

**RATEPAYER
ADVISORY
BOARD**

**U District Business Improvement Area
Ratepayer Advisory Board
Meeting Agenda**

4 p.m. – 5:30 p.m.

February 8, 2024

[ZOOM Virtual Meeting](#)

Jennifer Antos
*Seattle Neighborhood
Farmers Markets*

Maria Barrientos
Barrientos/Ryan

Max Blume
The Blume Company

Sally Clark
*CampusSafety,
iversity of Washington*

David Cohanin
Whitefall, LLC

Lora Gastineau
U District Resident

Chris Giles
U District Resident

Joe Gruber
U District Food Bank

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

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

Lincoln Johnson
*Student Life,
iversity 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
Iniversity Presbyterian

- | | |
|--|--------|
| 1. Welcome and Introductions | Sally |
| 2. Public Comment | Sally |
| 3. Approval of November 2023 Meeting Minutes | Sally |
| 4. Acceptance of the December Financials | Joe |
| 5. Executive Director Report | Don |
| 6. Clean & Safe Report | Marcus |
| 7. Urban Vitality Report | Katy |
| 8. Economic Development Report | Daniel |
| 9. Spring Event Preview | Lauren |
| 10. Marketing & Communications Report | Polly |
| 11. New Business | Sally |
| 12. Adjourn | Sally |



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Board Meeting Minutes

4:00 PM – 5:30 PM

November 2, 2023

Meeting Via Zoom

RAB Members in Attendance

Jennifer Antos, U District Farmers Market
Maria Barrientos, Barrientos / Ryan
Max Blume, The Blume Company
Sally Clark, UW CampusSafety
Chris Giles, Resident
Joe Gruber, University District Food Bank
Mary Kay Gugerty, UW Evans School

Jeanette Henderson, UW Real Estate
Nikole O'Bryan, Nikole O'Bryan, DDS
Chris Peterson, Cafe Allegro
Brian Sellen, American Campus Communities
Sandy Sun, Corbit Building
Polly Yorioka, University Presbyterian

RAB Members Not in Attendance

David Cohanin, Whitefall LLC
Lora Gastineau, Nobel Condominiums
Lincoln Johnson, UW Student Affairs

UDP Staff

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

Guests Present*

Rob Lubin, UW Housing & Food Services
Azaan Brown, UW Student

**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

Don led a round of introductions

Nomination of New Board Member

Don introduced Sally Clark as a prospective Board member, representing the University of Washington. Sally spoke about her background and how she served on the UDP Board for years and is switching seats with Aaron Hoard, who is leaving this Board to serve on the UDP Board.

Motion: Joe moved to nominate Sally Clark for a three year term on the U District BIA Ratepayer Advisory Board.

Second: Mary Kay seconded the motion.

Approval: The motion was approved unanimously.

Nomination of Board Officers

The Board nominated members for officer positions, with the exception of

Motion: Maria moved to nominate a slate of officers for a two-year term

- **Co-Chair:** Sally Clark, UW CampusSafety
- **Treasurer:** Joe Gruber, University District Food Bank
- **Secretary:** Chris Giles, U District Resident

Second: Jennifer seconded the motion.

Approval: The motion was approved by all, with the exception of Chris Giles, who abstained.

Nomination of Returning Board Members

The final governance action was to renew the ten board seats that were filled when the organization renewed the BIA in 2020. The Board members include:

- 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

Don thanked the Board for their service to the neighborhood. Sally noted that there will need to be some natural work to continue to stagger the terms in order to not lose a bunch of board members in 2026.

Motion: Sally moved to nominate the slate of returning board members to the RAB again for a three year term.

Second: Brian seconded the motion.

Approval: The motion was approved unanimously.

Public Comment

There was no public comment.

Welcome Nikki Somers

Don introduced Nikki to the Board and shared a little about her past work with Todd Vogel and the International Sustainability Institute, as well as the BIA in Pioneer Square.

Approval of June 2023 RAB Meeting Minutes

Sally called for the following motion: “The UDBIA Ratepayer Advisory Board approves the June 22, 2023 meeting minutes as presented at the November 02, 2023 RAB Meeting.”

Motion: Mary Kay moved to accept the June 2023 meeting minutes.

Second: Sally called for discussion, then for a vote..

Approval: The motion was approved unanimously, with the exception of Sally who abstained as she wasn't at the previous meeting.

Finance Committee Update and Approval of the Financials

Don shared an update of the finances with the RAB. There was a slow start to hiring and Commerce grant support slowed BIA spending early in 2023. The new hires in October and November will help catch up spending for BIA dollars. Event spending will pick up as the year progresses. The BIA is still roughly on track for the first three months of the year. Joe asked about the non-BIA revenue. Don explained that UW had offered to fund some late-night patrols in September and January to keep an eye on nightlife safety. Phil shared more about grant funding, some of which are regular, including an annual grant from SPU. *These updates can be found in the finance committee narrative included in the April Board packet.*

Motion: On behalf of the UDP Finance Committee, Joe moved to accept the September 2023 financials as presented at the November 2 2023 RAB Meeting

Second: No second.

Approval: The motion was approved unanimously with the exception of Polly who abstained.

State & City Grant Updates

Daniel offered an update on the UDP Vitality Grants that are funded by the Washington State Department of Commerce. \$3.76M in grant funding has been disbursed as of November 2023. \$4.2M has been committed to businesses—the remainder of which will be allocated to vacant space grants which UDP hopes will support 7+ businesses with \$10-\$60K grants. These grants are contingent on a signed lease. UDP has supported 141 businesses so far through these grants. 86% of the businesses awarded were woman- and/or BIPOC-owned. \$34,359.94 was the average award amount for TI Grants. 20+ businesses implemented outdoor dining structures/seating with this funding, resulting in 450+ new outdoor dining seats. UDP hosted a press event to thank the city and state leaders for all of their collective investments in the District over the past year. Polly shared two short videos of the program that interviewed Doug Campbell (owner of Bulldog News) and David Pierre-Louis (owner of Konbit Cafe) about the impact that the grant had on the build out of their small business improvements.

Katy shared an update about the Neighborhood Arts Recovery Grant that UDP led in the district this past year. The awards ranged from \$1K to \$14K and went to support 13 organizations and small businesses who implemented arts and culture programs in the U District between April and September 2023. Events included arts installations, concerts, trainings, the U District Art Walk, and walking tours. The grant supported over 280 cultural workers or artists, of which 174 were BIPOC. There were 4,300

in-person attendees at grantees' events. Nearly 50 organizations were supported through grantee events and funding.

Don thanked the team for their hard work and all of the incredible resources that they have brought into the district.

Food Walk Update

Polly offered a summary of the recent U District \$4 Food Walk. Over 70 businesses participated in the event. There is no cost to participate as a local business. The street closure stretched from NE 41st to NE 43rd along University Way. Many local businesses sponsored the event. Polly also secured media partnerships with KUOW and the Stranger. UDP secured strong earned media for the event, which helped drive turn-out. UDP created a give-back donation option that allowed people to donate \$4 to the U District Food Bank. A survey conducted by the team gave UDP a clear snapshot of the event's demographics. 32% of the attendees live nearby but also 37% travel from outside of Seattle. Half of the attendees are UW students. Half are female. Half are Asian-American. Comments received were generally positive, with some negative comments about the lines. Businesses also shared feedback and that they sold between 150 and 2500+ units of \$4 food items. They appreciated the publicity and opportunity to welcome new customers. Jennifer said it was a wonderfully busy day. Don and Board members thanked Polly (and the team) for all of the hard work pulling off the event.

Cleaning & Public Safety Update

Marcus shared the impact of the recently purchased pressure washer, which was funded by the Rotary. UDP also signed a lease with the Peha family for a new operations center at NE 42nd Street. UW supported late night security patrols last year, and again last September to allow the ambassadors to better understand the ecosystem that had been leading to nightlife violence. Two security guards patrolled University Way on Friday and Saturday nights until 3 a.m.. UDP uses the information gathered to problem solve and address crime and safety issues. This will return for the first few weeks in January. Marcus also shared the homeless counts that are conducted each month. UDP counts tents and the current count is 42, down from 45 in September. Most of the homeless population is now located on the I-5 green belt near NE 45th and NE 50th. There was a discussion of some observed safety issues that have been related to that encampment. There was also a discussion about SPD capacity issues that persist with the North Precinct. UDP does a lot of work to share issues with a variety of parties including SPD to help facilitate follow-up and problem-solving. UDP hears about repeated issues related to these encampments and will be working with U District stakeholders in the months ahead to reduce the visual and other impacts.

Lastly, Marcus offered an update on the Case Conferencing work that UDP is leading to address the chaos and friction caused by a handful of high-impact individuals. Monthly meetings of cross-sector partners are tasked with formulating comprehensive case management plans for individuals responsible for significantly detrimental effects on the community. Inclusion on the list is facilitated through community referrals via the UDP. The list tracks individuals' influence and engagement with social services, the mental health system, the judicial system, and law enforcement. Active case management is presently maintained for approximately a dozen individuals due to capacity constraints, while the roster of monitored individuals is considerably larger.

Lid I-5 Charrette: November 9

Katy invited Board members to participate in an upcoming charrette to explore the possible opportunities associated with a lid over I-5 in the U District. WSDOT is studying seismic upgrades and ramp configurations along I-5. The Seattle City Council recently passed a resolution to support lidding studies and projects. Federal funding is available for highway lid projects. There are precedents across Puget Sound region. Leadership from downtown Lid I-5 organization has helped catalyze this conversation in north Seattle. Ideas for this space include:

- Opportunities for affordable housing, along lid border
- Optimization of highway on/off ramps and traffic patterns
- New ped and bike connections between U District and Wallingford
- New third space businesses or community amenities like child care
- Programmed and active green and open space
- Possible new view corridor
- Consideration of University Playground as an existing open space that can be updated or swapped for housing

The charrette will be held on Thursday, Nov. 9 from 5:30pm to 8:00pm in Gould Hall.

New Business

Sally asked for an update on business openings at the next meeting. Rob thanked the team for their comprehensive approach to the work. The holiday party for UDP/USBIA will take place on 12/14.

BIA Meeting Adjournment

Annual Meeting Adjournment

The meeting was adjourned at 5:27 p.m..

BIA BUDGET NARRATIVE

Prepared for the UDBIA Ratepayer Advisory Board on 2/1/24

Heading into the third quarter of the fiscal year, spending and income is largely on track. BIA collections are steady, but Nikki and Don are working on back-billing delinquent ratepayers as planned in the budget. Looking back to 2018, there is over \$135,000 in delinquent payments. The team is confident that they can proactively collect at least \$75,000 of that amount without sending people to collection.

BIA Budget Tracker

Heading into the second half of the year, the BIA is just under 50% of our spending target, which tracks with the budget report.

UDP Budget Report

UDP spending is largely tracking the budget, with the exception of grant-funded activities and the slow start on start of staffing this year. Spending will catch up when the Events Manager position is filled in February and will be balanced by the FY 2024 underspend on staffing and a reduction in the Bold Hat contract for Street Fair. The comments below add context and details to variances seen in the budget report. The numbers along the left side of the page correspond with the numbers on the budget report:

Income:

44300 – BIA Income: *BIA spending is catching up, but still a little slow due to two open staff positions that persisted until October and November.*

44530 – Grants Income: *This fiscal year has seen roughly \$55,000 in reimbursements from current grants (outside of the \$5 million Department of Commerce Grant). The variance shown in the Budget Report is offset by an increase in associated spending related to the grants—neither of which were in the budget for the year. This represents expanded capacity and no material impact to the balance of the budget.*

47000 – Program Fees Income: *Street Fair is on sale and the booth fees are rolling in earlier than planned. This will sort itself out by June.*

47215 – Sponsorships Income: *This variance represents lower-than anticipated sponsorship numbers for food walk. The team cut some spending to compensate—bringing the event within about \$5,000 of the initial target. Don and Polly have engaged a sponsorship consultant to develop new sponsor strategies for 2024 and 2025.*

Expense:

60000 – Staffing: *This variance is associated with the above dip in BIA income. With two open positions, FY 2024 got off to a slow start on staffing spending. The Event Manager coming on in February will begin to close this gap for FY24.*

62000 – Office & Overhead Expense: *Insurance (62200) is a timing issue. The budget anticipated a lease renegotiation and a renovation of the current offices. For a few reasons, these activities have been delayed until this winter, so the variances associated with Office Equipment (62300) and Rent, Parking, Utilities (62100) represent a timing issue. Some of the Supplies (62400)*

budget is associated with the new cleaning/safety ambassador uniforms, which are being ordered this week and will begin to close the spending gap. Technology and Software (62700) is up in part due to a coding issue, which can be solved and planned for next year.

70320 – Contracted Services: *This is mostly a timing issue with program dollars still unspent in Urban Vitality and Marketing.*

70330 – Design of Website/Posters: *Money was budgeted to update the functionality of the UDistrictSeattle.com site, and it's under development this month. These costs will land in January and February.*

70360 – Other Program Expenses: *This is related to the uptick in grant income, and represents the expanded programming associated with each grant.*

70380 – Repairs and Maintenance: *This is a timing issue that resolves late in the year.*

Department of Commerce Grant

UDP continues to spend down the Department of Commerce grant, which is tracked in the "DOC" column on the Budget Report. The final remaining grant that is open is focused on attracting new retailers to vacant spaces in the U District. Daniel has also negotiated another extension to implement this grant that will last through the end of this fiscal year in June.

2023-24 University District BIA

Budget Tracker - October 2023

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	268,028	131,924.92	136,103	49.2%	\$ 13,465.09	\$ 12,228.19	\$ 30,394.29	\$ 26,832.85
Clean Environment	488,010	209,184.28	278,826	42.9%	\$ 30,431.93	\$ 36,735.81	\$ 33,016.32	\$ 30,782.90
Public Safety	447,651	207,009.92	240,641	46.2%	\$ 37,422.25	\$ 33,213.09	\$ 29,385.43	\$ 37,867.46
Urban Vitality	217,741	97,850.46	119,891	44.9%	\$ 15,654.15	\$ 16,671.87	\$ 10,125.96	\$ 12,447.04
Economic Development	149,281	32,665.80	116,615	21.9%	\$ 4,382.31	\$ 4,386.13	\$ 4,740.81	\$ 6,253.64
Marketing	184,288	88,706.94	95,581	48.1%	\$ 13,761.78	\$ 12,484.87	\$ 14,289.99	\$ 17,545.40
Food Walk	30,000	36,238.47	-6,238	120.8%	\$ -	\$ 143.88	\$ 31,974.98	\$ 12,921.36
Cherry Blossom	15,000	796.82	14,203	5.3%	\$ -		\$ 750.00	\$ -
Bobafest	15,000	1,296.84	13,703	8.6%	\$ -		\$ 750.00	\$ -
Street Fair	30,000	3,686.73	26,313	12.3%	\$ 68.45	\$ 51.28	\$ 3,516.00	\$ 16.00
Total Requested	1,845,000	809,361.18	1,035,639	43.9%	\$ 115,185.96	\$ 115,915.12	\$ 158,943.78	\$ 144,666.65

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management	\$ 21,847.88	\$ 27,156.62						
Clean Environment	\$ 32,277.13	\$ 45,940.19						
Public Safety	\$ 36,470.43	\$ 32,651.26						
Urban Vitality	\$ 29,334.14	\$ 13,617.30						
Economic Development	\$ 8,349.82	\$ 4,553.09						
Marketing	\$ 17,469.03	\$ 13,155.87						
Food Walk	\$ (795.00)	\$ (8,006.75)						
Cherry Blossom	\$ 35.00	\$ 11.82						
Bobafest	\$ 535.00	\$ 11.84						
Street Fair	\$ 35.00	\$ -		\$ -	\$ -		\$ -	\$ -
	\$ 145,558.43	\$ 129,091.24	-	-	-	-	-	-

The U District Partnership
Budget Report
December 2023

	Jul - Dec 23	DOC Grant	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense					
Income					
44430 · BIA Contract	809,361.18	0.00	908,539.89	-99,178.71	1,845,000.00
44530 · Grants Income	69,891.59	2,049,479.96	21,649.94	48,241.65	144,149.94
47000 · Program Fees Income	49,849.62	0.00	10,000.00	39,849.62	175,000.00
47213 · Retail Income	299.31	0.00	500.00	-200.69	2,500.00
47215 · Sponsorships	17,033.66	0.00	30,000.00	-12,966.34	105,000.00
43400 · Donations/Partnerships	37,913.85	0.00	18,000.00	19,913.85	36,000.00
46400 · Interest and Other	139.09	0.00	0.00	139.09	0.00
Total Income	984,488.30	2,049,479.96	988,689.83	-4,201.53	2,307,649.94
Gross Profit	984,488.30	2,049,479.96	988,689.83	-4,201.53	2,307,649.94
Expense					
60000 · Staffing	385,490.48	63,800.03	467,454.79	-81,964.31	1,001,909.51
61000 · Professional & Contract Expense	28,997.50	6,817.00	28,749.96	247.54	65,000.00
62000 · Office and Overhead	106,592.00	424.00	106,570.00	22.00	252,590.00
70000 · Direct Program Expenses	395,594.54	1,978,438.93	377,750.08	17,844.46	980,500.00
Total Expense	916,674.52	2,049,479.96	980,524.83	-63,850.31	2,299,999.51
Net Ordinary Income	67,813.78	0.00	8,165.00	59,648.78	7,650.43
Net Income	67,813.78	0.00	8,165.00	59,648.78	7,650.43

PROGRAM REPORTS

Winter 2024

URBAN VITALITY

Over 100 People Attend Lid I-5 North Seattle Community Workshop

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. On **Thursday, November 9**, the coalition hosted a community vision meeting that had over 100 attendees. The meeting was hosted in collaboration with a University of Washington Landscape Architecture Master Studio class, which is working on the lid concept as the main product for their studio. It included presentations on highway lids, 11 interactive stations for people to share their thoughts on the lid, and table working group activities guided by students and urban design professionals. The intended outcomes from the meeting were to build broad community support for the concept and gather feedback for a vision in order to support a feasibility study funding request in 2024. The Lid I-5 North Coalition heard overwhelming support from attendees for the concept. Read more about the event in UDP's [blog post](#).



New Economic Development Intern - Roushan Kwatra

In November, UDP hired an Economic Development Intern to support both the Economic Development and Urban Vitality programs. The position is managed by the Urban Vitality Manager and is 20 hours per week through June 2024. UDP is pleased to welcome Roushan Kwatra as a member of the team. Roushan is a Masters in Real Estate student at the University of Washington, with an undergraduate and professional background in architecture. Roushan will be tracking new private development in the U District, tracking new businesses and vacancies, and supporting the development of a "State of the U District" report in 2024.

UDP Convenes Second Roosevelt Roundtable Meeting

In early December, UDP hosted a second gathering of stakeholders from the Roosevelt corridor through the U District. The purpose of these meetings is to continue to support stakeholders along the corridor. The first meeting was held in June. At the December meeting, UDP shared important updates related to upcoming SDOT and WSDOT construction, and updates on new developments along the corridor. UDP also continues to track garbage-related issues on the corridor and identify potential areas for placemaking, which included a proposal for tree lights in the corridor. The next Roosevelt Roundtable meeting will be held in Spring 2024.

Upcoming Public Restroom Advocacy

The U District lacks sufficient public restroom facilities and for years, the community has held a new public restroom as a priority. To advance this effort, and take advantage of a growing community conversation on the topic, UDP is developing a public restroom memo to outline the organization's position that locating a public restroom in the neighborhood is a high-priority, and that it must be properly designed and staffed for success. Though there are no plans by the City of Seattle or private developers to do so, there is a citywide conversation about the lack of adequate public restrooms in Seattle. The UDP would like to be prepared to have conversations with leaders and planners during the 2024 City budget year and beyond.

ECONOMIC DEVELOPMENT

UDP Hosts Fall Economic Development Committee Meeting

On Thursday, November 30th, UDP facilitated a meeting with a total of 27 participants including U District businesses, property-owners, real estate agents, prospective businesses, and key stakeholders to play a pivotal role in advising the future of the U District Partnership's Economic Development Program.

The agenda included a recap of UDP economic development efforts over the past year, and invited attendees to provide valuable input on how UDP can shift the narrative to promote the unprecedented investment our community is experiencing. A summary of the discussion is listed below:

What kind of data do prospective businesses look for when deciding where to expand/relocate?
What kind of data do real estate professionals need to recruit businesses into the U District, specifically those that diversify the retail mix?

- More data which supports business expansion (median income, residents, employees, frequency of restaurant visits).



How can UDP best support prospective businesses and real estate professionals?

- *Develop a greater partnership with UW.*
- *Placement of testimonials / photos of business owners on vacant storefronts.*
- *Advertise to elevate the U District - How do we bring people in from other neighborhoods?*
- *More marketing campaigns/events - Restaurant Week? (e.g. \$4 Food Walk)*
- *Marketing campaign to fight perception that U District is not safe.*

What else should we be considering?

- *Check out the Friends of the Waterfront monthly blog - they do a good job of regularly updating consumers on what's happening, they have an unofficial mayor, etc.*
- *Overcoming challenges surrounding parking. Make it easier for residents from other communities to find parking. (e.g. parking map)*

Diversifying the Retail Business Mix to meet Consumer Demand

With unprecedented development bringing 100K+ SF of ground-floor retail space into the U District, UDP continues to focus on the recruitment of diverse businesses to fill upcoming and current vacant spaces. Over the past couple of months, UDP has engaged with prospective businesses, conducting walking tours, connecting them with brokers/property-owners, and highlighting current/upcoming vacant spaces that fit their needs. Some of these prospective businesses include:

- Shota Nakajima, Kobo/Taku
- Adam Pinkham, Offset Ciderworks
- Steven Dodobara, Rockbox
- Victor Ghioni, Ballard Consignment
- Kent Stowell, Katie Bombico, Performance Art Space Concept
- Christopher Ritter, Japanese Cafe Concept
- Joey Burgess, Bar/Pizzeria Concept

UDP Continues Business Attraction Efforts

In an effort to fill vacant spaces and uplift the ground-floor economy, UDP continues to meet and tour the neighborhood with prospective business owners. While the current focus encompasses ground-floor retail, UDP has also leveraged relationships to invite large corporations to the neighborhood.

As shown in the photo on the right, UDP invites representatives from Google's public affairs team to learn more about the neighborhood and tour the Chapter's Building development.

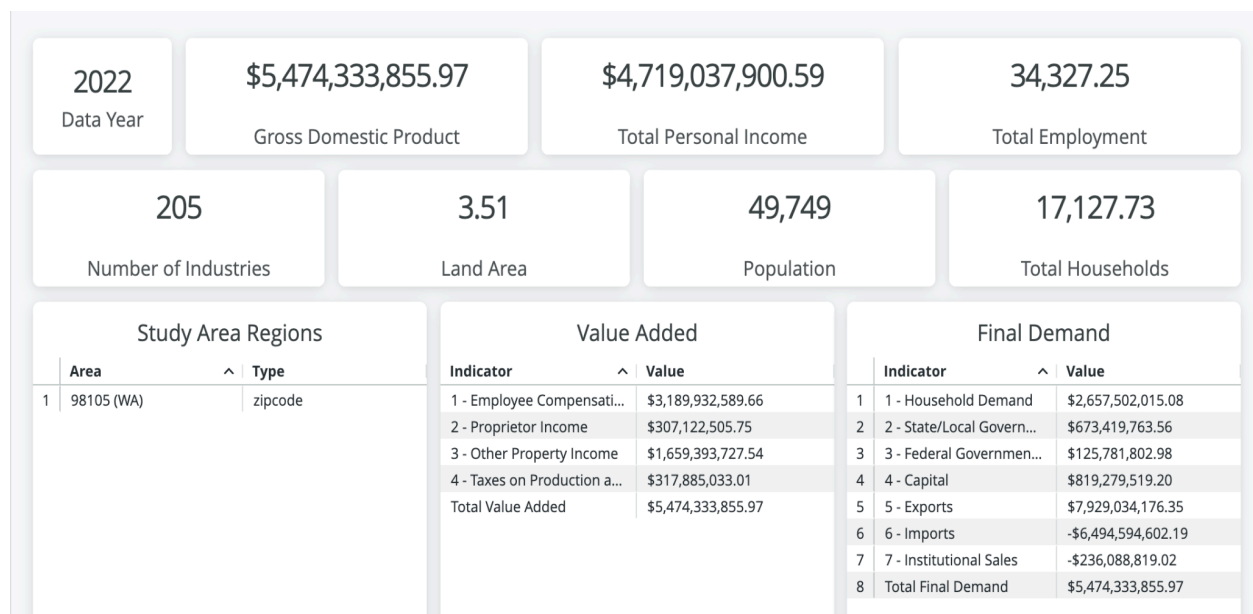


UDP Secures OED Funding to Support Data Collection

At the end of the 2023 calendar year, the City of Seattle's Office of Economic Development generously committed funding support to enable UDP to make strategic investments in data software including Placer.AI, Costar, and IMPLAN. By providing funding for these programs, OED has enabled UDP to leverage data-driven insights from Placer.AI, comprehensive real estate information from Costar, and economic impact assessments from IMPLAN, to drive informed decision-making, revitalize commercial spaces, and stimulate economic growth within our community. Below are examples of the capabilities of each software application. Ultimately, these assets will aid the UDP in developing a robust economic development report which accurately communicates the prosperity and unprecedented investment the U District is experiencing.

IMPLAN

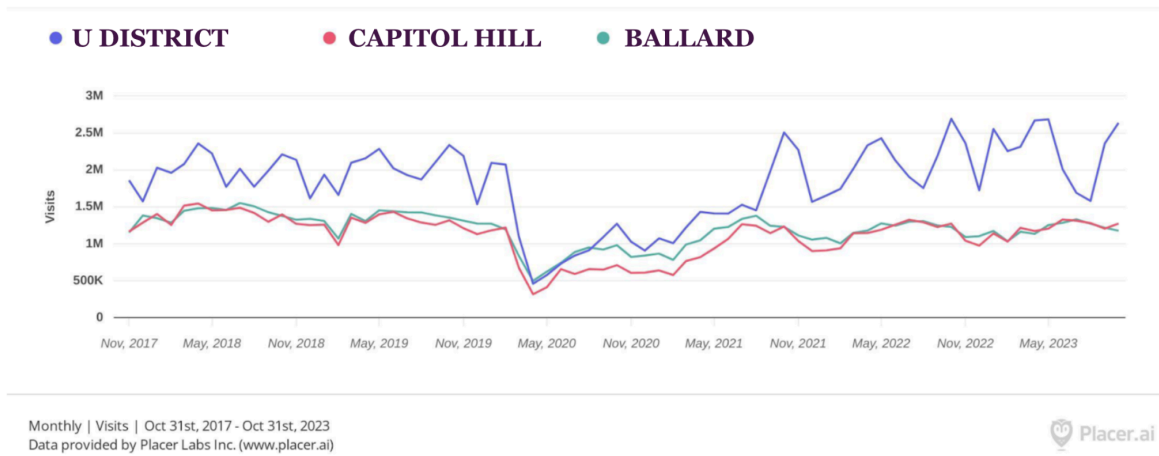
A software that combines data and analytics to empower greater understanding of economic impacts. It can support UDP by quantifying the impact of our events, evaluating the impacts of tourism, calculating the benefits felt from new businesses relocating to the area, and anticipating the ripple effects experienced from a business closure within our community. The following image shows a sample of data capabilities Implan offers for UDP.



Placer.AI

A data analytics platform that leverages mobile location data to provide real-time insights into consumer behavior and retail trends. By investing in Placer.AI, the City of Seattle can support UDP's efforts in gaining a deeper understanding of foot traffic and consumer preferences within the neighborhood. This program would allow us to

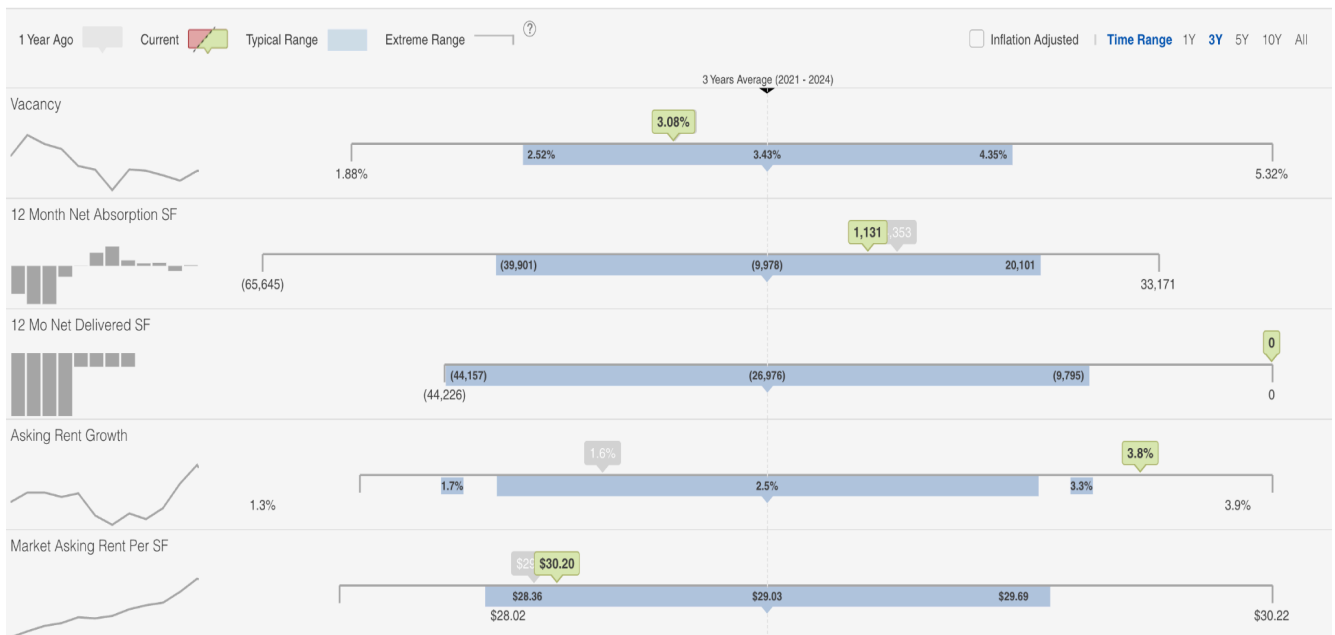
conduct research into areas such as a void analysis, consumer leakage, demand gap analysis, and trade area. The following shows a sample of the site visitation data UDP can leverage through Placer.AI.



Costar

A comprehensive platform for commercial real estate information and analytics. It would allow the UDP to get in-depth information on the commercial real estate market including historical trends, current commercial vacancies, and upcoming developments. This platform is critical for us to gain a better understanding of the current real estate market and would greatly compliment our efforts in filling vacant ground-floor spaces. The following shows a sample of data Costar provides including vacancy rates, asking rent growth, and rent per SF.

Key Performance Indicators



CLEAN, SAFE & OUTREACH

New Branded Uniforms for Clean & Safe Teams

New uniforms are here for the UDP Clean Team and Ambassador. These uniforms are designed to increase awareness of the work funded by the UDBIA, while bringing greater consistency to the team's appearance. To date, the clean and safe teams have relied on vests—ambassadors wore them over contractor uniforms, and the Clean Team wore them over various outfits. With the new uniforms, new layers have been introduced to meet a variety of weather conditions while maintaining a consistent and professional look.

The uniforms for the Ambassadors are grey and purple, while the clean team is green—making them easily distinguishable, allowing for better awareness of roles and responsibilities from an outside perspective. In the past, the teams' uniforms were lightly branded with outdated logos, but these new uniforms prominently feature UDP's fresh and thoughtfully curated brand.



Homeless Encampments in the U District

The number of tents along I-5 has remained relatively stable over the past few months. It's important to note that some structures, although counted as one tent, are notably large in size. Out of the 43 tents along I-5 counted this month, seven of them fall into this category of larger makeshift structures.

LOCATION	Pasadena	I5 @ 45th	I5 @ 50th	U Playground	The Ave	Other	TOTAL TENTS
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
Nov. '23	0	19	28	0	0	0	47
Dec. '23	0	13	30	0	0	0	43
Jan. '24	0	15	27	0	0	0	42

Vehicle Involved Robberies

The U District has experienced four incidents involving presumed stolen vehicles crashing through storefronts and subsequent robberies. The targeted items in these robberies have been nicotine vape products and cigarettes. Joy Mart (4747 University Way) has been hit twice, Cloud Vapes (4540 University Way), and The Spot Smoke Shop (5226 University Way NE) have all been targeted. UDP Staff engaged with Captain Aagard, Commander of the North Precinct, who conveyed that this issue is not isolated to our area but is rapidly growing regionally.

The stolen vehicles, usually Hyundai or Kia models, are notably easy to steal. The *modus operandi* involves driving multiple vehicles to a targeted store, ramming one through the front, swiftly looting the products, and fleeing in other vehicles, leaving the rammed vehicle behind. This problem played a role in City Attorney Ann Davison's decision to sue Hyundai and Kia for inadequate anti-theft protections.

Addressing this concern, UDP testified in favor of technology requests proposed by the Mayor's Office, including the installation of automatic license plate readers on all SPD patrol vehicles. This initiative, recently passed, enables SPD to scan thousands of vehicles daily, automatically flagging reported stolen vehicles. UDP is also regularly sharing information with City leaders including the Mayor's Office, City Council, SPD, City Attorney's Office and the King County Prosecutor.

New Clean Team Equipment

In 2022, the University Rotary Club generously funded a new pressure washer for UDP, enabling the team to cover more ground with less staff hours than previously possible. The implementation of this equipment has led to noticeably cleaner sidewalks in our community.

Subsequently, the Rotary also funded a commercial vacuum cleaner (Billy Goat) and a commercial snow blower for UDP. The commercial vacuum cleaner has revolutionized UDP's litter and leaves cleanup process, operating at an exponentially faster rate than manual efforts. As it collects debris, it also mulches it, facilitating easier disposal. UDP regularly utilizes this equipment to enhance the cleanliness of the neighborhood's curb lines, anticipating increased efficiency for the Clean Team.

During snowy conditions in the U District, the Clean Team diligently works to keep the neighborhood's busiest sidewalks free of snow and ice. Prior to snowfall, UDP applies salt to prevent freezing and ensure safety. Historically, manual shoveling was the approach to clearing accumulated snow. However, with the recent addition of a snow blower, this labor-intensive method is no longer necessary. The snow blower will enable the team to clear sidewalks quickly and efficiently, allowing them to cover more ground than ever before.

EVENTS

Cherry Blossom Festival

Business recruitment has just launched for the third annual U District Cherry Blossom Festival! With an extended deadline of Monday, February 5, 2024, interested U District-based businesses can sign up to offer a cherry- or blossom-themed promotion to celebrate the annual bloom of the UW Cherry Blossom. In 2023, over 70 businesses participated and we hope even more will join in the celebration. Dates for the festival will be announced in early March, to align with peak bloom in the UW Quad and make the most of the high visitor counts to the neighborhood.

Event Dates: TBD, mid-March to early-April

Business Participation Deadline: Thursday, February 1

[Business Participation Application](#)



Seattle Boba Fest

Boba Fest returns for the third time on Saturday, April 27, 2024! Interested businesses are invited to sign up to serve and promote a bubble tea special. Businesses are encouraged to leverage the promotion by offering branded swag to visitors either throughout the day or for the 'first 100 customers.'

Event Dates: Saturday, April 27, 2024

Business Participation Deadline: Thursday, February 15

[Business Participation Application](#)

U District Street Fair

The annual Street Fair will celebrate 54 years when it returns this spring; May 18-19, 2024! Vendor recruitment launched in mid-December and so far over 200 applicants have submitted their registration. Vendor jurying is currently underway!

Event Dates: May 18-19, 2024

Business Participation Deadline: March 15, 2024

Vendor Application Links:

- [Storefront Activations](#)
- [Vendor Booths](#) (Including Local Business Vendors)

