



U DISTRICT BUSINESS  
IMPROVEMENT AREA

## RATEPAYER ADVISORY BOARD

### MEETING AGENDA

**Time: 4 p.m. – 5:30 p.m.**

**Date: October 14, 2021**

**ZOOM Virtual Meeting**

- |  |               |         |
|--|---------------|---------|
| 1. Welcome and Introductions             | Maureen/Aaron |         |
| 2. Public Comment                        | Public        |         |
| 3. Approval of June 2020 Meeting Minutes | Maureen/Aaron | Vote    |
| 4. Station Opening Festival Summary      | Katy/Don      | Discuss |
| 5. Ambassador Program                    | Marcus        | Discuss |
| 6. Acceptance of Financial Report        | Kate          | Vote    |
| 7. Upcoming Grant Opportunities          | Don           | Discuss |
| 8. UDP Reports                           |               | Discuss |
| • Urban Vitality                         | Katy          |         |
| • Economic Development                   | Daniel        |         |
| • Clean & Safe                           | Marcus        |         |
| • Marketing & Communication              | Polly         |         |
| 9. New Business                          |               |         |
| 10. Adjourn                              |               |         |



U DISTRICT BUSINESS  
IMPROVEMENT AREA

## **Ratepayer Advisory Board & Annual Ratepayers Meetings Minutes**

**June 24, 2021**

### **RAB Members Present**

Kate Barr, Maria Barrientos, Max Blume, David Cohan, Jeremy Eknoian, Maureen Ewing, Lora Gastineau, Chris Giles, Joe Gruber, Mary Kay Gugerty, Aaron Hoard, Lincoln Johnson, Waleed Khan, Andrew McMasters, Michael Polzin, and Polly Yorioka

### **UDP Staff**

Don Blakeney, Marcus Johnson, Phil Lloyd, Daniel Lopic, Katy Ricchiuto, and Polly Yokokawa

### **Guests**

Catherine Chamberlin, Sally Clark, Anson Lin, Rob Lubin, Miles Richardson, Don Schulze, Scott Soules, Josh Stabinfeldt, Susan Schulze, and Cara Vallier

### **RAB Members Not Present**

Nikole O'Bryan, Chris Peterson, Sandy Sun, and Hui Tian

### **Welcome/Introduction of New Members**

Maureen welcomed everyone and called both the Ratepayer Advisory Board meeting and the Ratepayers Annual Meeting.

### **Public Comment**

Maureen called for any public comment, but none of the attendees asked for time to speak at this meeting.

### **Approval of February 2021 Minutes**

A motion was made by Kate to approve the February 2021 minutes. Motion was seconded by Lora. The motion was approved unanimously.

### **Acceptance of May Finance Report**

Don, Kate and Phil reported on the draft May financial statements, which showed the BIA and UDP are exceeding their targets going into the close of the fiscal year—PPP funding helped backfill the loss in UDP income due to the cancellation of StreetFair in 2021. A motion to accept the May financial statements was made by Aaron and seconded by Maria. The motion was approved unanimously.

# UD BIA

U DISTRICT BUSINESS  
IMPROVEMENT AREA

## UDP Year in Review

Don reintroduced himself as the Executive Director of the U District Partnership. Don and the UDP team offered a review of the year. Don offered an overview of the challenges that dominated 2020 and 2021, which was largely tied to a lack of students and employees in the area and was compounded by safety and vandalism issues. The team also talked about the great momentum gaining steam going into the summer—a new BIA, a website for the District, new marketing manager, re-branding project for the U District, murals, flower baskets, lighting & banners and a new outdoor dining plaza on NE 43<sup>rd</sup>.

Daniel presented the work of the UDP economic development program that included:

Communicated grants, loans, and resources to businesses

- Communicated with 500+ businesses throughout 2020-21
- Provided technical assistance for 50+ businesses
- Secured \$250,000+ in funding for U District businesses

Outdoor Seating Assistance and Implementation

- Technical Assistance and one-on-one support to 10+ businesses
- 70+ food/bev businesses engaged in research study
- Launch of the 43rd St Outdoor Dining Plaza

Don presented the updates about UDP growing marketing program:

In-person events and virtual campaigns

- 375+ participants for Up Your Ave
- Game Day Deals reached 22,000+ consumers with 200+ site visits
- Holiday Gift Guide reached 16,000+ consumers with 340+ site visits

Development of UDistrictSeattle.com

- Leveraged \$25,000 in King County grant funds
- 275+ businesses enlisted
- Reached 160,000+ consumers with 5,500+ site visits

New Marketing Manager, Polly Yokokawa

Launched New Social Media Campaigns on Facebook and Instagram

New U District Branding and Communications Strategy

- Project Launched in May
- Implementation in Fall, 2021

Katy presented a review of the UDP's urban vitality program:

Public Infrastructure Project Tracking & Advocacy

- Interfaced with public officials for major infrastructure projects - light rail station, 43rd St. construction, RapidRide, Northlink bus restructure, Brooklyn bike lane, etc.
- Mitigated impacts of projects to small businesses and residents

# UD BIA

U DISTRICT BUSINESS  
IMPROVEMENT AREA

## Launched U District Mural Program

- Received \$30,000+ grant from the City to install 3 new murals in district
- Engaged U District arts community through Leadership Committee
- Started program to create more public art across district

## Private Development Tracking & Engagement

- Tracked development of nearly 20 major private development projects in U District (towers over 11 stories and up to 30 stories)
- Met with developers to provide district context and understand projects
- Regularly attended virtual design review board meetings
- Focus on creating benefit for U District public realm and businesses

## Public Realm Enhancements Prior to Light Rail Station Opening

- Tree lights
- New U District banners
- Catenary lighting

Marcus offered a review of UDP's clean, safe and outreach programs:

## New General Cleaning Area created with the passing of the 2020 BIA

- Launched in August 2020
- Cleans the public right-of-way outside every property 1x a month
- Included services: graffiti removal, litter pickup, biohazard removal, dumpster overflow cleanup
- City grant for enhanced cleaning in 2021

## New Clean/Safe Reporting System

- Beginning July 1st, we will be launching our new digital reporting system using Fulcrum.
- Usable with both a mobile phone app and via computer
- Geo-tracks work
- Produces before and after photos
- Easily submit work orders to our teams

## Partnership with REACH

- Tracking high-impact individuals
- Supporting encampments with housing resources
- Monthly neighborhood homeless census

## **Priorities for 2021-2021**

Don offered a summary of what's on the horizon for the U District economy with the development in the pipeline, the opening of the light rail station and the return to campus this fall. With this in mind, Don reviewed the near-term priorities for the year ahead:

- Preparing for U District Light Rail Station Opening 10/2/21
- Enhancing the public realm with physical improvements and cleaning

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



# UD BIA

U DISTRICT BUSINESS  
IMPROVEMENT AREA

- Addressing the needs of our homeless community
- Support U District business
- Retelling the story of the U District through branding/marketing
- Tracking and coordinating public/private development and access
- Advocating for neighborhood resources
- Re-launch U District events

## **Budget Planning**

Don reviewed the mechanics of the 2021-2022 budget planning:

- April-May - UDP Team (draft work plan)
- May - RAB Meeting (budget workshop)
- June 15 - UDP Meeting (UDP budget approval)
- Today - RAB/Annual Meeting (formal vote)
- July 1 - Fiscal Year 2022 Starts

Don also reviewed the projected UDBIA assessment for fiscal year 2022, which is \$1,273, 515. This is about \$50,000 more than fiscal year 2021, because of new benefit buildings coming online and an increase of the consumer price index (CPI).

Don offered an overview of the framing assumptions for the budget:

- UDP expects a \$50K increase in BIA assessment collections
- UDP expects to be fully staffed
- UDP plans to sustain the clean/safe program
- UDP estimates \$25K income from StreetFair
- UDP plans to continue to spend-down the 2020 BIA surplus
- UDP planning to seek fundraising/grants for additional placemaking

Next Don reviewed the proposed budget with an overview of UBIA spending in each category:

Cleaning, Safety & Outreach – \$520,980

- Clean team and equipment
- Safety ambassadors
- New issue tracking software
- Public realm maintenance
- Homeless outreach and youth employment program

Economic Development – \$168,747

- Small business technical assistance, one-on-one consultation
- Concentrated expansion of outdoor eating/drinking
- Business retention/expansion support
- Commercial tenant attraction
- Online marketplace and database for small businesses
- Business promotion campaigns

Marketing & Communications – \$172,665

# UD BIA

U DISTRICT BUSINESS  
IMPROVEMENT AREA

- Build-out UDistrictSeattle.com
- Launch U District branding and messaging campaign
- Shoot new U District photography and videography
- Social media promotion of neighborhood and businesses

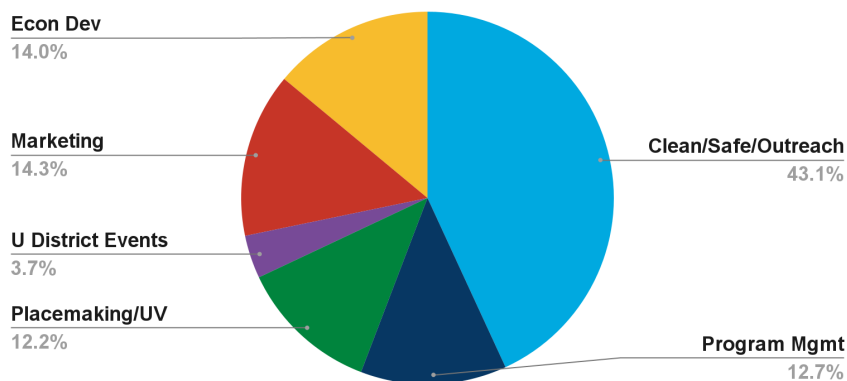
## Urban Vitality & Placemaking - \$147,281

- Summer/winter flower baskets
- U District banners and holiday decorations
- Public/private development and infrastructure tracking
- U District access and mobility tracking and advocacy
- Fundraising and coordination of additional beautification projects:
  - Murals and building wraps
  - Tree and catenary lighting
  - Public art and placemaking

## U District Events & Promotions - \$45,243

- U District Station Opening & Food Walk (October 2021)
- U District Cherry Blossom Festival (April 2022)
- U District StreetFair (May 2022)

## Total Proposed UDBIA Spending Plan: \$1.2 Million



RAB members expressed enthusiasm for the work plan, specifically for the roll-out of Fulcrum and the UDP's ability to track safety and cleaning issues and hot-spots going forward. The RAB thanked the UDP team for their hard work and accomplishments over the 2020-2021 work year. Maureen thanked the RAB members and guest volunteers for their service the community.

## Approval of Recommended 2021-2022 Budget & Work Plan

A motion was made by Mary Kay to approve the recommendation of the proposed 2021-2022 budget and work plan to the UDBIA ratepayers as presented at the June 2021 RAB meeting. Motion was seconded by Lincoln. The motion was approved unanimously.

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

# UD BIA

U DISTRICT BUSINESS  
IMPROVEMENT AREA

## **Approval of Recommended Program Manager for 2021-2022**

A motion was made by Maria to approve the recommendation of the continuance of the U District Partnership as the UDBIA program manager for 2021-2022 fiscal year. Motion was seconded by Mary Kay. The motion was approved unanimously. Maria noted that she appreciated the great work that the UDP does as the program manager.

## **BIA Meeting Dates for 2021-2022**

Aaron listed preliminary dates for UDBIA meetings for the year ahead. Other meetings may be planned, including a budget workshop in May.

- Thursday October 14<sup>th</sup>
- Thursday January 6<sup>th</sup>-27<sup>th</sup> (Kate suggested moving it later in the month)
- Thursday March 31<sup>st</sup>
- Thursday June 30<sup>th</sup>

## **Adjournment the Ratepayer Advisory Board Meeting**

A motion was made by Kate to adjourn the June 2021 UDBIA Ratepayer Advisory Board meeting. Motion was seconded by Mary Kay. The RAB voted unanimously to adjourn the RAB meeting. The RAB meeting ended and the Ratepayers Annual Meeting continued.

## **Ratepayers Approval of Recommended 2021-2022 Budget & Work Plan**

Maureen asked all ratepayers to approve the proposed 2021-2022 budget and work plan as recommended by the UDBIA Ratepayer Advisory Board at the June 2021 RAB meeting. The following ratepayers voted:

Maria Barrientos, Property Owner – Approved  
Max Blume, Bloom Company – Approved  
Catherine Chamberlain, Christ Episcopal Church – Abstain  
Maureen Ewing, U Heights Community Center – Approved  
Katie Fallon, Greystar/The M – Approved  
Lora Gastineau, Property Owner/Resident – Approved  
John Hix, Seattle Vineyard Church – Approved  
Aaron Hoard, University of Washington – Approved  
Anson Lin, Astora Construction – Approved  
Steve Locke, Property Owner – Approved  
Trevor Pedersen, UW Book Store – Approved  
Mike Polzin, American Campus Communities – Approved  
Miles Richardson, Seattle Audi/UW Volkswagon – Approved  
Don Schulze, UDPA – Approved  
Susan Schulze, Shulty's – Approved  
Scott Soules, Property Owner – Approved  
Josh Stabenfeldt, University Family Y – Approved



U DISTRICT BUSINESS  
IMPROVEMENT AREA

Polly Yorioka, University Presbyterian – Approved

### **Ratepayers Approval of UDP as Program Manager for 2021-2022**

Maureen asked all ratepayers to approve the U District Partnership as the program manager for 2021-2022 as recommended by the UDBIA Ratepayer Advisory Board at the June 2021 RAB meeting. The following ratepayers voted:

Maria Barrientos, Property Owner – Approved  
Max Blume, Bloom Company – Approved  
Catherine Chamberlain, Christ Episcopal Church – Approved  
Maureen Ewing, U Heights Community Center – Approved  
Katie Fallon, Greystar/The M – Approved  
Lora Gastineau, Property Owner/Resident – Approved  
John Hix, Seattle Vineyard Church – Approved  
Aaron Hoard, University of Washington – Approved  
Anson Lin, Astora Construction – Approved  
Steve Locke, Property Owner – Approved  
Trevor Pedersen, UW Book Store – Approved  
Mike Polzin, American Campus Communities – Approved  
Miles Richardson, Seattle Audi/UW Volkswagon – Approved  
Don Schulze, UDPA – Approved  
Susan Schulze, Shulty's – Approved  
Scott Soules, Property Owner – Approved  
Josh Stabenfeldt, University Family Y – Approved  
Polly Yorioka, University Presbyterian – Approved

### **Adjournment the Ratepayers Annual Meeting**

A motion was made by Lincoln to adjourn the 2021 UDBIA Ratepayers Annual Meeting. Motion was seconded by Maria Barrientos. The ratepayers voted unanimously to adjourn the meeting at 5:27 p.m..

# EVENT SUMMARY

## U DISTRICT STATION OPENING FESTIVAL & \$3 FOOD WALK

### OVERVIEW

Support, attendance, and participation all exceeded expectations for the U District Station Opening Festival & \$3 Food Walk on Saturday, October 2, 2021.

- **8 main stage performance groups**  
UW Taiko Kai, Roosevelt High School Jazz Band, Mak Fai Kung Fu Dragon & Lion Dance, UW Dance Team, Neon Brass Party, School Rock of Seattle & Lynnwood, and the Alex Dugdale FADE Quintet.
- **8 sponsors**  
Graduate Hotels joined us as the presenting sponsor and Xfinity as the Main Stage sponsor, with generous sponsorship support also provided by the University of Washington, KUOW, UW Medicine, American Campus Communities, Blume Company Real Estate, and Seattle Office of Economic Development. UDP raised \$52,000 in sponsorship dollars, with an additional \$10,000 in in-kind contributions from KUOW.
- **11 local leaders and elected officials commemorate the new station with a ribbon-cutting**  
Special thanks to Dow Constantine, Jenny Durkan, Teresa Mosqueda, Alex Pedersen, Girmay Zahilay, Ana Mari Cauce, Peter Rogoff, Frank Chopp, Nicole Macri, Don Blakeney, and Harry the Husky.
- **14 community partner and sponsor tents**  
Sponsors and community partners activated the station festival street on Brooklyn Ave N in front of the new U District Station, offering free swag, coordinating a kid's corner, and interfacing with attendees to showcase some of the best attributes of the neighborhood.
- **43 participating restaurants**  
Restaurants from around the neighborhood joined together to each offer two \$3 bites in honor of the station opening and as part of our 'welcome back' for the U District.
- **60+ volunteers**  
UDP Recruited volunteers from our community, board, and through Dawg Daze to help with set up, decorating the street, answering questions, conducting surveys, and cleaning up at the end of the night.
- **Nearly 1,400 food walk entry submissions**  
While tens of thousands of people participated in the Food Walk itself, 1,400 completed and submitted their food walk challenge entry form. The \$3 Food Walk challenge encouraged attendees to purchase from five businesses and collect a stamp at each one, and submit their stamped entry form for a chance to win a Grand Prize from Graduate Hotels.
- **40-50,000 estimated turnout**  
According to foot traffic data, the U District had a huge bump in visitors on the day of the festival. With the likelihood of neighborhood residents and UW students attending, we estimate anywhere between 40,000 - 50,000 people came out for the Station Opening Festival & \$3 Food Walk.



As the event lead, Katy Ricchiuto coordinated all event logistics and worked with various Seattle departments to obtain street closure and event permits, community partners for tabling on the festival street in front of the new station, Boldhat Productions for event support and Xfinity Main Stage management, and UW partners for volunteer recruitment.

## **FOOD WALK**

Daniel Lopic recruited 43 restaurants to participate in the \$3 Food Walk. Though there was a centralization of festival activity on the Ave, the food walk extended to participating restaurants in all corners of the neighborhood. Each restaurant served two \$3 bite options and were included in a printed take-out menu and on the event page on the [udistrictseattle.com](http://udistrictseattle.com) website.

While preparation did encourage restaurants to be ready for the possibility of thousands of attendees, the event garnered substantially more attention. Many restaurants were underprepared and sold out of their \$3 bites in a matter of hours, while others sold upward of 2,000 bites throughout the day.

### **Feedback and Post-Event Surveying**

Thus far, we've heard overwhelming appreciation and gratitude for facilitating an event which surpassed every restaurant's expectations. In the coming weeks, Daniel will be meeting with and surveying businesses to learn more about what worked well and what we can improve upon if we were to implement a similar event in the future. Polly will also be surveying the \$3 Food Walk challenge participants about their perspective on the event.

## **BEAUTIFICATION & CLEANING**

The Clean Team worked hard to get the U District ready to welcome thousands of people to our neighborhood during the event. Marcus Johnson worked with the team to identify a schedule and areas to pressure wash and clean in advance of the festival, in addition to removing graffiti tags, painting over unmaintained walls, and more. This was made possible, in part, from additional funds from the Clean Cities Initiative.

During the event, the Clean Team worked to continuously refresh garbage and recycling bins to keep up with the activity.

## **MARKETING**

### **Event Design**

UDP worked with the branding team at Pyramid to design the promotional materials for the U District Station Opening Festival and \$3 Food Walk in alignment with the new U District brand, including:

- Poster
- Food Walk Menu / Event Guide
- Social Media graphics

This event signaled the launch of the new U District brand that will be rolled out more visually in the months to come and in conjunction with the messaging strategy over the years ahead.

### **Promotion & Advertising**

Event promotion included a marketing mix poster distribution, digital and print advertising, radio, social media, email communications, and press release. Paid advertising included digital ads, inclusion in newsletters, a full-page print ad in the 9/25 UW Game Daily, print ad in the Seattle Times Weekend edition, and social media ads.

Our reach was extended through area partners, participating restaurants, and sponsors spreading their word through their channels - social media, email, and websites.

### Website Traffic

Audience was directed to the [dedicated event page](#) that shared the details and schedule for the day. Traffic to the site surpassed any previous monthly records with 18k visitors the seven days leading up to the event, which includes nearly 8k visitors the day of the event. The top referral sources came from the U District Partnership website, Seattle Times, Sound Transit sites, Facebook, UW, The Stranger, and KUOW.

### Earned Media / Press

We distributed the event press release to a widespread variety of news and entertainment outlets across Seattle, including a follow-up announcing the ribbon-cutting with the Mayor, KC Executive, City and County Councilmembers, and other local leaders and elected officials.

Highlights:



[KUOW/Seattle Now: The U District is back!](#)

[Seattle Times: Celebrate the University District light-rail station opening](#)

[Stranger: Here's what you should do around Seattle this weekend](#)

Additional articles and media coverage:

- KING 5 [TV]: U-District welcomes riders on new Link light rail stop  
<https://www.king5.com/article/traffic/traffic-news/u-district-welcomes-riders-on-new-link-light-rail-stop/281-d6c54832-6eae-4f65-9331-099daf5635e4>
- KOMO News [TV]: Three new Link light rail stations open Saturday (features U District ribbon-cutting)  
<https://komonews.com/news/local/three-new-link-light-rail-stations-open-saturday>
- Daily UW: 'We're building a future that we've been promised for a very long time': New U-District, Roosevelt, Northgate light rail stations open  
[https://www.dailyuw.com/news/governance/article\\_dea6c978-24d0-11ec-a946-b78af43cad24.html](https://www.dailyuw.com/news/governance/article_dea6c978-24d0-11ec-a946-b78af43cad24.html)
- Seattle Times: New U District light-rail station reorders how people move through the neighborhood  
<https://www.seattletimes.com/seattle-news/transportation/new-u-district-light-rail-station-reorders-how-people-move-through-the-neighborhood/>

- KUOW: Here's what light rail means to these North Seattle commuters  
<https://www.kuow.org/stories/here-s-what-light-rail-means-to-these-north-seattle-commuters>
- Seattle Met: What to Do in Seattle This Week - The U District Lightrail station opens, the pumpkin beer flows, and the chamber orchestra returns.  
<https://www.seattlemet.com/arts-and-culture/things-to-do-in-seattle-events>
- Capitol Hill Seattle: Celebrate three new light rail stops and 4.3 new miles of connection to Capitol Hill Station  
<https://www.capitolhillseattle.com/2021/09/celebrate-three-new-light-rail-stops-and-4-3-new-miles-of-connection-to-capitol-hill-station/>
- Parent Map: U District Light Rail Station Opening Festival and \$3 Food Walk  
<https://www.parentmap.com/calendar/u-district-light-rail-station-opening-festival-and-3-food-walk>
- Seattle Refined: The Weekend Report: What's Cookin' Oct. 1-3  
<https://seattlerefined.com/lifestyle/events-things-to-do-seattle-area-october-1-2-3>
- Seattle Times: Fast facts about light-rail expansion to U District, Roosevelt, Northgate  
<https://www.seattletimes.com/seattle-news/transportation/fast-facts-about-northgate-light-rail-before-it-opens-saturday/>
- Capitol Hill Seattle Blog: Celebrate three new light rail stops and 4.3 new miles of connection to Capitol Hill Station  
<https://www.capitolhillseattle.com/2021/09/celebrate-three-new-light-rail-stops-and-4-3-new-miles-of-connection-to-capitol-hill-station/>
- The Stranger: Slog AM: Seattle Loves a New Train  
<https://www.thestranger.com/slog/2021/10/04/61693687/slog-am-seattle-loves-a-new-train-theres-a-huge-oil-spill-in-california-and-russia-threatens-to-crack-down-on-furries>



# AMBASSADOR PROGRAM UPDATE

---

## CONTRACTOR SEARCH & UPDATE

At the end of July, we learned from Aries, the contractor for the Ambassador Program, that they were closing their company due to a loss of business and staffing over the last year of COVID-19. When they announced internally that they were closing, they had several employees quit and they were unable to continue staffing our site.

Within two business days of this notification, Marcus Johnson developed an RFP and began distributing to potential new contractors. Don and Marcus organized interviews and included Clean and Safe Co-Chairs Aaron Hoard and Don Schulze. After an initial interview of the two firms that responded to the RFP, we selected Cascadia Global Security, and they agreed. We have signed a contract with **Cascadia Global Security**, who is in the process of hiring for our site and hope to have the program up and running again in the next few weeks.

## EXPANSION OPPORTUNITY

The opening of the U District Light Rail station provides a unique opportunity to expand our Ambassador Program to include a Light Rail Station Ambassador. This position includes an Ambassador at the U District Light Rail Station and the surrounding area to ensure that the U District remains a warm and welcoming place for people getting on and off the train. The starting hours for this program will be 7am-pm, Monday-Friday. BIA underspend as well as outside partnership money will cover the cost of this new trial position.

2020-21 University District BIA

Budget Tracker -September 2021

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	170,820	38,604.22	132,215	22.6%	\$ 16,200.50	\$ 10,789.81	\$ 11,613.91	
Cleaning and Public Safety	580,857	140,145.69	440,711	24.1%	\$ 47,284.03	\$ 44,514.16	\$ 48,347.50	
Urban Vitality	164,209	104,891.44	59,317	63.9%	\$ 14,296.09	\$ 42,882.20	\$ 47,713.15	
Economic Development	190,542	43,802.10	146,740	23.0%	\$ 13,644.81	\$ 13,576.04	\$ 16,581.25	
Marketing	192,510	21,388.18	171,121	11.1%	\$ 3,624.78	\$ 7,287.29	\$ 10,476.11	
ST Opening	16,046	14,120.35	1,925	88.0%	-	\$ 1,091.37	\$ 13,028.98	
Cherry Blossom	15,378	27.52	15,350	0.2%	\$ -	\$ 13.76	\$ 13.76	
Street Fair	19,018	0.00	19,018	0.0%	\$ -	\$ -		
<b>Total Requested</b>	<b>1,349,378</b>	<b>362,979.50</b>	<b>986,398</b>	<b>26.9%</b>	<b>\$ 95,050.21</b>	<b>\$ 120,154.63</b>	<b>\$ 147,774.66</b>	<b>\$ -</b>

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



# UDP PROGRAM REPORTS

---

Thursday, October 14, 2021

## URBAN VITALITY

---

Katy Ricchiuto

### PRIVATE DEVELOPMENT

#### Rosie's Tiny House Village

The Tiny House Village at NE 45<sup>th</sup> and Roosevelt on Sound Transit's surplus property broke ground in August. At an open house ceremony on 9/28, Don Blakeney represented UDP along with leaders from LIHI, Sound Transit, the City of Seattle, and Councilmember Alex Pedersen in offering remarks welcoming the community to the U District. A number of tiny homes are now being erected on the site. The village is scheduled to open in mid-October.



#### Sound Transit Surplus Parcel Statement

Sound Transit has officially begun outreach to the broader community to seek input on priorities for the future use of their surplus parcel at 1000 NE 45<sup>th</sup> Street in the U District. This parcel represents a rare opportunity to create significant benefit for our neighborhood, including affordable housing and other community uses, as well as critical public realm enhancements to accommodate the increased pedestrians we will soon see from our growth. The website the Urbanist has written a piece with additional information about the parcel [here](#). The U District Partnership sent a letter and position statement to Sound Transit. The letter and statement were initially developed by the UDP Urban Vitality Committee and was further shaped by the UDP Board of Directors. The statement can be found [here](#).

#### Demolitions

- Demolition of the **Key Bank building** at NE 45<sup>th</sup> and Brooklyn Ave continues. Barrientos Ryan, the developer, worked with an artist who was an original semifinalist for the U District mural program to design a banner that will be hung on the construction fencing once demolition is finished.
- **The University Temple United Methodist Church** was fully demolished over the summer and plans are underway to develop a private student housing on the corner of NE 43<sup>rd</sup> and 15<sup>th</sup> Ave NE.

#### New Development Projects

A number of new projects have started the process of getting design approval to be built in the neighborhood. Here's a few major projects planned for the U District:

- **700 45TH ST – VICTORY AT THE U STUDENT RESIDENCES:** A 23-story, 110-unit apartment building with office. Parking for 15 vehicles is proposed. UDP has already met with Champion, the developer of the property, about their design.
- **4522 ROOSEVELT WAY NE – OneX Towers:** A 24-story, 336-unit apartment building with retail, a 22-story office building, and three retail buildings. Parking for 222 vehicles is proposed. The UDP will

meet with Onelin, the developer of the property, before its early design guidance meeting at the end of July.

- *1013 45TH ST*: A 25-story, 420-unit apartment building with retail and office. Parking for 30 vehicles is proposed. UDP has met with Onelin, the developer of the property, and the architect to discuss the early project design.
- *4236 BROOKLYN AVE NE*: The U District Parking Association selected developer Touchstone to design a 14-story hotel with one level of underground parking for a development site on Brooklyn between NE 42nd and 43rd streets. The site is currently a paved lot in remediation.
- *1107 NE 45TH ST*: The University District building on the south side of NE 45<sup>th</sup> St at 11<sup>th</sup> Ave NE will be replaced by a 28-story apartment tower. The developer a 28-story apartment tower

## **MOBILITY AND TRANSPORTATION**

### **U District Station Opens!**

After a decade of planning, anticipation, construction and disruption, Sound Transit opened the U District Station on 10/2. More on the U District Opening Festival can be found in a different section of this report. The station entrances can be found at the intersection of NE 43<sup>rd</sup> Street and Brooklyn Ave NE, with the north entrance just behind the Neptune on Brooklyn Ave NE.

### **NE 43rd Improvement Project**

The projects along the corridor of NE 43<sup>rd</sup> are nearly complete. SDOT's work is fully complete—they have fully reconstructed the street for westbound vehicular and bus traffic, with a protected bike lane, wider sidewalks, and new plantings. To take advantage of the new sidewalk space, UDP lined the corridor with blue picnic tables as a part of a push to enhance outdoor dining options in advance of the return of students and employees to campus. The last component to be completed is King County Metro's installation of the overhead wire system for electric buses, which they've indicated will be done in November. In the meantime, NE 43<sup>rd</sup> remains closed to vehicles, between the Ave and the alley next to Ugly Mug Café.

### **Route 44 Paving and Striping on 15th and 45th**

To accommodate improvement for the Route 44 bus that runs through the district to Ballard, SDOT has begun repaving and "rechannelizing" (changing the layout of lanes on a road) NE 45<sup>th</sup> and 15<sup>th</sup> Ave NE through the U District. This work is scheduled to be completed in October or November.

### **Seamless Seattle Maps**

As a part of the Route 44 project, the City of Seattle is installing new wayfinding signage along NE 45<sup>th</sup> St. and 15<sup>th</sup> Ave NE. The project is the second phase of a citywide pilot called Seamless Seattle, which was launched downtown. UDP's Urban Vitality program is working with the City program manager and the Urban Vitality Committee to identify important built environment assets that should be included in the map. We are coordinating with the City on the placement of the maps, as part of a broader conversation about signage clutter on our sidewalks.

## PUBLIC REALM

### U District Mural Projects

- On Saturday, July 17, UDP worked with local artists and Urban Artworks to install and complete a total of three murals in the U District. One mural of a giant bat was installed at the **Jack Straw building**. Another was installed on **Scott Soules' building** at Sweet Alchemy. The third was installed just off the Ave on the **bb.q Chicken building**. Community members helped paint parts of the murals at part of a community paint day. The murals were funded by a Neighborhood Matching Fund grant that the UDP applied for and won.
- UDP helped secure a location for a new **mural on the Graduate Hotel**. The mural was fully-funded and by New York based artist Amanda Phingbodhipakkiya and her project, [Findings](#). Findings is a public art series celebrating women and science, and murals have been installed throughout the US. The mural on the Graduate is located on the west facing wall on NE 45<sup>th</sup> St.



- Katy helped secure a location for a temporary mural to be painted on **Christ Church** on NE 47<sup>th</sup> St. The mural is a partnership between UW, Facebook (funder) and Amplifier, a local mural organization. The mural will promote wellness and vaccinations and will be installed on September 24<sup>th</sup> with a corresponding vaccination event hosted by UW.
- Lastly, in anticipation of the U District Station opening, the UDP commissioned a mural to celebrate the district directly adjacent to the station entrance on the side of the Flowers building. Amanda

### District Lighting Efforts

UDP installed tree lights on the Ave between NE 41<sup>st</sup> and NE 45<sup>th</sup> Streets as part of a major lighting effort in advance of the U District Station opening. The first phase of the lights are now fully installed and will be illuminated from dusk to dawn, year round with the objective of creating a well-lit, warm, and welcoming environment in the evening and at night. We hope to expand the tree lighting program to the northern part of the Ave and other parts of the district as we secure more funding.



### U District Post Office Study

Katy and UDP Urban Vitality Committee Chair Stephen Antupit are working with UW Architecture Professor Kathryn Rogers Merlino on a study of the U District Post Office. Professor Rogers is holding a fall seminar and winter studio course in which students will study and design a potential adaptive reuse of the building.



Students will look at the building's historical context, location in the neighborhood, the surrounding intersection and buildings, and community needs. The final product will be a report and creative reimagining of the use of the building, which will be submitted to UDP at the end of winter quarter.

## ECONOMIC DEVELOPMENT

*Daniel Lolic*

### Committee Meeting

The Economic Development Committee met on July 26<sup>th</sup> and reviewed upcoming changes in the U District, the 2021-22 work plan, and discussed (1) strategies to better promote retail, lodging, and other sectors (2) preparing businesses for the light rail station opening, and (3) types of businesses to fill new ground floor commercial space coming to the U District.

### Outdoor Dining – Year in Review

As the pandemic extended on in late 2020/early 2021 the UDP launched a small business study to understand the desire and needs of businesses in relation to outdoor seating. Through that study, we learned that 18 businesses already had outdoor dining. We had engaged 76 businesses and discovered that 29 of those businesses had not implemented outdoor seating, but were interested in doing so.

The conclusion of that study led to an increased emphasis on technical assistance and the launch of the 43<sup>rd</sup> Street Outdoor Dining Plaza. This was a combination of new, private outdoor dining locations and a public plaza that could support several businesses who offer take-out in the general area.

Following the launch of the plaza, the UDP team concurrently collaborated with the Outdoors on the Ave group to launch the 42<sup>nd</sup> - 43<sup>rd</sup> University Way outdoor dining area – working with Outdoors on the Ave to conduct outreach to local businesses to better understand their perspective and to help devise ways to address their preferences and concerns.

With continued desires to implement outdoor seating in the community, UDP recently implemented additional public outdoor seating on Brooklyn Ave, adjacent to the new light rail station. We've also launched the U District Outdoor Dining Guide for local restaurants which provides information about various permit types, best practices to prevent graffiti or damage, places to source outdoor seating furniture, and captivating photos to inspire higher-end outdoor seating infrastructure in the neighborhood. The purpose of this guide is to further support businesses that have already implemented outdoor seating and to provide yet another tool for businesses interested in doing so.



### ***Since the start of our outdoor dining support:***

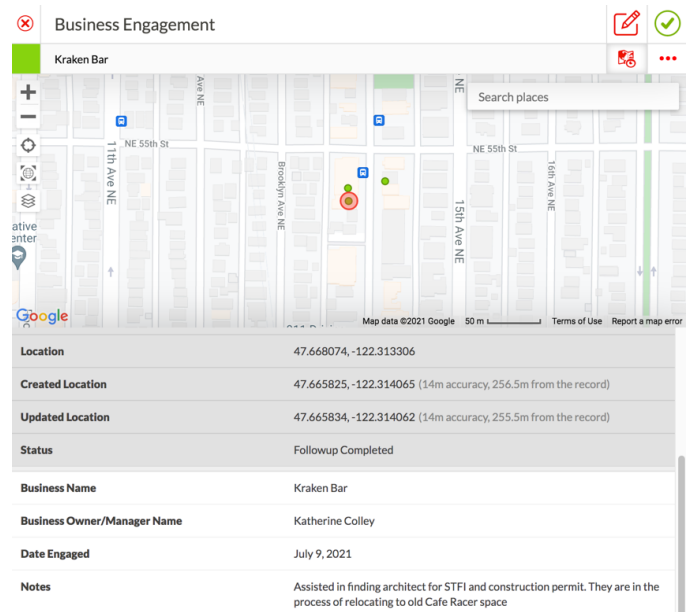
- 17 businesses have implemented new public right-of-way outdoor dining with the technical assistance provided by UDP staff.
- 30 picnic tables with umbrellas have been placed throughout the community, providing a cohesive and attractive outdoor dining destination in the U District.

- 14 businesses have received support with outdoor dining infrastructure (purchase and/or coordination of tables, chairs, umbrellas)

### Tracking Business Engagement

As UDP staff continue to integrate a variety of projects into the new online tracking software (Fulcrum), Daniel also uses this system to track the business engagement he conducts every month.

As shown on the right, this platform geographically highlights the businesses that were engaged, and allows Daniel to take notes and save the variety of assistance he has offered (or still needs to offer) to a specific business. It also allows Daniel to communicate the business support he provides to community stakeholders in a more effective way. Most importantly, it allows Daniel to organize his on-the-ground business assistance - understanding their current needs, whether they need follow-up assistance, and the last topic that was discussed with a particular business owner.



### Additional PPE Distribution

With the rise of the delta variant and return of mask mandates, UDP staff are collaborating with Seattle's Office of the Mayor to source and distribute masks to businesses throughout the community. As students return in the coming weeks and businesses prepare to serve customers, the UDP is committed to assisting businesses with the resources they need to operate safely.

### 3-MONTH LOOKAHEAD

#### ***Event & Activation Surveys***

As a follow-up to the various activations this summer, the UDP will be interviewing small businesses to gauge what worked and what could be improved upon with respect to outdoor dining, the 43rd Street Plaza and the Outdoors on the Ave summer activation. UDP also plans to survey small businesses this fall about their perspectives on the University StreetFair as UDP looks to bring it back in May of 2022.

#### ***Business Retention & Expansion***

The UDP is preparing to implement a business retention and expansion study to discover businesses at risk of displacement and uncover those primed for expansion. The study will focus on the food/bev and retail sectors and inform future work plans to develop strategies which support these sectors.

#### ***Economic Development Committee***

The Economic Development Committee welcomed five new members in the last meeting and expects to welcome two more during the upcoming meeting in late October. The goal of this committee is to leverage the knowledge and connections of community stakeholders to advance economic development programming. The October meeting will tentatively focus on the Light Rail Opening Event and Business Retention & Expansion efforts.



### ***Business Support & Technical Assistance***

The UDP will continue to provide resources, support mechanisms, and technical assistance to businesses as students return and the customer base of our community increases. We anticipate needs will include more PPE equipment, outdoor seating permits, and more assistance with the employee retention tax credit.

## **CLEAN & SAFE**

---

*Marcus Johnson*

### **Committee Update**

Every summer our Clean and Safe Committee goes on a summer hiatus in the months of July and August, so we had no meetings those two months. The Clean and Safe Committee returned on September 9<sup>th</sup>. At this meeting, we heard from the North Precinct Operations Lieutenant, Joe Osborne who let the committee know about crime statistics in our neighborhood as well as staffing issues that SPD is facing. Marcus also discussed where UDP is with the Ambassador Program, the Light Rail Station Opening Festival, reviewed Fulcrum data, and discussed strategies for recruiting more people to the committee.

### **Outreach Update**

**Monthly Homeless Census:** In recent months, the population of people experiencing homelessness in the U District has been roughly 75 people. We currently have approximately 17 people sleeping in the U District in store fronts, 11 of which are on University Way. We have approximately 35 tents in and directly adjacent to the University District. There is a population of homeless that was in the University District previously that are living at Gas Works Park. Gas Works Park is about to be swept by the city. We will track if they come back here and will begin figuring out individual solutions to help those people right away.

**High-Impact Individual Tracking:** Together with David, we track our highest impact unhoused individuals. These individuals could have mental health, chronic substance abuse disorders, or persistent criminal behavior that cause them to have a significant impact on our neighborhood. By tracking who these individuals are, what their behaviors are, and what social services they are connected with, it allows us to monitor and advocate for the support they need to mitigate their impact.

**High-Impact Individual on 43<sup>rd</sup> and University:** An example of why it is so important to track high-impact individuals is highlighted by a high impact individual we have been working with for over three years, most recently at 43<sup>rd</sup> and University. This person moved into housing, after incessant advocacy for this person to get help. Big thank you to David and other social service workers who made this possible for this person. It has now been over a month, and that person is still in housing.

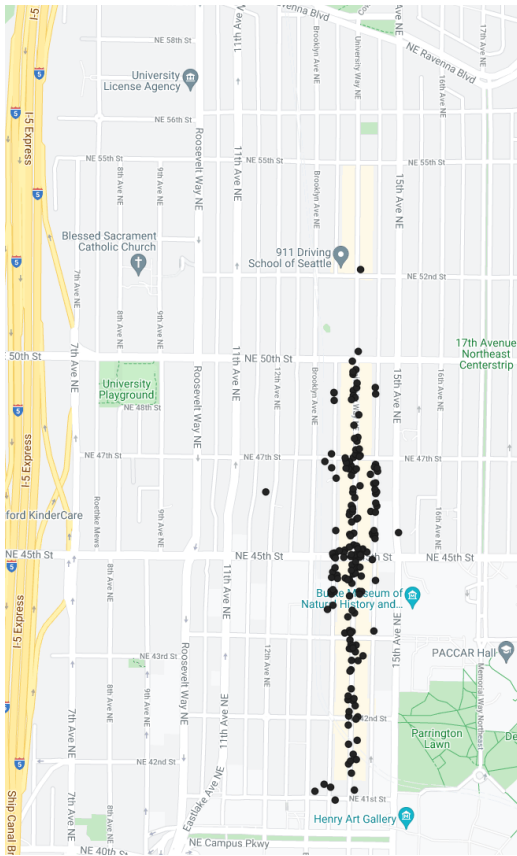
**University Playground:** University Playground was cleared over the summer. All but one long term resident of the park was moved into shelter, or they went on their own way. Social service providers are working to move the long-term resident into a tiny home near the park where they could continue to visit there.

### **Fulcrum Update**

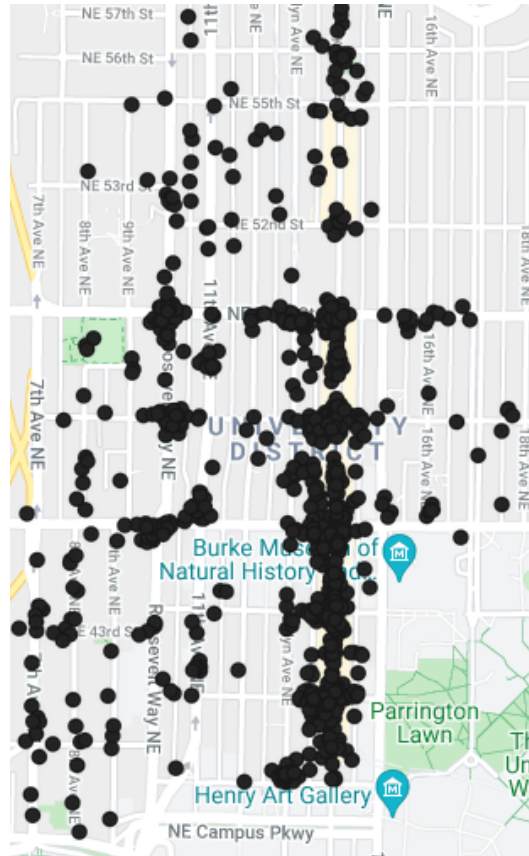
The UDP launched a new digital reporting system, Fulcrum, on July 1st. Before Fulcrum, we utilized paper reports and month totals to track our data. Fulcrum allows us to geo-tag our work, allowing us to easily submit work orders to our teams and track when they are finished. The program has the ability to track before- and after-photos and other benefits that streamline tracking data to better understand issues. This platform is also used by the Downtown Seattle Association/Metropolitan Improvement District in their cleaning areas. Thankfully, they have built out this model to support their work over the past three years and shared their best practices and app design with us, even sending their staff member in charge of Fulcrum to get us set up. In addition to our Clean Team, when the Ambassador Team is back up and running, they too will be using this program.

## SEPTEMBER FULCRUM DATA

Graffiti removal: 429

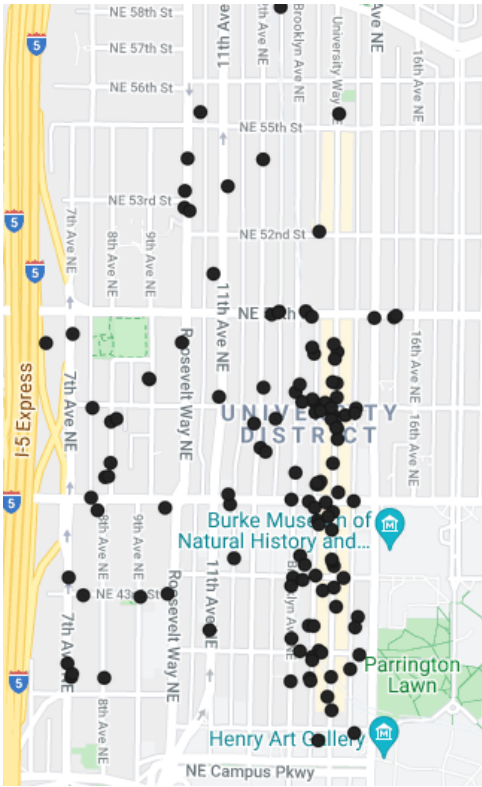


Bags of Garbage: 1574 buckets, 278 bags



Biohazards: 230

Illegal Dumping/ Bulky Items: 43



## MARKETING & COMMUNICATIONS

*Pollyanna Yokokawa*

### U District Branding Project Launch

As part of the 2020 renewal, UDP embarked on a branding project for the U District neighborhood. The RFP was distributed in January and Pyramid Communications was contracted to complete the branding project. Over the past



seven months, Pyramid has conducted research to understand authentic perspectives within and about the neighborhood as they developed a visual brand, tagline and messaging strategy with UDP staff and the branding Task Force.

An assortment of color combinations and a contemporary logo (seen left) have been selected alongside a design-matched tagline for U District: *Always something new around the corner.*

This core messaging speaks to the explorability of the neighborhood; *Whether you've lived your whole life here, visit after work with friends, drop in on weekends or on vacation, or are coming from abroad for the first time—there is always more to do, see, taste, and hear in the U District.*

The logo itself illustrates a corner angle, with the word 'district' giving a sense of motion. The primary brand colors will be the green and beige combination, indirectly evoking an intellectual, calm, and collegiate vibe, and leaning into the already present colors of the neighborhood that can be highlighted with the other combinations.

As part of the initial goal, the launch of the new brand coincided with the UDP event for the U District Station opening.

In the event imagery, note the bespoke U District wallpaper with custom illustrations of notable neighborhood elements, landmarks, and a nod to the global array of cuisines available.

Messaging recommendations from the Pyramid team will inform communications going forward to authentically share the heart of what makes the U District so unique and special as it prepares to embrace future additions to the neighborhood.

Immediate brand launch actions will include a 'reskin' of the [udistrictseattle.com](http://udistrictseattle.com) website and ongoing design for banners, ads, and more. Included in the launch recommendation is the concept of integrating the UDP brand more seamlessly in both visual and messaging. We are continuing to review integration language and some recommended logo updates.

### **Website Updates**

Aside from the reskin of the [udistrictseattle](http://udistrictseattle.com) (UDS) website, some website updates are close behind. Blog additions to the UDS and [udistrictpartnership.org](http://udistrictpartnership.org) (UDP) websites will be launched, a remap of the UDP website is on-track for implementation, and continuing a strategy around keeping the UDS website up-to-date with business content while recruiting businesses to set up their pages.

### **Email Communications**

With the brand launch, Polly is assessing design updates for email communications. Our current open rate over the summer averaged ~31% with a CTR of 4.34%. Recent emails about the U District Station Opening Festival were above average on both data points.

