



U District, Let's Go! Progress Report

Report period: April 2, 2018 through June 29, 2018.

Executive Summary:

This reporting period included participation in and coordination of several high profile events. The program increased event staff to assist with outreach and coordinated with community organizations, nonprofits, and local public agencies to maximize efforts. As a result, the program saw an increase in audience outreach and engagement, including a growth in newsletter and social media subscription opt-in rates. We enrolled 96 people in the ORCA LIFT program during this reporting period, an increase from 29 enrollees during the previous reporting period. Word is circulating among the local service provider network and organizations are reaching out to the U District, Let's Go program for partnership.

Traction continues to be made with the U District Partnership (UDP) for ways to handoff program elements. A proposal was made to a newly revived U District Partnership committee, the Urban Vitality Committee, for what continued programming might look like within the context of the changing neighborhood. Progress continues to be made to build the relationship with the UDP staff, board members, and stakeholders to pave the way for programming beyond the pilot phase.

Event staff have started a survey to businesses and community organizations to better understand their barriers to offering transportation benefits. Outreach to businesses will continue throughout the next reporting phase. Results are monitored and follow up to businesses seeking more information is ongoing. Other ways the program has engaged with businesses is through a promotional coaster campaign. Infographics about transportation in the U District were printed on coasters and distributed to bars, cafes, and restaurants to raise awareness and connect patrons to the "Let's Go" program webpage.

Below are the activities that occurred during this reporting phase.

Quarter 3 Activity Report:

Outreach & Events

During the reporting period U District, Let's Go participated in several large scale public events like the 49th Annual University Street Fair, Bike Everywhere Month in May, and Ride Transit Month in June. In addition, it coordinated a high profile Transit Talk public presentation that drew an array of people with an interest in learning how to capitalize on the transportation changes to the neighborhood. It continued our monthly ORCA LIFT enrollment events, which have grown since the last reporting period. The program enrolled 96 people into ORCA LIFT during this reporting period. The previous reporting period reported 29 enrollments.

The entire listing of events is included at the end of this section.

Here are the highlights:



Bike Month

Bike Month in May is a regional trip logging challenge coordinated by Cascade Bike Club. U District, Let's Go focused its campaign on helping provide resources to protect against bike theft. It collaborated with Bicycle Security Advisors on a month long *Bike Immunization* campaign. Similar to an annual vaccination to prepare against the flu season, the *Bike Immunizations* concept was to help protect against theft by registering bicycles into Bike Index. In the event that a bicycle is stolen, there is a higher chance it can be recovered. Marketing materials included posters, information cards, spoke cards, and a process that team members could follow to help people *immunize* their bicycles at Bike Month events. An all volunteer group, Bicycle Security Advisors, partnered on: materials creation, outreach, and concepts. Materials were distributed to local businesses and organizations such as University of Washington (UW) Transportation Services and the UW Police Department.

U District, Let's Go staff completed a total of 50 Bike Index *immunizations* at several events during the month: the Annual Bike Everywhere Day in partnership with UW Transportation Services, Bike to a Flick, and University Street Fair.

(See exhibit A. *Bike Immunization materials & event photos*)

Transit Talk: How could Link light rail impact the U District?

On May 24th, U District, Let's Go coordinated a Transit Talk public presentation in partnership with Transportation Choices Coalition (TCC). It co-branded with TCC and followed its model for addressing a relevant topic through a moderated conversation. Through one-on-one meetings, presentations, events, and conversations with members of various neighborhood stakeholders (businesses, community organizations, local public agencies, and neighbors), the program learned that the neighborhood is working through concerns relating to the impacts of upcoming changes to transportation infrastructure. The general attitude of the neighborhood was negative overall. They cited pain-points with regard to losing street parking for bicycle lanes, feeling that they couldn't connect with the right person within public agencies, as well as overall fear of the unknown. A few small business owners expressed excitement to the changes and had an understanding of the bigger picture. In response, the program coordinated a Transit Talk with the goal of helping to ease fears, share ideas/resources, and create an opportunity for the neighbors to talk to others that have experienced transportation-related changes to their neighborhoods.

Speakers were asked to share their experiences and ideas in a way that fosters a positive learning environment. The speakers were:

- Rob Johnson, Seattle City Councilmember, District 4
- Kristina Walker, Downtown: On the Go!
- Jamie Lee, Seattle Chinatown International District Preservation & Development Authority
- Nick Abel, Commute Seattle
- Michael Wells, Seattle Office of Economic Development
- Rachel Marshall, Rachel's Ginger Beer
- Chase Landry with the U District Partnership moderated the event
- Stephen Antupit, U District Partnership Board of Directors, delivered the welcome



Significant effort was invested in promoting the event through a variety of outlets including: social media ads, personal invitations, phone calls, door-to-door outreach to small business and community organizations, presentations to groups such as the U District Partnership Board of Directors, church groups, social service agencies, U District Mobility community workshops, posting to public calendars and list serves. In addition, Seattle Department of Transportation (SDOT) collaborated on a blog post which elevated the program's reach. 49 people representing the following attended: small businesses, students, neighbors, local public agencies, and community organizations.

The University Book Store hosted the talk and The Seattle Channel video recorded the event. U District, Let's Go wrote a [blog post](#) with the recording and circulated via its outlets. As a follow up, in partnership with Commute Seattle, a workshop was offered for businesses that were ready to take that first step toward implementing transportation benefits. Five small businesses RSVP'd for the event but there was only one in attendance. Connecting with businesses continues to be a challenge. There have been some successes including enrolling a local organization, Yes on 1631, into ORCA passport. A handful of organizations have expressed interest and U District, Let's Go continues to provide support to help move them toward offering transportation benefits.

(See exhibit B for Transit Talk promotional flyer)

We are planning an additional Transit Talk for the fall. The goal of this transit talk is to bring the three neighborhoods that will soon be connected by Link light rail (U District, Roosevelt, Northgate) into the same room to share ideas and learn from each other. Outreach is underway to identify a venue, collaborate with community groups, and confirm speakers.

Ride Transit Month in June

Ride Transit Month (RTM) is a month long regional event that has several elements: a trip logging challenge, a personal pledge component, appreciation events, and a kick-off public celebration. U District, Let's Go participated in the challenge with the goal of connecting people working in the service industry to Metro's late night bus service, Night Owl. SDOT shared a similar goal and the programs collaborated to maximize efforts with outreach and engagement.

On June 7, the programs combined resources for the kick-off celebration station that was held at 4108 University Way NE. Starbucks donated coffee and Trader Joe's donated snacks. Event staff passed out Night Owl Swag bags with resources. T-shirts were given away for people that signed up for newsletters or engaged with programs on social media. People were also invited to take the Ride Transit Month pledge (ride transit at least three times in June) for a chance to win prizes including a \$100 ORCA card. Both program recruited volunteers and U District, Let's Go supplemented with event staff to help staff the station and interact with approximately 165 people on the street.

See exhibit C for Ride Transit Month photos.



April – June events and engagements

Event	Activity	# people engaged	Partners	Commute Plans	ORCA LIFT Enrollment	RRFP	Other
U District Partnership Open House	Apr.-Jun.	12	U District Partnership (UDP)				
Stakeholder meeting 2/4	Apr.-Jun.	13	Various				
Yes on 1631	Apr.-Jun.	2	KC Metro Transit				ORCA Passport enrollment
Coffee & a Lift at Café Allegro	Apr.-Jun.	14	Café Allegro, King Co. Public Health (KCPH)		11		
U District Partnership (Clean & Safe Committee)	Apr.-Jun.	35	UDP				3 meetings held
Presentation at U District Public Library, UD Service Provider Network	Apr.-Jun.	22	Seattle Public Library, U District				
Farmers Market w/ Councilmember Rob Johnson	Apr.-Jun.	34	Councilmember Johnson's Office				3 tabling events
U District Partnership Board Meeting	Apr.-Jun.	54	UDP				3 meetings held
YMCA Health Kids Day	Apr.-Jun.	31	YMCA, KCPH		8		
Doorway Project (pop-up cafe)	Apr.-Jun.	26	UW's Doorway Project, UD Mobility				
U District Mobility Small Business Meeting	Apr.-Jun.	1	UDP, UD Mobility				
Books & A Lift w/ University Book Store	Apr.-Jun.	15	University Book Store, KCPH		13		
Seattle Public Library, U District Youth Drop In	Apr.-Jun.	200	UD Library		6		16 drop ins attended
U District Mobility Public Workshop	Apr.-Jun.	150	UD Mobility				2 workshops attended
Community Clean up with UDP	Apr.-Jun.	25	U District Partnership, U Heights, ROOTS, Sanctuary Arts Center				
Bike to a Flick w/ Scarecrow Video	Apr.-Jun.	8	Scarecrow Video, Hardmill, UW Transportation (UWTS) Services, Bicycle Security Advisers, Cascade Bike Club, Friends on Bikes				3 bikes registered w/ Bike Index
University Friends Church	Apr.-Jun.	1	U District Mobility				
Bike Everywhere Day Celebration Station	Apr.-Jun.	73	UWTS Cascade Bike Club, Bike Index, Bicycle Security Advisers				47 bikes registered w/ Bike Index
U District Street Fair	Apr.-Jun.	485	UDP, UWTS, KCPH	10	25		65 Ride Transit Mo. Pledges, 2 day event
Ride Transit Night Owl	Apr.-Jun.	165	SDOT, KC Metro Transit, Trader Joes, Starbucks				87 Ride Transit pledges



Transit Talk: getting our business district ready for Link LR	Apr.-Jun.	49	University Book Store, UDP, TCC, SDOT, Seattle Channel, CM Johnson's Office, OED, Seattle, Chinatown International District PDA, rachels ginger beer, Commute Seattle, Downtown: On the Go!				6 Employer Toolkits distributed
UD BIA Meeting	Apr.-Jun.	17	U District Partnership & Business Improvement Association				1 meeting attended
Community Lift w/ University Food Bank	Apr.-Jun.	73	UD Foodbank, SDOT, Within Reach, ORCA-to-go		33	50	
King Co. Mobility Coalition Work & School	Apr.-Jun.	6	KC Mobility Coalition				
University Temple United Methodist	Apr.-Jun.	1	University Temple United Methodist				
Pre-Tax Workshop	Apr.-Jun.	1	King Co. Metro Transit, Commute Seattle				
Landlord Meet & Greet	Apr.-Jun.	12	UDP				
United Churches Emergency Fund	Apr.-Jun.	1					
Commute Planning requests via website	Apr.-June			5			
TOTAL		1526		15	96	50	
Event	Activity	# people engaged	Partners	Commute Plans	ORCA LIFT Enrollment	RRFP	Other

Website, social media, and newsletter

Significant effort was invested in growing program's communication outlets at outreach at events, here are the programs subscribers:

Online outlet	Followers/subscribers
Facebook	135 (up from 88 in Q2)
Twitter	154 (up from 86 in Q2)
Instagram	53 (up from 30 in Q2)
Newsletter	201 (up from 48 in Q2)



Coaster Campaign

Outreach to businesses included an informational coaster campaign that built off of the infographics developed for outreach. Four designs were selected for printing. Approximately 1,500 coasters were distributed to approximately 12 local pubs, cafes, and restaurants in the U District. Another 500 coasters were held for upcoming tabling events and future outreach.

(See exhibit D for four coaster designs.)

Employer Survey

With the assistance of EMC Research Firm, U District, Let's Go administered a survey to small business/ community organizations to better understand the barriers that employers experience to offering a transportation benefit to their employees. Ten event staff were hired to go door-to-door to administer the survey during a two-week period in May. Through their outreach and other engagement: newsletters, social media, personal asks etc., the effort has resulted in 48 responses from an outreach list of 150. Outreach to businesses will continue through the end of the next reporting phase. Results are monitored and follow up to businesses wanting more information is ongoing. To date, our list has grown to 300 contacts and will continue to circulate the survey through the next quarter to gain an understanding of where outreach efforts should be placed after the pilot. A survey report will be included in a future quarterly report .

Employer Barriers & Perceptions test survey links:

Employee: https://emcresearch.ca1.qualtrics.com/jfe/preview/SV_dpdnHaDxKasruTP?Q_CHL=preview

Employer: https://emcresearch.ca1.qualtrics.com/jfe/preview/SV_5uacksa0iyeyoiFf?Q_CHL=preview

U District Partnership Program Continuation

In April, the interim executive director at the U District Partnership asked U District, Let's Go to develop a business case for continued programming beyond the pilot phase. The interim director included the proposal in a planning meeting with the newly revived Urban Vitality Committee.

The business case outlined transportation in the U District within the context of the growing and changing neighborhood and its impacts on growth, commerce, and equity. It outlined solutions, recommendations for future programming, case studies (of local and national business improvement associations that have similar programs), and proposed budget for full-time and part-time resources.

The Urban Vitality Committee's new chair-person started July 1, 2018, and have met formally as a group. Their goal is a funding request to the UDP Board of Directors to fund a full-time employee to manage the Urban Vitality program that would include continuation of the "Let's Go" program in some capacity. To date, the UDP board has not voted to fund the program as the July meeting has been cancelled due to summer conflicts in schedules. The interim ED has expressed a willingness to hand off components of the U District, Let's Go program to a yet-to-be hired economic development role, or another team member's role if the Urban Vitality position isn't funded.



We will formally handoff the program to the U District Partnership in the late fall. In the final program report, we will outline several ways in which programming can continue, including ideas for staffing such as AmeriCorps volunteers or other options.

Stakeholder engagement and meetings

U District, Let's Go held its second quarterly meeting on May 30 with stakeholders representing public agencies and institutions, nonprofits, and community organizations with a vested interest in transportation in the U District. Stakeholder meetings are designed to share information about programming, disseminate comments, feedback, and perceptions heard on the ground (as a way to improve dialogue between the neighborhood and public agencies) and use the collective knowledge of the group to improve program outcomes. In addition, these meetings build a network that can advocate for ongoing transportation demand management programming in the U District Neighborhood after the pilot phase.

Several of the stakeholders reported that May was difficult for their schedules and so attendance was low (only 13 out of 56 invited were able to attend). However, the members in attendance provided valuable input and helped jumpstart ideas for summer and fall programming, including how to maximize a major opportunity to connect with several thousand visitors arriving for the Special Olympics Games USA. Businesses in the U District expressed concern that visitors would have difficulty getting to the business district for shopping and dining. U District, Let's Go plans to hire a team of wayfinders on bicycles to help direct visitors. Stakeholders helped brainstorm outreach materials such as a transit map for visitors to use during the games and beyond for future efforts. As it is, there isn't a neighborhood-based map that outlines how to get to the U District from the University of Washington Link Station.

Stakeholders also connected the program to contacts working on Special Olympics planning at their agencies and to contacts that would be able to advise on the creation of a map of the area. Stakeholders provided input and points of contacts collaboration for the upcoming Transit Talk that will involve three different neighborhoods connected by link in 2021

The third stakeholder meeting is on August 29. We will ask them to provide input on long-term sustainability of the program and identify the parts of the program that are the most relevant to their transportation needs.

(See exhibit E for a list of stakeholder organizations)

Goals and metrics

Please note, that information has been provided where there is data to report:

- 1. Goal: Increase ORCA LIFT enrollments**
 - *Metrics:* Total ORCA LIFT enrollment with King County Public Health.
 - *Progress:* 96 people have been connected with ORCA LIFT this quarter.
- 2. Goal: Increase the number of U District employers that have ORCA benefits (Choice & Passport)**
 - *Metrics:* Pre/post-program data collected from King County Metro specifically with regard to the number of new business accounts opened in the U District, number of meetings (with U District businesses) held each month, and key findings.
 - *Progress:* 1 organization has enrolled into ORCA Passport/ implemented a transportation benefit



3. **Goal: Provide individualized commute plans to people working or volunteering in the U District**
 - *Metrics:* Number of commute plans completed each month and number of people switching modes
 - *Progress:* 9 commute plans have been prepared this quarter
4. **Goal: Plan 4 events in partnership with organizations**
 - *Metrics:* Number of people in attendance, number of new people in attendance, photos, number of partnerships created/leveraged.
 - *Progress:* Program interacted with 1,526 people from the neighborhood: businesses, students, visitors, community organizations this quarter
5. **Goal: Quarterly meetings with stakeholders**
 - *Metrics:* 4 meetings with stakeholder groups to communicate concerns and update on progress.
 - *Progress*
 - 1 stakeholder meetings held this quarter

Quarter 3 Looking Forward

Summer and fall planning is underway. Monthly ORCA LIFT enrollments will continue to be held and new project partnerships are being developed. Here is a preview of what is being planned:

Special Olympics

The Special Olympics Games USA is coming to the U District Neighborhood in July. The event will bring upwards of 70,000 athletes, family members and visitors to the area. U District, Let's Go is planning to coordinate with King County Metro Transit by providing wayfinding assistance, specifically our team will be bicycles, circulating through high pedestrian traffic area of the UW campus.

Stakeholder Meetings

The focus of the remaining stakeholder meetings will be to get an understanding of the support the stakeholders' need after the pilot phase. In addition, we will outline what support will be provided and suggest ways for the quarterly meetings to continue.

Program Handoff Preparation

During the next reporting phase, will work to outline how to hand off program elements to set the U District Partnership up for continued programming.

Post Survey

In support of the U District Partnership, pending approval from the chair of the Urban Vitality Committee, the program will draft a letter to members of the U District community asking for their feedback of the program and will include the following questions to measure against our benchmark data taken from the [U District Survey of Small Businesses](#). As previously reported, benchmarks and program goals are listed below:

1. How do the majority of your employees get to work?
 - Drive alone = 48.78%
 - Program goal: 2% decrease in the number of people driving alone to work



2. Are you aware of the reduced transit fare program, ORCA LIFT?
 - No = 60%
 - Program goal: 100% of U District businesses know what ORCA LIFT is for and how to use it.

3. Do you offer any kind of transportation benefit to your employees?
 - None = 62.30%
 - Program goal: increase of 2-3% more small businesses offering a transportation benefit.



(Exhibit A. Bike Immunization materials & event photos)





(Exhibit B. Transit Talk promotional flyer)

U Talk: How Could Light Rail Impact the U District?

Link light rail will arrive to the U District in 2021 expanding economic capacity and growth. How will these changes affect our business district and our customers? And what impacts will light rail have on how businesses and organizations hire and retain staff?

When: Thursday May 24, 2018, 9:00 AM to 10:00 AM
Doors open at 8:30 via book store parking lot entrance
Where: University Book Store, 4326 University Way NE
RSVP: udistrictgo.org/transit-talk
Come early for coffee, pastries & networking

TRANSIT TALK PANELISTS

Rob Johnson, Seattle City Councilmember
Jamie Lee, Seattle Chinatown International District Preservation & Development Authority
rachel marshall, rachel's ginger beer

Kristina Walker, Downtown Tacoma on the Go!
Michael Wells, City of Seattle Office of Economic Development
Nick Abel, Commute Seattle

MODERATED BY: Chase Landrey, U District Partnership

ALSO IN ATTENDANCE: Sound Transit, U District Mobility Group & King County Metro Transit

OUR PARTNERS



City of Seattle  **all aboard**



U District, Let's Go!

is a collaboration with Transportation Choices Coalition, Seattle Department of Transportation, U District Partnership, supported by a WSDOT project using Congestion Mitigation and Air Quality (CMAQ) funds.



connecting U
with transportation resources



Exhibit C. Ride Transit Month photos.



Exhibit D. Informational Coaster Designs





Exhibit E. Stakeholders

Organization
Bellwether Housing U District Arbora Court
Bicycle Security Advisors
Cascade Bicycle Club
Children's Hospital Transportation & Sustainability
City of Seattle
Commute Seattle
CoMotion at UW
Councilmember Rob Johnson's Office
CUCAC City/University Community Advisory Committee
Department of Neighborhoods Community Engagement Coordinator for the North End of Seattle
Downtown Tacoma on the Go!
Feet First
King County Metro Transit
King County Mobility Coalition
King County Public Health - Community Health Services Division
Neighborhood Farmers Market Association
Night Owl Program
OPCD
Roosevelt Neighbors Alliance
Roosevelt Neighborhood Association
Scarecrow Video
SDOT New Mobility
Seattle Department of Transportation
Sound Transit
Sweet Alchemy Ice Creamery
U District Advocates
U District Library
U District Partnership
U District Partnership Board/ UW External Relations
U District Small Business Association
UDP Urban Vitality Chair
U-Heights Center
University Book Store
University Congregational Church
University District Foodbank
University District Parking Associates
University Friends Meeting



University of Washington/ Data for Good
University Temple United Methodist
UW External Relations
UW Real Estate
UW Transportation Services