

SUMMARY and FISCAL NOTE*

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** Note that the Summary and Fiscal Note describes the version of the bill or resolution as introduced; final legislation including amendments may not be fully described.*

1. BILL SUMMARY

Legislation Title: A RESOLUTION of intention to establish a University District Parking and Business Improvement Area and fix a date and place for a hearing thereon.

Summary and background of the Legislation:

This resolution initiates a new U. District Parking and Business Improvement Area (U. District Business Improvement Area) and is the first of two similar pieces of legislation that must be prepared, per RCW 35.87A. The legislation package also includes a resolution to set a public hearing date and place. Subsequently, the City Council may introduce an ordinance to create the U. District Business Improvement Area after the public hearing has taken place.

The U. District Business Improvement Area was originally established in 2015 for a five-year period, and is scheduled to sunset on May 1st, 2020. Based on its ability to provide services valued by its ratepayers, the U. District Business Improvement Area developed a proposal recommending the creation of a new BIA that will essentially extend it for a period of twelve years. The U. District Business Improvement Area believes its proposal is efficient, accountable, and responsive to the area's needs. The group collected signatures for a petition to form a U. District Business Improvement Area that will continue to fund its programs:

- A. Cleaning and Public Safety;
- B. Events and Marketing;
- C. Policy and Advocacy, but not related to land use or zoning changes;
- D. Economic Development including efforts to prevent small businesses within the district area from being displaced;
- E. Urban Vitality, Public Realm, and the Built Environment;
- F. Planning;
- G. Program Management

The petitioning effort resulted in a show of financial support by ratepayers who would pay at least 60% of the total special assessment revenues. Assessments will commence as of June 1, 2020, or the effective date of this ordinance, whichever is later. The new U. District Business Improvement Area will be overseen by a Ratepayers Advisory Board, which would be broadly representative of the proposed ratepayers.

2. CAPITAL IMPROVEMENT PROGRAM

- a. Does this legislation create, fund, or amend a CIP Project? ___ Yes X No

3. SUMMARY OF FINANCIAL IMPLICATIONS

- a. Does this legislation amend the Adopted Budget? ___ Yes X No
- b. Does the legislation have other financial impacts to the City of Seattle that are not reflected in the above, including direct or indirect, short-term or long-term costs?
None.
- c. Is there financial cost or other impacts of *not* implementing the legislation?
None to the City. The U. District Business Improvement Area is established as a revenue-neutral program.

4. OTHER IMPLICATIONS

- a. Does this legislation affect any departments besides the originating department?
Yes – the Department of Finance and Administrative Services (FAS), which administers the assessments for the BIAs. OED has worked in close coordination with FAS on this legislation package. FAS will collect the BIA assessments from its ratepayers. FAS holds the funds solely for the purpose of reimbursing the U. District Business Improvement Area for administering staffing, projects, and other costs associated with the BIA.
- b. Is a public hearing required for this legislation?
Yes, this resolution establishes the date and place of the hearing, as required by RCW 35.87A.140.
- c. Does this legislation require landlords or sellers of real property to provide information regarding the property to a buyer or tenant?
No
- d. Is publication of notice with *The Daily Journal of Commerce* and/or *The Seattle Times* required for this legislation?
Yes. The companion resolution must be published to give notice of the public hearing of the proposed Council Bill.
- e. Does this legislation affect a piece of property?
No.

f. Please describe any perceived implication for the principles of the Race and Social Justice Initiative. Does this legislation impact vulnerable or historically disadvantaged communities? What is the Language Access plan for any communications to the public?

A Racial Equity Toolkit has been done for the U. District BIA proposal and it is attached to the fiscal note for the ordinance.

g. If this legislation includes a new initiative or a major programmatic expansion: What are the specific long-term and measurable goal(s) of the program? How will this legislation help achieve the program's desired goal(s).

The U. District BIA work plan will remain largely the same as in prior years, with an expansion of its current services into the new boundaries. The summary of services and outcomes include the following:

- A) Clean and Safe – the majority of BIA assessment funds are directed to these programs. These include: cleaning in designated cleaning areas by professional contractors; cleaning district wide by UDP Beautification staff; monthly and annual volunteer cleanup projects; convening our community for monthly public meetings on clean and safe issues in the district; coordinating our efforts with Seattle Police and University Police departments: Ambassador patrol programs; projects to enliven streetscape like annual holiday lighting and bi-annual flower basket installations and maintenance; a district wide business crime prevention watch system; REACH mental health outreach; CPTED review and consultations; and support/utilization of homeless youth employment training.
- B) Economic Development – the BIA supports the sustainability and growth of all existing businesses in the district and serves as a resource/reference for attracting and supporting new business entry into the district. Programs include: supporting and growing a U District Business Network open to all for-profit and not-for-profit businesses; collecting and analyzing key data and performance indicators useful to businesses; conducting surveys, providing or funding research and analysis papers (Retail Saturation Study 2018-19, Steinbruck study 2017); sponsoring and producing events to drive retail foot traffic (Up Your Ave-Dawg Daze, Halloween on Roosevelt, Cherry Blossom Festival-2020, Special Olympics-2019); advocating for individual and collective businesses on issues critical to their interests (43rd redevelopment, 5G installation, Ambassador team response to business requests for assistance).
- C) Marketing and Events – the BIA: supports all events listed above with professional staffing for planning and implementation; invests resources in district wide advertising; provides weekly and monthly newsletters; and maintains the BIA website. A proposed priority for the new BIA will be to undertake a long-term commitment to rebrand the district to highlight its exceptional opportunity for businesses to establish themselves, for residents to live and as a retail/entertainment district attractive t a great King County market. Once compete, resources will be committed to a long-term propagation of that branding and messaging.

D) Public Realm – the BIA supports unbiased community engagement and dialogue on public realm issues important to the district. Specifically excluded by ordinance from engaging in “land use” advocacy, the BIA focuses its public realm resources on working with public and private development projects to ensure district concerns and values are maintained; in public space activations (Christie Park renovation, Parking Days, Night Out); representing district concerns on major transportation projects; and convening or funding the convening of community gatherings on any public realm issues that need broader civic engagement (Let’s Go U District, Mobility Study).

List attachments/exhibits below: