

Center City Activation: Downtown Seattle Association Contract Renewal

City Council Public Assets and Homelessness Committee

September 20, 2023

Seattle Parks and Recreation



City of Seattle

Contract Update: Goals

- Safe and active downtown parks
- Welcoming environment with activities that reflect the community
- Demonstrated success through people counts and surveys
- All funds collected go back into the programming and activation



Contract Update: Summary

*Adds Bell St. and Pioneer Square to Occidental Square and Westlake Park

- **DSA Role:**

- Activate and Program Public Spaces: Primarily free drop-in opportunities, programs and events
 - Provide associated staffing and equipment (including security)
- Permit events (except free speech) and schedule activations, concessionaires, and vending
- Provide services and support to marginalized populations around the parks
- Leverage public dollars (ratio of three private sector dollars to every one public dollar)
- Report results: including WMBE utilization, financials, outreach methods and survey results, summary of programs and activities (with participation levels and park visitor counts)

- **SPR Role:**

- Manage free speech event requests
- Provide park maintenance
- Provide Park Ranger support (4 sites) and concierge support (Pioneer Square)

Contract Update: Activation and Programming

Agreement recognizes:

- Regular, daily programming leads people to perceive the parks as increasingly safe, welcoming, and vibrant urban spaces
- Activations that are free and open to the general public lead to increased positive public use of these urban parks
- Majority of activations and programs will fall with these 4 categories:



Park Amenities



Health and Wellness



Youth and Family Programs



Arts and Culture

Contract Comparison

Contract Category	Existing	Proposed
Contract Term	5 years (two 1-year extensions due to COVID)	6 years
Contract Locations	Occidental and Westlake	Occidental, Westlake, Pioneer, and Bell St.
City Financial Commitment	\$690K (across 5 years) (\$100K per year during interim contract years)	\$1.6M (across 6 years) [Aligns with MPD Financial Plan]
DSA Financial Commitment	\$3 (private) to \$1 (public)	\$3 (private) to \$1 (public)
WMBE Requirement	Required, but undefined	25% WMBE usage for vendors, contracts, concessionaires
Programming and Staffing Commitments	Daily presence Concierge, Security, Programming Staff	Daily presence; weekly, larger-scale programming Concierge, Security, and Programming Staff Supplemented with SPR concierge and park rangers
Maintenance Commitments	Defined SPR maintenance requirements	Defined SPR maintenance requirements, and commitment to maintenance assessment
Sponsorships	No visible sponsorship permitted	Commitment to develop process and requirements



Partnership Review

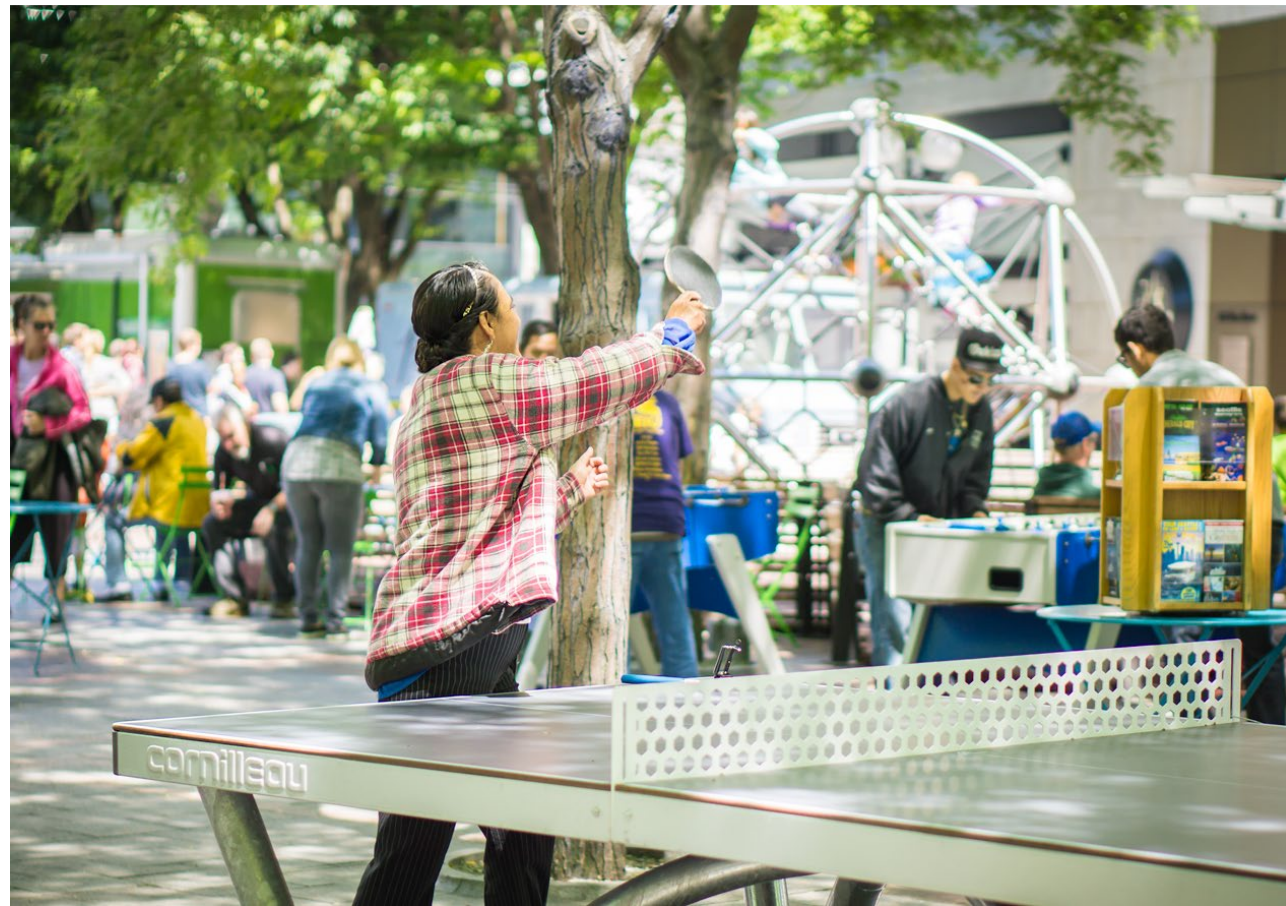
- Summer 2015
 - Launched initial park activation pilot in Westlake and Occidental Square Parks
- July 2016
 - Entered into 5-year agreement to activate Westlake and Occidental Square Parks
- 2021 - present
 - Continued partnership and collaboration



Prior Park Conditions



Activated Parks



Activated Parks



Activated Parks



Impacts to Date

- **Increasing Park Visits** - More than 2.5 million visits to Westlake and Occidental Square Parks since 2017
- **More Programmed Park Hours** - 9,500 hours of activation and programming between July 2022-June 2023
- **Improving Perceptions** - Strong improvement in perceptions of the parks being clean, safe and welcoming places, especially prior to the pandemic



Impacts to Date

- **Assisting Park Visitors in Need** - Since May 2022, MID ambassadors provided social service outreach and welfare checks to 1,137 individuals in the parks
- **Smart Leveraging of Public Dollars** - Since 2016 every \$1 of SPR funding leveraged an additional \$6.67 in private funding (exceeded 3:1 requirement)
- **Growing Support** - With this contract renewal, MID and partner investment will continue to increase in support of keeping downtown parks clean, safe and welcoming



Impacts to Date: Leveraging Programming Partners

A community approach to park activation and management provides opportunity for partners to participate and benefit resulting in successful public spaces for all.

Alliance for Pioneer Square
Artist Home
Block 41
Dancing Til Dusk
Friends of Waterfront Seattle
Gigs 4 U
Hatch Cantina
Klondike Gold Rush Museum
Mendocino Farms
Lady Yum
Pike Place Market Foundation
Parents for a Better Downtown

Pastry Project
Salvation Army
Sassafrass
Seattle Center
Seattle Parks Foundation
Silverkite Community Arts
The Great Surprisal
Treehouse
Together Washington
University of Washington
Yellow Butterfly
YMCA



Thank You!

