



## UDBIA RATEPAYER ADVISORY BOARD

### MEETING AGENDA

4 p.m. – 5:30 p.m.

November 2, 2023

[ZOOM Virtual Meeting](#)

#### RATEPAYER ADVISORY BOARD

**Maria Barrientos**  
*Barrientos/Ryan*

**Max Blume**  
*The Blume Company*

**David Cohanin**  
*Whitefall, LLC*

**Lora Gastineau**  
*U District Resident*

**Chris Giles**  
*U District Resident*

**Joe Gruber**  
*University District Food Bank*

**Mary Kay Gugerty**  
*The Evans School, University  
of Washington*

**Jeanette Henderson,**  
*UW Real Estate,  
University of Washington*

**Lincoln Johnson**  
*Student Life,  
University of Washington*

**Nikole O'Bryan**  
*Nikole O'Bryan, DDS*

**Chris Petersen**  
*Café Allegro*

**Brian Sellen**  
*American Campus  
Communities*

**Sandy Sun**  
*Compass Real Estate*

**Hui Tian**  
*Studio 19 Architects*

**Polly Yarioka**  
*University Presbyterian*

- |     |   |             |
|-----|---|-------------|
| 1.  | Welcome and Introductions   | Chris       |
| 2.  | Nomination of New Board Member <ul style="list-style-type: none"><li>Sally Clark – <i>Director of Campus Safety<br/>University of Washington</i></li></ul>  | Chris       |
| 3.  | Nomination of Board Officers <ul style="list-style-type: none"><li>Co-Chair, Sally Clark – <i>Director of Campus Safety<br/>University of Washington</i></li><li>Treasurer, Joe Gruber – <i>Executive Director<br/>U District Food Bank</i></li><li>Secretary, Chris Giles – <i>U District Resident</i></li></ul> | Chris       |
| 4.  | Nomination of Returning Board Members   | Sally/Chris |
| 5.  | Public Comment  | Public      |
| 6.  | Welcome Nikki Somers  | Don         |
| 7.  | Approval of June 2023 Meeting Minutes   | Sally/Chris |
| 8.  | Acceptance of the September Financials  | Joe         |
| 9.  | State & City Grant Updates  | Daniel/Katy |
| 10. | Food Walk Update  | Polly       |
| 11. | Public Safety Update  | Marcus      |
| 12. | Lid I-5 Charrette: November 9   | Katy        |
| 13. | New Business  | Sally/Chris |
| 14. | Adjourn   | Sally/Chris |



## **Nomination of Ratepayer Advisory Board Members & Officers**

November 2, 2023

### **Nomination to the Ratepayer Advisory Board**

- Co-Chair, Sally Clark – *Director of Campus Safety University of Washington*

### **Nomination of Board Officers**

- Co-Chair, Sally Clark – *Director of Campus Safety University of Washington*
- Treasurer, Joe Gruber – *Executive Director University District Food Bank*
- Secretary, Chris Giles – *U District Resident*

### **Nomination of Returning Board Members**

- Maria Barrientos, *Managing Partner - Barrientos/Ryan*
- Max Blume, *Development Manager - The Blume Company*
- David Cohan, *Real Estate Developer & Managing Consultant - Whitefall, LLC*
- Lora Gastineau, *U District Resident*
- Chris Giles, *U District Resident*
- Mary Kay Gugerty, *Associate Dean for Teaching & Learning, Professor of Nonprofit Management & Philanthropy - The Evans School, University of Washington*
- Lincoln Johnson, *Associate Vice President of Student Life - University of Washington*
- Nikole O'Bryan, *Owner - Nikole O'Bryan, DDS*
- Sandy Sun, *Broker - Compass Real Estate*
- Hui Tian, *Principal - Studio 19 Architects*



U DISTRICT BUSINESS  
IMPROVEMENT AREA

## Board Meeting Minutes

4:00 PM – 5:30 PM

June 22, 2023

*Hybrid Meeting*

*UHeights - 5031 University Way NE, Seattle, WA 98105*

### **RAB Members in Attendance**

Jennifer Antos, U District Farmers Market  
Maria Barrientos, Barrientos / Ryan  
Max Blume, The Blume Company  
David Cohanin, Whitefall LLC  
Lora Gastineau, Nobel Condominiums

Chris Giles, Resident  
Joe Gruber, University District Food Bank  
Mary Kay Gugerty, UW Evans School  
Lincoln Johnson, UW Student Affairs  
Jeanette Henderson, UW Real Estate  
Sandy Sun, Corbit Building

### **Ratepayers Present**

Sheila Barnett, American Campus Communities  
Mary Davis, Christian Science Church  
John Hix, Seattle Vineyard Church  
Rick Jones, University Business Center (voting  
for University Y)  
Gregg Petrie, Property Owner  
Anson Lin, Astora Construction  
Rob Lubin, UW Housing (representing UW)

Trevor Peterson, University Bookstore  
Miles Richardson, Audi Seattle/University VW  
Don Schulze, UDPA  
Susan Schulze, Shultz's Building  
Alfred Shiga, Shiga Imports Building  
Carolyn Thompson, Neptune Building  
Alfred Shiga, Shiga's Imports  
Shirin Subhani, U Heights

### **UDP Staff**

Don Blakeney, Executive Director; Marcus Johnson, Clean, Safe & Outreach Manager; Phil Lloyd, Financial Manager (by phone); Daniel Lokic, Economic Development Manager; Katy Ricchiuto, Urban Vitality Manager; Polly Yokokawa, Marketing & Communications Manager

### **Guests Present\***

Lois Ko, Sweet Alchemy – Co-Chair  
Maya Lu, Boba Up  
Kate Barr, Scarecrow Video/Grand Illusion  
Daniel Blue, HomeStreet Bank

*\*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**

Chris and Don welcomed attendees to the meeting and opened both the June RAB meeting and the Annual Ratepayers meeting. Don then kicked off a round of introductions.

### **Approval of May RAB Meeting Minutes**

Chris introduced the April UDP Board meeting minutes.

**Motion:** Lincoln moved to accept the May 2023 meeting minutes.

**Second:** Chris seconded the motion.

**Approval:** The motion was approved unanimously.

### **Finance Committee Update and Approval of the Financials**

Don shared an update of the finances with the RAB. BIA spending was a little slow because spending was front-loaded with Department of Commerce grant dollars, but will come in close to the planned budget when the year is closed out. Don explained that the Street Fair performed well, and made gains in booth sales to offset sponsorship targets not being met. *These updates can be found in the finance committee narrative included in the April Board packet.*

**Motion:** Joe moved to accept the May financials as presented at the June 22 RAB meeting.

**Second:** Jennifer seconded the motion.

**Approval:** The motion was approved unanimously.

### **Board Nominations and Governance**

Don walked through some upcoming Board planning. There are a total of 20 board seats, 18 of which are filled today. Two seats will be vacated - Board Co-Chairs Maureen Ewing and Aaron Hoard are both rolling off the Board. Aaron is joining the UDP Board and Maureen is moving to Colorado. The RAB will need to fill four seats next year and hold officer elections in the fall. Prospective Board members include Sally Clark, Carolyn Thompson, J.C. Fawcett and a UW student.

### **2023-2024 Budget**

Don walked the board through the context and timeline for the development of the FY 2024 budget. There were several budget visioning sessions through the spring that informed the proposed budget presented at the meeting. He offered a quick overview of some of the accomplishments from the organization in the last fiscal year:

#### **Spring / Summer 2022**

- Launch of U District Arts and Culture Initiative
- Summer Movies by the Bay at Fritz Hedges Waterway Park
- New cleaning contract with Seattle Surface Cleaners
- Redistricting advocacy (U District stays in D4)

#### **Fall 2022**

- New weekend late-night security in response to October shootings
- Expanded outreach program now 7 days a week
- Tree lights on University Way from NE 47th to NE 50th and along NE 45th
- \$5M Department of Commerce grant awarded to UDP

#### **Winter 2023**

- Winter storm snow removal on University Way NE
- \$5M Department of Commerce grant implementation



- New flowers and plant maintenance for NE 43rd Street dining area
- Launch of Lid I-5 North Coalition

### **Spring 2023**

- \$5M Department of Commerce grant implementation: 140+ awardees
- \$80K Office of Arts & Culture grant implementation
- Cherry Blossom Festival, Boba Fest & U District Street Fair
- New clean/safe operations center at NE 43rd Street
- New UDP website launches June 6, 2023

Don then walked through the team's fundraising achievements over the past year:

### **Grants - \$5,115,500**

- \$4,976,000 - Washington State Department of Commerce - Tenant Improvements
- \$80,000 - Seattle Office of Arts & Culture - Arts & Culture Programming
- \$25,000 - Seattle Office of Economic Development - Economic Recovery
- \$27,500 - Seattle Public Utilities - Cleaning
- \$7,000 - Rotary - New Hot Water Pressure Washer

### **Sponsorships/Partnerships - \$203,000**

- \$123,000 - UW, KUOW, UHeights, Target - Expanded Ambassador Hours and Security
- \$100,000 - King County Regional Homeless Authority - Homeless Outreach Staffing
- \$80,000 - Sponsors - Food Walk, Cherry Blossom Fest, Boba Fest, Street Fair

Don then reviewed priorities elevated by the RAB in the previous priority setting meetings from earlier in the spring:

**Safe Streets:** sustaining 7 day/week safety ambassador services; new trainings

**Nightlife Security:** first four weekends of fall and winter quarters

**Clean District:** streamlining/solidifying operations and responsiveness

**Homeless Support:** case conferencing, outreach team collaboration with UW

**Thriving Retail:** new retail recruitment/activation for chronic vacancies

**Enhanced Public Realm:** new physical improvements across entire district

**Small Business Support:** grants, broader outreach, and technical assistance

**Vibrant Arts & Culture Scene:** carry forward arts and culture initiative plans

**U District Awareness:** paid advertising, earned media and promotions

**Signature Events:** annual events, explore winter events/collaborations with UW

**Advocacy:** continuing to advocate for neighborhood resources

Don reviewed the budget assumptions which include a \$250K increase in BIA assessment collections, a continued spend-down of the BIA surplus, fundraising for placemaking and safety services, and income from sponsorship of events & festivals. Because of new construction and CPI adjustments, the assessment has increased over time:

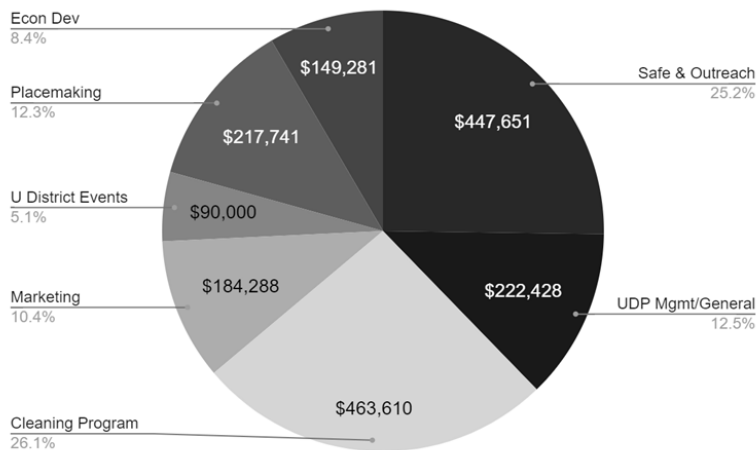
**2020-2021:** \$1,215,847

**2021-2022: \$1,271,712**

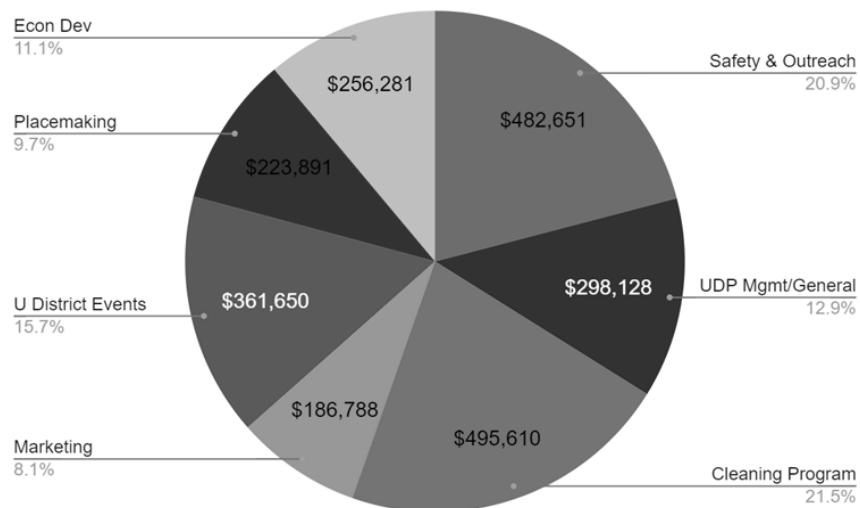
**2022-2023: \$1,325,847**

**2023-2024: \$1,625,000**

Don presented a **BIA spending** proposal that reflected the following areas:



With grant, partner and outside funding, Don presented an **FY 2024 UDP budget** with spending in the following areas:



*The full budget and workplan proposal can be found in the June UDP Board meeting packet.*

Rob thanked the UDP team for the comprehensive overview of the financial planning and Jennifer asked a question about the government grants and how certain they are for the year ahead. Don explained that some of the grants are certain, like the SPU grant support for the cleaning program. The KCRHA has taken over spending for the outreach, so it actually doesn't hit the UDBIA budget in 2023-2024.

### **UDBIA Budget Approval**

**Motion:** Joe moved to approve the proposed FY 2024 budget as presented at the June 22, 2023 RAB meeting.

**Second:** Lora seconded the motion.

**Approval:** The motion was approved unanimously.

### **Program Manager Recommendation**

**Motion:** Lincoln moved to recommend the continuance of the U District Partnership as the UDBIA Program Manager for the 2023-2024 fiscal year.

**Second:** Maria seconded the motion.

**Approval:** The motion was approved unanimously.

### **New Business - Remembering Scott Soules**

Don acknowledged the recent passing of Scott Soules, a leader and property owner in the community who had been very involved with the U District Partnership, UDPA, and the Chamber, before it sunsetted in 2014. Alfred Shiga spoke about his connection to Scott and how he'll be missed. Trevor and Lois talked about how Scott would be out in the neighborhood on Sunday mornings cleaning the Ave around his building. Don brought forward the idea of creating an award in Scott's memory to highlight people who make a significant contribution to the neighborhood.

### **BIA Meeting Adjournment**

### **UDBIA Budget Approval**

Mary Davis offered her appreciation for the work that went into the budget and workplan presentation. Chris called for a vote to approve the proposed FY 2024 budget as presented at the June 22, 2023 Annual meeting. The ratepayers present voted unanimously to accept the 2023-2024 budget.

### **Program Manager Approval**

Chris called for a vote to accept the continuance of the U District Partnership as the UDBIA Program Manager for the 2023-2024 fiscal year. The ratepayers present voted unanimously to accept the U District Partnership as the UDBIA Program Manager for the 2023-2024 fiscal year.

### **Annual Meeting Adjournment**

The meeting was adjourned at 4:49 p.m..

2023-24 University District BIA

Budget Tracker - September 2023

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	268,028	56,087.57	211,941	20.9%	\$ 13,465.09	\$ 12,228.19	\$ 30,394.29	
Clean Environment	488,010	100,184.06	387,826	20.5%	\$ 30,431.93	\$ 36,735.81	\$ 33,016.32	
Public Safety	447,651	100,020.77	347,630	22.3%	\$ 37,422.25	\$ 33,213.09	\$ 29,385.43	
Urban Vitality	217,741	42,451.98	175,289	19.5%	\$ 15,654.15	\$ 16,671.87	\$ 10,125.96	
Economic Development	149,281	13,509.25	135,772	9.0%	\$ 4,382.31	\$ 4,386.13	\$ 4,740.81	
Marketing	184,288	40,536.64	143,752	22.0%	\$ 13,761.78	\$ 12,484.87	\$ 14,289.99	
Food Wallk	30,000	32,118.86	-2,119	107.1%	\$ -	\$ 143.88	\$ 31,974.98	
Cherry Blossom	15,000	750.00	14,250	5.0%	\$ -		\$ 750.00	
Bobafest	15,000	750.00	14,250	5.0%	\$ -		\$ 750.00	
Street Fair	30,000	3,635.73	26,364	12.1%	\$ 68.45	\$ 51.28	\$ 3,516.00	
Total Requested	1,845,000	390,044.86	1,454,955	21.1%	\$ 115,185.96	\$ 115,915.12	\$ 158,943.78	\$ -

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management								
Clean Environment								
Public Safety								
Urban Vitality								
Economic Development								
Marketing								
Food Wallk								
Cherry Blossom								
Bobafest								
Street Fair	\$ -	\$ -		\$ -	\$ -		\$ -	\$ -
	\$ -	\$ -	-	-	-	-	-	-

# U District BIA

## Statement of Activities

### July through September 2023

	Program Management	Cleaning	Public Safety	Urban Vitality	Economic Development	Marketing	Events & Activations	Total
Ordinary Income/Expense								
Income								
44430 · BIA Contract	56,087.57	100,184.06	100,020.77	42,451.98	13,509.25	40,536.64	37,254.59	390,044.86
44530 · Grants Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
47215 · Sponsorships	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00	2,000.00
43400 · Donations/Partnerships	0.00	968.74	11,986.00	0.00	0.00	0.00	0.00	12,954.74
46400 · Interest and Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Income	56,087.57	101,152.80	112,006.77	42,451.98	13,509.25	40,536.64	39,254.59	404,999.60
Expense								
60000 · Staffing	15,835.38	51,783.06	19,519.64	36,740.13	12,491.59	35,591.86	0.00	171,961.66
61000 · Professional & Contract Expense	14,750.00	0.00	0.00	0.00	0.00	0.00	0.00	14,750.00
62000 · Office and Overhead	25,399.60	7,395.72	4,572.86	2,412.40	1,017.66	1,484.78	9,945.91	52,228.93
70000 · Direct Program Expenses								
70300 · Advertising and Marketing	0.00	0.00	0.00	0.00	0.00	3,460.00	5,378.20	8,838.20
70320 · Contracted Services	0.00	41,974.02	87,914.27	3,210.16	0.00	0.00	2,641.59	135,740.04
70330 · Design of Website/Posters	0.00	0.00	0.00	0.00	0.00	0.00	1,625.00	1,625.00
70340 · Equipment Rental	0.00	0.00	0.00	0.00	0.00	0.00	8,889.17	8,889.17
70350 · Event Entertainment	0.00	0.00	0.00	0.00	0.00	0.00	5,200.00	5,200.00
70360 · Other Program Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
70370 · Printing and Reproduction	102.59	0.00	0.00	89.29	0.00	0.00	5,574.72	5,766.60
Total 70000 · Direct Program Expenses	102.59	41,974.02	87,914.27	3,299.45	0.00	3,460.00	29,308.68	166,059.01
Total Expense	56,087.57	101,152.80	112,006.77	42,451.98	13,509.25	40,536.64	39,254.59	404,999.60
Net Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

## PROGRAM REPORTS

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FALL 2023

### URBAN VITALITY

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#### **Lid I-5 North Seattle Community Vision Meeting: Thursday, November 9**

UDP has been working within a coalition of North Seattle stakeholders to advance a conversation around a highway lid over Interstate 5 between NE 45th and 50th Streets. The coalition has been meeting regularly as a small steering committee, with some members participating in the Downtown Lid I-5 Coalition's bi-monthly meetings. On **Thursday, November 9, from 5:30-8:00pm** the coalition will host a community vision meeting which will be open to all stakeholders and the general public. The meeting will be a chance for people to learn about the initiative and give their input through simple exercises on what they'd like to see on a lid. UDP collected an initial round of community input at the U District Street Fair in May, which yielded great enthusiasm for the concept and what types of benefits a lid could bring to the surrounding communities. **UDBIA board members are encouraged to attend the event. Registration is free and can be found [here](#).**

#### **U District Arts Recovery Grant Awards Wrapping Up**

UDP has received a grant from the City of Seattle Office of Arts and Culture to support arts and culture activations and events in the U District. This past spring, UDP awarded \$75,000 to 13 organizations to support their events and programming through the end of this month. The grant period is wrapping up. UDP will be compiling data from grantee reports to share the impact of the grant on the neighborhood. A few examples of programs we funded are:

- Concerts on the Ave during Street Fair and the \$4 Food Walk (U District Advocates)
- A stand-up comedy training for LGBTQIA+, BIPOC, disabled, and women comics from Seattle (Laughs Comedy Club)
- An art exhibit by artist Sarah Cain, "day after day on this beautiful stage" (Henry Art Gallery)
- Jack Straw Artist exhibits and showcases (Jack Straw Cultural Center)
- Summer Park Pop Ups (U Heights)

#### **New Hire: Economic Development Intern**

UDP is in the process of hiring an Economic Development Intern. The position is an evolution of a Program Specialist position the organization intended to fill earlier this summer. A paid-internship better fits with the parameters of a part-time position that spans the duration of the school year. The intern will work up to 20 hours per week and will focus on data collection, analysis, and reporting around business and building vacancy and changes, new development, transportation and mobility data, and other economic trends in the neighborhood. The position

will report to the Urban Vitality Manager but work closely with the Economic Development and Urban Vitality programs.

### **First Roosevelt Roundtable Meeting Held Over the Summer**

UDP gathered stakeholders from along Roosevelt Way in the U District this past June to discuss short-term needs and long-term visions for the corridor. The meeting started with a walking tour of the northern part of Roosevelt, from Ravenna to NE 52nd. Then, 25 Roosevelt stakeholders gathered at University Child Development School for a group discussion followed by breakout sessions to talk about emerging issues. UDP compiled notes from the meeting and identified some immediate actions. These actions include working with Seattle Public Utilities to address private garbage cans blocking sidewalks along the street, as well as researching the cost of installing tree lights along part of the corridor. The second of three Roosevelt group meetings will be held in mid-November.

## **ECONOMIC DEVELOPMENT**

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### **State & City Leaders Join UDP to Unveil \$5M of Investments in Over 140 Storefront Grant Projects**

On Friday, September 29, UDP and the Washington State Department of Commerce unveiled an unprecedented series of investments in U District small businesses that total \$5 million in funding—enabling them to make hundreds of one-time strategic investments that will have lasting impacts for their appearance and operations, as well as for the neighborhood. Elected officials and department heads joined UDP staff for a tour of the improvements at four small businesses that received U District Vitality Grants. Other attendees included WA State Dept. of Commerce Dir. Mike Fong, State Sen. Noel Frame, State Rep. Gerry Pollet, Seattle Mayor Bruce Harrell, Seattle OED Dir. Markham McIntyre, Seattle Councilmember Alex Pedersen and Seattle Councilmember Nelson.



Since the beginning of 2023, The U District Vitality Grants Program has injected over \$3.75M into the U District business community, and committed an additional \$1M+ to businesses in the coming months. Over 140 businesses have leveraged these funds to make significant exterior improvements, interior upgrades, and purchase critical equipment.



While a majority of these projects have been completed, remaining funds are primarily allocated to assist eight more businesses in implementing active and unique outdoor dining structures - which are expected to be completed by December 2023. These businesses include Boba Up, Sizzle & Crunch, Mama's Viet Kitchen, Pho Shizzle, Call a Chicken, Nuoodle Express, Kai's Thai Street Food, and Shawarma King.



*Construction of Pho Shizzle's Outdoor Dining Structure*



*Construction of Boba Up's Outdoor Dining Structure*

### **UDP Launches Vacant Spaces Revival Grants - Supports 10 Businesses**

In September, UDP launched a Vacant Spaces Revival Grant program to reduce the start-up costs for businesses relocating/expanding into vacant ground-floor commercial spaces. These grants will provide funding for entrepreneurs and current business operators to invest in fixed asset improvements such as the purchase of specialized equipment and exterior/interior renovations necessary to operate in a ground-floor commercial space.

The purpose of this fund is to support entrepreneurs locating in Seattle's U District by defraying the significant costs associated with opening a new ground-floor commercial business. While the vacancy rate is relatively low in the U District, several high-profile vacancies persist because of the costs associated with upgrading the spaces for new businesses, specifically food service.

Thus far, UDP has awarded 10 businesses with Vacant Spaces Revival Grants ranging from \$10,000 - \$65,000. Grants were awarded to a variety of new businesses including Lil Woody's, Avole Coffee, Baiana Afro-Brazilian Restaurant, and Big Mario's Northlake Tavern. All awards are contingent on a signed lease within the U District neighborhood boundary. UDP staff are working closely with awardees, property-owners, and brokers to match businesses to vacant spaces - ensuring these businesses are able to leverage these grant dollars effectively.

### **Supporting an Active Ground-Floor Economy**

With several notable high-profile spaces for lease and the ability to leverage the recently launched Vacant Spaces Revival Grant Program, UDP is actively seeking new and exciting tenants and business concepts to fill commercial spaces in the U District. Utilizing a relationship-based approach, UDP continues to engage property owners, brokers, and entrepreneurs to match business concepts to specific ground-floor spaces. While this effort



spans available spaces community-wide, finding unique tenants for high-profile spaces like the Bartell's, CVS, and Target space are key priorities in supporting an active ground-floor economy.

## CLEAN, SAFE & OUTREACH

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### Homeless Encampments in the U District

The number of people experiencing homelessness in the U District remains relatively static, compared to numbers earlier in the pandemic. However, some of the areas that had previously been home to people have since been cleared including the encampment along Pasadena, which was closed off in March. This closure subsequently concentrated unhoused people along the Interstate-5 green belt, which is considerably more visible.

LOCATION	Pasadena	I5 @ 45th	I5 @ 50th	U Playground	The Ave	Other	TOTAL TENTS
Sept. '22	22	13	6	0	0	0	41
Oct. '22	13	14	9	0	0	0	36
Nov. '22	25	17	12	1	0	0	55
Jan. '23	10	8	13	0	0	0	31
Feb. '23	20	8	11	0	0	0	39
April '23	0	9	12	0	0	0	21
May '23	0	17	10	0	0	0	27
June '23	0	8	14	0	0	0	22
July '23	0	19	12	0	0	1	32
Aug. '23	1	18	17	0	0	1	37
Sept. '23	0	22	22	0	0	1	45
Oct. '23	0	16	26	0	0	0	42

In July, the UDP participated in a meeting with WSDOT regional leadership and the King County Regional Homelessness Authority, organized by Council Member Pederson, to address the chronic, visible homelessness at 45th and 50th. Regrettably, no clear plan emerged from this meeting. UDP continues to monitor the situation and will be engaging in another round of advocacy this fall. An immediate goal is to facilitate the transition of individuals to more suitable living conditions and to address the substantial accumulation of debris that accompanies these unsanctioned encampments.

### **Fall Mulching & Planting Initiative Along NE 43rd Street**

When NE 43rd Street underwent redevelopment, there was a significant investment in planting strips by Seattle DOT, Sound Transit and Seattle Public Utilities. Regrettably, little budget or attention was allocated to the ongoing maintenance of these planting strips and they continue to line a major portal to the U District. UDP advocated for greater agency ownership and maintenance but it hasn't been a practical or sustainable solution to avoid these planted strips becoming overrun with weeds and debris.



In early 2023, the UDP took the initiative to address this concern by engaging a professional landscaper. Under the capable care of Henry Gavin, these planting strips have been revitalized. New trees now thrive in areas where previous ones had perished. The planting strips are diligently weeded on a weekly basis, rodent infestations are being continuously managed, and substantial quantities of mulch have been applied to enrich the soil. UDP, in collaboration with Henry, is taking additional steps to reinvigorate these planting strips this fall. Thanks to a volunteer mulching effort in September, these strips are now ready to receive a new infusion of plant varieties that will offer year-round foliage. Before Halloween, community members will see these new plants as they are introduced to the planting strips around the light rail station, breathing new life into this corner of the U District.

### **Sustaining the Safety Ambassadors While Adding Late Night Security Patrols on Weekends**

The UDP Ambassador Program has successfully maintained its seven-day-a-week operation, a continuity initiated last year. This sustained effort has provided a dependable level of support to businesses, residents, and visitors. Given the escalating demand for the program's services, reducing this level of support would prove challenging.

As the student population returned, the UDP, in partnership with the UW, reinstated the Late Night Security Patrols for the first five weeks of the fall quarter. Last year, the beginning of the fall quarter was marred by two incidents of gun violence. In response, the UDP, with funding from University of Washington, introduced a new Late Night Security Patrol shift operating from 10 pm to 3 am on Friday and Saturday nights. This initiative aimed to gain insights into the factors contributing to these unfortunate events within the community's ecosystem and allowed UDP to share real-time information with stakeholders and city/state officials and led to substantial progress in addressing and understanding the challenges posed by such activities in the area.

This past weekend marked the conclusion of our Late Night Emphasis Patrols for the fall quarter. In summary, all five weekends proceeded remarkably smoothly. Regardless of the level of activity, the bars demonstrated impressive crowd management, both within their premises and in the surrounding areas. There were no major incidents, no discernible presence of a party drug market, and the groups that caused issues around NE 43rd Street in the neighborhood last

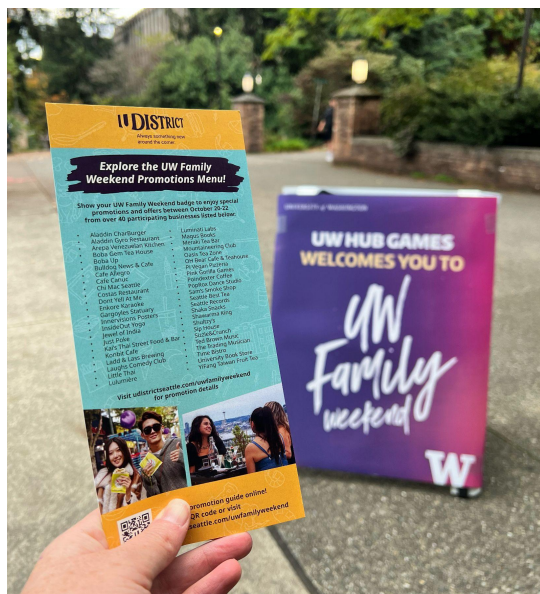
year were notably absent. We are optimistic that this positive transformation in the neighborhood compared to the previous school year will endure for the months to come.

### Minimizing Impact of People Suffering from Unaddressed Behavioral Health Issues

The UDP remains committed to mitigating the challenges posed by people who are suffering from deep and unaddressed behavioral health issues. UDP's ambassador and outreach teams actively engage in efforts to connect individuals with vital resources, deescalate behavioral health episodes, and facilitate the distribution of prescribed mental health medication through our contracted outreach workers from REACH.

In addition, the University of Washington has initiated a partnership with REACH to designate a dedicated outreach worker to serve their campus community. This dedicated UW Outreach Worker is instrumental in connecting individuals experiencing homelessness on campus with the necessary resources and support.

## MARKETING & COMMUNICATIONS



### U District Promotions Event for UW Family Weekend

UDP partnered with the UW's Parents and Families department to [offer a promotional menu of options](#) for visiting Husky family members to enjoy during the fall [UW Family Weekend - October 20-22](#). Over 40 businesses signed up to offer a promotion, discount, upgrade, or other deal to encourage attendees (3k-4k) to visit and get to know the neighborhood.

A small printed guide led attendees to a [dedicated event page](#) with more details about each promotion in addition to business operating hours during the weekend. The U District Seattle site was also linked directly to the UW Family Weekend event homepage, offering visibility of the neighborhood. This was

UDP's second year partnering with this department and first year having businesses offer a dedicated promotion. Participating businesses have begun filling out a post-event survey noting the success of the promotional weekend and areas for improvement. Early responses show that businesses located in closer proximity to the UW Campus had more success reaching visitors.

## EVENTS

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### U District Food Walk

The third annual [U District \\$4 Food Walk](#) was a big success on Saturday, September 30! With over 70 businesses participating across the neighborhood, it was the largest event yet and the feedback from attendees was overwhelmingly positive.

Attendees enjoyed a refreshed U District with visible storefront improvements across the district, in addition to an array of new outdoor seating, with additional event seating made possible for the day.

Businesses enjoyed lines of customers all day long, with tens of thousands people in attendance. Over 550 attendees completed the event survey, which provided a great snapshot of the demographics for the event.

#### Highlights include:

- 53% were students from UW
- 32.5% lived in the U District or Ravenna neighborhoods
- 37% traveled from outside of Seattle
- 63% were between the ages of 18 to 24

#### Things that Could Improve:

- *"I wish some lines were shorter / Streamline the lines / Better line management"*
- *"Updated menu of closed restaurants."*
- *"Clearer signage on the stores for what they are offering."*
- *"Food ran out at some shops."*
- *"It was too sunny."*

#### Things Attendees Enjoyed Most:

- *"I loved how I was able to explore new foods and restaurants without having to spend tons of money."*
- *"I enjoyed the atmosphere of the street-wide event, where everyone could explore new shops and try new food while supporting local businesses!"*
- *"Excellent options and introductions to more menus."*
- *"I enjoyed the music and the crowd!"*
- *"I get to try new restaurants on the ave and see what I'd like to come back to after the walk. And the price is great."*

Post-event business surveys indicate that businesses were selling between 150 - 2500+ units of their \$4 menu options. UDP looks forward to analyzing business feedback to keep improving the Food Walk event year after year.

Sponsors and media partners were an incredible support for the event and allowed us to produce a designed event menu that attendees enjoyed so much that we ran out!

A huge thank you to: American Campus Communities, KUOW, The Stranger, Chili's Southern Indian Cuisine, Call a Chicken, North Noodles N Dumplings, Donut Factory, Thanh Vi, Sizzle & Crunch, Big Mario's Pizza, Big Time Brewery, Mr. Lu's Burgers and Fries, Sip House, Shawarma King, Sweet Alchemy, and Boba Up!