



U DISTRICT BUSINESS  
IMPROVEMENT AREA

## RATEPAYER ADVISORY BOARD

### MEETING AGENDA

**Time: 4 p.m. – 5:30 p.m.**

**Date: February 25, 2021**

**ZOOM Virtual Meeting**

<https://us02web.zoom.us/j/87501034019>

- |   |               |         |
|---|---------------|---------|
| 1. Welcome and Introductions                    | Maureen/Aaron |         |
| 2. Public Comment                               | Public        |         |
| 3. Approval of October 2020 Meeting Minutes     | Maureen/Aaron | Vote    |
| 4. Financial Report—Acceptance of January Close | Kate          | Vote    |
| 5. Outdoor Seating Research & Evaluation        | Daniel/Don    | Discuss |
| 6. UDP Reports                                  |               | Discuss |
| • Executive Director                            | Don           |         |
| • Urban Vitality                                | Katy          |         |
| • Economic Development                          | Daniel        |         |
| • Clean & Safe                                  | Marcus        |         |
| • Marketing & Communication                     | Polly         |         |
| 7. New Business                                 |               |         |
| 8. Adjourn                                      |               |         |

## 2020-21 University District BIA

### Budget Tracker -January 2021

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	200,033	122,464.23	77,569	61.2%	\$ 11,483.15	\$ 23,431.04	\$ 24,803.95	\$ 11,509.29
Cleaning and Public Safety	674,250	352,004.36	322,245	52.2%	\$ 41,246.70	\$ 47,916.38	\$ 42,272.05	\$ 47,456.51
Urban Vitality	96,023	45,780.06	50,243	47.7%	\$ 5,694.51	\$ 6,357.96	\$ 6,357.82	\$ 6,357.78
Economic Development	241,872	101,239.09	140,633	41.9%	\$ 11,783.37	\$ 14,106.01	\$ 22,459.19	\$ 1,857.13
Marketing	197,331	34,795.64	162,536	17.6%	\$ 3,214.61	\$ 3,088.10	\$ 3,087.84	\$ 3,087.75
<b>Total Requested</b>	<b>1,409,509</b>	<b>656,283.38</b>	<b>753,226</b>	<b>46.6%</b>	<b>\$ 73,422.34</b>	<b>\$ 94,899.49</b>	<b>\$ 98,980.85</b>	<b>\$ 70,268.46</b>

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management	\$ 11,539.15	\$ 20,899.46	\$ 18,798.19					
Cleaning and Public Safety	\$ 51,878.58	\$ 72,290.94	\$ 48,943.20					
Urban Vitality	\$ 6,322.09	\$ 7,606.04	\$ 7,083.86					
Economic Development	\$ 15,254.66	\$ 15,220.64	\$ 20,558.09					
Marketing	\$ 3,351.96	\$ 7,300.22	\$ 11,665.16					
	\$ 88,346.44	\$ 123,317.30	107,048.50	-	-	-	-	-

**U District BIA**  
**Statement of Activities**  
 July 2020 through January 2021

	Program Management	Cleaning & Public Safety	Urban Vitality	Economic Development	Marketing	Total
<b>Ordinary Income/Expense</b>						
<b>Income</b>						
44500 · Government Grants and Contracts	122,464.23	358,004.36	45,780.06	126,239.09	34,795.64	687,283.38
47000 · Earned Income	0.00	0.00	0.00	5,996.00	0.00	5,996.00
<b>Total Income</b>	<b>122,464.23</b>	<b>358,004.36</b>	<b>45,780.06</b>	<b>132,235.09</b>	<b>34,795.64</b>	<b>693,279.38</b>
<b>Expense</b>						
60000 · Staffing	22,965.36	98,781.21	45,473.76	77,033.33	34,240.61	278,494.27
61000 · Professional & Contract Expense	59,350.50	0.00	0.00	0.00	0.00	59,350.50
62000 · Office and Overhead	39,048.37	1,140.28	306.30	542.22	416.03	41,453.20
70000 · Direct Program Expenses	1,100.00	258,082.87	0.00	54,659.54	139.00	313,981.41
<b>Total Expense</b>	<b>122,464.23</b>	<b>358,004.36</b>	<b>45,780.06</b>	<b>132,235.09</b>	<b>34,795.64</b>	<b>693,279.38</b>
<b>Net Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>

# Program Updates

February 2021

## URBAN VITALITY

### Private Development

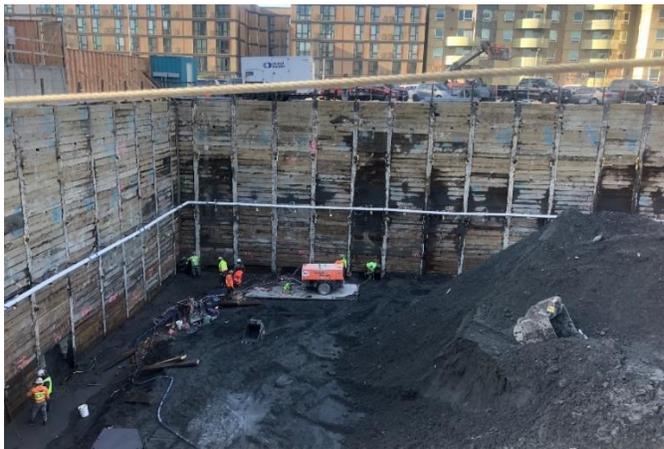
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#### *Construction Around the District*

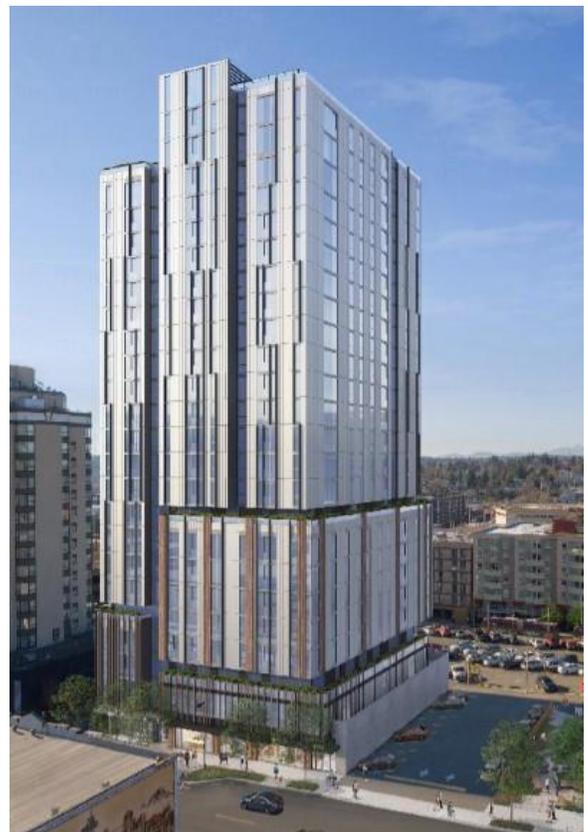
Construction has begun on several large private development projects in the U District. We wanted to provide some images and reminders to understand the construction you're seeing in different parts of the neighborhood:

#### **4525 Brooklyn Ave – HUB 2**

The Hub 2 (developed by Core Properties) will be a 25-story building with 162 apartments and 40 small efficiency dwelling units with general retail spaces at the ground floor. It will also include a small pocket park on the north side of the building.



*Above Left: A rendering of what the Hub 2 building will look like when finished. Above Right: Construction work as of Thursday, January 14.*



### **4220 12<sup>th</sup> Ave NE – The Standard Towers**



*Above Left: A rendering of what the Standard towers will look like when finished. Above Right: Demolition of existing housing. Work as of Thursday, January 14.*

This project is a block south of the future U District Station and is a large student housing development site. The larger west site will have two 25-story towers. The smaller east site, across the alley, will have a seven-story building with 24 units (or 90 beds) and no parking. That site also includes the 90-year-old, Canterbury Court, which the developer owns and is submitting for historic landmarking. There will also be a cross-block connector that will extend from between Canterbury Court (across the street) and the east building to the west buildings' central plaza on 12th. All that public space will total around 8,300 square feet.

### **4732 Brooklyn Ave NE – Safeway Redevelopment**

The project will bring a new Safeway grocery store and approximately 180 new residential apartments to the community. Included in the proposed project will be a large, approximately 6,600 square feet covered and uncovered community park that will be open to the public and could be used and enjoyed year-round.



*Above Left: A rendering of what the Safeway redevelopment will look like when finished. Not pictured is a large open space on the east and south side of the building. Above Right: Construction work as of Thursday, January 14.*

### **Sound Transit Surplus Parcel at Roosevelt and 45th**

- Sound Transit owns the vacant parcel at NE 45<sup>th</sup> and Roosevelt and will undergo a process to determine how to dispose of the site. Their Board must determine, based on their portfolio of properties and other conditions, if this property will be sold at market rate or for some mixed or full affordable housing use.
- UDP has been communicating with Sound Transit about the parcel for 2 years. We believe there's opportunity to create significant public benefit for the neighborhood by using the site for affordable housing and/or other community assets.
- On February 10, UDP met with Sound Transit for an update on their progress. They are in the beginning stages of designing a community engagement process for the site. This process will start sometime after the LIHI Tiny Home Village has been set up on the site. They are open to working with community partners on outreach for the site. We will continue to communicate with them about their process and how the UDP can support community engagement.

## **Mobility and Transportation**

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### **Brooklyn Ave NE Protected Bike Lane**

- SDOT will be installing a protected bike lane on Brooklyn Ave NE between NE 45<sup>th</sup> and NE 47<sup>th</sup>, and west along 47<sup>th</sup> to 12th. Last month, SDOT finalized the configuration of this bike lane:
- Brooklyn Ave NE between NE 45th St and NE 47th St:
  - Northbound protected bike lane
  - Southbound sharrow for bikes
  - Parking maintained on the west side and removed on east side
- NE 47th St between Brooklyn Ave NE and 12th Ave NE:
  - Protected bike lanes on both sides of the street
  - Parking removal on both sides of the street
- Last fall, UDP supported SDOT's efforts to reach out to property owners and businesses directly impacted by the installation of this bike lane. SDOT has also sent regular project updates to a list of impacted property and business owners as the project moves forward.
- Currently, the project is out for bid to select a construction contractor. The project is scheduled to be completed by September 2021.



### ***NE 43<sup>rd</sup> St Improvement Project***

- Construction on NE 43<sup>rd</sup> Street continues. Work has switched to the South side of NE 43<sup>rd</sup> St. Crews are currently working between University Way and the light rail station, removing and expanding the sidewalks and repaving the street. This is the final part of major construction before the street is able to reopen.
- Here's a recent [SDOT blog](#) on the street improvements, including urban forestry, that are part of the project!
- The majority of the project is scheduled to be completed by mid March.
- SDOT and their construction contractor have hired overnight security for the site to protect businesses and property from vandalism for the remainder of the project.
- Information on the NE 43<sup>rd</sup> Street Improvement Project [can be found here.](#)



### ***U District Light Rail Station Opening***

- The U District Light Rail station is still scheduled to open in September of 2021.
- On February 10, UDP met with Sound Transit to discuss planning for the station opening. Sound Transit has just begun their planning efforts. They are open to ideas and partnership with local community-based organizations.

- Because of unknowns due to COVID-19, Sound Transit is planning for multiple levels of events. They expect to support more localized events, such as those that UDP and the BIA could create.

## **Public Realm**

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### ***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.
- In December, we finalized the grant contract with the City.
- In December and January, we met via Zoom with the mural program's leadership committee. The committee discussed roles and responsibilities, timeline, and next steps for the call for artists. Polly and Katy also spoke with 4Culture to get feedback on creating an inclusive and appropriate call for artists.
- We launched a U District Mural Program website and community survey to gather feedback to share with artists who will submit proposals. The website and survey [can be found here](#). We encourage you to respond to the survey as well!
- The call for artists launched this week (February 24) and begins a process of selecting three final artists/artist teams by the beginning of April. The murals will be installed in late May.
- After developing an online community engagement survey, Polly created a flyer for distribution in the U District. The design for this flyer was used across social media, email, and on the website to visually connect the campaign across channels.

### ***Outdoor Seating Activation (See Economic Development for full report)***

- Urban Vitality has been working closely with Economic Development to support outreach and research around potential outdoor activation options for businesses this spring, summer, and fall. Please see the Economic Development board report for more information about our work to date.

### ***Low Income Housing Institute (LIHI) Tiny Home Village***

- The Low Income Housing Institute (LIHI) is in the process of negotiating with the City of Seattle over a contract to manage a Tiny Home Village on the Sound Transit surplus site at 45<sup>th</sup> and Roosevelt.
- The Tiny Home Village will be a shorter-term use of the site, up to approximately three years, though we do not know what the exact details of the contract will be.
- UDP hopes to be a member of the villages Community Advisory Council, which will include members of the U District community to provide feedback on the village.

## ECONOMIC DEVELOPMENT

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. It is critical that the UDP continues its community presence which supports businesses throughout the U District.

### UDistrictSeattle.com

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[UDistrictSeattle.com](http://UDistrictSeattle.com) launched late 2020 and continues to serve as a critical tool to promote neighborhood businesses. Thus far 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 multi-faceted marketing plan has reached 145,000+ consumers in the last three months and utilizes the following strategies:

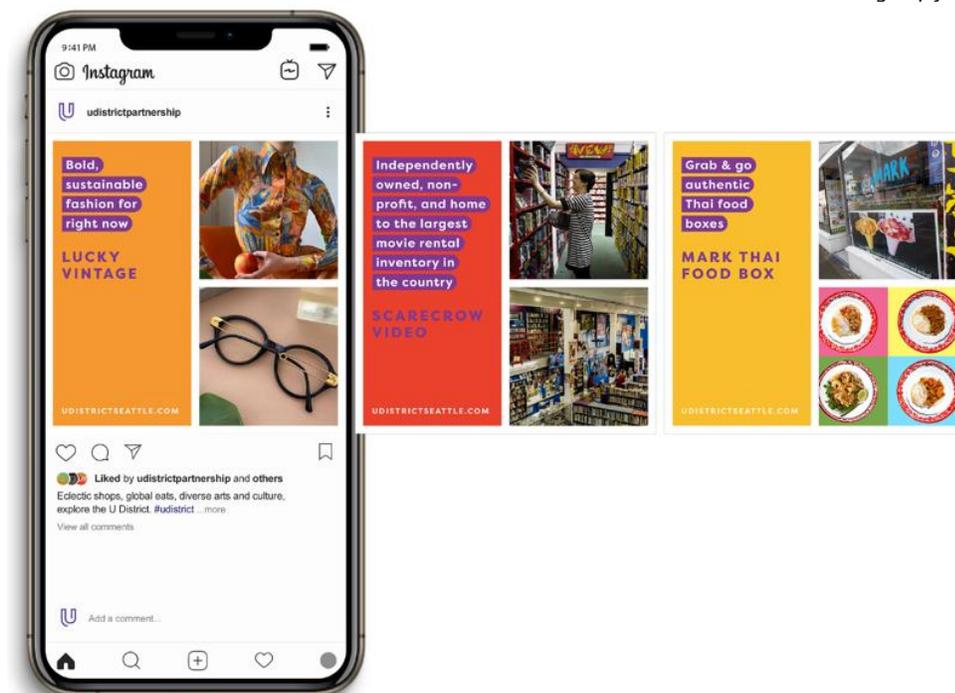
### Virtual Instagram/Facebook Ads

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In collaboration with our marketing consultant Milli, the UDP launched Instagram, Facebook, and Google ads to drive consumer traffic to the platform, build awareness of local businesses, and ultimately entice spending in our business community. Thus far this strategy has led to 5,000+ clicks.



Helping Lily Wu, owner of Xi’an Noodles, sign up for UDistrictSeattle.com



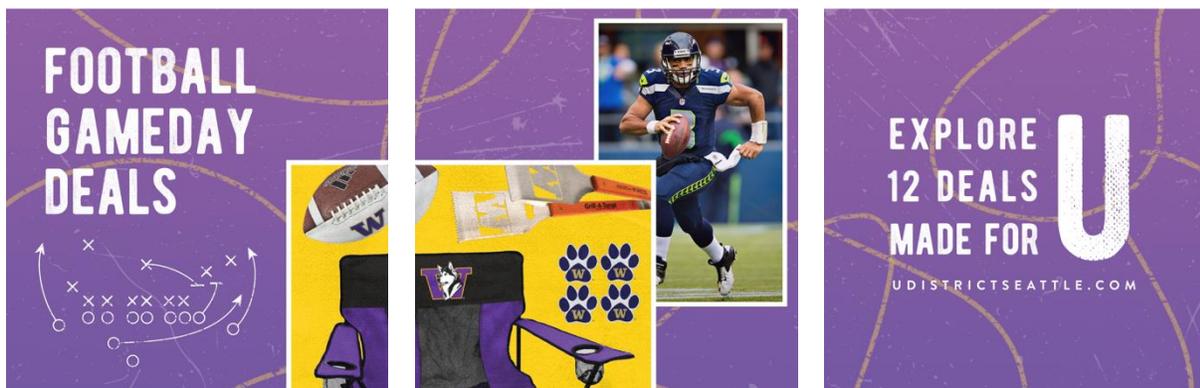
## Business Promotion Campaigns

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Throughout the holiday season, the UDP launched a variety of initiatives to promote consumer spending in the community.

### ***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”](#) 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***

Utilizing the UDistrictSeattle.com website, the UDP developed a holiday shopping campaign in December focusing on Roosevelt and the Ave. The campaign successfully reached over 16,000 people and supported: (1) Trading Musician; (2) Scarecrow Video; (3) PAWS Cat City; (4) Gargoyles Statuary; (5) Four Corners Art & Frame; (6) Magus Books; (7) Mark Homemade Thai; and (8) Sweet Alchemy.



### ***43<sup>rd</sup> St Junction***

The UDP continues to support businesses on 43<sup>rd</sup>/Ave which have been disproportionately impacted by Covid-19, construction, and vandalism. Polly and Daniel are now designing a robust strategy to promote the 43<sup>rd</sup> St Junction by developing a short video that shares the individual and personal stories of each business owner. The overarching purpose is to succinctly articulate the challenges these businesses have faced, in an effort to captivate consumers and promote more traffic and sales for the 43<sup>rd</sup> business cluster. Although this portion of the campaign is specifically designed to mitigate the current construction impacts (approximately ending in April 2021), Daniel and Polly are also discussing strategies to combine this campaign with a larger activation effort in the spring and summer months.

## PPE Equipment Distribution

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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. Recently, UDP staff has focused on gathering input from food/bev businesses throughout the district including those located in the (1) North Ave; (2) Mid Ave; (3) South Ave; (4) Roosevelt; (5) Brooklyn; (6) 45<sup>th</sup>; and (7) 50<sup>th</sup>.



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

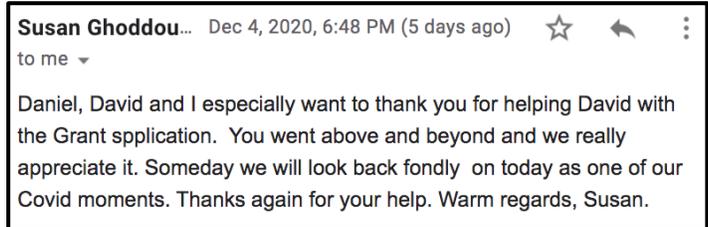
- Café Solstice
- Earl's on the Ave
- Boba Up
- Big Time Brewery
- Portage Bay Café
- Just Burgers
- BBQ.Chicken
- Little Thai
- Full Tilt
- Cedars Restaurant
- Café on the Ave
- Kraken Bar & Lounge
- Samir's
- Flowers
- Ding Tea
- Thaiger Room
- Kai's Bistro
- Sweet Alchemy
- Bok a Bok
- Sugar + Spoon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

## Technical Assistance

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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

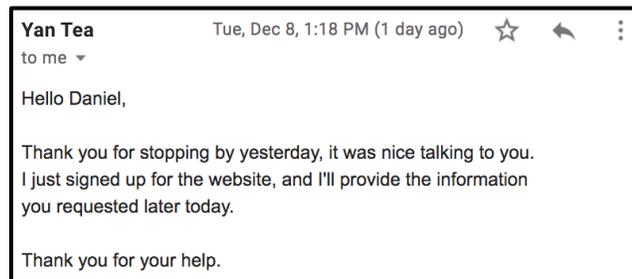


## Expanding the Business Network

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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



## Collaborating with UW

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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 continues 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.

## **U District Newsletter**

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In an effort to engage community stakeholders that regularly interact with the UDP, a “grand announcement” newsletter was released in December 2020 to build awareness and promote word of mouth marketing.

## **Outdoor Seating**

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The UDP recently wrapped up its business engagement surrounding outdoor seating options in the U District for the Spring and Summer of 2021. While primarily an economic development initiative, Katy and Polly have played a critical role in engaging businesses and analyzing results. The final deliverable will include a presentation and report that highlights business desires in relation to outdoor seating and next steps for the UDP in advancing opportunities for expanded outdoor seating.

During this process, the UDP team focused on engaging all food/bev businesses throughout the community. This includes business located on:

- South Ave - University Way between NE 40th and NE 45th Streets
- Mid Ave - University Way between NE 45th and NE 50th Streets
- North Ave - University Way between NE 50th and NE Ravenna Blvd
- NE 42nd Street between University Way NE and Brooklyn Ave NE
- NE 43rd Street between University Way NE and the U District Light Rail Station
- Brooklyn Ave NE between NE 43rd and 45th Streets, adjacent to the Light Rail Station
- Brooklyn Ave NE between NE 47th and NE 50th Streets, in front of Cedars Restaurant
- 8th Ave NE north of NE 45th Street, in front of Floating Bridge Brewery
- 11th Ave NE north of NE 47th Street
- Roosevelt Ave at the intersection of NE 42nd Street
- Roosevelt Ave at the intersection of NE 52nd Street
- Roosevelt Ave at the intersection of NE 53rd Street

Looking ahead, the UDP continues to support businesses in applying to outdoor seating permits, and has already identified a group of businesses interested in implementing a larger public outdoor seating concept on 43rd (West of the Ave to the alley in front of the light rail station). After discussing this idea with SDOT and Metro, there seems to be agreement that this will be possible between May and August. The UDP is still awaiting confirmation from Metro, but is proactively coordinating with businesses on 43rd to facilitate a focus group around this concept. During this process, the UDP team continues to analyze the feasibility of this project including but not limited to: (1) cost and management of additional cleaning/security; (2) marketing strategies to drive consumer interest and participation; (3) public realm activation and programming like cooking demonstrations presented by

local business owners and live music; and (4) the capitalization of consumer traffic to support businesses outside of the public seating zone.

## Economic Development Support

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The UDP selected a candidate for an Economic Development Specialist (EDS) position to further support businesses throughout the community. The EDS will engage with business owners, collect critical data, and work collaboratively with Daniel to understand the “on-the-ground” reality of the U District economy. Duties of this individual will include:

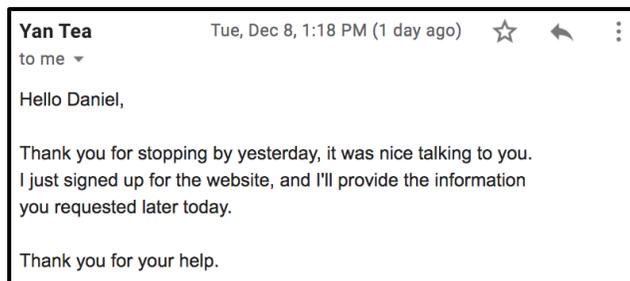
- Collecting critical data throughout the U District including but not limited to: (1) business contact information; (2) temporary/permanent closures; (3) new business openings; and (4) commercial leasing opportunities.
- Managing a business landscape database to accurately track businesses throughout the U District.
- Managing a commercial vacancy database to accurately track trends within new commercial leasing opportunities.
- Promoting and helping businesses register for [UDistrictSeattle.com](http://UDistrictSeattle.com)

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# CLEAN & SAFE

## Cleaning Update

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### *Fall Leaf Removal*

UDP finished the annual fall leaf removal effort having 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 unaddressed, to build up.

### *Clean Cities Initiative*

The Mayor set aside funding to Seattle Public Utilities (SPU) to increase cleaning services across the City in an effort known as the Clean Cities Initiative. As a part of this, the City has instituted a bi-weekly cleaning route in the University District every Tuesday and Saturday. To date, they have picked up nearly 25,000 pounds of litter and illegal dumping. They also began a Purple Bag Program site at 15<sup>th</sup> and Ravenna. The Purple Bag Program provides purple plastic bags to homeless encampments who place their trash into the bags which is then serviced by the City twice a week. The City is also considering locations for a permanent needle collection box somewhere in the district where organizations and individuals could dump needles they have collected. As a part of this initiative, the UDP was also awarded \$22,000 to increase our efforts to help meet the demands created by COVID-19. As what can be seen in the yearend report on our website, we saw unprecedented levels of graffiti and biohazards and we have done our best to keep up with them it. This funding ends in April but could be extended into the summer. Beginning at the start of February, we added 16-hours a week of additional cleaning and 24-hours a week of dedicated graffiti removal within the BIA. So far, we have seen some great ground being made in our battle against historic levels of graffiti in our neighborhood.

### *North & South Cleaning Areas*

	Feb	Mar	Apr	May	Jun	Jul	Aug*	Sep	Oct	Nov	Dec	Jan
<b>Cleaning Activities</b>	<b>2020</b>	<b>2021</b>										
Hours of Cleaning	232	284	276	280	276	284	390	272	284	276	284	280
Bags of Trash Removed	775	900	725	950	925	800	1,150	750	775	724	750	750
Dumpster Overflow Cleanup	80	135	100	90	76	180	220	150	165	122	141	120
Graffiti Tags Removed	220	300	1025	1096	1040	875	950	840	639	584	620	368
Biohazards Removed	185	250	1104	898	770	735	860	695	605	489	625	365
Pressure Washing Hours	4	4	16	78	55	4	4	4	4	4	4	4

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

### *General Cleaning Areas*

	Sept	Oct	Nov	Dec	Jan
<b>Cleaning Activities</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2020</b>	<b>2021</b>
Hours of Cleaning	160	156	156	156	156
Bags of Trash Removed	550	595	567	526	610
Dumpster Overflow Cleanup	125	115	93	84	135
Graffiti Tags Removed	616	375	357	291	310
Biohazards Removed	785	730	672	609	565

## Safety Update

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On November 16th, UDP met with Interim Seattle Police Chief Adrian Diaz in the U District for a walk to show him our concerns related to safety. 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.

Marcus and Don met with the Commander of the North Precinct, Captain Brian Stampfl on February 3<sup>rd</sup> and took him on a walking tour of the neighborhood to show him our criminal hotspots and topics of concern in the neighborhood. One of our requests was for help with morning wakeups of individuals in doorways of businesses. This was a function of the Community Police Team's Foot Beat but once that position was dissolved, it fell to the businesses themselves. Thankfully, Captain Stampfl is now providing us with more support in the mornings following our meeting with him.

Both Captain Stampfl and Chief Diaz returned last week to walk with Don and Mayor Jenny Durkan, who toured the district to meet small businesses who were concerned about the impacts of COVID and some of the safety issues in the district.

### ***Ambassador Data***

	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Data & Activities	2020	2020	2020	2020	2020	2020	2020	2020	2020	2020	2020	2021
911 Calls	1	5	4	5	2	9	6	2	5	0	2	1
Homeless Interactions	106	80	70	181	106	100	82	55	89	70	71	111
Pedestrian Assistance	32	32	18	79	54	28	32	33	36	56	38	86
Conditions of Entry/ Sit-Lie	7	5	0	0	7	5	7	2	0	0	3	8
Drug and Alcohol Activity	3	3	1	43	3	3	12	11	15	2	4	8
Business Visits	382	233	207	205	176	279	232	196	184	142	185	304
Suspicious Persons	84	70	24	147	45	64	60	41	63	40	50	83
Emphasis Patrols	61	53	21	63	43	52	54	47	37	81	56	35
Shoplift	24	28	42	32	20	37	48	40	42	34	28	62
Calls and Text for Service During Hours	4	58	52	70	55	41	59	52	92	46	70	83

## Outreach Update

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This is from the most recent REACH report found in the February UDP Board Packet. These are a part of the monthly UDP Board Packets that can be found on the UDP website. To learn more about prior months, please read these reports.

- January's work consisted of focused outreach along Ravenna Boulevard and at two intersections on NE 45th Street—at The Ave, and at I-5. Outreach at these locations consisted of offering shelter to those that wanted it as well as providing basic needs and support.

- When not outreaching these areas, David has been working with two mentally ill people that are sleeping in front of the UW bookstore to help them stay as clean as they can including addressing some problematic behaviors. David connected these people with case management and mental health services, and he is now monitoring them until housing or appropriate shelter options become available.
- He has also spent a fair amount of time working with UW Police to coordinate solutions for unhoused people across the U District. Due to this relationship, he has been connecting the people in the U District that are having the most contact with the police to service providers which resulted in a hand full of them moving on to better living conditions.
- Two notable successes David had this month include housing a Vet that had been unhoused in the U District for over 15 years and with the help of UW Police, he found a very severely mentally ill person that was in crisis and got him medical help. This person was a client of the Law Enforcement Assisted Diversion (LEAD) program and his case manager had been trying to locate him for time due to concerns about his wellbeing. When David found this person, he discovered the case manager's fears to be founded and with UW Police he is now connected to his service providers, back on his meds and has left the U District in a way that improved his life. The Vet had signed up for housing almost two years ago and it wasn't until just now that his number finally came up. We had to find him fast or his housing opportunity would pass, and he would have been put back at the end of the waiting list. The UW Police acted quickly to ensure this person didn't lose their housing slot and took the time to send their offers looking for him. After locating him, his case manager drove him to his housing.
- David shared with UDP that cohesion between the police and social workers is important for effective outreach and that when police and social workers respect each other's roles and skill sets the community is better served.
- The biggest challenge David faces is a lack of shelter and housing options. Fifty percent of the time there is no shelter access for the day he is in the field. And when there are shelter spaces, they tend to be just a handful with over a dozen outreach workers throughout the city advocating for the same spots.
- LIHI is still planning on building their temporary Tiny House Village in the U District. David thinks this could have a big impact on the population by the highways and Ravenna. David will be having a meeting with UW Police and someone from UW regarding possible new housing opportunities for the unhoused in the U District. There is a church group that is starting a new monthly community meeting to discuss helping the unhoused in the U District and David was invited to attend these meetings.

## MARKETING & EVENTS

### **New Marketing Manager: Pollyanna Yokokawa**

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Since the last meeting, Pollyanna Yokokawa was hired on in December as the new Marketing and Communications Manager for UDP. Polly comes most recently from the Pilchuck Glass School where she led marketing efforts. Polly has a Master of Fine Arts in Leadership from Seattle University and a Bachelor's in Marketing and Management from the University of Portland.

### **University District Brand Development & Marketing Strategy Project**

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- 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.
- Task Force met with Don and Polly in early February to discuss growing membership.
- Requests for Qualifications were sent out to local creative agencies in January, with submissions coming in in February 2021. Submissions will be reviewed by the Task Force and finalists decided in early March.
- The projected timeline includes work beginning in late March / early April.

### **Recent Media**

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Recent earned media and University District coverage:

- [\*\*More than 1,000,000 pounds of trash collected last month from parks and other areas via Clean City Initiatives\*\*](#)  
*Westside Seattle | Interviews with city leaders and UDP's own Marcus Johnson about the first month of the Clean City Initiative*
- [\*\*U District Partnership welcomes new leader, Don Blakeney\*\*](#)  
*Daily UW | Feature article on UDP Executive Director Don Blakeney*
- [\*\*U-District light rail station opens this fall to serve students and surrounding community\*\*](#)  
*Daily UW | Anticipated timeline for the U District Station construction and opening, including quote from Don Blakeney*
- [\*\*High-rise developments begin construction in the U-District\*\*](#)  
*Daily UW | New developments in the neighborhood, interview with UDP's Katy Ricchiuto*
- [\*\*Don Blakeney is new UDP Executive Director\*\*](#)  
*NW Asian Weekly | Announcement feature on Don Blakeney*

### **43rd Street Campaign**

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UDP continues to promote the 43rd Street Junction campaign and their punch card promotion. Two new videos (Mark Thai and Sweet Alchemy) from VIA Creative have been produced and will be shared out as part of the campaign and a general celebration of the resiliency of restaurants in the U District.

## **Events**

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All spring events – including the 2021 University District StreetFair and any specific promotional events around the UW Cherry Blossom Festival – will be canceled and UDP resources will be focused on promoting small businesses and preparing for the U District Station opening celebration to take place in Fall 2021.