



UDP BOARD MEETING AGENDA

Time: 11:30 a.m.–1:00 p.m.

Date: December 15, 2020

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

- | | | |
|---|-----------------|---------|
| 1. Welcome and Introductions | Miles/Rob | |
| 2. Public Comment | | |
| 3. Approval of October 2020 Meeting Minutes | Rob/Miles | Vote |
| 4. Operating Committee Reports | | |
| a. Finance | | |
| i. Acceptance of November Close | Sally/Phil/Mark | Vote |
| b. Governance | Eric | Vote |
| i. New Member Nomination | | |
| 5. Program Advisory Committee Reports Q&A | All | Discuss |
| a. Urban Vitality | | |
| b. Economic Development | | |
| c. Clean and Safe | | |
| d. Marketing/Events | | |
| 6. Executive Session – Personnel | UDP Board | |

Adjourn



Board Meeting Minutes

Time: 11:30 AM – 12:30 PM

Date: October 20, 2020

Location: Zoom Meeting

IN ATTENDANCE: UDP Board Members

Sally Clark, Treasurer)
Jeanette Henderson
Stephen Antupit
Eric Lawson
Trevor Peterson

Rob Lubin, Co-Chair
Lois Ko, Secretary
Miles Richardson, Co-Chair
Don Shulze

Anson Lin
Moe Kahn
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, Doug Campbell, Sharon Lee, David Delgado, Cara Vallier

Please note, there may have been other guests but due to the zoom format and people entering and leaving at different times, we were unable to track all guests.

Welcome and Introductions

Public Comment

There was no public comment.

Approval of September 2020 Meeting Minutes

Trevor noted a typo on page 3 in the third [paragraph of the Clean and Safe report. Staff will correct.

Motion: Trevor moved to approve the September 2020 meeting minutes as amended.

Sally seconded the motion.

The motion was approved with one abstention

Operating Committee Reports

Finance

Sally reported that the committee had met and reviewed the draft financial statements for the September monthly close. There were no significant issues raised. We continue to hold money on behalf of the Christie Park art project. She noted that expected increased costs for the BIA each month puts a greater strain on the UDP cash position as we work on a reimbursement model. To counter that strain, we are now billing the City two times a month for reimbursement. She reiterated 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 September draft close.

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

Governance

Eric reported that the Governance Committee had conducted an orientation for new members and thanked the Board and staff who participated.

Eric acknowledged that John Hix was a guest at today's meeting as a potential Board member. As required by our recruitment process, he invited Board input and asked that it be sent to him by email before mid-November.

Executive Director Search

Sally reported that that the committee continues to meet with the search consultant and that the search is currently on schedule. Approximately 30 resumes or letters of interest from qualified candidates have been received and the search firm is vetting those applications while continuing efforts to identify other potential candidates. The firm has conducted outreach to local and west coast BIAs, local governments and community development groups. November 16 is the target date for identifying the pool of final candidates. The search committee is looking at the final interview process and how to arrange opportunities for overall Board engagement with final candidates.

If the search process remains on track, Sally will seek Board authorization to, as Chair of the Search Committee, proffer and negotiate a job offer with a final candidate in December. That authorization will identify the specific candidate as well as the general terms of the offer. If possible, that request will occur at the December 15, 2020 Board meeting but if the timing of the search process requires that authorization before or after that date, Sally will call for a special meeting of the Board.

Program Reports

Urban Vitality

Katy reported on several private developments in the district. She also presented development tracking to two economic development roundtables. She invited Board members with specific questions to contact her directly.

The Christie Park renovation is completed and the park is now open. We are working with the community group that sponsored the art project to complete the fiscal agent responsibilities we provided. The City is not planning a formal public opening event.

Waterfront Park has also opened. The City is not planning a formal public opening event.

Katy and Daniel have been working with the City on the 43rd redevelopment project. The construction has impacted the businesses and Katy continues to attend the regular weekly construction meetings to advocate on behalf of our stakeholders. Unfortunately, there was a rash of vandalism one morning with seven businesses being damaged.

Katy continues to engage and represent U District concerns and needs as a member of the Metro North Link Project partner review board. There will be a public meeting of the North Link Project to discuss plans tonight. Katy will attend.

Sally asked about response to the Together on The Ave proposal for rerouting buses and creating outdoor seating corridors from 41st to 43rd on the Ave. She asked that staff work to identify any valuable aspects of the proposal that could be supported and expressed concern that parties not remain caught up in old dynamics. Rob reported that staff has been meeting with business owners in the area that has been identified to ascertain interest and support and that continued work was appropriate. Miles agreed.

Economic Development

Committee Meeting

The Economic Development Committee did not meet between September 15 and October 20.

UDistrictSeattle.com

We have officially soft-launched 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! Daniel presented a slide deck on the details of that program.

Clean & Safe

Marcus reported that the CPT has been discontinued. He has begun a pilot program with Aries Security (who are our Ambassador contractors) to do early morning wake ups of unsheltered people who are sleeping in front of businesses. This is modeled after a DSA program and is designed to provide respectful request to individuals to move out of the business entryways before the business needs to open. We will report on specific metrics.

Marcus conducted a fall community clean up. This year, because it was fall instead of the usual spring cleanup, we partnered with Dawg Daze to get more student support. We also had to design it in a way that would meet the safety protocols and limitations mandated by the State. We were gratified that over 50 individuals, mostly students, showed up to participate. This success may lead to an annual cleanup in the fall.

Mark spoke about Seattle police officer attrition and how that impacts the North Precinct. He pointed out that the North Precinct has the fewest officers per 100,000 residents and that response times to Priority One Calls is one of the worst in the City. Moe commented on several robberies that have occurred since the last Bard meeting, including armed robberies. Mark reported that Councilmember Pedersen has been working to follow up on the arrest of the

individual who vandalized stores on 43rd and the Ave (see Urban Vitality report above) and w appreciate those efforts.

Marketing

Mark reported that he has received over 130 resumes for the Marketing and Communications position. He is processing applications and beginning interviews in early November.

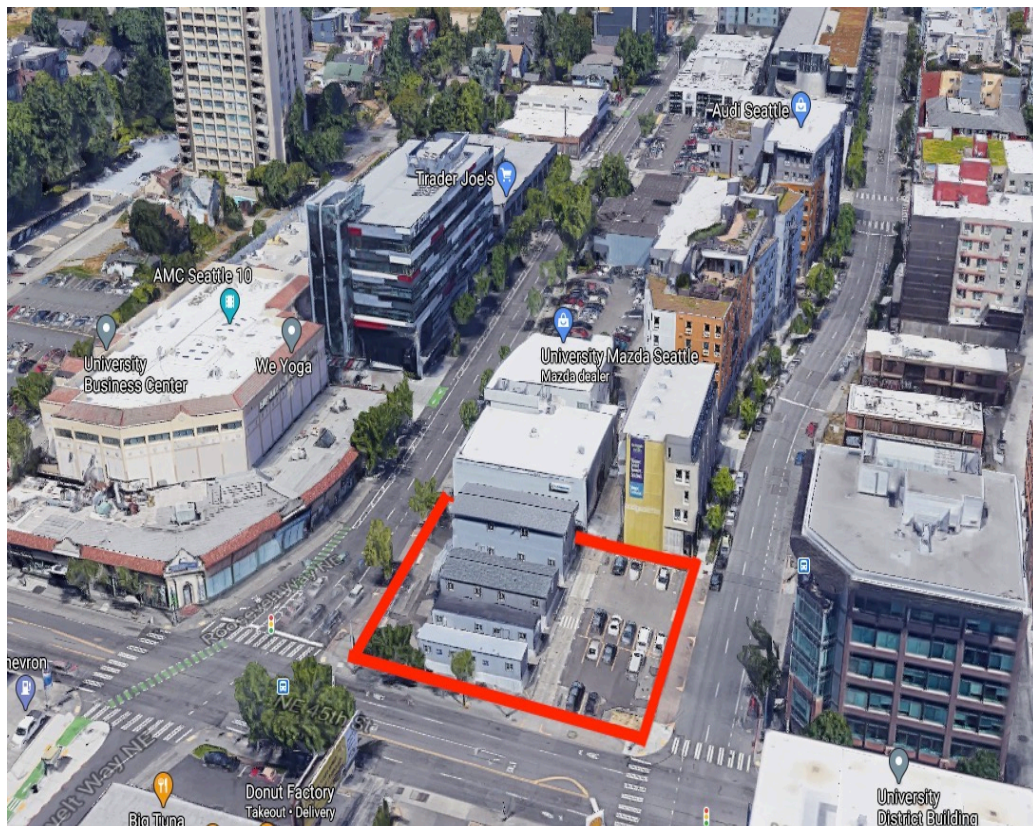
Sound Transit Surplus Property Presentation/Discussion

Stephen reviewed the past engagement by the UDP Board leadership and staff over the past two years to ensure that Sound Transit committed to a meaningful community engagement process as they considered disposition strategies for the now vacant lot at 1000 NE 45th Street.

LIHI presented a proposal for a temporary tiny village on that site. (Please see attached slide deck). They explained their operating model and opportunities for local involvement. They committed to prioritizing U District unsheltered individuals for placement. David Delgado, U District REACH outreach worker, spoke up to support the concept and offered to provide assistance in referring individuals from this area. LIHI will continue to work with Councilmember Pedersen's office, the City, and Sound Transit to negotiate terms of lease and operations. Timing is not yet clear.

Adjournment

Meeting was adjourned at 1:06.



U-District Sound Transit Site Proposal

UDAP Meeting 10.20.2020

Low Income Housing Institute
Presentation given by Sharon Lee



Agenda

About LIHI

Overview of the Low Income Housing Institute

About Tiny House Villages

Overview of Tiny House Villages in Seattle

U- District Tiny House Village

Overview of LIHI's proposal for the Sound Transit Owned site in the U-District

Questions



Properties



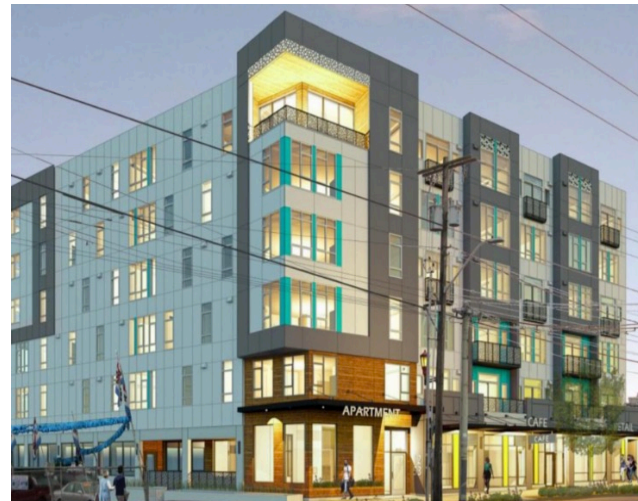
The Tony Lee

- 70 workforce units
- 80 child preschool with Refugee Women's Alliance



Bill Frank Jr. Place

43 units for homeless veterans, homeless young adults (age 18-24), disabled individuals



An Lac

69 affordable residential studios, one and two bedroom homes.

LIHI in the U-District: Permanent Housing



The Marion West

49 units for Homeless Young Adults and workforce, U District Food Bank, Street Bean Cafe.



Larry Gossett Place

62 units for homeless young adults and veterans



Sortun Court

Developed in partnership with University Congregational

LIHI in the U-District

Group Homes

LIHI owns and operates three group homes in the U-District for homeless individuals.

ROOTS

LIHI is helping ROOTS develop their new youth shelter in the U-District. ROOTS provides essential services and safe spaces for homeless youth.



Urban Rest Stop

The Urban Rest Stop in the U-District has provide critical hygiene services for unhoused resident for over 9 years.

Tiny House Villages



9

Villages in Seattle

2,800

People Served in
Tiny House
Villages Since 2015

50%

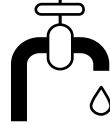
Exit rate to
permanent and
transitional housing
from 2019-2020

Why Tiny House Villages?



Community

The villages promote community living.



Hygiene

The tiny houses provide laundry, shower, and bathroom facilities.



Safety

Residents have access to 24/7 staff and can lock their door.



Cost Effective

A tiny house village is much more cost effective than a traditional shelter.



Quick

Tiny house villages are a crisis response that can be set up much more quickly than traditional shelters and permanent housing.



Couples can stay together

Unlike villages, traditional shelters separate couples and people from their pets.

U-District Tiny House Village

→ 24/7 Staffing

There will be trained on-site staff at the village at all times including nights and weekends.

→ Case Management

LIHI supportive service staff are trained in housing navigation, so residents can quickly transition into permanent housing.

→ Kitchen and Hygiene Facilities

The village provides laundry, shower, and bathroom facilities, as well as a kitchen space for cooking and meal distribution.



Who will the Village serve?

→ Unhoused Populations in the U-District will be prioritized.

- Encampment residents
- Vehicle residents
- People living unsheltered

→ Referrals from U-District Service Providers

LIHI will work with service providers in the U-District and District 4 who can refer individuals.



Questions?

Follow up questions can be sent
to sharonl@lihi.org or
naomi.see@lihi.org



December 11, 2020

Finance Committee Report

The Finance Committee met this morning, December 11, 2020.

November Financial Statements

The committee reviewed the draft financial statements and recommends the acceptance of those statements by the Board.

Balance Sheet Notes

WSECU Checking - We continue to see the difference in balances from the previous year driven by the Urban Vitality position percentage paid for by UDP (about \$52,000 over the past year). There is also \$7,000 currently waiting for deposit.

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. Repeated queries have not yet been answered.

A/R – Higher BIA expenses and receivables for one Up Your Ave Sponsor.

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

PPP Forgivable Loan – restated on balance sheet per auditor direction.

BIA Payable – Remaining insurance proceeds for BIA.

Budget Report Notes

Wages & Salaries – modest savings from single person on Beautician at this time. Also, a change in an anticipated intern hire. Added costs for contractor offsets. Delay in hiring Marketing Manager who will begin December 14th. We anticipate a majority of personnel related savings to offset unbudgeted costs associated with ED transition.

Legal Fees/Other – Search costs as budgeted.

Office and overhead – minor line item variances – supplies being utilized far less because of offsite work but otherwise, no flags.

Programs -

Youth Employment Contract – Pandemic has affected contractor ability to deploy youth. We are working on an alternative strategy that is quite exciting!

Other Program Contract Services – Costs Associated with UDistrictSeattle.com development. Offset by unbudgeted grant from King County for \$25,000.

BIA Events – \$1,000 late reimbursement for Up Your Ave and \$1,706 for the 43rd St Junction.

Budget Tracking Sheet

Economic Development Costs – Impacted by restricted event guidelines. Our switch to virtual retailing is supported by unbudgeted grant as well.

Marketing – Marketing costs are currently impacted by two factors 1) the delayed hiring of the manager and the part time assistant AND 2) majority of costs are budgeted for later in the year – the tracker does not compare against budget to date so the % Expended column can be misleading.

Cash Flow Management

Because of planned UDP expenses, the loss of net proceeds from the cancellation of the 2020 StreetFair, and growing BIA expenses that are paid ahead of reimbursement, the cash balance in the UDP account is depleted. The Finance Committee supports the periodic use of reserve funds as a cash management tool with the expectation that cash is replaced with reimbursements.

Re-projection for Remainder of the Year

Staff will re-project the Qtr. 3 and Qtr. 4 work plans and financial activities. This is an annual process and we will present those re-projections to the UDP and BIA Boards. Currently, we are seeing approximately 92% compliance on assessment payment (we had budgeted for 95%) and we began the year with an unbudgeted \$30,000 BIA surplus. Analysis of savings year to date and proposals for operating in the extended Covid restricted environment will factor into the re-projection.

Audit

Auditors have finished their field work and are engaged in drafting their opinion. We know of no significant issues that were surfaced. We do still have remaining funds from the insurance settlement that have not been spent but those are reserved for replacing computers lost in the fire for the Marketing Manager and the Executive Director as well as a final updating of the office now that we have an extended 5 year lease. We are asking auditors to conclude their work and report to the Board before Mark leaves. We also intend to complete the 990 for the past year before Mark leaves.

PPP Loan Forgiveness

Phil is waiting for Wells Fargo to activate the portal for applying for forgiveness. Other banks have done so but Wells Fargo has not yet taken that step.

Financial Authorities

The currently authorized signers for all of our banking accounts and for our retirement plan need to be updated with the transition of the ED. Currently, Board signers are actually individuals who are no longer on the Board. The Finance Committee will be reaching out to Board members to identify two replacement Board signers and we expect to bring resolutions to confer that authority to new signers at the January Board meeting.

StreetFair Cancellation

Cancelling this year's StreetFair will mean a reduction in net proceeds flowing to the UDP bottom line. This will be included in the second half year re-projection.

The U District Partnership

Balance Sheet Prev Year Comparison

As of November 30, 2020

	Nov 30, 20	Nov 30, 19	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
10100 · Operating Bank Accounts			
10110 · WSECU Checking	25,965.96	108,856.20	-82,890.24
10103 · UDP WF Checking 0122	42,278.09	49,587.76	-7,309.67
10111 · WSECU Savings	160,667.83	160,406.59	261.24
Total 10100 · Operating Bank Accounts	228,911.88	318,850.55	-89,938.67
Total Checking/Savings	228,911.88	318,850.55	-89,938.67
Accounts Receivable	89,845.44	105,374.94	-15,529.50
Other Current Assets	8,357.06	1,985.42	6,371.64
Total Current Assets	327,114.38	426,210.91	-99,096.53
Fixed Assets	3,566.02	5,511.12	-1,945.10
Other Assets	3,235.87	3,235.87	0.00
TOTAL ASSETS	333,916.27	434,957.90	-101,041.63
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	34,944.70	44,592.01	-9,647.31
Credit Cards	6,686.89	785.09	5,901.80
Other Current Liabilities	106,947.78	24,444.74	82,503.04
Total Current Liabilities	148,579.37	69,821.84	78,757.53
Total Liabilities	148,579.37	69,821.84	78,757.53
Equity			
32000 · Unrestricted Net Assets	215,769.51	375,281.00	-159,511.49
Net Income	-30,432.61	-10,144.94	-20,287.67
Total Equity	185,336.90	365,136.06	-179,799.16
TOTAL LIABILITIES & EQUITY	333,916.27	434,957.90	-101,041.63

The U District Partnership

Budget Report

November 2020

	Nov 20	Budget	\$ Over Budget	Jul - Nov 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	95,346.44	102,662.30	-7,315.86	453,917.58	491,396.84	-37,479.26	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	40.01	0.00	40.01	67.31	0.00	67.31	0.00
Total Income	95,386.45	102,662.30	-7,275.85	460,642.27	497,396.84	-36,754.57	1,680,308.91
Gross Profit	95,386.45	102,662.30	-7,275.85	460,642.27	497,396.84	-36,754.57	1,680,308.91
Expense							
60000 · Staffing	42,289.82	55,379.65	-13,089.83	214,118.64	247,205.70	-33,087.06	637,221.97
61000 · Professional & Contract Expense	2,955.00	2,450.00	505.00	38,304.00	37,250.00	1,054.00	82,900.00
62000 · Office and Overhead	6,021.00	6,653.11	-632.11	30,206.62	34,265.40	-4,058.78	114,022.43
70000 · Direct Program Expenses	50,074.15	40,100.17	9,973.98	207,016.62	204,500.85	2,515.77	903,055.62
Total Expense	101,339.97	104,582.93	-3,242.96	489,645.88	523,221.95	-33,576.07	1,737,200.02
Net Ordinary Income	-5,953.52	-1,920.63	-4,032.89	-29,003.61	-25,825.11	-3,178.50	-56,891.11
Other Income/Expense							
Other Income							
Fiscal Sponsor Income	0.00	0.00	0.00	19,960.00	0.00	19,960.00	0.00
Fiscal Sponsor Expenses	0.00			-21,389.00			
Total Other Income	0.00	0.00	0.00	-1,429.00	0.00	-1,429.00	0.00
Net Other Income	0.00	0.00	0.00	-1,429.00	0.00	-1,429.00	0.00
Net Income	-5,953.52	-1,920.63	-4,032.89	-30,432.61	-25,825.11	-4,607.50	-56,891.11

2020-21 University District BIA

Budget Tracker -November 2020

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	200,033	82,766.58	117,266	41.4%	\$ 11,483.15	\$ 23,431.04	\$ 24,803.95	\$ 11,509.29
Cleaning and Public Safety	674,250	230,770.22	443,480	34.2%	\$ 41,246.70	\$ 47,916.38	\$ 42,272.05	\$ 47,456.51
Urban Vitality	96,023	31,090.16	64,933	32.4%	\$ 5,694.51	\$ 6,357.96	\$ 6,357.82	\$ 6,357.78
Economic Development	241,872	65,460.36	176,412	27.1%	\$ 11,783.37	\$ 14,106.01	\$ 22,459.19	\$ 1,857.13
Marketing	197,331	15,830.26	181,501	8.0%	\$ 3,214.61	\$ 3,088.10	\$ 3,087.84	\$ 3,087.75
Total Requested	1,409,509	425,917.58	983,591	30.2%	\$ 73,422.34	\$ 94,899.49	\$ 98,980.85	\$ 70,268.46

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management	\$ 11,539.15							
Cleaning and Public Safety	\$ 51,878.58							
Urban Vitality	\$ 6,322.09							
Economic Development	\$ 15,254.66							
Marketing	\$ 3,351.96							
	\$ 88,346.44	\$ -	-	-	-	-	-	-

December Urban Vitality Updates

Private Development

1300 NE 45th St. – Victory at the U



[Victory at the U](#) will be located at the intersection of NE 45th and NE 7th Ave, near the I-5 entrance and Wallingford. The building will occupy what is currently the Seattle Go Center and a veterinary practice, next to the Blue Moon tavern. It is a proposed 250-foot tower with approximately 160 units, primarily intended as student housing. The project is currently in the design review phase, and UDP has previously made comments at a design review meeting for the project. In early December, Katy attended a public open house for the project. The developers of the project also reached out and held a meeting with UDP. We provided neighborhood and site-specific context to help the developer understand the opportunities and challenges associated with the site, especially around proposed open space and public safety.

Mobility and Transportation



NE 43rd Street Construction Advocacy

- Construction on NE 43rd Street continues between now and early 2021. This December, SDOT and the construction team completed the reconstruction of the north side of the street and sidewalks and the intersection with University Way. The team has now switched to the south side of the street.
- Over the Thanksgiving week, SDOT closed the intersection of University Way and NE 43rd to work on that part of the street. Thanks to UDP's participation in weekly meetings, Katy was able to raise concerns over impacts to businesses along the Ave as a result of the intersection closure. UDP relayed the opinions of several affected businesses to SDOT. As a result of our advocacy, SDOT contacted all affected businesses by email or paper flyers, and made sure the construction was done in time for Black Friday shopping.
- Construction on the north sidewalk forced the closure of Samir's Mediterranean Grill for three days. SDOT worked with the business owner to ensure that he was compensated for the duration of the closure.
- The construction team will not be working the week between the Christmas and New Year's holidays.
- Information on the NE 43rd Street Improvement Project [can be found here.](#)

RapidRide J Line

- SDOT and King County Metro are in the process of developing a new RapidRide J line connecting Belltown, Eastlake, and the University District. This route was originally planned to end at Roosevelt Station.
- Now, the city plans to shorten the RapidRide J Line route to end near the future U District Link light rail station. Shortening the route helps King County Metro address budget shortfalls brought on by economic impacts of the COVID-19 pandemic while leveraging transit alternatives in the North Link restructure (see image below).

- On Wednesday, December 9, the City and Metro held a public information session on the shortened route. You can view more information on the shortened route and a recording of the information session [here](#).
- Urban Vitality is working with project managers to set up a time to speak with the Urban Vitality Committee on potential impacts of this route change.



Public Realm

U District Mural Project

- In September, Katy submitted a grant proposal to the Seattle Department of Neighborhoods Neighborhood Matching Fund (NMF) for a U District Mural Program. In early November, we were notified that we had received the grant funding for over \$30,000.
- UDP is in the process of finalizing the contract with the City.
- Katy will meet with the mural program's leadership committee the week of December 14 to determine a timeline and next steps. A call for artists is expected to go out in January, with community engagement on potential artists and designs scheduled for January. We hope to have murals painted in time for UW graduation weekend in June.

U District Holiday Lights Installation

- This year, the Urban Vitality program took over management of the holiday lights decorations in the U District. Katy worked closely with Marcus and the Clean and Safe team members to plan and implement logistics around the lights installation.
- Lighted shooting stars and wreaths with bows are to be installed on light poles along University Way from NE 41st to NE 50th. We also worked with a designer to develop Pacific Northwest-themed "Happy Holidays" banners in 5 different languages – English, Spanish, Korean, Mandarin, and Vietnamese. These banners will also be installed along University Way.
- We developed a partnership with Sanctuary Arts Center, a U District non-profit that introduces young people experiencing homelessness to art, to install a holiday display in the former Performance Bicycle space on NE 45th and Roosevelt Way. The property owner, The Blume Company, enthusiastically agreed to the project. The display features cardboard reindeer and other animals with lights. This is a great partnership to highlight the important work of a local social service and art non-profit, beautiful another area of the U District for the holidays, support the neighborhood's unsheltered young people, and strengthen our relationships with property owners like The Blume Company. We're thankful to them and Sanctuary Art Center for the collaboration!

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

- UDP staff and Urban Vitality Committee Chair Stephen Antupit have been communicating with Sound Transit and with Council Member Pedersen's office 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 recently removed all field offices from the site.
- Low Income Housing Institute (LIHI) Tiny Home Village: LIHI has proposed a Tiny Home Village to be installed on the site in the first quarter of 2021. Funding for this initiative was passed in the

City Council budget process in November. LIHI presented to the UDP and UDBIA boards in November. Katy met with LIHI program staff in November to share thoughts on potential community engagement activities that LIHI could lead to gather community input on the Tiny Home Village proposal. UDP has expressed availability to support community engagement efforts led by LIHI.

- LIHI's outreach to the UDP and BIA boards, as well as input from our outreach worker David Delgado, has emphasized the importance of prioritizing the population of unsheltered individuals in the U District for the Tiny Home Village. While LIHI has expressed agreement with this priority, a [recent article by the Stranger](#) quoted a City official:
 - "Will Lemke, spokesperson for the Human Services Department, said that LIHI couldn't promise that prioritization since "these programs are not designed to be exclusively available to a single neighborhood."
- *Long-term use of the site:* The U District Partnership is 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. The Urban Vitality Committee held a meeting on Tuesday, November 17 to talk about next steps to engage the community around the site. We heard from Jay Lazerwitz and Al Levine, who were both intimately involved in the community engagement and planning efforts around Roosevelt Station.
 - We will spend the month of December determining next steps to further advocacy around the site.

Urban Vitality Committee

- The Urban Vitality Committee will not meet in December. We will resume regular meetings in January 2021.

Economic Development

Committee Meeting

The Economic Development Committee did not meet between November 3 and December 16.

Boots on the Ground

In the face of the pandemic and the need to maintain safe distance and the governor's current restrictions, the UDP is committed to maintaining "in person" relationships with our business community. We continue to safely meet business owners/operators to build trust, ensure their voices are heard, and provide resources to meet their needs. In the past month, Daniel continues to implement this philosophy by distributing PPE equipment, providing technical assistance, and meeting one on one with business owners/operators throughout the community.

PPE Equipment Distribution

Supporting an effort to reassure potential shoppers that our businesses are dedicated to their safety. In the last 30 days, Daniel personally delivered PPE supplies (provided by King Co. Public Health) to the following food/bev businesses:

- Café Solstice
- Earl's on the Ave
- Boba Up
- Big Time Brewery
- Portage Bay Café
- Just Burgers
- BBQ.Chicken
- Little Thai
- Full Tilt
- Cedars Restaurant
- Café on the Ave
- Kraken Bar & Lounge
- Samir's
- Flowers
- Ding Tea
- Thaiger Room
- Kai's Bistro
- Sweet Alchemy
- Bok a Bok
- Sugar + Spoon
- Shawarma King
- Boba Smoothies
- Basil Viet Kitchen
- Calluna
- Taiké Kitchen
- Taiké Tea
- Floating Bridge
- BB's Teriyaki
- U:Don
- Bulldog News
- Tea Republik
- Wann Yenn
- Arepa Venezuelan Kitchen



Technical Assistance

Daniel is providing safe, in-person, one-on-one technical assistance to help businesses apply to the City of Seattle Stabilization fund, Working Washington Small Business Grants, and outdoor seating permits. These applications can be daunting so we remain committed to being available to help our small business owners take advantage of every possible resource. Businesses helped over the past 30 days include:

- Wann Yenn / Mark Thai Food Box
- Kai's Bistro
- Flower's Bar & Restaurant
- Samir's Mediterranean Grill
- Kraken Bar & Lounge
- Valley of Roses Boutique

Susan Ghoddou... Dec 4, 2020, 6:48 PM (5 days ago) ☆ ↩ ⋮
to me ▾

Daniel, David and I especially want to thank you for helping David with the Grant application. You went above and beyond and we really appreciate it. Someday we will look back fondly on today as one of our Covid moments. Thanks again for your help. Warm regards, Susan.

Expanding the Business Network

Building relationships and trust throughout the community including Roosevelt Way & North Ave. The U District is a big place with so many micro neighborhoods. The UDP and BIA is actively working with all of them. Over the past 30 days, Daniel engaged with:

- The Trading Musician
- Spotted Owl Berger Variety Shop
- PAWS Cat City
- Hardmill
- Yan Tea
- Ted Brown Music
- Herkimer Coffee

Yan Tea Tue, Dec 8, 1:18 PM (1 day ago) ☆ ↩ ⋮
to me ▾

Hello Daniel,

Thank you for stopping by yesterday, it was nice talking to you. I just signed up for the website, and I'll provide the information you requested later today.

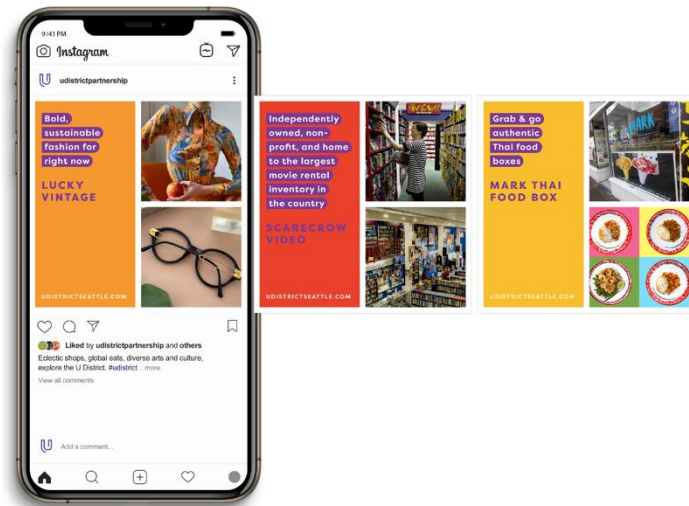
Thank you for your help.

UDistrictSeattle.com

[UDistrictSeattle.com](https://udistrictseattle.com) is officially set to launch on December 11th! There are currently 175+ businesses that have signed up, with a desire to reach 300 by the end of the 2020-21 fiscal year. Our marketing plan for the next couple of months features three main strategies.

Virtual Instagram/Facebook Ads

In collaboration with our marketing consultant Milli, the UDP will launch Instagram/facebook ads by December 14th to drive consumer traffic to the platform, build awareness of local businesses, and ultimately entice spending in our business community.



U District Newsletter

In an effort to engage community stakeholders that regularly interact with the UDP, a “grand announcement” newsletter will release by December 18th to build awareness and promote word of mouth marketing.

Collaborating with UW

Thanks to the extraordinary efforts by Rob Lubin, the UDP has successfully started a working relationship with the UW marketing team to promote the platform as an additional asset for UW faculty, staff, and students. This effort seeks to leverage UW resources to effectively build awareness, but also establishes a foundational relationship with UW marketing to push other U District initiatives in the future.

Outdoor Seating

The RAB Board asked the UDP to provide an analysis and recommendation for possible options to support outdoor extended seating in any appropriate areas of the U District. The lens for this examination is one of supporting our businesses and focusing on the economic development/vitality of possible seating projects. While this project is centered in Economic Development, like so much of our work, it impacts all departments and the entire team in is involved in the analysis. Thanks to Katy and Marcus for their help in this process.

Our first three steps are to gather specific information of key agencies that will determine permit viability for any proposal, to identify specific geographic areas that should be examined, and to define possible models for extended seating that can be applied to varying geographic

areas. So far, we have met with SDOT and King County Metro. We want to better understand their requirements for permits and for any bus routing implications for the models and geographic areas we have identified. That clarity will then inform our analysis and the viability of proposals. Staff will then finalize concepts based on current feasibility and engage business owners to gauge interest and economic benefit to see if those primary stakeholders support further proposal development. Thus far, the UDP has established (4) four concepts in (12) twelve target areas which include:

Outdoor Seating Concepts

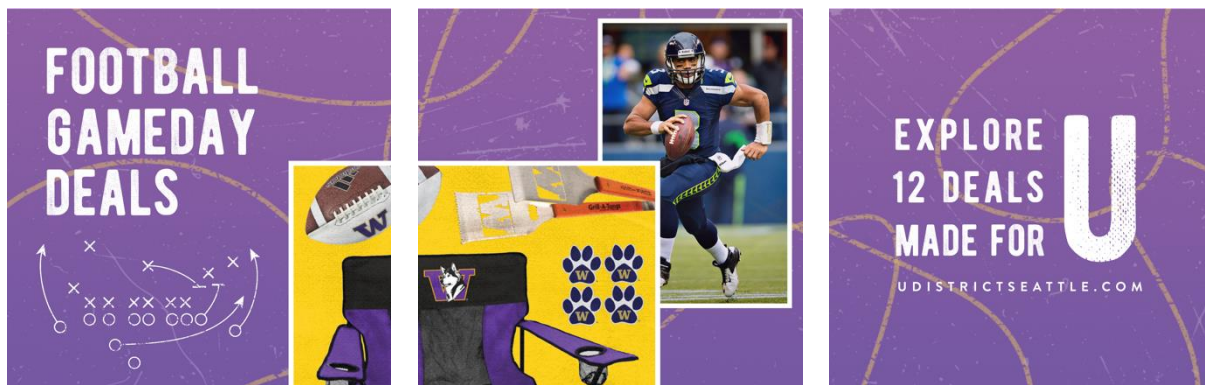
- 1) Full closure, no vehicular access, buses or parking
- 2) Local access only closure, no buses, parking allowed, one or two-way traffic
- 3) Elimination of parking for business use, no buses, full through traffic allowed
- 4) Street/sidewalk cafes for individual businesses

Target Areas

- North Ave
- Mid Ave
- South Ave
- 42nd/Ave
- 43rd/Ave
- 45th/8th
- 47th/11th
- Brooklyn/45th
- Brooklyn/50th
- Roosevelt/42nd
- Roosevelt/52nd
- Roosevelt/53rd

GameDay Specials - Pilot

Due to the uncertainty of NFL/Pac 12 football this year, the UDP launched a quick, nimble, and adaptable campaign to promote football related business specials. Utilizing UDistrictSeattle.com, Daniel launched a ["12 Seattle Football Gameday Food & Drink Specials"](https://udistrictseattle.com/12-seattle-football-gameday-food-drink-specials) campaign to entice consumer spending around gamedays. During the 4-day pilot, the campaign reached 22,276 people and had 201 link clicks.



U District Gift Guide

Following the lessons learned from the GameDay specials campaign, Daniel is launching a pilot “U District Gift Guide” to entice local retail spending throughout the community. Focusing on retail shops throughout Roosevelt and the North Ave, this campaign will highlight unique offerings only found in the U District. The campaign will again utilize UDistrictSeattle.com and is scheduled to launch by December 14th.



Clean and Safe Committee December 2020 Update

INTRODUCTION:

This month we met with Chief Diaz in the U District for a walk to show him our concerns around policing. We met with him at 45th and 7th, the Allegro Alley, and 50th and University. At each of these areas, we coordinated business owners to meet with Chief Diaz so that he can understand the impacts of criminal behavior that stakeholders in these area face. We also revisited with him our concern about the sudden disbanding of the Community Police Team and the gap in policing services it created in our neighborhood and once again asked he reconsider his decision. We spoke to him about our concerns surrounding the U Temple becoming vacant soon and asked for him to be supportive of the church's efforts to obtain a demo permit ahead of a master use permit.

It is that time of year again! We began the installation of our holiday decorations on December 8th but due to some technical difficulties, we must finish the installation along University Way on 12/13. Next time you are in the district, be sure to check out our long beloved shooting stars and our new holiday banners and wreaths.

CLEANING UPDATE:

We finished our Annual Fall Leaf Removal Program. This year we removed 37,412 pounds (18.7 tons) worth of leaves from our streets and sidewalks! Prior to the implementation of this program a couple of years ago, leaves in the North and South Clean Areas were picked up by hand and the leaves in BIA outside of those areas were left unattended.

We are currently waiting from the Office of Economic Development to hear how much money we will be awarded for expanded cleaning services in Q1 of 2021. We are asking for enough funds to add an additional cleaning crew member 7 days a week, 8 hours a day for the three months of Q1 to help tackle the extraordinary

amount of additional demand on our cleaning services since the outbreak of COVID-19. We have also proposed the use of the funds to be used to offset any lack of funds from reduced assessment collections.

Cleaning Numbers from Black Mountain:

NORTH AND SOUTH CLEANING AREAS

REPORT TYPE	Jan.	Feb.	March	April	May	June	July	Aug*	Sept.	Oct.	Nov.
Hours of Cleaning	284	232	284	276	280	276	284	390	272	284	276
Bags of Trash Removed	800	775	900	725	950	925	800	1,150	750	775	724
Dumpster Overflow Cleanup	120	80	135	100	90	76	180	220	150	165	122
Graffiti Tags Removed	175	220	300	1025	1096	1040	875	950	840	639	584
Biohazards Removed	200	185	250	1104	898	770	735	860	695	605	489
Pressure Washing Hours	4	4	4	16	78	55	4	4	4	4	4

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

GENERAL CLEANING AREAS

REPORT TYPE	Sept.	Oct.	Nov.
Hours of Cleaning	160	156	156
Bags of Trash Removed	550	595	567
Dumpster Overflow Cleanup	125	115	93
Graffiti Tags Removed	616	375	357
Biohazards Removed	785	730	672

SAFETY UPDATE:

Councilmember Herbold's Proposal for a New Defense against the Prosecution of Misdemeanors

During the City budget process, Councilmember Herbold attempted to introduce changes to the defense options for individuals who are charged with misdemeanor offenses in Seattle based on mental illness, drug addiction, or economic necessity. The Council declined to move forward within the budget process.

Councilmember Herbold has now resurfaced her proposal as Chair of the Public Safety and Human Services Committee. With almost no notice to the community and less than 24 hours of actual distribution of the memo outlining her proposal, she held a committee meeting on December 8th at 9:30 in the morning to begin

the process of redefining the defense of misdemeanors to include an affirmative defense for a crime committed to meet an immediate basic need.

Mark testified at that committee hearing and noted four areas of initial concern.

- 1) The council has expressed an interest in a comprehensive evaluation of the public safety model. Councilmember Herbold's proposal is a piecemeal approach and does not consider impacts or consequences to an overall plan. Piecemeal approaches to significant policy changes result in flawed policy.
- 2) Councilmember Herbold has not engaged with local business or residential community and neighborhood groups in the process of formulating this proposal. The concerns individuals who live and work in Seattle are completely ignored. This lack of collaboration and transparency (as noted in the beginning of this report) is troubling.
- 3) The proposal provided for an affirmative defense with no establishment of or reference to services to help a perpetrator move out of a cycle of repeated criminal acts driven by immediate basic needs. This is a hollow proposal that will not prevent future crime or resolve the issues that led to the original criminal offense.
- 4) There is no consideration of the victims of the crime. We propose the creation of a City funded reparation fund for both property loss/damage or bodily injury for victims of crimes for any defendant who is not prosecuted or is excused based on this affirmative defense. We also proposed the establishment of a Victims Assistance Bureau to guide victims through the reparation and service process.

Councilmember Pedersen also raised concerns about the proposal. His remarks can be found at

<https://pedersen.seattle.gov/concerns-with-misdemeanor-defense-proposal-unconventional-untested-unwise/>

When public comment was over and Councilmember Pedersen had expressed his concerns, Councilmember Herbold dismissed all issues raised as “false” and stated that she would continue her process with a return to committee in January.

The BIA executives are discussing this issue and determining a strategy for weighing in with on-going concerns.

Ambassador Data:

REPORT TYPE	Jan	Feb.	Mar	April	May	June	July	Aug.	Sept	Oct.	Nov.
911 Calls	6	1	5	4	5	2	9	6	2	5	0
Homeless Interactions	100	106	80	70	181	106	100	82	55	89	70
Wayfinding/ Pedestrian Interactions	25	32	32	18	79	54	28	32	33	36	56
Conditions of Entry/ Sit-Lie	10	7	5	0	0	7	5	7	2	0	0
Drug and Alcohol Activity	9	3	3	1	43	3	3	12	11	15	2
Business Visits	319	382	233	207	205	176	279	232	196	184	142
Suspicious Persons	55	84	70	24	147	45	64	60	41	63	40
Emphasis Patrols	45	61	53	21	63	43	52	54	47	37	81
Shoplift	21	24	28	42	32	20	37	48	40	42	34
Calls and Text for Service During Hours	31	4	58	52	70	55	41	59	52	92	46

OUTREACH UPDATE:

David’s Narrative

This month, I mainly focused outreach efforts at the Wall of Death, by the highway, 45th Street, and University Way. I lightly touched the Ravenna/Cowen Park area. For the month of December, I am going to keep my focus on the Cowen Park/Ravenna area and the highway.

Early each morning, just about every day, I have been consistently getting meds to one of the most mentally ill people that has been living in an alley for the last month. Based on the stories around him, the meds have made a big difference in his behaviors. Twice this month we found a housing option for this person, but due to his mental health, he’s too anxious to move inside right now and he says he’s not ready. Until he is ready for his apartment, I will continue to give him his meds daily and work with him on his behaviors so to better exist

in the U District. I believe the more consistently he can take his meds, the sooner he will feel ready to move inside and move forward with housing.

There's a young woman with a mental illness that hovers around Bartell's. Bartell's calls me quite often to get help de-escalating her. She is now working with the Lead program and is receiving medication. She has a housing opportunity, but because of her mental health, she is also very anxious to go inside so we're currently working with her to reduce that anxiety so she will accept housing. Since starting her medication, this woman seems a lot less paranoid and is much easier de-escalated when upset.

Due to fires at the Wall of Death, the City needed to clear the area, so I pre-emptively went out there to help people relocate, including getting one individual into a hotel with possible housing plans soon. There is a very vulnerable and mentally ill person hovering around Ugly Mug Café who I got connected to mental health services, currently working on an indoor option for this individual.

Due to Covid, many services have limited space or have temporarily shut down, which is making outreach extremely difficult. Shelter spaces are rare and whenever I come across someone in the University District that wants to get into a shelter, I have about a 50% chance whether I can get them in due to a lack of shelter space. I met with a person with SPU and talked about cleaning the highway. There are many tents in that area that have been abandoned and I've been helping SPU distinguish between the tents that are abandoned and the tents that are occupied but momentarily vacant. SPU agreed to help with trash services around Cowen Park/Ravenna. We discussed ways of working together from this point forward to keep the U District cleaner.

I was informed a few days ago that a client that I was working with from the U District who happened to be very mentally ill was found dead due to blunt trauma. This is the second young person from the University District with severe mental illness that has died in the street who was asking the Human Services for help, but the mental health services and supportive housing that they needed was unavailable. If we want to reduce the potential of future deaths to the mentally ill unhoused population, the City of Seattle needs more supportive housing options.

December 11, 2020

Marketing and Communications Report

Marketing and Communications Manager Hire

Marketing and Communications Manager – As reported by separate email, we have hired Pollyanna Manning Yokokawa to take the position of Marketing and Communications Manager. Polly will officially start on Monday, December 14th and will be attending the Board meeting on Tuesday. I look forward to introducing you to her there/then.

In addition to getting oriented, Polly will work on a few pressing priorities: the announcement of a new ED; the RFP for a firm to assist with the district wide branding initiative; stepping in to assist Daniel on the UDistrcitSeattle.com website launch and marketing; helping with a yearend report on the BIA and UDP work; and working with the committee co-chairs to begin building the marketing committee.

Welcome, Polly.

Newsletter Stats

Katy continues to create and release the newsletter and will be handing that over to Polly. I want to thank Katy for stepping in and not just making sure we continued the newsletters to our stakeholders but for making them much better. Many thanks, Katy!

Some quick newsletter stats include:

- In November, we sent two newsletters (bi-weekly)
- The first newsletter focused on sharing information to help residents vote in the November election, and the City's extension of free outdoor seating permits
- The second newsletter announced our punch card shopping program for NE 43rd Street Junction, shared information on new COVID-restrictions, announced our new mural grant, and shared small business funding opportunities
- Number of subscribers: 1550
- Open rates: Average 24% open rate (standard for non-profit sector emails)