



## BOARD MEETING AGENDA

11:30 a.m. – 1:00 p.m.

November 16, 2021

ZOOM Virtual Meeting

I.	Welcome and Introductions	Lois	11:30 a.m.
II.	Public Comment	Public	11:35 a.m.
III.	Approval of October 2021 Meeting Minutes	Lois	11:40 a.m. (Vote)
IV.	Governance Committee Update <ul style="list-style-type: none"><li>• Prospective Member: Jeremy Eknoian</li></ul>	Miles	11:45 a.m.
V.	Finance Committee Report <ul style="list-style-type: none"><li>• Acceptance of October Close</li></ul>	Sally	11:55 a.m. (Vote)
VI.	Grant Opportunities “Jamboard” Exercise	All	12:10 p.m.
VII.	Program Reports <ul style="list-style-type: none"><li>• Marketing &amp; Communications</li><li>• Urban Vitality</li><li>• Clean &amp; Safe</li><li>• Economic Development</li></ul>	Polly Katy Marcus Daniel	12:25 p.m.
VIII.	New Business	Lois	12:50 p.m.
IX.	Adjourn	Lois	1:00 p.m.



## Board Meeting Minutes

Time: 11:30 AM – 1:00 PM

Date: October 19, 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*  
Kristine Kenney, UW  
*Moe Khan, Cedars - Chair, Econ Dev*

*Santhi Perumal, UW College of Ed*  
Trevor Peterson, UW Bookstore  
Miles Richardson, Audi Seattle - Chair, Governance  
Don Schulze, Shulty's/UDPA – Chair Clean & Safe  
*Alfred Shiga, Shiga's*  
Josh Stabenfeldt, University Family Y

#### UDP Staff

Don Blakeney, Executive Director; David Delgado, Outreach Manager; Marcus Johnson, Clean/Safe; Phil Lloyd, Financial Manager; Daniel Lopic, Economic Development Manager; Polly Yokokawa, Marketing & Communications Manager

#### Guests\*

No guests.

*\*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

The Board members and staff introduced themselves.

### Public Comment

There was no public comment.

### Approval of September 2021 Meeting Minutes

**Motion: Sally** moved to approve the September 2021 meeting minutes.

**Second: Rob** seconded the motion.

*The motion was approved by all, with one abstention Don who was not in the previous meeting.*

### Finance

Sally reported on behalf of the Finance Committee. Sally touched on some of the variances that were associated with some recent grant, event and beautification activity. She mentioned a small savings on staff and operations, due to a pause in the ambassador program, Polly being on maternity leave, and a slow ramp-up for our now full-time beautification staff member, Justin. This is all levelling out in the month ahead. Don also mentioned upcoming grant opportunities and the

possibility of an exercise at the November meeting to talk in greater detail about the types of grants that the Board would like to see UDP go after in the year ahead.

**Motion:** September 2021 financials were moved by the Finance Committee.

**Second:** Miles seconded, although no second was required.

*Motion was approved unanimously.*

### **Governance**

Miles thanked all the Board members for completing the participation agreements. Miles talked about the committee's recruitment efforts to fill the current board vacancies. Miles talked about his enthusiasm for the current Board and how the advisory committees could be an on-ramp to board service. Sally mentioned the need to find the right people who would both be a good fit and provide a needed perspective to our work and dialogue on the Board.

### **U District Station Opening Festival & \$3 Food Walk Summary**

Polly presented the summary of the October 2<sup>nd</sup> Station Opening Festival & \$3 Food Walk for Katy who was travelling to the International Downtown Association (IDA) conference. We saw 70,000 in the neighborhood that Saturday—50,000 more than a normal Saturday. Many thanks to our 14 community partners and 8 sponsors who made the event possible. We raised over \$60,000 in sponsorship and in-kind support for the event. Over 60 volunteers supported the event and we saw over 1,400 people participate in the food walk drawing. Polly talked about some of the event components, design, promotion and press coverage. Daniel talked about the generally positive feedback from businesses about the \$3 Food Walk and Marcus talked about the emphasis cleaning and day-of cleaning to ensure the neighborhood looked great for all of the visitors. Stephen offered positive feedback to the team, and talked about how we could think differently about the Street Fair in 2022, to focus it more on the U District than perhaps has been the case in the past. Lois underscored Stephen's points about highlighting the U District with the Street Fair, and talked about the possibility of bringing food walk back in 2022. Miles also talked about ways we could focus Street Fair back in the district.

### **City Council Budget Letter**

Don reviewed a memo to the Board from the Executive Committee regarding a couple of funding priorities for the 2022 City Budget—specifically around homeless services that are provided in the U District, including the UDP outreach contract and early learning and safe-lots for homeless family parking at UHeights. (For more information, see memo in October 2021 UDP Board Packet). The Board discussed the best form for this advocacy to take and decided it was well within the purview of the Executive Director to send a letter on behalf of UDP to the City Council.

### **Program Updates**

*Clean & Safe* – Marcus offered an update on the new ambassadors who joined the U District in October. Thanks to the generous support of the University of Washington, we will be adding a pilot ambassador position to serve the new light rail station entrances during the weekdays, to include the commute hours. The call numbers are the same for service (available on the UDP website). David Delgado also attended the meeting to talk about his new role in North Seattle and his work to train up the incoming outreach worker who will be dedicated to the U District. Current cleaning stats can be found in the program report. He also talked about the importance of the work between business districts and the unhoused population and how outreach workers can play a critical role in reducing tensions, connecting people to services and sharing information with the community. The Board and staff thanked David for his important work in the District and commitment to the area.

*Urban Vitality* – Don presented for Katy, as she was travelling to the International Downtown Association conference in Tampa Florida. UDP continues to make connections for potential murals in

the district, bringing our mural count for 2021 up to 6 murals with another in the wings for November. UDP completed the first phase of the lighting installation on the Ave in late September and will bring additional catenary lights to NE 43<sup>rd</sup> in December. Katy is also working with a UW studio to examine possible adaptive reuse strategies for the Post Office building at NE 43<sup>rd</sup> and University Way.

*Economic Development* – Daniel presented about the upcoming survey to understand businesses' perceptions about the summer activations: NE 43<sup>rd</sup> Street, Outdoors on the Ave, and outdoor dining in general. Daniel also continues to provide technical assistance to businesses and connect businesses to City, State and Federal resources. (See report for additional details.)

*Marketing & Communications* – Polly talked the new U District brand roll-out and how the station festival was the launch. UDP is in the process of remapping both the UDP and U District Seattle sites and reskinning with the new branding. Board members offered positive feedback about the look and feel of the brand. (More details in the packet.)

### **New Business**

Rob identified challenges that some developers have with lending for market-rate housing in the U District. There was talk about the role UDP could play in arming stakeholders with economic information to better tell the story and context of projects. Don Schulze talked at a high-level about the UDPA development project on Brooklyn behind Chipotle.

The meeting adjourned at 12:52 p.m.

## UDP Finance Narrative

*Finance Committee Meeting 11/12/21*

Since the beginning of our 2021-2022 fiscal year there have been some changes to the roadmap and some unexpected windfalls that now shape the way the budget looks. In some cases, these changes have caused a brief pause in services, which resulted in underspend that has been redeployed through expanded services. In other cases, grants and sponsorship have exceeded expectations and now allow us to amplify the impact of our programs and strategies for the District.

### **Budget Report Notes**

The comments below represent variances on the Budget report, some of which are called out with numbers that correspond to numbers on the report:

- 43410 *We received an unsolicited generous donation from CPA firm in Crossroads building who appreciated the work UDP was doing on NE 43<sup>rd</sup> Street.*
- 44530 *There was a small mural grant from FY2021 that got implemented in FY2022 because of timing issues with a building owner. (1)*
- 47200 *Station Opening Festival sponsorship was higher than anticipated, bringing in a variance of roughly \$50K. (2)*
- 70100 *This increase in spending on cleaning was to prepare the district for the light rail opening—extra pressure washing, graffiti removal, etc. Most of this will be covered by existing grants from the City.*
- 70500 *The ambassador program was on hiatus, but now is back in place, with additional partner dollars from UW. This will increase our monthly spending beyond the budget, but it's covered by the existing BIA and partner dollars. (3)*
- 70700 *This is the associated cost with the delayed mural grant implementation from FY2021. (4)*
- 70999 *The variance on this line comes with two sources of funding to cover the increased spending. A portion of FY2021's underspend was redirected to fund the tree lights on University Way, from NE 41<sup>st</sup> to NE 45<sup>th</sup> Streets. This underspend funding was matched by a direct grant to the UDP from the City of Seattle as a part of their recovery support for neighborhood business districts to cover the full cost of this new program. (5)*
- 80000 *Increased event expenses associated with increased sponsorship above. Income from this event is projected at just over \$15K. (6)*

### **Balance Sheet Report**

Looking at the balance sheet, you'll notice that cash is a little lower than last year—we have some grant receivables that we are planning to collect this month.

### **BIA Tracker**

The spending of BIA funds seems to be on track for where we are, four months into the fiscal year. We see a major bump in Urban Vitality for mural implementation and the tree lights on the Ave. These lights were covered by two sources, about \$30K from the FY2021 underspend, and about \$40K from the OED direct BIA grant, which we will collect from the city later this month. Some of the murals will also be covered by this grant as a part of our alley mural work this year.

### **Annual Audit**

No word back from BDO. We contacted them again this week to no avail and are now engaging an alternative firm to complete the audit.

1:32 PM  
 11/09/21  
 Accrual Basis

## The U District Partnership Budget Report October 2021

	Jul - Oct 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
43400 · Direct (Grants) Public Support	500.00	0.00	500.00	0.00
44500 · Government Grants and Contracts	511,934.11	458,093.77	53,840.34	1,471,377.65
47000 · Earned Income	45,200.00	5,000.00	40,200.00	250,000.00
46400 · Interest and Other	47.71			
<b>Total Income</b>	<b>557,681.82</b>	<b>463,093.77</b>	<b>94,588.05</b>	<b>1,721,377.65</b>
<b>Gross Profit</b>	<b>557,681.82</b>	<b>463,093.77</b>	<b>94,588.05</b>	<b>1,721,377.65</b>
<b>Expense</b>				
60000 · Staffing	200,206.99	215,994.01	-15,787.02	664,011.40
61000 · Professional & Contract Expense	9,800.00	9,966.64	-166.64	43,900.00
62000 · Office and Overhead	30,385.28	32,067.76	-1,682.48	106,820.24
70000 · Direct Program Expenses	305,538.15	203,401.36	102,136.79	895,854.00
<b>Total Expense</b>	<b>545,930.42</b>	<b>461,429.77</b>	<b>84,500.65</b>	<b>1,710,585.64</b>
<b>Net Ordinary Income</b>	<b>11,751.40</b>	<b>1,664.00</b>	<b>10,087.40</b>	<b>10,792.01</b>
<b>Net Income</b>	<b>11,751.40</b>	<b>1,664.00</b>	<b>10,087.40</b>	<b>10,792.01</b>

**The U District Partnership**  
**Balance Sheet Prev Year Comparison**  
 As of October 31, 2021

	Oct 31, 21	Oct 31, 20	\$ Change
<b>ASSETS</b>			
<b>Current Assets</b>			
<b>Checking/Savings</b>			
<b>10100 · Operating Bank Accounts</b>			
10110 · WSECU Checking	8,548.99	44,033.41	-35,484.42
10103 · UDP WF Checking 0122	33,470.09	42,278.09	-8,808.00
10111 · WSECU Savings	160,114.35	160,627.82	-513.47
<b>Total 10100 · Operating Bank Accounts</b>	<b>202,133.43</b>	<b>246,939.32</b>	<b>-44,805.89</b>
<b>Total Checking/Savings</b>	<b>202,133.43</b>	<b>246,939.32</b>	<b>-44,805.89</b>
<b>Accounts Receivable</b>	150,179.67	71,767.46	78,412.21
<b>Other Current Assets</b>	1,586.75	1,682.73	-95.98
<b>Total Current Assets</b>	<b>353,899.85</b>	<b>320,389.51</b>	<b>33,510.34</b>
<b>Fixed Assets</b>	1,620.92	3,566.02	-1,945.10
<b>Other Assets</b>	3,235.87	3,235.87	0.00
<b>TOTAL ASSETS</b>	<b>358,756.64</b>	<b>327,191.40</b>	<b>31,565.24</b>
<b>LIABILITIES &amp; EQUITY</b>			
<b>Liabilities</b>			
<b>Current Liabilities</b>			
<b>Accounts Payable</b>			
20000 · Accounts Payable	68,067.80	28,513.97	39,553.83
<b>Total Accounts Payable</b>	<b>68,067.80</b>	<b>28,513.97</b>	<b>39,553.83</b>
<b>Credit Cards</b>	6,263.47	678.80	5,584.67
<b>Other Current Liabilities</b>			
PPP Forgivable Loan	86,201.26	78,157.00	8,044.26
BIA Payable	5,495.84	10,136.12	-4,640.28
24000 · Payroll Liabilities	8,701.05	18,415.09	-9,714.04
<b>Total Other Current Liabilities</b>	<b>100,398.15</b>	<b>106,708.21</b>	<b>-6,310.06</b>
<b>Total Current Liabilities</b>	<b>174,729.42</b>	<b>135,900.98</b>	<b>38,828.44</b>
<b>Total Liabilities</b>	<b>174,729.42</b>	<b>135,900.98</b>	<b>38,828.44</b>
<b>Equity</b>			
32000 · Unrestricted Net Assets	172,275.82	215,769.51	-43,493.69
Net Income	11,751.40	-24,479.09	36,230.49
<b>Total Equity</b>	<b>184,027.22</b>	<b>191,290.42</b>	<b>-7,263.20</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>358,756.64</b>	<b>327,191.40</b>	<b>31,565.24</b>

2020-21 University District BIA

Budget Tracker -October 2021

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	170,820	49,604.97	121,215	29.0%	\$ 16,200.50	\$ 10,789.81	\$ 11,613.91	\$ 11,000.75
Cleaning and Public Safety	580,857	184,283.57	396,573	31.7%	\$ 47,284.03	\$ 44,514.16	\$ 48,347.50	\$ 44,137.88
Urban Vitality	164,209	123,139.23	41,069	75.0%	\$ 14,296.09	\$ 42,882.20	\$ 47,713.15	\$ 18,247.79
Economic Development	190,542	55,047.35	135,494	28.9%	\$ 13,644.81	\$ 13,576.04	\$ 16,581.25	\$ 11,245.25
Marketing	192,510	51,678.95	140,831	26.8%	\$ 3,624.78	\$ 7,287.29	\$ 10,476.11	\$ 30,290.77
ST Opening	16,046	15,091.62	954	94.1%	-	\$ 1,091.37	\$ 13,028.98	\$ 971.27
Cherry Blossom	15,378	44.30	15,334	0.3%	-	\$ 13.76	\$ 13.76	\$ 16.78
Street Fair	19,018	0.00	19,018	0.0%	\$ -	\$ -		
<b>Total Requested</b>	<b>1,349,378</b>	<b>478,889.99</b>	<b>870,488</b>	<b>35.5%</b>	<b>\$ 95,050.21</b>	<b>\$ 120,154.63</b>	<b>\$ 147,774.66</b>	<b>\$ 115,910.49</b>

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

**NAME:** U District Partnership

**ORGANIZATION TYPE:** Non-Profit 501(c)3

**FUNDING TOPICS:** Small Business & Organization Outreach; Digital Equity; Public & Commercial Space Activations; Physical Improvements; and Community Safety Projects.

**MAILING ADDRESS:** 1415 NE 45th Street, #401 Seattle, WA 98105

**PRIMARY CONTACT:** Don Blakeney; [don@udistrictpartnership.org](mailto:don@udistrictpartnership.org); 1415 NE 45th Street, #401 Seattle, WA 98105

**PRIMARY SIGNATORY:** Don Blakeney; [don@udistrictpartnership.org](mailto:don@udistrictpartnership.org); 1415 NE 45th Street, #401 Seattle, WA 98105

**PROJECT NAME:** U District: Recovery Now!

**AMOUNT REQUESTED:** \$100,000.00

**PROJECT START DATE:** October 1, 2021

**PROJECT COMPLETION DATE:** March 31, 2022

**COVID IMPACTS:** *Briefly, but explicitly, describe the financial hardships your community and/or your organization faced resulting from COVID-19 pandemic and closure impacts. What problem/issue are you trying to solve with your project?*

Prior to the pandemic, the U District had been Seattle's largest thriving economic hub outside of downtown Seattle, with over 80,000 employees and students coming to the district daily to work, learn, and innovate. This economic hub was supported by hundreds of small businesses that serve food and sell services and supplies to students, faculty, employees and people visiting the University. The U District Partnership, with the promise of a renewed BIA, was poised to lead the district into a prosperous future.

Much like downtown Seattle, this concentration of culture and economic activity (which makes the U District so vibrant and attractive to all) became a serious liability when the University of Washington and nearby employers moved to remote working and learning. To give you a scale of magnitude, **the U District went from having 105,000 people** in the neighborhood on an average day in April 2019 **to having roughly 36,000** as our daily average in April of 2020. Nearly 70,000 people suddenly stopped coming to the district every day, leaving businesses without customers in a wind-swept commercial district. Jobs evaporated. Businesses evaporated. And these impacts have persisted for a year-and-a-half, and have been particularly devastating because of our **unusually high concentration of over 150 bars, cafes and restaurants** that depend on proximate customers. These impacts also extend to our retail establishments and have been compounded by chronic safety issues, unprecedented litter and vandalism, as well as a growing unhoused population. Sadly, the impacts have been too much for some businesses to weather. **We have lost over 40 businesses since March of 2020**--this includes Floating Bridge Brewing, Madeline Bread & Desserts, Chicglet, and Orange King--all

beloved businesses that couldn't overcome the financial, legal, or logistical hardships of the last 18 months.

In addition to the economic and safety issues exacerbated by the pandemic, City of Seattle data shows that we are similar to the Chinatown-International District and other Seattle neighborhoods that have a particularly high-risk for displacement. In recent vulnerability surveys of our businesses, **nearly 75% of our more-than 150 food service businesses were found to be owned by a person of color**, and **85% of all businesses indicated that they were managed or operated by an owner**, indicating that these are small, family-owned businesses, and pathways to prosperity for many. This prosperity is rooted in an ecosystem that depends on tens of thousands of students and employees coming to the neighborhood each day, something that will only begin to return this fall.

Our businesses have worked hard to overcome these challenges, however some of the tools that businesses in other districts have turned to in this pandemic are not transferable in the U District. For example, because students traditionally have limited budgets, our businesses have lower price points. This has made it all-the-more-challenging for them to transition to lower sales volumes, delivery apps, or invest in expensive outdoor dining infrastructure--something that requires up-front capital or customers willing to absorb high fees. In many cases these strategies have not been as economically feasible for businesses to shoulder alone, at least not in the same way that it is for other businesses who have pivoted in Capitol Hill, Ballard and Downtown.

All of this provides important context for the U District Partnership's proposal for the direct allocation of Neighborhood Economic Recovery (NER) funds. This proposal includes funding provisions for a few key initiatives. First, we aim to support businesses at risk of displacement by expanding our capacity this year to provide small business outreach and technical assistance. This technical assistance would include help navigating permits and sourcing for outdoor dining--something that continue to be critical this fall and winter. We also aim to improve physical conditions and perceptions of safety--something that has been front-and-center for stakeholders who see our damaged infrastructure and unkept streetscape as a barrier to their prosperity. Lastly, we also aim to investigate ways to further support vulnerable arts and cultural groups in the year ahead.

We need your help today--even with the return to campus, we are in a period of time during which our businesses are still at risk of displacement. A targeted investment now, will have a meaningful impact and support the U District Partnership in our roles as lead economic development organization for the neighborhood.

**PROJECT SUMMARY: *Please describe your project proposal. Include how your proposal will address the impacts from COVID and contribute to the City's equitable recovery results:***

- ***Neighborhoods and communities rebound from the impacts of COVID-19 and thrive.***
- ***Entrepreneurs and small businesses can recover from the impacts of COVID-19, stabilize and grow their businesses.***

***Your proposal should clearly outline how it will center racial equity in its support of Black, Indigenous and People of Color (BIPOC) business owners and/or BIPOC***

**communities and how it will help businesses and communities recover economically from COVID impacts and stimulate neighborhood economic activity. (Maximum of 2500 characters).**

I. **Small Business & Organization Outreach & Support - \$25,000**

[Strategy: Small Business & Organization Outreach; Digital Equity] The aim of this investment would be to scale-up the capacity of the UDP's technical assistance and support by investing in a part-time specialist who could support the current economic development program. Although the U District Partnership is only a small team of five, we've successfully built tight-knit relationships with 150+ businesses, many of which were critical to provide the support and resources businesses needed throughout the pandemic. However, our ability to scale our impact is limited by current staff capacity to collect/share information and to build these important relationships over time. Funding would provide critical new capacity to deepen the impact of three programs:

- **Increasing Business Participation in UDistrictSeattle.com**

With critical support from the City of Seattle, we have been able to invest over \$40,000 in a marketing strategy and an online digital marketplace (udistrictseattle.com) during the pandemic to increase consumer traffic for U District businesses. With the continued challenges related to COVID, it has never been more important for community businesses to register and promote their presence on this community website resource which has become the landing page for all things happening in the U District. Funds dedicated to this resource would ensure more businesses have access and the technical information they need to register and create their very own webpage on UDistrictSeattle.com.

- **Support for Outdoor Dining Implementation and Permitting**

The aim of this investment would be to scale-up more of the UDP's technical assistance and permit facilitation for those who are interested in making investments in outdoor dining. The impacts of Covid-19 are stretching into the fall and will be felt in 2022 and we have seen with proactive outreach and support businesses are far more likely to make strategic investments in outdoor seating.

- **Building Relationships to Support General Technical Assistance**

While sharing resources and providing technical assistance to businesses is important in preventing displacement, these efforts are best achieved when owner/operators trust where and who the information is coming from. Funds would be utilized to continue to engage and build trust with businesses in the district, many of which are BIPOC-owned and/or are at a high-risk of displacement.

- **Tracking Commercial Vacancies to Prevent Business Displacement**

The pandemic brought an increase in boarded up storefronts and vacant ground floor retail which impacts not only adjacent businesses, but the entire business district. Funds would support consistent tracking of commercial vacancies to uncover more retail opportunities for businesses at risk of displacement.

II. **Cultural/Arts District Exploration in U District - \$20,000**

[Category: Small Business & Organization Outreach] The U District is a cultural hub with some of the nation's most renowned institutions within our borders, including the Henry Art Gallery, the Burke Museum and the Jack Straw Cultural Center. We have also launched many arts and cultural institutions including Jet City Improv, Scarecrow Video,

the Grand Illusion, Sanctuary Arts Center, Jazz Alley, and are currently home to recording studios for bands including Guns 'n' Roses. With the unprecedented development coming to the district, this legacy could fade into history. Unprecedented land value and redevelopment is causing a tectonic shift in property ownership and land use, which is literally changing the shape for these cultural institutions who can no longer afford to ignore their land values (if they are lucky to own their land) or they can no longer afford their rent, or face displacement. With the help of our city, we could lean into this critical identity and create a vibrant hub of meaningful artistic expression that leverages the intellectual and financial capacity of our institutions as well as the assets in our community.

- ***Facilitation of exploratory interviews and convenings***

UDP, in conjunction with other organizations, would bring in a consultant to engage a larger set of U District arts institutions, creative industry workers, and other arts and culture stakeholders to better understand their perspectives and needs. This work would inform a subsequent convening of a U District Arts Roundtable in 2021 and 2022 with the express aim of exploring the viability of an arts district designation or other framework/structures to preserve and grow the creative and arts ecosystem in the U District. Consultant fee is estimated at roughly \$15,000.

- ***Report on possible paths forward***

As an outcome of this work, the consultant would produce a report with recommendations that identify tangible next steps and could serve to guide and shape future development and cultural investment in ways that center our arts and cultural communities. It's estimated that a report from the above consultant would cost another \$5,000, bringing the total cost of this strategy to \$20,000.

### III. ***Commercial Corridor Tree Lighting - \$45,000***

[Strategy: Physical Improvements; Community Safety Projects] Ground-floor small businesses in the U District consistently communicate that their customers do not feel safe on the Ave, especially after dark. These businesses are vulnerable and are largely owned by, and employ people of color. Regularly threatened, they witness regular assaults, burglaries and robberies, which get featured on travel advisories and are a major concern for students who learn about safety issues in the U District on a near-weekly basis in the news. During the pandemic, the City removed foot patrols from the district and has been strapped to effectively respond to the growing safety issues. The light rail opening in October represents a huge opportunity, but these businesses see it as a threat--a portal to take students away to neighborhood districts that feel safer. Going forward, it's imperative that any U District recovery strategy includes a public safety component. This proposed phased tree lighting on the Ave is a CPTED strategy (Crime Prevention Through Environmental Design) that aims to improve safety perceptions after dark. Today, outdated city light infrastructure casts a dingy-orange haze (from the high-pressure-sodium lights) at night, which impedes what could be an inviting commercial corridor after dark. Neighborhood stakeholders have seen other areas in Seattle enjoy success with their lighting, including Pike/Pine, Cal Anderson Park and Pioneer Square and are asking to implement a similar strategy in the U District. While lighting isn't the only solution, it's a solution the U District Partnership is already exploring and could be implemented and scaled-up immediately. The impact could be remarkable, as the lights are designed to stay up for 3-5 years.

IV. ***Alley Revitalization - \$10,000***

Internally titled "Operation Dazzle", a throw-back to a [navy program](#) in the early 1900's aimed to disorient enemies by painting bright geometric shapes on battleships thereby confusing the eye with respect to directionality and purpose--we are aiming to do the same in the alleys of the U District. Today, the eyes of passersby are drawn to garbage and neglected building maintenance, whereas we see an opportunity to use large-scale geometric designs to create colorful and pleasing patterns that would create **a uniform visual-scape in the alleys to dissuade future graffiti while encouraging activation and positive behavior**. This would be a pilot program that would begin near the alleys adjacent to the light rail station and could easily be scaled-up in 2022. The funding would go to support a group like Urban Artworks to orchestrate the large-scale painting effort.

**COMMUNITY SUPPORTED**

***Describe how you and/or your organization is representative of and/or has a demonstrated history of being connected to the community your proposal seeks to serve. You can list other community-based organizations that are working on the project with you, list individuals in your group and their community affiliations and list examples of your work within this community.***

The U District Partnership and UDBIA boards have over 30 members and oversee the work of the organization, providing a broad platform for input from a variety of stakeholders. This group includes other nonprofits like U Heights, the YMCA, and the Food Bank--in addition to many residents, university stakeholders and small business owners. By ordinance these groups and various other aspects of the community must be represented.

The work of the U District Partnership must serve the entire community, but over the past year has centered the concerns of our small business community, which has been significantly impacted during the pandemic. The UDP is the program manager of the UDBIA which was just renewed by the neighborhood stakeholders in 2020 and has worked for years to serve all who work in, live in, and visit Seattle's University District by fostering and sustaining a vibrant, diverse, and healthy neighborhood for the common good.

All of our work is transparent and open to the community. By design, our organization actively includes all U District stakeholder groups through regular community engagement and proactive board recruitment. We vet major programs and investments with the community and our two boards annually. Below is a list of our board members who oversee and guide our work.

**UDP Board**

Lois Ko (Co-Chair), Sweet Alchemy  
Rob Lubin (Co-Chair), UW Housing & Food  
Sally Clark (Treasurer), UW - External Affairs  
Stephen Antiput (Secretary), Resident  
Jeanette Henderson, UW Real Estate  
John Hix, Seattle Vinyard Church  
Moe Khan, Cedars Restaurant  
Kristine Kenney, UW Planning  
Anson Lin, Astora Construction

Dawn Perry, Floating Bridge Brewing  
Santhi Perumal, UW College of Education  
Trevor Peterson, UW Bookstore  
Miles Richardson, Audi Seattle/University VW  
Don Schulze, UDPA/Shultzzy's  
Alfred Shiga, Shiga's Imports  
Josh Stabenfeldt, University YMCA

### **UDBIA Board**

Maureen Ewing (Co-Chair), U Heights  
Aaron Hoard (Co-Chair), UW - External Affairs  
Kate Barr (Treasurer), Scarecrow Video  
Chris Giles (Secretary), Resident (University Plaza Condos)  
Maria Barrientos, Barrientos/Ryan  
Max Blume, The Blume Company  
David Cohanin, David Cohanin Enterprises  
Jeremy Eknoian, UW - Real Estate  
Katie Fallon, Greystar/the M  
Lora Gastineau, Resident  
Joe Gruber, U District Food Bank  
Mary Kay Gugerty, UW -  
Lincoln Johnson, UW  
Waleed Khan, ASUW  
Chris Petersen, Café Allegro  
Michael Polzin, American Campus Communities  
Nikole O'Bryan, Nikole O'Bryan Dentistry  
Sandy Sun, Resident  
Hui Tian, Studio 19 Architects  
Polly Yarioka, University Presbyterian

### **BUDGET NARRATIVE**

This proposal includes funding provisions for a few key initiatives that work to help the neighborhood recover from the pandemic from a few different strategy areas. First, we aim to support businesses at risk of displacement by expanding our capacity this year to provide small business outreach and technical assistance. We would bring back our half-time position to work with our economic development manager. This work would also include helping navigating permits and sourcing for outdoor dining--something that continue to be critical this fall and winter. This proposal also aims to improve physical conditions and perceptions of safety through consistent lighting and improved visual conditions in the alleys and streets near the new U District light rail station. These physical improvements are something that have been front-and-center for stakeholders who see our damaged infrastructure and unkept streetscape as a barrier to their prosperity. Lastly, we also aim to engage a consultant to investigate ways to further support vulnerable arts and cultural groups in the year ahead. As program manager, UDP would oversee the implementation of this grant--an 8% administrative fee is built into the budget.

# UDP PROGRAM REPORTS

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Tuesday, November 16, 2021

## URBAN VITALITY

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*Katy Ricchiuto*

### PUBLIC REALM

#### U District Mural Projects

To celebrate the 100th anniversary of the Neptune Theatre, UDP commissioned an art installation along the side of the alley off of NE 45th between the Ave and Brooklyn. The mural was created and installed by Kathleen Warren and Lina Cholewinski of Overall Creative. It features a graphic trident, representation of waves, and colorful scales. The mural is the beginning of a larger effort to beautify U District alleys through public art. Photo left is the mural in progress.



#### Overhead Cafe Lighting on NE 43rd St

In the continued effort to add pedestrian-friendly amenities to our commercial corridors, the UDP is moving forward with overhead cafe lighting on NE 43rd St. The lighting will hang over the sidewalk on NE 43rd St between the Ave and the new light rail station. The lighting should be installed in mid-December, depending on the contractor's availability.

### PRIVATE DEVELOPMENT

#### New Sound Transit Surplus Parcel Survey

Sound Transit has released a new survey to the U District community about the future use of the surplus parcel on Roosevelt and 45th. Currently, the site is being used for Rosie's Tiny House Village. Sound Transit hopes to gather additional information on how the community would like to see the site used in the future—specifically regarding the size of the building and future of the alley through the site, and if it can be reconfigured to provide better mid-block pedestrian access. UDP has already sent a Board-approved statement to the Sound Transit Board (see Sept. Board Report). Sound Transit has reached out to UDP about additional communication around the use of the site, and we will meet with them in December. Offer feedback here at the [online open house](#) about the future of the project.

### MOBILITY AND TRANSPORTATION

#### SDOT Intelligent Transportation Systems (ITS) Project

In September, SDOT began a project to upgrade traffic signals in the U District with Intelligent Transportation Systems (ITS). This means that traffic signals can respond and adjust to real time traffic through detection technology and remote operation of signals which are monitored through cameras. This will enhance travel for people of all abilities who walk, roll, bike, take transit, and drive in this area, which experiences some of the city's heaviest traffic volumes. SDOT is working on this project in conjunction with the University of Washington. Construction is anticipated to be completed by February 2022. Construction involves minor roadway and sidewalk impacts in the district, mainly along NE 45th St and 15th Ave NE at the major intersections. UDP was recently briefed on the project by SDOT's outreach team and is now participating in weekly construction meetings to monitor progress and impacts. [More information here.](#)

## ECONOMIC DEVELOPMENT

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Daniel Lokic

### Committee Meeting

The Economic Development Committee will be meeting later this month to discuss the light rail station opening festival, business retention, expansion, and recruitment. If you are interested in participating, please contact Daniel ([daniel.lokic@udistrictpartnership.org](mailto:daniel.lokic@udistrictpartnership.org))

### Continued Technical Assistance and PPE for businesses.

With a new round of the City of Seattle Stabilization fund, UDP continues to provide technical assistance, resources, and information to help business owners apply to Covid relief funding. UDP will also be receiving 2,000 facemasks in the coming weeks and continue to distribute this PPE equipment to businesses in need, ensuring staff and customers can interact safely.

### Stakeholder Engagement: What Did You Think of the Summer Activation?

As the summer winds up, it's a perfect time to reflect on our activation strategies from this year to see what worked well and what could work better. UDP is working with community partners to engage with stakeholders on and around the Ave to solicit feedback on the variety of activation programming in the district this year—from the dining plaza at NE 43rd Street to the Outdoors on the Ave installation on University Way and other outdoor dining in general. UDP will continue to engage with stakeholders this month to understand what worked well and what can be improved for spring and summer activation in 2022. To take the survey, follow this [link](#).

### Small Business Opportunities

UDP is developing new tools to support filling current available ground floor retail space and upcoming commercial space vacancies. Daniel is working with property owners to collect relevant information to share with businesses that are interested in expanding within or into the U District. UDP is working with residential and commercial developers, the UW west campus project, as well as long-time property owners. This work complements the work that UDP is doing to proactively provide technical assistance and advocacy for businesses that are currently in the district.

## MARKETING, COMMUNICATIONS & EVENTS

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Pollyanna Yokokawa

### U District Seattle Website Development and Strategy

We are currently exploring how the U District Seattle website can be optimized to increase content opportunities and general traffic including blog posts, event pages, and building out additional sections to capitalize on the growth. A new blog feature will soon be added to the main navigation of the website with upcoming content on the new murals, holiday shopping, local event highlights, and more.

### Email Marketing

Newsletters	10/28	Station Festival Recap	Open Rate: 36.7% / CTR: 5.1%
	11/11	Neptune Centennial, Sound Transit Dev.	Open Rate: 31.6% / CTR: 3.1%

## Social Media & Video Strategy

Polly is exploring video opportunities for social media channels to highlight individual businesses and categories of businesses to tell the story of U District. We have started a TikTok channel for the U District and have done two videos on Leon Coffee House and The Red Light. Instagram and Facebook have been prioritizing videos for some time now, with a recent push from Instagram to define itself as a platform for video content. Assessing our bandwidth and this opportunity, we are looking at ways to maximize our presence on these traditional channels while looking to reach new audiences on TikTok.

## University District Street Fair

We are gearing up for the return of the **University District Street Fair on May 21 & 22, 2022!** Polly and Don will be conducting a site walk with Boldhat Productions this week to analyze the current event map and consider opportunities with the added benefit of the newly completed NE Brooklyn Ave. To inform our planning, we are also going to be engaging U District Stakeholders later this month with a survey, asking people what's special about the Street Fair, how this event is successful, and how it could be more successful in the future.

## CLEAN & SAFE

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*Marcus Johnson*

### Committee Update

Due to Veterans Day, the November Clean and Safe Committee Meeting was canceled. The next meeting will take place on December 9. For questions regarding the meeting, please contact Marcus ([marcus.johnson@udistrictpartnership.org](mailto:marcus.johnson@udistrictpartnership.org)).

### Outreach Update



After several years of service in the U District, David Delgado is moving into a new role that will support North Seattle, at large. We are thrilled to keep David in the larger community and are also excited to welcome the new U District Outreach Care Coordinator, JJ Bartlett. JJ is a graduate of the University of Washington and has previously worked at ROOTS Young Adult Shelter and Street Youth Ministries right here in the U District. David is helping to train-up JJ so that their outreach work maintains a level of continuity and that relationships can continue to be strengthened with our unhoused neighbors.

### Monthly Homeless Census:

David reported that 20 un-housed people in the U District were able to move into Rosie's Tiny Home Village. This has significantly lowered our population living outside in the District.

MONTH	45 <sup>th</sup> @I-5	50 <sup>th</sup> @ I-5	The Ave	Univ. Playground	Pasadena	Other	TOTAL
Sept.	12	10	10	6	20	12	70
Oct.	7	5	7	0	30	3	52

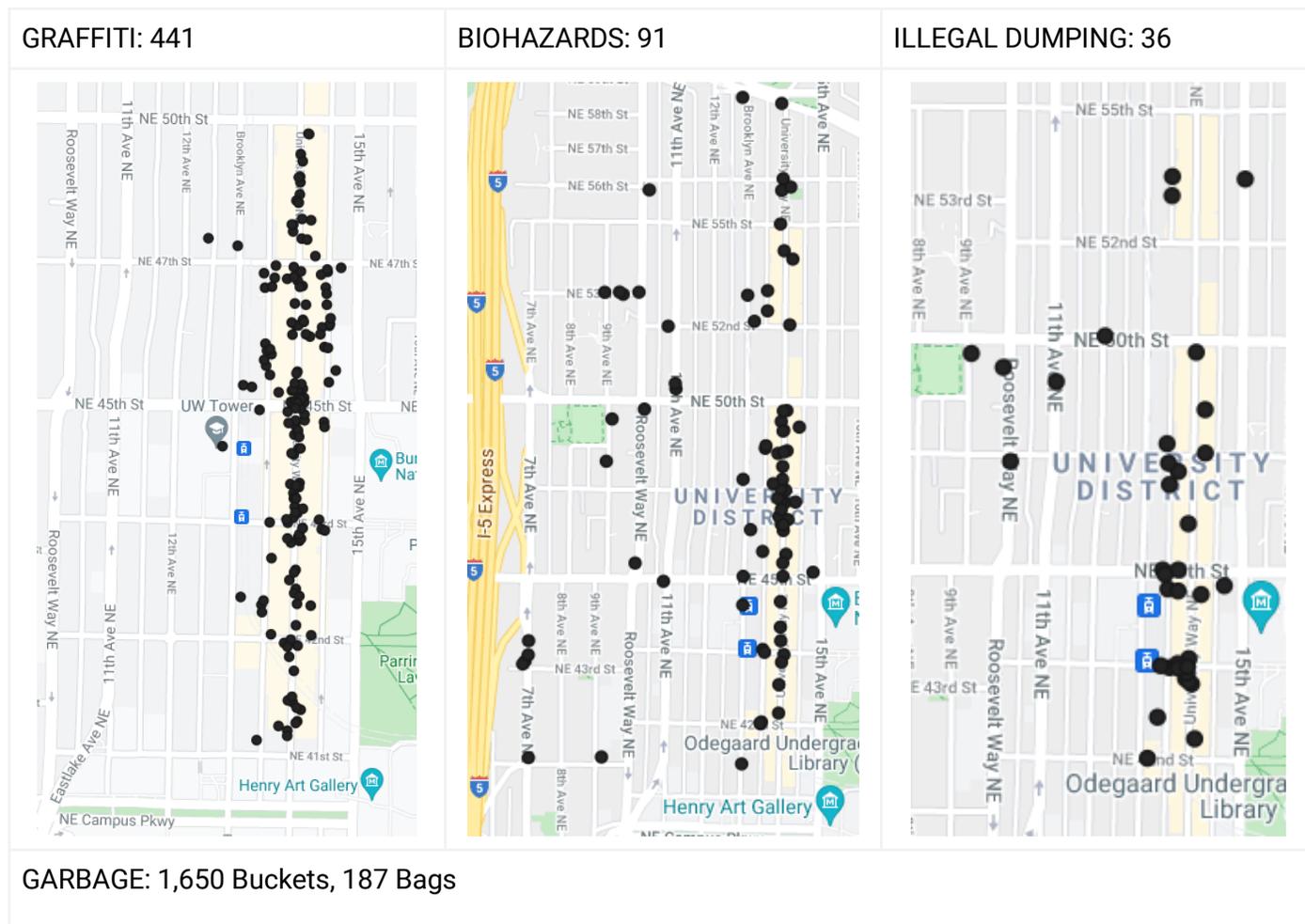
**Cleaning Update:**



With the windstorm that happened at the end of October, we were inundated with a lot of leaves on the ground very quickly. We had street sweepers come out and help to pick up the leaves.

Over the next two months, we will periodically bring the street sweeper out to help us tackle the buildup of leaves that happen this time of year. As always, the leaves are a several month process due to the many varieties of trees and the different times they drop their leaves.

**October Fulcrum Data**



**Ambassador Update**

After a brief pause in the ambassador program, ambassadors returned to the streets of the U District on 10/15 as a part of a new partnership with Cascadia Global Security. Over the past few weeks the new ambassadors have been busy getting to know the businesses and letting people know these services are back. In the first two weeks, ambassadors went into businesses 143 times. The UDP added a new

ambassador position at the light rail station where we helped 121 people with wayfinding or questions in our first two weeks.

As a reminder, our standard ambassador program hours are Thursday-Sunday, 11 a.m. - 7 p.m. except Saturday which is 9 a.m. - 5 p.m.. The station area ambassador hours are Monday-Friday, 8 a.m. - 8 p.m..