



BOARD MEETING AGENDA

11:30 a.m.–1:00 p.m.

October 19, 2021

ZOOM Virtual Meeting

I.	Welcome and Introductions	Lois	11:30 a.m.
II.	Public Comment	Public	11:35 a.m.
III.	Approval of September 2021 Meeting Minutes	Lois	11:40 a.m. (Vote)
IV.	Finance Committee Report <ul style="list-style-type: none">• Acceptance of September Close• Grant Opportunities	Sally	11:45 a.m. (Vote)
V.	Governance Committee Update	Miles	11:55 a.m.
VI.	Station Opening Festival & \$3 Food Walk	Don/Polly	12:05 p.m.
VII.	City Council Budget Letter	Don	12:30
VIII.	Program Reports <ul style="list-style-type: none">• Marketing & Communications• Urban Vitality• Clean & Safe<ul style="list-style-type: none">○ Ambassador Program Update• Economic Development	Polly Don Marcus Daniel	12:40 p.m.
IX.	New Business	Lois	12:55 p.m.
X.	Adjourn	Lois	1:00 p.m.



Board Meeting Minutes

Time: 11:30 AM – 1:00 PM

Date: September 21, 2021

Location: Zoom Meeting

IN ATTENDANCE:

UDP Board Members

Lois Ko, Sweet Alchemy - Co-Chair

Rob Lubin, UW Housing & Food - Co-Chair

Stephen Antupit, Resident - Secretary

Sally Clark, UW External Affairs - Treasurer

John Hix, Seattle Vinyard Church

Moe Khan, Cedars - Chair, Econ Dev

Santhi Perumal, UW College of Ed

Trevor Peterson, UW Bookstore

Miles Richardson, Audi Seattle - Chair, Governance

Alfred Shiga, Shiga's

Josh Stabenfeldt, University Family Y

UDP Staff

Don Blakeney, Executive Director; Marcus Johnson, Clean/Safe; Phil Lloyd, Financial Manager; Daniel Lopic, Economic Development Manager; Katy Ricchiuto, Urban Vitality Manager; Polly Yokokawa, Marketing & Communications Manager

Guests*

Anna Sorokina

**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

Group noted that Anna Sorokina is joining as a prospective board member.

Public Comment

There was no public comment.

Approval of August 2021 Meeting Minutes

Motion: Sally moved to approve the August 2021 meeting minutes.

Second: Miles seconded the motion.

The motion was approved by all, with two abstentions from Alfred and Rob who were not in the August meeting.

Finance

Sally reported on behalf of the Finance Committee. We are headed into the end of the fiscal quarter. We have had a small savings on staff, due to Polly being on maternity leave, and a slow ramp-up for our now full-time beautification staff member, Justin. Money from Clean Cities

Initiative will back-fill our up front spending. UDP paid for tree lighting on the Ave, up front, but will receive city grant dollars to cover the lion's share of that cost later this fall..

Motion: August 2021 financials were moved by the Finance Committee.

Second: No second needed, as the financials were moved by the Finance Committee.

Motion was approved unanimously, with the exception of Anson who abstained after arriving a little late to the meeting.

UW Return to Campus Update

Academic year starts on September 29th, and will be back on-campus, in-person with a vaccine and masking mandate. All students arriving to campus will take a quick test upon arrival on campus, and may take a second test later in the fall. There will some accommodations for people with health or religious objections. There is great enthusiasm for being back on campus, and there are many families in the area this week—dorms are filled and there are more dorm rooms online than in any point in history. UDP has participated in a planning committee looking at what the welcome-back-to-community will look like. Sally Clark and Paul Rucker were co-chairing this work. There are a variety of activities planned to welcome student, which are coordinated on a centralized website, calendar and campaign under the theme “The Pack is Back”. Events and programming offer a wide variety of offerings from major sporting events to contemplative activities. UDP is hosting the U District Station Opening Festival as a component of these welcome back activities.

U District Station Opening Festival & \$3 Food Walk

Rob kicked off a discussion and update about the October 2nd Station Opening Festival & \$3 Food Walk with a call for board members to volunteer in the welcome booth. Don talked about the many partners that have come together to make this celebration possible: UW, UHeights, and YMCA. UDP has raised over \$50,000 in sponsorship for the event. Don also called out the participating Board members including Lois and Moe who will be hosting \$3 bites during the event. Don also talked about the ribbon cutting ceremony which is gaining elected participants. Polly talked about the design of the food walk menu, t-shirts and event decorations. She also talked about earned media and promotional strategies, including the UDP email blast and some work with KUOW, Stranger, the Daily and the Seattle Times. Polly shared the social media and coms kit for businesses and supporters to communicate out about the event. Polly also touched on the U District branding roll-out. Katy mentioned some of the entertainment acts planned for the event.

Program Updates

Katy offered an update on the tree lights that are going in this month on the Ave from NE 45th to NE 41st. She also talked about the recent mural installations, the opening of the tiny house village and a partnership with UW students to look at a possible alternative future use of the post office.

Marcus spoke about some of the progress UDP is making this month, leaning-in on some of the chronic cleaning issues in advance of the light rail opening. UDP has also taken over the umbrella management to ensure they are out there from 8:30 am to 9pm. Marcus also showed our new Fulcrum app and how it tracks our work orders and accomplishments, all geo-tagged in a map and spreadsheet. This allows us to be much more transparent with stakeholders who want to see what we are doing for them. Lastly he offered an update on our safety contract which will go into effect in mid-October.

Daniel talked about his recruitment to the UDP Economic Development Committee—UDP had five new members join this committee in July. UDP added tables on Brooklyn Ave NE, to

accommodate the return of employees to the UW tower and transit riders. Daniel is using Fulcrum as well to track commercial space vacancy.

Governance

Miles reminded board members to sign the participation agreement, which will arrive to everyone's inbox with a link to a DocuSign portal. He then introduced Anna Sorokina as a prospective board member. Anna talked about her history in the district and the growth of Washington State Employees Credit Union, where she is a branch manager. She spoke about their work and focus on faculty, employees and students. She also talked about their commitment to the community. Anna was born in Russia and was a chemist by training. She also has two children, one at UW Bothell. The Board temporarily went into executive session temporarily for discussion and returned for an official vote.

Motion: The Governance Committee moved to elect Anna Sorokina to the U District Partnership Board of Directors.

Second: No second needed, as the motion came from the Governance Committee.

Motion was approved unanimously to elect Anna Sorokina to the Board.

There was no new business, so the meeting adjourned at 12:49 p.m.

UDP Finance Narrative

Finance Committee Meeting 10/8/21

As we head into the second quarter, things have taken off and some of our assumptions will need to be updated mid-year to reflect new income realities. We have secured a \$100,000 grant that will contract this month and cover investments in beautification including over half of the recent investment in tree lighting on the Ave. Our paused safety contract also offers a little windfall we will need to redirect in the months ahead.

Annual Audit

We are reaching out to an audit firm to perform the annual audit in the months ahead.

Budget Report Notes

Bullet points are on the budget report:

- (1) *Mural Program and SPU Grant*: Income and expenses were not budgeted, but were offset. There is also some unbilled SPU grant money.
- (2) *Staff Savings*: Most of the savings from Polly's maternity leave are going to be offset by the end-of-year salary adjustments for staff.
- (3) *Enhanced Cleaning*: Extra cleaning expense will be covered by extended SPU grant funding.
- (4) *Ambassador Program Savings*: The ambassador program was paused in the beginning of August. New contract in place and service will resume in October—expecting a \$15,000 savings between service gap and start-up costs for new contract.
- (5) *Tree Lights*: Tree lights were installed last month and look great. The BIA fronted the investment, but will be reimbursed in-part by a city grant. Instead of moving money from the 21-22 budget to cover the BIA portion, we used the underspend from FY 21 to pay for this as discussed in August. This is being tracked in Placemakeing.

The Station Opening Festival brought in \$52,000 of new sponsorship, in addition to the BIA's investment. We will need the next couple of weeks to fully close-out the event, but are looking good. Everything else should be minor and/or timing differences.

Balance Sheet Report

Looking at the balance sheet, you'll notice that cash is almost on par with last year. Again, AR and AP are both higher because of the tree lighting bill. As we did in June, we dipped into the reserves to manage the cash-flow, but all of the dollars are accounted for with BIA/incoming funds.

BIA Tracker

The spending of BIA funds seems to be on track. Marketing and event spending will continue to accelerate in months ahead as we launch more events and continue to invest in the brand roll-out.

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%	\$ -	\$ -		
Total Requested	1,349,378	362,979.50	986,398	26.9%	\$ 95,050.21	\$ 120,154.63	\$ 147,774.66	\$ -

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

The U District Partnership Budget Report September 2021

	Sep 21	Budget	\$ Over Budget	Jul - Sep 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
43400 · Direct (Grants) Public Support	0.00	5,000.00	-5,000.00	0.00	5,000.00	-5,000.00	10,000.00
44500 · Government Grants and Contracts	150,774.66	96,633.24	54,141.42	396,023.62	308,858.26	87,165.36	1,471,377.65
47000 · Earned Income	40,200.00	0.00	40,200.00	40,200.00	0.00	40,200.00	240,000.00
46400 · Interest and Other	0.00			35.81			
Total Income	190,974.66	101,633.24	89,341.42	436,259.43	313,858.26	122,401.17	1,721,377.65
Gross Profit							
Expense							
60000 · Staffing	54,731.42	53,683.23	1,048.19	146,025.62	161,008.51	-14,982.89	664,011.40
61000 · Professional & Contract Expense	2,450.00	2,491.67	-41.67	7,350.00	7,474.97	-124.97	43,900.00
62000 · Office and Overhead	7,821.03	7,267.01	554.02	23,483.53	24,800.75	-1,307.22	106,820.24
70000 · Direct Program Expenses	85,235.08	48,200.33	37,034.75	222,704.35	133,001.03	89,703.32	895,854.00
Total Expense	150,237.53	111,642.24	38,595.29	399,573.50	326,285.26	73,288.24	1,710,585.64
Net Ordinary Income	40,737.13	-10,009.00	50,746.13	36,685.93	-12,427.00	49,112.93	10,792.01
Net Income	40,737.13	-10,009.00	50,746.13	36,685.93	-12,427.00	49,112.93	10,792.01

The U District Partnership
Balance Sheet Prev Year Comparison
 As of September 30, 2021

	Sep 30, 21	Sep 30, 20	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
10100 · Operating Bank Accounts			
10110 · WSECU Checking	28,410.53	9,505.64	18,904.89
10103 · UDP WF Checking 0122	33,470.09	62,718.09	-29,248.00
10111 · WSECU Savings	160,102.45	160,627.82	-525.37
Total 10100 · Operating Bank Accounts	221,983.07	232,851.55	-10,868.48
Total Checking/Savings	221,983.07	232,851.55	-10,868.48
Accounts Receivable	159,168.58	106,477.85	52,690.73
Other Current Assets	2,120.00	1,954.15	165.85
Total Current Assets	383,271.65	341,283.55	41,988.10
Fixed Assets	1,620.92	3,566.02	-1,945.10
Other Assets	3,235.87	3,235.87	0.00
TOTAL ASSETS	388,128.44	348,085.44	40,043.00
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	73,630.52	22,689.16	50,941.36
Credit Cards	2,949.66	565.87	2,383.79
Other Current Liabilities	102,586.51	107,424.66	-4,838.15
Total Current Liabilities	179,166.69	130,679.69	48,487.00
Total Liabilities	179,166.69	130,679.69	48,487.00
Equity			
32000 · Unrestricted Net Assets	172,275.82	215,769.51	-43,493.69
Net Income	36,685.93	1,636.24	35,049.69
Total Equity	208,961.75	217,405.75	-8,444.00
TOTAL LIABILITIES & EQUITY	388,128.44	348,085.44	40,043.00

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 Mosquedo, 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 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
- 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>

UDP PROGRAM REPORTS

Tuesday, October 19, 2021

URBAN VITALITY

Katy Ricchiuto

PRIVATE DEVELOPMENT

Rosie's Tiny House Village

The Tiny House Village at NE 45th 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 45th 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 45th 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 43rd and 15th 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 45th St at 11th 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 43rd 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 43rd 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 43rd 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 "rechannelling" (changing the layout of lanes on a road) NE 45th and 15th 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 45th St. and 15th 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 45th St.



- Katy helped secure a location for a temporary mural to be painted on **Christ Church** on NE 47th 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 24th 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 41st and NE 45th 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 Lokic

Committee Meeting

The Economic Development Committee will be meeting in early November to discuss the light rail station opening festival, business retention, expansion, and recruitment.

U District Light Rail Fest & \$3 Food Walk

Over 40 restaurants participated in the October 2nd light rail opening festival and \$3 food walk. Thus far, we've heard overwhelming appreciation and gratitude for facilitating an event which surpassed every restaurant's expectation. While underprepared restaurants sold out of their \$3 bites in a matter of hours, others sold upward of 2,000 bites throughout the day (that's almost \$6,000 of revenue in less than 10 hours!). The UDP is now in the process of surveying each business to learn more about what worked well and what we can improve upon if we were to implement a similar event in the future.



Summer Activation Survey

This year, the UDP collaborated with community groups and businesses to implement three major projects that activated the public realm. These include:

Restaurant Implemented Outdoor Seating - permitted by the Seattle Department of Transportation as a free program in response to Covid-19 which allows restaurants the opportunity to safely serve more customers outdoors during the pandemic. There were several different types of permits, allowing various configurations that use sidewalk and parking spaces. The UDP provides information, an outdoor seating guide, and technical assistance to support businesses interested in these permits.

The 43rd Street Outdoor Dining Plaza - a pilot project implemented jointly by eight businesses and the U District Partnership during the Spring of 2021 which utilized sidewalk furniture zones for outdoor seating to visually enhance the public realm and provide outdoor dining options for consumers. The UDP facilitated and managed this project with the purpose of creating a cohesive outdoor dining environment outside of the light rail station, open to all, that supported adjacent businesses with more seating options, and attracted more customers to 43rd/University Way.

Outdoors On The Ave - a pilot project implemented by the U District Advocates, a group of community volunteers. Between July-October 2021, the northbound travel and parking lanes of University Way NE (a.k.a. "The Ave") between 42nd and 43rd were repurposed for outdoor activities to enhance space for programming, shopping, and outdoor dining. The purpose of this pilot was to help local small businesses recover from the pandemic, create more space for pedestrians, and attract customers to the U District during the summer. Throughout the summer the space enjoyed periodic programming, concerts and game

nights. The UDP collaborated with the U District Advocates to communicate the needs of businesses, and donated tables and paint.

In the coming weeks, UDP staff will be surveying businesses to better understand how activations in the public realm can be most successful, help businesses attract more customers, and address any negative or unintended consequences. This feedback is critical in order for the UDP to understand what worked well, what can be improved, and how we can better plan for successful outdoor programming in the future.

Economic Development Support

The UDP is in the process of securing OED grant funds to hire a temporary employee which will engage with businesses and further support those that are at risk of displacement. This position will help further the economic development goals of the U District by focusing on three major projects. These include:

UDistrictSeattle.com

Online digital marketplace which increases consumer traffic to neighborhood businesses.

- Engage with business owners/operators to inform them of the benefits and features of UDistrictSeattle.com.
- Increase participation by creating business profiles for targeted U District businesses.
- Respond to questions and provide technical assistance for businesses new to UDistrictSeattle.com.

Commercial Vacancy Study

Tracking of commercial spaces to uncover more retail opportunities for businesses at risk of displacement from their current locations.

- Walk the neighborhood on a monthly basis to uncover and track commercial spaces that are vacant or available in the community including those not advertised online.
- Develop and maintain a commercial vacancy database that tracks spaces, their size, price per sqft, and brokerage information.
- Analyze and report trends to support business retention and recruitment.

Business Landscape Database

Community-wide database that highlights businesses, their sectors, and contact information for owners/operators.

- Collect critical data for hard to reach businesses including the name of the owner/operator and personal/business contact information.
- Track new business closures and openings to understand the changing economic landscape in the U District.
- Integrate the current business landscape database into the Fulcrum mobile data collection and workflow automation software.

Technical Assistance with Beer/Wine Permits

The UDP is currently in the process of exploring how to encourage and support businesses looking to implement beer, wine and/or liquor service. Most of the 150 restaurants in the district do not currently provide alcohol – a service which has the ability to attract more customers and increase profit margins. Daniel has been approached by a handful of restaurants interested in implementing alcohol service including Xi'an Noodles and Time Bistro. In the coming weeks, the UDP will develop a plan to best support these businesses.

Business Retention & Expansion

The UDP is in the early stages of the BR&E project which will help us understand which businesses are at most risk of displacement, and those primed for expansion. Through informal discussions, a couple business owners in the U District have already expressed interest in opening new businesses in the

community. This work will support next year's workplan by identifying the support mechanisms needed by these businesses to be successful.

CLEAN & SAFE

Marcus Johnson

Committee Update

The Clean and Safe Committee met on October 14th and heard from the Low Income Housing Institute about Rosies Village. Aside from their presentation, they were able to answer questions from the 14-attendees at the meeting about their policies and how it will be run.

Outreach Update

David Farewell: After two-years of working in the U District beginning in March of 2019, David's time with us is nearing an end. David saw the importance of working with neighborhoods and the business community in reducing tensions and providing solutions for the unhoused. David advocated for the creation of a position within REACH that would help bridge the gap between businesses and outreach on a larger scale in more neighborhoods. REACH created the position and David was given the opportunity to fill it. David will be training his replacement for the U District position and so he will be around for a few weeks longer. He will continue to partner with us in his new role. David had this to say about working in the U District:

"I love the U-district. I have deeply enjoyed working in this neighborhood and will miss walking the U-district 5 days a week. I took another job, and I am very excited to be training my replacement. In my new position I will still be able to come to the U-district for support. Thank you for the opportunity and the experiences you have given me. "

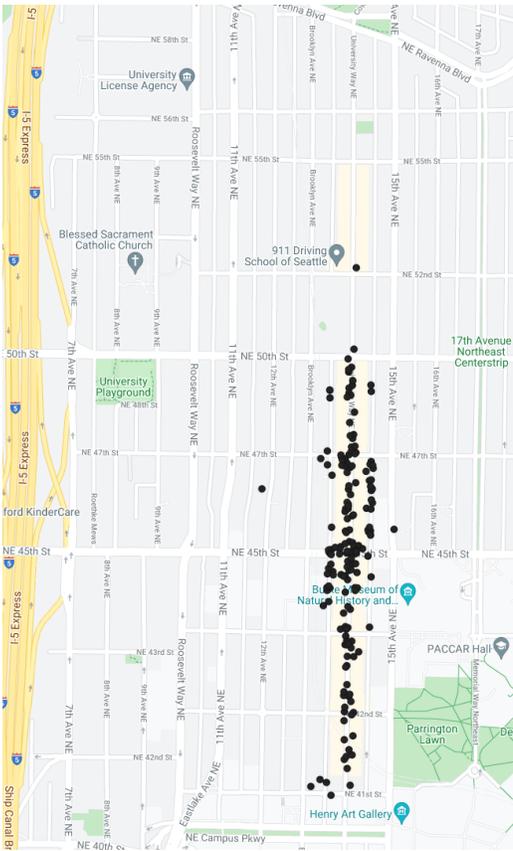
Monthly Homeless Census: We have had unseasonably colder weather in the area which has prompted several people to move into shelter spaces. We currently have approximately 10 people sleeping in the U District in store fronts on University Way. We have about 12 people living at 45th and I-5, and 10 at 50th and I-5. There are 6 people living at University Playground. There is a vacant house pending demo that has about 10-12 people living there. There are also many people living in Ravenna and Cowen Park that come down into the U District regularly.

Emergency Services Response: David has run into issues getting support from law enforcement for people experiencing mental health crises. David has this to say about this last month:

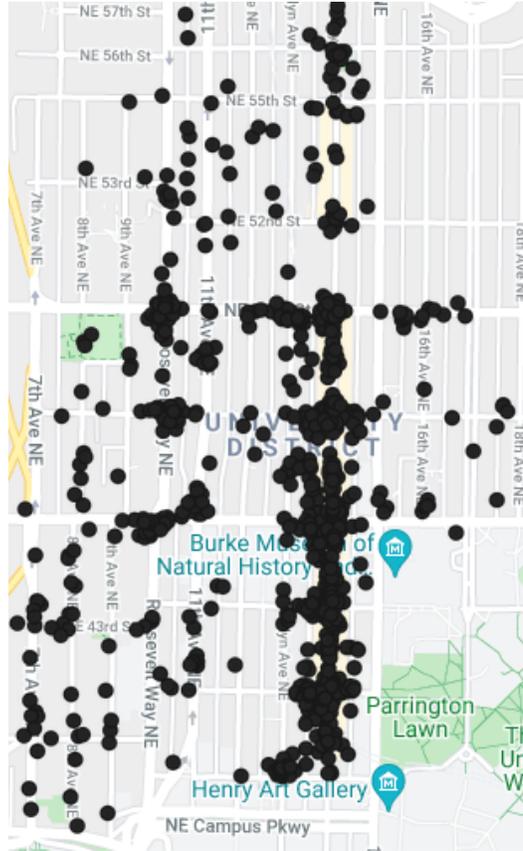
"Due to the new state law regarding police addressing the mentally ill, every time I called for police help, they have refused to help. I called for help addressing a person with a knife and I was told they can't do anything. I watched Health 2 call the police when a mentally ill person had a broken arm, and he did not have the cognition to understand his arm was broken (could have been a very bad infection), and the police came and said they can't do anything and left. I have been calling the police multiple times about someone with brain damage who was starting multiple fires a day for over a week and the police refused to do anything. I have watched many unsafe events happen this month due to how emergency services are accessed. If police are the gatekeepers for the crisis services, and they refuse to help during a crisis, that takes away my crisis options when dealing with some of the most unsafe situations I deal with. "

Thankfully the individual starting fires was arrested. We talked to the prosecutor's office about the individual at the LEAD Operational Workgroup and they are going to make sure their impact in the neighborhood is known at the individual's competency hearing.

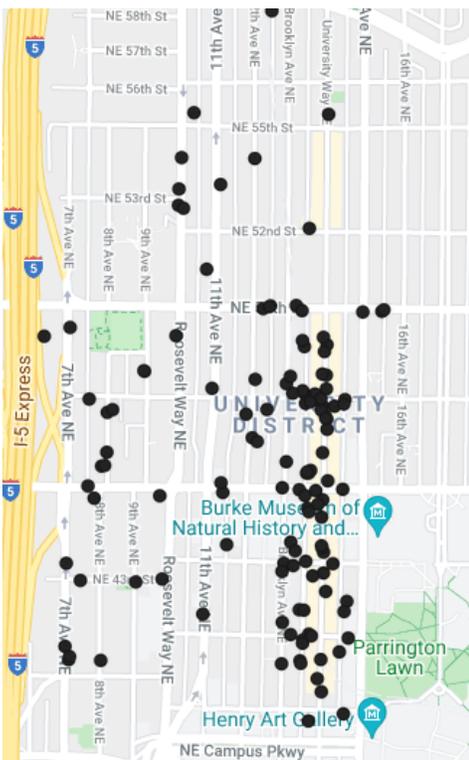
Cleaning Update:
SEPTEMBER FULCRUM DATA
Graffiti removal: 429



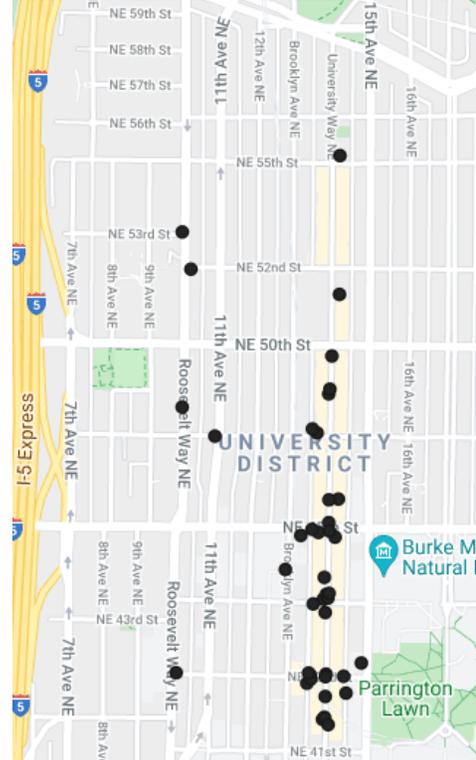
Bags of Garbage: 1574 buckets, 278 bags



Biohazards: 230



Illegal Dumping/ Bulky Items: 43



Big thanks to our Clean Team in getting the U District ready to welcome the light rail. In September, we put in an extra 224 hours of cleaning to prepare for the Light Rail Station Festival. We were able to clean hundreds of tags, pressure wash the event area, and much more.

For the first time, our crew handled the solid waste removal during the event. We had 30+ totes for the event and emptied them in real time as they filled which meant that the event did not have trash spilling onto the roadway and sidewalks. This was much more efficient than having Recology come and periodically empty the cans throughout the event and something we will replicate for future events.

Ambassador Update

The Ambassador Program is back! We relaunched the program with Cascadia Global Security as our vendor on Wednesday, 10/13. This is an expanded program which includes a new shift Monday-Friday from 8am-8pm, specifically centered around the U District Light Rail Station. Big thank you to the University of Washington and their generosity which made this expansion possible.

The standard Ambassador Program relaunched on 10/15. As a reminder, the hours for this program are Thursday-Sunday, 11am-7pm except Saturday which is 9am-5pm.

If you see the Ambassador out, be sure to welcome them to our neighborhood and organization!

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 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 (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.





MEMO

From: U District Partnership Executive Committee

To: U District Partnership Board of Directors

Re: 2022 City Social Service Investments

Date: October 15, 2021

Context

The U District Partnership (UDP) has a history of supporting investments in community and social services here in the U District. Most recently, we have supported efforts to locate public restrooms, site a tiny house village and currently have a contract with the City and Evergreen Treatment Service's REACH program to conduct outreach services to people experiencing homelessness in the area.

The Mayor released a 2022 budget proposal in September that the City Council is currently continuing to shape before they vote to pass a final version in November. The budget has many components that touch the U District, including several important investments that are overseen by U District organizations. These include retention of the UDP/REACH partnership funding, an expansion of vehicle home outreach and safe lot capacity at UHeights, and expansion of early learning and child care capacity at UHeights.

Recommendation:

The U District Partnership should go on the record with a brief, high-level letter to Council articulating support for strategic investments in community and social services that demonstrate a cost-effective impact in our neighborhood. Under this statement, we would highlight three specific programs we hope receive investment:

- **The U District REACH Contract** began two years ago and has done outstanding work in the community to find meaningful solutions for people experiencing homelessness in our community. In addition, they have been a hub of important information that has enabled UDP to advocate for critical resources that otherwise would not have been available for certain individuals. Lastly, they are a hub of information for the community who often doesn't understand what they are seeing, and this information can offer important context for business and property owners, employees and even customers to better understand how to perceive and interact with individuals experiencing homelessness in the U District.
- **The Vehicle Home Outreach & Supportive Safe Lot Expansion Plan** has been an effective investment of public dollars that not only helps people stay off the street, it has



significantly reduced the friction between people who are unhoused and businesses/residents. Right now, the City only offers less than 25 safe spots in the entire City--one of which is at UHeights. Needless to say, which underserves the thousands of people in Seattle who have been documented living in their vehicles--nearly HALF the unhoused population.

- **Expanding Early Learning & Childcare at UHeights** is an important component of our neighborhood's ecosystem. U Heights could nearly double their capacity and serve up to 175 children by updating safety and ADA components of their facilities. According to a recent survey, COVID-19 eliminated 27% of early learning spots in King County. More child-care makes the U District a more attractive place for parents to live and work.

Key Questions for Consideration:

As with all issue deliberations and issue considerations, the UDP team reviewed this issue in relation to an established set of policy questions:

- **Are the constituencies impacted primarily U District constituencies?**
While these are citywide issues, they are amplified in the dense urban center of the U District. The U District Partnership and UHeights are two groups that are delivering services that would be impacted by the budget decisions before Council. The clients would be people living, working, or experiencing homelessness in the district.
- **Does this issue primarily, uniquely, or exclusively impact the U District?**
While these are citywide issues, again they are amplified in the dense urban center of the U District. Also, the funding questions before City Council have direct implications for U District programs and services.
- **Are other organizations working on this?**
Yes, a well-organized group of service providers and neighborhood advocates are working to educate and advocate at Council to ensure this funding comes through.
- **Should the UDP lead on this issue or is it more appropriate to support the work of another organization?**
The UDP would not be the lead on this advocacy. We would be supporting UHeights and others by articulating a general philosophy of supporting effective community and social services while highlighting three specific programs.
- **Can we make a difference?**
While we are not the deciding factor in this conversation, we are an important stakeholder in a neighborhood that is deeply affected by affordability and homelessness issues. Our voice offers important diversity in this advocacy with the City Council.



- **Where does this fit when compared to our other priorities?**

Homelessness is a major issue for the U District and working to address the needs of those who are homeless in the area is one of our primary programs. It's in our self-interest to advocate to extend our REACH contract so we can continue to have a positive impact in our community.

- **What is the potential fallout from taking a position?**

There is very little opportunity for fallout, as these programs are widely supported and considered well-run. Again, homelessness is a major issue for the U District and working to address the needs of those who are homeless in the area is one of our primary programs.

- **What is the potential fallout from not taking a position?**

While we don't need to weigh-in on every issue before the City Council, we have been approached by a few groups who have asked us to stand with them in supporting these asks. By standing on the sidelines, we miss an opportunity to support important partners like REACH and UHeights on issues that we have strong alignment.

- **Is there a general consensus among our constituencies on this issue?**

These programs have been successful in the eyes of many and continue to have a positive impact. There really is no UDP constituency pushing back on these programs. With REACH specifically, it's a very well-regarded program supported by many stakeholders.