



UDP BOARD MEETING AGENDA

Time: 11:30 a.m.–1:00 p.m.

Date: October 20, 2020

ZOOM Virtual Meeting <https://us02web.zoom.us/j/86077846672>

- | | | |
|--|-------------------------------|---------|
| 1. Welcome and Introductions | Miles/Rob | |
| 2. Public Comment | | |
| 3. Approval of September 2020 Meeting Minutes | Rob/Miles | Vote |
| 4. Operating Committee Reports | | |
| a. Finance | | |
| i. Acceptance of September Close | Sally/Phil/Mark | Vote |
| b. Governance | Eric | |
| i. New Member Update | | |
| c. Executive Director Search | Sally | |
| 5. Program Advisory Committee Reports Q&A | All | Discuss |
| a. Urban Vitality | | |
| b. Economic Development | | |
| c. Clean and Safe | | |
| d. Marketing/Events | | |
| 6. Sound Transit Surplus Property | All | Discuss |
| a. Work To Date | Stephen | |
| b. Temporary Use Proposal – Tiny House Village | Sharon Lee (E.D. LIHI -Guest) | |
| c. Q&A | | |

Adjourn



Board Meeting Minutes

Time: 11:30 AM – 12:30 PM

Date: September 15, 2020

Location: Zoom Meeting

IN ATTENDANCE:

UDP Board Members

Sally Clark (Treasurer)
Dawn Perry (arrived at 12:00)
Stephen Antupit
Eric Lawson

Rob Lubin, Co-Chair
Anson Lin
Miles Richardson, Co-Chair
Don Shulze

Andrew McMasters
Jeanette Henderson
Kristine Kenney
Alfred Shiga

UDP Staff

Mark Crawford, IED
Phil Lloyd, Finance

Marcus Johnson, C&S
Daniel Lokic, Economic Dev.

Kay Ricchiuto, Public Realm

Guests

John Hix, Moe Kahn, Trevor Petersen, Doug Campbell

Welcome and Introductions

Public Comment

There was no public comment.

Approval of August 2020 Meeting Minutes

Stephen noted a typo in the Urban Vitality report - "Ob suggested that Stephen and Katy can reach out to more Board members to testify if needed." Corrected to say "Rob suggested that Stephen and Katy can reach out to more Board members to testify if needed."

Motion: Sally moved to approve the August 2020 meeting minutes as amended.

Stephen seconded the motion.

The motion was approved with two abstentions

Acknowledgement of Service

Barbara Quinn has decided not to seek re-election to the Board. Eric read statements from Pat Simpson and Louise Little thanking Barbara for her service and Sally also thanked her. A \$100 donation in her name has been made to the U District Foodbank.

Operating Committee Reports

Finance

Sally reported that the committee had met and reviewed the draft financial statements for the August monthly close. The fiscal year is only two months old and there are no significant variances to report. She noted that some costs are budgeted more heavily in the second half of the year, so the % to date reporting on the Budget Tracker is not expected to conform to a flat percentage increase each month.

Motion: The committee recommend the acceptance of the August draft close, subject to a final audit by an independent audit firm. .

No second required. Motion passed with no objection or abstention.

Sally reported that we are tracking assessment compliance. At this point, we are over last year's total dollars received which is to be expected given the increase in the base rate and the expansion of the cleaning areas. We are seeing a small drop in the number of the parcels who have paid compared to last year and are watching to see if that trend corrects over the next thirty days. No action is recommended at this time.

Governance

Motion: The Governance Committee placed Moe Kahn's name in nomination for immediate election to the Board for a term ending June 30, 2023.

No second is required. The motion passed unanimously.

Motion: The Governance Committee placed Trevor Peterson's name in nomination for immediate election to the Board for a term ending June 30, 2023.

No second is required. The motion passed unanimously.

Eric reported that the Governance Committee has designed an orientation for new members and Trevor and Moe will be invite to participate before the next Board meeting.

The Governance Committee will now focus on recruiting additional members and is focusing on the faith community, the social service community, and a resident.

Executive Director Search

Sally reviewed the job posting and the current calendar for recruitment. She noted that a final decision on “in-person” interviewing for finalist candidates still needs to be determined. Stephen noted that having the Search Committee include RAB members has been helpful. The search committee calendar assumes making a job offer by the middle of December.

Program Reports

Clean & Safe

We are now in full swing on the expanded cleaning area. Because we are working throughout the entire district, all of our statistics for work done are increasing. A special area of note is the increase in biohazard pickups. We will ask the contractor to clarify how much of the total pickups are related to the expanded area to ensure that our reporting against previous year baselines remains viable.

Our regular vendor for fall flower baskets is unable to fulfil the order. Marcus will purchase baskets from a national chain like Lowes and we will install ourselves. We also look to refurbish old, missing, and broken hanging devices this fall.

Marcus notified the Board that Seattle Police Department is discontinuing the Community Police Patrol and scheduled emphasis patrols in the University District. He reviewed the potential negative outcomes of this decision. After discussion, the Board asked staff to draft a letter of inquiry to the Interim Police Chief and the Precinct Commander with a copy to our local councilmember, noting our concerns about the loss of services and the potential negative impacts and asking for clarification of plans to maintain services under their new model of public safety. Letter to be reviewed by Miles, Rob, and Sally and by the RAB leadership.

Urban Vitality

Katy reported on several private developments in the district. The first is the large commercial Touchstone project. They are entering the final phase of administrative design review and we will be providing written comment. We are supporting the requested departures as they are appropriate for commercial buildings. We continue to be pleased with the design as it relates to pedestrian connectivity and open space as well. She also reported on a new project, a 20 plus story student housing high rise to be built on 45th and 7th. We commented at the EDG hearing on concerns about entrance placement and security. Stephen noted that both this project and the Blume project will increase pedestrian and transit passenger traffic along 45th and that we are making sure to communicate that to SDOT and Metro.

Katy continues to engage and represent U District concerns and needs as a member of the Metro North Link Project partner review board. We have had concerns about the original proposals for bus volumes along 43rd heading into the new transit station, especially the number of diesel busses. The huge volume could add burdens on the small businesses on that corridor. Subsequent plans have reduced those numbers of busses.

Katy reported that we have submitted a grant proposal to the Seattle Department of Neighborhoods for a project to install three large murals. She has recruited a diverse leadership committee to work with her on the project should the grant be awarded. We should know within six weeks and if we receive the grant, the project must be completed in one year.

Economic Development

Up Your Ave

Although we still battle the challenges surrounding the covid-19 pandemic, that has not stopped us from thinking creatively on how to implement community events that are safe and promote spending in our district.

After a lot of feedback from our community stakeholders, board members, and economic development committee members, the UDP decided to pivot away from a large Fall festival, and instead focus on Up Your Ave in a new and exciting way. This year, not only do we invite incoming students to participate, but all who live, work, and play in the U District.

To ensure proper social distancing, the UDP is implementing a new virtual way for consumers to engage with Up Your Ave. This year, consumers will pick up their passports at the University Book Store. With their passport in hand, they'll uncover a unique business-related question listed under each business. For example, under Sweet Alchemy they'd read (*We source our ingredients hyper local. Which ingredient is sourced closest to this shop?*)

To find the answer, consumers will need to explore the Ave, in this case visiting Sweet Alchemy, to scan the businesses QR code and write in their passport that (*Sweet Alchemy sources Honey from UW's horticulture center.*)

This new approach encourages consumers to learn more about our business community, in an effort to leave a lasting impression with potential and returning customers. Daniel encouraged everyone to visit Upyourave.com to register and participate next Friday, September 25th.

Speaker Series: PPP Forgiveness w/ David Ollee (Key Bank)

These live webinars will leverage the talents, knowledge, and skills from our local business leaders, presenting valuable information and lessons-learned to our entire community and even city-wide. We plan to implement four Speaker Series events this fiscal year, ranging from topics on PPP forgiveness, online social media marketing, and best practices for online deliveries.

Unfortunately, our speaker slated to present this week was abruptly placed on medical leave. That said, our topic on PPP forgiveness has been covered by King County, and Daniel continues to share these types of resources, among others, with our business community. As always, we will adapt quickly and implement our next Speaker Series in the coming weeks.

Daniel reported on his work to develop an online infrastructure that not only serves a critical need in response to Covid-19, but allows consumers to learn more about U District businesses, their unique products or services, and provides a cohesive online presence for small businesses for years to come. He presented a series of slides showing the current development. All of the information present on the individual business pages and deals is managed directly by our businesses when they sign-up. This allows the UDP to monitor quality at a higher level, and allows businesses to continually update their pages and offerings. When businesses sign-in, they'll also be greeted by links to join our business network, ensuring they are aware and able to participate in our network of U District business owners and operators.

Daniel still anticipates a soft-launch of this platform before the end of September.

Marketing

Dawn and Mark reported that the Executive Committee had discussed the viability of holding StreetFair in the spring of 2021. Rob noted that the StreetFair has a projected modest net positive return but that a significant portion of cost is front loaded and would be lost if we proceeded and then had to cancel.

The Board discussed the issue of moving forward. We believe the possibility of mounting StreetFair in the same way it has been done in past years is remote, at best. The Board would like staff to touch base with Bold Hat to see if we can glean any insight on how other major street and community events are approaching this question for the future, and to see how our traditional vendor base, the crafter artists, are adapting to this new reality. The Board would like to consider alternative community event plans that can meet a post pandemic set of norms, be revenue neutral or create a continued modest surplus.

Mark reported that, given concerns about safety, this year's Halloween event will not occur.

The Marketing and Communication Manager position has just been posted. Please forward to anyone in your networks.

Dawn asked that Board members forward any contacts they have for a new Marketing Committee. We are particularly interested in people with PR and Marketing skills.

Mark noted that the assessments included an increase to be dedicated to expanding the branding and marketing plans for the district. As we engage in our hiring process for the Marketing Manager, we will also begin moving the process of identifying a branding consultant forward

Adjournment

Rob adjourned the meeting at 1:03.

NEXT BOARD MEETING: October, 2020 11:30am – 1:00pm. Zoom to be scheduled

October 16, 2020

To: UDP and RAB Boards

From: Mark Crawford

Re: Finance Meeting Materials

Attached, please find the following materials:

- 1) Balance Sheet
- 2) Budget Report
- 3) Tracking Report

Balance Sheet Notes

WSECU Checking - Lower balance compared to last year a function planned UDP spending last year, primarily on Urban Vitality, a higher Account Receivable for BIA reimbursement given the increased budget in the current year. Our use of cash on hand to meet pre-reimbursement expenses is impacted by our growing BIA budget. Examples of this growth include the expansion of the cleaning area, the full staff (last year, we were operating without two current positions, this year, we are operating without one lower compensated position that was filled at this time last year), and we are incurring costs for the Executive Director Search. As reported, we are now billing the City for a payroll reimbursement after the first pay period of each month which is helping to maintain a positive cash balance in our accounts. We do see the probability that, in high months, prior to reimbursement, we may need to occasionally and temporarily use UDP reserve funds as cash management assets. We will discuss other options with FAS to improve BIA related cash flow management.

WF Checking – Includes remaining Christie Park project funds. We are trying to get clarification from project managers on remaining steps for completion and then disbursement of remaining funds that will meet our fiduciary requirements as fiscal sponsor.

A/R – Higher BIA expenses and receivables for two Up Your Ave Sponsors (one of those has submitted a payment that is now in process). Also a Receivable for \$3,000 Seattle Public Utilities grant.

A/P – Normal - security, cleaning, and financial management vendors

BIA Payable – Remaining insurance proceeds for BIA.

Budget Report Notes

Wages & Salaries – modest savings from single person on Beautification at this time. Also, a change in an anticipated intern hire. We are actually using a contractor to create an on line tool instead of hiring an intern. Any savings to date will be applied to anticipated overlap when new Executive Director is hired.

Legal Fees/Other – Search costs as budgeted.

Programs - BIA Events – Up Your Ave had reduced costs given restructure of program. Final costs to be included but savings expected.

Budget Tracking Sheet

Marketing – please remember that Marketing costs are budgeted for later in the year – the tracker does not compare against budget to date so the % Expended column can be misleading.

The U District Partnership

Balance Sheet Prev Year Comparison

As of September 30, 2020

| | Sep 30, 20 | Sep 30, 19 | \$ Change |
|---------------------------------------|-------------------|-------------------|-------------------|
| ASSETS | | | |
| Current Assets | | | |
| Checking/Savings | | | |
| 10100 · Operating Bank Accounts | | | |
| 10110 · WSECU Checking | 9,505.64 | 118,055.81 | -108,550.17 |
| 10103 · UDP WF Checking 0122 | 62,718.09 | 49,709.40 | 13,008.69 |
| 10111 · WSECU Savings | 160,627.82 | 160,339.58 | 288.24 |
| Total 10100 · Operating Bank Accounts | 232,851.55 | 328,104.79 | -95,253.24 |
| Total Checking/Savings | 232,851.55 | 328,104.79 | -95,253.24 |
| Accounts Receivable | 106,477.85 | 83,008.81 | 23,469.04 |
| Other Current Assets | 1,954.15 | 2,779.58 | -825.43 |
| Total Current Assets | 341,283.55 | 413,893.18 | -72,609.63 |
| Fixed Assets | 3,566.02 | 5,511.12 | -1,945.10 |
| Other Assets | 3,235.87 | 3,235.87 | 0.00 |
| TOTAL ASSETS | 348,085.44 | 422,640.17 | -74,554.73 |
| LIABILITIES & EQUITY | | | |
| Liabilities | | | |
| Current Liabilities | | | |
| Accounts Payable | 22,689.16 | 25,312.35 | -2,623.19 |
| Credit Cards | 565.87 | 2,006.48 | -1,440.61 |
| Other Current Liabilities | 29,267.66 | 25,688.11 | 3,579.55 |
| Total Current Liabilities | 52,522.69 | 53,006.94 | -484.25 |
| Total Liabilities | 52,522.69 | 53,006.94 | -484.25 |
| Equity | | | |
| 32000 · Unrestricted Net Assets | 293,926.51 | 375,281.00 | -81,354.49 |
| Net Income | 1,636.24 | -5,647.77 | 7,284.01 |
| Total Equity | 295,562.75 | 369,633.23 | -74,070.48 |
| TOTAL LIABILITIES & EQUITY | 348,085.44 | 422,640.17 | -74,554.73 |

The U District Partnership

Budget Report

September 2020

| | Sep 20 | Budget | \$ Over Budget | Jul - Sep 20 | YTD Budget | \$ Over Budget | Annual Budget |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|---------------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 43400 · Direct (Grants) Public Support | 0.00 | 0.00 | 0.00 | 661.38 | 0.00 | 661.38 | 0.00 |
| 44500 · Government Grants and Contracts | 101,980.85 | 113,117.47 | -11,136.62 | 270,302.68 | 293,852.26 | -23,549.58 | 1,389,508.91 |
| 47000 · Earned Income | 0.00 | 0.00 | 0.00 | 5,996.00 | 6,000.00 | -4.00 | 290,800.00 |
| 46400 · Interest and Other | 0.00 | 0.00 | 0.00 | 27.30 | 0.00 | 27.30 | 0.00 |
| Total Income | 101,980.85 | 113,117.47 | -11,136.62 | 276,987.36 | 299,852.26 | -22,864.90 | 1,680,308.91 |
| Gross Profit | 101,980.85 | 113,117.47 | -11,136.62 | 276,987.36 | 299,852.26 | -22,864.90 | 1,680,308.91 |
| Expense | | | | | | | |
| 60000 · Staffing | 42,538.38 | 45,594.47 | -3,056.09 | 129,635.16 | 136,783.41 | -7,148.25 | 637,221.97 |
| 61000 · Professional & Contract Expense | 14,950.00 | 14,950.00 | 0.00 | 32,350.00 | 32,350.00 | 0.00 | 82,900.00 |
| 62000 · Office and Overhead | 7,077.92 | 7,653.11 | -575.19 | 18,483.06 | 20,959.18 | -2,476.12 | 114,022.43 |
| 70000 · Direct Program Expenses | 43,139.43 | 50,600.17 | -7,460.74 | 113,893.90 | 126,800.51 | -12,906.61 | 903,055.62 |
| Total Expense | 107,705.73 | 118,797.75 | -11,092.02 | 294,362.12 | 316,893.10 | -22,530.98 | 1,737,200.02 |
| Net Ordinary Income | -5,724.88 | -5,680.28 | -44.60 | -17,374.76 | -17,040.84 | -333.92 | -56,891.11 |
| Other Income/Expense | | | | | | | |
| Other Income | | | | | | | |
| Fiscal Sponsor Income | 19,960.00 | 0.00 | 19,960.00 | 19,960.00 | 0.00 | 19,960.00 | 0.00 |
| Fiscal Sponsor Expenses | 0.00 | | | -949.00 | | | |
| Total Other Income | 19,960.00 | 0.00 | 19,960.00 | 19,011.00 | 0.00 | 19,011.00 | 0.00 |
| Net Other Income | 19,960.00 | 0.00 | 19,960.00 | 19,011.00 | 0.00 | 19,011.00 | 0.00 |
| Net Income | 14,235.12 | -5,680.28 | 19,915.40 | 1,636.24 | -17,040.84 | 18,677.08 | -56,891.11 |

2020-21 University District BIA

Budget Tracker -September 2020

| ACCOUNTS | Budget | TO DATE | REMAINING | % Expended | Jul | Aug | Sep | Oct |
|----------------------------|------------------|-------------------|------------------|--------------|---------------------|---------------------|---------------------|-------------|
| Program Management | 200,033 | 59,718.14 | 140,315 | 29.9% | \$ 11,483.15 | \$ 23,431.04 | \$ 24,803.95 | |
| Cleaning and Public Safety | 674,250 | 131,435.13 | 542,815 | 19.5% | \$ 41,246.70 | \$ 47,916.38 | \$ 42,272.05 | |
| Urban Vitality | 96,023 | 18,410.29 | 77,613 | 19.2% | \$ 5,694.51 | \$ 6,357.96 | \$ 6,357.82 | |
| Economic Development | 241,872 | 48,348.57 | 193,523 | 20.0% | \$ 11,783.37 | \$ 14,106.01 | \$ 22,459.19 | |
| Marketing | 197,331 | 9,390.55 | 187,941 | 4.8% | \$ 3,214.61 | \$ 3,088.10 | \$ 3,087.84 | |
| Total Requested | 1,409,509 | 267,302.68 | 1,142,206 | 19.0% | \$ 73,422.34 | \$ 94,899.49 | \$ 98,980.85 | \$ - |

| | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
|----------------------------|------|------|-----|-----|-----|-----|-----|-----|
| Program Management | | | | | | | | |
| Cleaning and Public Safety | | | | | | | | |
| Urban Vitality | | | | | | | | |
| Economic Development | | | | | | | | |
| Marketing | | | | | | | | |
| | \$ - | \$ - | - | - | - | - | - | - |

October Urban Vitality Updates

Private Development

Development Tracker Spreadsheet

- Katy has finalized the internal private development tracking spreadsheet, which tracks information related to all major private development in the BIA boundary. The spreadsheet will be updated weekly.
 - The spreadsheet tracks information related to proposed buildings from 4+ stories. It includes data on location, developer/architect/owner, zoning, height, number of units, amenities, commercial space, and how the projects have progressed through the City's formal design review process. It also tracks high level information on the construction process for each building.
 - The spreadsheet will help inform updates on the website, regular reports to the public via newsletters and business network meetings, and a report on residential development in the U District.
 - Katy also uses the spreadsheet to inform UDP on when to make public comment on proposed developments, and informational conversations with developers.

Business Network Presentation

- On September 7, Katy gave informal presentations on the state of U District private development at two Business Network Roundtable meetings. Katy shared high-level information on the new Sound Transit Light Rail Station, the UW Master Plan, private development, and commercial development in the U District. Business owners in attendance said the presentation was helpful. They would like regular updates on private development.

Mobility and Transportation

Metro Northlink Connections Review Board

- As a reminder, Metro's Northlink bus route restructure plan includes changes to many bus routes throughout Northern Seattle, including the U District, in alignment with the opening of the new Sound Transit light rail stations in 2021. Metro has been engaging key community partners, including the UDP, on a Partner Review Board to give feedback on route changes.
- Working with UW, Seattle Children's Hospital, and the UDP, Metro will hold a community open house on October 20 to share their final phase of community input for the project. Additionally,

UDP is working with Metro to set up a separate meeting for businesses in the U District to come and learn about the proposed route changes.

- A survey of public input for the final phase of the restructure project [is available here](#).

NE 43rd Street Improvement Project



- Construction on NE 43rd Street continues between now and early 2021. In the past month, SDOT and the construction team have torn up the existing roadway, extended the boundary of the north sidewalk, worked on storm drainage, paved parts of the UW bookstore alley and driveway, and begun paving the north side of the roadway. Through the rest of October, the north sidewalks will be paved and graded, south roadway will be paved, and north light poles will be reinstalled.
- Katy Ricchiuto has been attending weekly meetings with SDOT's construction team to understand project impacts and relay any community/business concerns. SDOT is the primary contact for businesses, but Katy is available to connect business and property owners and others with SDOT. Some issues that have come up include:
 - Difficulty accessing business loading zones
 - SDOT working with the Bookstore to maintain access during a busy start to the year
 - Vandalism that occurred to a number of businesses on 43rd using construction debris and signage.
- Information on the NE 43rd Street Improvement Project [can be found here](#).

Brooklyn Bike Lane

- As part of a paving project on NE 43rd Street and 12th Ave NE, SDOT will be realigning part of the U District bike network by creating a protected bike lane on Brooklyn from NE 43rd to NE 47th Streets.
- UDP has been working with SDOT to provide contact information for affected property owners, businesses, and local interest groups along Brooklyn Ave that will be affected by parking

removal and the bike lane. Much of the existing properties are planned for upcoming private development, so SDOT met with developers of new buildings that will be affected by the bike lane. SDOT also held a meeting for other business and property owners in the project area on Thursday, Oct. 1.

- SDOT is in the process of making final determinations about the bike lane and street configuration on Brooklyn. UDP will continue to stay engaged with them and ensure important information is communicated to the public.
- Information on the 12th Ave NE Paving Project [can be found here](#).

Public Realm

Sound Transit Parcel at NE 45th Street and Roosevelt Way NE

- In 2018, UDP Board Co-Chair Sally Clark and Urban Vitality Committee Chair Stephen Antupit began a conversation with the Transit Oriented Development (TOD) Director and staff at Sound Transit regarding the future use of a high rise-zoned plot of land located at 1000 NE 45th Street. Sound Transit owns this site and used it for Link construction-related field offices. Sound Transit will have to comply with numerous Agency, State and Federal requirements to dispose of the property now that it is no longer in use. They involve, but are not limited to, priorities for production of affordable housing.
- Antupit and UDP staff have maintained ongoing dialogue with Sound Transit to establish a schedule and scope of community engagement that would identify U District community priorities for this unique and exceptionally valuable public asset. A public engagement process around this site is consistent with the U District Urban Design Framework, recent upzoning, and the UDP's mission to convene diverse community stakeholders on matters of livability, the built environment, and public realm. Throughout this discussion, UDP has impressed upon Sound Transit the benefit of collaboration with UDP given its capacities and role in the U District community. This is particularly relevant to how Sound Transit would replicate (and/or avoid repeating) TOD implementation processes at Roosevelt and Capitol Hill Link Stations.
- Active construction-related use of the site is now complete. Sound Transit has done some analyses of the feasibility of different redevelopment options for the site.
- Recently, Sound Transit has begun to plan how its transit-oriented development may be affected by the financial implications of the COVID-19 pandemic, and what their financial needs are in disposing of property. Regardless of U District community needs and priorities, Sound Transit Board action will still dictate the disposition and future use of the site.
- Recently, the Low Income Housing Institute (LIHI) has proposed a tiny home village for short term use on the Sound Transit parcel site. LIHI has expressed interest in beginning preparation for the tiny home village to be built in early 2021. Sharon Lee of LIHI will present to the board at the October meeting.

- The U District Partnership remains committed to advocating for a robust public engagement process for any long-term use of the Sound Transit site, as it is a crucial U District community asset. We intend to write a letter to the Sound Transit Board to express the importance of such a process prior to any decision being made regarding the use of the parcel long term.

Holiday Lights

- Each year, the UDP decorates areas of the U District for the holiday season. The street decorations create a beautiful and welcoming environment for residents, employees, students, and visitors in the U District. It also creates an inviting and festive environment for holiday shoppers patronizing our local businesses.
- This year, the Urban Vitality program will lead the design of the holiday lights and decorations display. Will work closely with the Clean and Safe program and Marcus, who will lead the installation of the decorations sometime around mid to late November.

Christie Park



- The Christie Park Addition project has been completed! The project was undertaken by the City of Seattle to renovate the park and add additional open space for the University District
- The new park features an open lawn, plantings, trees, a multi-use plaza with donated art, a loop trail, and fitness area.
- The "Explorer Voyage" art piece by Paul Sorey donated by Friends of Christie Park, celebrates the community's connection to the Taiwanese Community, James Christie, and University of Washington.
- The U District Partnership served as Fiscal Sponsor for the Friends of Christie Park during their procurement of the art installation.

Urban Vitality Committee

- The Urban Vitality Committee met on September 22 via Zoom. The committee discussed proposed Route 44 Corridor improvements in the U District, NE 43rd construction project progress, the proposed U District Mural Program, and U District StreetFair.
- Next Committee meeting: Tuesday, October 27, 4:00-5:30pm via Zoom.

Economic Development

Committee Meeting

The Economic Development Committee did not meet between September 15 and October 2.

UDistrictSeattle.com

We have officially soft-launched [UDistrictSeattle.com](https://udistrictseattle.com), a virtual platform which allows consumers to learn more about the neighborhood's businesses, unique products and/or services. We invite you to explore the website as we continue to onboard and recruit new businesses to join. Thus far, over 20 businesses have signed up and created a personal business profile which you can see today. As we recruit businesses, we are also in the process of hiring a marketing firm to effectively reach and engage consumers in and around the U District. We have three finalists and plan to make a decision before October 23.

Commercial Property Assessment

Our commercial property assessment strategy kicked-off earlier this month. Daniel hired a Commercial Property Analyst to scrape data from existing real estate listings onto the U District Partnership website. With a completion date before the end of 2020, this page will effectively pull real estate listing information from a variety of sources onto one comprehensive U District page. This tool will create a one-stop-shop of available commercial real estate listings (in the U District) to promote business retention, expansion, and recruitment.

43rd Street Junction

Katy and Daniel continue to work with businesses impacted by 43rd street construction and most recently vandalism. Responding to the request of businesses, Katy and Daniel are writing a petition on behalf of six business owners. This petition requests the Mayor and Council allocate Federal Community Development Block Grant funding to (1) Ugly Mug Café (2) Samir's Mediterranean Grill (3) Cedars of Lebanon (4) Wann Yen/Mark Thai Box (5) Sweet Alchemy Ice Creamery and (6) Flowers Bar, to mitigate construction and vandalism impacts.

Katy and Daniel are also working on a marketing campaign to entice more customers to visit the impacted businesses on 43rd. This includes an attractive sandwich board poster, which describes the unique character of businesses, to be placed on each corner of 43rd/the Ave. It also includes a punch card program, distributed primarily to UW students, that gamifies the experience of making a purchase at the "43rd Street Junction".

UW Gameday Series

With the announcement of a shortened Pac 12 Husky football season, Daniel is exploring options to launch a quick, nimble, and effective pilot strategy to entice football fans to spend money in the U District.

Up Your Ave 2020

The first "post-pandemic" U District event was a success! Check the next page for a snapshot of what we did, how we did it, what we learned, and what's next.



UP YOUR AVE

SEPTEMBER 25, 2020

A snapshot of Up Your Ave 2020

1. Summary
2. How it Works
3. Engagement
4. Lessons Learned
5. Next Steps



Summary

A one day scavenger hunt that recognizes Covid-19 and overcomes safety concerns with an outdoor, social-distancing, virtual event.

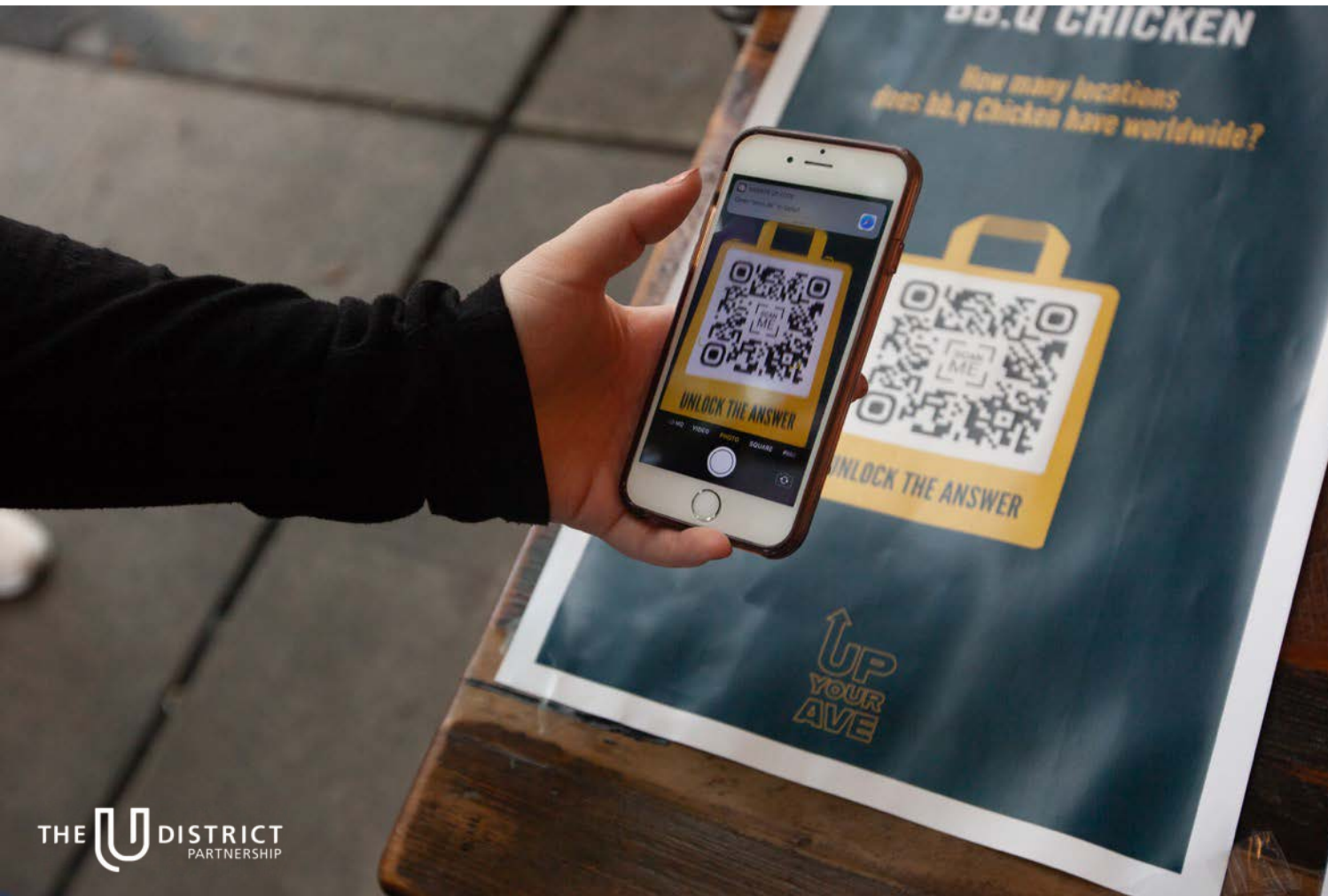


How it works




1. Consumers pick up a passport at the U Book Store which highlights businesses and their unique scavenger hunt question.

How it works



2. With a passport in hand, consumers explore The Ave, scanning QR codes to unlock each answer.

How it works





3. Once complete, consumers return to the U Book Store to pickup free prizes and enter into the grand prize drawing.

THE U DISTRICT PARTNERSHIP

5

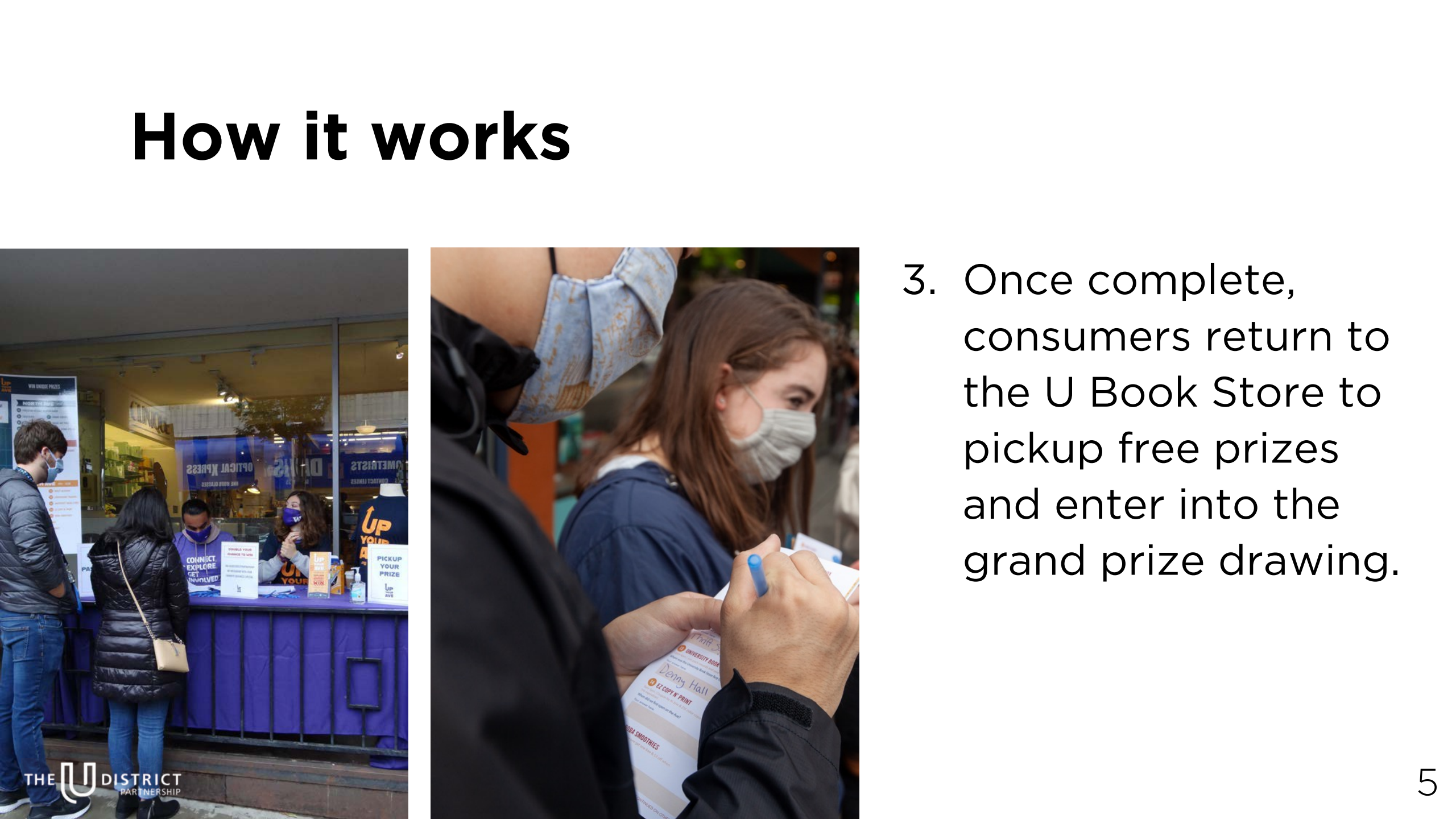
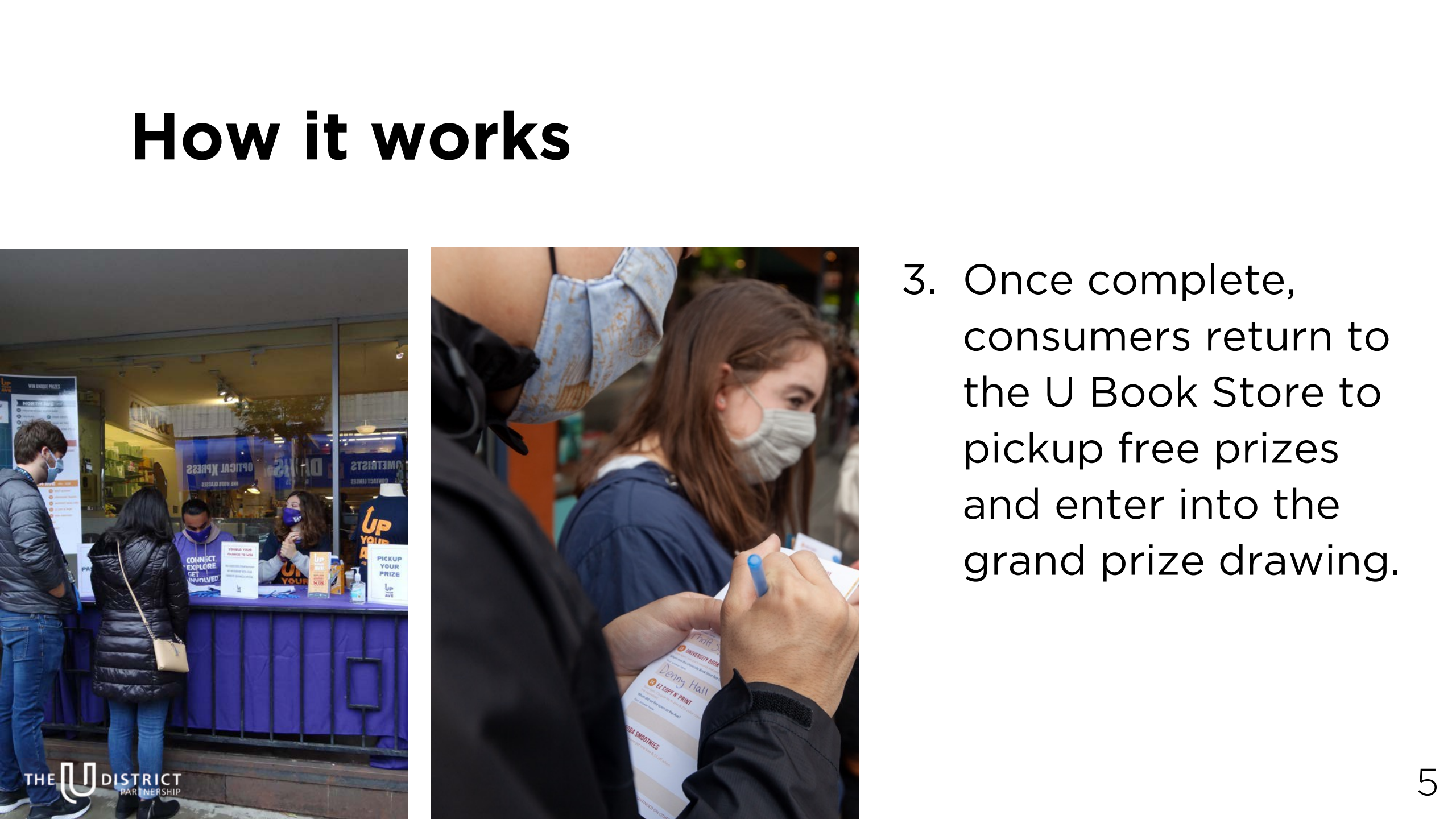
How it works



3. Once complete, consumers return to the U Book Store to pickup free prizes and enter into the grand prize drawing.

THE U DISTRICT PARTNERSHIP

5



Engagement

2,431

Unique Website Visitors

583

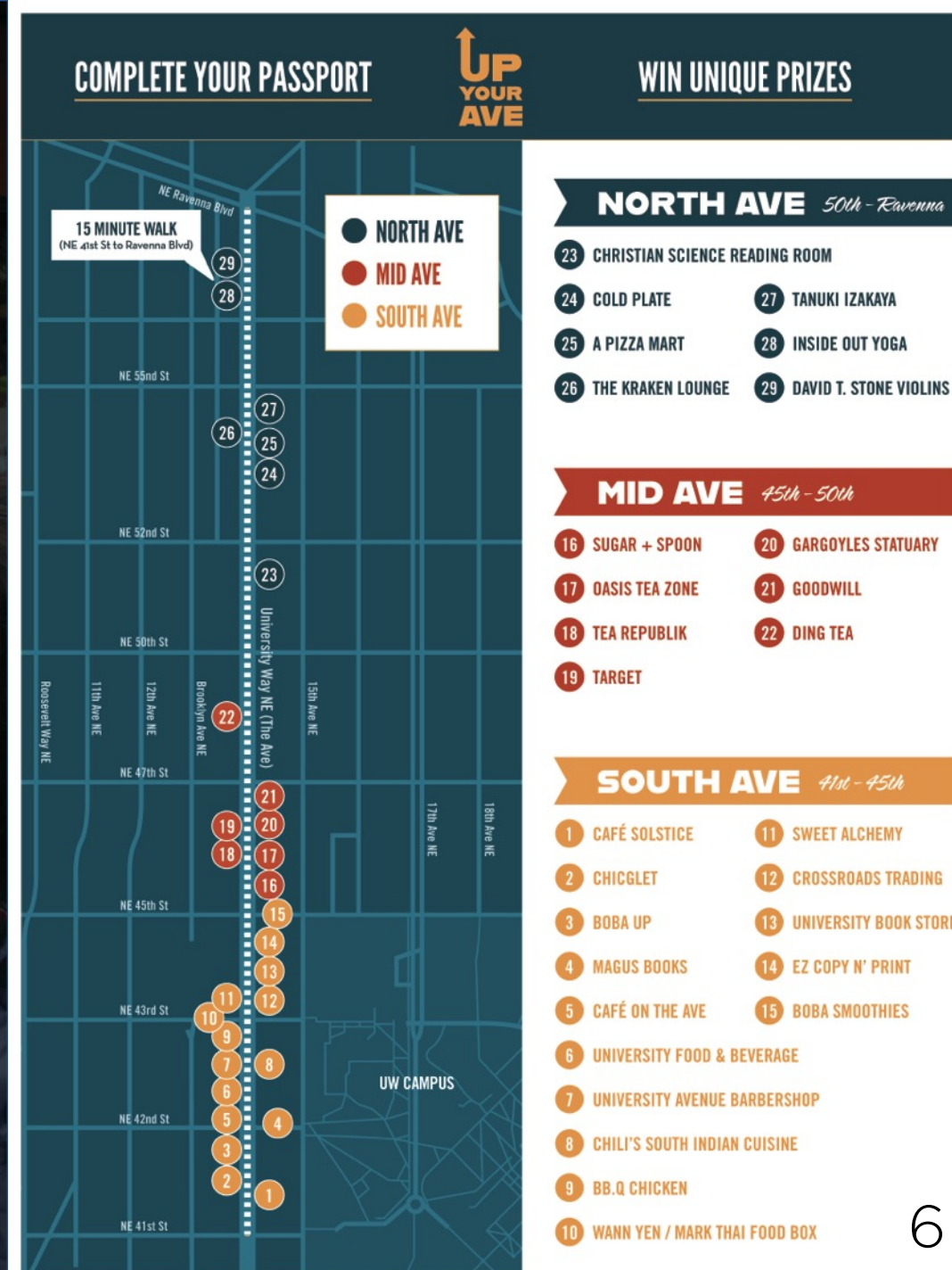
Registrations

383

Check-ins

324

Completions



Engagement

2,431

Unique Website Visitors

583

Registrations

=

24%

Registration Rate

Engagement

583

Registrations

383

Check-ins

=

66%

Participation Rate

Engagement

383

Check-ins

324

Completions

=

85%

Completion Rate

Engagement

324

Completions

255

Answered
a bonus questions

=

79%

of participants
visited the
North Ave

Lessons Learned

1 Bonuses and wayfinding effectively get participants to explore the North Ave



Bonus! (DOUBLE YOUR CHANCE TO WIN)

28 INSIDE OUT YOGA

9am-12pm | Three classes for \$30

What year did we begin teaching yoga?

Your answer here:

Bonus! (DOUBLE YOUR CHANCE TO WIN)

29 DAVID T. STONE VIOLINS

1pm-5:30pm | 25% off strings and accessories

What is the name of our finest violin?

Your answer here:

Lessons Learned

2

Email reminders 1-3 days before the event boost participation

UP YOUR AVE Is Tomorrow! Join Us to Explore the U District

24 hours left! Get ready to explore THE AVE like never before.

Businesses are preparing their specials and ready for you! So stop by the University Book Store, tomorrow between 10am-6pm, pickup your passport and unlock the answers you need to win.

Rain or shine, grab your umbrella and wear your masks, and bring your friends!

[Get Ready to Win Here](#)

UP YOUR AVE Is Happening Now!

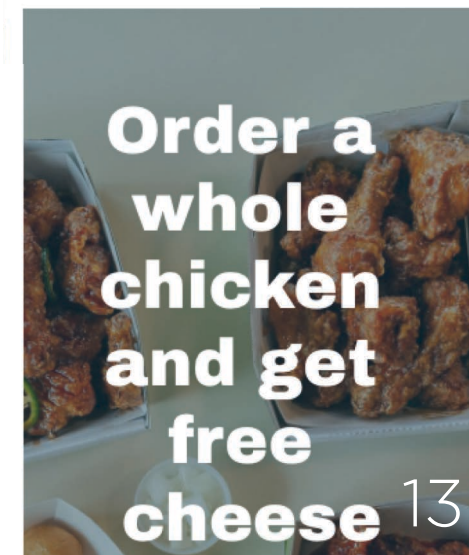
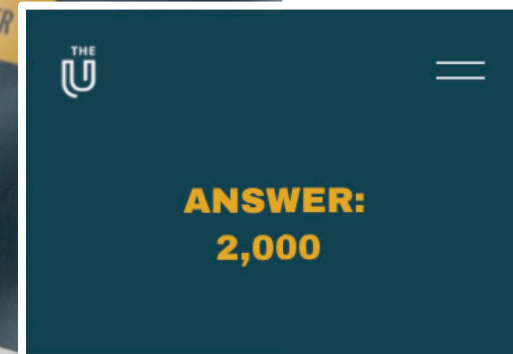
UP YOUR AVE has started! Our team is at the [University Book Store](#) RIGHT NOW, handing out the passports you need to win.

Grab your mask and phone, pick up your passport and go explore all THE AVE has to offer.

[What to Know Before You Go](#)

Lessons Learned

3 QR Codes provide a safe and engaging way to experience events during Covid-19



Lessons Learned

4 Printed collateral distributed to dorm rooms increases UW student participation



THE AVE IS OPEN FOR BUSINESS

STOP BY + EXPLORE + WIN

Discover eclectic boutiques, global eats, and the services you need with our one-day autumn adventure!

Take advantage of free swag, astonishing specials, and a chance to win one of ten \$100 giftcards to your favorite spot in the U District.

Ready to win? Don't wait. Scan now and register today.

SCAN NOW TO LEARN MORE



OUR SPONSORS:

 AMERICAN
CAMPUS
COMMUNITIES

 PORTMAN HOLDINGS



 touchstone
A URG COMPANY

14

Lessons Learned

- 5 Collecting emails
creates a target
audience for
future events
-

**REGISTER
NOW**

**Drop us your email so we
can get in touch if you win!**

Email *

Send

Lessons Learned

- 6 Emails should be collected on a virtual spreadsheet and not by hand
-



Lessons Learned

7 Volunteers need more management and organization in the days leading up to the event



Lessons Learned

- 8 QR codes should be posted during the entirety of the event – not during individual business hours
-

WANN YEN MARK THAI FOOD BOX

What is the national dish of Thailand?

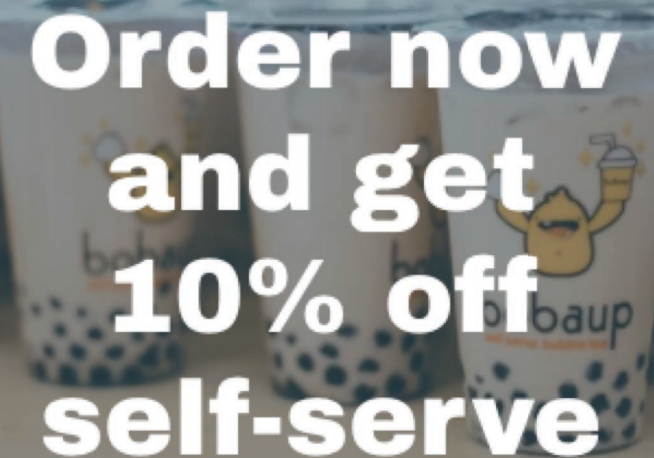


Lessons Learned

- 9 More strategies should be implemented to collect economic impact data
-



ANSWER:
Brown Sugar Milk Tea
w/ Boba

A photograph of several boba cups with a polka-dot pattern and a cartoon character on the label. The text 'Order now and get 10% off self-serve' is overlaid on the image.

Order now
and get
10% off
self-serve

Lessons Learned

10 A post-event engagement plan can continue to keep participants active in the U District

Almost 400 Participate in Up Your Ave 2020

Thank you to all who joined us for **Up Your Ave 2020**! Over 375 people participated in a safe, socially-distanced manner, and ten lucky participants won our \$100 gift card grand prize. Up Your Ave is an important annual event that the U District Partnership holds to introduce new UW students to all of the unique businesses in the U District. If you weren't able to make it this year, here's what you missed:

Participants picked up Up Your Ave passports at the U Book Store . The passports highlighted 29 businesses throughout The Ave. With their passport in hand, participants uncovered the unique questions listed under each business - exploring The Ave and scanning QR codes to unlock each answer. Once complete, participants handed in their passport at the U Book Store, picked up free gifts, and entered into the \$100 gift card drawing.

Sounds like something you'd be interested in? Make sure to stay tuned for other safe, fun, and exciting experiences the U District has to offer.



Next Steps

1. Utilize the 583 registered emails to market other U District events and/or economic strategies.
2. Continue to explore the use of QR code scavenger hunts to implement other Covid-19 compliant events.
3. Build upon the brand recognition and success of Up Your Ave to launch a larger, more economically impactful event in Fall 2021.



Clean and Safe Committee October 2020 Update

INTRODUCTION:

We had a Clean and Safe Committee Meeting on 10/8. We talked about the recent decision of the new interim police chief Adrian Diaz's decision to disband the Seattle Police Department's Community Police Team which removed Officer Mike Lanz from his role in the U District and took away our Foot Beat Patrol. We talked about the impacts and gaps in services this decision created. We discussed a pilot in which the UDP Ambassador Program would do morning wakeups, a prior function of the Foot Beat. In addition to the loss of the Community Police Team, the Navigation Team was disbanded. We have received several reports that the U District only has one officer on patrol for each of SPD's three shifts.

CLEANING UPDATE:

Cleaning continues to go well across the District. We are now tracking the new General Cleaning Area separate so that we can continue to monitor trends in our North and South Cleaning Areas.

On September 26th, we held our first community cleanup since the outbreak of COVID. We advertised the cleanup on the Dawg Daze list of events for the first time and we had over 50 students show up! This was a huge success and we plan on doing a more robust, Annual Cleanup style cleanup with t-shirts and prizes in subsequent years to see if we can get even more students involved. Big thank you to Trever Peterson for joining us at this event!

Cleaning Numbers from Black Mountain:

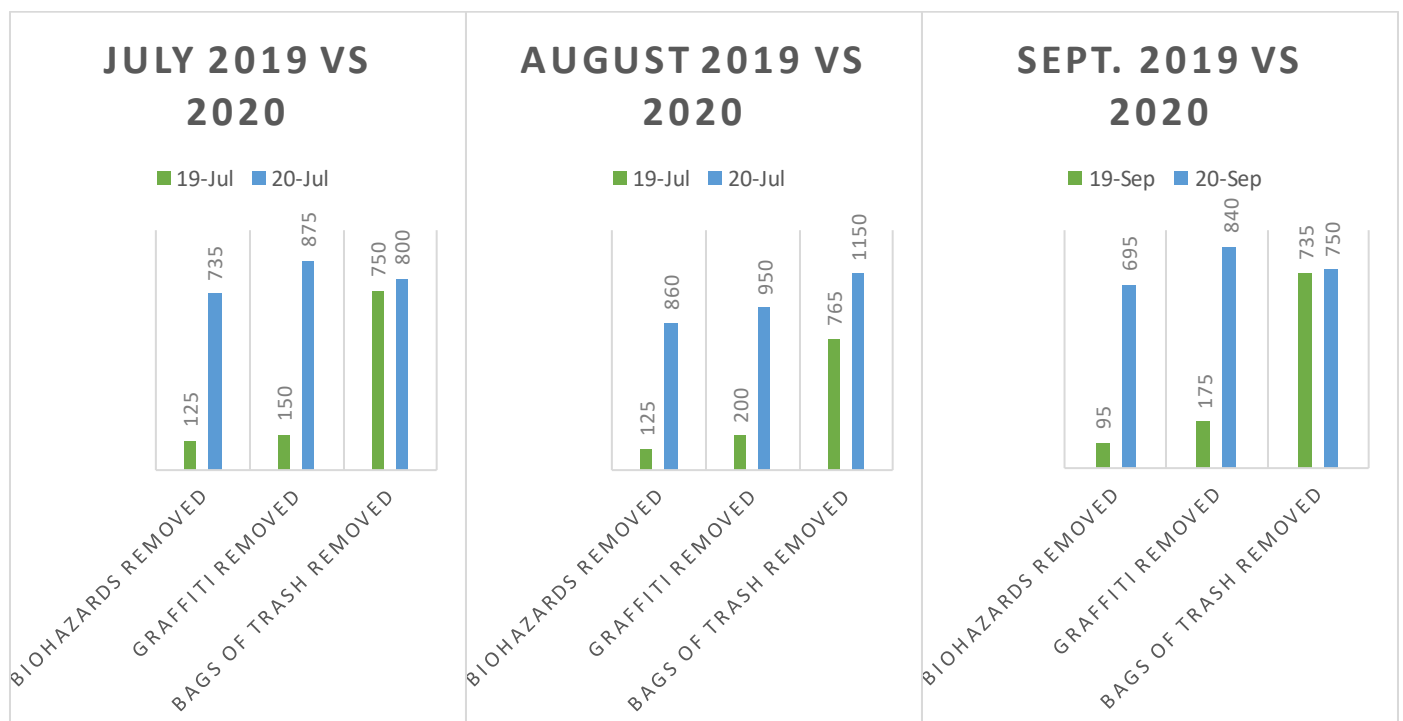
NORTH AND SOUTH CLEANING AREAS

| REPORT TYPE | January | February | March | April | May | June | July | August* | September |
|---------------------------|---------|----------|-------|-------|------|------|------|---------|-----------|
| Hours of Cleaning | 284 | 232 | 284 | 276 | 280 | 276 | 284 | 390 | 272 |
| Bags of Trash Removed | 800 | 775 | 900 | 725 | 950 | 925 | 800 | 1,150 | 750 |
| Dumpster Overflow Cleanup | 120 | 80 | 135 | 100 | 90 | 76 | 180 | 220 | 150 |
| Graffiti Tags Removed | 175 | 220 | 300 | 1025 | 1096 | 1040 | 875 | 950 | 840 |
| Biohazards Removed | 200 | 185 | 250 | 1104 | 898 | 770 | 735 | 860 | 695 |
| Pressure Washing Hours | 4 | 4 | 4 | 16 | 78 | 55 | 4 | 4 | 4 |

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

GENERAL CLEANING AREAS

| REPORT TYPE | September |
|---------------------------|-----------|
| Hours of Cleaning | 160 |
| Bags of Trash Removed | 550 |
| Dumpster Overflow Cleanup | 125 |
| Graffiti Tags Removed | 616 |
| Biohazards Removed | 785 |





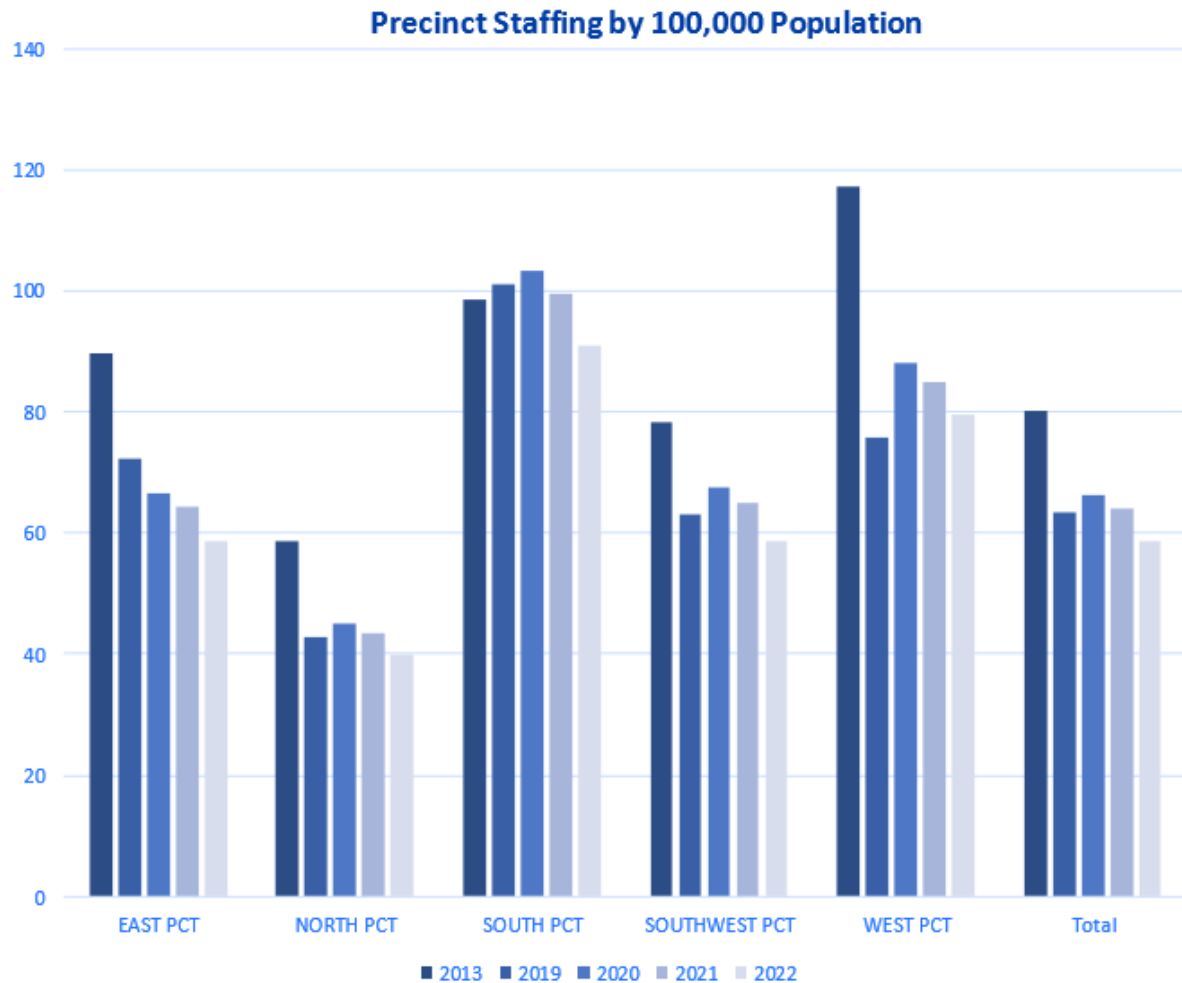
Clean and Safe Committee October 2020 Update

SAFETY UPDATE:

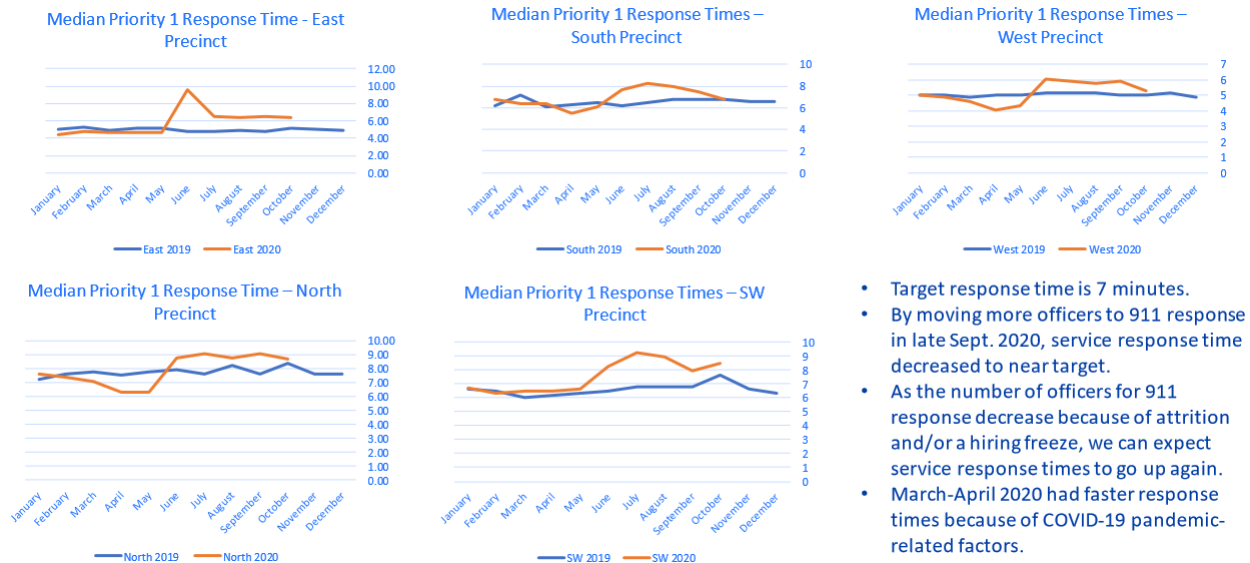
When we found out about the upcoming loss of the Community Police Team (CPT), we wrote a letter to the Commander of the North Precinct, Captain Stampfl and Interim Chief of Police Adrian Diaz asking for them to explain their reasoning behind the removal and that they restore the CPT immediately unless a viable replacement is put into place. We CC'ed Alex Pedersen on the letter as well. That letter went out on September 21st and to date, only Captain Stampfl has reached out acknowledging the letter.

We are planning to launch a pilot program to wake people up out of doorways in the morning. This was an essential function of the SPD Foot Beat that is no longer happening since they were disbanded at the end of September. This pilot would run for a month and occur Monday-Friday from 7am to 8:30pm. The reason for the pilot is we have historically had a significant amount of people who sleep in doorways. If no one wakes these individuals up, that responsibility falls upon the shop owners who are not trained in how to do so and could create unsafe situations. The goal of this pilot is to monitor how many individuals are in doorways and gauge the programs ability to effectively wake people up. The Downtown Seattle Association's Ambassador Program has had a program that has been doing morning wakeups for over 20-years.

The Mayor's office released a report on the attrition and implications of council's legislation regarding policing. Mark and I have reviewed the data and are looking at what these impacts mean for us as a major commercial district in the North Precinct. The North Precinct is the largest in both terms of land covered and people served with over 40% of Seattle's population living within the North Precincts boundaries. What we find is that our position as the most under serviced precinct in Seattle only becomes worse. We are already receiving reports that our neighborhood is being patrolled by only one officer for each of SPD's three shifts resulting in slower response times for our stakeholders and this is backed by the data.



What this graph shows us is that we currently have a significant lower number of officers per capita in the North. The other SPD precincts have anywhere from 33% to over double the number of officers per capita than we do. In the graph below you see that we have the slowest response to Priority 1 calls which are the calls for life-threatening situations. Our stakeholders are waiting 9-minutes for lifesaving help from police whereas people in other precincts are waiting 5-6 minutes for the same call type. This also only shows us Priority 1 calls. What this does not express is the hours that our businesses and residents wait for police response to calls that are not life threatening, such as coming to their shop to find it broken into and robbed.



Ambassador Data:

| REPORT TYPE | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. |
|---|------|------|-------|-------|-----|------|------|------|-------|
| 911 Calls | 6 | 1 | 5 | 4 | 5 | 2 | 9 | 6 | 2 |
| Homeless Interactions | 100 | 106 | 80 | 70 | 181 | 106 | 100 | 82 | 55 |
| Wayfinding/ Pedestrian Interactions | 25 | 32 | 32 | 18 | 79 | 54 | 28 | 32 | 33 |
| Conditions of Entry/ Sit-Lie | 10 | 7 | 5 | 0 | 0 | 7 | 5 | 7 | 2 |
| Drug and Alcohol Activity | 9 | 3 | 3 | 1 | 43 | 3 | 3 | 12 | 11 |
| Business Visits | 319 | 382 | 233 | 207 | 205 | 176 | 279 | 232 | 196 |
| Suspicious Persons | 55 | 84 | 70 | 24 | 147 | 45 | 64 | 60 | 41 |
| Emphasis Patrols | 45 | 61 | 53 | 21 | 63 | 43 | 52 | 54 | 47 |
| Shoplift | 21 | 24 | 28 | 42 | 32 | 20 | 37 | 48 | 40 |
| Calls and Text for Service During Hours | 31 | 4 | 58 | 52 | 70 | 55 | 41 | 59 | 52 |

OUTREACH UPDATE:

David's Narrative

This month I took a much-needed two-week vacation which pushed back our plan of bringing a large outreach tent to the highway. During the University District Outreach meeting, this tent idea was discussed, and all the U District outreach organizations agreed to take this project on as a group and not just this myself. Roots, SYM, Teen Feed, Sound and REACH will be working together once a week to target high volume areas with this large tent to bring services to the streets. As a group we discussed being a more consistent presence



Clean and Safe Committee October 2020 Update

at the unsanctioned encampments. I also spent a lot of hours this month either helping cops on the street or consulting cops on the phone regarding challenging people on the Ave. One positive outcome from this relationship is that the police, me and a worker from the Deaf and Blind Center all worked together to help a unhoused deaf woman who was living in her broken down car. Another success was SPD asking me to take police recruits from the academy out to teach them how to interact with difficult personalities. Because the relationship between myself and police has been working so well, I agreed to allow these recruits to come out on outreach once a week to preserve this relationship.

I am currently working with three very mentally ill people. I have completed all the background work to get these people into housing, yet they are still on the Ave. It is not uncommon for someone struggling with psychoses to get anxiety over changing their living situation, even when that change is safer and will improve the person's situation. Until these people ask me for housing, I plan on continuing safety checks and I will provide harm reduction services. The reason mental illness in the unhoused community is so high is because this population is very difficult to get indoors. The Wall of Death is about 1/3 vacated since my last report and several tents by the highway seem abandoned. The Wall of Death and the highway seemed to decrease in population, however, the people who moved on left a large mess which I am working with the city to clean.

This coming month I plan on being a larger presence near the highway and in the Ravenna area. Services should be faster this month since the case manager that is assigned to help me out also returned from vacation.

UDP Marketing and Events Report

Submitted by Mark Crawford

10-16-20

1) Street Fair

At the last Board meeting, we discussed the issues and opportunities around planning for and investing in a 2021 StreetFair event. Issues included: financial implications (costs and revenue potential); vendor availability; post pandemic operational considerations and new norms; and audience receptivity. Our original work plan and budget assumed that we could do StreetFair under a similar model as previous years and that the Safe Start Washington Phase Four designation would be in place by May. The Board asked staff to do more research on what might be possible and to make recommendations on how to move forward with planning for this year.

I interviewed Bold Hat (our operations contractor for StreetFair and is one of the most engaged contract firms by all large scale public events in the Seattle area). In brief, there is significant doubt that we will be in Phase Four by that time. Vendors are not yet willing to commit to resuming the fair circuit at this time. We would expect attrition for vendors that would make a final determination to forgo the opportunity given the doubt. Bold Hat has submitted proposed large public operating guidelines to the Governor's office to be in place when Phase Four is declared but the Governor's Office has not responded, so there is no firm guidance on operating standards and costs. We do anticipate increased distancing requirements for both vendors from each other and vendors/clients from each other. There is no guidance from Health Department on what will be allowable for food truck vendors. Sponsors seem to be waiting to see what develops before making plans about supporting public events.

If we wanted to pursue some kind of model and are willing to risk upfront costs, it would be possible to launch some kind of significantly reduced event with Bold Hat as late as January with public registration for potential participants as late as the beginning of February. I cannot see how this would break even, let alone provide a net positive return.

Given this overwhelming ambiguity and risk, I do NOT recommend planning for any kind of May StreetFair event. Instead, I propose the following strategy.

- A) Continue with what I call my "If/Then" strategy focused on smaller scale events driven by an external stimulus that would drive people into the district which we would then channel into our economic stakeholders.
 - a. We have planned for launching the Cherry Blossom event again this year. Most of the preliminary work was done last year so the investment would be relatively small and we can begin later to gather feasibility information. If the pandemic continues and we are still in significant restrictions, we would shelve it again.
 - b. Build upon that strategy to test and enhance a more robust campaign around graduation events. In years past, StreetFair has absorbed all of our energy and bandwidth. If we are not doing StreetFair in May, let's begin a planning process to drive

graduation visitors into our retail districts. This could be great – use momentum – get results! We can test this and if it works, we can continue it in future years.

- c. Plan for a major event in the fall to coincide with the opening of the new light rail station. Make this the “equivalent” of StreetFair and, assuming lifted restrictions, make this a celebration of the U District using new branding and marketing developed beforehand. If this works, we can decide whether we want to have an annual fall event instead of or in addition to a resumed StreetFair event in May 2022.

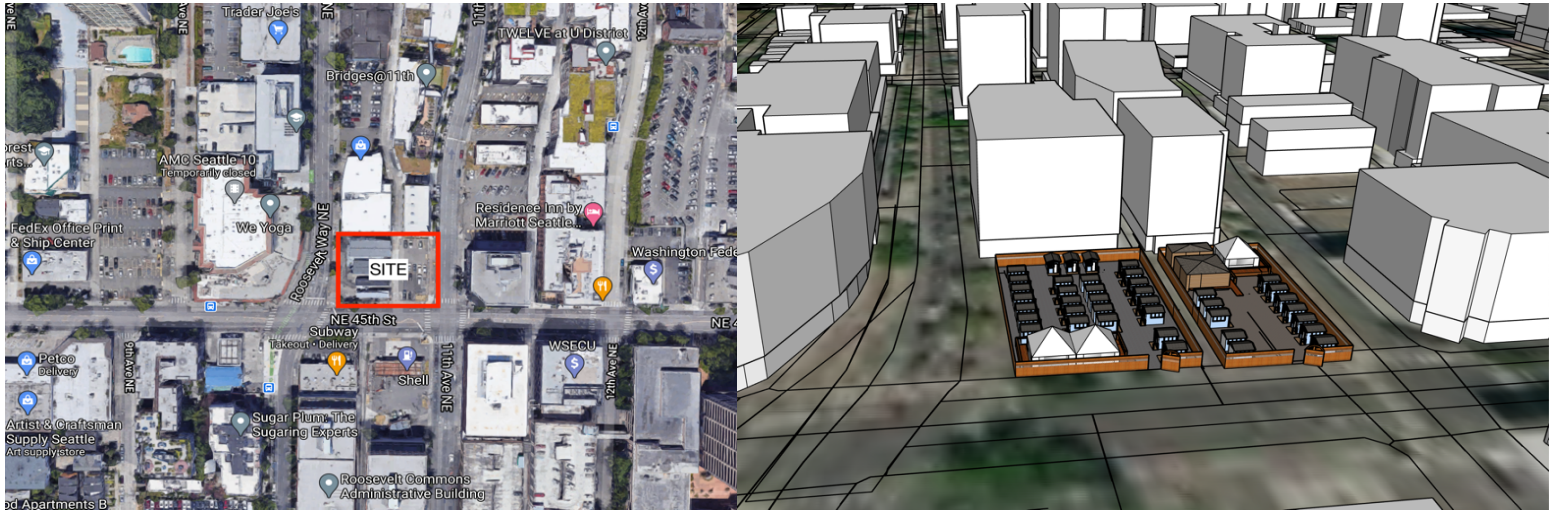
2) Hiring of Marketing and Communications Manager

- a. We received 132 resumes. That pool has been culled down to 10 applicants.
- b. By the end of this weekend, I will have confirmed 5-7 applicants for an initial phone screen with a target of reaching 3 finalists to bring in for actual interviews with myself and staff and a zoom interview with Andrew and Dawn.
- c. Our goal is to complete hiring process by November 18th.

3) Initiating Major Rebranding and Public Relations Plan for the U District

- a. The renewal established a modest increase in base rates to fund launching a long term rebranding and positive public relations/marketing campaign in support of the district.
- b. The pandemic and the severely restricted environment has impacted our process.
- c. Our goal is to complete the process and have materials that can be used as early as the graduation season and no later than the major fall event around the light rail station.
- d. Our intention is to work with the Marketing co-chairs and staff to complete the preparation of an RFP for qualified consulting firms to assist us in this project by the end of November.
- e. With the new Marketing and Communications Manager on board, we will evaluate RFP responses and complete a hiring process by year end with the expectation of immediately launching preliminary work and to bring the new Executive Director on board with a project that is up and running.

Proposal for U-District Sound Transit Site 1000 NE 45th St Seattle, WA 98103



Proposal

LIHI proposes using the site owned by Sound Transit, at 1000 NE 45th St Seattle, WA 98103 for a Tiny House Village. The site's central location, in proximity to transit and amenities, is ideal for serving the unhoused populations from District 4, as well as from Districts 5 and 6 as space is available. With the increasing number of encampments in and around the U-District and North/Northeast Seattle, we feel that Sound Transit has a unique opportunity to leverage this site for the benefit of vulnerable populations.

Timeline

Given the urgent need for shelter capacity during COVID-19, LIHI proposes to open a tiny house village by early 2021. Therefore, we hope to begin site work by the end of 2020. The tiny house village will be temporary until affordable housing can be built on the site.

Land Ownership

In the past, LIHI has successfully leased surplus land from other public agencies for temporary use as a Tiny House Village. We have appreciated our partnership with the City of Seattle and the Port of Seattle, who have both hosted villages on their properties. The Port of Seattle Commissioners have unanimously voted to lease their site to the City for Interbay Village.

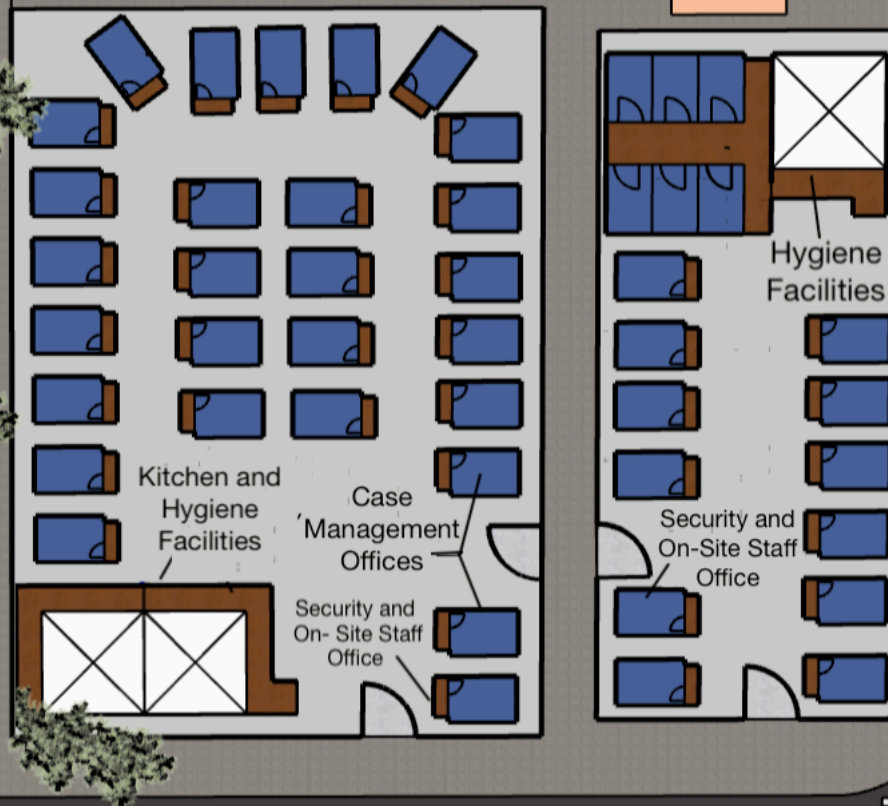
Tiny House Village

Both the West and East portion of the site could temporarily host 35-40 tiny houses. The tiny houses are heated, insulated and attractively decorated. Community volunteers help build the tiny houses. The village would include 24/7 staff, kitchen facilities, and case management. During COVID-19, congregate shelters across Seattle were forced to de-intensify. The result was the loss of hundreds of shelter beds for homeless individuals, many of whom are at a heightened

risk of contracting the virus. During the pandemic, Tiny house villages have sheltered hundreds of residents without a single case of COVID-19.

Roosevelt Way NE

11th Avenue NE



Tiny House Village

1000 NE 45th St Seattle, WA 98103

2 Case Manager Offices
1 Site Manager Office
1 24/7 Staff Office
Kitchen Space
Bathroom, Shower, and Laundry
Facilities
Perimeter Fence

NE 45th Street

For more information, contact Sharon Lee, LIHI Executive Director, at sharonl@lihi.org or by phone at 206-571-5730.