



## **CENTRAL WATERFRONT MANAGEMENT AND OPERATIONS**

January 4<sup>th</sup>, 2023

# LEGISLATIVE HISTORY FOR PARK OPERATIONS



Ordinance/Resolution	Date	Description
Ordinance 123142	November 2009	Establishes Central Waterfront Partnerships Committee to advise City; large scale community engagement on design begins
Resolution 31264	January 2011	Endorses Central Waterfront Guiding Principles; creates Central Waterfront Committee
Resolution 31399	August 2012	Resolution 31399 endorses Waterfront Concept Design and Strategic Plan, establishing funding plan, including LID and philanthropy
		Friends of Waterfront Seattle incorporated as non-profit organization
Resolution 31768	September 2017	<b>Stated intent to enter into an agreement with Friends for the long-term provision of high-quality operations and management services commensurate with Central Waterfront Improvement Program</b>

# LEGISLATIVE HISTORY FOR PARK OPERATIONS



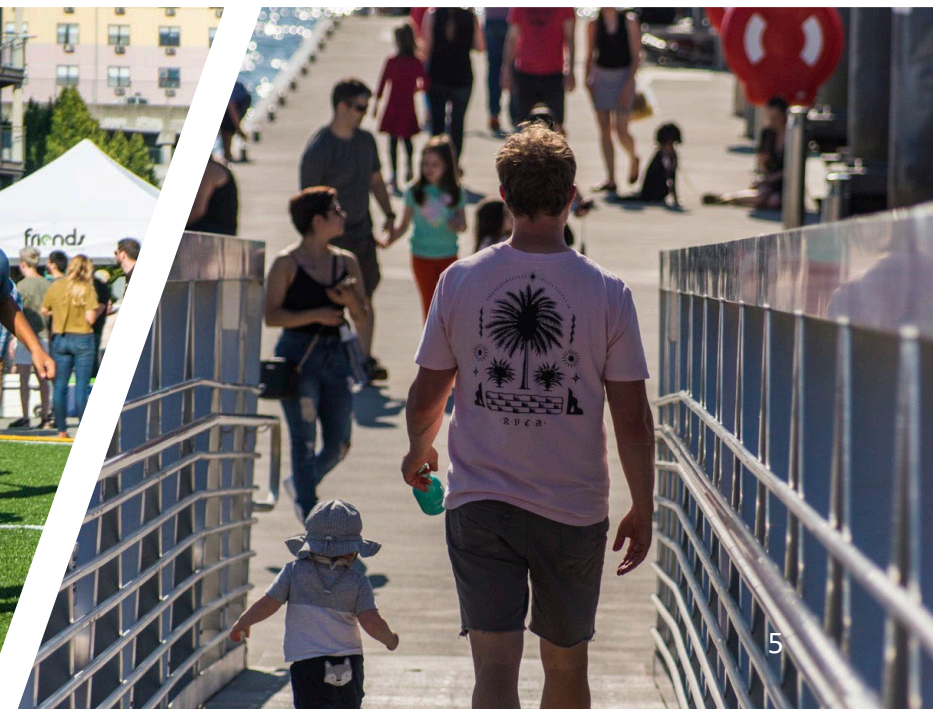
Ordinance/Resolution	Date	Description
Ordinance 125760	January 2019	Establishes the \$160M Local Improvement District (LID)
Ordinance 125761		<b>Approves the O&amp;M Ordinance, created the Central Waterfront Oversight Committee and authorizes two-year pilot agreement for Pier 62 and established framework for long term management agreement with Friends of Waterfront Seattle</b>
Ordinance 125762		Contractual agreement with property owners to waive the LID protest in exchange for the <b>City committing to a set standard of maintenance, programming and public safety;</b> designating park boulevards
Ordinance 126444	September 2021	Portions of the waterfront are designated as Waterfront Park Boulevards

# OPERATING PARTNERSHIP

## PILOT AGREEMENT AT PIER 62

- Friends responsible for social services, special events, programming, and activation
- City responsible for daily and preventative maintenance
- Joint responsibility for public safety





# SHIFT TO SEATTLE CENTER FOR OPERATIONS



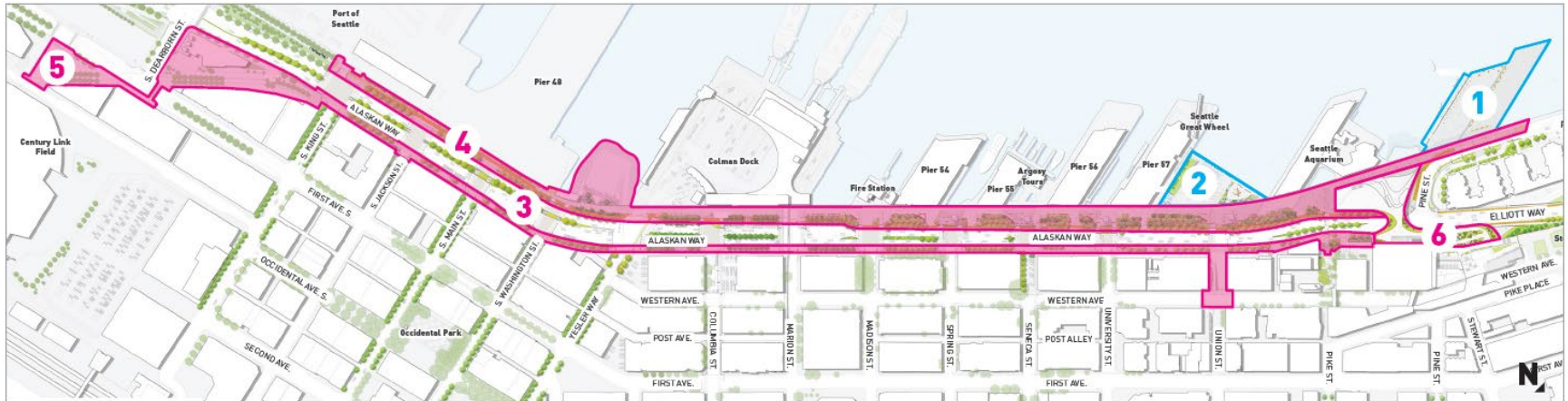
- Culture built around high-level operations and management of park
- Full time dedicated staff team that can deliver a high quality and inclusive park experience
- Recommended by the Central Waterfront Oversight Committee in their 2021 annual report to Mayor/Council



# OVERVIEW OF PROPOSED ORDINANCE



- Delegates Waterfront operations and management to Seattle Center
- Delegates authority to Seattle Center Director to enforce Waterfront Park rules
- Extends the current License Agreement with Friends on Pier 62 Park operations



● Current park ● Park boulevard

## PILOT AGREEMENT (2020 - 2022)

- 1 Pier 62 and Floating Dock**  
Rebuilt to once again support free public concerts and events, as well as allow new access for small boats.

## MANAGEMENT AGREEMENT (2023)

- 1 Pier 62 and Floating Dock**
- 2 Pier 58/Waterfront Park**  
Rebuilt park with an urban plaza and a children’s playground.
- 3 Alaskan Way East and Union Street**  
Widened sidewalk, landscaping and green stormwater features. A new pedestrian bridge and elevator at Union Street will connect Western Avenue to Waterfront Park.
- 4 Park Promenade**  
A new linear park with walkways, lighting, landscaping, seating and green stormwater features. In Elliott Bay, new underwater habitat improvements will help restore the native intertidal habitat. A new two-way protected bike lane will run adjacent to the roadway. Vending will be hosted at four wayfinding kiosks and at the restored Washington Street Boat Landing Pergola. There will be two standalone public rest rooms.
- 5 Railroad Way**  
A pedestrian gateway linking the waterfront to Pioneer Square and the stadiums. Railroad Way will encourage new circulation and activities throughout the year and on game days at CenturyLink Field and Safeco Field.

- 6 Overlook Walk**  
A new, accessible connection between Pike Place Market and the waterfront. It will take pedestrians over the new Alaskan Way without crossing the street and will include seating, informal play areas and views.

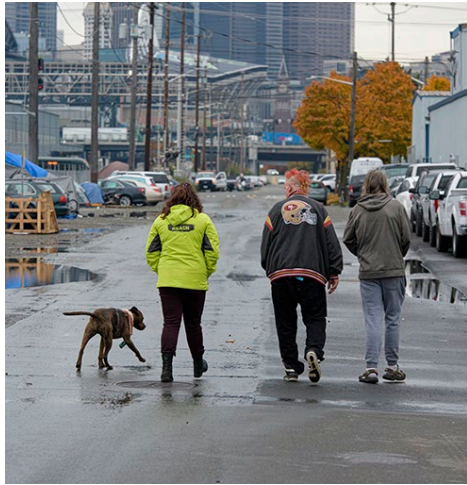




# PUBLIC SAFETY TIERED RESPONSE

<b>Tier 1</b>	Social Services	Outreach to assist visitors in need of support resources. This is currently provided by REACH, under contract to Friends.
<b>Tier 2</b>	Park Ambassadors	Customer-focused staff wearing Friends' branded clothing/uniform. Provides information, directions, verbal reminders re: rules. Friends' front-line team to ensure a positive visitor experience. Reports issues to enforcement and maintenance teams as needed.
<b>Tier 3</b>	Basic Park Rules Enforcement	City staff that can enforce Waterfront Park Rules
<b>Tier 4</b>	Criminal Enforcement	SPD response to criminal activity or life-threatening situations.

## TIER 1 Social Services



REACH's work begins by forging trust between clients and their team members. These relationships are the key to REACH'S work.

It may take time for people to be ready for services like shelter, mental health care, or substance use disorder treatment, so REACH meets people where they are and work with them to meet the goals that they define.

Friends contracts with REACH to provide services along the waterfront.

## TIER 2 Park Ambassadors



Park Ambassadors will be Friends staff that are uniformed and approachable to assist with park operations.

They can remind the public of park rules but do not enforce.

## TIER 3 Basic Park Rule Enforcement



Seattle Center is committed to creating and maintaining a safe and welcoming environment for all. They have a team of public safety personnel with a 24/7 presence.

The waterfront will be hiring a dedicated public safety team as an extension of Seattle Center's team to enforce park rules, as needed.

# LONG-TERM MANAGEMENT AGREEMENT

- 6-year agreement aligning with MPD cycle and SC/SPR agreement
- Expands to Waterfront Park in phases
- Includes lessons learned from pilot agreement
- Integrates Performance Standard



# KEY NEXT STEPS

ACTION ITEM	TIMELINE
LEGISLATION <ul style="list-style-type: none"> <li>• DELEGATION AUTHORITY</li> <li>• POSITION AUTHORITY</li> </ul>	JANUARY 2023
MANAGEMENT AGREEMENT <ul style="list-style-type: none"> <li>• LEGISLATION</li> </ul>	JANUARY-MARCH 2023
HIRING	JANUARY- JUNE 2023