Board member serving more than two consecutive three-year
19 terms. Any sitting Board member at the time of the 2020 reauthorization of the BIA shall be able
20 to complete their term, then be allowed to be recommended and appointed to serve one
21 additional term.

22 The Board shall meet at least once quarterly; recommend an annual work program and
23 budget; address and discuss ratepayer concerns and questions regarding the U. District BIA

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1 programs; and sponsor an annual ratepayers’ meeting. Meetings of the Board shall be open to the
2 public, with at least five days’ advance notice posted by the program manager on its website and
3 also disseminated by any other means that the program manager generally uses to communicate.

4 At the annual ratepayers’ meeting, the Board shall present its proposed work plan and
5 budget for the next year, and its recommendation regarding whether to continue with the current
6 Program Manager. The work plan, budget, and recommendation regarding whether to continue
7 with the current Program Manager must be approved by a vote of the ratepayers and submitted to
8 the Office of Economic Development.

9 The Board and Program Manager shall work with the Office of Economic Development
10 to evaluate the U. District BIA’s programs and services and shall report their findings to the City
11 Council when a request to modify or renew the U. District BIA is proposed, or in five years from
12 the time of formation, whichever is sooner.

13 **Section 145.** The ~~FAS-OED~~ Director or the ~~FAS-OED~~ Director’s designee is authorized
14 to enter into an agreement with the program manager of the 2015 U. District BIA to provide for
15 continuity of services, fulfillment of any liabilities, and distribution of remaining funds in the
16 2015 U. District BIA Account for the benefit of the 2015 U. District BIA ratepayers, and transfer
17 any remaining de minimis funds and receivables in the 2015 U. District BIA Account to an
18 account established by the City on behalf of the U. District BIA.

19 **Section 156.** The U. District BIA shall have a term of 12 years and will expire 12 years
20 after the date that the area is established. Upon a petition signed by ratepayers that would pay 60
21 percent of the proposed special assessments, the BIA Advisory Board shall request that the City
22 Council disestablish the U. District BIA in accordance with Chapter 35.87A RCW.

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- 1 **Section 167.** The making of contracts and expenditures and the sending of assessment
- 2 notices consistent with the authority of this ordinance taken after its passage and prior to its
- 3 effective date are ratified and confirmed.

Amendment 1 to CB 119779 (OED U. District BIA ORD): BIA Term v1

Sponsor: Councilmember Pedersen
Meeting: Community Economic Development Committee
Date: May 27, 2020

Description

This would amend CB 119779 to reduce the term of the University District Business Improvement Area from 12 years to 10 years and reduce the number of times the City bills ratepayers for assessments from 24 semi-annual installments to 20.

Note: This amendment assumes Substitute 1 is adopted.

Notes

- Double underlines indicate new language to be added.
- ~~Double strikethroughs~~ indicate language proposed to be removed.

Amendment

1. Amend Section 4 of Council Bill 119779, as follows:

Section 4. To finance the programs authorized in Section 3 of this ordinance, there is proposed a ~~12~~ 10-year special assessment to be levied and collected from the owners of business property, multifamily residential property (buildings containing four or more residential units), and mixed-use property (multifamily residential and commercial) located within the boundaries of the U. District BIA described in Section 2 of this ordinance. The U. District BIA will annually update records based on data and information from King County and the City. The “First Year Base Assessments” in 2020-2021 will be based upon the base year used to calculate the 2019-2020 U. District BIA Assessments from the Department of Finance and Administrative Services (FAS) (“Established Base Year”), plus an inflation factor of 2.375 percent and a one-time 10 percent increase for program expansion. The “Total Taxable Value” is the value of the land plus the value of improvements.

A. U. District Fund Area Base Formula = (\$0.25 x (Established Base Year Total Taxable Value/\$1000 + 2016-2020 CPI Factors) + 2.375 percent inflation factor + 10 percent).

* * *

I. Ratepayers will be assessed by the City for ~~24~~ 20 semi-annual installments beginning with the year of the authorization (2020).

* * *

2. Amend Section 15 of CB 119779, as follows:

Section 15. The U. District BIA shall have a term of ~~12~~ 10 years and will expire ~~12~~ 10 years after the date that the area is established. Upon a petition signed by ratepayers that would pay 60 percent of the proposed special assessments, the BIA Advisory Board shall request that the City Council disestablish the U. District BIA in accordance with Chapter 35.87A RCW.

Amendment 2a to CB 119779 (OED U. District BIA ORD): Program Manager Option 1 v1

Sponsor: Councilmember Pedersen

Meeting: Community Economic Development Committee

Date: May 27, 2020

Description

This would amend CB 119779 to allow the initial Program Manager (the U District Partnership) to act in that capacity for up to one year before the Office of Economic Development is required to conduct the competitive process to select a Program Manager, who would then have a five-year contract. This would result in a four-year term for the following Program Manager contract, until the expiration of the U. District BIA. Should the U. District BIA be reauthorized following its expiration, the Program Manager would be allowed to serve as the reauthorized BIA's interim Program Manager for one year.

Note: This amendment assumes Substitute 1 and Amendment 1, reducing the BIA term from 12 years to 10, are adopted.

Notes

Double underlines indicate new language to be added.

~~Double strikethroughs~~ indicate language proposed to be removed.

Amendment

1. Amend Section 6 of Council Bill 119779, as follows:

Section 6. The Director of the Office of Economic Development (“OED Director”) is authorized to contract with any local non-profit entity to act as the Program Manager. The Program Manager’s duties, subject to the approval of the ratepayers at each annual meeting, will be to manage the day-to-day operations of the U. District BIA and to administer the projects and activities.

The OED Director shall contract with the U District Partnership or other local non-profit entity to serve as the initial Program Manager for one year.

The OED Director shall establish and follow a competitive process to select a Program Manager ~~every five years~~ first to serve a five-year term commencing after the one-year term of the initial Program Manager, and then for a four-year term to the expiration of the U. District

BIA. The selection process shall include outreach to viable candidates, publication of requests for proposals; and a selection process that takes into consideration criteria designed to find a qualified and effective Program Manager. If the U. District BIA is reauthorized, the OED Director may contract with the then-current Program Manager to serve as the interim Program Manager for the reauthorized U. District BIA for one year.

Meetings of the Program Manager's board or committee at which U. District BIA-funded activities are anticipated to be discussed shall be open to the public, with at least five days' advance notice posted by the Program Manager(s) on its website and also disseminated by any other means that the Program Manager(s) generally uses to communicate.

Amendment 2b to CB 119779 (OED U. District BIA ORD): Program Manager Option 2 v1

Sponsor: Councilmember Pedersen
Meeting: Community Economic Development Committee
Date: May 27, 2020

Description

This would amend CB 119779 to allow the initial Program Manager (the U District Partnership) to act in that capacity for one year before the Office of Economic Development is required to conduct the competitive process to select a Program Manager, who would then have a six-year contract. This would result in a five-year term for the following Program Manager contract, until the expiration of the U. District BIA. Should the U. District BIA be reauthorized following its expiration, the Program Manager would be allowed to serve as the reauthorized BIA’s interim Program Manager for one year.

Note: This amendment assumes Substitute 1 is adopted.

Notes

Double underlines indicate new language to be added.

~~Double strikethroughs~~ indicate language proposed to be removed.

Amendment

1. Amend Section 6 of Council Bill 119779, as follows:

Section 6. The Director of the Office of Economic Development (“OED Director”) is authorized to contract with any local non-profit entity to act as the Program Manager. The Program Manager’s duties, subject to the approval of the ratepayers at each annual meeting, will be to manage the day-to-day operations of the U. District BIA and to administer the projects and activities.

The OED Director shall contract with the U District Partnership or other local non-profit entity to serve as the initial Program Manager for one year.

The OED Director shall establish and follow a competitive process to select a Program Manager ~~every five years~~ first to serve a six-year term commencing after the one-year term of the initial Program Manager, and then for a five-year term to the expiration of the U. District BIA. The selection process shall include outreach to viable candidates, publication of requests

for proposals; and a selection process that takes into consideration criteria designed to find a qualified and effective Program Manager. If the U. District BIA is reauthorized, the OED Director may contract with the then-current Program Manager to serve as the interim Program Manager for the reauthorized U. District BIA for one year.

Meetings of the Program Manager's board or committee at which U. District BIA-funded activities are anticipated to be discussed shall be open to the public, with at least five days' advance notice posted by the Program Manager(s) on its website and also disseminated by any other means that the Program Manager(s) generally uses to communicate.

Amendment 3 to CB 119779: BIA Advisory Board Composition v1

Sponsor: Councilmember Pedersen
Meeting: Community Economic Development Committee
Date: May 27, 2020

Description

This would amend CB 119779 to limit the number of BIA Advisory Board (Board) seats held by the University of Washington to 35 percent of the Board or five members, whichever number is lower.

Note: This amendment assumes Substitute 1 is adopted.

Notes

Double underlines indicate new language to be added.

~~Double strikethroughs~~ indicate language proposed to be removed.

Amendment

1. Amend Section 6 of Council Bill 119779, as follows:

Section 13. The OED Director shall, within 30 days of the effective date of this ordinance, appoint an interim BIA Advisory Board comprised of ratepayers representative of the entire geography and variety of sizes in the U. District BIA, and residents and business tenants from within the U. District BIA. The OED Director shall solicit recommendations from the ratepayers and shall appoint the interim board from that list. The interim BIA Advisory Board will, within 90 days of the effective date of this ordinance, recommend an inaugural BIA Advisory Board (“Board”). The composition of the Board shall be representative of the varying sizes and types of property owners, residents, and businesses tenants within the geographic area of the U. District BIA, and may include public agencies.

For both the interim, inaugural, and permanent Boards:

1. No more than 35 percent of the members or five members, whichever number is lower, shall represent the University of Washington;
2. At least one member shall be a resident (owner);

3. At least one member shall be a resident (tenant);
4. At least three members shall be commercial tenants, including at least two tenants subject to a triple net lease; and
5. At least ~~80~~ 75 percent of all the members shall be ratepayers. At least one member shall be a ratepayer contributing less than 0.5 percent of the total assessment.

* * *



**2019-20 UD BIA Ratepayer
Advisory Board**

Maureen Ewing
*Board Chair
University Heights Center*

Aaron Hoard
*Board Vice Chair
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Chris Giles
*Board Secretary
Resident*

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barrientos RYAN

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The Blume Company

David Cohanim
David Cohanim Enterprises

Lora Gastineau
Resident

Prof. Mary Kay Gugerty
University of Washington

Randy Hodgins
University of Washington

Lincoln Johnson
University of Washington

Nikole O'Bryan, DMD
Nikole O'Bryan Dentistry

Michael Polzin
American Campus Communities

Scott Soules
Soules Properties

April 22, 2020

The Honorable Tammy Morales
Chair, Community and Economic Development Committee
Seattle City Council
600 4th Avenue
Seattle, WA 98104

Re: Support to Renew University District Business Improvement Area
(U District BIA)

Dear Councilmember Morales and Members of the Seattle City
Council:

I am writing to you on behalf of the University District Business
Improvement Area Ratepayers Advisory Board (RAB). We are
volunteers who represent ratepayers, residents, and small businesses
within the U District BIA boundaries. I appreciate the time you and
your staff took to meet with me and other advocates in February. I am
writing now to urge your approval of the Council Bill sent by the Mayor
and awaiting introduction that in effect will renew the U District BIA.

The current U District BIA Ordinance expires in May 2020.

This is a most urgent time to continue the work accomplished with BIA
funds in the University District. The U District BIA is hard at work
supporting small businesses during these unprecedented conditions
caused by the COVID-19 pandemic. Through the BIA's Program
Manager – the U District Partnership - we are providing one-on-one
business support in applying for local and federal resources including
the Payment Protection Program and Emergency Injury Disaster Loans.

For members of our unhoused community, our REACH worker is
offering up to 40 meals per day and other essentials so this community
can “shelter in place”. Members of our UDP's ambassador team are
providing security assistance to local businesses and wellness checks
to people in crises, while our cleaning teams are removing graffiti (too
much of it racist) and performing other cleaning.

Mailing address: PO Box 45073, Seattle WA 98145
Office location: 1415 NE 45 Street, Suite 401, Seattle, WA 98105
206.547.4417 | udistrictpartnership.org/udbia/

We have, also, launched a four-week pilot program to extend our existing Ambassador program into the late-night hours.

Without renewal before the May expiration, this critical work will have to be scaled back or discontinued due to lack of funds. I've attached a report on our response to the current conditions in the U District that details the urgent needs we are addressing and why we must renew the BIA.

Before this pandemic, we worked hard over the past nine months on a renewal plan that doubles-down on the critical cleaning and community safety work that has proven so successful over the past five years. In the renewal plan, we've retained the current assessment equations so as not to put additional pressure on ratepayers. We modestly expanded assessments to fund cleaning at least once a month through the entire district and to fund marketing of the great small businesses, arts and other experiences the U District has to offer. The proposal establishes a 12-year term for the BIA, a middle ground for BIA terms around the City. This proposal garnered strong approval – now just over 65% approval from ratepayers.

The Council Bill as delivered proposes several changes from the proposal agreed to by ratepayers via petitions. We'd like to share our perspective on these changes.

- The Council Bill includes language to enhance the economic development function of the BIA to include efforts to prevent small business displacement. We support this enhancement and believe this work will be even more important as we come out of the COVID-19 crisis.
- The ordinance expands the Ratepayer Advisory Board to include at least two members who are triple net lease commercial tenants. We support this addition to ensure broad representation on the BIA board.

Changes we do not support and ask you to consider deleting or changing:

- **The Council Bill establishes term limits for Ratepayer Advisory Board (RAB) members.** While term limits may sound like a “good governance” change, prescription via the legislation locks in a solution in search of a problem. In this five-year BIA-term we have had healthy turnover of board members – 44% – enough for fresh views while maintaining stability. Currently, we have staggered terms and existing members must be voted onto the board at the end of their terms to continue service.

The Ratepayer Advisory Board's current by-laws create controls that ensure broad perspectives without putting the board in unnecessary jeopardy of losing committed members. We ask that the legislation be silent on this issue and leave the question to the RAB.

- **The Council Bill introduces a competitive selection process (RFP) for the BIA program manager every five years.** We as a Ratepayer Advisory Board already review and approve a contract with the Program Manager annually. At that time, the entire ratepayer roster is given the opportunity to vote for the program manager. There is nothing to prevent us from seeking a new program manager should we find fault with the program manager's performance, which we already analyze quarterly. Also, this new RFP requirement treats the U District differently from all other BIAs in Seattle--an example of unnecessary exceptionalism. Given the multiple levels of governance oversight for this BIA, this RFP requirement is redundant. We do not support this requirement and ask that it be deleted.

We have worked hard as volunteers to provide services like improved cleaning and safety, small business and community advocacy, economic development, marketing, events, and activation of public spaces. The improvements in the U District since the formation of the BIA and the services of the UDP have been positive. We do not want to lose this momentum by allowing the BIA to lapse, especially in this COVID-19 public health and economic crisis.

We urge your expeditious review and support of the Council Bill renewing our community's investment in the University District Business Improvement Area. Thank you for your consideration and for all you are doing in these unprecedented times.

Sincerely,



Maureen Ewing, Chair, Ratepayer Advisory Board

University Heights Center

Attachment A: April 2020 Report on U District Partnership Services for the U District BIA

Small Business Support - Economic Development

Direct support to businesses seeking financial aid. Our staff is working with businesses to communicate with them about services and support available to them. We have provided direct business outreach to 25 businesses this month, one-on-one assistance to 15 businesses, and marketing assistance to 37 businesses. We helped these businesses to navigate through the city, state, and federal resources such as the Emergency Injury Disaster Loan and paycheck Protection Program. We produced a video to help small businesses with the nuts and bolts of filling in an application for federal assistance, [Small Business Tutorial on Assistance Programs](#), which has been well received and used by other neighborhood business areas in the City.

Last week, the UDP launched the **Storefront Art** pilot project to beautify temporarily closed storefronts and to provide paid opportunities for local artists. Special thanks goes out to our artists, UHeights, photographer Anne Earhart, and the Sherwin Williams in the U Village for making this project possible. We'll be continuing this work to install more art in boarded up storefronts across the district.

GoFundMe page to support U District restaurants and medical workers. The U District is full of amazing individuals working around the clock to provide care at the UW Medical Center. During this challenging period, local restaurants have been donating their time and resources to deliver fresh meals to hard working doctors, nurses, and medical staff. In partnership with the University of Washington Foundation, UDP has launched a GoFundMe to help feed the heroes on the front line and support local U District businesses.

Cleaning

Hygiene Services/Biohazard Removal Over the last month, there has been a 35% increase in biohazard removal. As many businesses have closed their doors during this crisis, our homeless neighbors have lost access to restrooms. This is given top priority and we clean it up as soon as it is identified. The City has placed two hygiene stations, one at UHeights and one at 45th and I-5, [as well as opened the U District Library bathroom](#). Nonprofits have funded the placement of one in the U Temple Church Alley between 42nd and 43rd. The bathrooms at the University Playfield remain closed due to vandalism.

Small Businesses & Security Businesses are closing their doors – in some cases temporarily and in some cases permanently. Some are choosing to board up their windows. Others are papering their inside windows or removing their inventory. We have been researching options to help prevent a sense of blight settling in. The Storefront Art project mentioned above is one temporary solution.

We continue to monitor **vacant buildings**. Our Ambassadors are checking in on known vacant buildings and reporting damage and dangerous conditions to the police and to SDCI.

Our Ambassadors are staying very busy. The retail establishments that remain open are being swamped with shoplifters and we continue to provide support during our shifts. Ambassadors are helping to deescalate crisis situations involving homeless individuals without access to services. **As of April 9, 2020, we are launching a four-week pilot to provide late-night security/wellness patrols in the district.**

Litter Removal With the decrease of foot traffic, we have seen a decrease in the amount of general litter on the streets. Black Mountain, our cleaning contractor, still walks the entirety of the cleaning area to get the base amount of litter and trash left.

Graffiti We have seen a drastic increase in the amount of graffiti. In two weeks, we have cleaned up over 600 tags in our cleaning area. We believe this is because with fewer people out on the streets, taggers are emboldened by the decreased chance of being caught. Graffiti can be extremely time consuming based on several factors such as what kind of surface was tagged, size, and location. Any racist graffiti is given our highest priority and we remove it as soon as it is reported or observed.

Staff participate in a BIA executives conference call on public safety that also includes the Mayor’s Office, Councilmembers (Strauss and Lewis most recently), and OED. The neighborhoods were able to share experiences related to public safety and help public officials understand what is going on “at the street level” that is not evident in their “data driven” systems. **Data is not showing the increased aggression on the streets that never gets reported. Data does not show the increase in graffiti, some of it racist, which is increasing. Data is not showing many of the break-ins and smashed windows that owners are not reporting because they don’t think anything is going to be done in response.**

Homeless Outreach Report

David Delgado, our REACH specialist, is working hard during this crisis to connect with our homeless community. The current social service strategy is to have homeless “shelter-in-place” which means David is working to provide their daily needs to try and keep them from needing to move around. David is offering up to 40 meals a day to our homeless neighbors as well as trying to provide other essentials. Many human services normally available to this community have either been discontinued or altered by the public health crisis. This has created confusion for the unhoused community and an increase in the number of people suffering from severe and persistent mental illness walking around the U District with no place to go.

We did find a young sick person in an alley with a fever and cough. He told us he felt ill. We provided aid and Public Health tested him for the coronavirus, he was picked up by an ambulance and lodged in a quarantine center.